



## INSTORE Show Exhibitor Lead Retrieval Options

Lead Retrieval will be done through the Cvent Mobile App. Within the Mobile App you will be able to scan attendees' QR Codes and quickly capture leads. Upon purchase of the license, you will be given instructions to download the App and sign in.

### **Pricing for the Lead Retrieval License:**

- Single App License \$249.00
- 3-Pack App Licenses \$499.00
- Additional Individual Licenses \$149.0

A license is required for each device (iPhone) to have scanning capabilities.

**Step 1: Register for The INSTORE Show using this Exhibitor Registration Link <https://cvent.me/XZx8P4>** . A unique email address is required for each registration.

**Step 2:** Set up your Exhibitor Portal (a link will be sent to you from Cvent upon registering.)

**Step 3:** Add in your logo, company information and booth staff. The information you add will be able to be seen in the event mobile app. (Please note, you will not be able to add booth staff until they are registered for the show).

### **Steps to Purchase Lead Retrieval:**

***(Note: In order to purchase a lead retrieval license through Cvent, you will need to set up your Exhibitor Portal first.***

**Step 1:** Log into the exhibitor portal.

**Step 2:** Head over to the Licenses section and purchase the required licenses for your booth staff. Remember, each license can only be used on one device.

**Step 3:** After purchasing the license(s), assign them to your booth staff members who will be scanning the leads on-site.

**Step 4:** Customize your Lead Qualification Questions under the Lead Collection option in the left-hand navigation panel.

**Step 5:** Select the fields in Lead Capture settings to prompt your booth staff to collect the necessary data from attendees.

**Step 6:** Finally, export your leads from the Reports option after the event is over.

If you have question about purchasing lead retrieval services, please contact:  
[alex.rittenberg@smartworkmedia.com](mailto:alex.rittenberg@smartworkmedia.com).