The NAMM Show

Lead Retrieval

A simple solution for capturing, scoring and exporting leads — all through NAMM Show+

Powered by swapcard

NAMM Show+

TABLE OF CONTENTS

Checklist

NAMM Show+

With NAMM Lead Retrieval solutions you to scan badges anywhere, on or off the floor, at anytime with the NAMM Show+ App. All leads can be tagged, scored and easily exported via the app's Exhibitor Center.
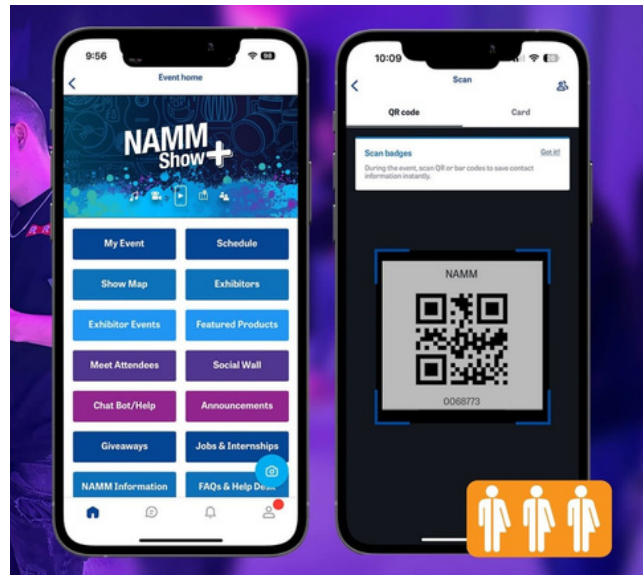
☐ Purchase Lead Retrieval access for you or your staff using your smartphones or rent devices with access, via the [Lead Retrieval Information Page](#).

☐ [Complete this form](#) to let us know which team member(s) will be lead retrieval users.

☐ Team member(s) must be registered for the show and added to your team in the Exhibitor Center.

☐ Team member(s) must turn on contact sharing in NAMM Show+ (see slide 4).

☐ Using your own device/smartphone(s)? Make sure your team member(s) with access download the NAMM Show+ app. NAMM will turn-on access to lead retrieval on January 10, 2024.

☐ Renting a device? NAMM Show+ will be set up on the device(s). Pick up/Drop off is available at the NAMM Exhibitor Service Center.

Need help? Email nammplus@namm.org or ask our on-site Swapcard Lead Retrieval expert at the Exhibitor Service Center.

Purchase Options: App Access Only & Device Rentals

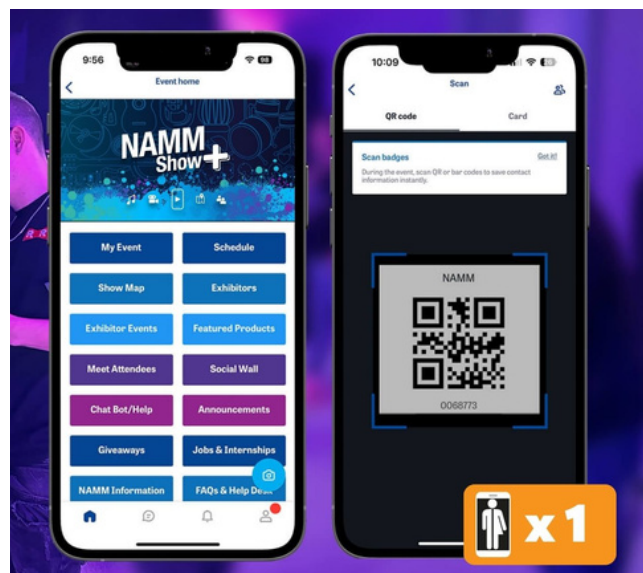## Access to Lead Retrieval on NAMM Show+ App

Users will download the NAMM Show+ App to their smartphone and have access to Lead Retrieval feature.

