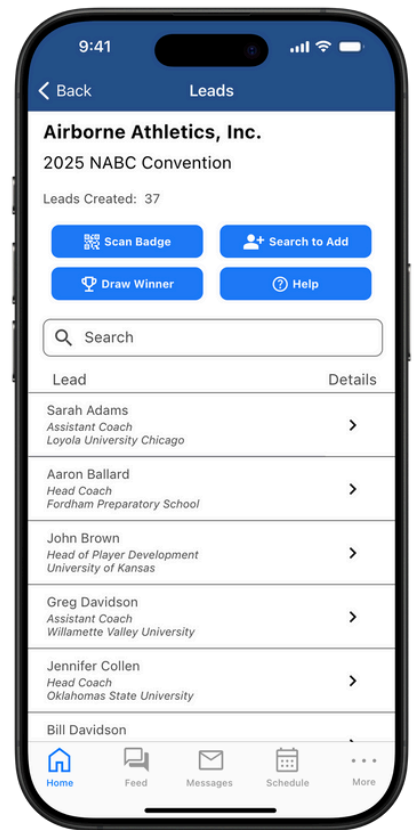


# LEAD CAPTURE MADE EASY

You attend our events with one goal - to find leads that turn into new business. Now, you can capture and manage those leads from the same mobile app our attendees use - no extra software, no messy exports, no lost business cards.

## HOW IT WORKS



**1 SIGN IN TO THE EVENT WEBSITE TO CREATE YOUR ORG PROFILE AND PRODUCT INFORMATION**

**2 SCAN ATTENDEE DIGITAL BADGES TO CAPTURE LEADS**

**3 RATE LEADS, SELECT PRODUCT INTERESTS, ADD NOTES & MORE**

**4 RANDOMLY SELECT WINNERS FOR GIVEAWAYS FROM THE APP**

**5 EXPORT LEADS TO YOUR CRM OR MARKETING PLATFORM FOR SEAMLESS FOLLOW-UP**

### NO MORE MISSED LEADS

Attendees can request information from you through the app in case they missed your booth.

### A SIMPLIFIED SYSTEM

Everything functions in one cohesive system, with no extra vendors, scanners or tools.

### APP & BROWSER FLEXIBILITY

This solution is web and app enabled, providing you access almost anywhere.

# 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.



# EVENT LEAD CAPTURE

## EXHIBITORS - HOW TO CAPTURE LEADS USING THE APP

### 1

#### 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.

### 2

#### 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'.

### 3

#### 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.

