The NAMM Show

Lead Retrieval

Instant capture, qualification and follow-up via the
NAMM Show+ App

Powered by **swapcard**

NAMM Show+

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Lead Retrieval Checklist

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With NAMM Lead Retrieval solutions you to scan badges anywhere, on or off the floor, at anytime with the NAMM Show+ App. All leads can be tagged, scored and easily exported via the app's Exhibitor Center.
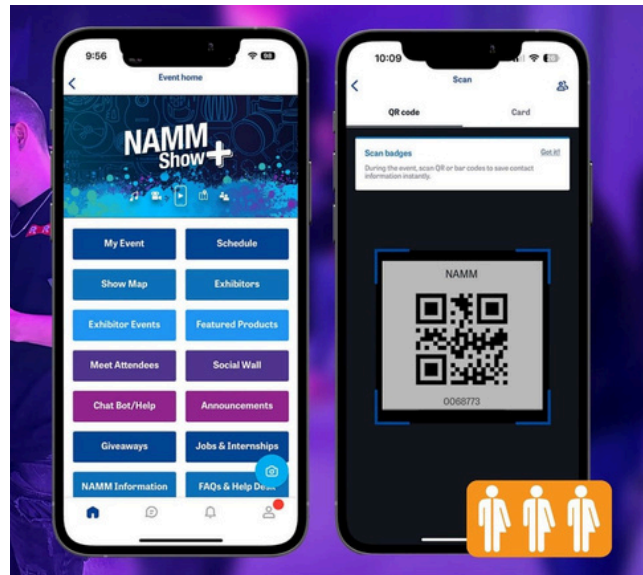
- [ ] Purchase Lead Retrieval access for you or your staff using your smartphones or rent devices with access, via the Lead Retrieval Information Page. Rental Devices must be ordered by December 27. Access can be ordered through the show.

- [ ] Complete this form to let us know which team member(s) will be lead retrieval users.

- [ ] Team member(s) must be registered for the show and added to your team in the Exhibitor Center.

- [ ] Team member(s) must turn on contact sharing in NAMM Show+ (see slide 5).

- [ ] Using your own device/smartphone(s)? Make sure your team member(s) with access download the NAMM Show+ app. NAMM will turn-on access to lead retrieval on January 10, 2025.

- [ ] Renting a device? The NAMM Show+ app will be set up on the device(s). Pick up/Drop off is available at the NAMM Exhibitor Service Center.

- [ ] Add custom qualification questions via the Exhibitor Center (see slide 6).

Need help? Email nammplus@namm.org or ask our on-site Swapcard Lead Retrieval expert at the Exhibitor Service Center.

Purchase Options: App Access Only & Device Rentals

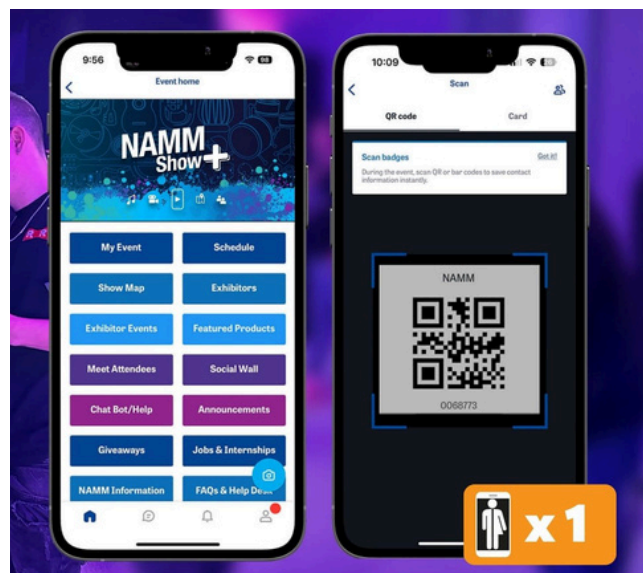**NAMM Show+**

Access to Lead Retrieval on NAMM Show+ App

Users will download the NAMM Show+ App to their smartphone and have access to Lead Retrieval feature.

- 1 user - $349
- 2 - 3 users - $475
- 4 - 5 users - $599

More than 5 Users - $149 per additional user (only purchase additional user(s) after 5 users)

Rent Device(s) for Scanning that Include App Access - **Deadline to order December 27, 2024**

The rental device options that include app access are for exhibitors who want a device provided to them for scanning.

