



Dietze Enterprises, Inc. Fact Sheet

About DEI

Dietze Enterprises, Inc. (DEI), founded by Vaughn Dietze in 1989 and headquartered in Chicago, Ill., is a provider of lead retrieval and registration solutions to the trade show industry, including show managers/producers, association meeting planners and exhibitors. DEI has developed a strong national reputation in the convention, exposition, tradeshow and meeting planning sector with its focus on providing affordable lead retrieval solutions designed to aid end users in achieving measurable return on investment.

As the first lead retrieval service company to enter the tradeshow market, DEI is the only firm that offers a complete line of products geared specifically to the collection of event attendee data. It is also the only company to provide support for all of the available lead retrieval technologies.

DEI's Products

DEI provides a variety of products and services that are available on both PC and Mac platforms, including the most advanced lead retrieval technologies available with far-reaching applications for both show managers and exhibitors. Using the latest technologies, DEI offers innovative solutions to obtaining lead generation information, conference attendance verification and data exchange identification, among other applications.

The centerpiece of DEI's product line is its Radio Frequency Identification (RFID) lead retrieval technology. Its RFBADGE™ utilizes RFID technology that's built into an event attendee's name badge to make lead generation and session tracking information easy to obtain and manage. Resembling regular paper badges distributed during registration at trade shows or conferences, the RFBADGE fits into a standard-sized badge holder and uses an electronic storage device and data antenna embedded inside to transmit pre-determined registration information to an RFID-signal receiver. No line-of-sight or swiping of the badge or card is needed for the technology to work effectively, allowing for seamless, effortless data exchange.

Other items in the company's product line include SmartScan™, a tabletop lead retrieval terminal, and NOMAD™, a hand-held, wireless lead-tracking device.

Contact DEI

DEI is located at 222 Merchandise Mart Plaza, Suite 1400, Chicago, Ill., 60654. Further information is available through Vaughn Dietze, 312.329.9073, or info@Dietze-inc.com.