

The shortest path from the booth to the deal.

An AI assistant for trade fair teams. Business cards, handwritten forms and voice notes, in whatever language your team takes them.

From the booth to the deal.

• Capture

The record is done before the visitor leaves your booth.

Designed for one hand, one phone, one noisy hall. The current fair is selected at the top, so every record lands in the right event.

Scan a card or form

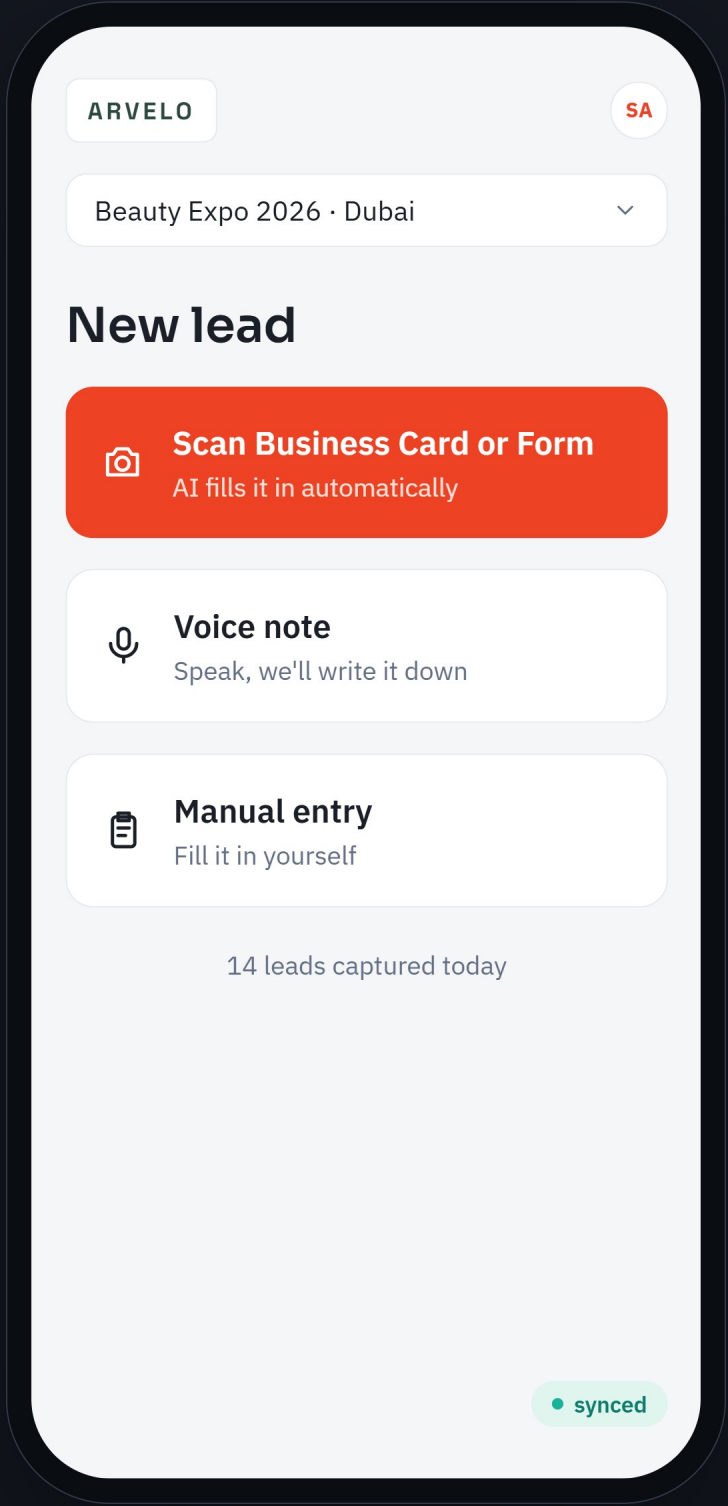
Take a photo and AI fills in the fields.

Voice note

Describe the conversation; Caplead transcribes it and adds it to the record.

Manual entry

A short ready-made form for visitors with no card and no written details.



• Manage

Every fair on one dashboard.