- 1 Device, Access for 1 User - $659
- 2 Devices, Access for 2 Users - $899

Additional devices with app access - $400 per additional device (only order an additional device after adding 2 device rental option to cart)
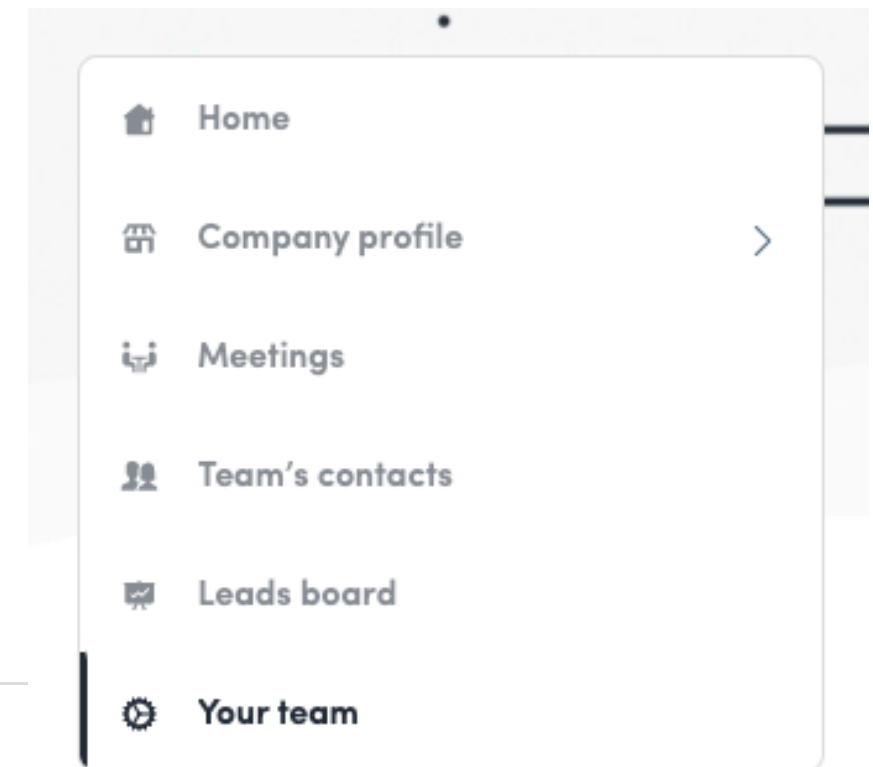
Before lead scanning

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Before scanning, make sure the person scanning is designated as a team member on your brand page and has the 'share their contacts with the team' enabled.

Complete the form to let us know which team member(s) will be users for lead retrieval.

Make sure that contact sharing is on for the team. Go to "Your team" and click to share your contacts with the team. The NAMM Show+ Exhibitor Center is accessed here:
http://exhibitor.nammshow.org

Home

Company profile

Meetings

Team's contacts

Leads board

Your team

Add your colleagues

Invite your team members who are registered for the event so you can all access the same interface. With your whole team in one place, it's easy to share contacts and data!

