

# The NAMMM Show

## Lead Retrieval

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

Powered by **swapcard**



**NAMM**  
Show+

# TABLE OF CONTENTS

- ▶ Checklist
- ▶ Prepare to scan
- ▶ How to lead scan
- ▶ What to lead scan
- ▶ How to export leads

# Lead Retrieval Checklist

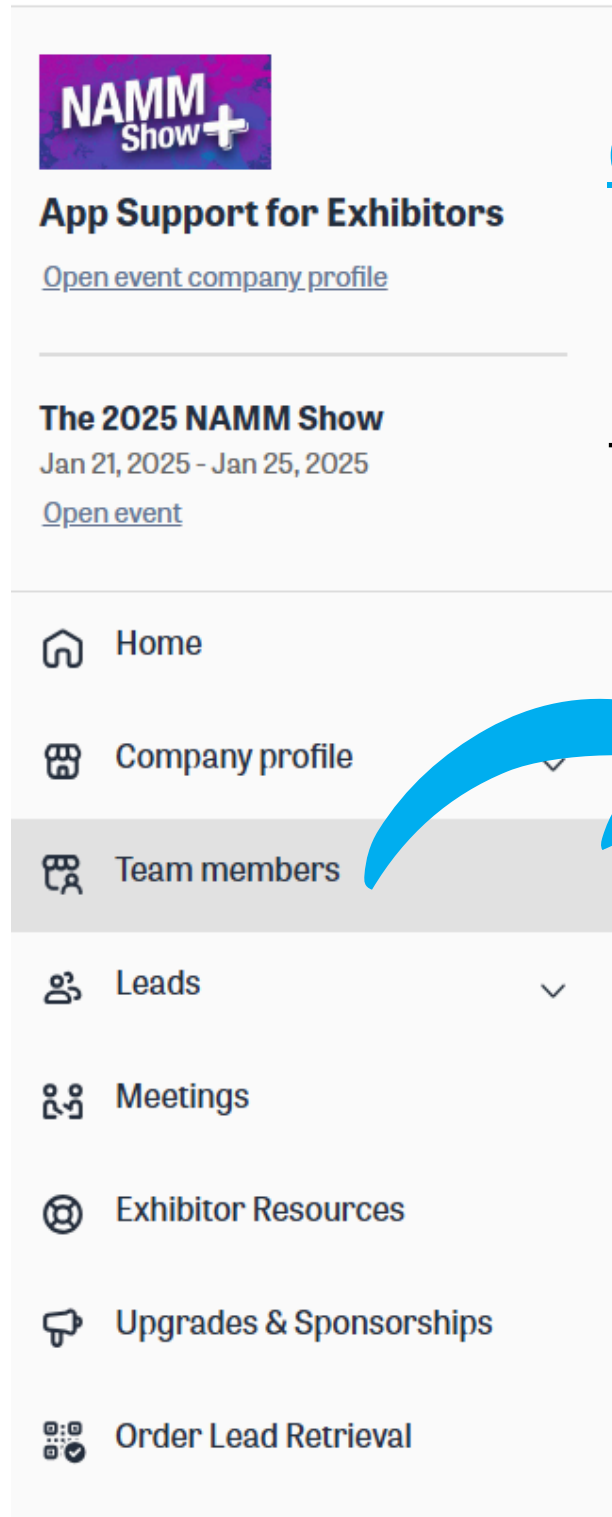


Thank you for your Lead Retrieval purchase. With NAMM Lead Retrieval solutions you to scan badges anywhere, on or off the floor, at anytime with the NAMM Show+ App. All leads can be surveyed, scored and easily exported via the app's Exhibitor Center.