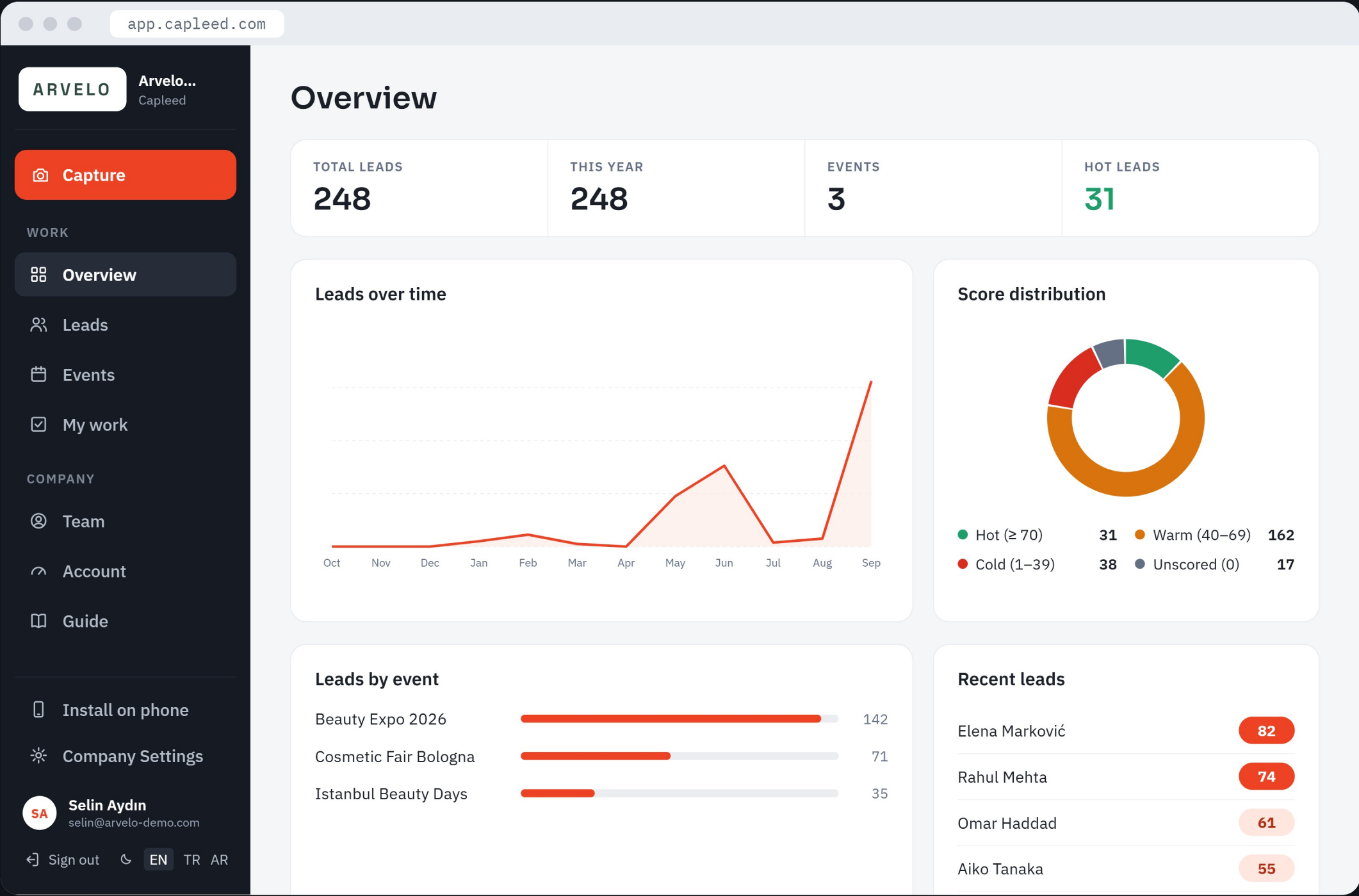
The first screen a manager checks in the morning: how many leads came in, what each fair delivered, and how many are truly hot.

Split by score

Hot, warm, cold: you know which pile to start with.

Fair comparison

See in numbers which fair earned its budget.



• Prioritize

Turn the stack into a list.

Back with 400 records? What matters is not the length of the list but knowing who to call first.

Sort by score

The hottest lead is always on top.

Filter

By fair, owner, status, brand, category and score. Tailored to your company.

You choose the columns

Your company decides what appears in the table, and in which order.

ARVELOArvelo...
Caplead

Capture

WORK

Overview

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Install on phone

Company Settings

SA
Selin Aydın
selin@arvelo-demo.com

Sign outENTRAR

Leads (248)

Search leads...

