GLOBAL DATA CAPTURE CAPABILITIES 2022

WHO WE ARE

Global Data Capture (GDC) is an All-Inclusive Event and Tradeshow Company providing nationwide implementation of some of the industry's most advanced technologies from Universal Lead Retrieval Kiosk packages, State-of-the-Art Audio-Visual Rentals, Mobile Applications, Educational Programs and Interactive Content Production.

GDC specializes in turn-key solutions for all of your events from engineering and design to delivery and installation. Our reach includes Live Events, Meetings, Training Seminars and Fully Immersive, Interactive Tradeshow experiences. With over four decades of experience in the Event and Trade Show industry, our team at GDC is poised to support your event from inception to completion. We partner with your design and production teams to ensure that the optimal technology solution is tailored to meet your expectations and your budget requirements. This partnership with your team is what separates us from other event providers.

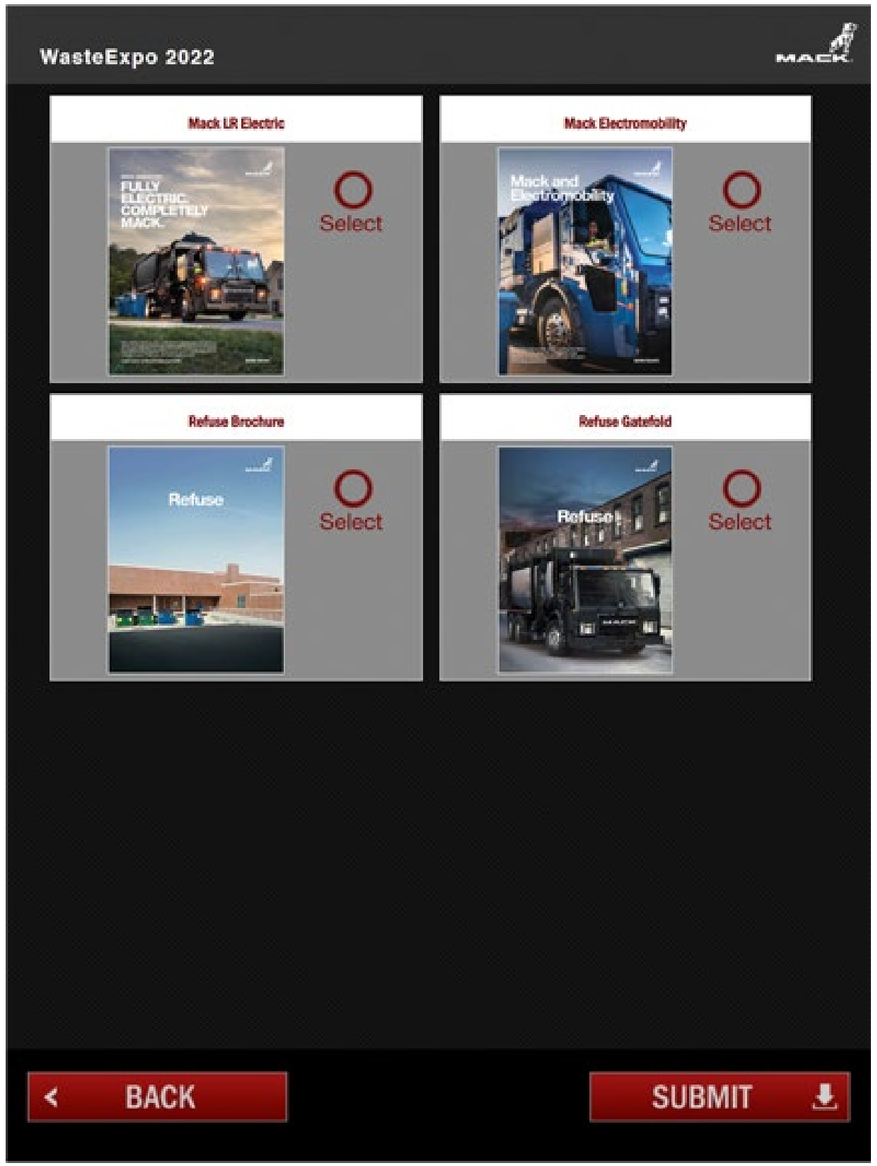
THE GDC AND MACK PARTNERSHIP

The GDC and Mack partnership was created to obtain leads on the tradeshow circuit and transfer that data directly into usable information. The great news is that the goal has been realized and also includes solid ROI. The journey has taken you from the days of paper printed leads to a fully automated, custom application that builds customer relationships, seamlessly saving a lot of money behind the scenes.

We want you to understand the level and depth that GDC is integrated into your system, and how time and cost is saved with each show.

UNIVERSAL LEAD CAPTURE

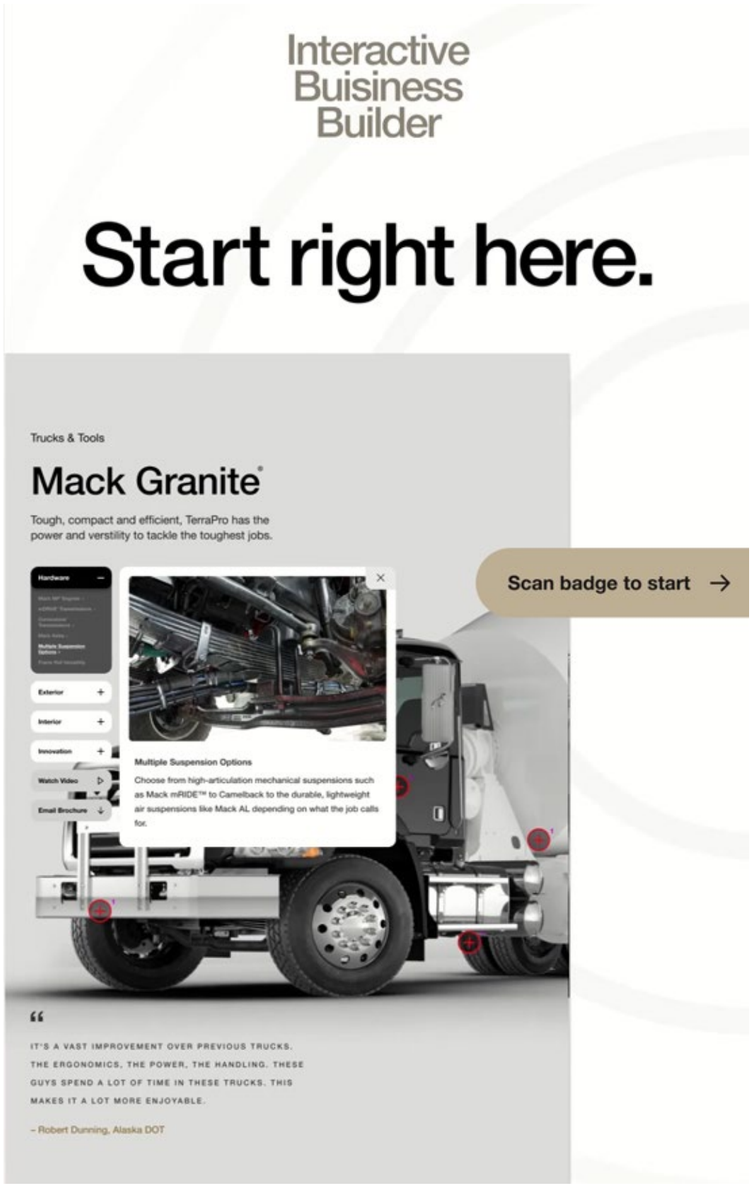
The GDC Universal Lead Capture Platform integrates with any show code to capture leads, buying habits, and fulfill brochure requests. Mack's custom iPad application is linked directly to your Eloqua CRM platform so the data never has to be managed and without additional labor or time, flows directly, in real time, to begin the marketing automation process.



INTEGRATE WITH ANY APPLICATION

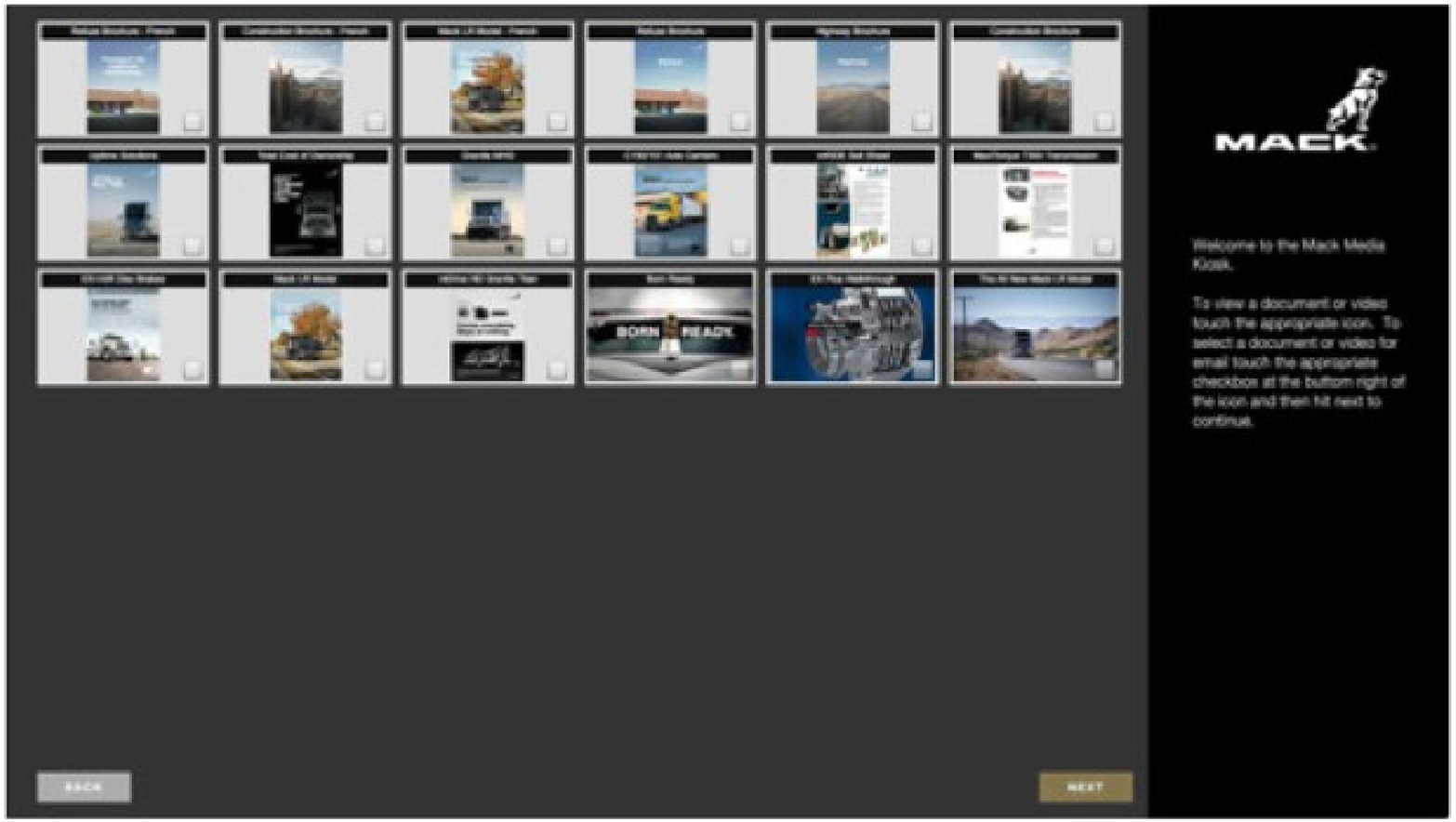
The GDC platform and services can be integrated with any interactive experience including Augmented Reality and VR.

GDC works directly with your marketing and agency teams to ensure seamless transitions of your assets into any custom Interactive Game, AR, or VR experience. All data captured can flow directly into any CRM provider.



GIVING YOUR SALES BROCHURES VALUE

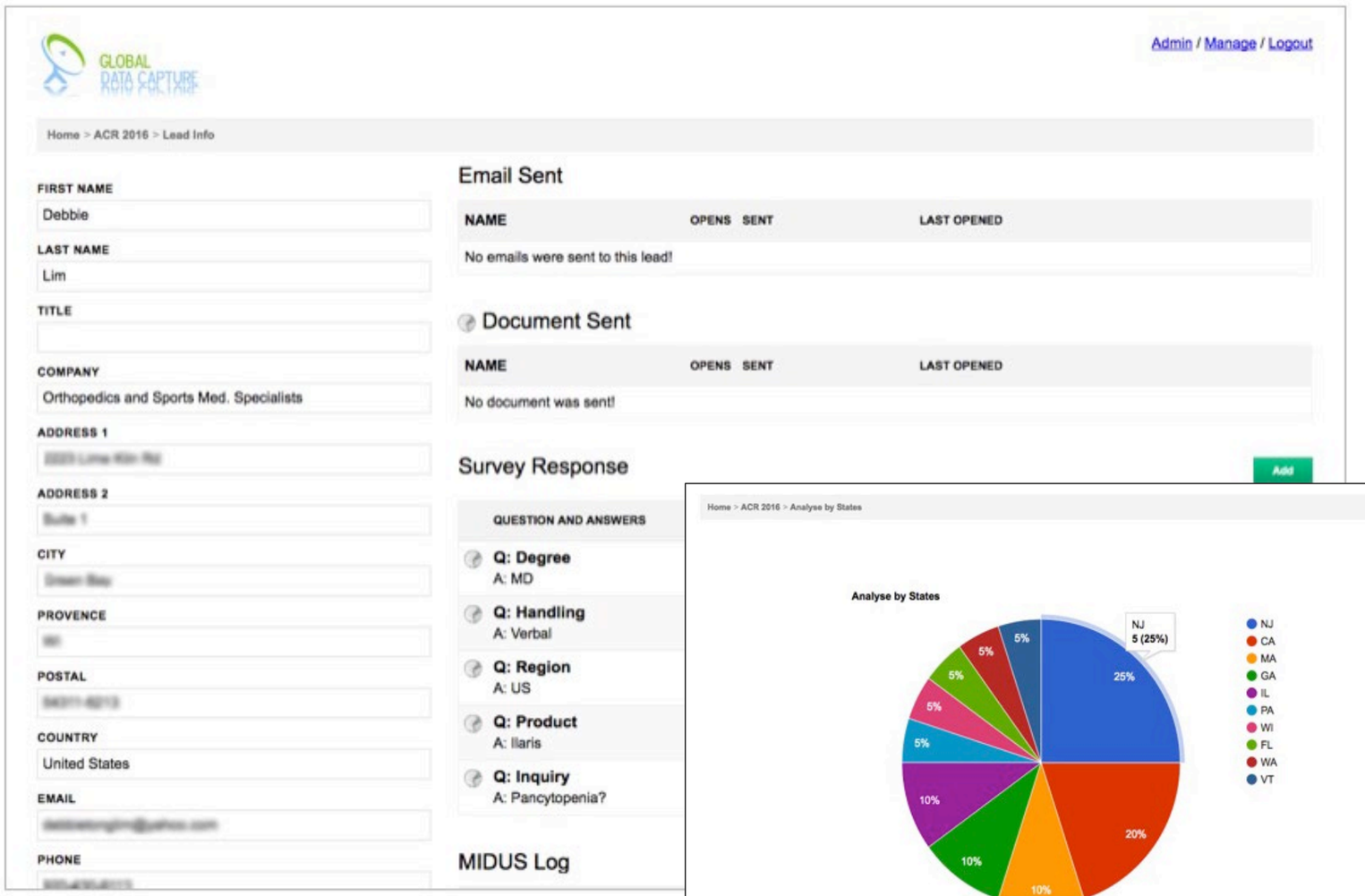
All heavy, expensive paper brochures have been converted into electronic versions which has saved hundreds of thousands of dollars over time, eliminating tons of paper in printing, shipping, storing, and waste. These are materials designed by your agency and converted by GDC to use in our system. All data points are captured including email and document open rate.



ANALYTICS

GDC's data driven engagement technologies not only help drive target market engagement but also confirm ROI on leads, and has for many years; proving its value and allowing Mack to put its resources into the right actions.

See Full Report



FROM TRADESHOW TO DEALERSHIP OR RETAIL

In Mack's continuous quest for ROI we recreated a trade show specific Interactive Sales touch screen Application as an easy-to-use iPad version, and added several features that sales reps could use in their dealerships. This application was made available for any size touchscreen and on the Apple App Store.

For example, when a sales person types in the name of an interested party the system displays the entire history of that person's interactions with anything MACK. That's because all the data ever captured on show site with badge scans or on-screen interactions was kept and integrated into the MACK database and always available. That's the power of GDC.

LIVE EVENT PRODUCTION

GDC works with your marketing and agency teams to not only to ensure seamless transitions of your assets into our interactive platforms but to also produce your live events.

FUTURE MOTION

In order for us to keep helping you move successfully into the future we would like to re-introduce you to our company and show you some of our capabilities that apply, and share with you a few examples of some of the work we do for our other customers.

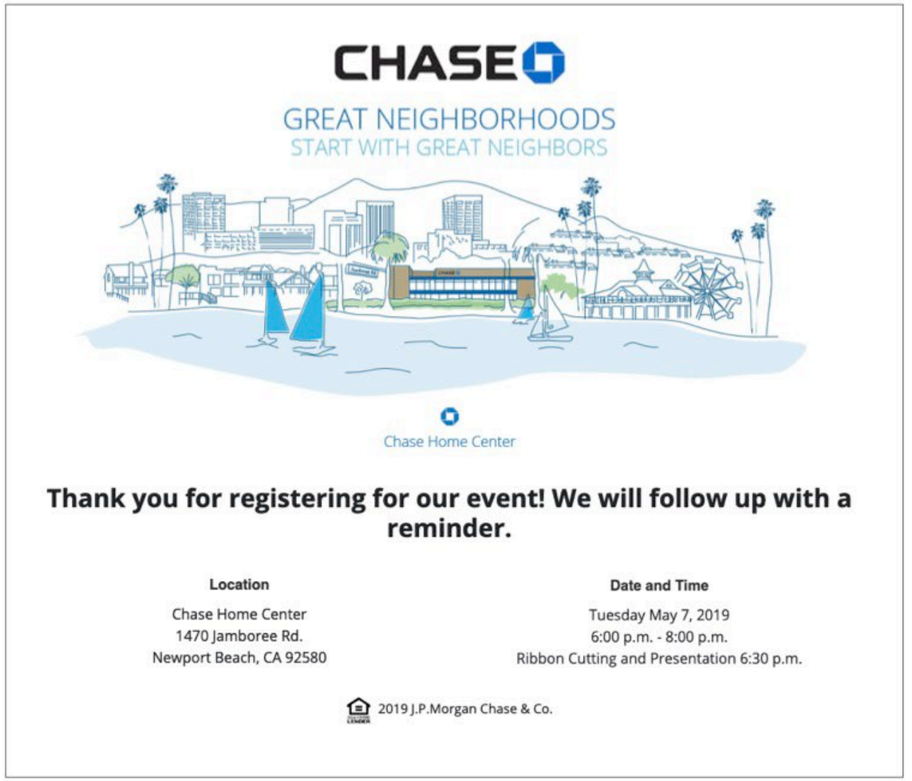
TD AUTO FINANCE

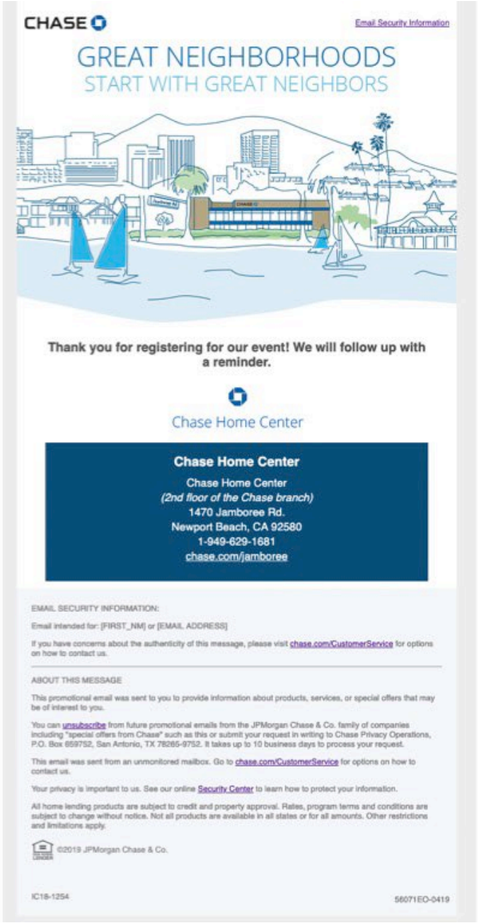
We created an all-inclusive environment for TD Auto Finance. From the badge scan to the final analytics, our powerful platform scanned, sorted, and safeguarded all the acquired data and even assisted in getting the booth named Best at Show. Equipped with RFID, a 3-D dealership, interactive game, and the ability to customize the graphics and personalize the greeting for each guest, the booth was a powerhouse of data capture and interaction.