ADD A MEMBER

Member settings

Show profile

Share his/her contacts with the team

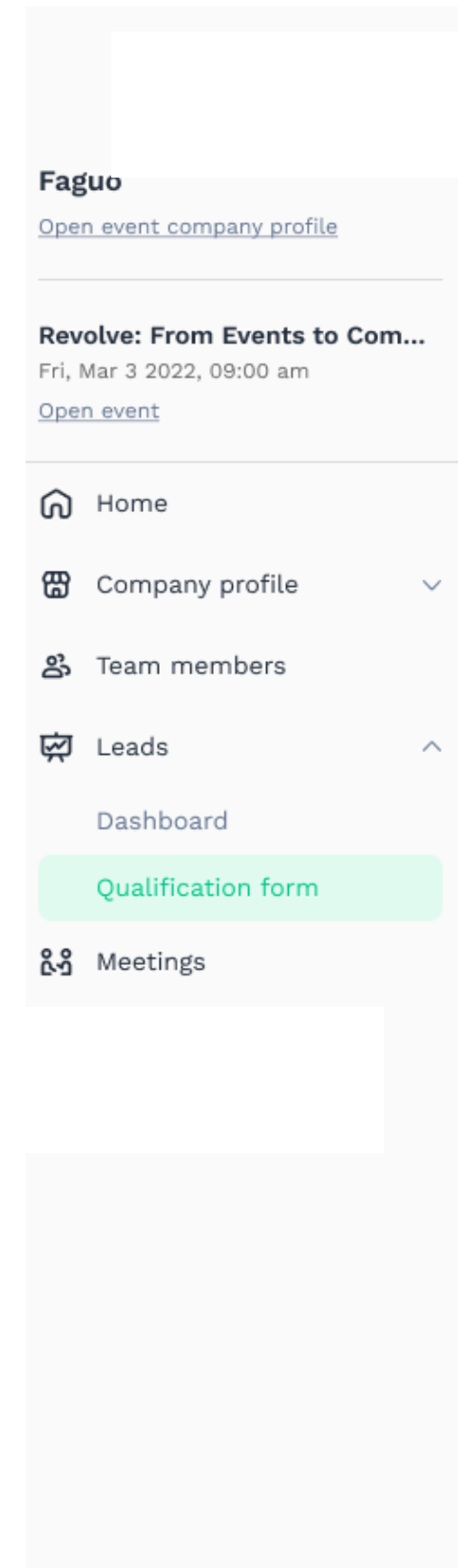# Adding Lead Qualification Survey

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Create a list of Lead qualification fields directly from the NAMM Show+ App Exhibitor Center.

After scanning attendees' badges during onsite events or connecting with people via the Event App, exhibitor members can seamlessly qualify their leads using the pre-created survey.

All team members will have the same fields, ensuring a unified approach.

There is no limit to the number of questions and three types of answers are currently supported:
- Single choice
- Multiple choice
- Short Text

Faguo

Open event company profile

Revolve: From Events to Com...
Fri, Mar 3 2022, 09:00 am
Open event

- Home
- Company profile
- Team members
- Leads
  - Dashboard
  - Qualification form
- Meetings

Qualification form

Customize qualification to assist your team members in identifying relevant leads. Your team will utilize the app to respond to the provided qualifications for each connection. All the answers will be accessible via the lead report.