New lead

Event: AllAnyoneStatusBrandCategoryScore

Export

NAME	COMPANY	COUNTRY	SCORE	STATUS	OWNER	CAPTURED
EMElena Marković	Northwind Beauty	Serbia	82	Qualified	Selin A.	Sep 24, 2026
RMRahul Mehta	Lotus Retail Group	India	74	Meeting set	Can D.	Sep 24, 2026
OH Omar Haddad	Sahra Care Trading	UAE	61	Contacted	Mert Y.	Sep 23, 2026
ATAiko Tanaka	Kirei Distribution	Japan	55	New	Selin A.	Sep 23, 2026
SL Sofia Lindqvist	Nordic Glow AB	Sweden	49	New	Can D.	Sep 23, 2026
DO Daniel Okafor	Lagos Pharma Supply	Nigeria	38	Contacted	Deniz K.	Sep 22, 2026
MKMarta Kowalska	Vistula Cosmetics	Poland	66	Qualified	Mert Y.	Sep 22, 2026
CWChen Wei	Pearl River Imports	China	43	New	Deniz K.	Sep 22, 2026

- Prioritize

No black-box scores.

Every lead page shows which rules produced the score and why the AI sees it the way it does, side by side.

Line-by-line breakdown

Which rule added how many points, at a glance.

The original note is kept

A voice note is stored in the language it was spoken, with a translation into your shared language beside it.

Full history on one page

Scans, notes and follow-ups in one timeline.

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Leads / Elena Marković

EM

Elena Marković

Purchasing Director · Northwind Beauty

Qualified82

Send email

Edit lead

Information

Email

e.markovic@northwind-demo.com

Phone

+381 [demo]

Country

Serbia

Brand

NOVA SKIN

Captures (2)

Card scan · Voice note, Sep 24

Activity

Voice note by Mert Yıldız · original: TurkishSep 24, 11:42

Sırbistan'da 60 mağazalı zincir. NOVA SKIN serum serisini özel etiketle istiyorlar, ekim ortasında numune bekliyorlar.

Serbian chain with 60 stores. Wants the NOVA SKIN serum line as private label, expects samples mid-October.

Score breakdown

82 / 100

RULE HITS

Voice note captured+40

Card scan captured+30

Email provided+15

Rule score85 / 100

AI signal74 / 100

A 60-store retail chain asking for private label on an own brand, with a sample date set, points to a real buying intent.

Final (blended)

82 / 100

Captured by

Mert Yıldız

Owner

Selin Aydın · via market routing

Event

Event ID: 123456789

Caplead From the booth to the deal.

• Prioritize

You set the score. We show the why.

Every rule is visible; your company decides how many points each condition is worth.

Rule-based

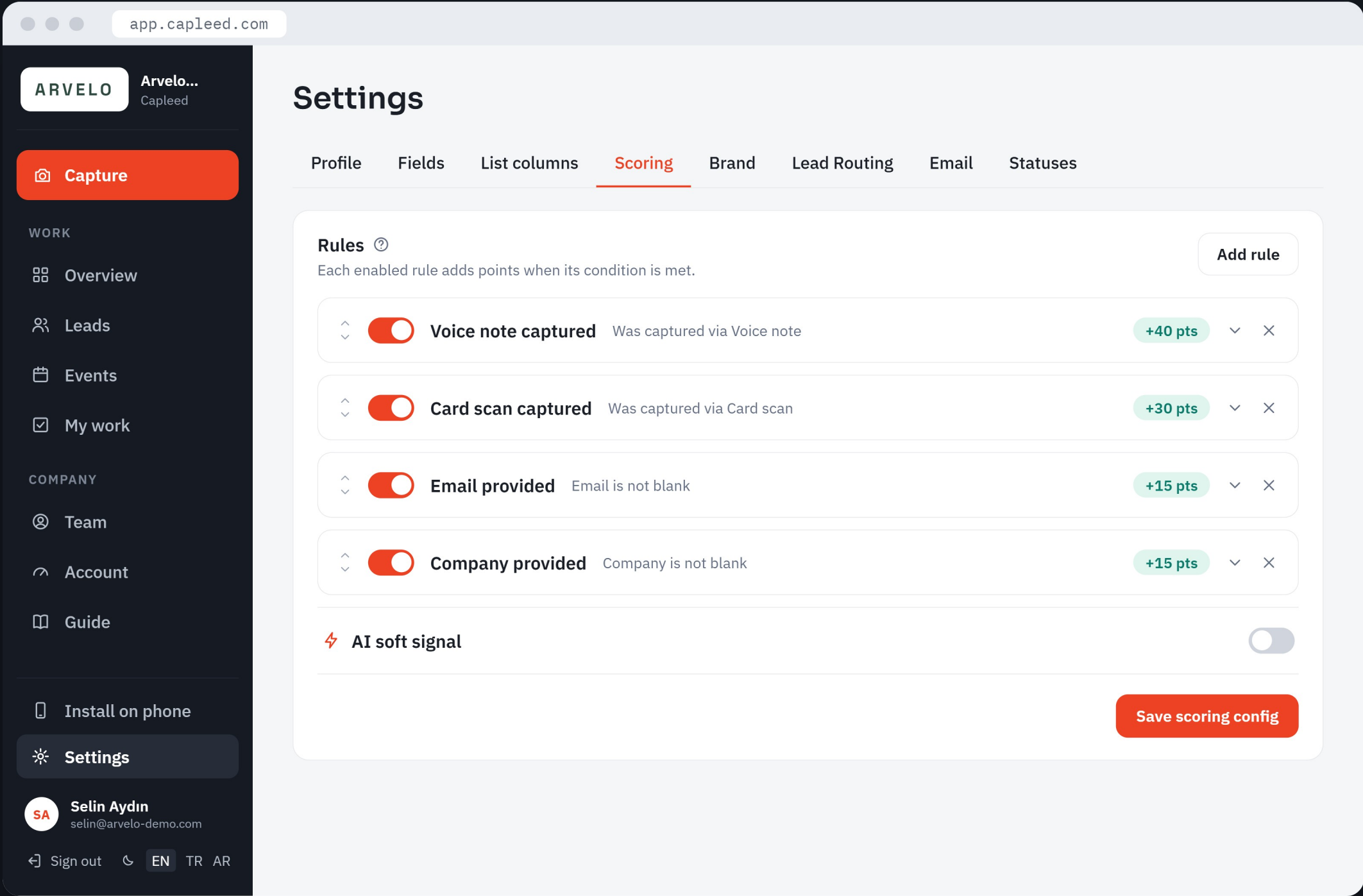
Was a voice note taken, is there an email: each condition carries its own points.

