

The NAMMM 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

With NAMM Lead Retrieval solutions you can 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.

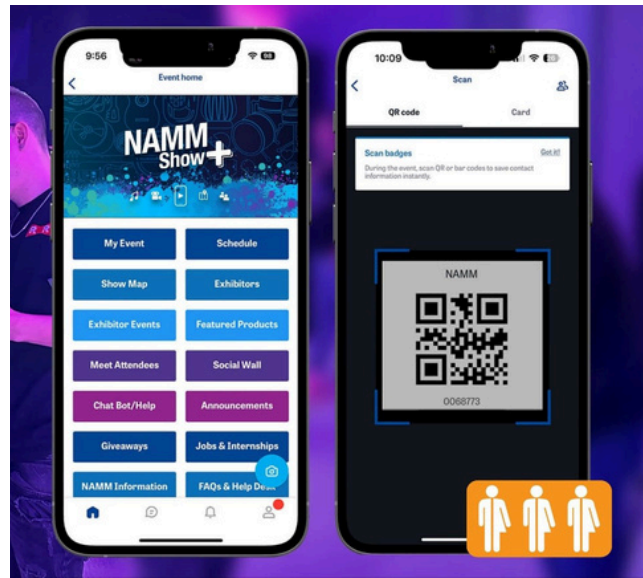
- Purchase Lead Retrieval access for you or your staff using your smartphones or rent devices with access, via the [Lead Retrieval Information Page](#). Rental Devices must be ordered by December 27. Access can be ordered through the show.
- [Complete this form](#) to let us know which team member(s) 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 1/10/25.
- 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
- Add your 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 App Help Desk (Lobby C).

Purchase Options: App Access Only & Device Rentals



Access to Lead Retrieval on NAMM Show+ App

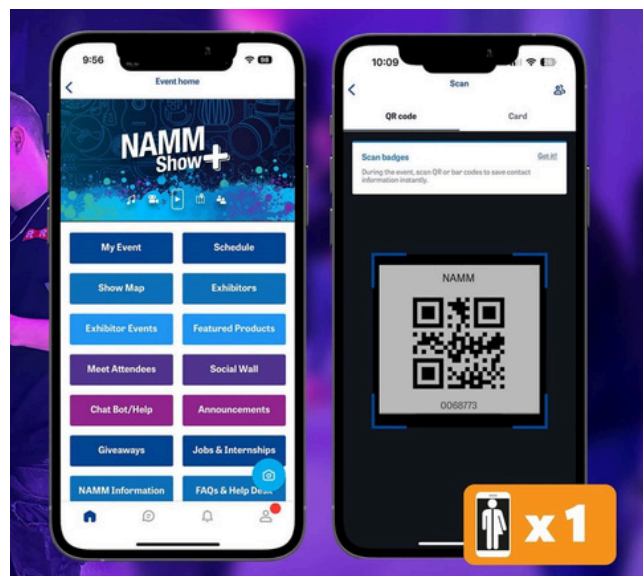


Users will download the NAMM Show+ App to their smartphone and have access to Lead Retrieval feature.