Type
- Lead
- Partner
- Client existing
- Supplier
- Other

Region
- Europe
- North America
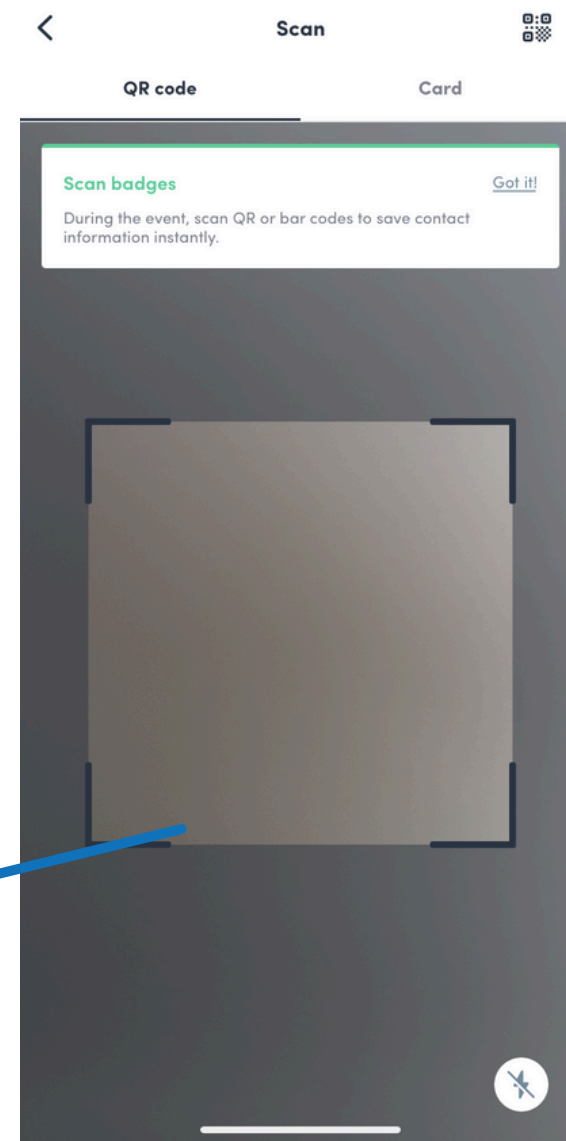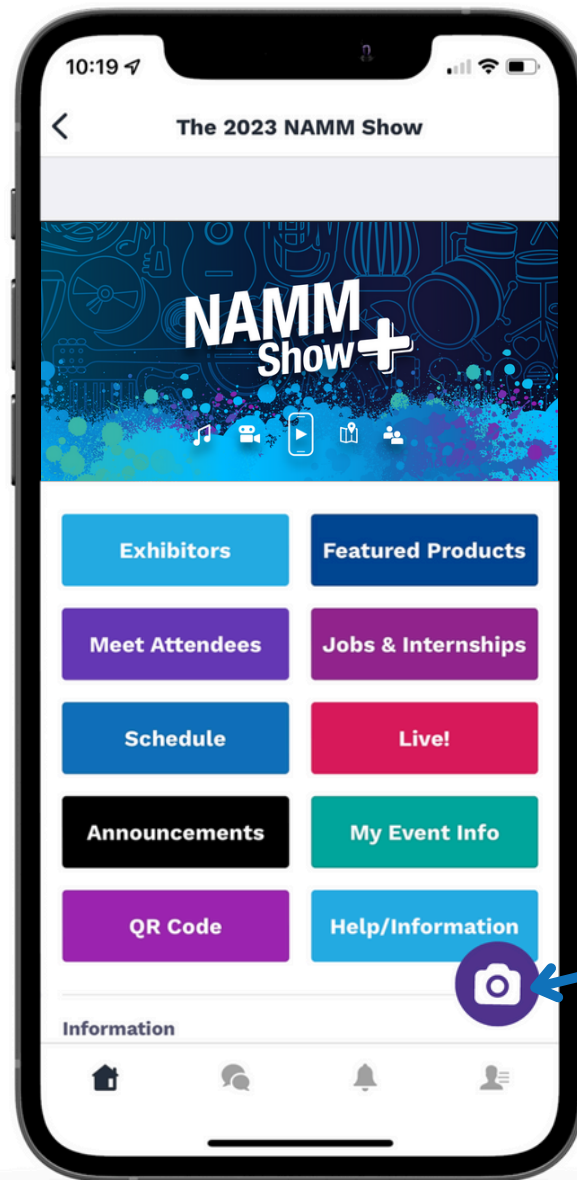- MEA
- APAC
- LATAM

+ Add qualification

Rating ⓘ
☆ ☆ ☆ ☆ ☆

Notes   ⓘ

Add notes about your contacts to remind you of specific details and how you met them.

