

EVENT LEAD CAPTURE

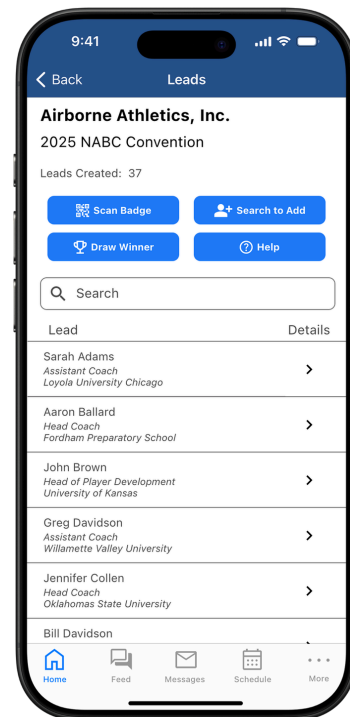
MARKETING & INSTRUCTION MATERIALS

As a MobileUp Event client, you now have the opportunity to provide your event exhibitors & sponsors Event Lead Capture. With this new add-on feature, exhibitors & sponsors can capture and qualify leads using the same app that all attendees already use.

This packet provides everything you need to make Event Lead Capture a success for you and your exhibitors & sponsors. Each of the documents below are also downloadable from the administrative console and may be shared with your prospective exhibitors & sponsors.

MARKETING & INSTRUCTION MATERIALS:

- Page 1:** [Event Lead Capture Introduction & Overview](#)
- Page 2:** [Marketing Flyer For Exhibitor & Sponsor Prospects](#)
- Page 3:** [Admin Instructions on How to Activate Event Lead Capture for Your Exhibitors](#)
- Page 4:** [Exhibitor Instructions for Using Lead Capture \(App & Website\)](#)
- Page 6:** [Badge Printing Instructions](#)
- Page 7:** [Enablement Form](#)



Event Lead Capture

Exhibitors and Sponsors can now capture and qualify leads from the same app that your attendees use.

Generate **additional revenue** by adding lead capture to your exhibitor and sponsor packages.

Capture leads by scanning the QR code on an attendee's digital or printed badge.

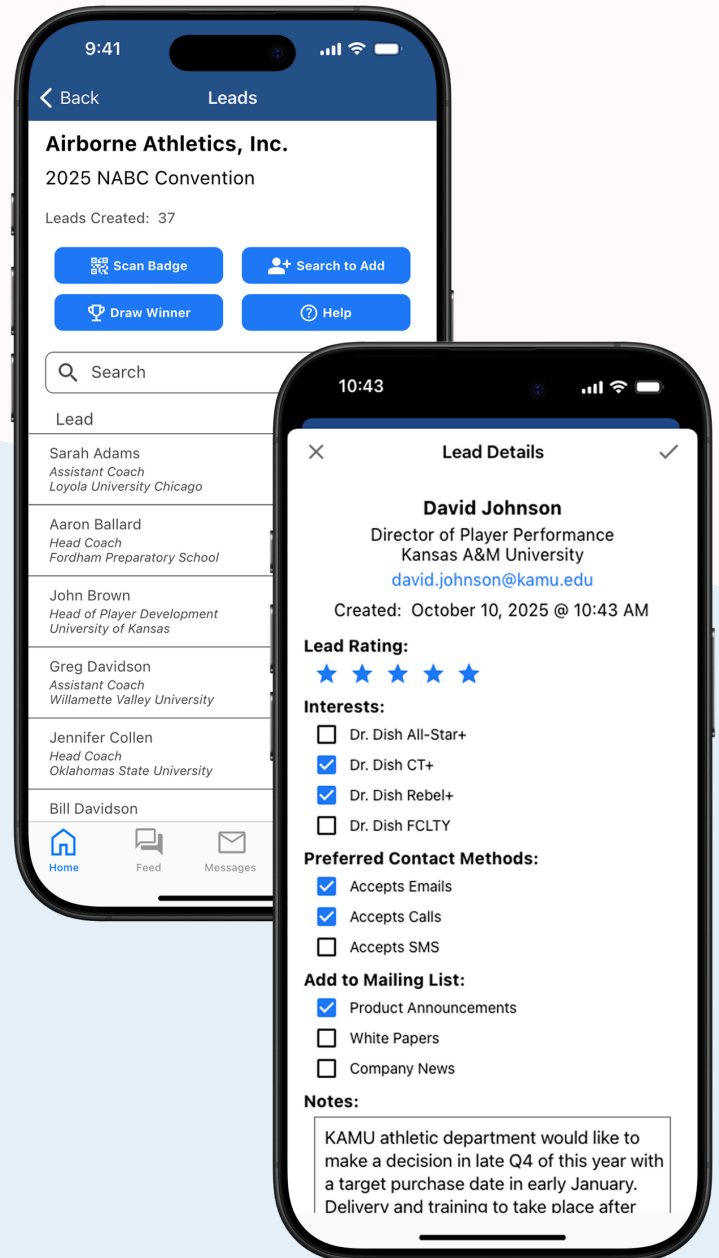
Use ratings, product interests, notes, and communication preferences to **qualify leads** at the event.

View and edit leads in real-time from the app or website.

Exhibitors and sponsors can easily **export lead data** and import into any CRM.

Exhibitors and sponsors **self-manage** by adding staff, product information, subscription requests and lead qualifiers.

Attendees can **request information** from an Exhibitor's profile page in the app or on the website.