- 1 user - $349
- 2 - 3 users - $475
- 4 - 5 users - $599

More than 5 Users - $149 per additional user (only purchase additional user(s) after 5 users)

Rent Device(s) for Scanning that Include App Access - **Deadline to order December 27, 2023**

The rental device options that include app access are for exhibitors who want a device provided to them for scanning.

- 1 Device, Access for 1 User - $659
- 2 Devices, Access for 2 Users - $899

Additional devices with app access - $400 per additional device (only order an additional device after adding 2 device rental option to cart)
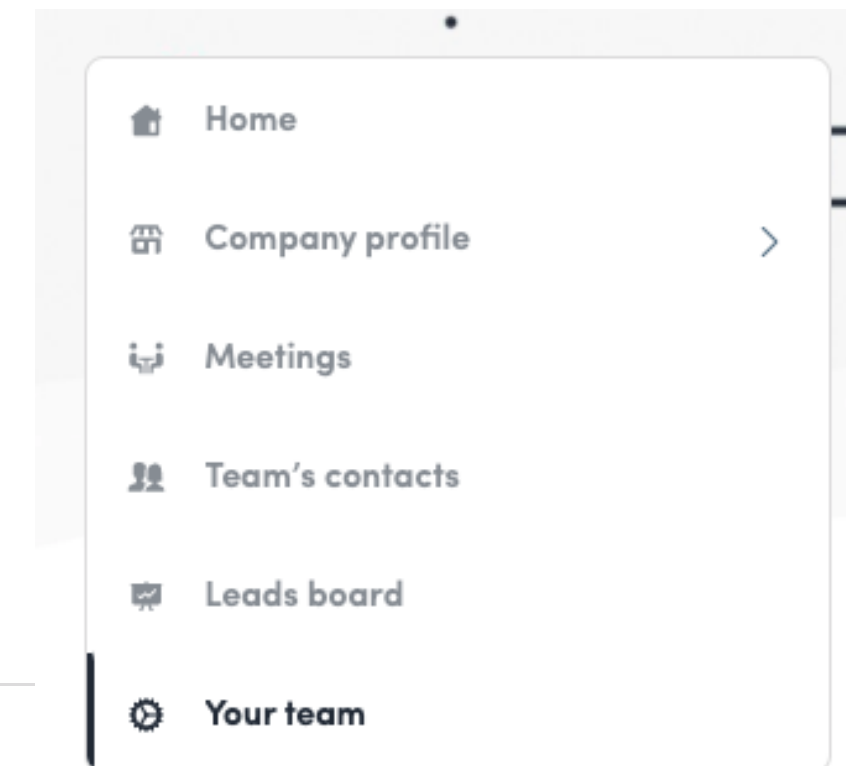
Before lead scanning

NAMM Show+

Before scanning, make sure the person scanning is designated as a team member on your brand page and has the 'share their contacts with the team' enabled.

Complete the 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 NAMM Show+ Exhibitor Center is accessed here:

http://exhibitor.nammshow.org

Home

Company profile

Meetings

Team's contacts

Leads board

Your team

Add your colleagues

Invite your team members who are registered for the event so you can all access the same interface. With your whole team in one place, it's easy to share contacts and data!
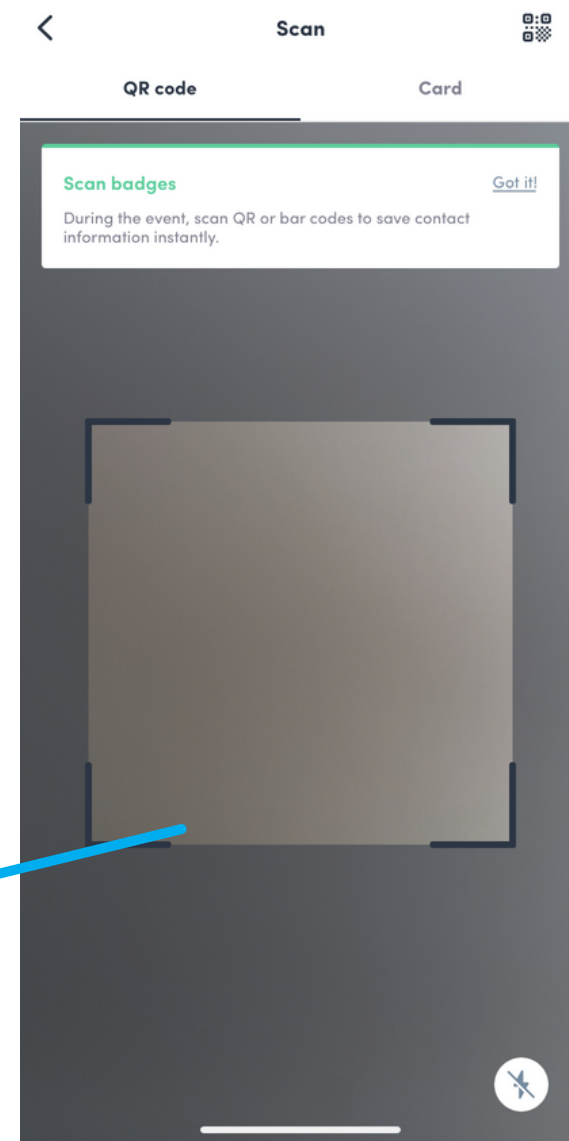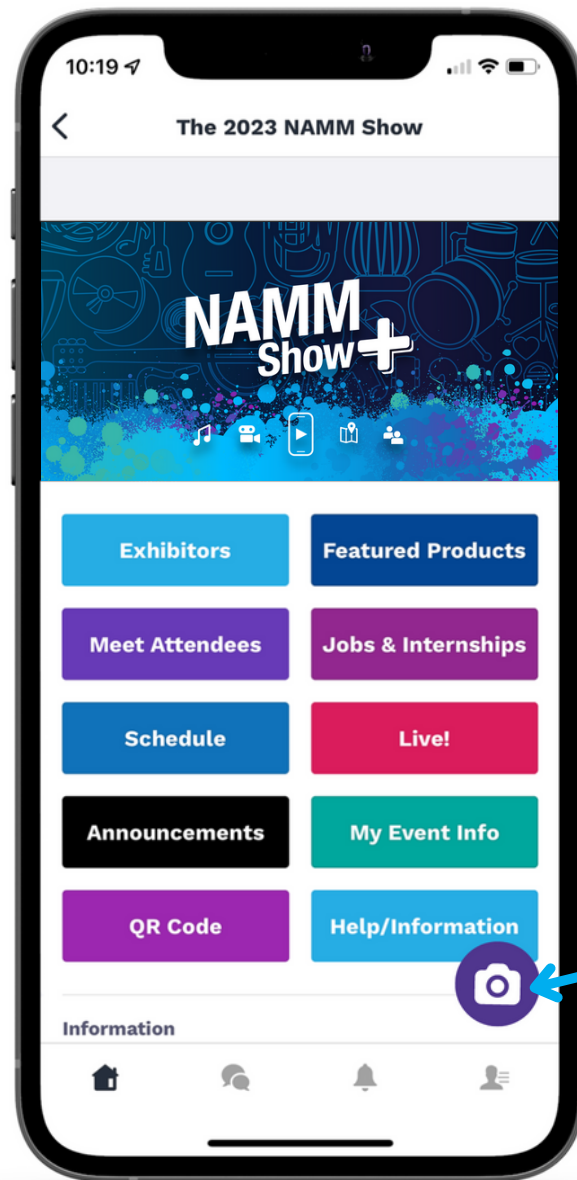
ADD A MEMBER