How to Scan the QR Code

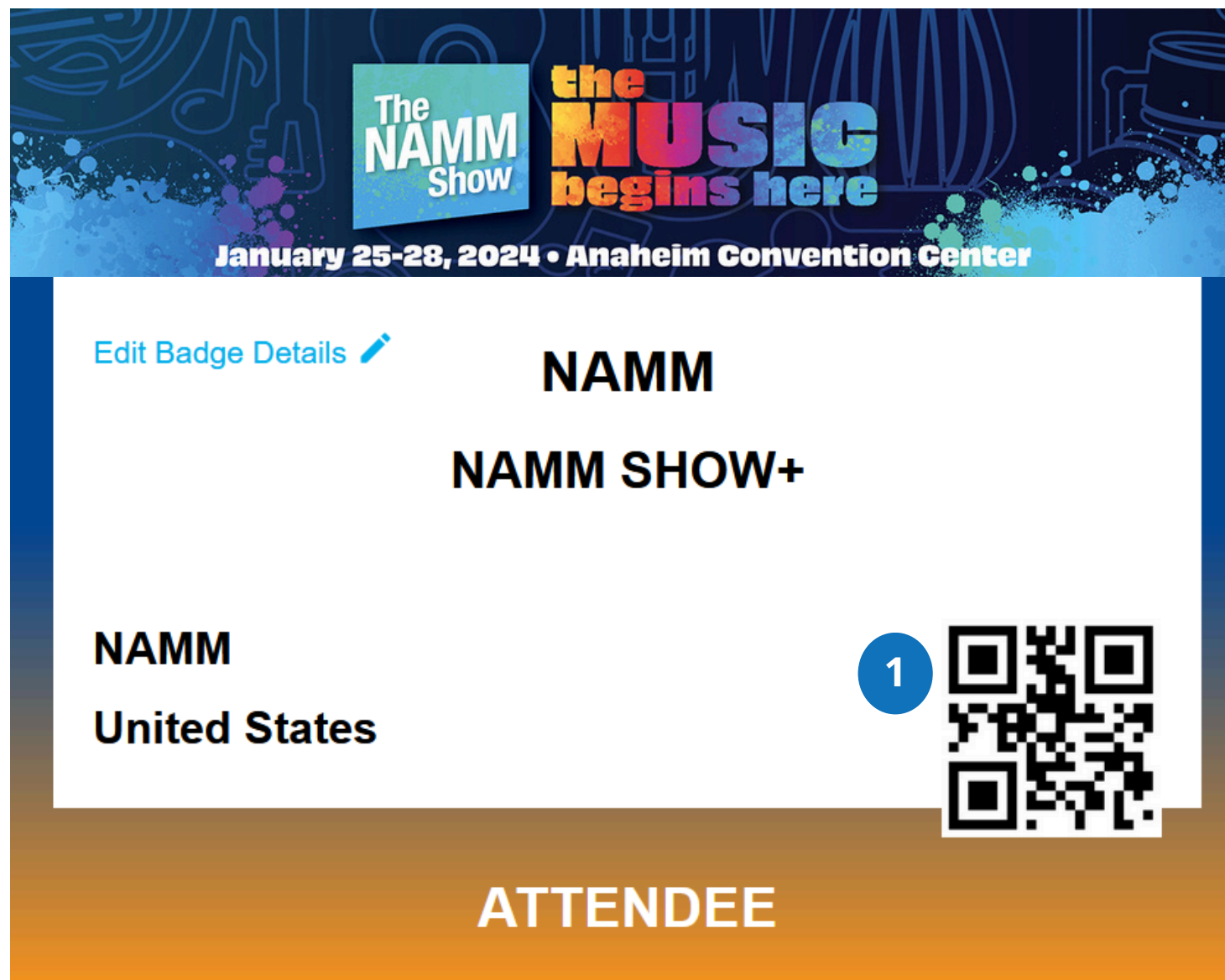**1** Download the NAMM Show+ app for [iOS](#) or [Android](#)

2 Selected Lead Retrieval users will login and click the camera icon on the bottom right. This opens up a QR code scanner.
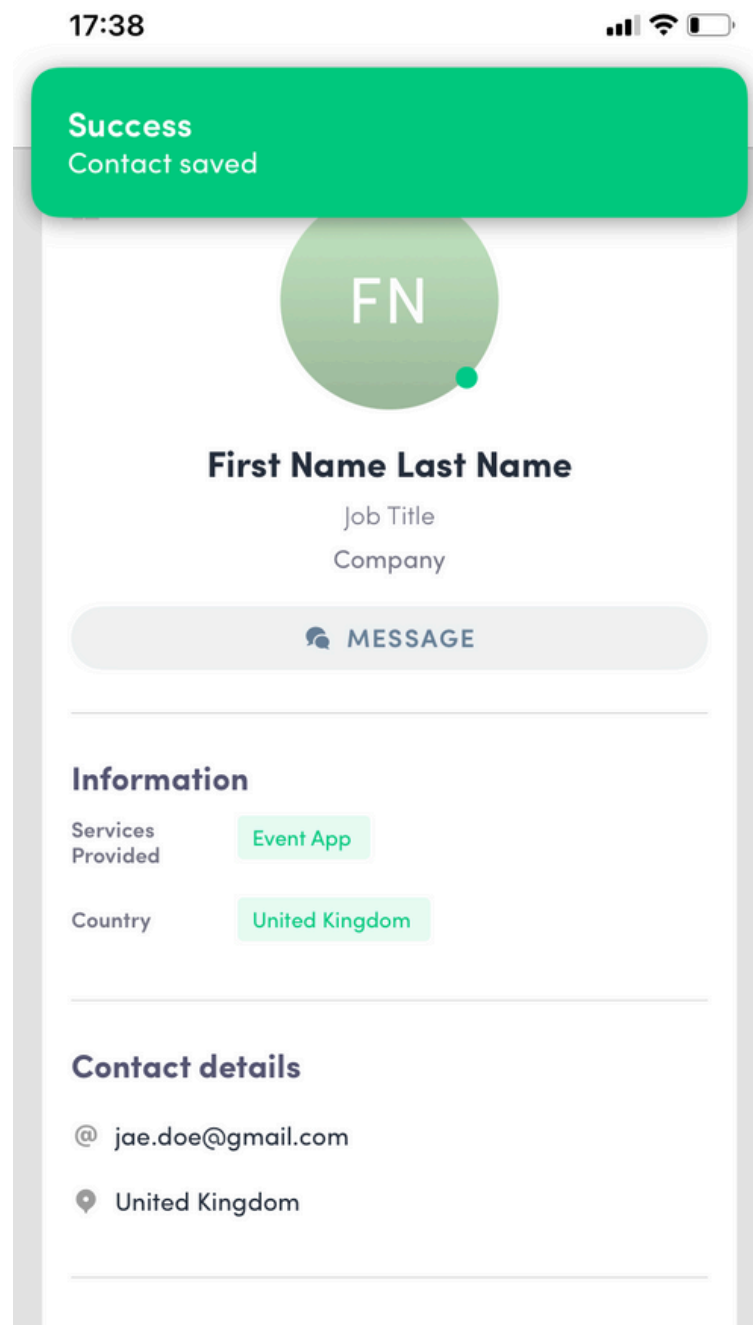
What to scan?