- [Complete this form](#) to let us know which team member(s) will be lead retrieval users.
- Register your staff and add them to your team in the NAMM Show+ [Exhibitor Center](#). There must be a registered authorized contact to first access Exhibitor Center and add team members.
- Once added, team member(s) must visit the Exhibitor Center and turn on contact sharing in NAMM Show+ (see slide 5).
- Add your qualification questions via the Exhibitor Center (see slide 6).
- Export your leads from the Exhibitor Center at any time. If a staff member needs access to data, but is not attending for the show, send them an online only invitation to register and make them a team member, so they can access.
- Using your own device(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). Just use the NAMM Account for user(s) provided via form, to log in. Pick up/Drop off is available at the App Help Desk in Hall C Lobby starting Tuesday (1/21/25) @ 10 am.

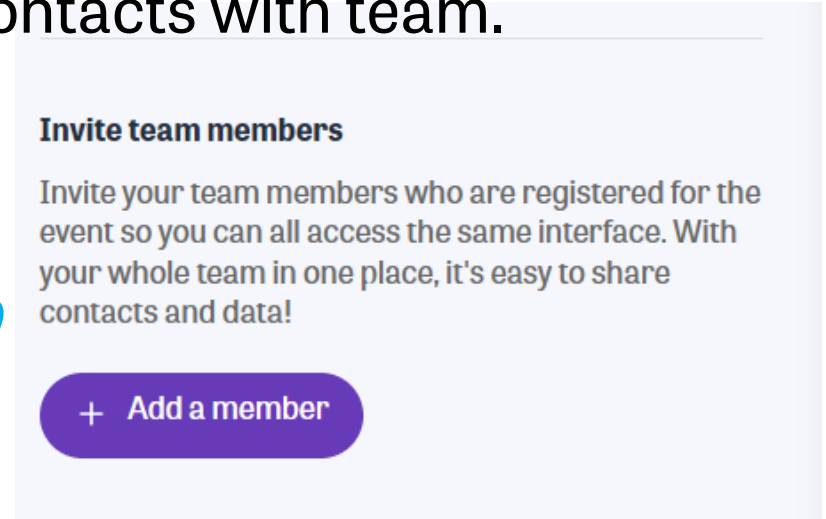
**Need help? Email [nammplus@namm.org](mailto:nammplus@namm.org) or ask our on-site Swapcard Lead Retrieval expert at the NAMM Show+ App Help Desk in Lobby C.**

