

LEAD CAPTURE

benefits

KEY FEATURES

- ✓ Add custom qualifiers to pin point attendee areas of interest
- ✓ Attendees can easily send information to exhibitors
- ✓ Multiple attendee access points for scanning information
- ✓ Easy to use
- ✓ Interactive attendee lead capture dashboard in the service center
- ✓ Request attendee information with one click
- ✓ Access downloadable attendee lead reports

Exhibitors can add custom qualifiers to get to know attendees and what they are interested in.

Attendees can send their information anytime through the booth and chat.

Exhibitors can easily access leads in the ESC, all real time.

Exhibitors can download information in Excel format in the ESC.

What is Lead Capture?

Exhibitors can take advantage of the **VEM™ Lead Capture Solution** to easily gather booth visitor and chat participants contact information!



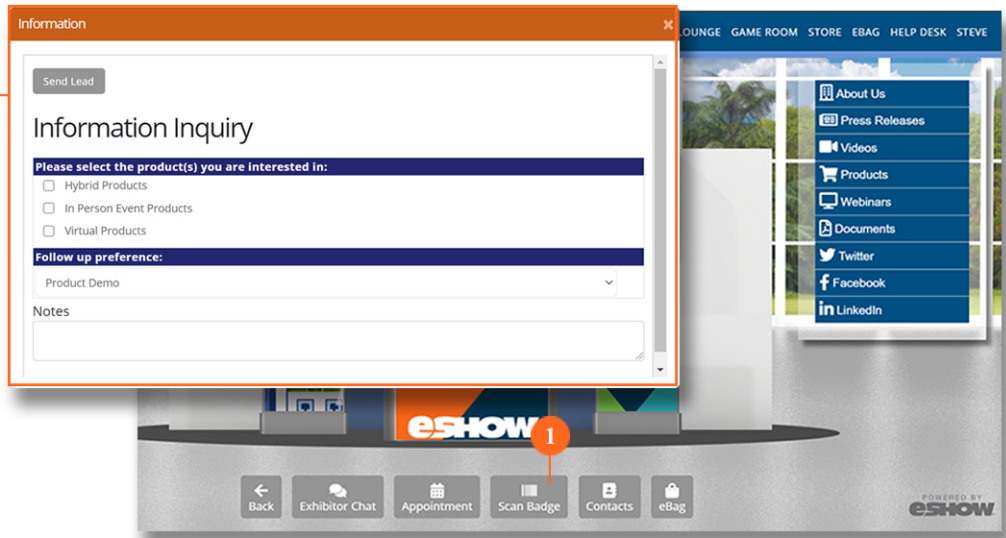
Attendees can send their information to you through the booth and in your booth chat. You can request their information while chatting with them. All of this information is available to you through the Exhibitor Service Center (ESC) Lead Capture webpage.

Lead Capture Solution

ACCESS POINTS

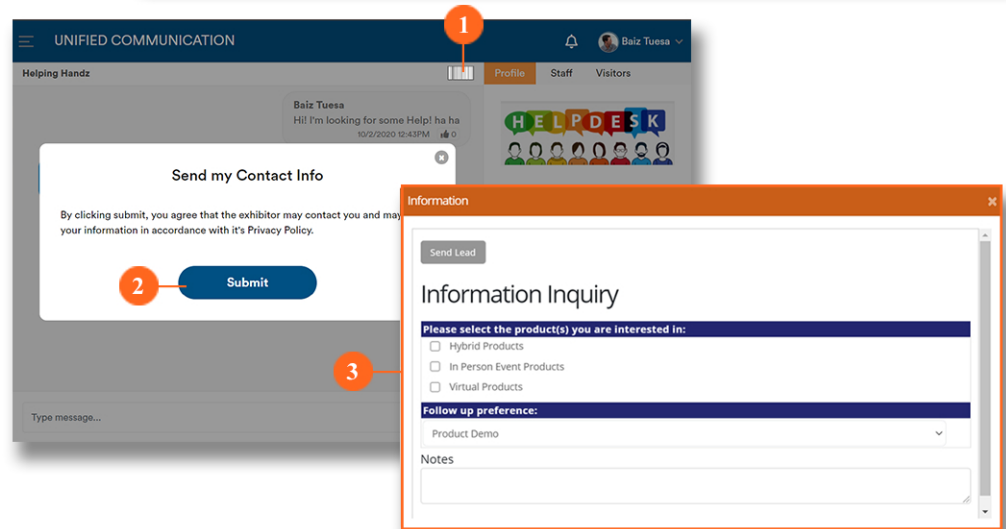
ATTENDEES SCAN BADGE IN BOOTH

- 1 Attendees click the **SCAN BADGE** button to send their information to the Exhibitor.
- 2 The **INFORMATION** window opens for the Attendee to fill out.