1. Scan the QR code or barcode on a printed badge

2. Scan the QR code or barcode from the NAMM Show+ app

Note: NAMM Show+ has a "QR code" button on the event homepage that attendees can use to open their QR code for scanning

Additionally, you can scan a business card using the "card" option when opening scanner.
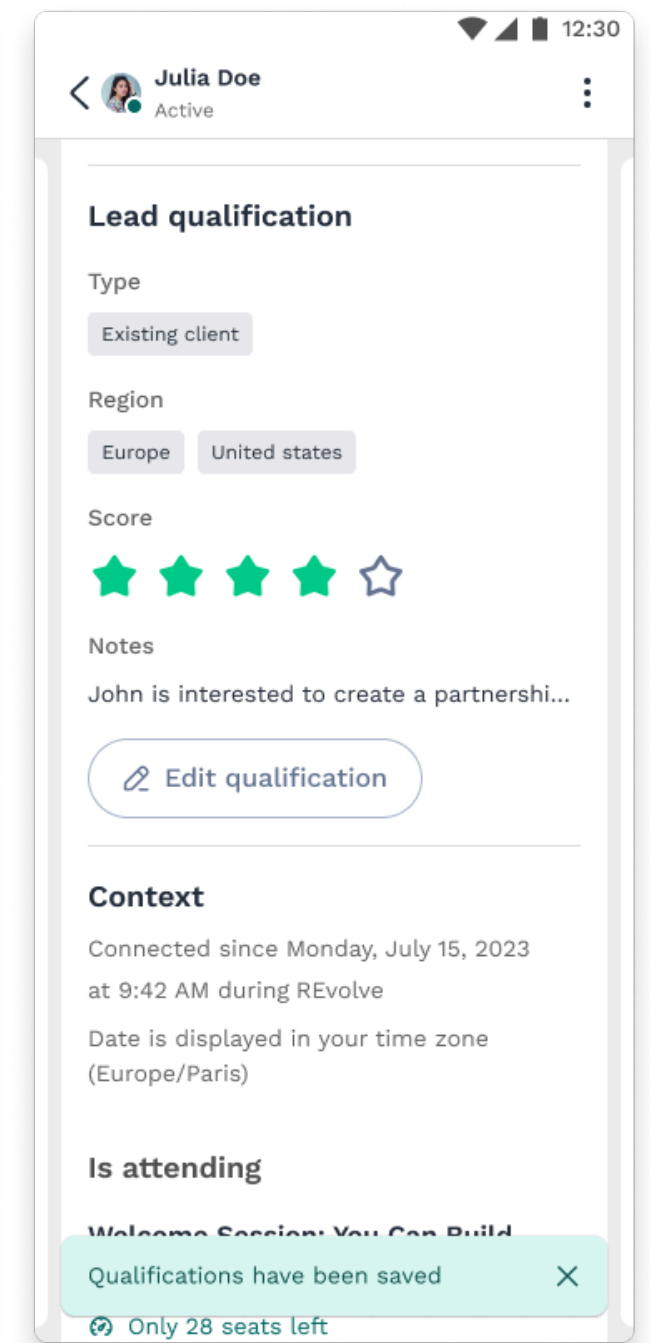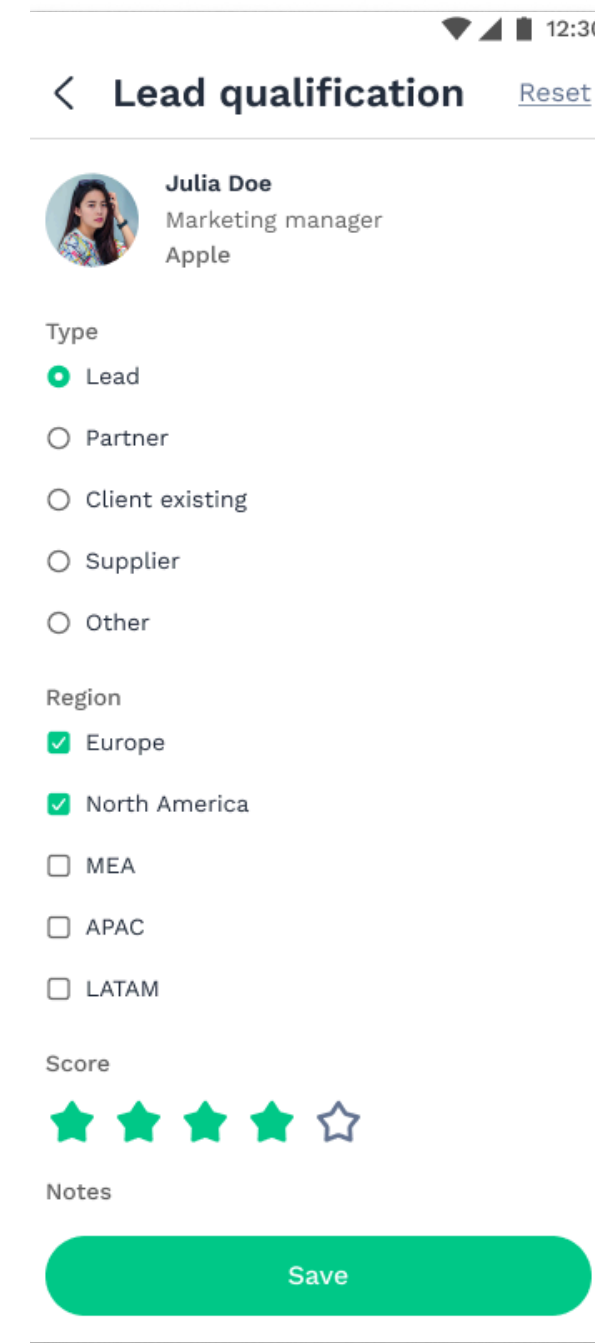
Options after scanning