# Prepare for lead scanning

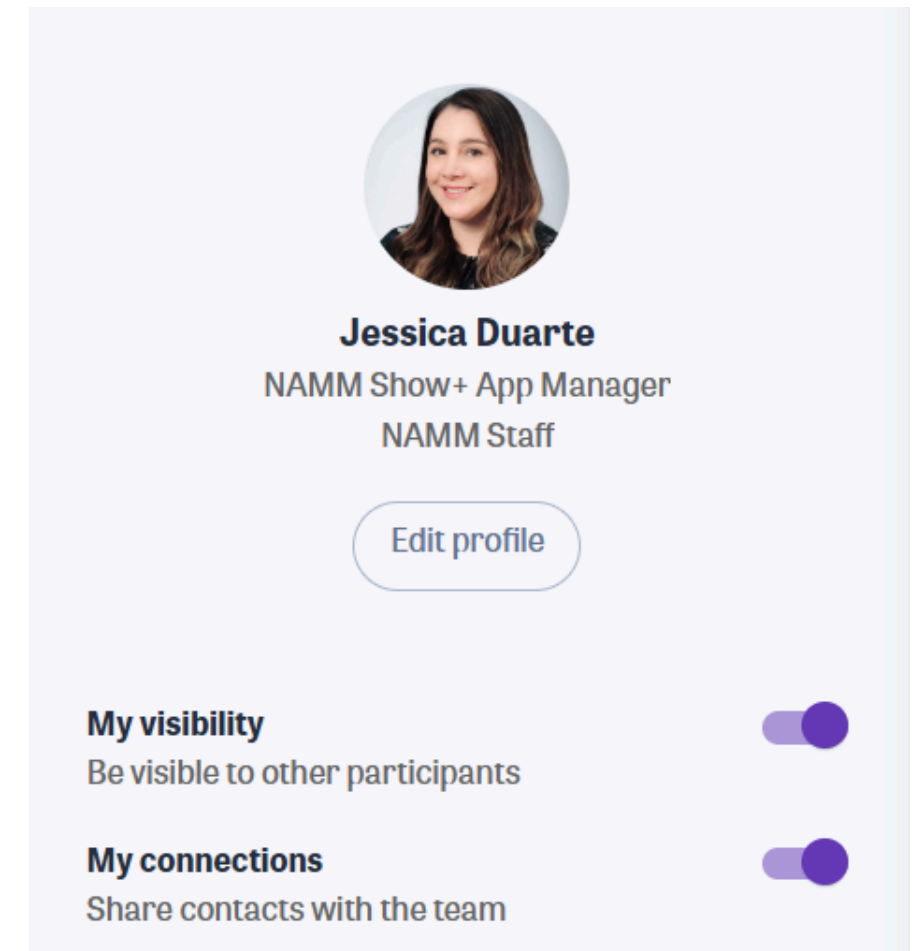


[Complete the form](#) to let us know which team member(s) will be users for lead retrieval.

Before scanning, make sure the user is a team member in the Exhibitor Center and is sharing  their contacts with team.



To capture all leads, make sure that your team member's go to "Team Members" and turn on "My Connections" to share contacts with the team. The NAMM Show+ Exhibitor Center is accessed here: <http://exhibitor.nammshow.org>





# Adding Lead Qualification Survey

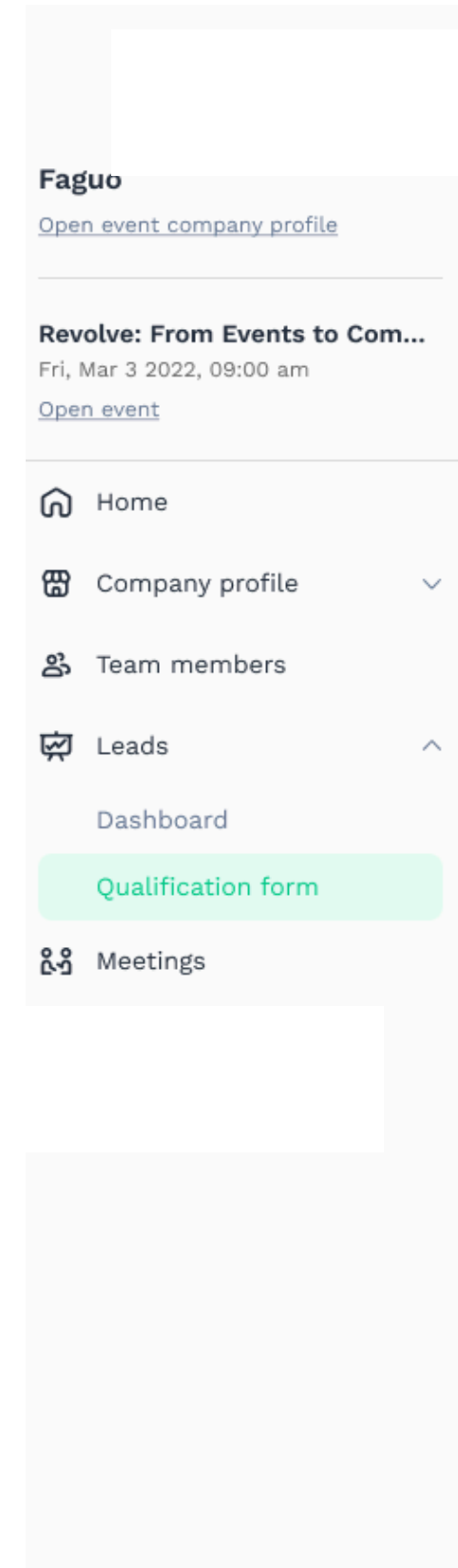
Create a list of Lead qualification fields directly from the NAMM Show+ App Exhibitor Center.

