

## LeadCapture

As an event organizer, it's up to you to deliver value to your exhibitors and help them get a positive return on their investment in your event. This means helping them connect and build relationships with the right attendees and qualified buyer.

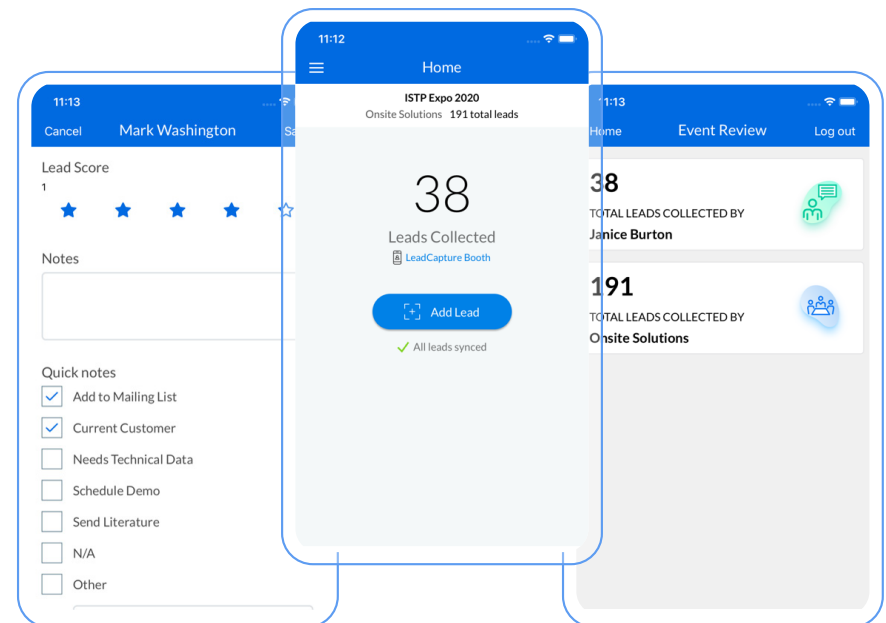
LeadCapture allows exhibitors to easily capture, qualify, and rate the leads they engage with to be able to more quickly and effectively follow-up. Your LeadCapture data will be seamlessly synced with your other Cvent solutions.

### LEADCAPTURE OPTIONS

1. Purchase LeadCapture devices or licenses to provide or resell to your exhibitors to help them track the impact of their attendance at your event. This is a great option if you'd like to include LeadCapture in a booth or sponsorship package.
2. Allow your exhibitors to purchase LeadCapture devices or licenses directly from Cvent, and we'll help you market LeadCapture to exhibitors with a multi-touch email campaign. Receive 10% of sales through our revenue sharing option to help your organization offset its event costs.

### HOW YOUR EXHIBITORS USE LEADCAPTURE

1. They can rent handheld scanners or download the LeadCapture app to their own device
2. At your event, they can easily scan, qualify, and rate leads
3. They can collect custom information about leads that's important to them
4. They'll be able to quickly export leads to any database on demand



## THE VALUE OF LEADCAPTURE FOR YOUR EXHIBITORS

- An easy way to digitally capture and qualify leads onsite
- Detailed information for effective sales follow-up post-event
- The ability to quickly prioritize and follow-up on leads post-event
- A clear idea of the ROI of their participation
- The necessary data to justify future participation

## THE VALUE OF LEADCAPTURE FOR EVENT ORGANIZERS

- Prove the value of your events to your exhibitors
- Understand exhibitor floor traffic in real-time
- View the lead count of each exhibitor
- See which booths attendees visited
- Get insight into each attendee's interests

The screenshot displays the 'Exhibitor Portal' for 'Global Connect' (Dec 10 - 13, 2023) at the 'Bloomington Convention & Visitors Bureau'. The main section is titled 'Lead Collection' and includes tabs for 'Leads Collected (0)', 'Lead Qualification Questions', and 'LeadCapture Settings'. The 'Lead Qualification Questions' tab is active, showing a section for 'Chapter 1' with a '1. Lead Score' of 1 and three star icons. Below this is a '2. Notes' section with a text input field. At the bottom, there is a '3. Quick notes' section with checkboxes for 'Add to Mailing List', 'Current Customer', 'Needs Technical Data', and 'Schedule Demo'.

# cvent®

## Cvent is the global meeting, event, travel, and hospitality technology leader.

Cvent provides easy-to-use, integrated technology solutions to maximize the impact of meetings and events of all sizes. We help organizations plan and market events, execute onsite, engage audiences, and measure and analyze results.

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