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1

A pop-up will tell you
if the scan was successful.

2

Scanning will automatically create a connection
between you and the person you scan. You'll find
them in your own contact list and the team's
contact list.

3

You can then qualify with your customized
questions and add details about this lead. Send a
message or files immediately or export new
leads any time.

17:38

Success
Contact saved

FN

First Name Last Name
Job Title
Company

💬 MESSAGE

Information

Services
Provided   Event App

Country   United Kingdom

Contact details

@ jae.doe@gmail.com

📍 United Kingdom

‹ **Lead qualification**   Reset

Julia Doe
Marketing manager
Apple

Type
● Lead
○ Partner
○ Client existing
○ Supplier
○ Other

Region
☑ Europe
☑ North America
☐ MEA
☐ APAC
☐ LATAM

Score
⭐⭐⭐⭐☆

Notes

Save

‹ **Julia Doe**
   Active   ⋮

Lead qualification

Type
Existing client

Region
Europe   United states

Score
⭐⭐⭐⭐☆

Notes
John is interested to create a partnershi...

✏ Edit qualification

Context
Connected since Monday, July 15, 2023
at 9:42 AM during REvolve

Date is displayed in your time zone
(Europe/Paris)

Is attending

Welcome Session: You Can Build

Qualifications have been saved   ✕

⊘ Only 28 seats left

How to export lead information

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To export your leads, go to the Exhibitor Center (https://exhibitor.nammshow.org) and to Leads board.

Click EXPORT LEADS on the top right.

Thank you for taking the time to read this presentation.

Please email nammplus@namm.org if you need assistance.