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



## 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 ⓘ

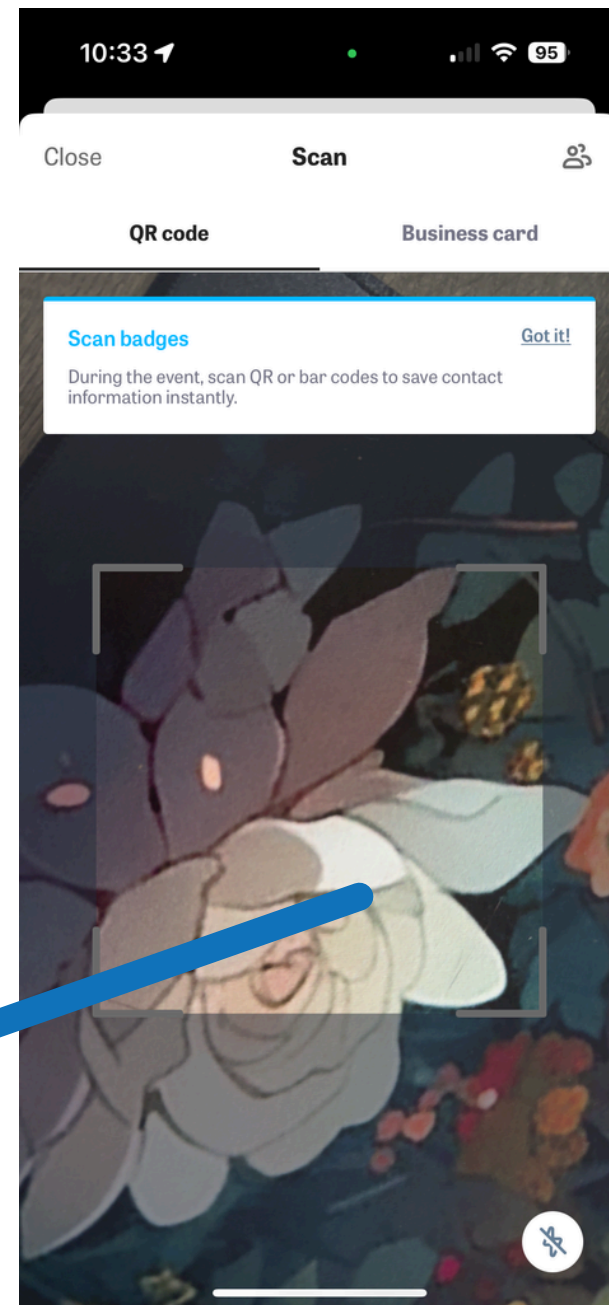
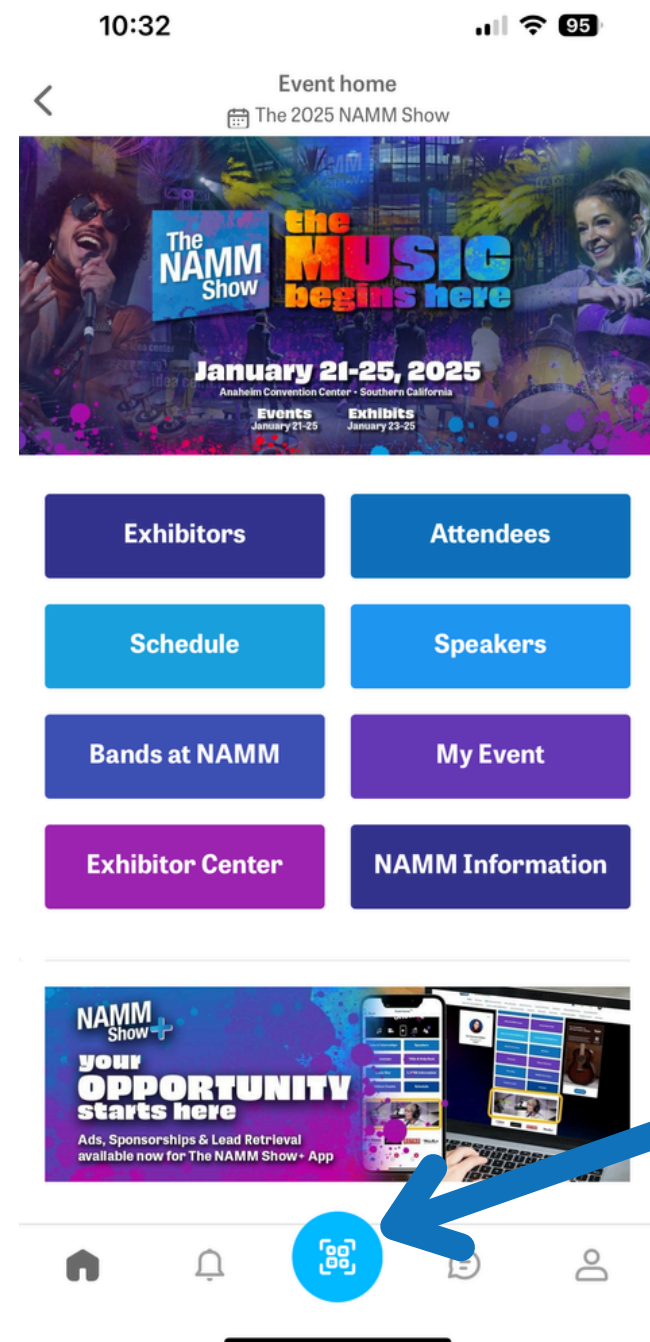