CHASE BANK

In addition to the other services we create for Chase, they had a custom need to send invitations for a special ribbon-cutting ceremony of their new Home Center in Newport Beach, CA. It included a fully automated invitation, RSVP, registration, and decline emails, that tracked responses, thank yous and follow-ups. The entire program lives on our platform and was fully integrated into the Chase system, so all correspondence was visible and accessible at any time by Chase staff.

Accept Response Confirmation Webpage and Email

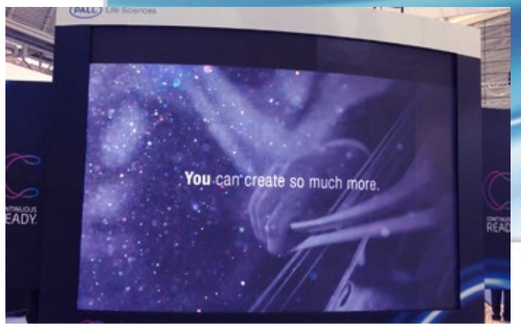




PALL LIFE SCIENCES

Pall Life Sciences, makers of bioprocessing equipment, needed a way to qualify buyers at a recent show so GDC set up a touch screen application that would gather leads, interest levels, and qualify buyers on different product, all in one platform. Included were presentations, electronic literature and brochures, and all data was integrated and viewable by Pall 24/7.

We also installed the first curved video wall for Pall, always on the leading edge.



NOVARTIS ONCOLOGY

Novartis Oncology has a continuous need at trade shows due to FDA regulations to respond back to doctors within 24 hours. Our solution scans the show badge at the med desk, matches the person to two different data bases, interfaces with the Novartis CRM platform, and allows Novartis to remain compliant with FDA regulations. This custom application is in use at all the Novartis events. At GDC we're able to listen to a client's needs, and create solutions that target specific objectives and provide specific outcomes.

NATIONWIDE AV EQUIPMENT RENTAL AND PRODUCTION RESOURCES

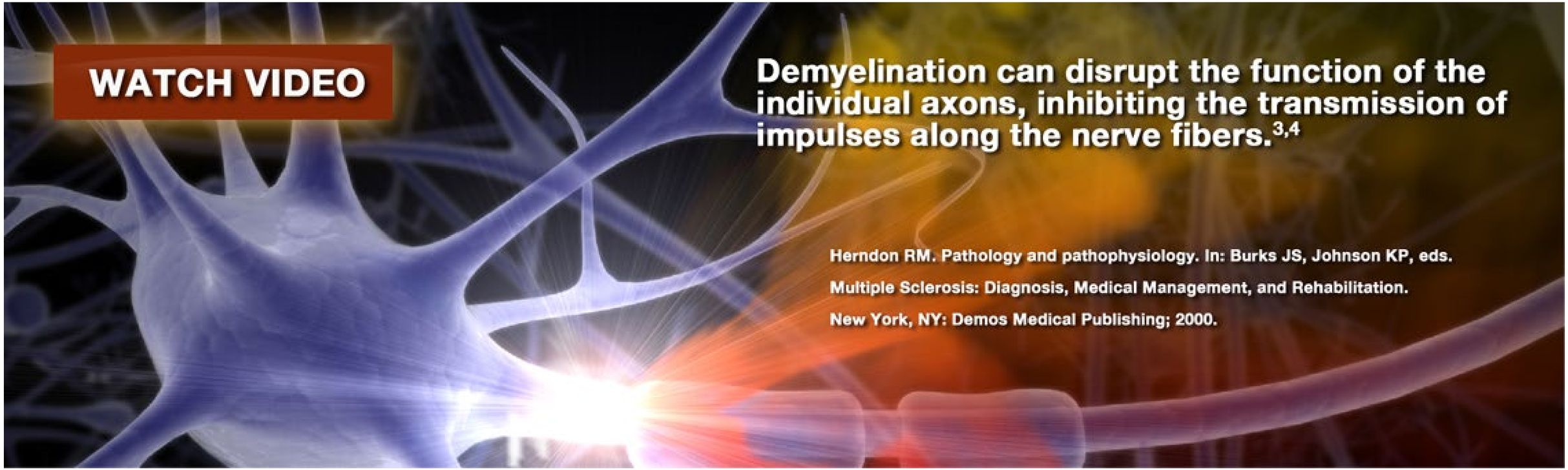
Staging Capabilities Extend to indoor & outdoor rigging, screens and projection, audio, lighting, and crew, utilized for corporate shows, awards, music concerts, festivals, events, and more.

AV GEAR, ANYWHERE INCLUDES

AV Gear, Anywhere includes LED walls, image mapping, indoor/outdoor projection, tablets, touch screens, sound support, programmable lighting, set & production design.

FULL PRODUCTION SERVICES

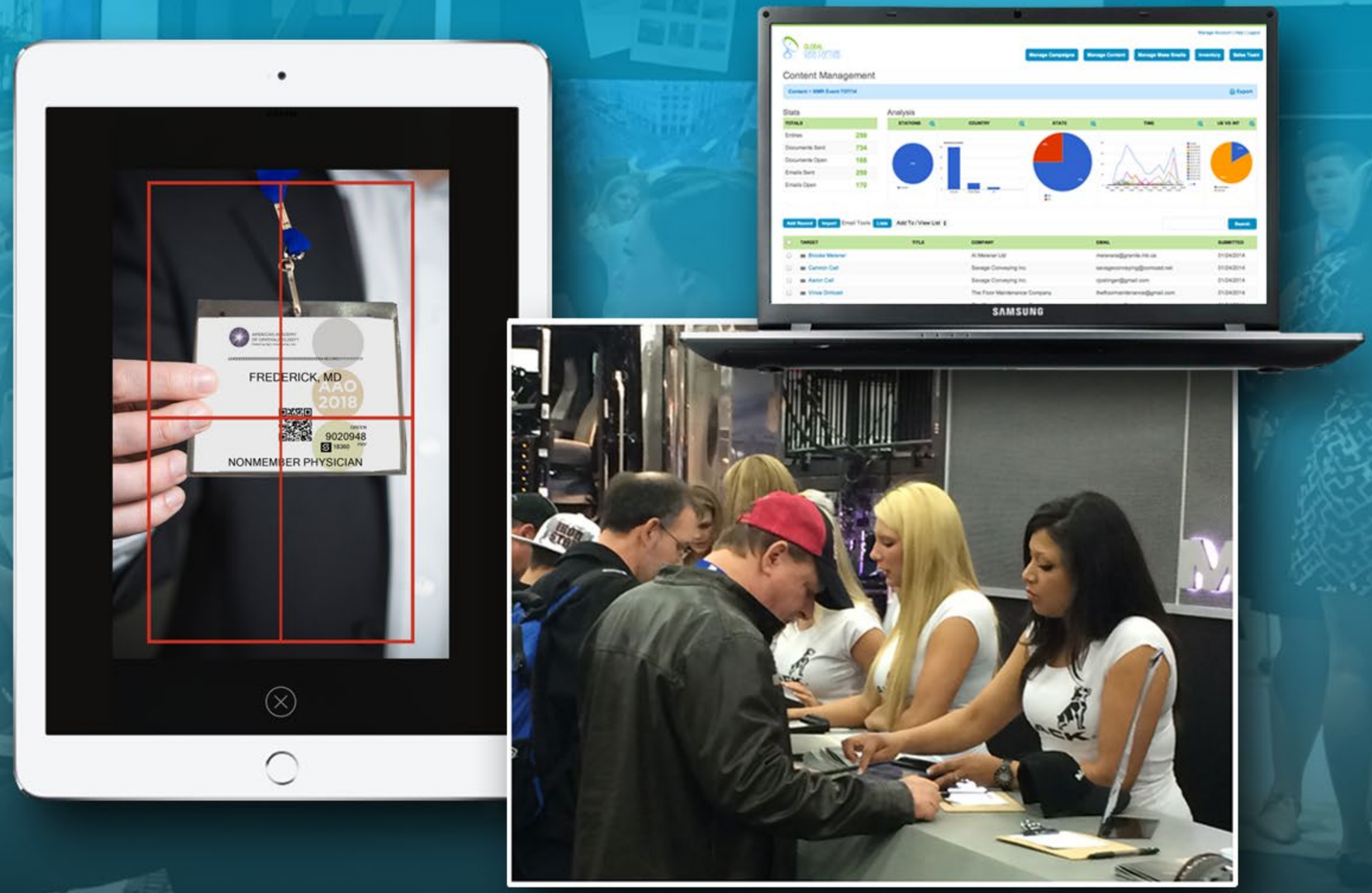
Content Production Extends to video production, interviews, animation, sound design, interactive programming for games and learning exercises, documentary production, product introductions, sizzles & teasers, and more.



Additional Capabilities

Universal Lead Capture

- Scan and capture any code at any event or from your own self-generated registration e-Mail
- Ask qualifying questions
- Create custom presentations
- Add e-Brochures
- Open and select for real time e-Mail fulfillment
- Real time analytics and CRM integration



Available on the App Store

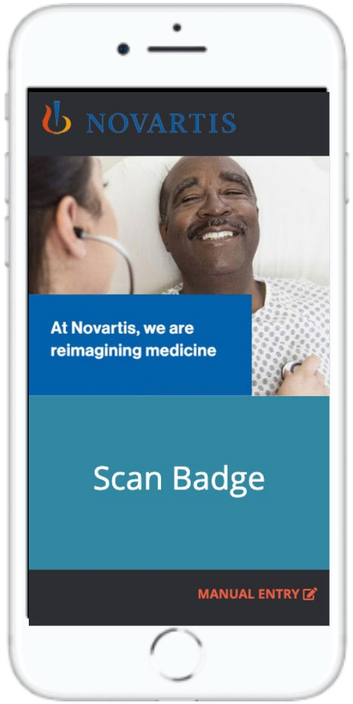
Global Data CAPTURE

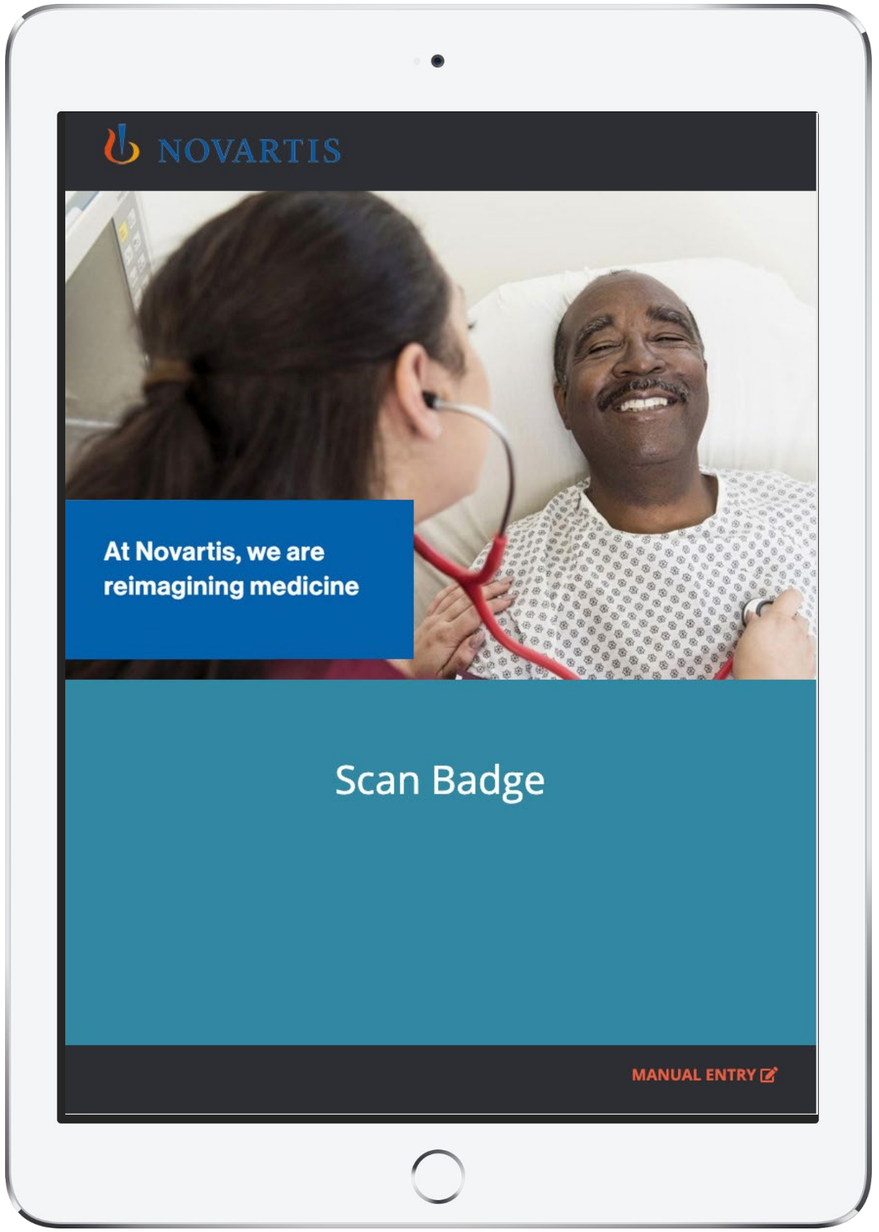
www.globaldatacapture.com

888-501-4099

WELCOME SCREEN

Customize the Welcome screen with your logo and colors or optional background image. Welcome message is also customizable.

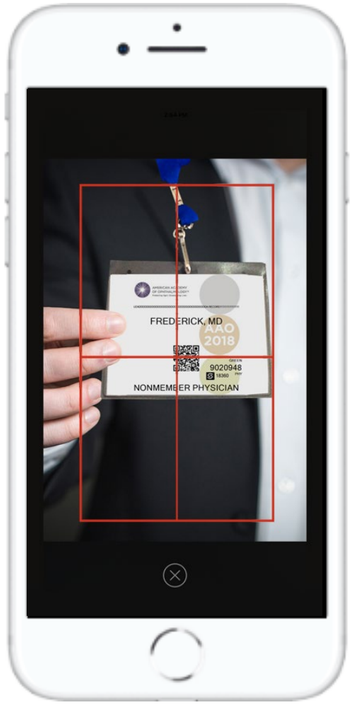


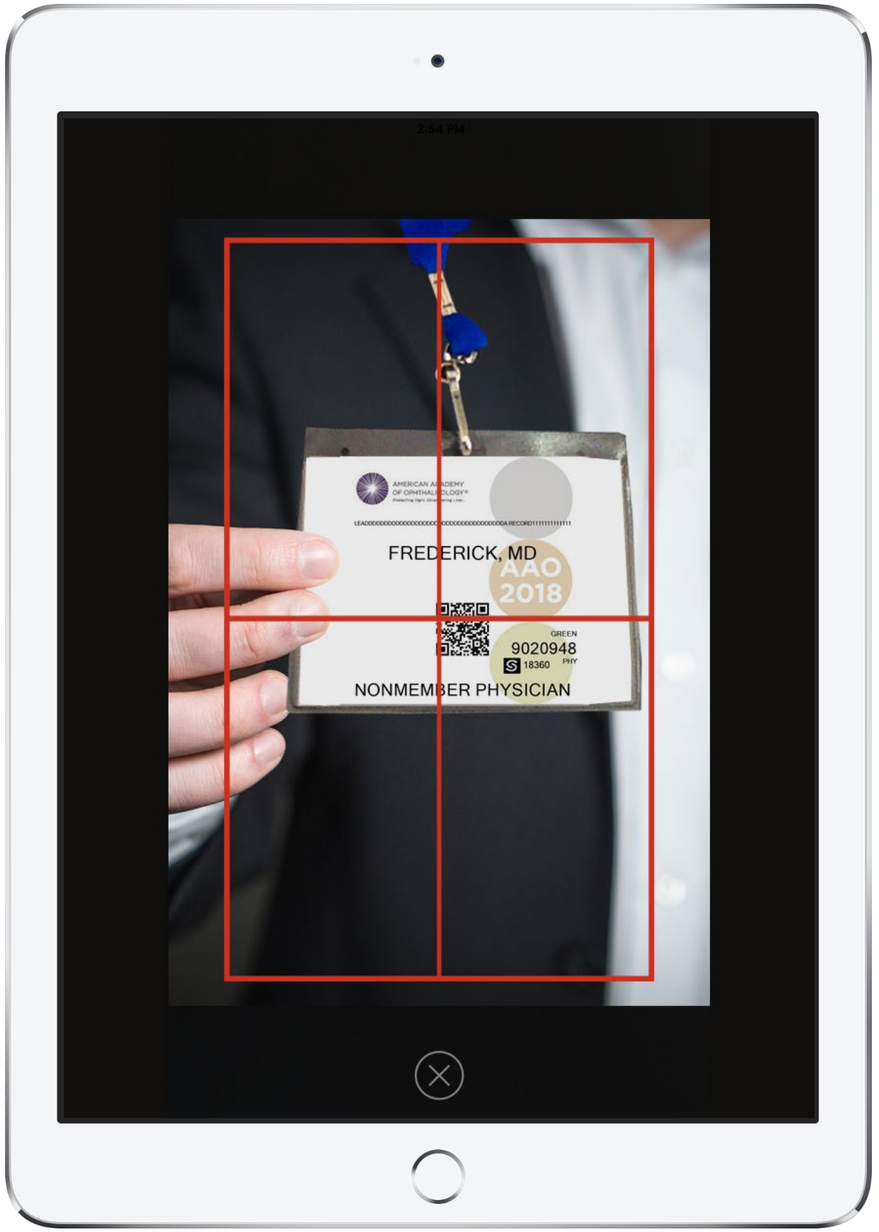


SCAN

Scan button initiates the iPad camera and the lead capture process. If badge is not available, there is a manual entry option or business card reader.

