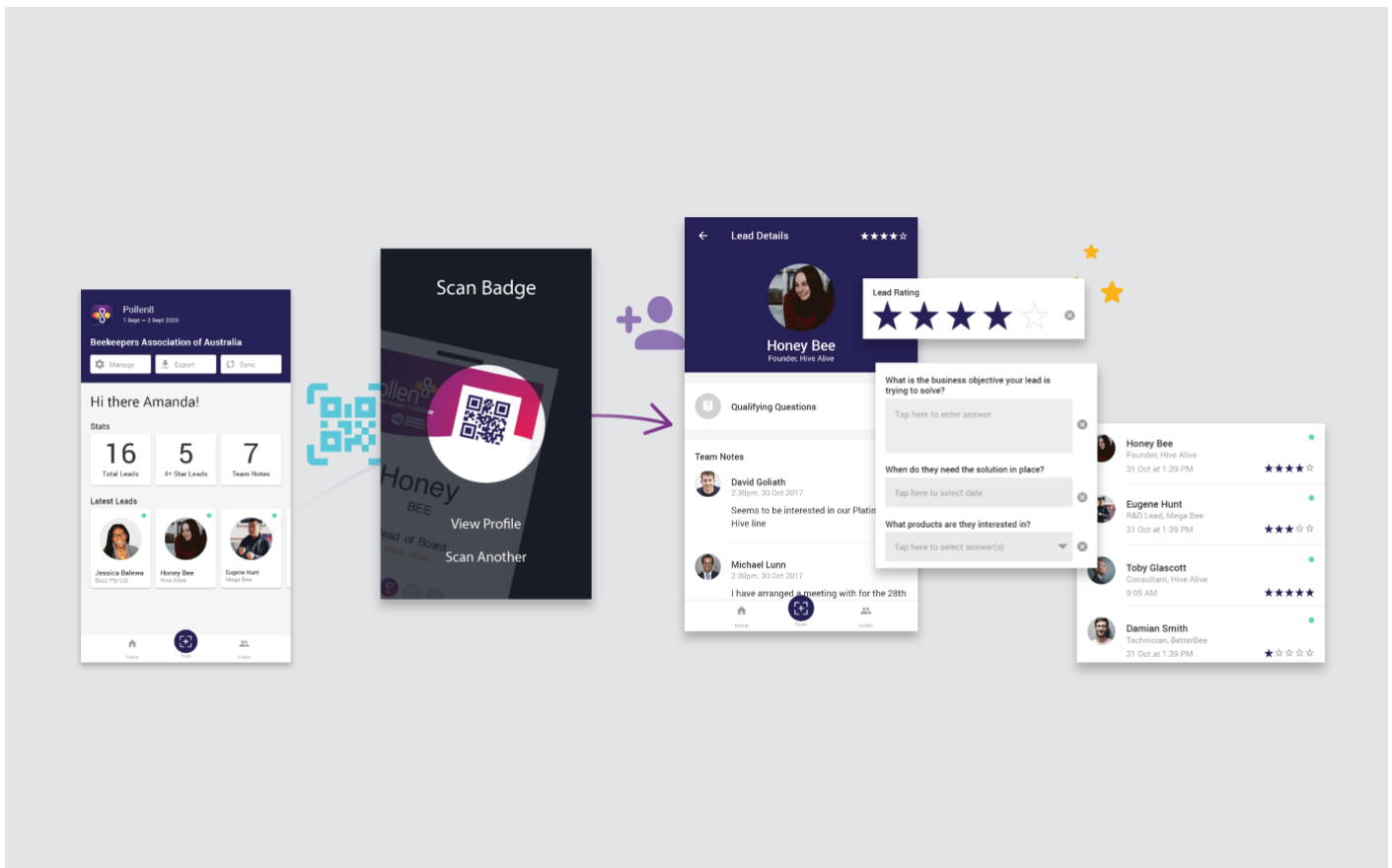


# Lead Capture



Exhibitor lead generation using own devices

Maximise ROI for exhibitors and sponsors with an easy-to-use lead generation system. Featuring tools that instantly convert booth visits into meaningful and qualified leads. Available to unlimited exhibitor team personal devices and integrated with live attendee data to view, manage and export leads instantly.

## Easy setup, intuitive to use

- A powerful lead generation system that improves exhibitor benefits with minimal organisational workload
- Customise app theme to match event branding
- Create and manage exhibitor lists from CMS
- Immediate login access for exhibitors
- Built-in on-boarding for each user
- Control what attendee information exhibitors can view and export
- Understand traffic by viewing activity in real-time
- Gain better insight into exhibitor ROI through measurable engagement

## Convert interest into meaningful leads

- Uses exhibitor mobile devices to scan attendee QR codes - from almost any system
- No additional hardware costs or user limits
- Add qualifying questions, ratings and notes per lead
- Functions without an internet connection, syncing when available
- Export individual leads or entire team to a spreadsheet

## Drive traffic through incentives

- Powerful gamification functionality including booth visitation incentives, digital passports and competitions
- Attendees can view their progress within the Event App
- Incentivise attendee visits to key sponsors or locations

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