Notes ⓘ

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](#)

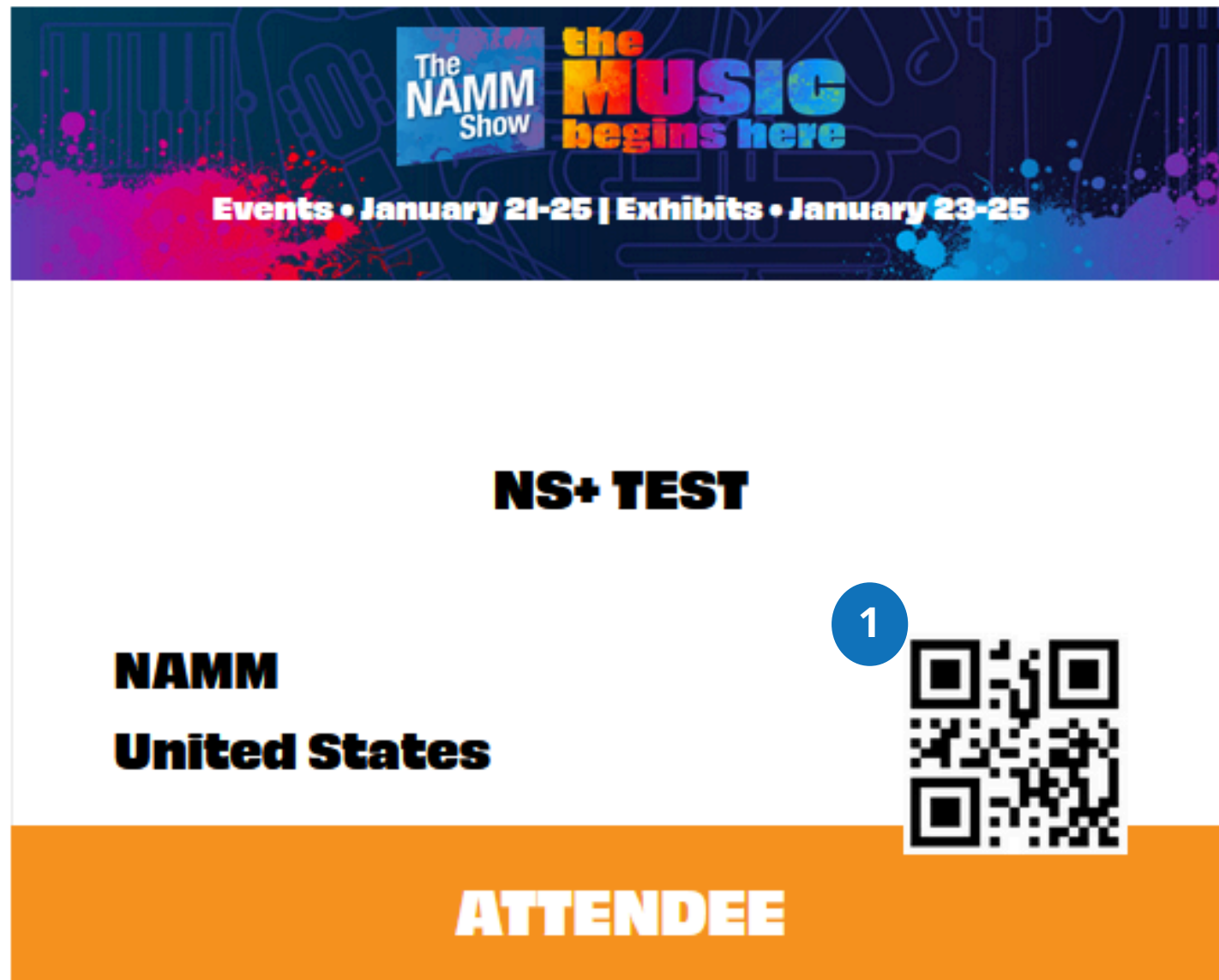


- 1



- 2 Lead Retrieval users will login and click the [QR Code