Reorder, switch on, switch off

Changing the rules between fairs takes a minute.

AI signal is optional

Turn it on to add an extra signal drawn from conversation notes.



• Understand

Your team writes in its own language. Capleed brings it all into one record.

A generic scanner sees letters. Capleed knows what you sell, so it understands what it reads.

Multilingual notes

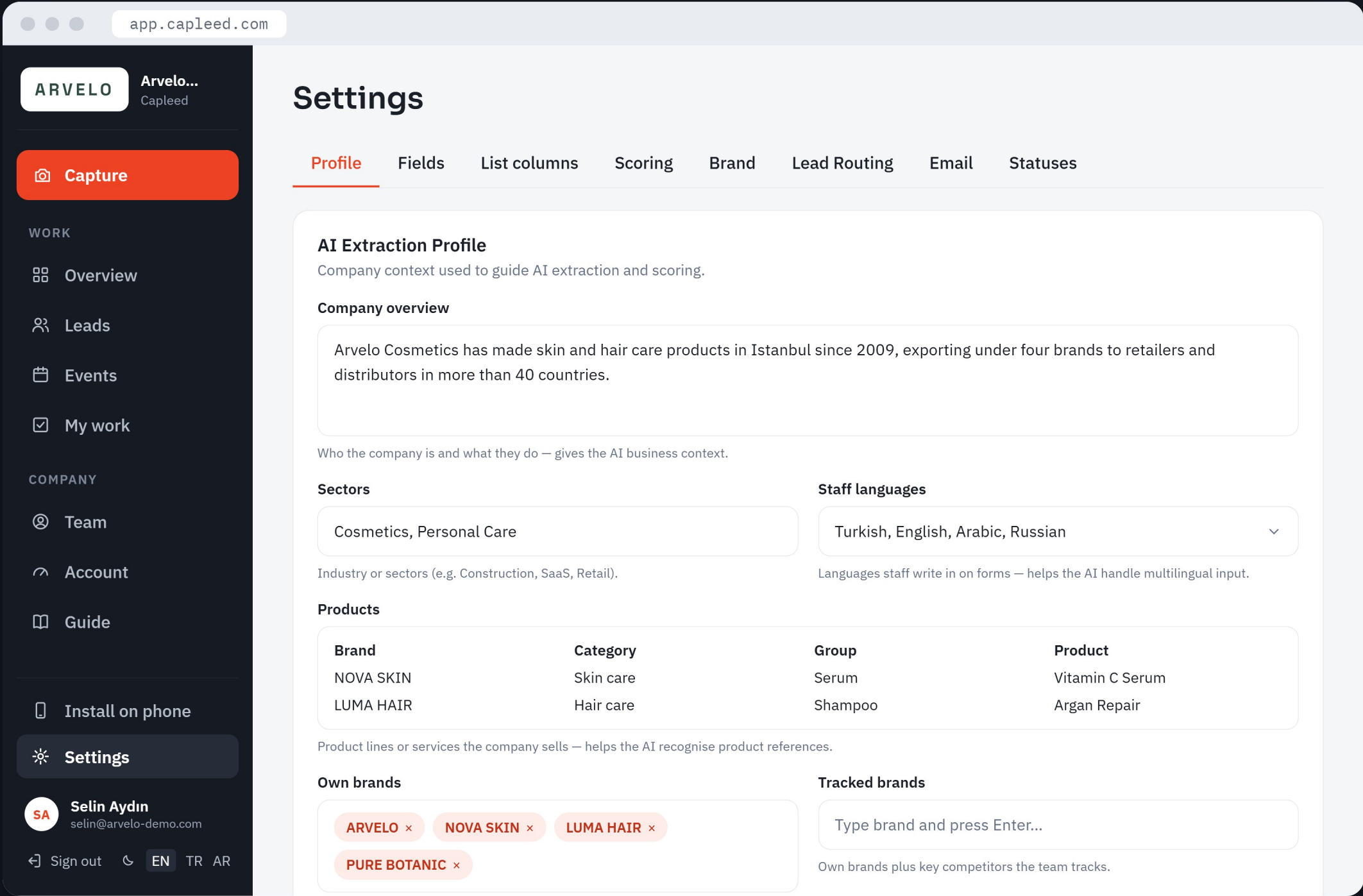
Everyone at the booth writes or speaks in their own language; the original note is kept.

