Comprehensive FAQ for Exhibitors:

In-App Lead Capture at Emerald Events

Q: What is the in-app lead capture system?
A: The in-app lead capture system is a feature integrated directly into the event app, enabling exhibitors to capture, manage, and leverage leads efficiently using the camera on their personal mobile devices.

Q: How does the in-app lead capture system work?
A: Exhibitors can use their personal **iOS** or **Android** devices to scan attendee badges, capture contact information, take notes, score leads, and engage in real-time chat within the app. All captured data is aggregated in the Exhibitor Team Portal for easy review and management.

Q: Is there a limit to the number of users who can access the lead capture system?
A: No, all registered booth workers can utilize the lead capture features without incurring additional licensing costs when utilizing their own (or exhibitor provided) devices.

Q: Can exhibitors use their personal devices for lead capture?
A: Yes, the system is compatible with personal iOS and Android devices, offering flexibility and eliminating the need for auxiliary devices. All users wishing to capture leads will need to download the Event app from their respective app stores.

Q: Will there be the option to rent devices to support lead capture?
A. Yes, auxiliary devices for lead capture will be available for rent during the event for an additional fee for those exhibitors who prefer not to utilize their personal devices.

Note: No other devices will be available as rentals, including printers to print out leads. All leads are electronically available for download in a .CSV file for no additional charge.

Q: What happens if there is no internet connection during the event?
A: The lead capture system works offline. Exhibitors can scan badges and capture leads without an internet connection, and the data will automatically be available once the internet connection has been restored.

Q: How can exhibitors manage and export the leads they capture?
A: All leads captured by the team are aggregated in the Team Portal within the event app. From there, leads can be reviewed, organized, and exported with full profile details. Exhibitors can export the data to a .CSV file for seamless integration with their marketing automation or CRM tools.
Expert Tip: Exhibitors must activate their team in the Teams Portal utilizing the web version before scanning and accessing leads in the app.

Note: No printers are available to print out the leads during the event.

Q: How long will exhibitors have access to their leads post event?

A: Exhibitors will have access to their leads for 30 days after the event. Please be sure to download leads prior to the 30-day deadline.

Q: What are the key features of the in-app lead capture system?

A: Key features include:

- **Badge Scanning:** Quickly scan attendee badges to instantly capture contact information.
- **Note-Taking:** Add detailed notes about each interaction directly within the app.
- **Lead Scoring:** Rate leads based on their potential value to easily prioritize follow-ups.
- **In-App Chat:** Engage with attendees directly through real-time chat within the app.

Q: How does lead capture improve an exhibitor's ROI?

A: By efficiently capturing and managing leads, exhibitors ensure no potential opportunity is missed. The ability to quickly gather and organize contact information, coupled with powerful networking features, means more meaningful connections and better follow-ups, ultimately driving a higher return on their event investment.

Q: What additional benefits does in-app lead capture offer?

A: Additional benefits include:

- **Unlimited Access:** All registered booth workers can use the feature without additional licensing costs.
- **Seamless Integration:** Built directly into the event app, eliminating the need for separate apps or devices.
- **Enhanced Networking:** Real-time communication and personalized interactions help build stronger relationships.
- **Centralized Management:** All booth staff leads will be aggregated in the Exhibitor Team Portal for easy review, organization, and export.

If there are any further questions or clarifications needed, please feel free to reach out to your account executive.