icon](#). This opens up a QR code scanner.

# What to scan?



1 Scan the QR code on a printed badge

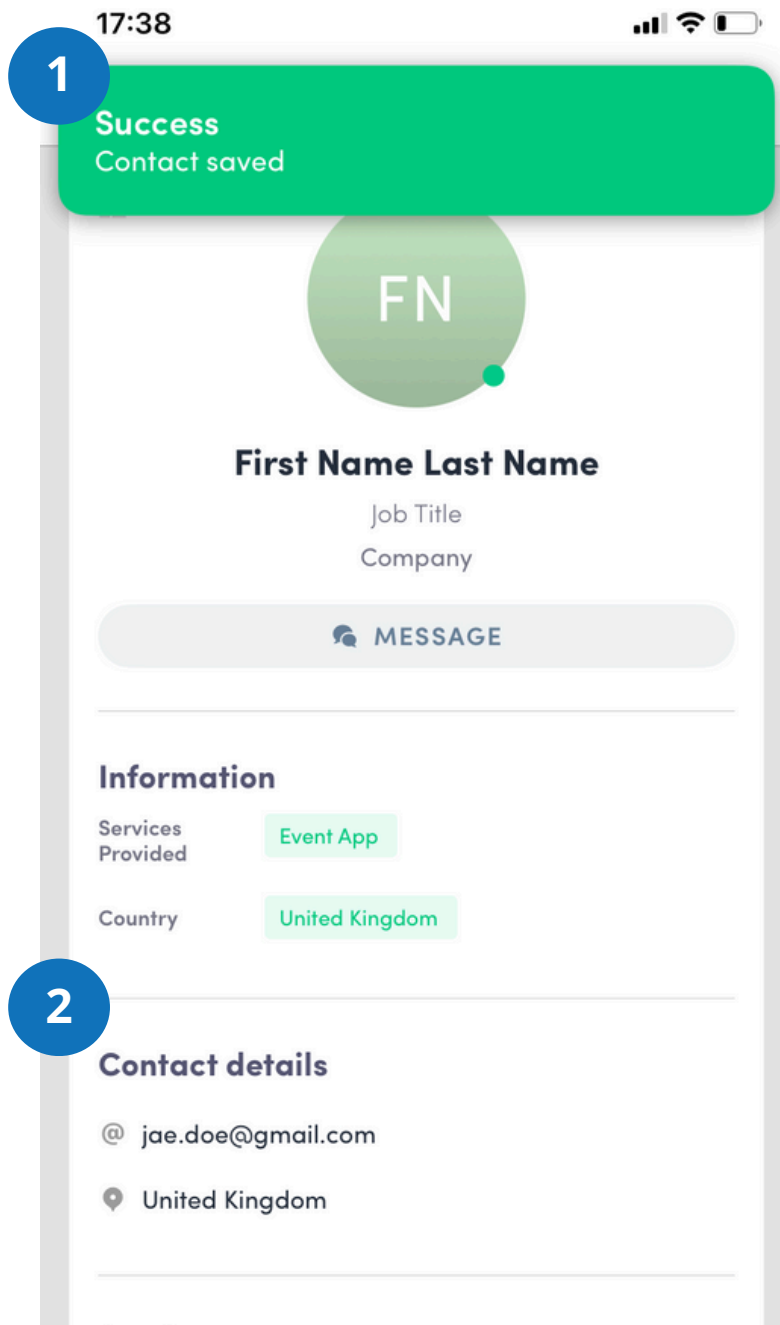
2 Scan the QR code from the NAMM Show+ app