Using the iPad camera, scan badge bar code, QR code,

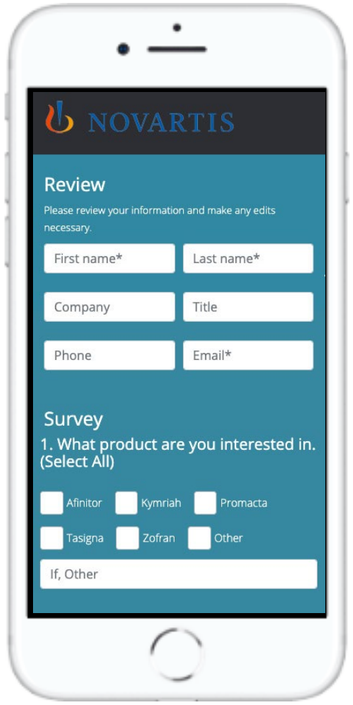


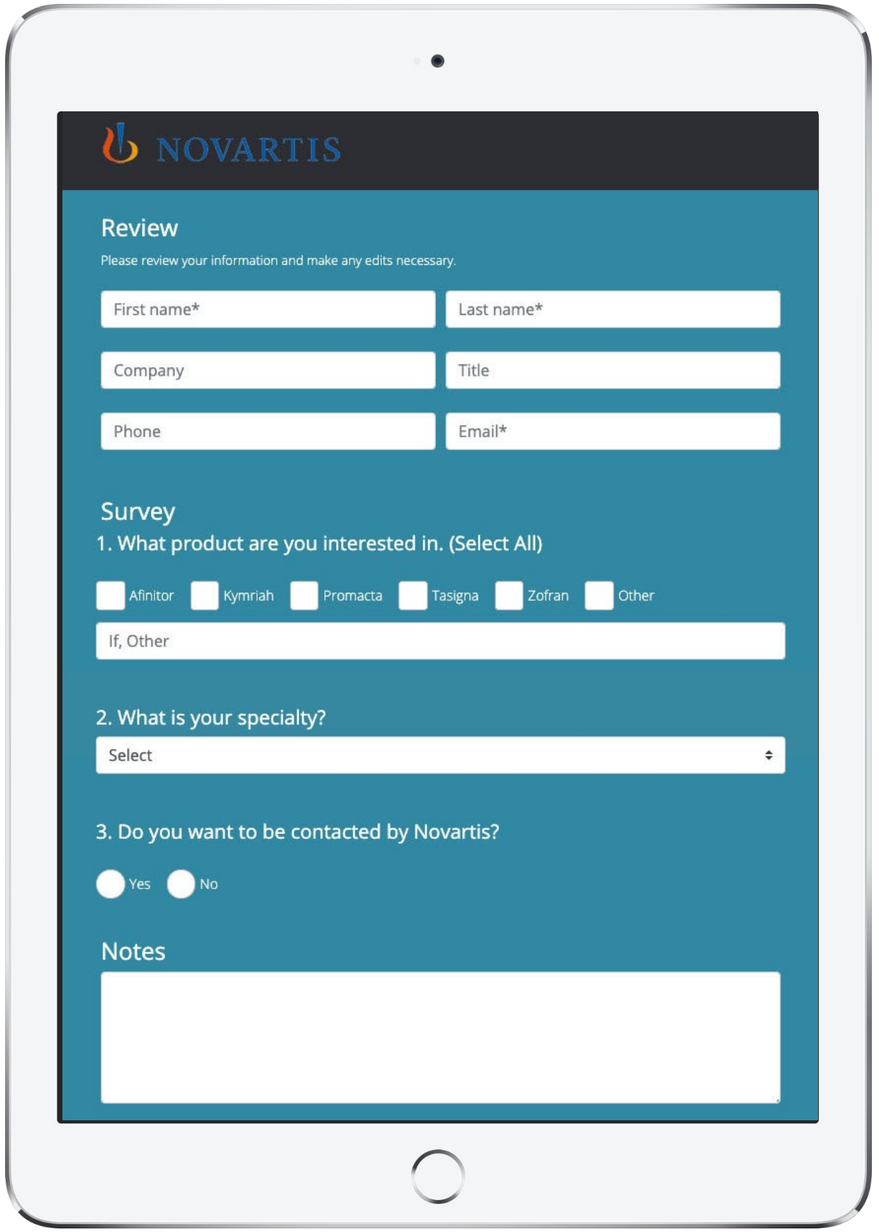


REVIEW & SURVEY

Review the scanned information, make any changes necessary or manually enter the persons data.

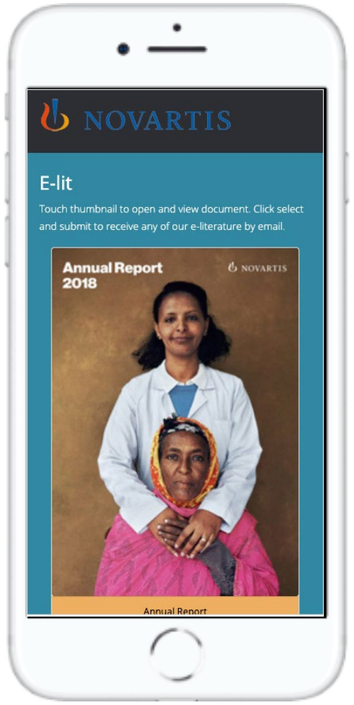
Customizable survey

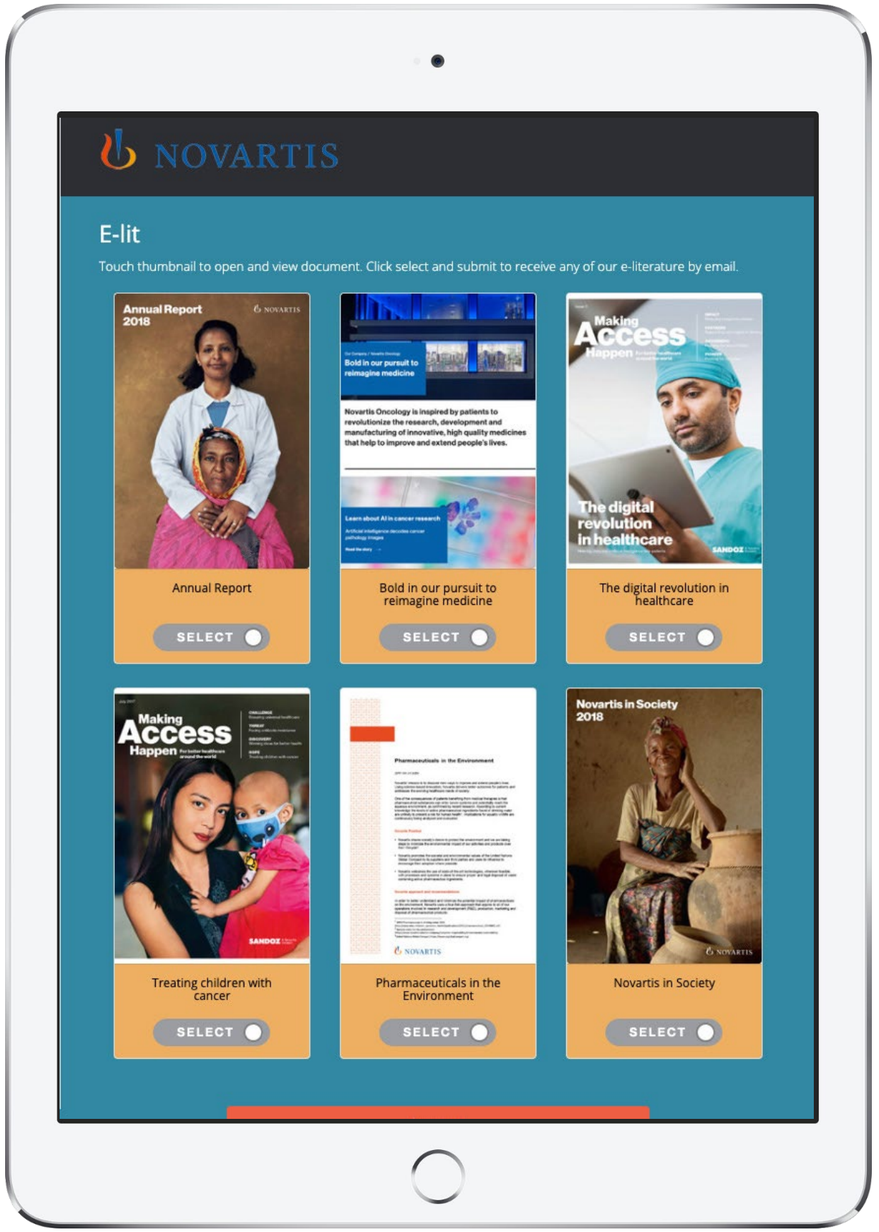




E-LIT

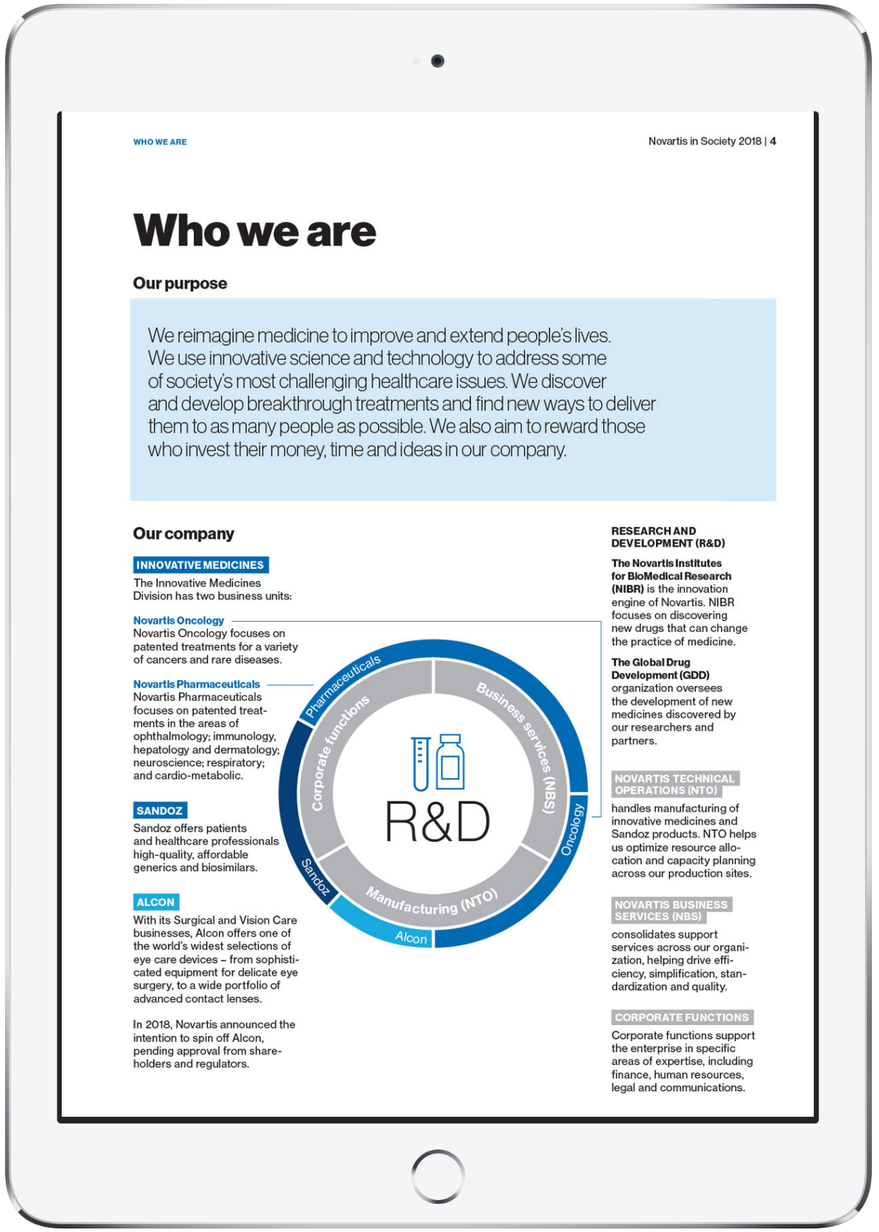
e-Lit features allows users to view digital brochures and select them to be included in follow up email.





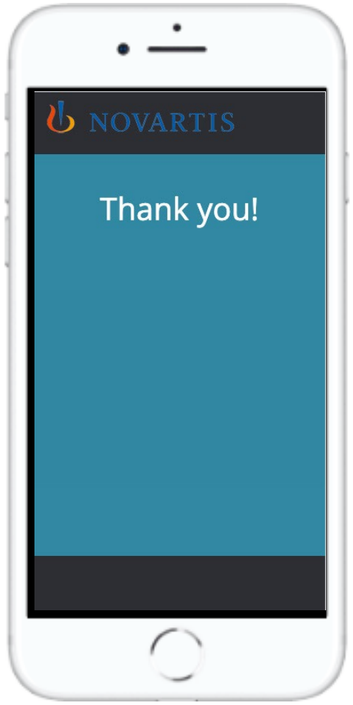
E-LIT

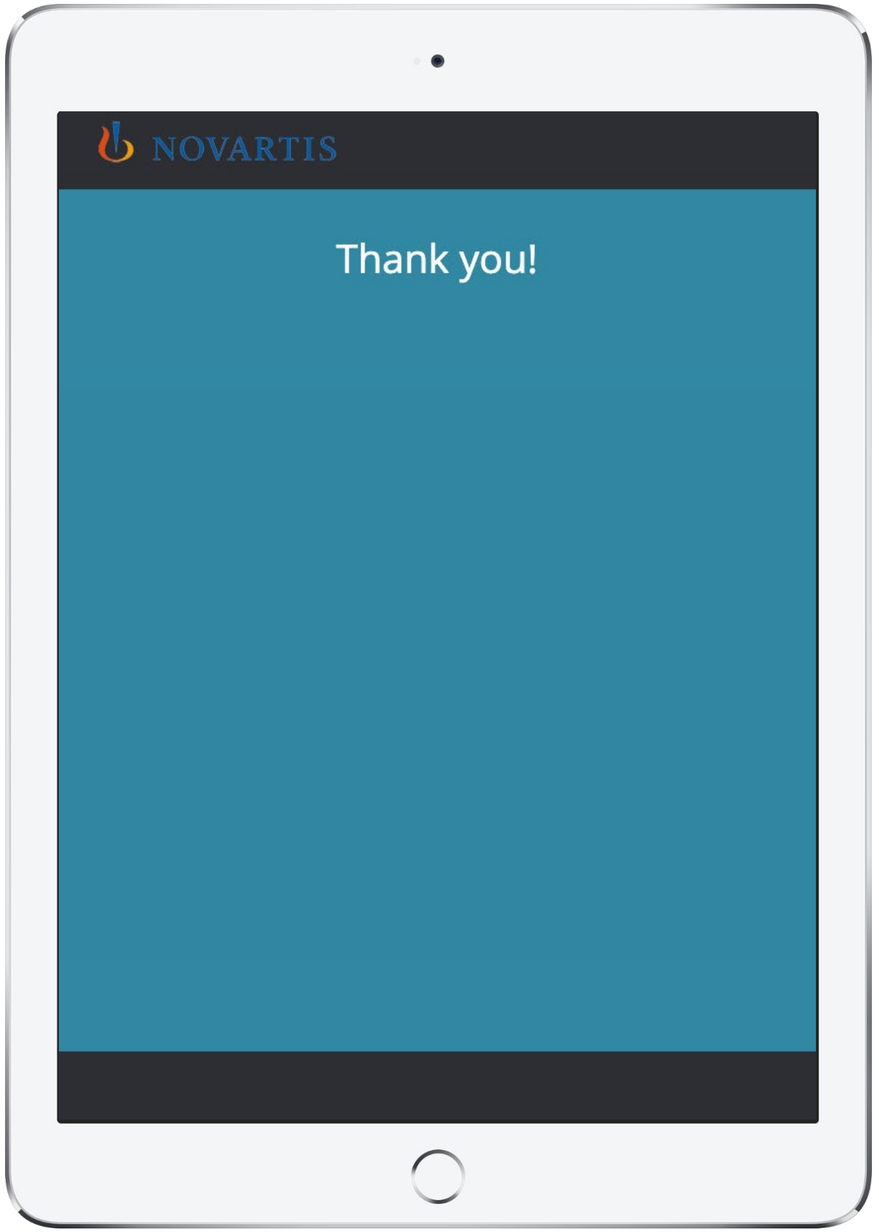
Selecting an e-Lit to view opens the brochure in the iPad viewer. Page through using arrows.



THANK YOU

After submitting, a “Thank you” screen with custom message appears. This screen refreshes back to welcome screen after 2 minutes of idle time.

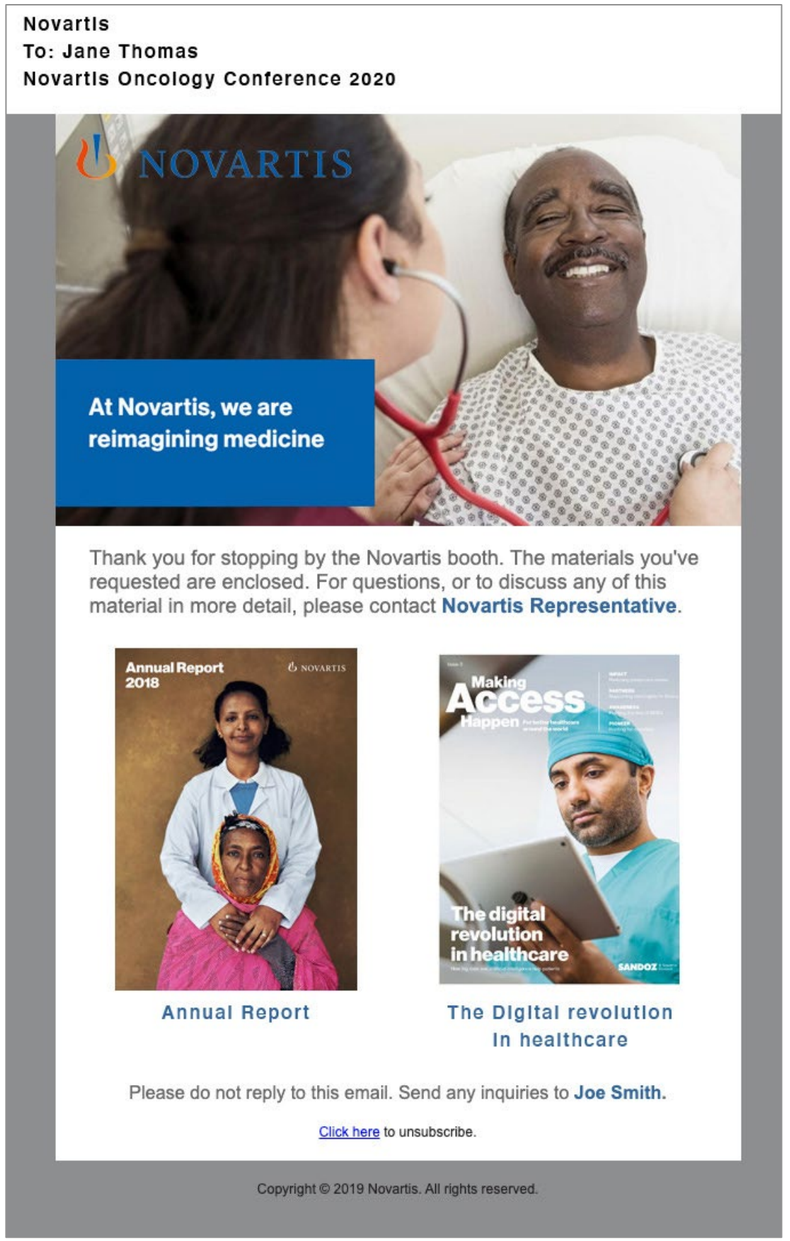




EMAIL FOLLOW UP

After submitting, a follow up email is automatically sent to the email address scanned or entered. Email text is customizable and includes links to view the e-Lit selected. Background image, From name, Subject line and reply-to address are also customizable.

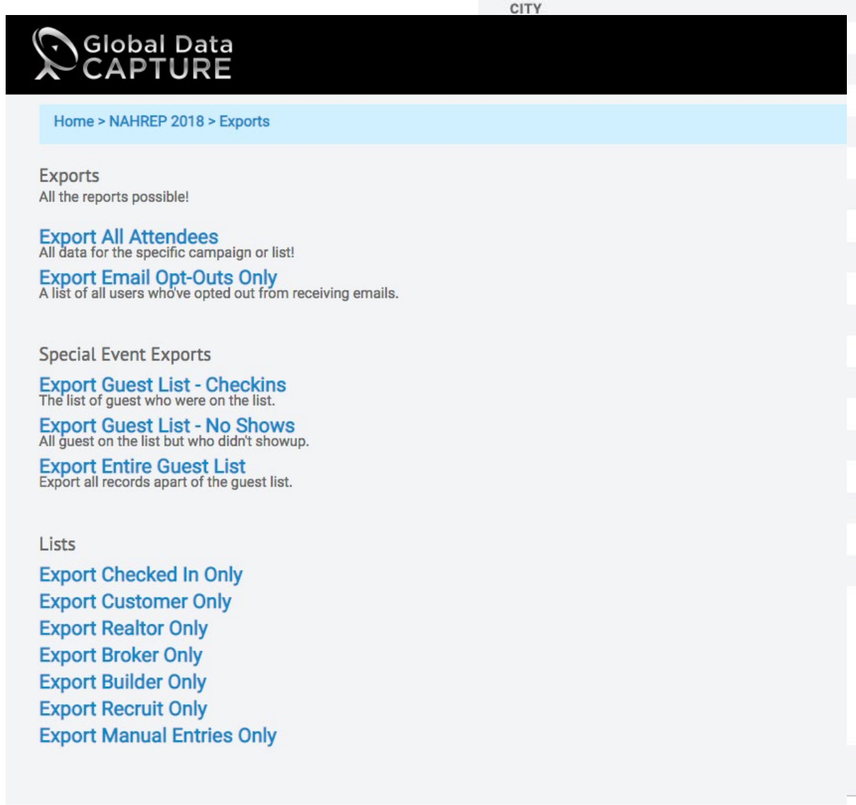
Each email includes an unsubscribe link.