Member settings

Show profile

Share his/her contacts with the team

How to Scan the QR Code

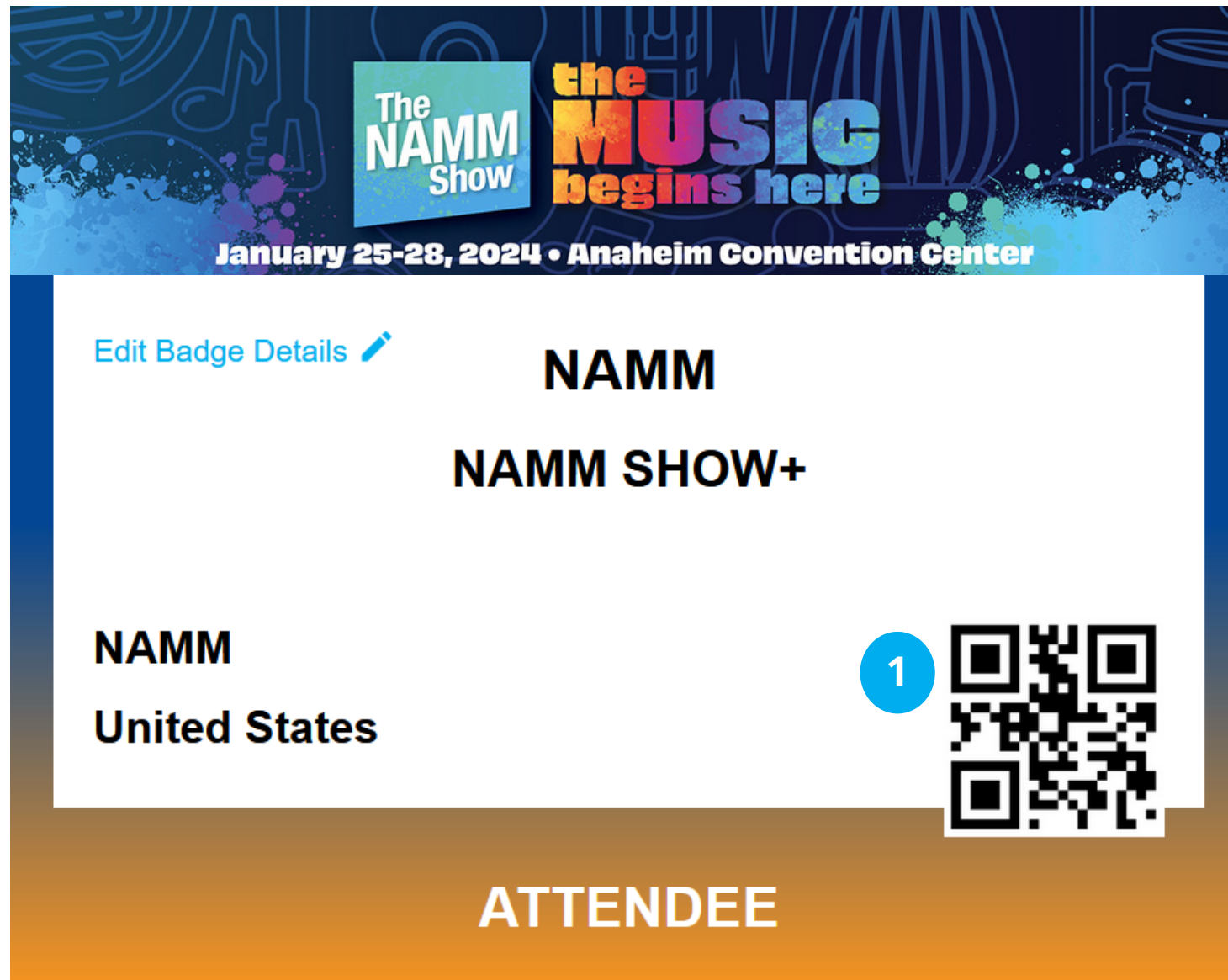**1** Download the NAMM Show+ app for [iOS](#) or [Android](#)