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.



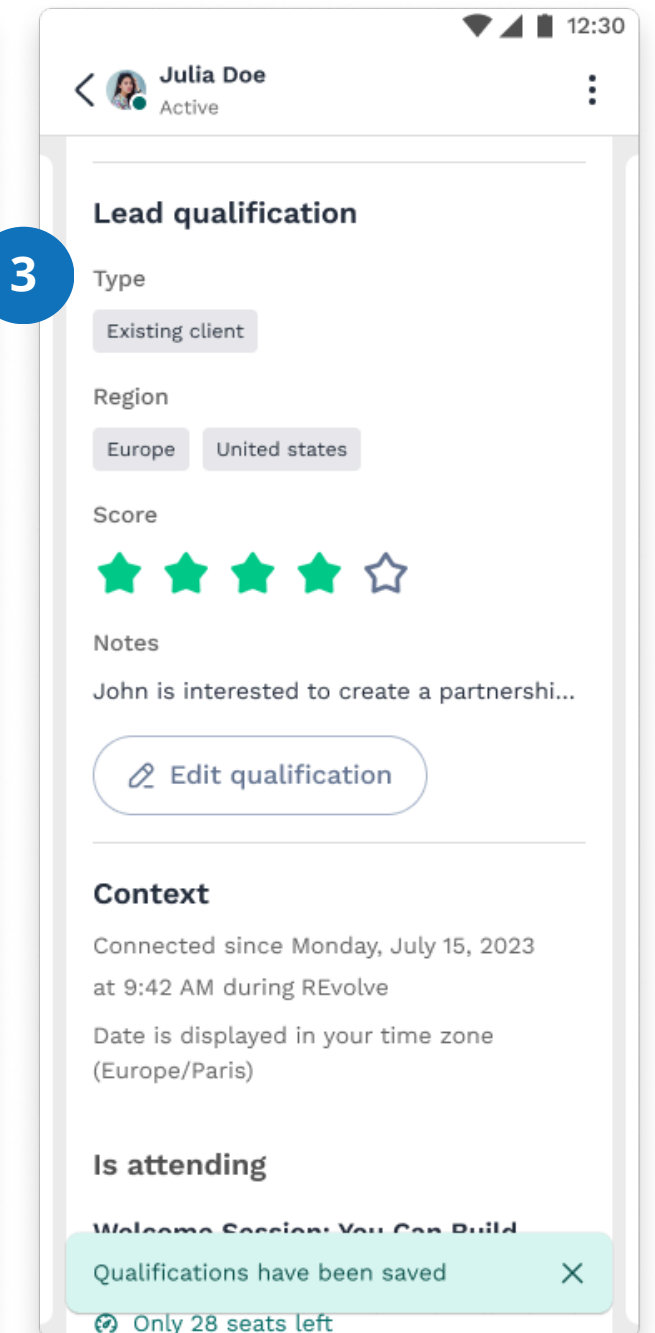
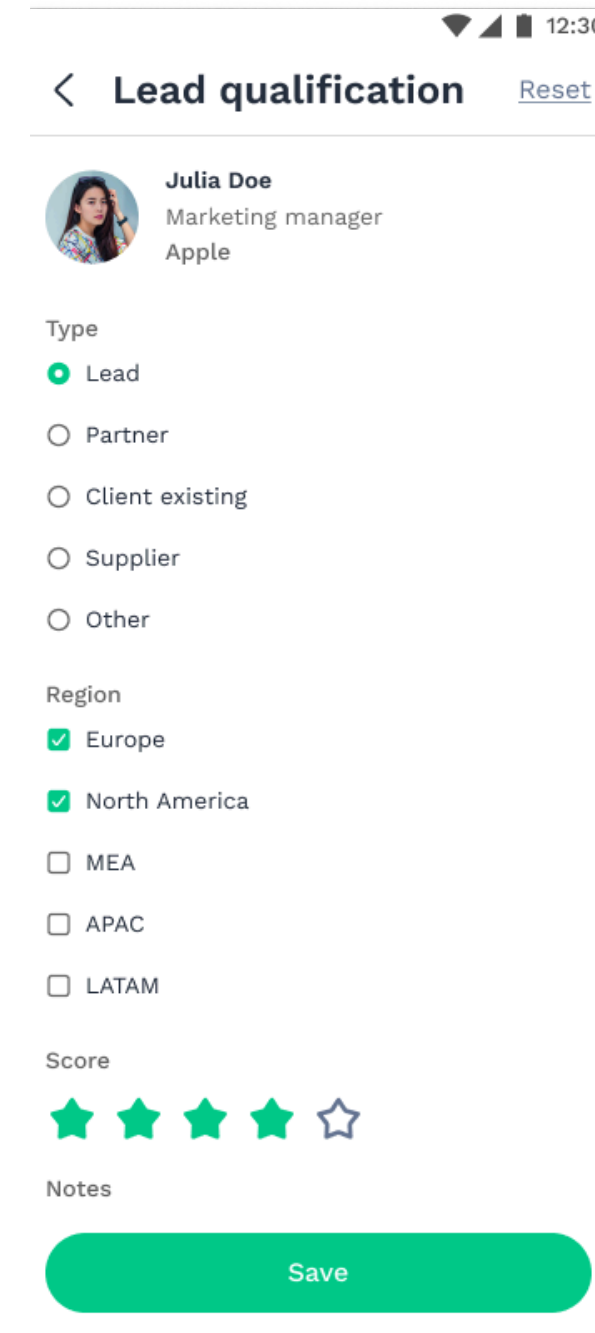
# Options after scanning