- 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

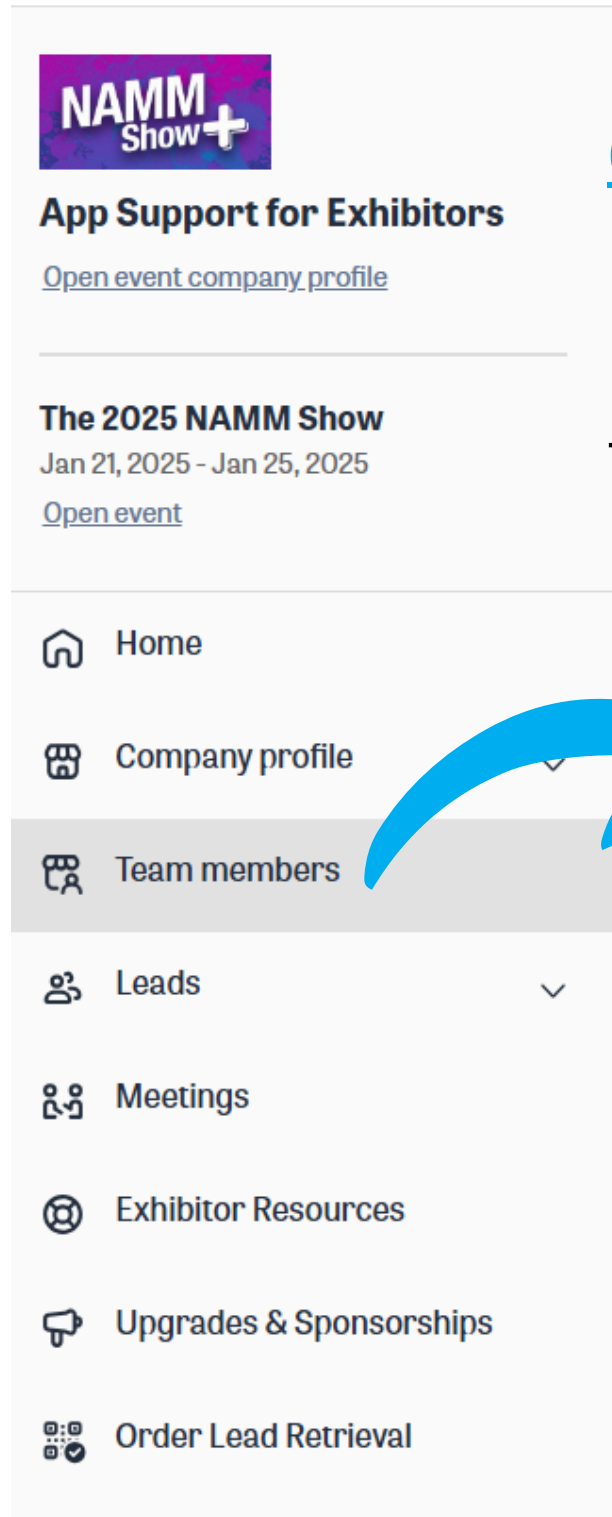


The rental device options that include app access are for exhibitors who want a device provided to them for scanning.

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

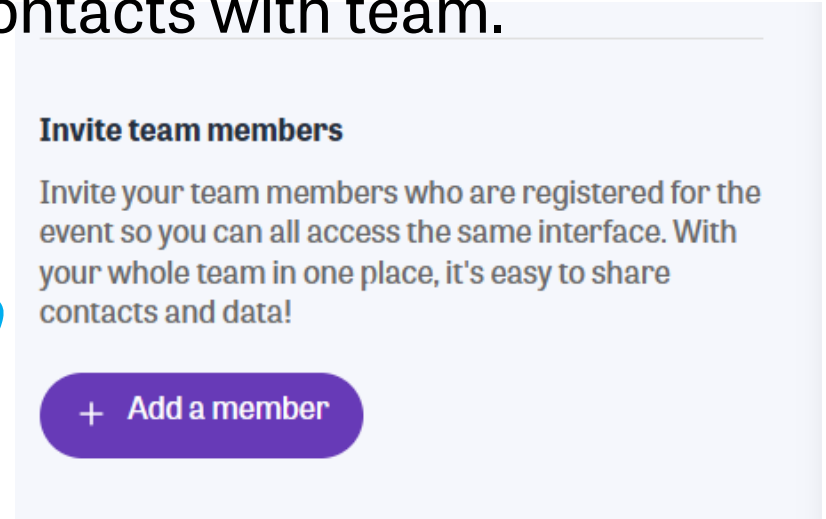
Additional devices with app access - \$400 per additional device (only order an additional device after adding 2 device rental option to cart)

