

Instructions to purchase Lead Retrieval

Companies purchasing lead retrieval will need to have someone sign up as the Exhibitor Admin. This person will play an integral part in your organization's lead gathering. The first thing they'll need to do is register your company and purchase licenses for your booth staff: These are the members of your team that will be on the front lines, representing your organization at the event and scanning potential leads. The instructions below will show you how to access the Exhibitor Portal, add your dream team, and export the leads they collect.

1. Access The Exhibitor Portal

Please log into your account using the following link:

Site URL: <https://solutions.crowdcompass.com/exhibitor/2RNSMVSTC9Q>

Event Code: 2RNSMVSTC9Q

Next, complete the sign-in process by entering your email address, a new password, and organization or company name. The site will redirect you to the 2017 Wisconsin Cheese Industry Conference LeadCapture Welcome Page.

2. Purchase Your Licenses

Click on the "Buy Now" button under the "Get Licenses" description and locate the "Purchase" tab. Select your desired license type and complete your transaction using the "Check Out" button.

Bring Your Own Device Licenses require your booth staff to download the LeadCapture app on their own device in order to scan leads. *Device Rental and Licenses* include the scanning devices, which we ship to the site, ready to go.

3. Add Your Staff

Click **Find Booth Staff**. In order to add someone as Booth Staff, they need to be registered for your event as an attendee. Search for your team, check the box next to their names, and click **Import Selected**.

4. Assign Licenses

Your staff won't have access to the LeadCapture app until you assign them a license. To do so, click **Assign Licenses** from the home page or **Licenses** from the side nav. All your license codes will be listed. None available? Click the **Purchase** tab to buy more.

Click **Options** beside one of your unassigned license codes, then **Assign License**. Click the name of the person you want to assign the license to, and click **Assign**.

Once you've finished, that staffer will get an invitation emailed to them with instructions to download the app and start scanning leads.

5. Create Questions

Want additional info about each lead? You can create questions you want your staff to answer.

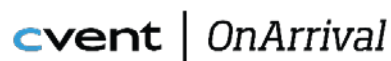
Click **Lead Collection** from the side nav. The **Leads Collected** tab opens by default. Click the neighboring tab, **Custom Questions**, then **Customize Questions**. Existing questions are listed on the left. Select a question type icon to add more.

6. Capture Leads

To scan leads, instruct your booth staff to download Cvent LeadCapture from the [App Store](#) or [Google Play](#) and enter the license code from their emails. Renting the scanners? Simply find your Onsite Solutions rep and they'll get you set up and scanning.

7. Export the Leads

After the event, you can export and save your scanned leads as an excel file from the Exhibitor Portal by clicking **Export Leads** at the bottom of the home page.



For LeadCaptureQuestions: Contact Britney Martin, Cvent Representative, at 571.830.2241 or via email at bmartin@cvent.com