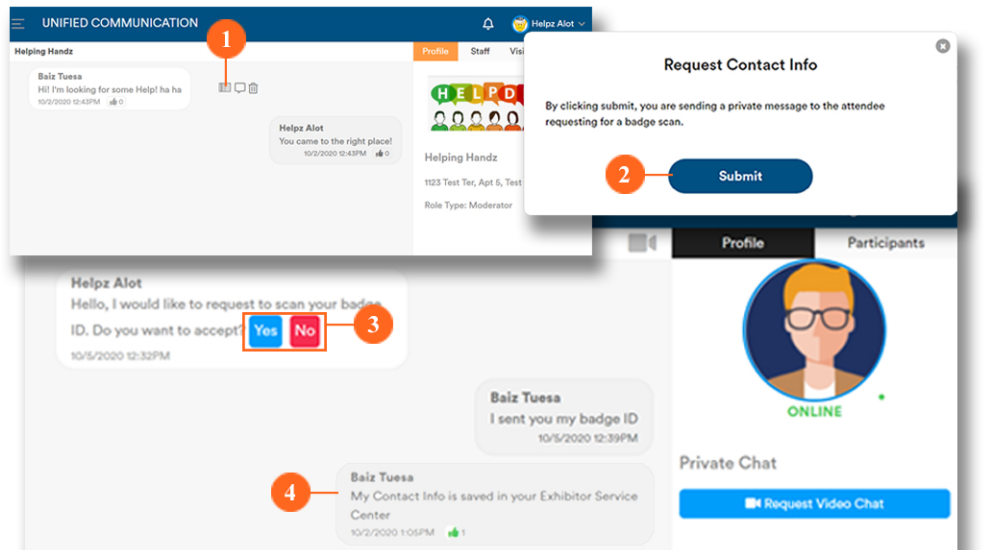
ATTENDEES SCAN BADGE IN UC

- 1 Attendees click the **BARCODE ICON** in the Exhibitor's Booth Chat thread through **Unified Communication**.
- 2 A pop up appears. To confirm the request. Click on **SUBMIT**.
- 3 The **INFORMATION** window opens for the Attendee to fill out.



SCAN BADGE VIA BOOTH STAFF REQUEST

- 1 In Exhibitor Chat, **Booth Staff** requests scanning approval by clicking the **BARCODE ICON** that appears when mousing over the chat bubble.
- 2 A pop up appears. To confirm the request. Click on **SUBMIT**.
- 3 The attendee receives notification.
- 4 When approved, a confirmation message appears in the chat logs.



DOWNLOADING LEAD CAPTURE INFORMATION

from the
Lead Capture Unit

Through the **Exhibitor Service Center (ESC)**, exhibitors can visit the **LEAD CAPTURE DOWNLOAD** page to access a detailed list of all the participants who accessed your booth's **Lead Capture Unit**.

Lead Capture

*Download the Leads in XLS format 

#	Create Date	Attendee Name	Company Name	Title	Email
1	10/02/20 10:55 AM	Steve Drake	eShow	Professor	steve.drake@goeshow.com
2	10/02/20 01:14 PM	Baiz Tuesa	Buddy the Elf	Associate Professor	Katlyn@goeshow.com
3	10/02/20 02:53 PM	Tory Cormy	Belcher & Associates	Elf	core@astct.com
4	10/02/20 02:54 PM	Barbara Caspari	Department of Communication	Associate Professor	test@goeshow.com
5	10/02/20 02:55 PM	Sally Mitchell	ABC Company	Professor	mich@goeshow.com
6	10/02/20 02:56 PM	Samuel Hendrix	TestCompany	Tester	michele@goeshow.com



QUICK TIP

For your convenience, clicking on the **DOWNLOAD THE LEADS IN XLS FORMAT***, exports all the available information on the list to an **MS Excel** sheet.