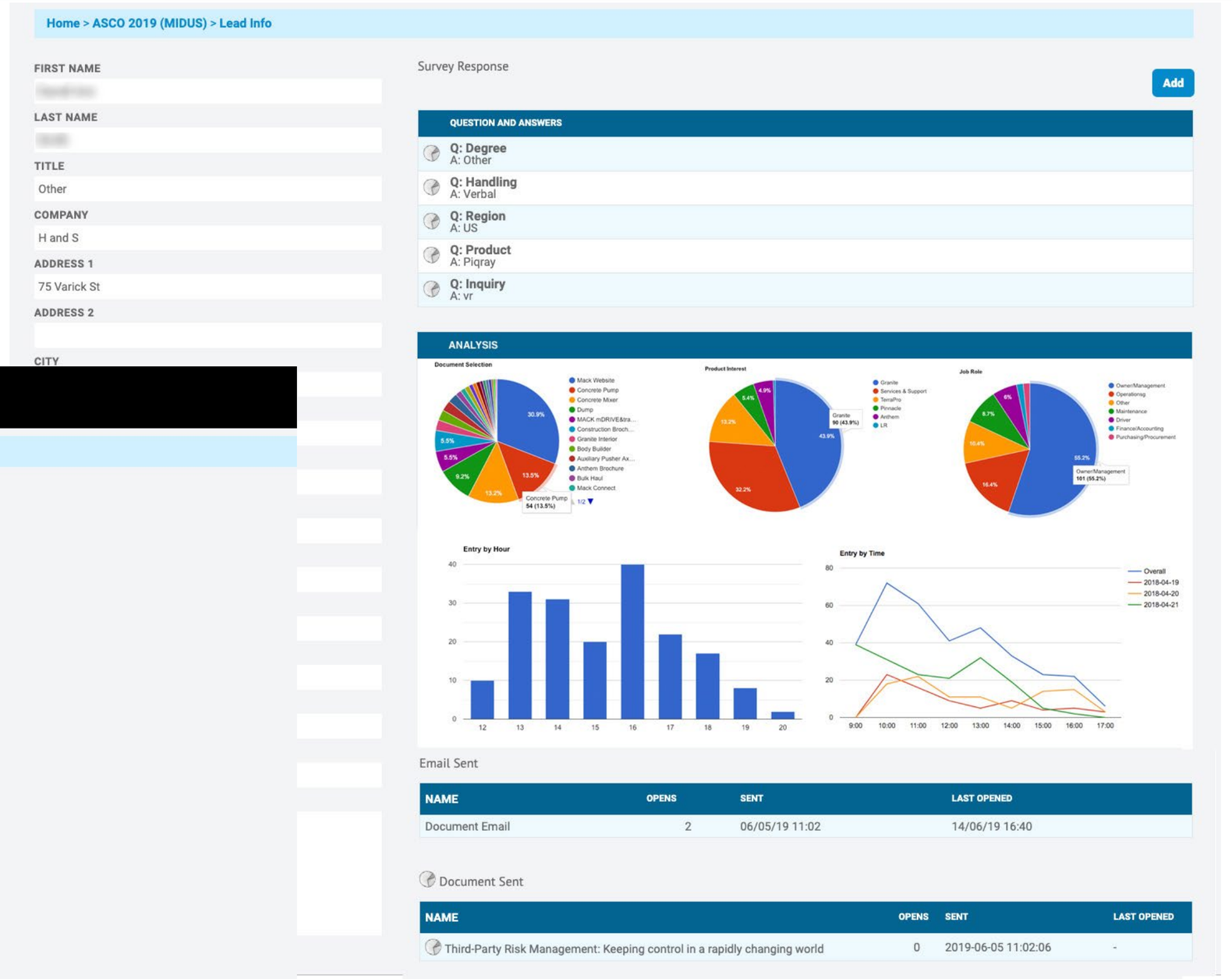


DASHBOARD

Log into live dashboard to view records, stats, charts, or upload and manage your guest lists.

Export reports including a list of unsubscribed emails.





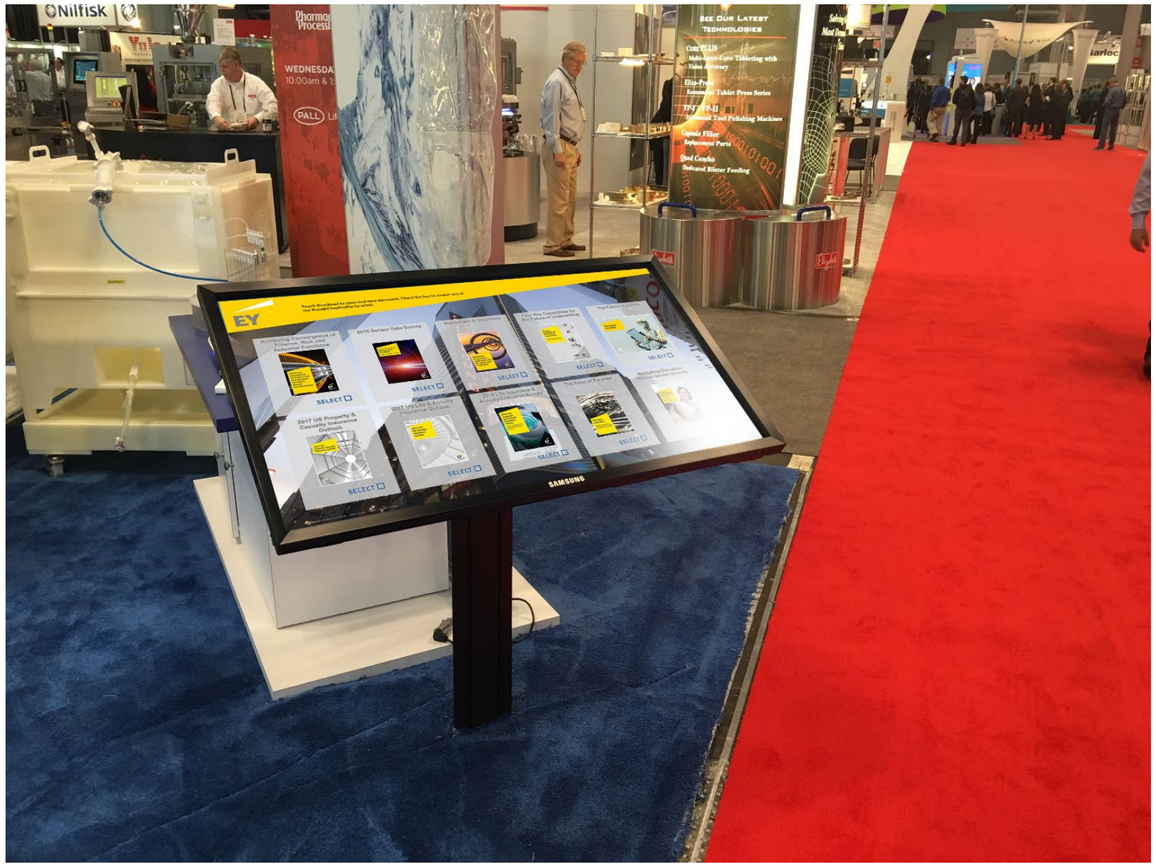
IPAD STATION OPTIONS – IPAD & IPAD WITH TABLE STAND

KIOSK STATION OPTIONS – 23” KIOSK

Basic event package software can be available on any size touch monitor from 23”-100” and beyond!

KIOSK STATION OPTIONS - 46” TOUCH KIOSK

Larger Touch Kiosk options are available like this 46” Touchscreen. Estimate can be furnished upon request.



46” TOUCH KIOSK

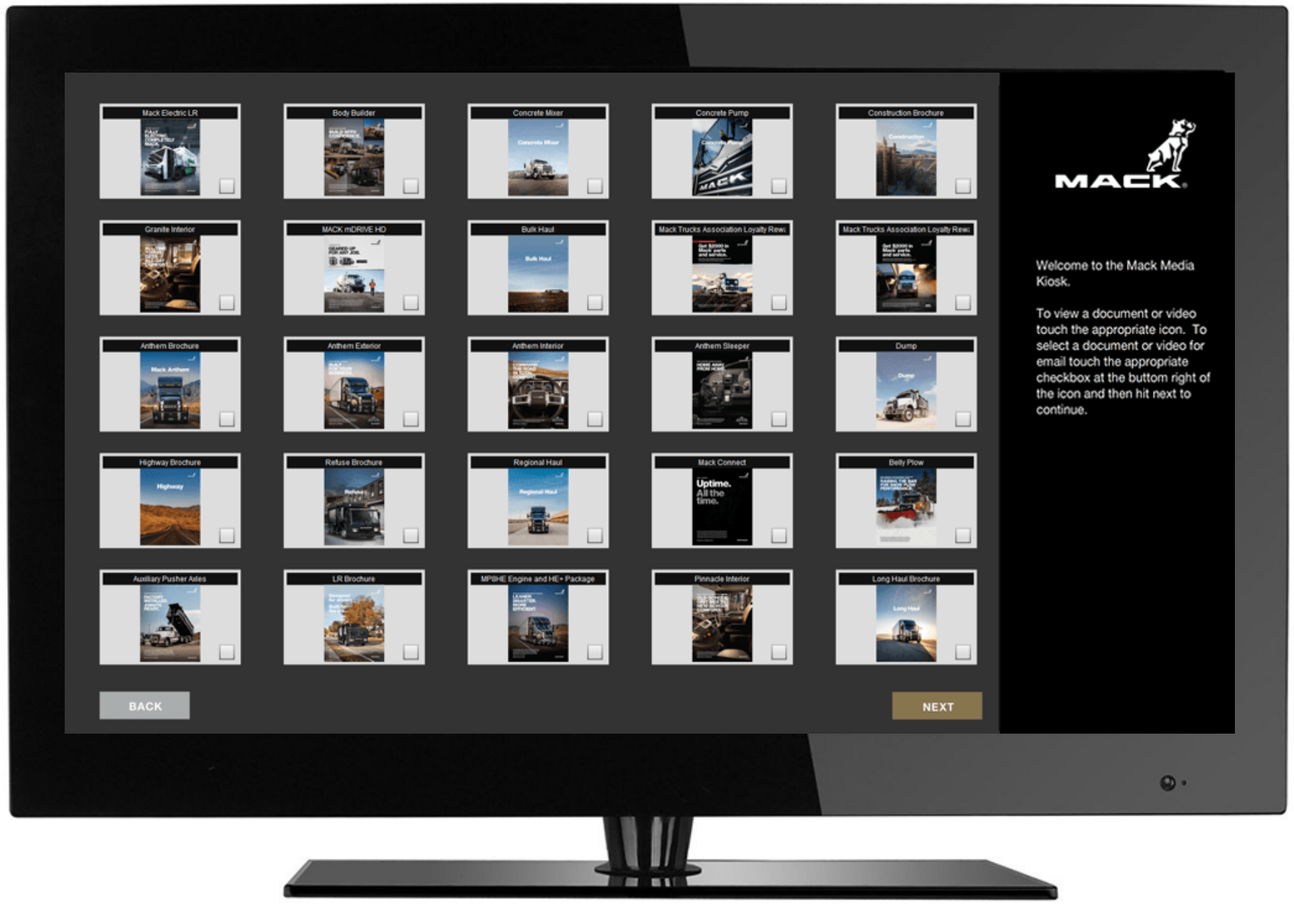
Custom Applications

SALES APP WITH MEDIA

Custom applications for your sales force. Built to run at events or on tablets for one on one sales meetings.

SALES APP WITH MEDIA CENTER

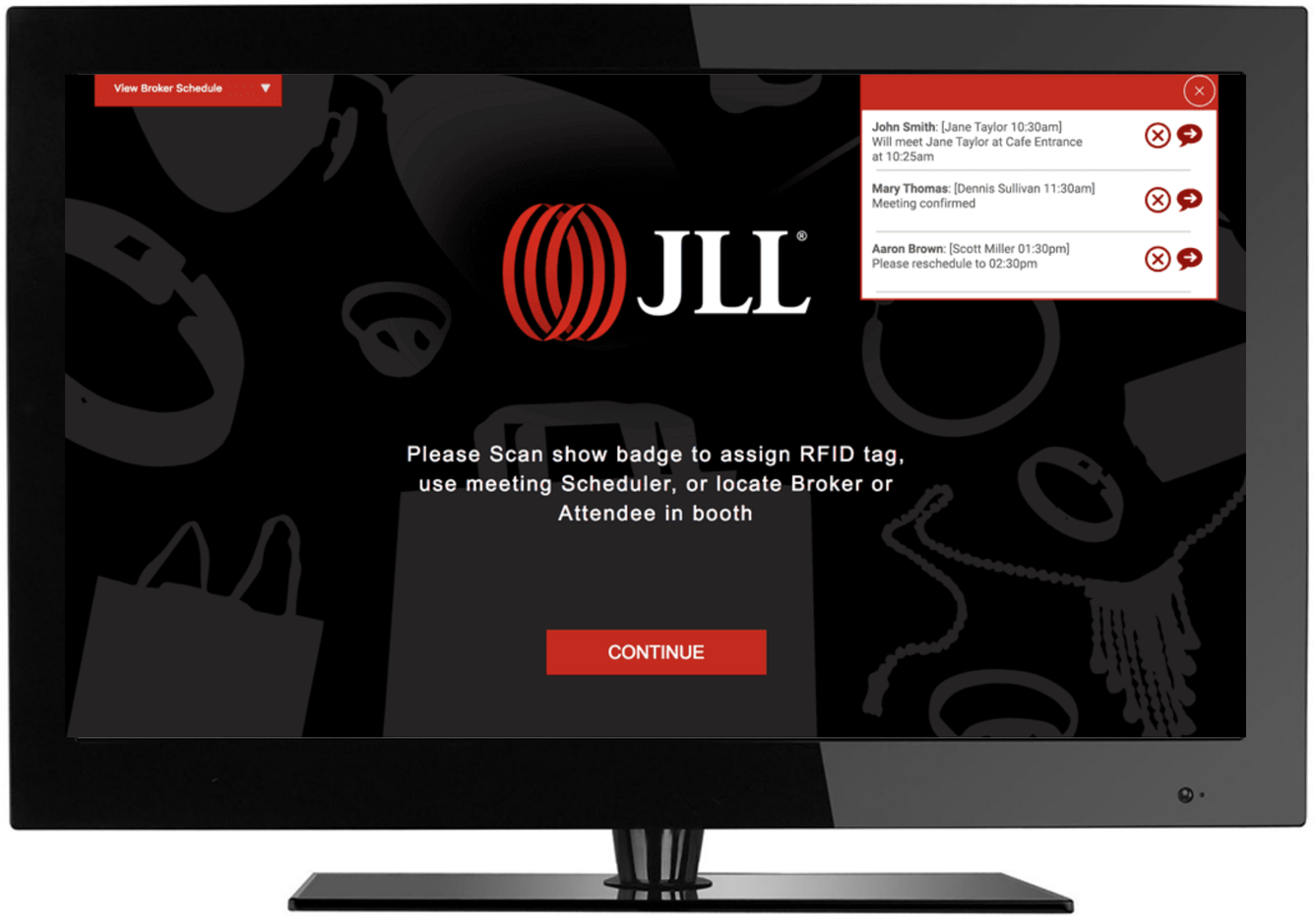
Includes interactive product information as well as the e-Lit with thank you email feature.



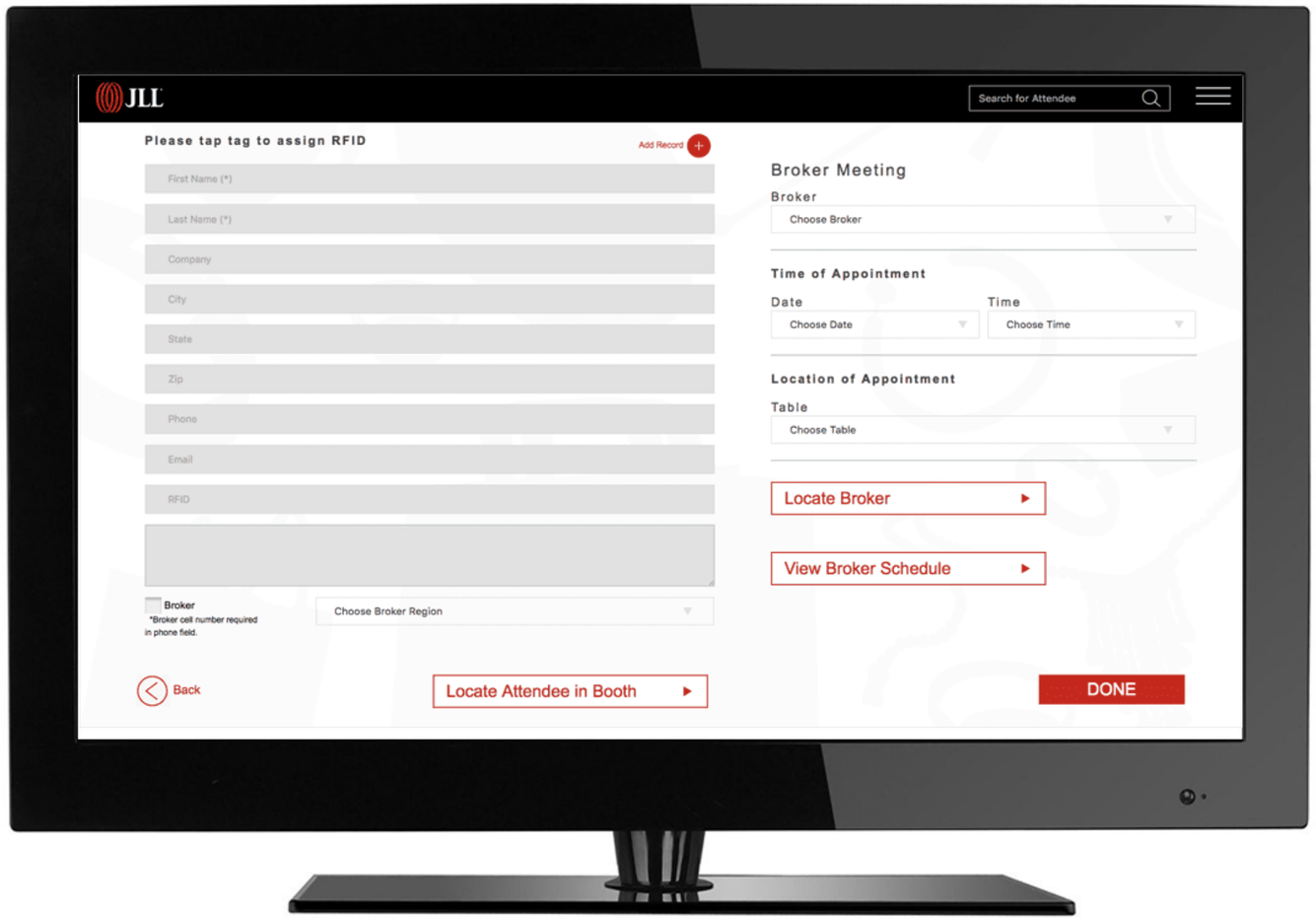
RFID

RFID

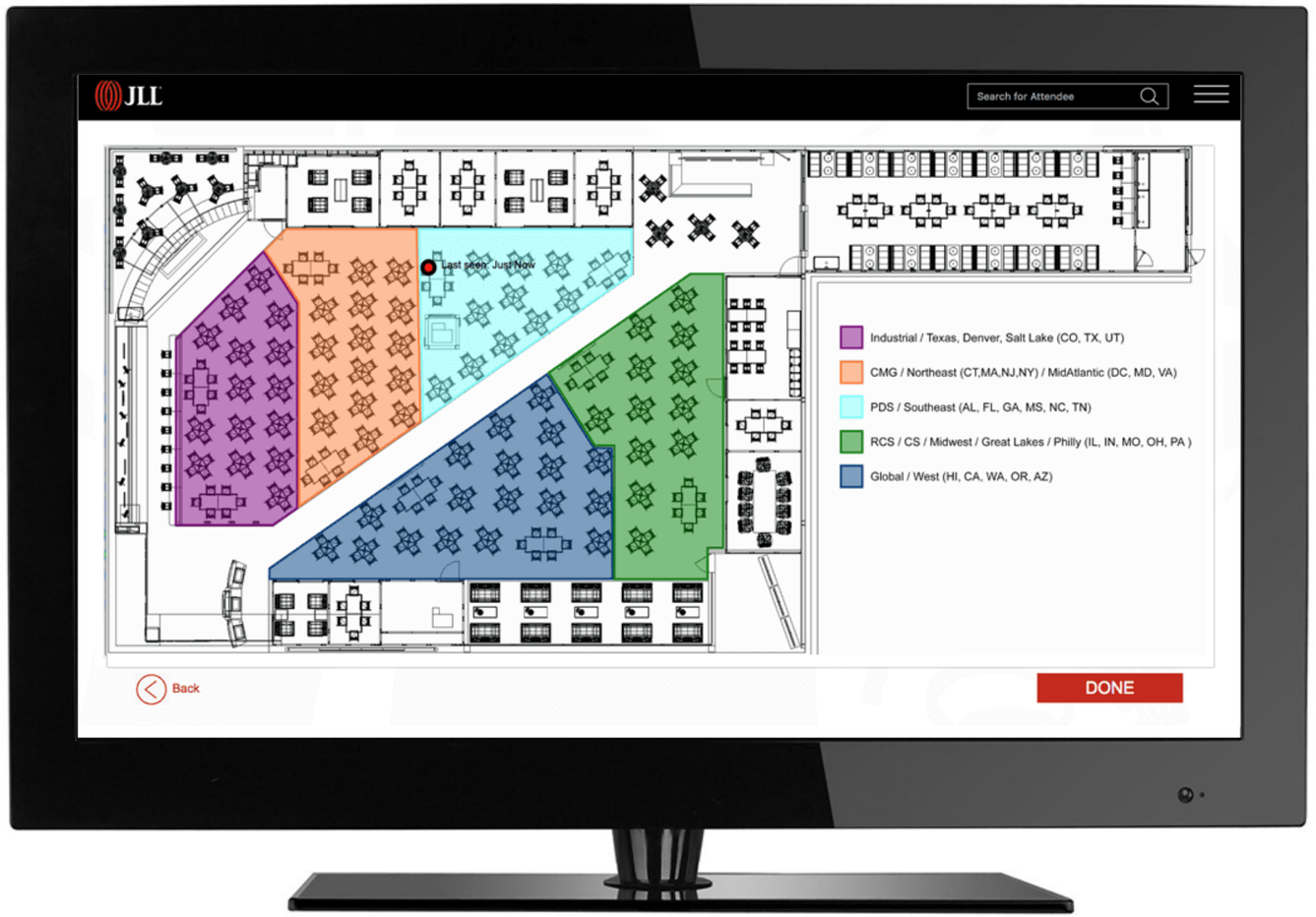
RFID


View Broker Schedule
JLL
John Smith: [Jane Taylor 10:30am]
Will meet Jane Taylor at Cafe Entrance
at 10:25am
Mary Thomas: [Dennis Sullivan 11:30am]
Meeting confirmed
Aaron Brown: [Scott Miller 01:30pm]
Please reschedule to 02:30pm
Please Scan show badge to assign RFID tag,
use meeting Scheduler, or locate Broker or
Attendee in booth
CONTINUE

