

Lead Capture

How to use lead capture?



All-In-One Event & Community Platform

Grow your Events into a Community



How it works

- ✓ Purchase access and rent devices via our [Lead Retrieval Information page](#).
- ✓ [Use this form](#) to let us know which team member(s) will access lead retrieval.
- ✓ Team member(s) must be registered for the show and download the NAMM Show+ app
- ✓ **Using your own device(s)?** Make sure your team member(s) download the NAMM Show+ app. NAMM will turn-on access to lead retrieval in the NAMM Show+ app on May 25.
- ✓ **Renting a device?** NAMM Show+ will be set up on the device(s). Pick up/Drop off location will be the NAMM Exhibitor Service Center from Thursday-Sunday, 8 am- 5 pm.
- ✓ Need help? Email nammplus@namm.org or ask our Swapcard Lead Retrieval expert on-site at the Exhibitor Service Center.

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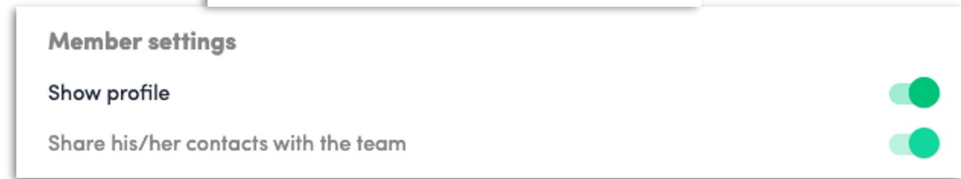
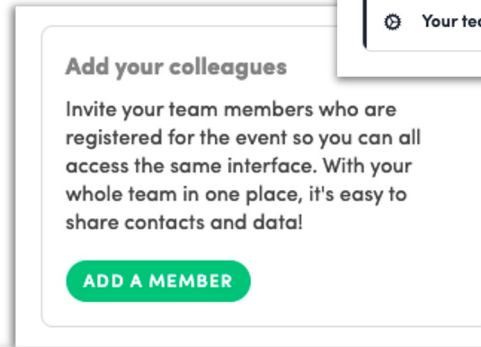
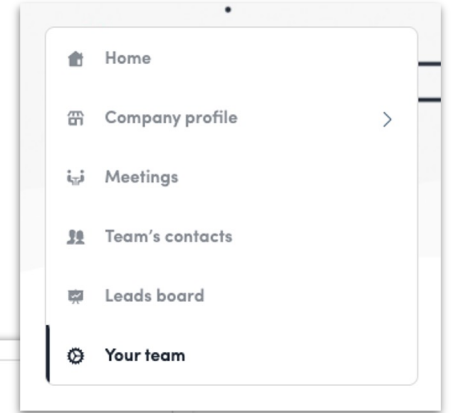
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Before lead scanning

Before scanning, **make sure the person scanning is team member of your brand page**. If they are not, leads will not land in the team's contact list.

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

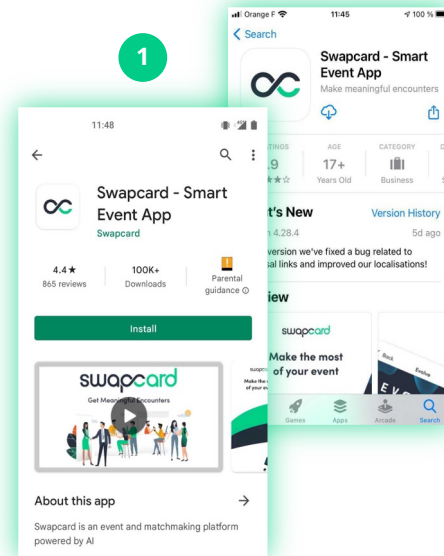
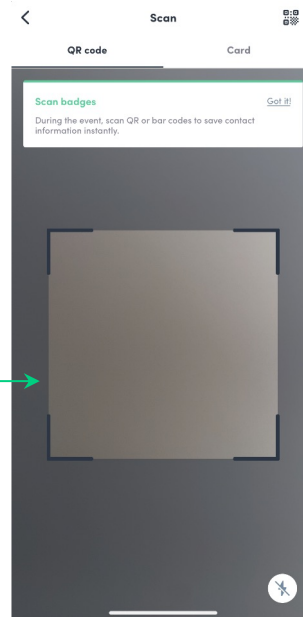
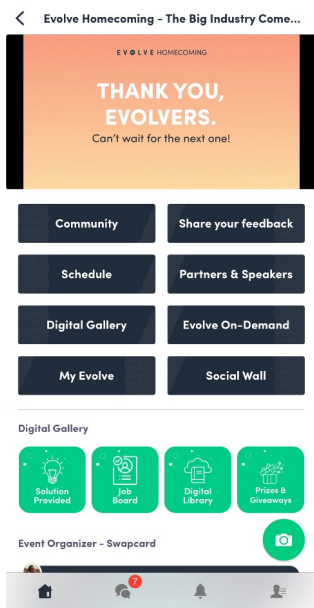
Make sure that **contact sharing is on for the team**. Go to **"Your team"** and click to share your contacts with the team. The NS+ Exhibitor Center is accessed here: <http://exhibitor.nammshow.org>



How to lead scan?

