

# Lead Capture

Maximise the commercial outcomes from an event and accelerate the exhibitor sales process.

- Onsite lead capture: Generate leads using your own device
- Virtual events: Generate leads from a virtual audience
- Physical events: Generate leads using your own device

# Onsite lead capture: Generate leads using your own device

**\*Refer to the attachment available in left menu for visuals\***

## Capture leads easily and effectively

Maximise the commercial outcomes from an event and accelerate the exhibitor sales process. With tools that instantly convert attendee interest into meaningful and qualified leads, the Lead Capture app provides a real-time lead management system.

Fully managed on unlimited exhibitor team devices and integrated with live attendee data exhibitors can view, manage and export leads instantly... also great for digital passports and competitions.

## Delivers solid commercial returns for exhibitors

Allows exhibitors to maximise ROI through the generation of meaningful leads and interactions.

- Cost effective lead generation via easy-to-use app
- No additional costs or user limits
- Allows immediate action and interaction on leads
- Encourages repeat exhibitor participation by providing real and measurable commercial returns

## Uses exhibitor devices

Replace hired scanners with the Capture app on exhibitor devices. Unlimited users per exhibitor, no internet connection required to scan

- Easy-to-use app that turns exhibitor devices into lead scanners
- Cost effective with no need for hired equipment Works with Apple or Android devices
- Operates offline and syncs when data connection available

# Virtual events: Generate leads from a virtual audience

**\*Refer to the attachment available in left menu for visuals\***

## Engage with remote audiences and generate high quality leads

Engage with remote audiences and generate high quality leads. Attendees can access customisable company profiles with the ability to contact available reps via chat or encrypted video call. Potential customers also have the ability to leave profile-business cards as call back requests for post event engagement.

Send out reports to your companies detailing interactions from your audience on their booth for them to follow up after the event

# Physical events: Generate leads using your own device

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