

EVENT LEAD CAPTURE

EXHIBITORS - HOW TO SET UP LEAD CAPTURE

1

SIGN IN TO EVENT WEBSITE

1. Go to the event website URL provided by the event organizers.
2. Sign in using the email address associated with your exhibitor registration.

2

OPEN YOUR EXHIBITOR PROFILE

1. In left hand menu, select 'Events'.
2. Select the event that you are exhibiting at.
3. Click on the 'Exhibitors' tab and open your company or organization profile.

3 SETTING UP LEAD CAPTURE

1. Within your company or organization profile, you will see a series of tabs. These allow you to manage your profile as well as set up and manage lead capture.
2. For each of the following tabs, you can add additional content by clicking the '+' button in the top right corner of the table. After adding or editing content, always click 'Save'.
 - a. **Exhibitor Contacts:** Allows you to add additional users that can capture and manage leads through the app or website. These individuals will also appear in your organization or company profile as points of contact.
 - b. **Leads:** Allows you to view your leads, edit lead details, and export your lead list after the event. You can also add leads manually by clicking on the '+' button in the top right corner if an attendee's device is dead or they do not have the app installed.
 - c. **Products:** Allows you to create product detail pages with a rich text editor. Products are displayed in your profile and are also used to qualify leads.
 - d. **Mailing Lists:** Allows you to create mailing lists that users can sign up for. Think Product Updates, Company News, Promotions, etc.