1

2 Selected Lead Retrieval users will login and click the camera icon on the bottom right. This opens up a QR code scanner.
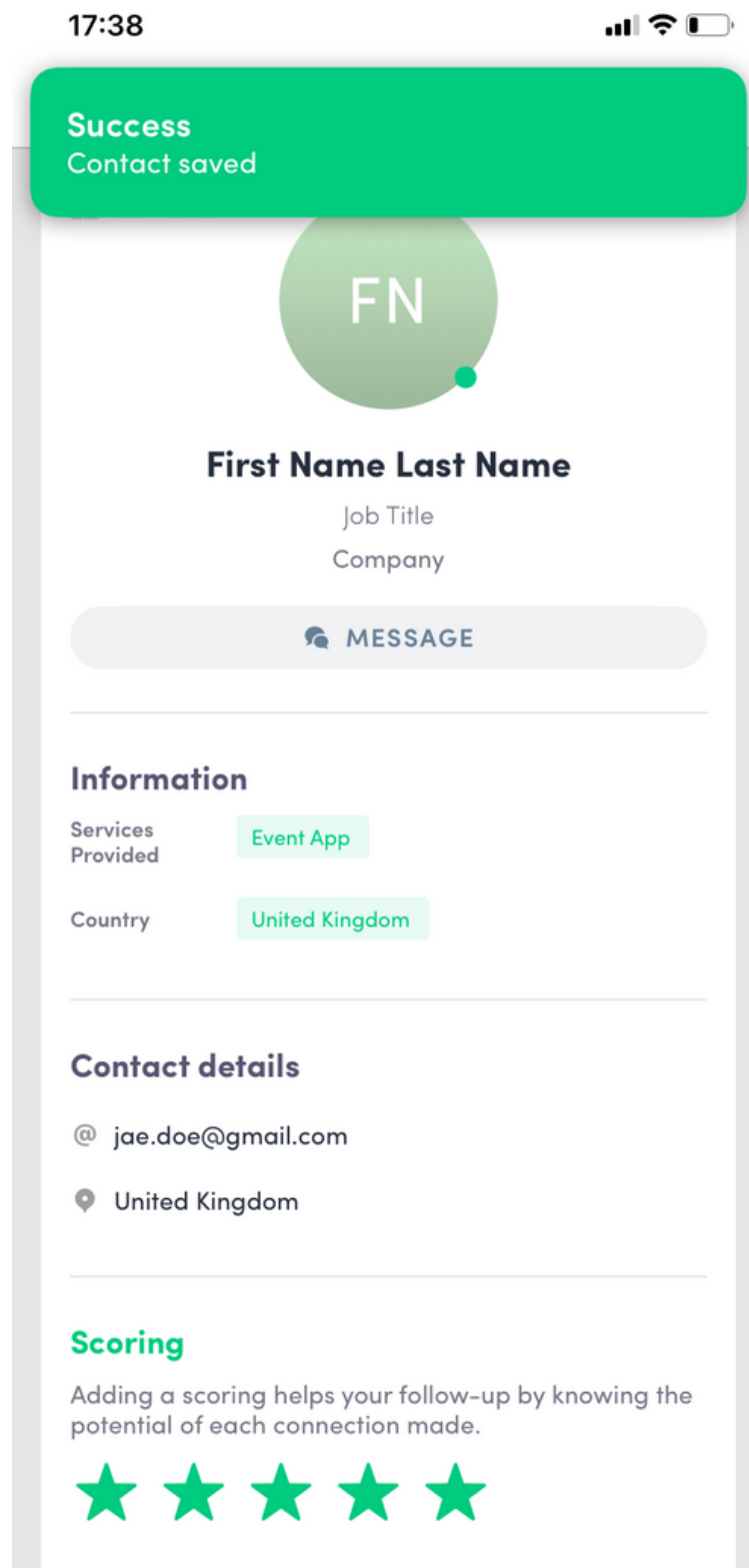
What to lead scan?

