



Dietze Enterprises Q&A

Q: What differentiates Dietze Enterprises, Inc. (DEI) from other companies that provide lead retrieval systems?

A: DEI was the first lead retrieval service firm to enter the tradeshow market and is the only one able to offer its clients a full range of state-of-the-art lead retrieval technologies. It has developed a niche in the market with its "lead retrieval service only" line of products and services. The firm works solely with tradeshow and event organizers that handle their registration in-house. DEI is also the first to offer a low cost radio frequency identification-based (RFID) turn-key solution and its applications to the tradeshow and conference industry. In an industry that's aggressively price driven, DEI has been awarded repeat annual business and retains an established customer base in part because of its products, but also due to its exemplary customer service and product support capabilities.

Q: What happens to data that's collected using the RFBADGE™ or other lead retrieval technology once a show ends?

A: The data is delivered to participating exhibitors via e-mail in the form of a text or Excel file, or can be downloaded to a floppy disk or CD if the client prefers in the case of DEI's RFBADGE and NOMAD™ systems. SmartScan™ System users have the data immediately printed upon collection and stored on floppy disk in the terminal. DEI has a strict privacy policy against its sale of any data collected at tradeshows.

Q: How are privacy concerns being addressed with regard to the retrieval of data using the RFBADGE?

A: Because the wearer of the badge must be within three to six inches of the receiver at the exhibitor's booth, consent is implied. Privacy isn't an issue in terms of lead retrieval because upon registration, it's fully disclosed what lead retrieval technologies are in use at the show and what data based on the registrant's information will be able to be transmitted. As a measure of security, the data can be encrypted to prevent unauthorized readers from reading the badge.

Q: Who pays for the cost of using DEI's lead retrieval technology?

A: The ability for exhibitors to utilize this technology is negotiated by DEI with trade show managers. The exhibitors are then responsible for leasing the lead retrieval equipment that best meets their needs from DEI, which can run anywhere from \$225 to \$300 (a one-time fee for the length of the show).