RFID


JLL
Search for Attendee
Please tap tag to assign RFID
Add Record
First Name (*)
Last Name (*)
Company
City
State
Zip
Phone
Email
RFID
Broker
*Broker cell number required in phone field.
Choose Broker Region
Back
Locate Attendee in Booth
Broker Meeting
Broker
Choose Broker
Time of Appointment
Date
Choose Date
Time
Choose Time
Location of Appointment
Table
Choose Table
Locate Broker
View Broker Schedule
DONE

RFID


JLL
Search for Attendee
Last seen: Just Now
Industrial / Texas, Denver, Salt Lake (CO, TX, UT)
CMG / Northeast (CT,MA,NJ,NY) / MidAtlantic (DC, MD, VA)
PDS / Southeast (AL, FL, GA, MS, NC, TN)
RCS / CS / Midwest / Great Lakes / Philly (IL, IN, MO, OH, PA)
Global / West (HI, CA, WA, OR, AZ)
Back
DONE

RFID

JLL
Search for Attendee
Industrial / Texas, Denver, Salt Lake (CO, TX, UT)
CMG / Northeast (CT,MA,NJ,NY) / MidAtlantic (DC, MD, VA)
PDS / Southeast (AL, FL, GA, MS, NC, TN)
RCS / CS / Midwest / Great Lakes / Philly (IL, IN, MO, OH, PA)
Global / West (HI, CA, WA, OR, AZ)
Back
DONE

Sentiment Analysis/
Facial Expression Translation

FACIAL EXPRESSION ANALYSIS

Automated analysis of facial expressions brings insights into user reactions to media content.

Using the built in camera on the touchscreen kiosk users expressions are monitored and translated into data on the effectiveness of the presented materials.

*We use a third party API and integrate it with our app/web.

SimplyReg

Simply the easiest to use registration App in the world

- Upload and manage your guest list
- Send invite e-Mail
- Create registration page
- Print badge
- Add Universal Lead Capture
- Real time analytics and CRM integration

Available on the App Store

For iPhone and iPad

Global Data CAPTURE

www.globaldatacapture.com

888-501-4099

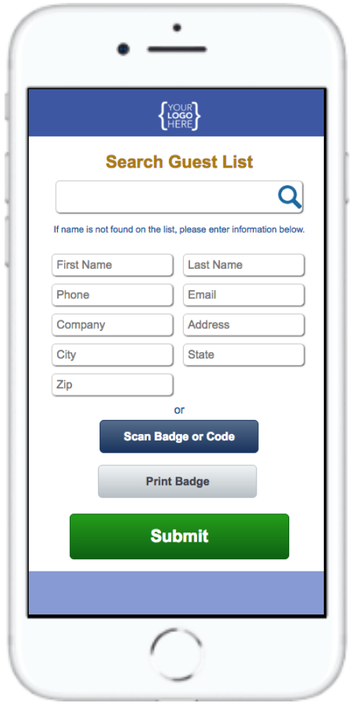
UPLOAD AND SEARCH GUEST LIST

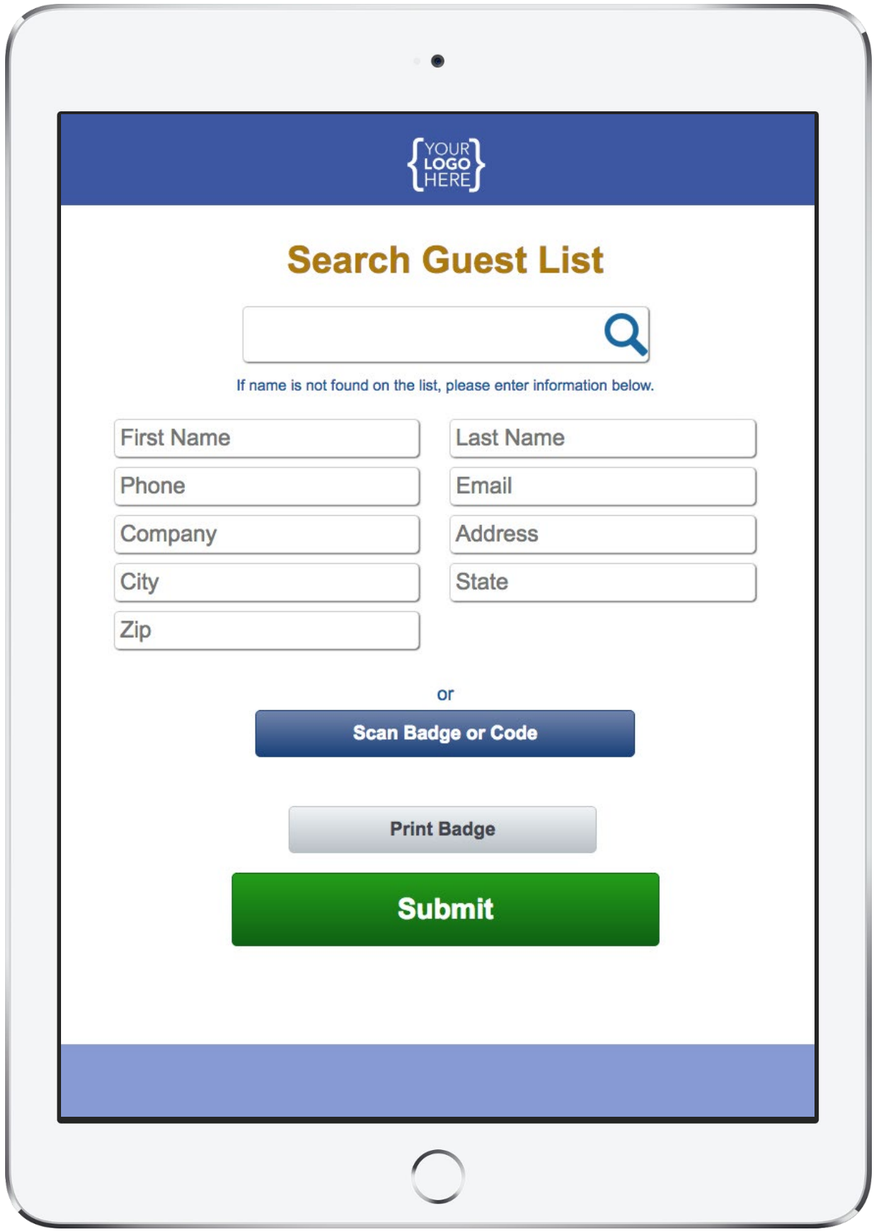
Upload and manage your guest lists from your personal dashboard that will be created when you sign up and log in

At your event just start typing the name of the guest, when the record is found, the information populates the fields. If no record is found, manually enter the guest information.

Badge Scan can be integrated as well from a tradeshow badge, a code from your invite e-Mail or your other promotions.

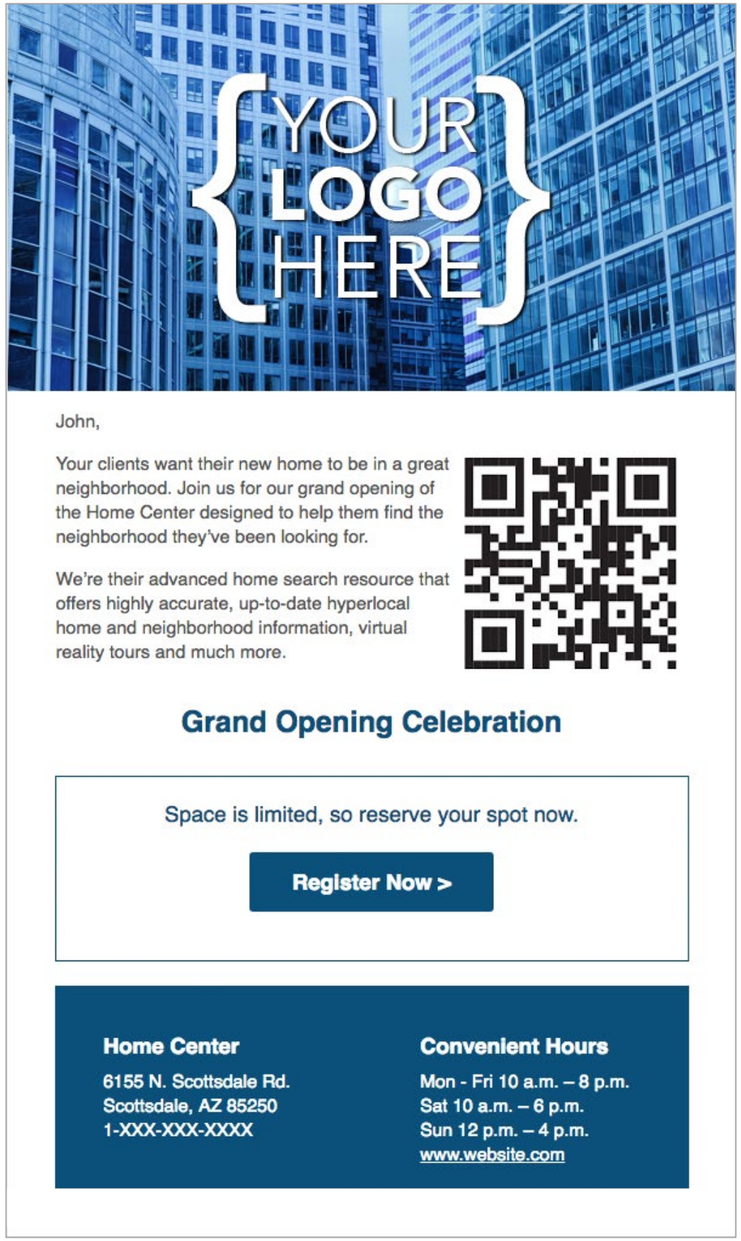
Print badge will print a badge for the guest.

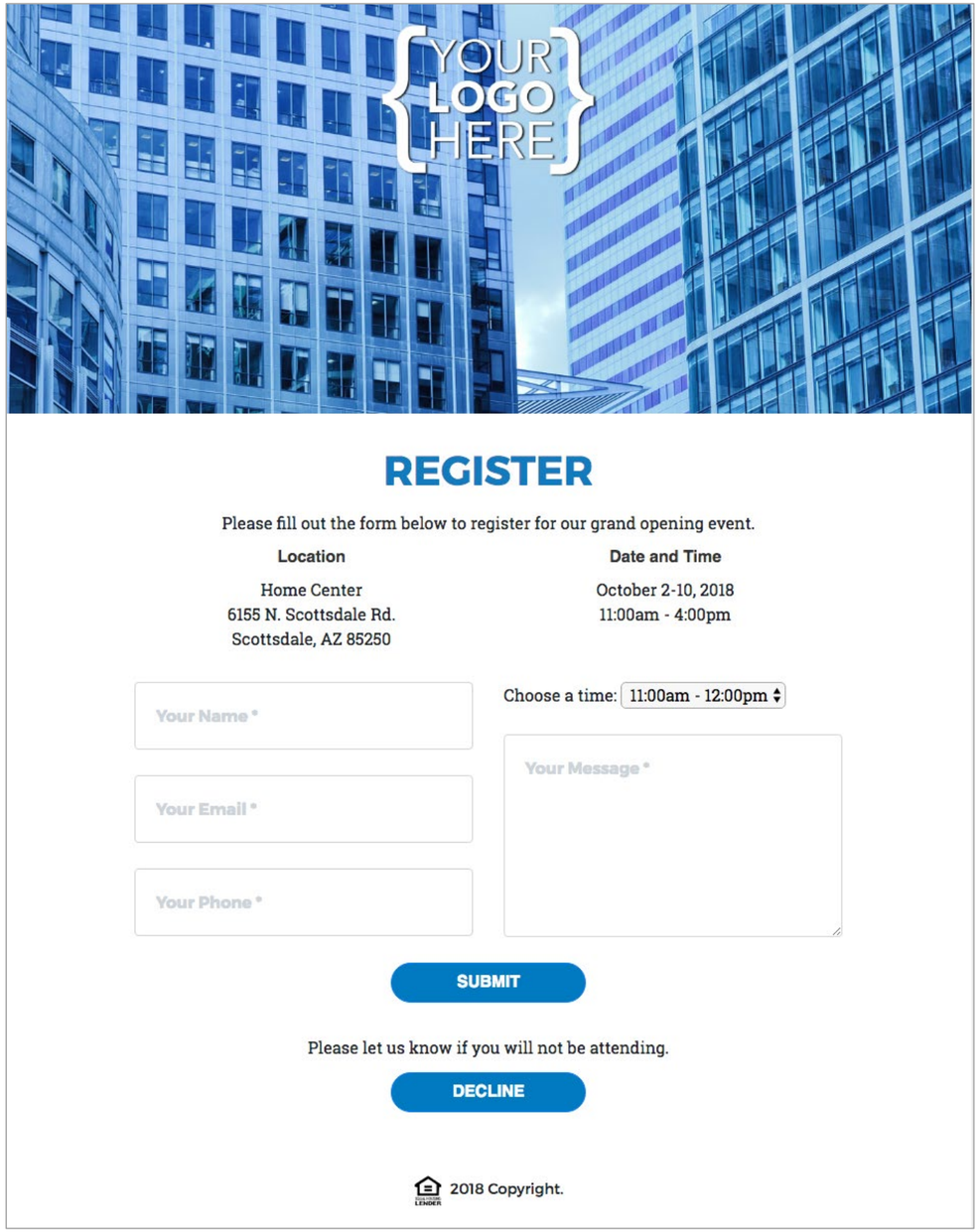




OPTIONAL INVITE AND REGISTRATION

The GDC platform also give you the option to add on a custom e-Mail invite that can be sent to an e-Mail list inviting guest to register online for an event.





BADGE PRINTING

Badge printer can connect wirelessly by Bluetooth to any iOS device and prints badge from guest information.

E-MAIL FOLLOW UP

After submitting, a custom thank you for attending or follow up e-Mail can be automatically sent to everyone that attended.

e-Mail text, Background image, from name, subject line are all fully customizable.

John,

Thanks for visiting us today at the Home Center. We hope our tools and resources helped your clients make great progress on their home search journey.

Remember that one of our main goals is to provide “hyperlocal, hyper-accurate” information, and it can change daily, so be sure to remind your clients to visit us again soon. With our extended hours, we’re here for their convenience.

We think you’ll agree that the Home Center is the first property every homebuyer should visit. However, please take our brief survey to help us expand our offerings and improve the overall experience.

Take Our Survey >

Contact us anytime at the number below. We look forward to seeing you again!

Home Center
6155 N. Scottsdale Rd.
Scottsdale, AZ 85250

1-480-970-7155

Mon- Fri 10 a.m. – 8 p.m.
Sat 10 a.m. – 6 p.m.
Sun 12 p.m. – 4 p.m.
www.website.com/

To unsubscribe from all future mailings, click here.

DASHBOARD

Log into live dashboard to view records, stats, charts, or upload and manage your guest lists.

Export reports including a list of unsubscribed emails.

