

**Today’s Ultimate Choice: A Cloud-based Mobile NFC Solution**

**Introducing: the BCARD Reader app, now available for download in all app stores!**

At eHealth Week 2015, take advantage of our BCARD Reader application, a powerful mobile app that simplifies lead capture. Save by using your own NFC-enabled Windows, Android, or iOS smartphones and tablets\*.

* The show badge of every attendee will contain a near field communication (NFC) chip encoded with the attendee’s contact information
* To capture a lead, simply touch the attendee’s badge with an NFC smartphone or tablet running BCARD Reader
* Every lead is uploaded automatically to a secure cloud portal, so all your company’s leads are consolidated and available to you at any time

As always, ITN International will also provide smartphones and tablets available for your use throughout the show. ITN manages an inventory of over 3,500 solutions consisting of Smartphones, Tablets, PC Readers, interactive displays and more. Equip everyone in your booth with one of our solutions.

**Place your order now and save!** Go online to [www.bcard.net](http://www.bcard.net) and enter show code: ***EHW15***

Questions? Call +1.801.676.7931 or send an email to exhibitors@itnint.com

\*BCARD Reader has been developed in compliance with NFC standards and is offered as is. ITN does not guarantee the app will work with all NFC devices and is not available on Blackberry. iOS devices require an external NFC reader which is included in the license but supplies may be limited. Please contact exhibitor services for more information.

**More Reasons to Use BCARD Reader**

**Qualifying leads is easy!**

* Take unlimited notes about each lead
* Use a built-in survey that you can customize
* Edit any lead’s contact information

**Send content to your leads from the show floor.**

* BCARD Reader also lets you target leads instantly with videos, brochures, presentations, and Web pages chosen from your own online library

ITN International, the world leader in mobile NFC, BLE and cloud-based event solutions, serves corporate event producers, event agencies, tradeshow managers and exhibitors on six continents.

[www.itnint.com](http://www.itnint.com)