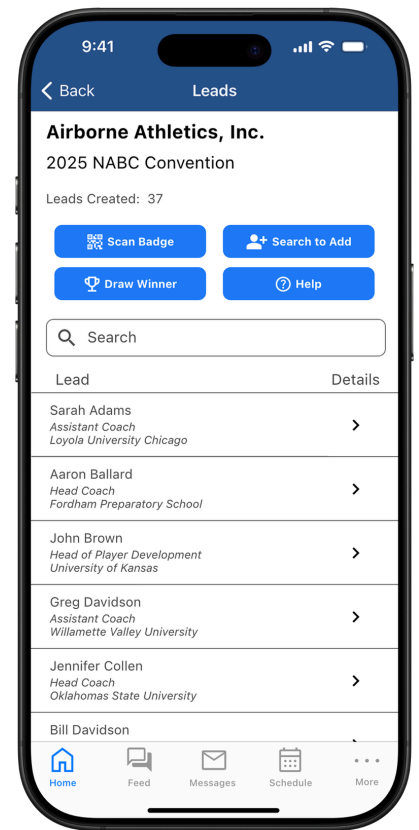


Just \$25 per Exhibitor
 Download the [Enablement form](#) to learn more.

Contact clientsuccess@mobileup.io to enable Event Lead Capture.

EVENT 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 BADGE OR PRINTED BADGE 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.

Reach out to your event point of contact about getting set up with Lead Capture for our next event.

Powered by:
mobileup

EVENT LEAD CAPTURE

HOW TO ENABLE LEAD CAPTURE FOR YOUR EXHIBITORS

1

SUBMIT YOUR ENABLEMENT FORM

1. Start promoting Event Lead Capture as soon as you begin selling exhibitor booths for your event.
2. [Submit this form](#) as you start planning your next event. MobileUp will then enable lead capture for your event. You will not be invoiced until your events begins.

2

SIGN IN TO YOUR ADMIN CONSOLE

1. Sign in using your administrator credentials.
2. Make sure you are in 'Manage Mode'. If not, click on 'Switch to Manage Mode' in the top right hand corner on your admin console.

3

ENABLE LEAD CAPTURE FOR YOUR EXHIBITORS

1. Click on Events in the left hand navigation and open the relevant event.
2. Click on the Exhibitors tab and select the exhibitor(s) you wish to enable lead capture.
 - a. *In order to enable lead capture, the Exhibitor must already exist within the event and have at least one contact.*
3. Scroll down the Exhibitor details page and check the 'Lead Capture Enabled' field.
4. If you wish to allow the Exhibitor to create leads by searching the attendee list, check the 'Lead Search Enabled' field.
5. Click 'Save'

Note: If you want Sponsors to have lead captured enabled, they must be added to the Exhibitor list.



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.

**This email will be used for logging in to the event app as well*

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 during and 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 detailed product marketing pages with the rich text editor. Products are displayed in your profile (app & web) 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 event 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'. If you do not see the 'Leads' option, contact event team member.

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) or the QR code on printed badge if available 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 Leads page in the app or web console.
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.



LEAD CAPTURE EVENT BADGES

Badge printing is on our roadmap, but there's no need to wait. You can integrate MobileUp's Lead Capture feature with your current badge printing solution in just a few simple steps.



How to create a QR code on your badge printing solution for Lead Capture

1

CONFIRM THE REGISTRANT EMAILS LISTED IN MOBILEUP FOR YOUR EVENT ARE ACCURATE

2

ADD A QR CODE TO THE EVENT BADGE THAT ONLY CONTAINS THE REGISTRANT'S EMAIL ADDRESS FOUND IN MOBILEUP

3

PRINT OUT YOUR BADGES AND PROVIDE THEM TO YOUR REGISTRANTS

4

EXHIBITORS WITH LEAD CAPTURE ENABLED CAN NOW SCAN EVENT BADGES WITH YOUR EVENT APP TO COLLECT LEADS

Note: On #2 above only include email address i.e. tom@mobileup.io not mailto:tom@mobileup.io or anything else.



Client Name: _____

Event Name: _____

Event Start Date: _____ EventEnd Date: _____

**Bundle Promo
\$25 per Exhibitor**
This promotion turns on Lead Capture for every Exhibitor at this event. You will be invoiced \$25 for each exhibitor.

Choose One Lead Capture License Below:

Event Lead Capture - Bundled Pricing
<p>MobileUp will activate Event Lead Capture upon receiving an executed copy of this form. Client will then enable lead capture for all Exhibitors for this event. MobileUp will invoice Client \$25 per Exhibitor once the event has begun. This valuable solution provides every Exhibitor Lead Capture that is inclusive in their Exhibitor fees.</p> <p style="text-align: center;">_____ (Initial Here)</p>

Event Lead Capture - Standalone Pricing
<p>MobileUp will activate Event Lead Capture upon receiving an executed copy of this form. Client will then enable lead capture for only those Exhibitors who choose to have this feature enabled. MobileUp will invoice Client \$50 for each Exhibitor enabled once the event has begun. Client can charge Exhibitor any amount for value received given this is not inclusive with your Exhibitor fees.</p> <p style="text-align: center;">_____ (Initial Here)</p>

By signing below, the undersigned represents to MobileUp that they have authority to bind Client to this form and any resulting invoices. This form is governed by the terms of the original license agreement between MobileUp and Client, unless otherwise set forth herein.

Approved By:

BillingContact:

Signature

Name

Name

Title

Title

Email Address

Date

Phone