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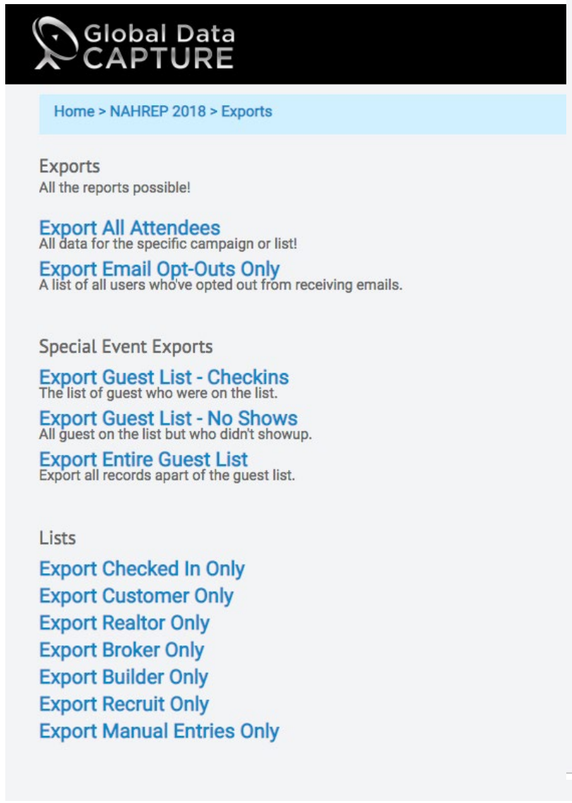
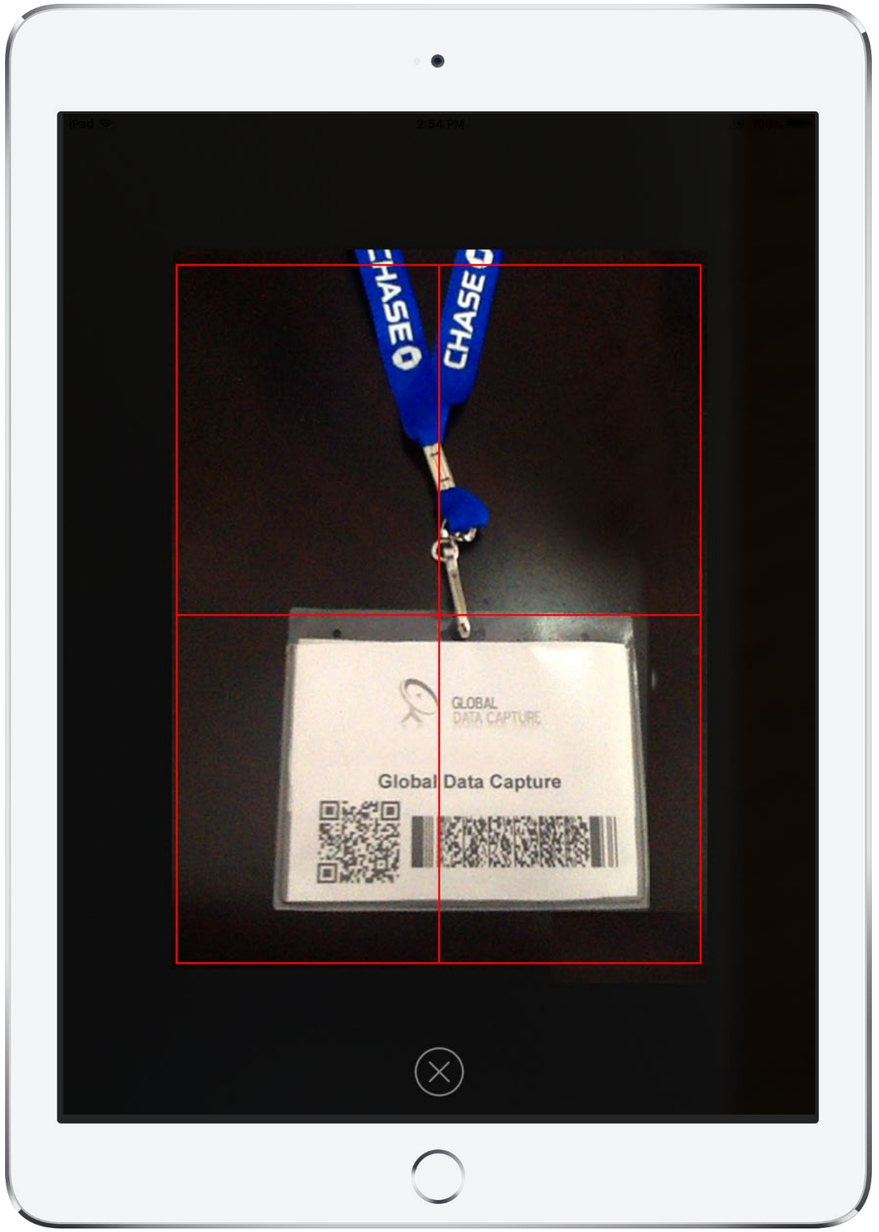


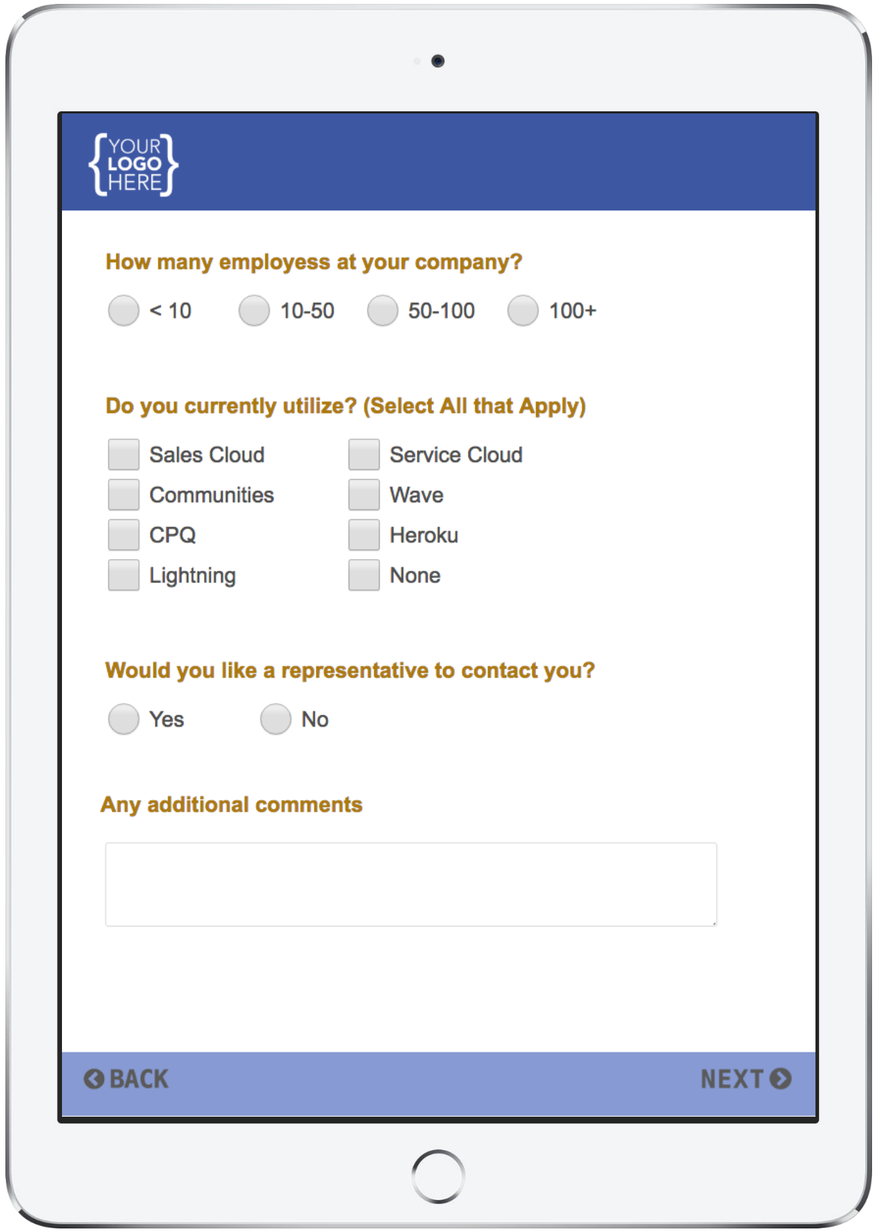
OPTIONAL
UNIVERSAL LEAD CAPTURE AND BARCODE INTEGRATION

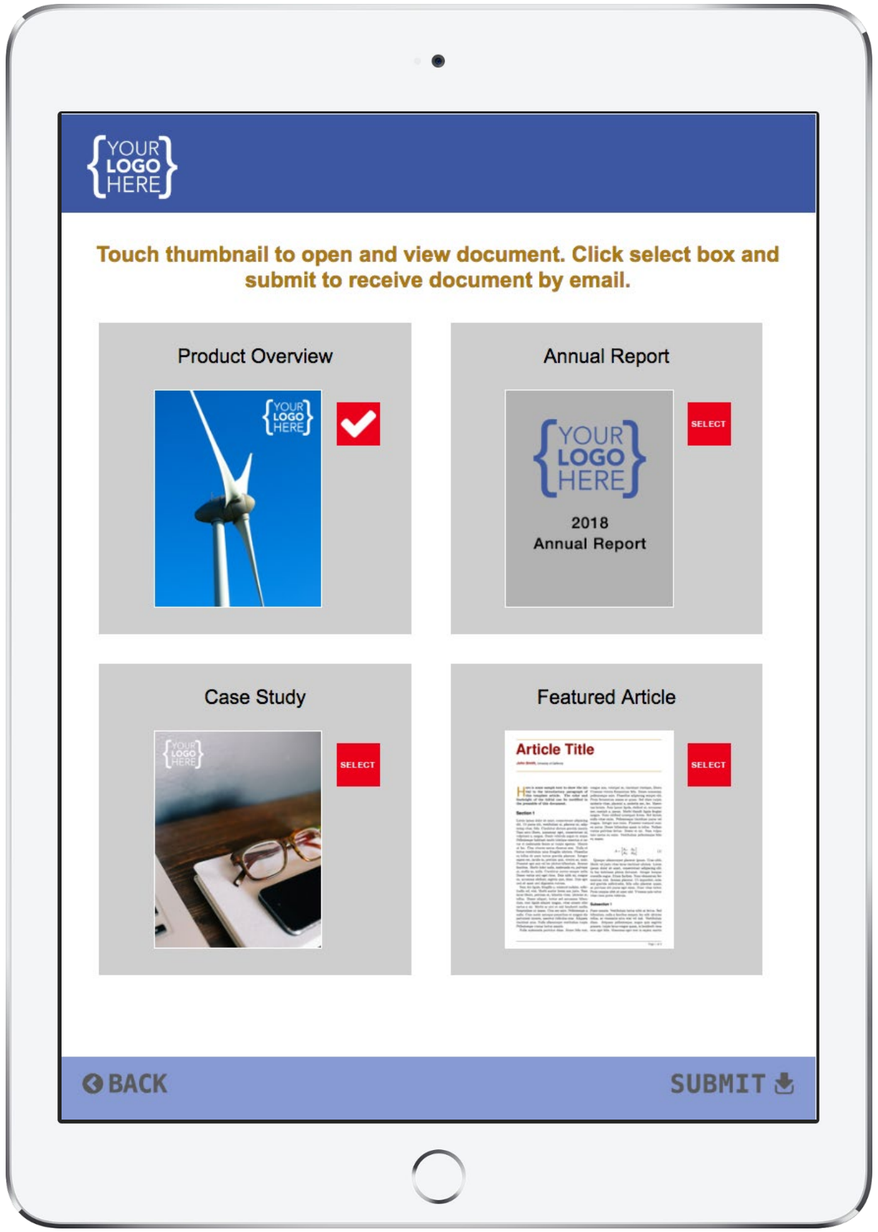
Badge Scan can be integrated as well from any tradeshow badge, a code from your invite e-Mail or your other promotions.



OPTIONAL SURVEYS AND E-BROCHURES

The GDC platform also give you the option to add on a custom survey and e-brochure. Survey answers are stored in the dashboard and e-brochure selections are included in the follow up e-Mail.





OPTIONAL SELF SERVE REGISTRATION

With a table stand, the registration process can be self serve.

E-Brochure Rack

Still shipping heavy, expensive brochures back and forth to your shows?

Turnkey Package Includes:

- Custom branding of all screens
- GDC live e-Brochure suite
- Add tradeshow badge scan and survey questions
- iPad to any size touch screen kiosk rentals
- Universal Lead Capture
- Custom branded e-Mail
- Real time analytics and CRM integration

Available on the App Store

Global Data CAPTURE

www.globaldatacapture.com

888-501-4099

STAND OPTIONS

iPad with table stand, 23” touchscreen and 46” with floor stand are some of the options.

E-BROCHURES

Clicking on an e-brochure brings up a pop up with a choice to view the brochure or select it for emailing with the follow up email

E-BROCHURES

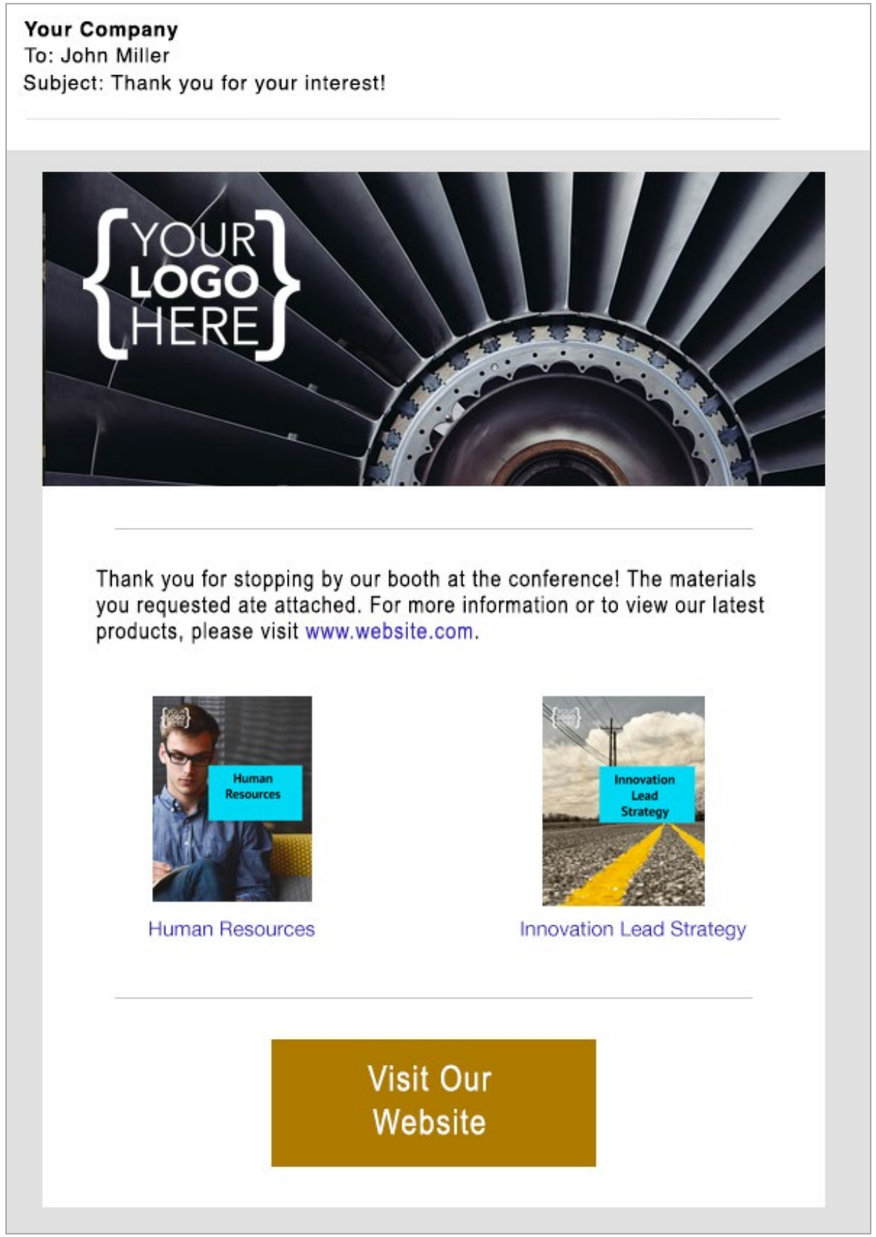
Page through brochures

INFORMATION

Manually enter user information

EMAIL FOLLOW-UP

After submitting, a follow-up email is automatically sent to the email address scanned or entered. Email text is customizable and includes links to view the e-lit selected. Background image, From name, Subject line and reply-to address are also customizable.



DASHBOARD

Log into live dashboard to view records, stats, charts, or upload and manage your guest lists.

Export reports including a list of unsubscribed emails

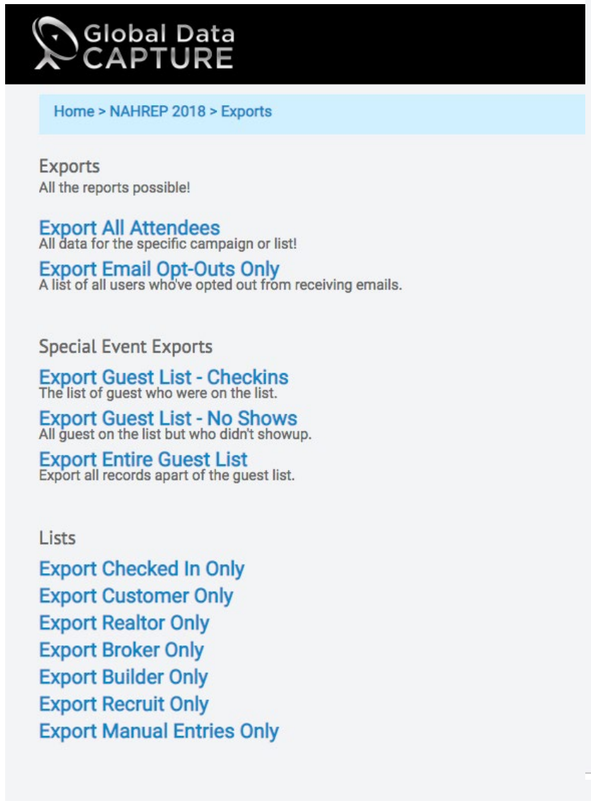
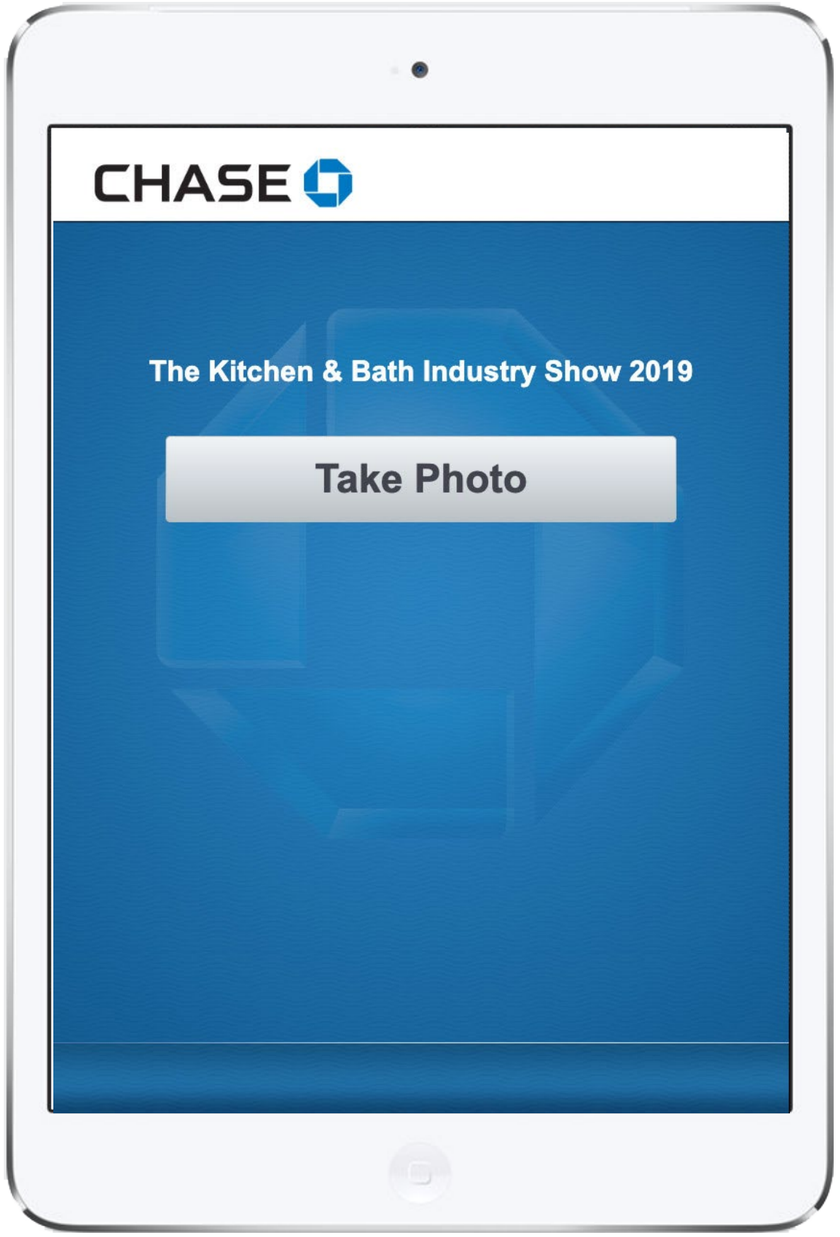


Photo Map App

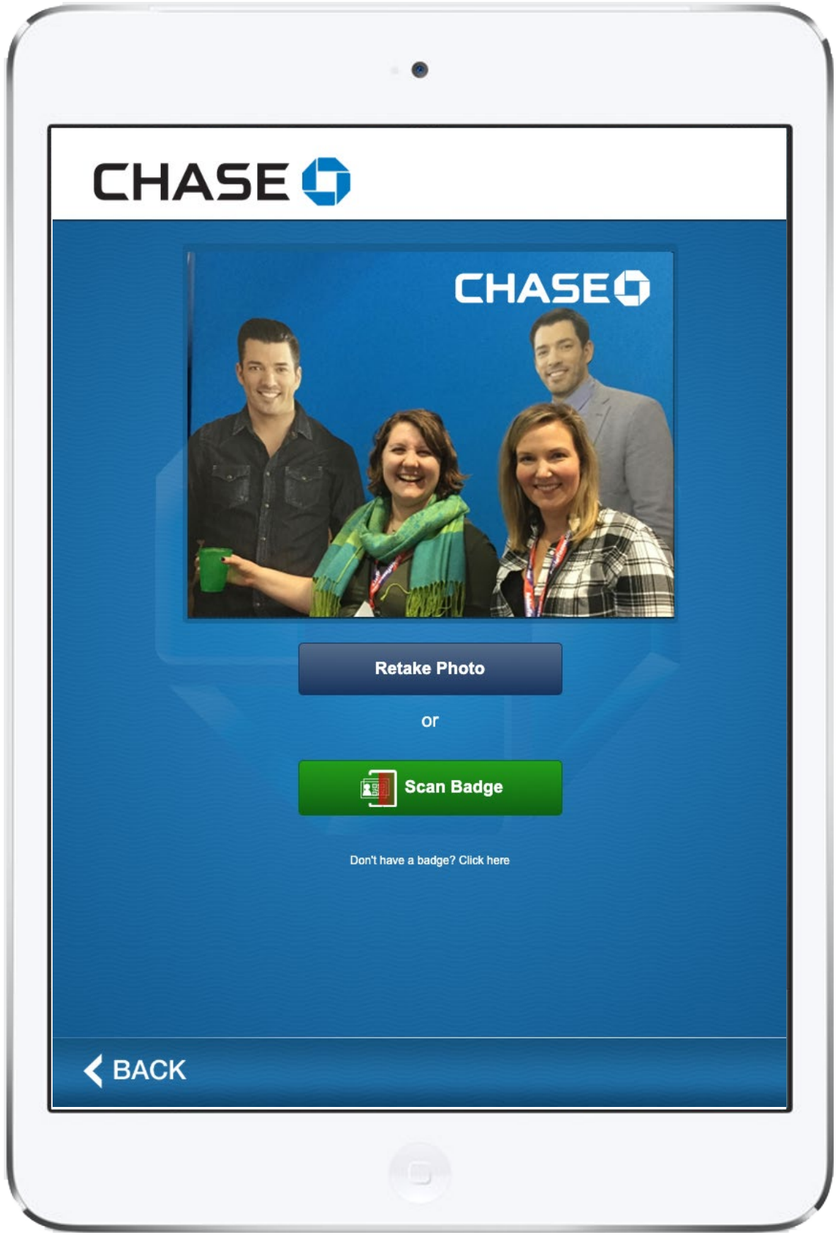
WELCOME

Take a picture with a branded prop or backdrop.