Prepare for lead scanning

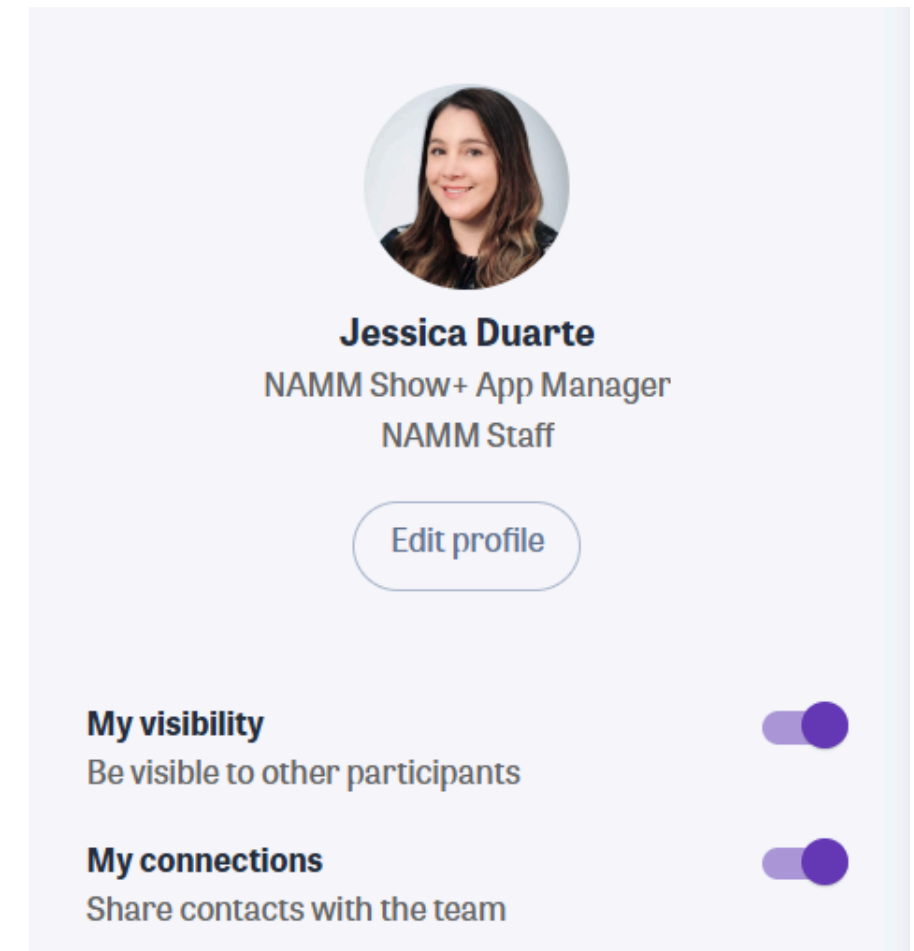


[Complete the form](#) to let us know which team member(s) will be users for lead retrieval.

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

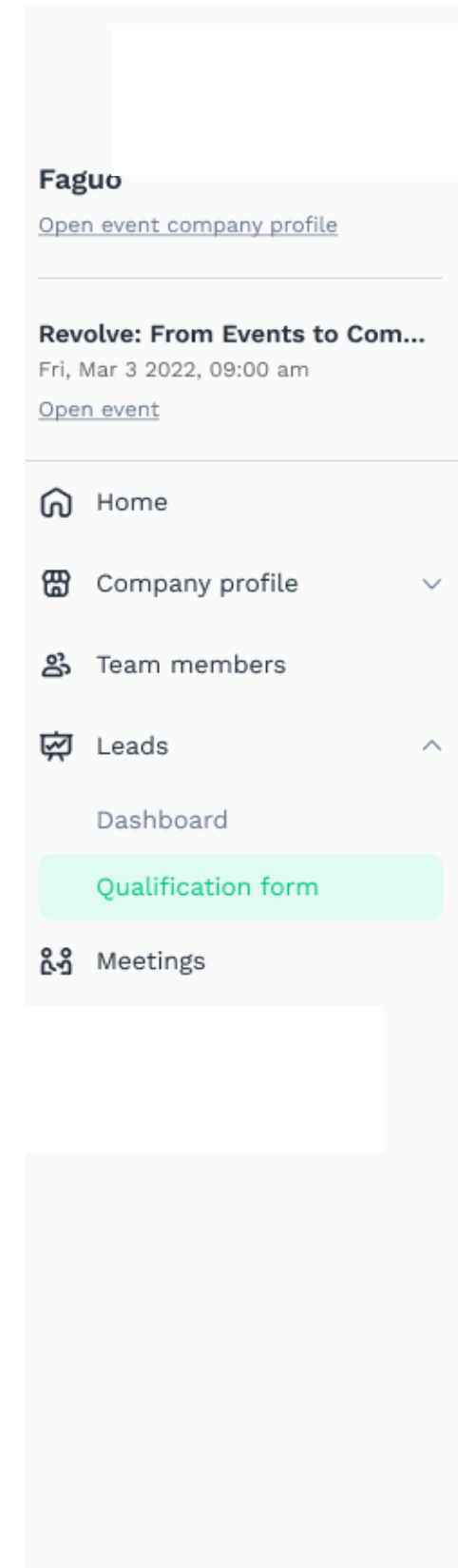
Create a list of Lead qualification fields directly from the NAMM Show+ App Exhibitor Center.