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.





# How to export lead information

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

Click **EXPORT LEADS** on the top right.

The screenshot shows the Leads Dashboard for M.I. Sales Europe B.V. The interface includes a sidebar with navigation options: Home, Company profile, Team members, Leads, Dashboard (selected), and Lead qualification. The main content area displays lead statistics: 45 Company views and 2 Connections made. Below this is a section for 'Team's connections (2)' with a search bar and a table of leads.

| First name | Last name | Job title | Company | Created on               |
|------------|-----------|-----------|---------|--------------------------|
| JD Jessica | Duarte    |           |         | November 8, 2024 3:59 PM |
| Andrea     | Pratesi   | Ceo       |         | November 6, 2024 6:02 AM |

The 'Export leads' modal window is open, showing two main options: 'Export all leads' and 'Define specific dates and leads to export'. The second option is selected. It includes date pickers for 'Begins' (12/21/2024 - 11:00 AM) and 'Ends' (01/29/2025 - 9:00 PM). Below these are several checkboxes for filtering leads based on interaction type, all of which are checked.

- Connected with your members
- Had a confirmed meeting with your organization or your members
- Had a chat conversation from your exhibitor page
- Visited or bookmarked your exhibitor page
- Visited or bookmarked any of your items
- Clicked on your exhibitor page ad
- Downloaded any of your documents

A 'Start export' button is located at the bottom right of the modal.

Options to export and total number of leads will vary based on Brand Page Level. Example above is Premium Level.

**Thank you for taking the  
time to check out this  
presentation.**

Please email [nammplus@namm.org](mailto:nammplus@namm.org) if you need assistance.