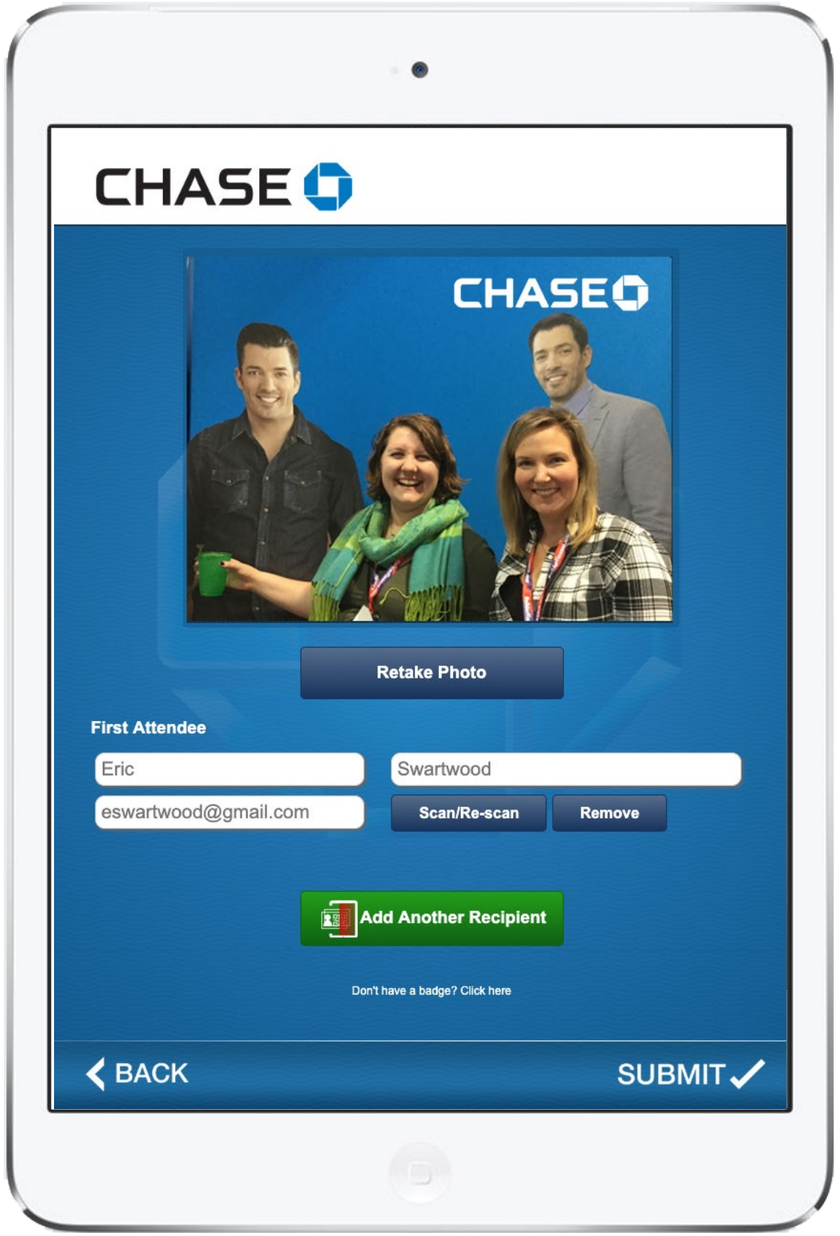
TAKE PHOTO

The rep can use the iPad app to take a picture of an attendee or group of attendees with the prop and backdrop.



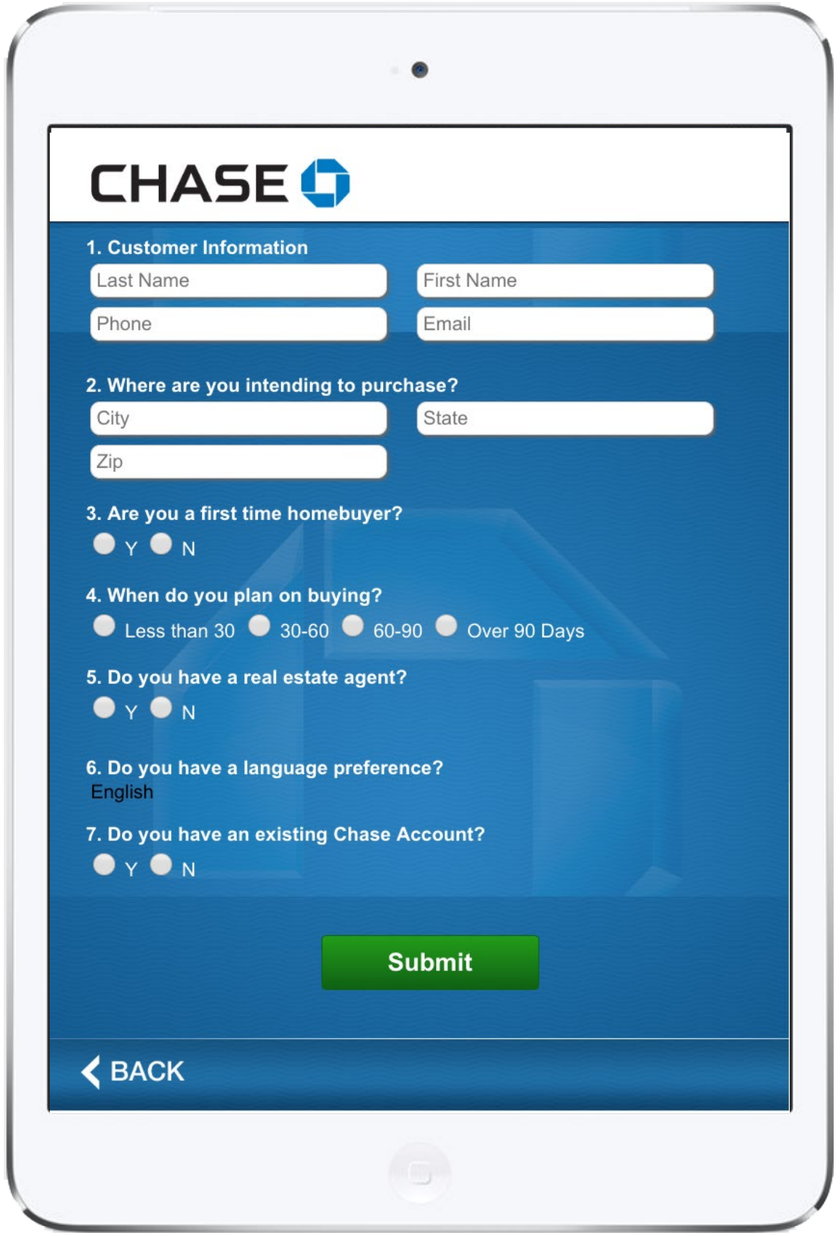
SCAN BADGE(S)

Once the picture is taken, the rep can scan the badge or badges of everyone who would like to receive a live email of the photo.



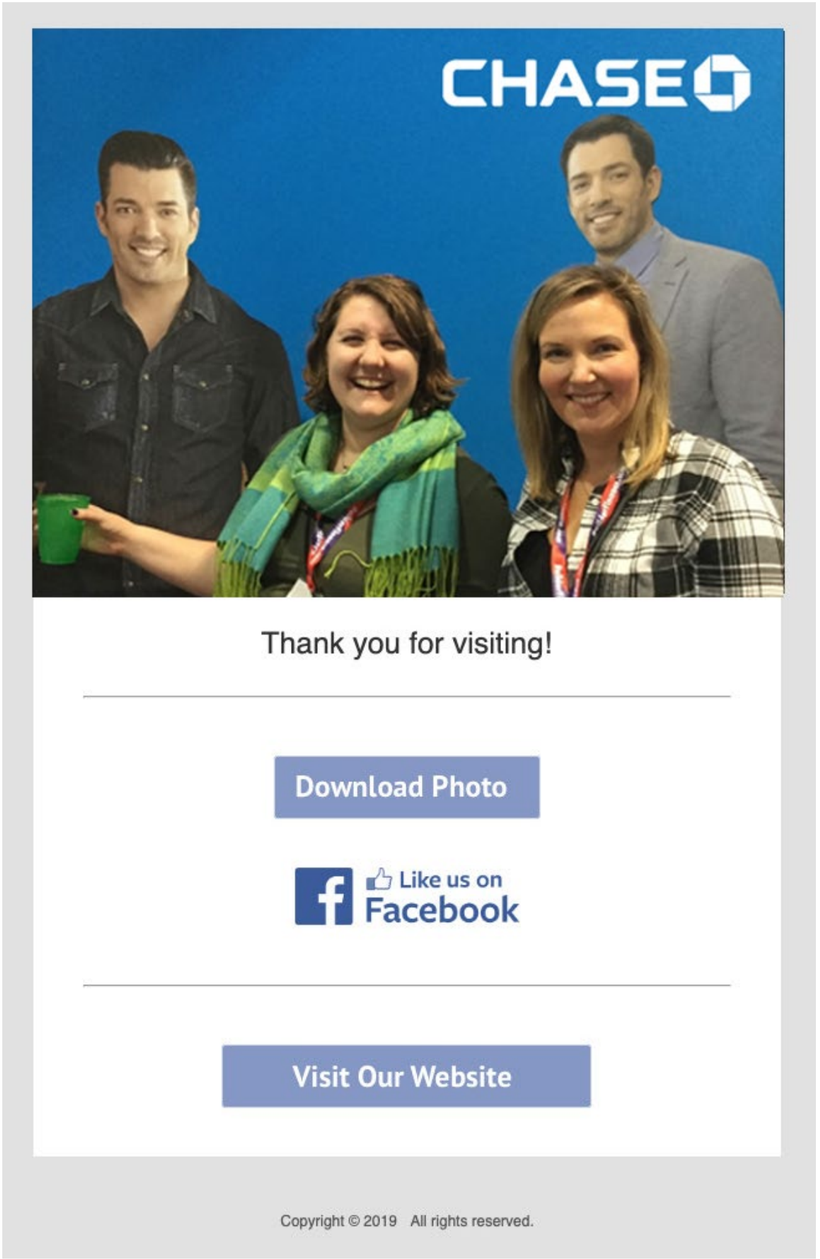
SURVEY

After badge(s) have been scanned, one person must take the survey before submitting.



EMAIL

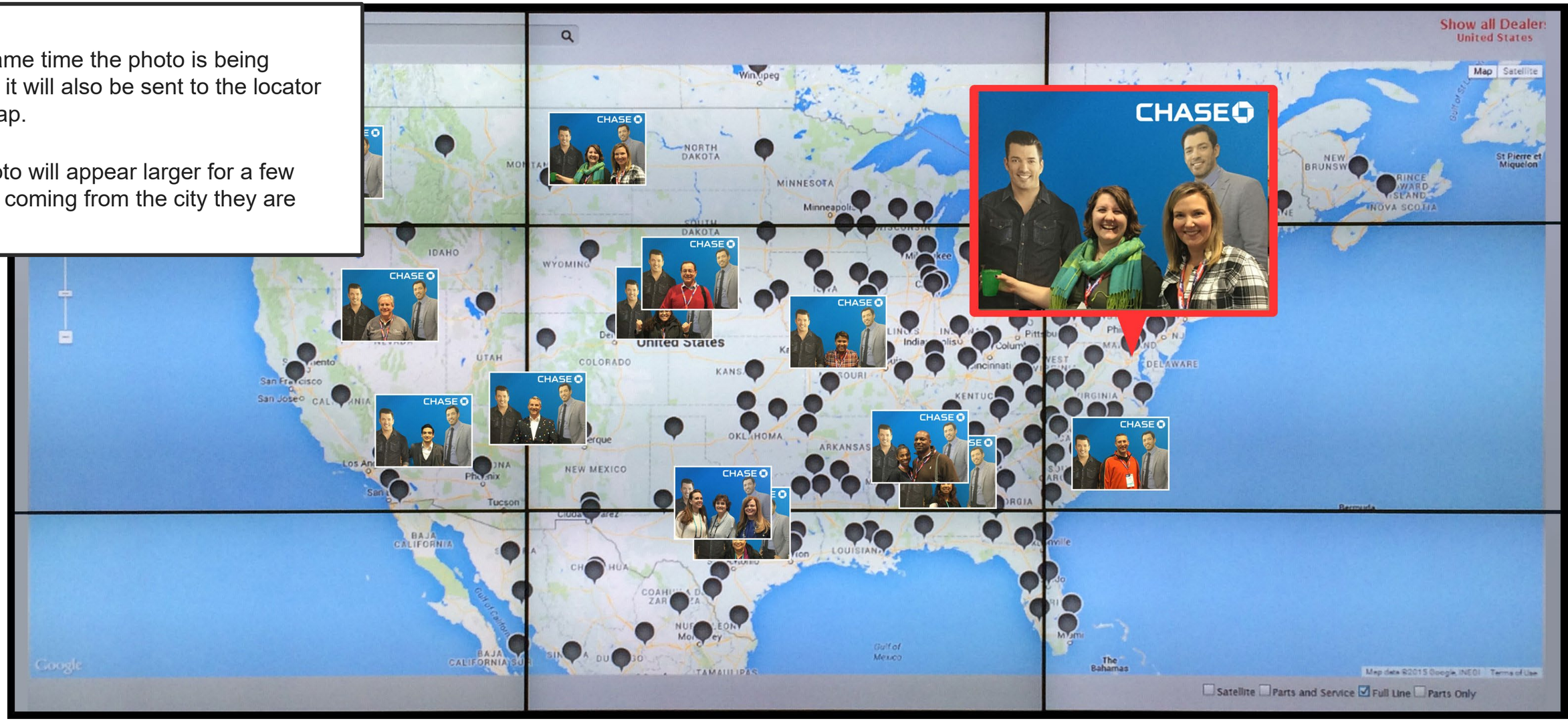
From the email the attendee can download and share the photo, go to the company website, or like the company on Facebook right from the booth.



LOCATION MAP

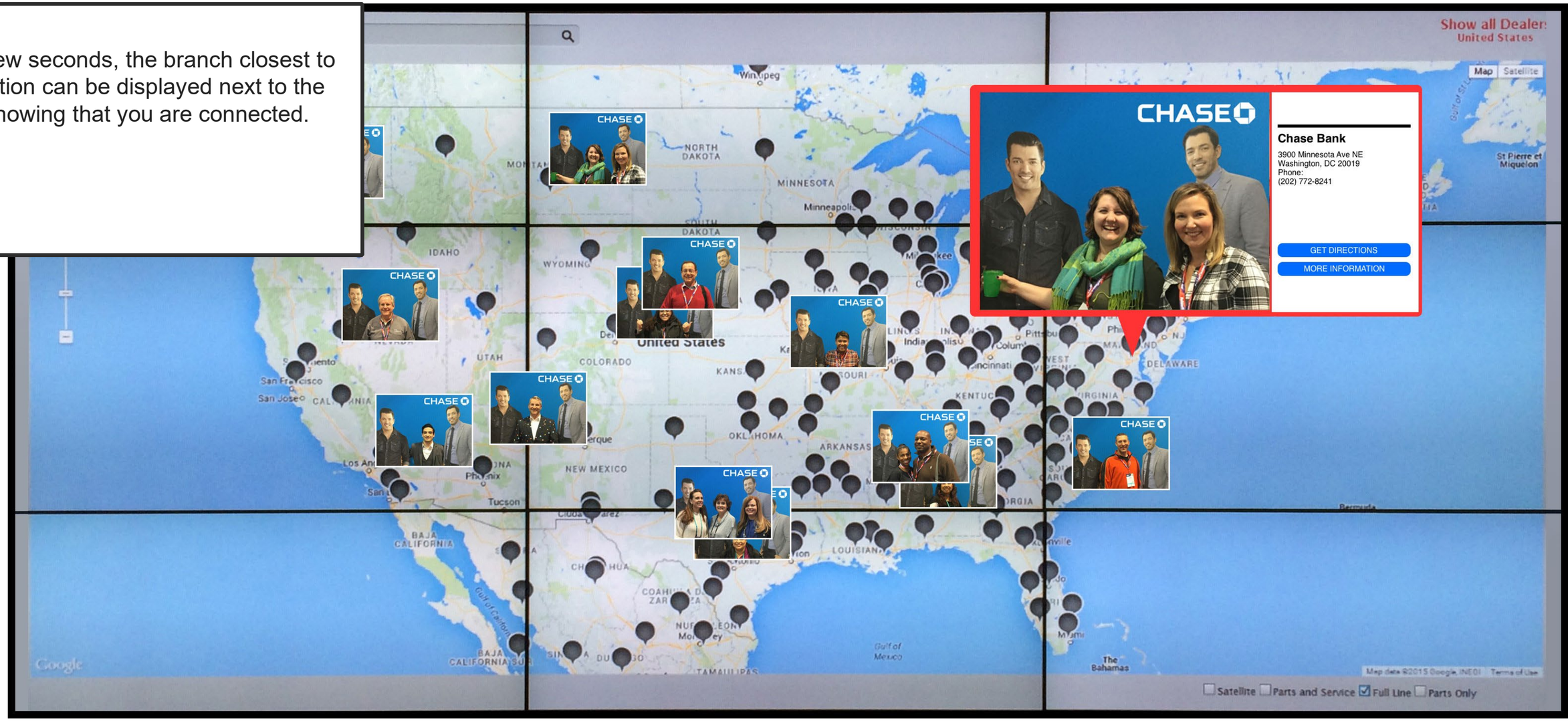
At the same time the photo is being emailed, it will also be sent to the locator photo map.

That photo will appear larger for a few seconds coming from the city they are from.



LOCATION MAP

After a few seconds, the branch closest to that location can be displayed next to the photo, showing that you are connected.