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 ⓘ

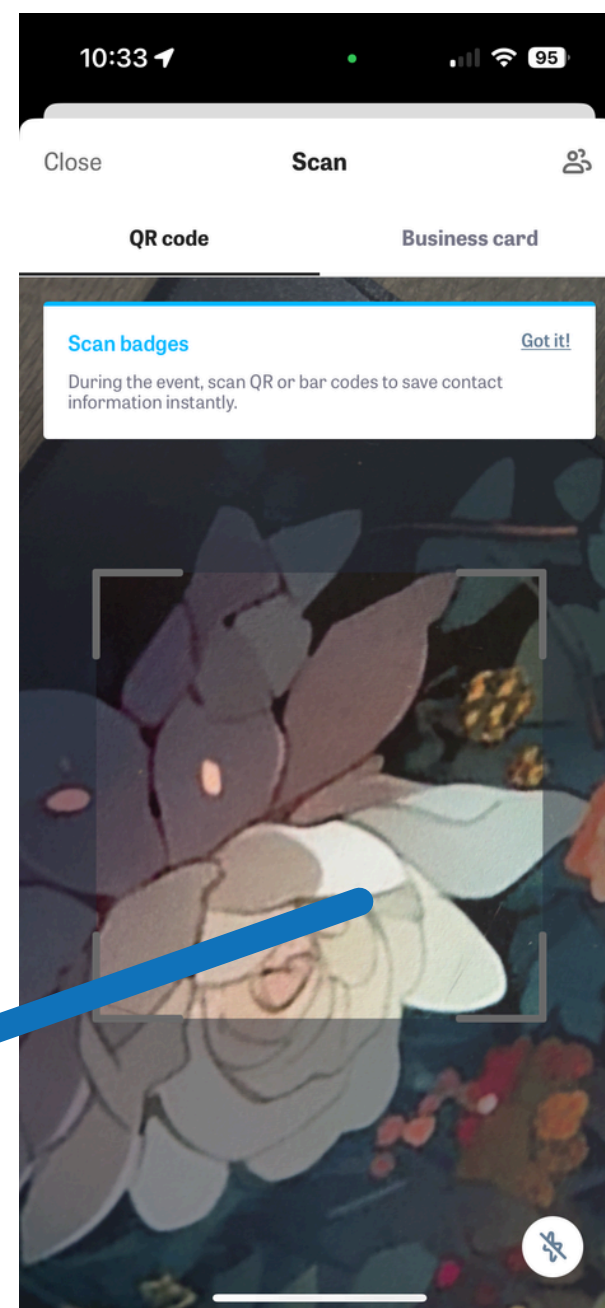
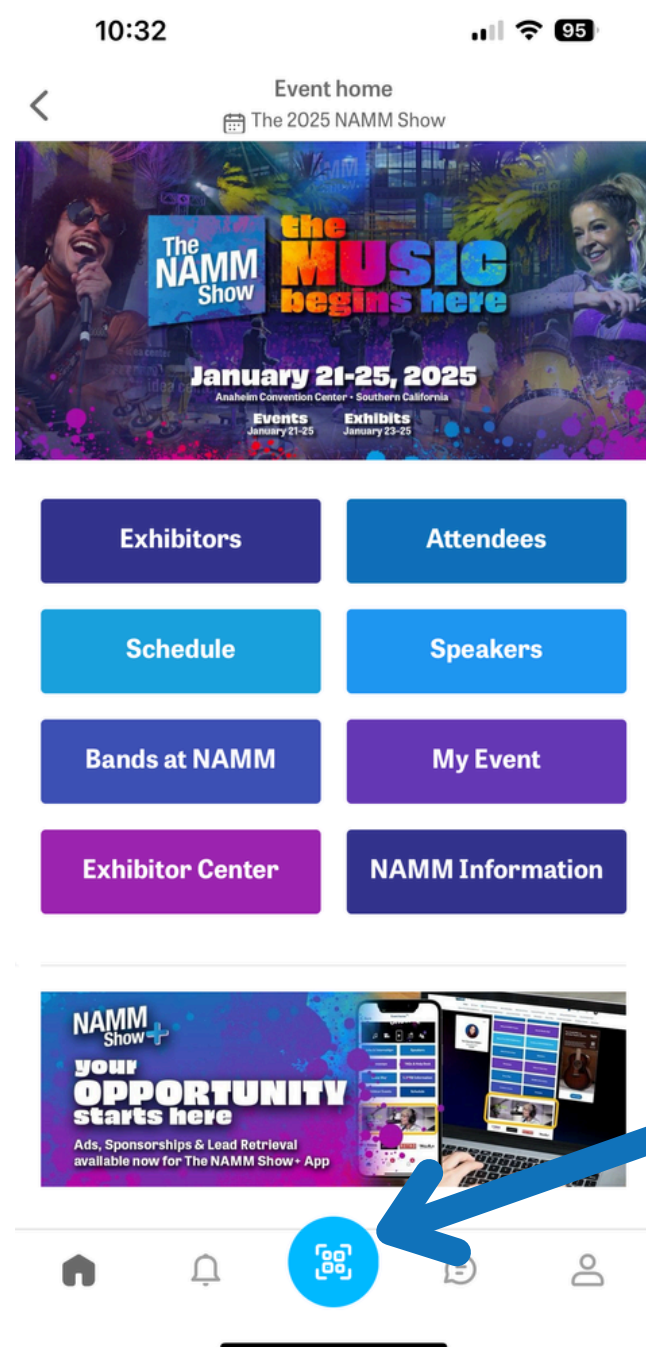


Notes ⓘ

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](#)