Product and brand matching

Products mentioned in a conversation are linked to the right brand and category.

We handle the setup

The profile is filled in for your company with a consultant.



• Manage

Each fair’s report card is ready before you’re home.

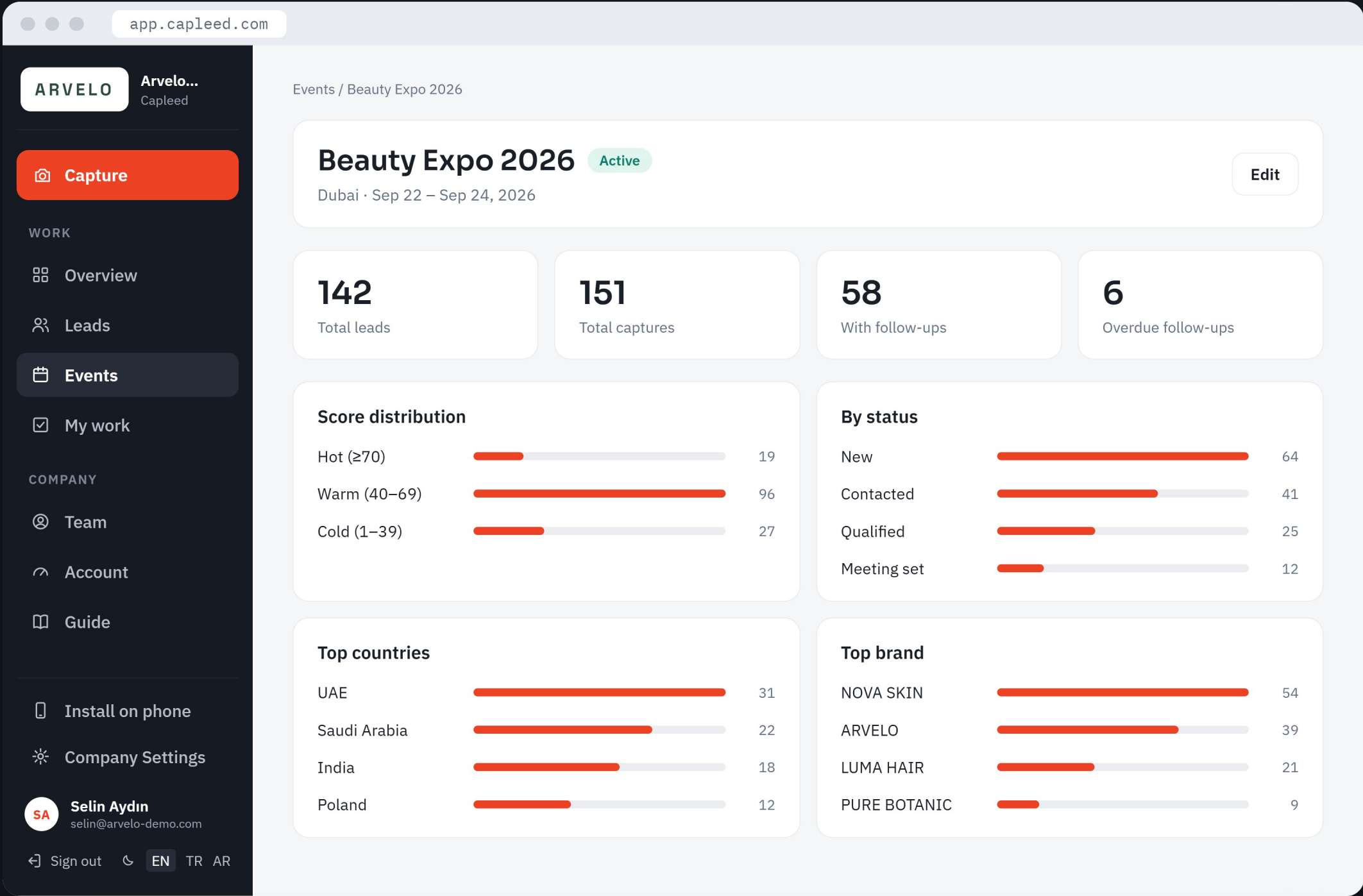
The real loss happens after the fair, not at it. Overdue follow-ups show up in red on the fair screen.