AV Rental and Live Productions

RENTAL SERVICES

Monitors & Screens

Video Systems

Lighting Systems

Sound Systems

Show Infrastructure

Labor

LED Walls – Any Configuration

FULL EVENT SUPPORT

Load-in/Strike

Show Crew

Lighting • Sound • Video

LED Video Walls & Displays

Graphic Design

Speaker Support

Presentation Equipment

Entertainment

Projection Mapping

All Gear & Creative

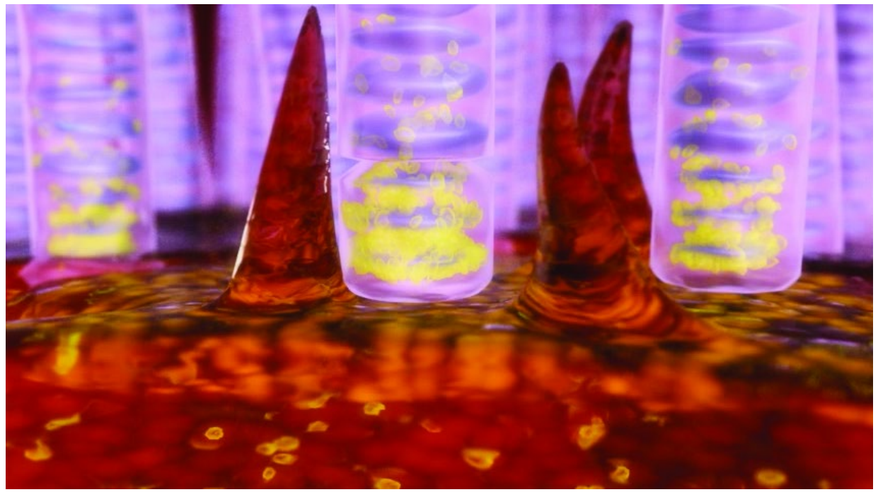
VIDEO & PRODUCTION SERVICES

Writing

Shooting

Editing

Animation



Case Studies

WELCOME SCREEN

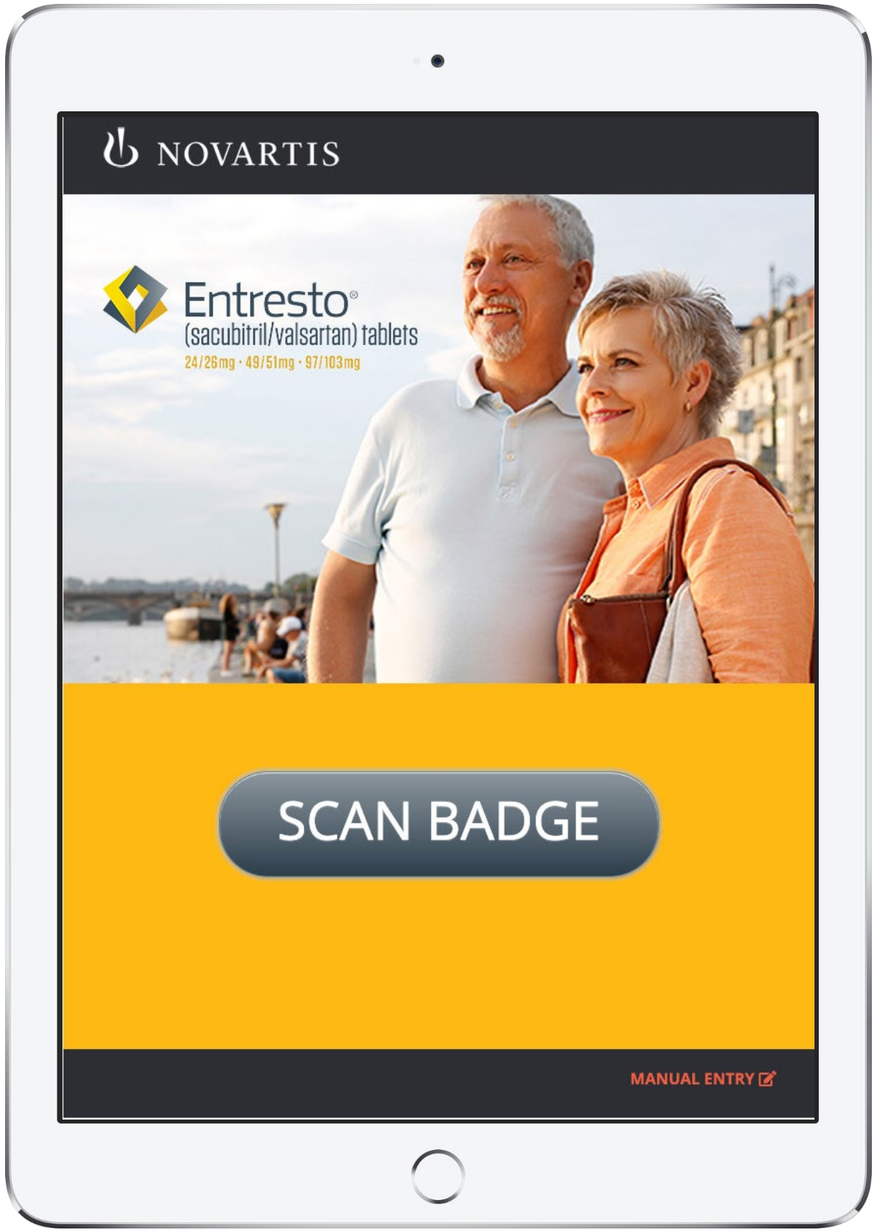
Customize the Welcome screen with your logo and colors or optional background image. You may use this image created by GDC or customize with your design department graphics.

Image customization specs:

1. iPad Welcome Screen graphic size: 768px wide x 600px high at 72dpi

2. Touchscreen Welcome Screen graphic size: 1920px wide by 1080px high at 72dpi

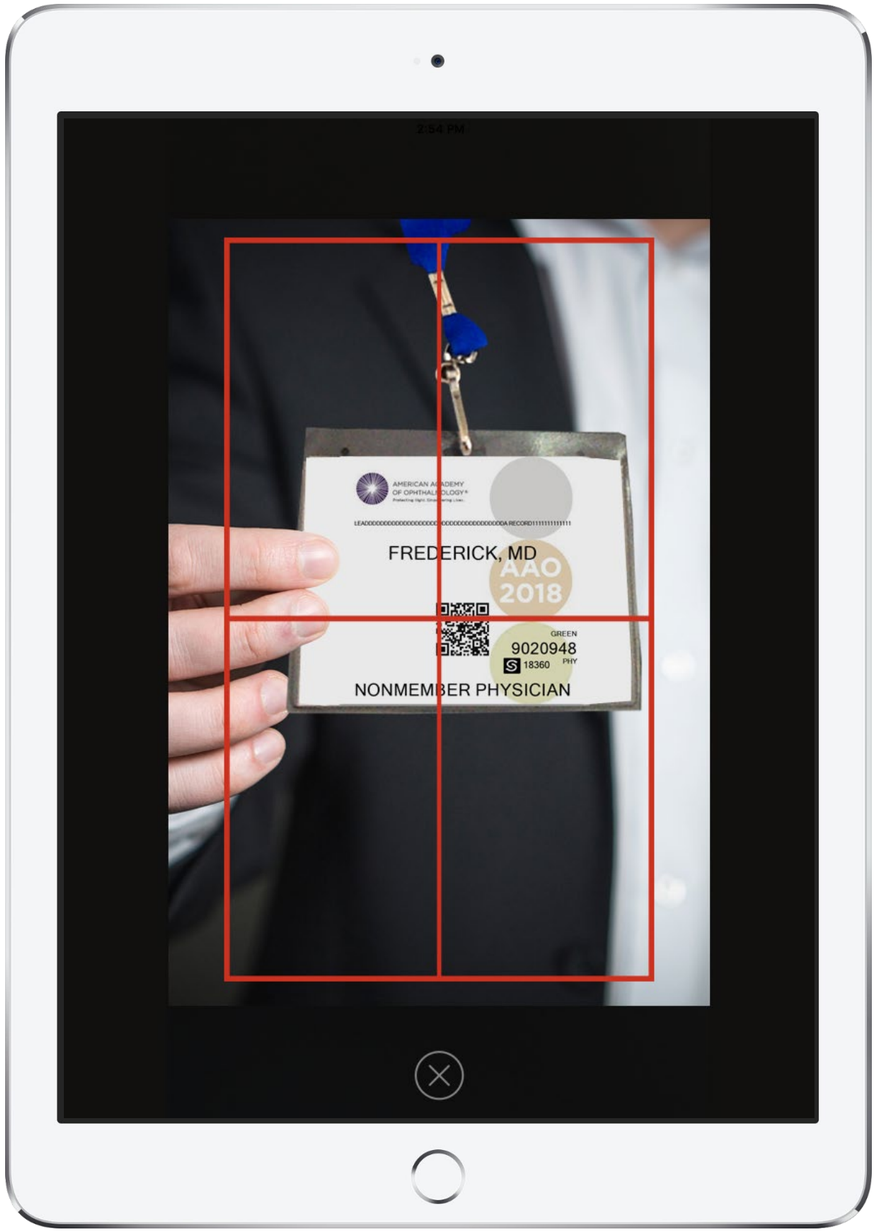
* please note: if you are unable to supply the desired graphic at the sizes requested, we can do the resizing for you as long as the images are BIGGER than the requirement.



SCAN

Scan button initiates the iPad camera and the lead capture process. If badge is not available, there is a manual entry option or a business card reader can also be added for shows with no badge.

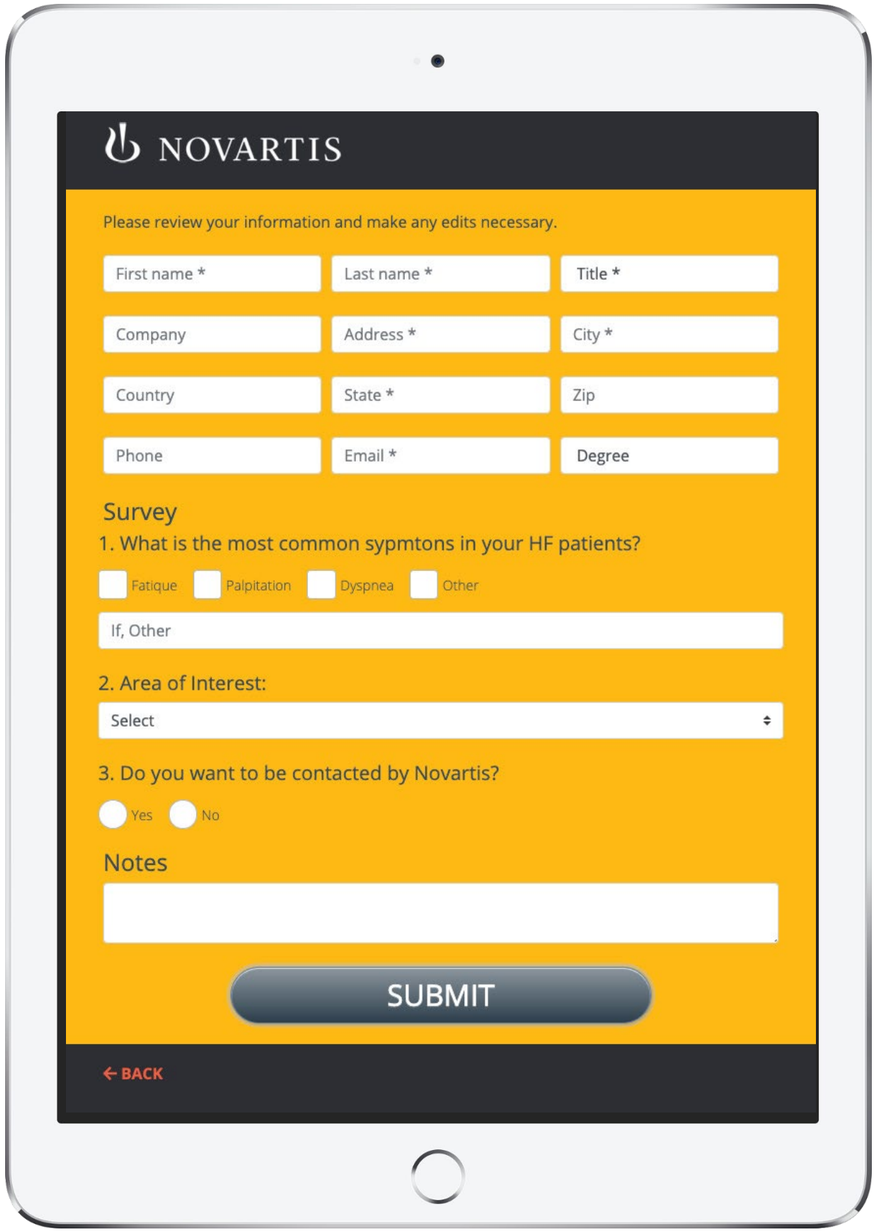
Using the iPad camera, scan badge bar code, QR code.



REVIEW & SURVEY

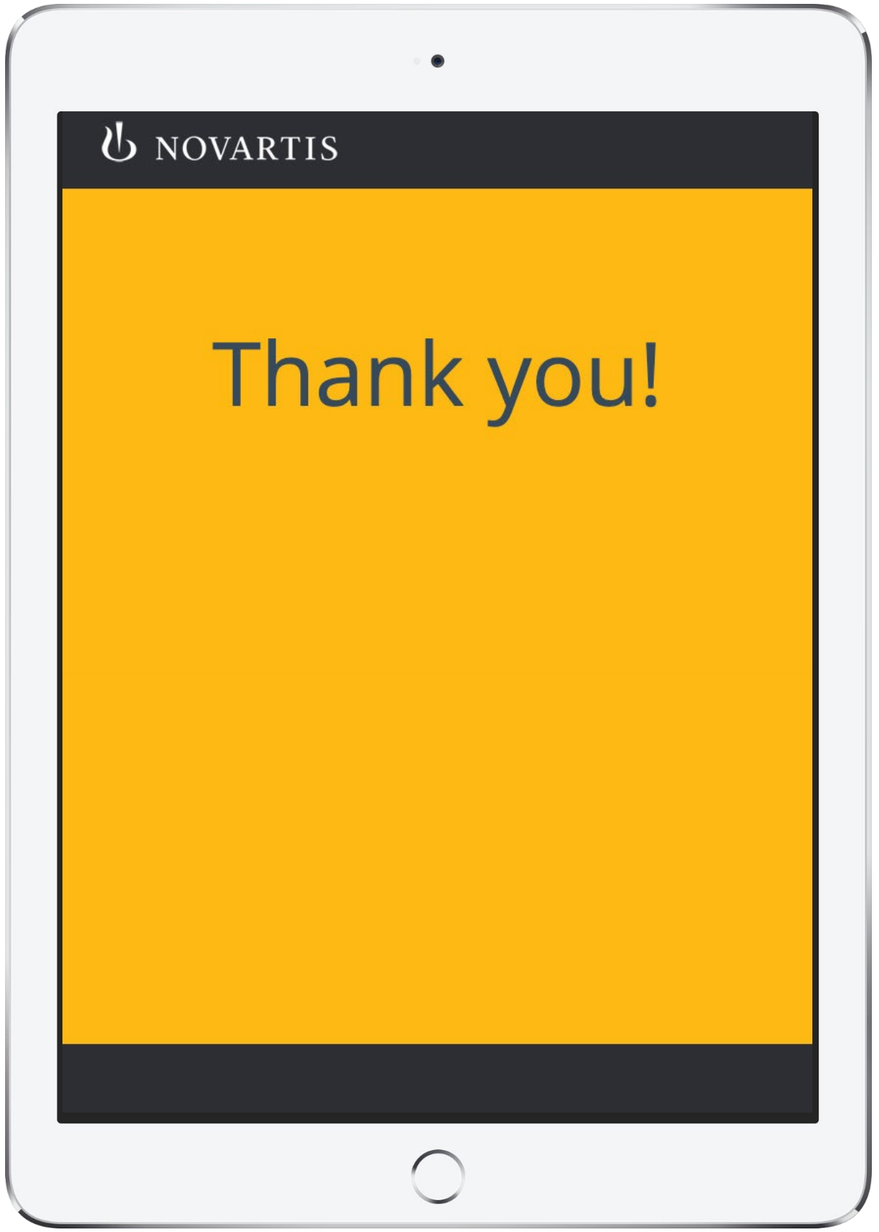
Review the scanned information, make any changes necessary or manually enter the persons data.

Customizable survey – Please provide survey questions.



THANK YOU

After submitting, a Thank you screen with custom message appears.



EMAIL TO AREA NOVARTIS REP

GDC will upload the Novartis rep territory list for matching and data routing. After submitting, a follow up email is automatically sent to the email address for the rep for that territory.

Please provide:

1. From Name
2. Subject
3. Pre-Header (short summary text that follows the subject line when viewing an email from the inbox)
4. Text
5. Reply to Address

Image customization specs:

Email Header graphic size (we can use graphic provided for welcome screen if you want the same image - we will do the sizing) 600px wide x 300px high at 72 dpi

DASHBOARD

CRM Integration – Have chosen data pass directly from the submission on the show floor to your CRM.

Bay in Balance

WELCOME

Video clip plays while waiting to start presentation.

LOGIN

Students and teachers log in

BEGIN LESSON

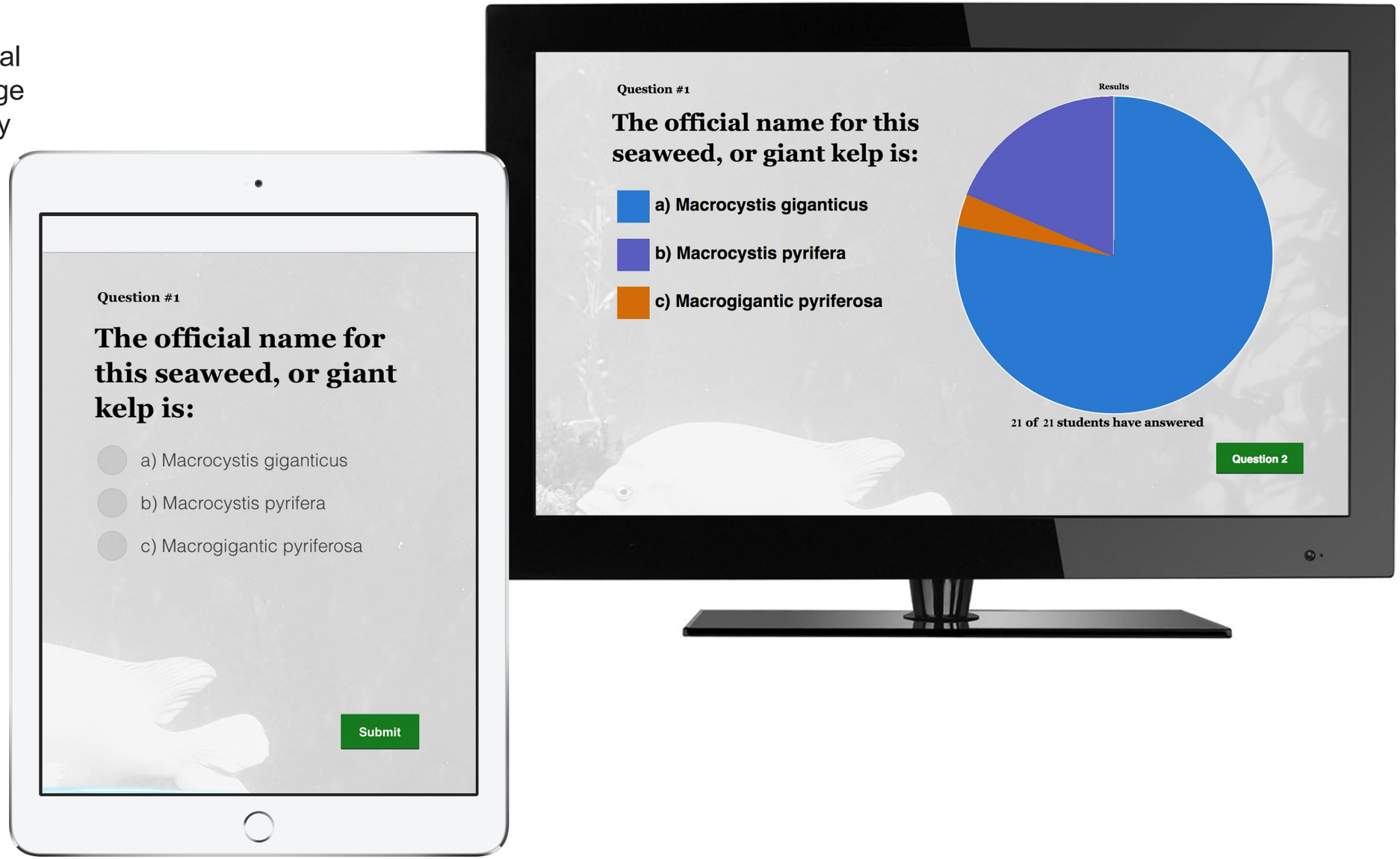
Teacher has lesson notes and selects images that display on student iPads

VIDEOS

While instructional videos play, students iPads remind them to pay attention to main classroom screen where video is playing

QUESTIONS

Student answers are recorded real time. Teacher can see percentage of correct answers and how many students answered.



GLOBAL DATA CAPTURE CAPABILITIES 2022