

# What is the FREE Reverse Marking Service?


- \* Every time you use a lead retrieval device (available for purchase at an additional cost) to scan attendee's badge at the expo, a link is created between you and the attendee.
- \* After the show Every attendee will receive and email linked to their own unique webpage listing all exhibitors that they visited by service category.
- \* Jump-start your post-show marketing by giving your company "top-of-mind awareness" when you contact them after the event.

## Example of what attendees will see:



The screenshot shows a Mozilla Firefox browser window displaying the website for the Chicagoland Condo Expo. The browser's address bar shows the URL: <http://ne-expo.com/VisitedCompanies.aspx?email=demo@yrinc.com>. The website header includes the event title "Chicagoland Condo Expo" with the tagline "Where buildings meet services" and a navigation menu with links for "home", "who's exhibiting", "floor plan", "events", "location", "for exhibitors", and "contact us". A "Register to Attend" button is visible. The main content area is titled "Visited Companies" and lists companies visited at the expo, categorized by "Attorneys" and "Telecommunications".

**Visited Companies**  
Here is a list of companies you visited at the expo








**Attorneys**

-  **Downing & Flynn**  
ph. 617-720-3535  
[more info...](#)

**Telecommunications**

-  **Verizon Enhanced Communities**  
ph. 212-240-5065  
[more info...](#)
-  **Comcast Cable**  
ph. 978-848-5632  
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