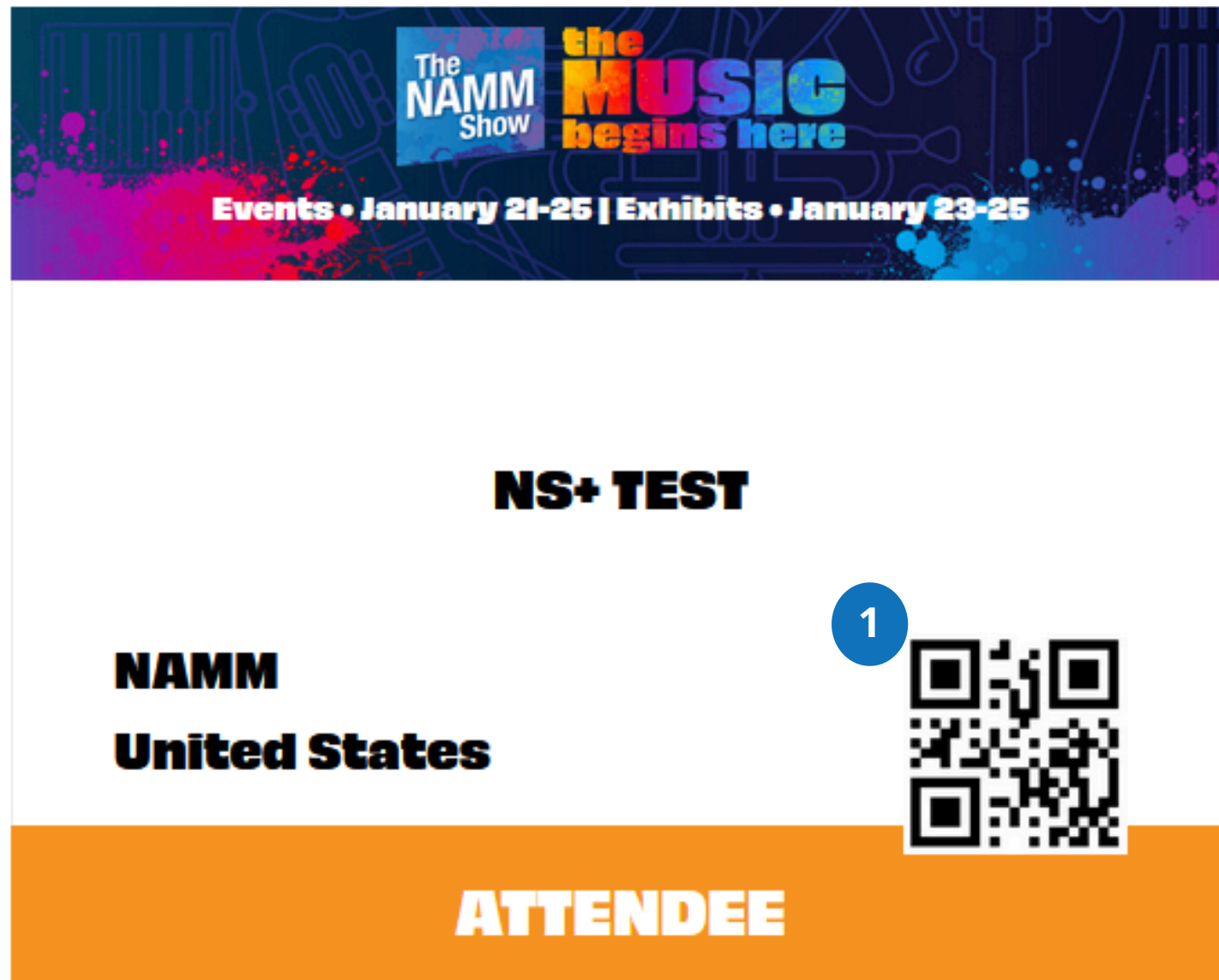


- 1



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

What to scan?



