

EVENT LEAD CAPTURE

EXHIBITORS - HOW TO CAPTURE LEADS USING THE APP

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DOWNLOAD EVENT APP

1. Download the app by scanning the QR code provided or by searching for the app in the App Store or Google Play.
2. If the app doesn't open directly to your event, press the 'More' button in the bottom tab bar, then press 'Go to Events' (or Change Events), and select your event.

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OPEN LEAD CAPTURE

1. Sign in using the email address associated with your exhibitor registration.
2. Press on your profile icon in the upper right corner or "More" in the bottom tab bar.
3. Select 'Leads'.

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START CAPTURING LEADS

1. **Scan User's Badge:** Opens the in-app scanner (you must have camera permissions enabled). This allows you to scan an attendee's digital badge (displayed in their app) to capture the lead. If enabled by the event organizers, you will also see a 'Search to Add' button. This allows you to manually create a lead if an attendee's device is dead or they do not have the app installed.
2. **Qualifying Leads:** Once you've scanned an attendee's digital badge, you'll be presented with a page that allows you to qualify the lead and fill out other important information about the lead. Click on the '✓' in the top right to save the lead's information. You can review and edit any leads from the main Leads page.
3. **Select Winner:** Allows you to randomly select a winner from your leads. This can be done multiple times by pressing 'Ok' and then pressing 'Select Winner' again.
4. **Help:** Provides instructions regarding how to use lead capture and assist attendees with locating their digital badge.