Per-fair summary

Total leads, those in follow-up, those overdue.

Market and brand breakdown

Which countries came, which of your brands drew interest.



• Manage

Every lead’s owner comes from its market.

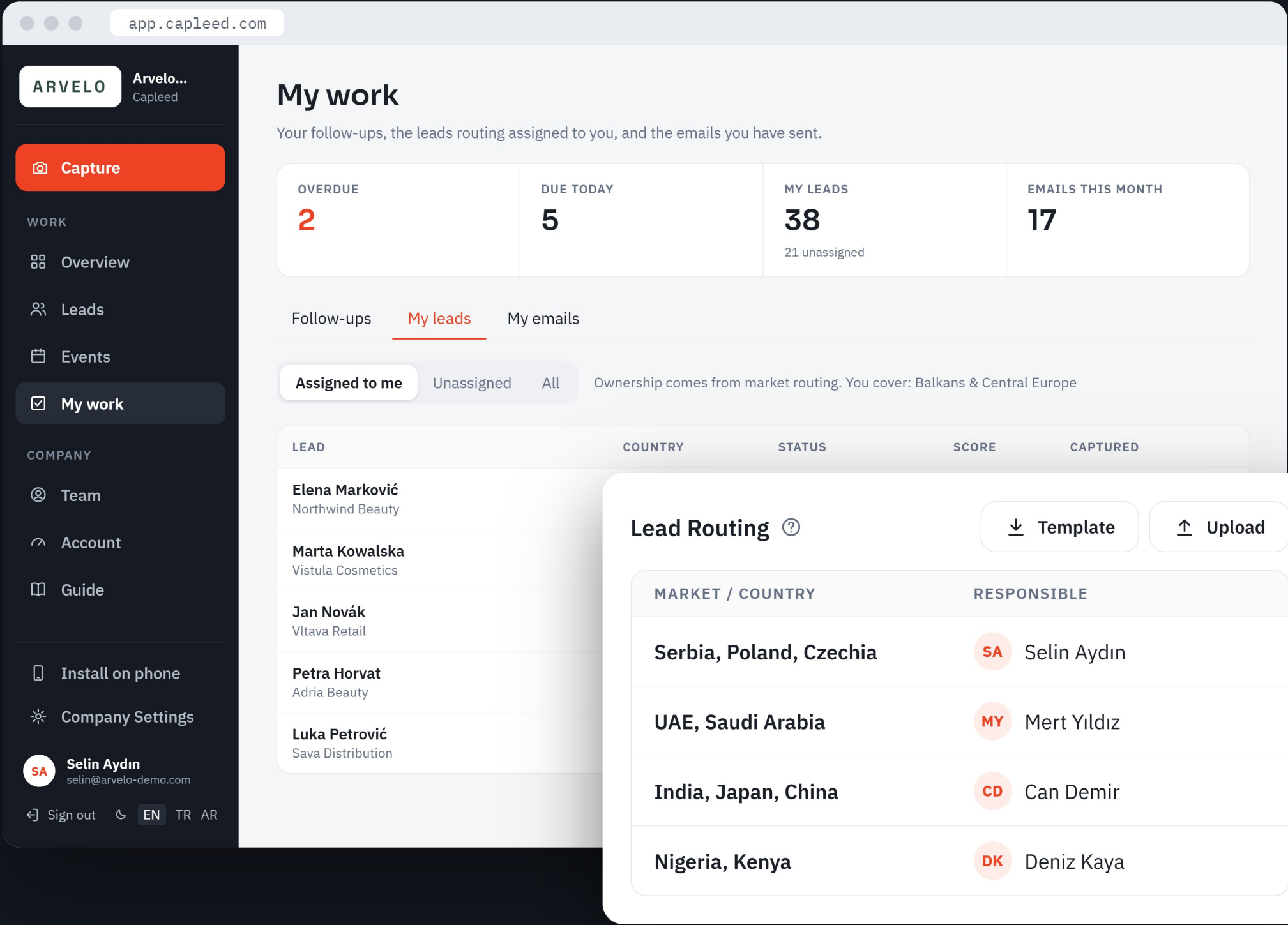
Whoever scanned the card, the lead lands on the list of the person who owns that market. No debate over who calls whom.