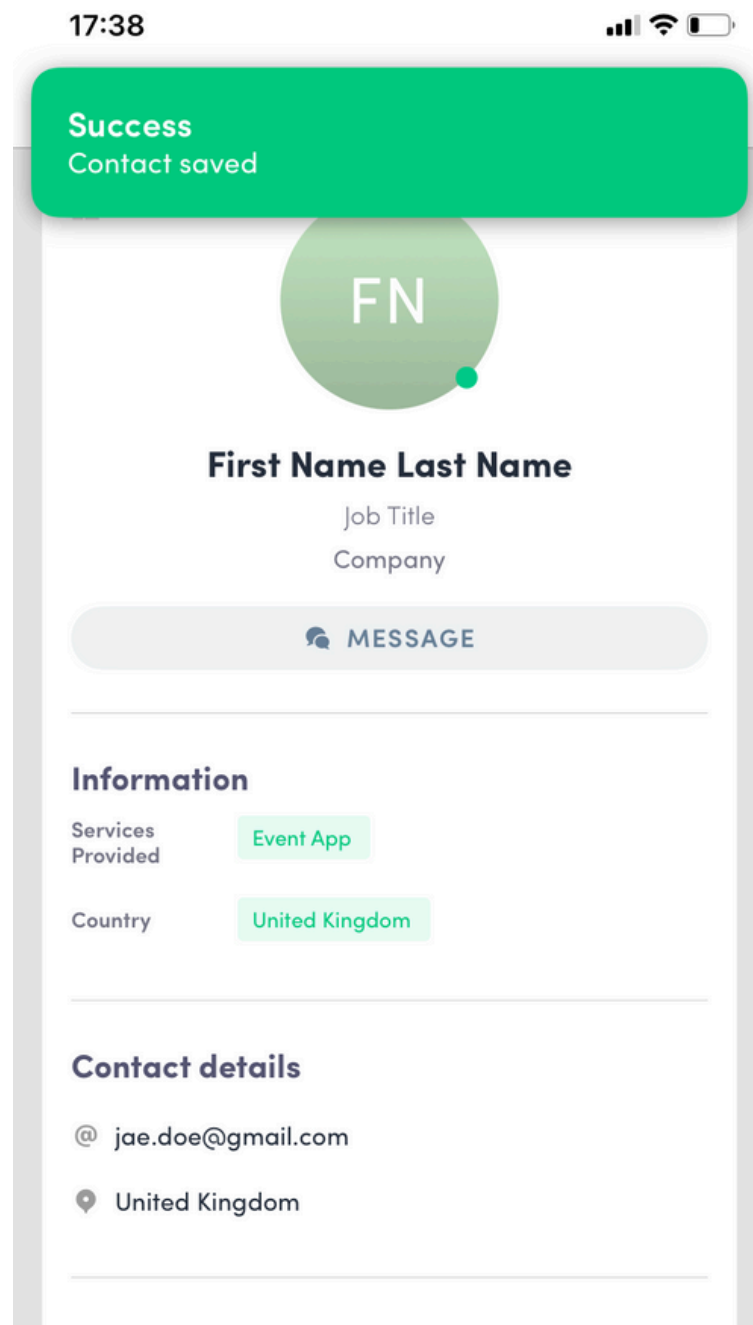
1 Scan the QR code on a printed badge

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