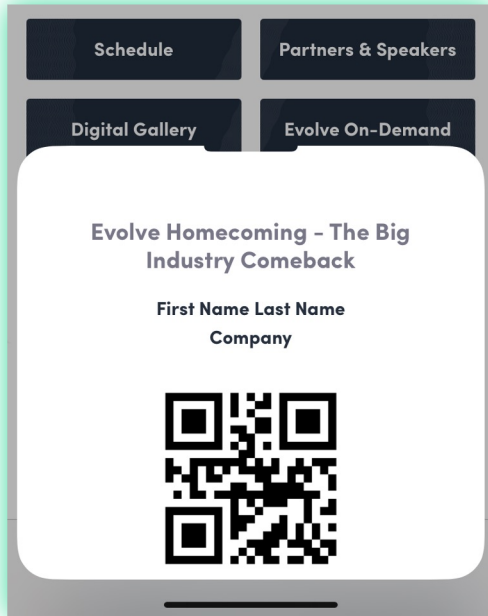
- 1 Download the NAMM Show+ app for [iOS](#) or [Android](#)

Lead Retrieval access for team member(s) will turn on May 25



- 2 Login and click the **camera icon on the bottom right**. This opens up a QR code/barcode **scanner**.

What to lead scan?

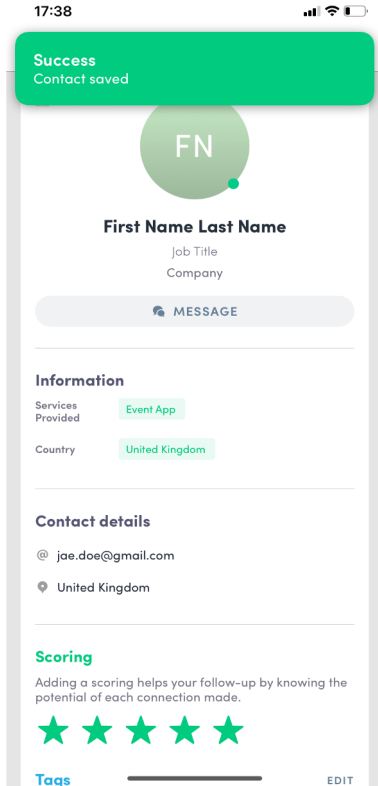


- 1 Scan the QR code or barcode on a printed badge
- 2 Scan the QR code or barcode from the NAMM Show+ app

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

Additionally, you can scan a business card using the “card” option when opening scanner.

Options after scanning



1

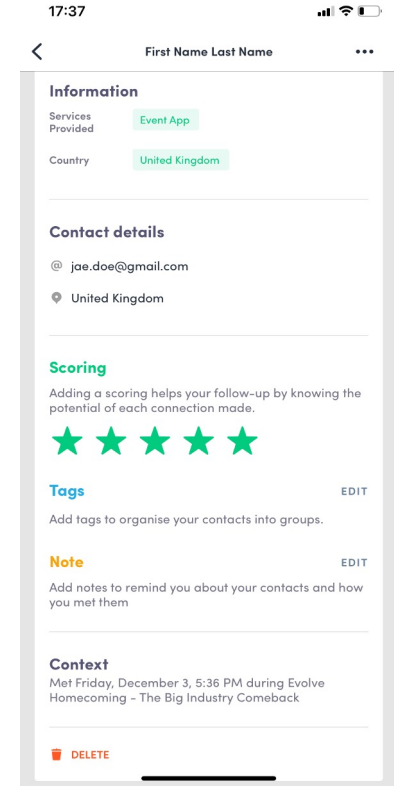
A pop-up will tell you if the scan was successful.

2

Scanning will automatically create a connection between you and the person you scan. They will then land in your own contact list as well as the team's contact list.

3

You can then add details about this lead. You have the option to **score, tag, add a note, and delete** the contact, as well as view the **context of the connection**.



How to export the leads

To export the leads go to the **Exhibitor Center** (<https://exhibitor.namshow.org>) and to **Leads board**. Click **EXPORT LEADS** on the top right.

- Home
- Company profile >
- Meetings
- Leads board**
- Your team

Analytics of your company

NUMBER OF VIEWS OF YOUR COMPANY PROFILE	NUMBER OF PEOPLE WHO BOOKMARKED YOUR COMPANY
242	2
NUMBER OF CONTACTS MADE	NUMBER OF CONFIRMED MEETINGS
25	1
NUMBER OF CONTACTS WITH SCORING	AVERAGE OF SCORINGS MADE BY YOUR MEMBERS
5	4.8

Export leads report

Download a list of people your team interacted with during the event as an Excel file

EXPORT LEADS

Team's contacts

Q Search



**Thank you for taking the
time to read this presentation.**

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