Market mapping

Map countries to owners in one table; upload it from Excel.

My work screen

Everyone sees what's overdue, what's due today and their own leads.



• Setup

Capleed wears your company's colors.

Logo, color, form fields, lead statuses and table columns are set to fit your company. Your team signs in at its own branded address.

Branded sign-in and install link

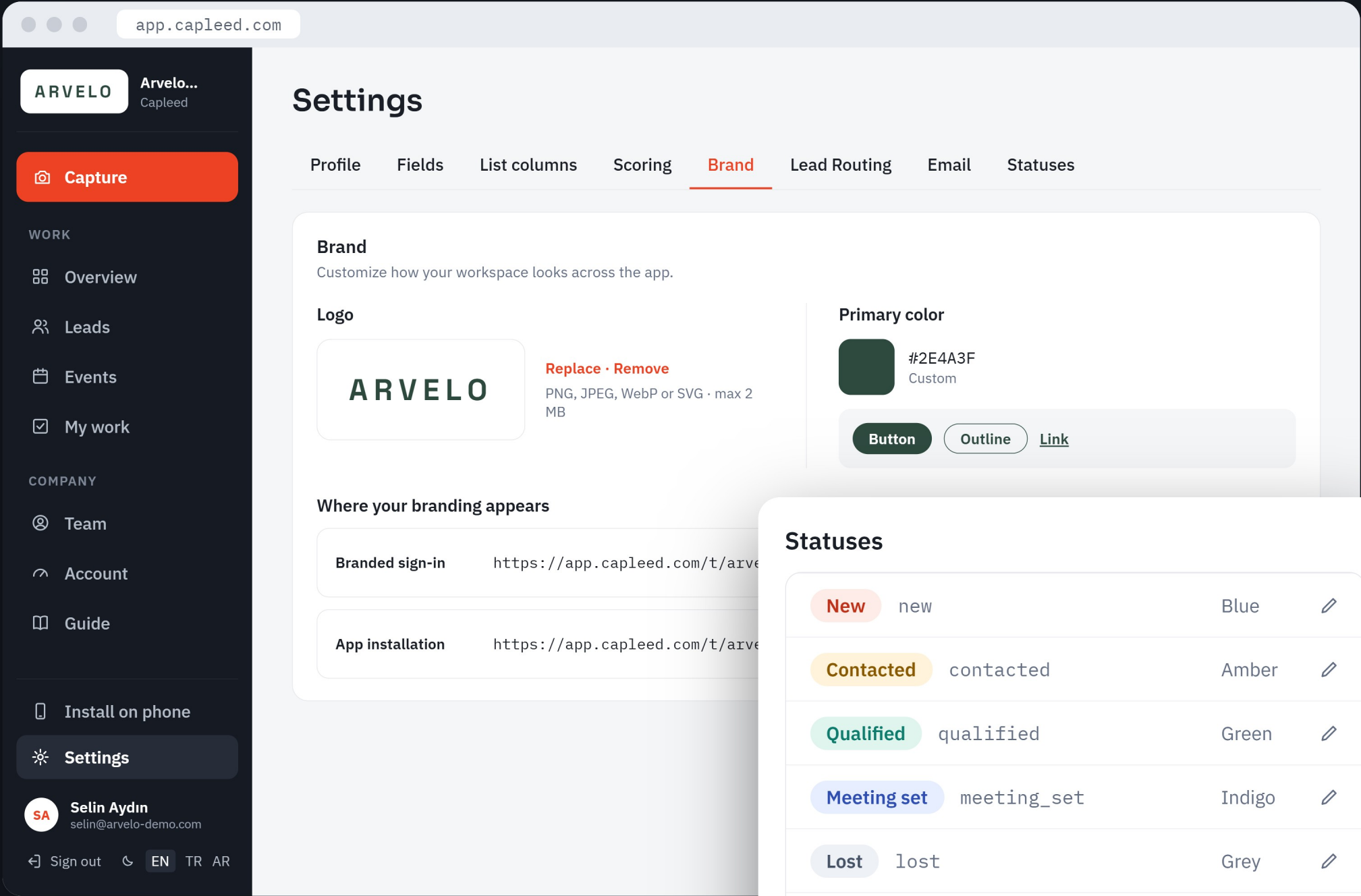
The team installs the app on their phones from one link.