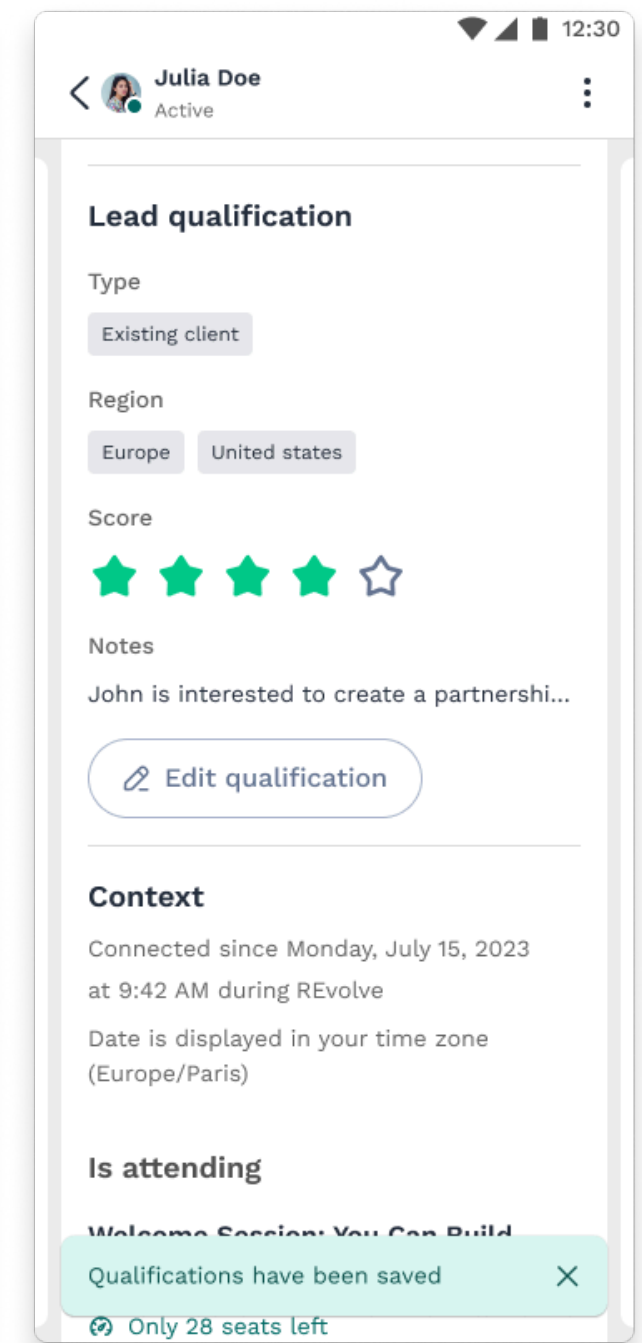
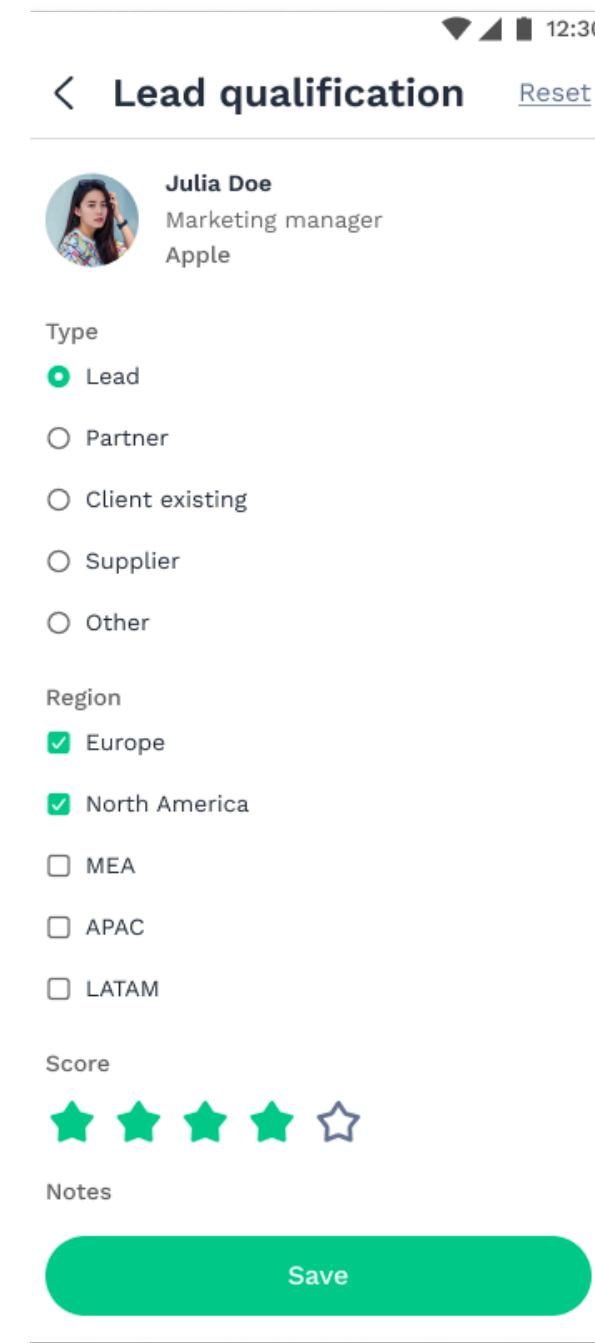
A pop-up will tell you if the scan was successful.