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 for scanning

Additionally, you can scan a business card using the "card" option when opening scanner.
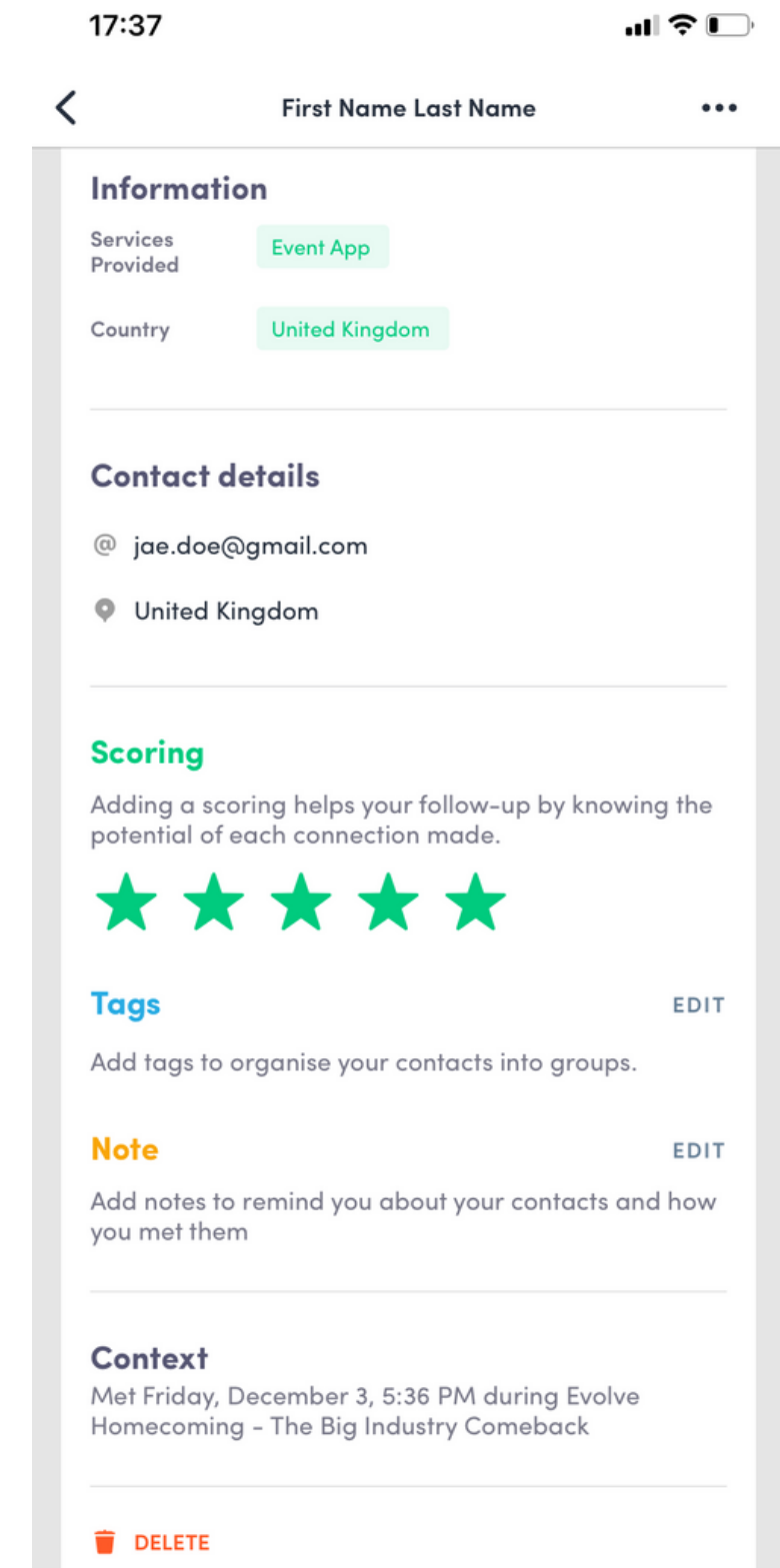
Options after scanning

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. You'll find them in your own contact list and the team's contact list.

3

You can then add details about this lead using scoring, tags, and note options

You can also use a tag to indicate where lead was captured (e.g., booth, event).

How to export lead information

To export your leads, go to the Exhibitor Center (https://exhibitor.nammshow.org) and to Leads board.

Click EXPORT LEADS on the top right.

Thank you for taking the time to read this presentation.

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