Custom fields and statuses

Brands, categories or sales stages, in your own words.

Consultant-led

Not self-serve; we set it up together before your first fair.



• Manage

Hours of Excel entry, done while you're still at the booth.

Nobody copies business cards into a spreadsheet after the fair. Pick the columns you need and download the list as Excel or CSV.

Column picker

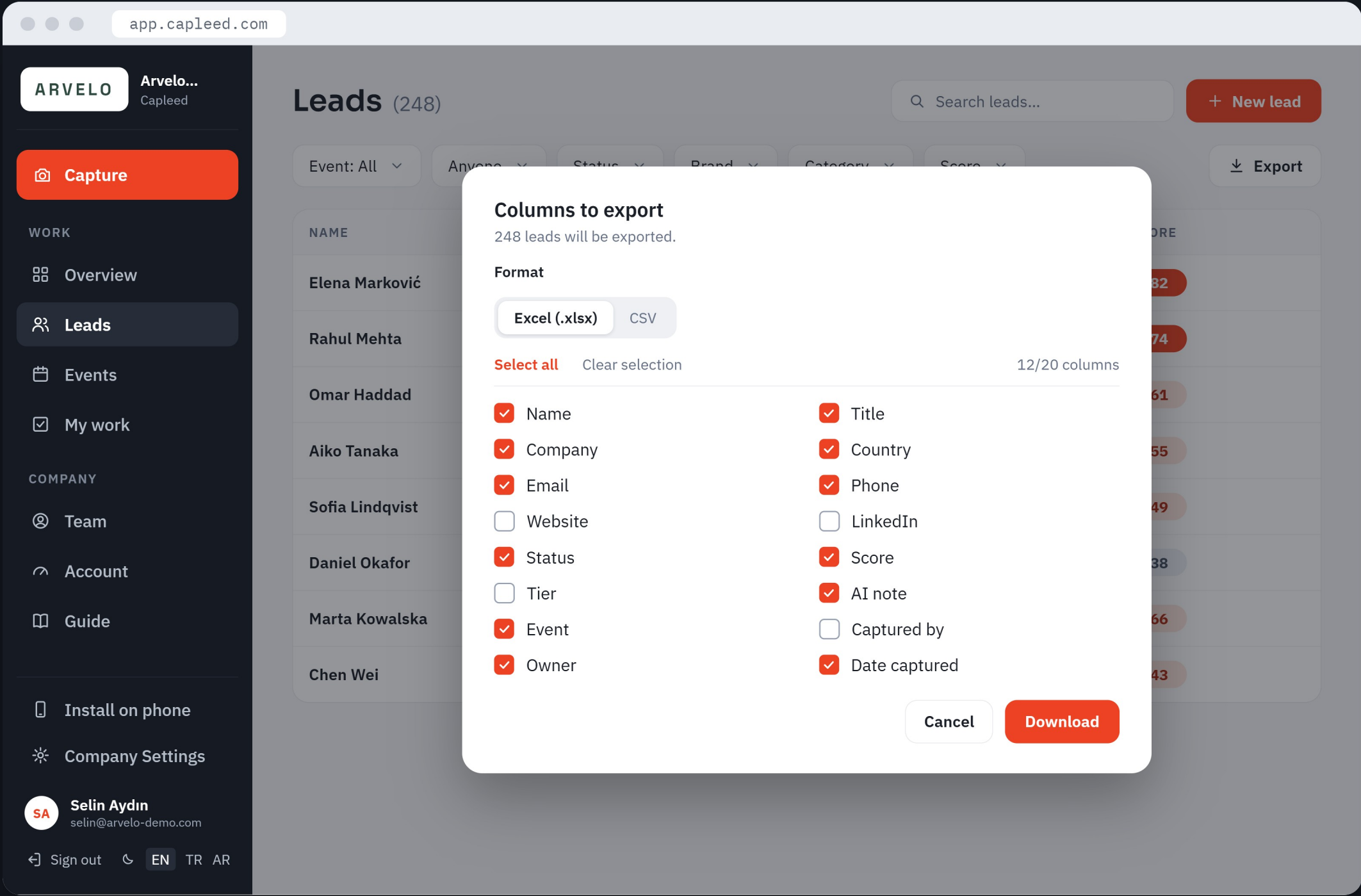
Only the fields you need, custom fields included.

Filtered report

By date, fair, status, country and score band.

Your data stays yours

Export your records whenever you like.



Cap**leed**

A bag full of business cards and forms is not a sale.

Before your next fair, let's set up these screens with your own products in a 30-minute demo.

[Request a demo](#)

[Try it live](#)

info@capleed.com ·
demo@capleed.com
+90 538 062 77 93

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