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

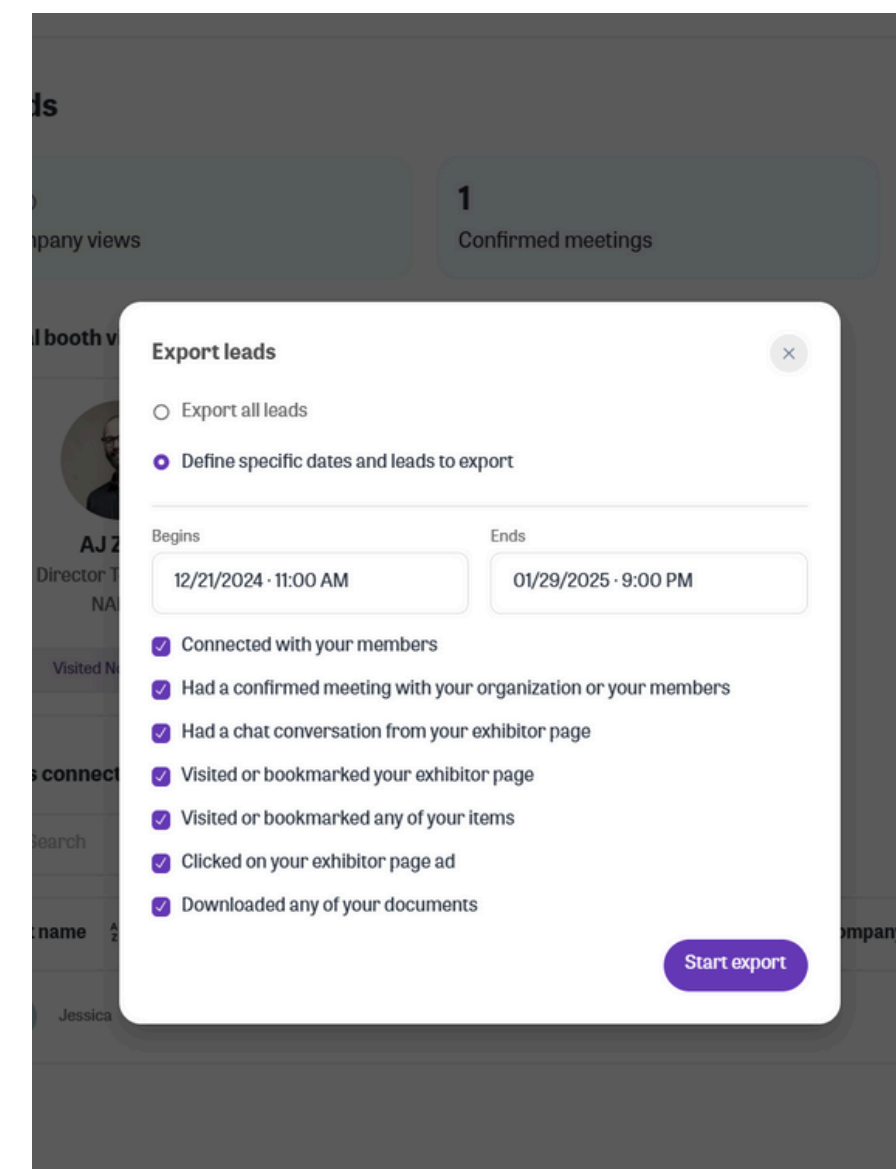
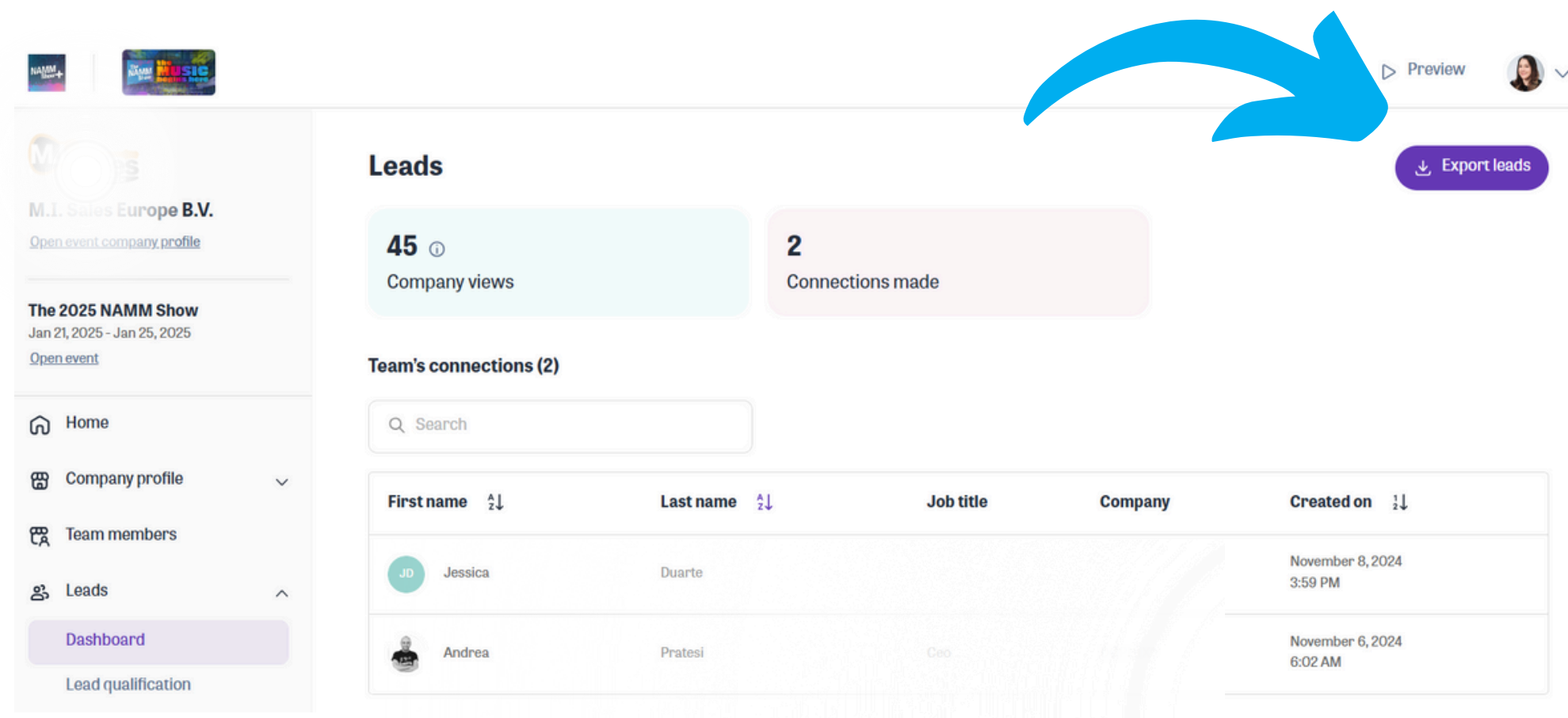
You can then qualify with your customized questions and add details about this lead. Send a message or files immediately or export new leads any time.



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.



Reminder: To obtain the highest number of leads, make sure you add all team members and that are sharing contacts via the Exhibitor Center.

Options to export and 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 if you need assistance.