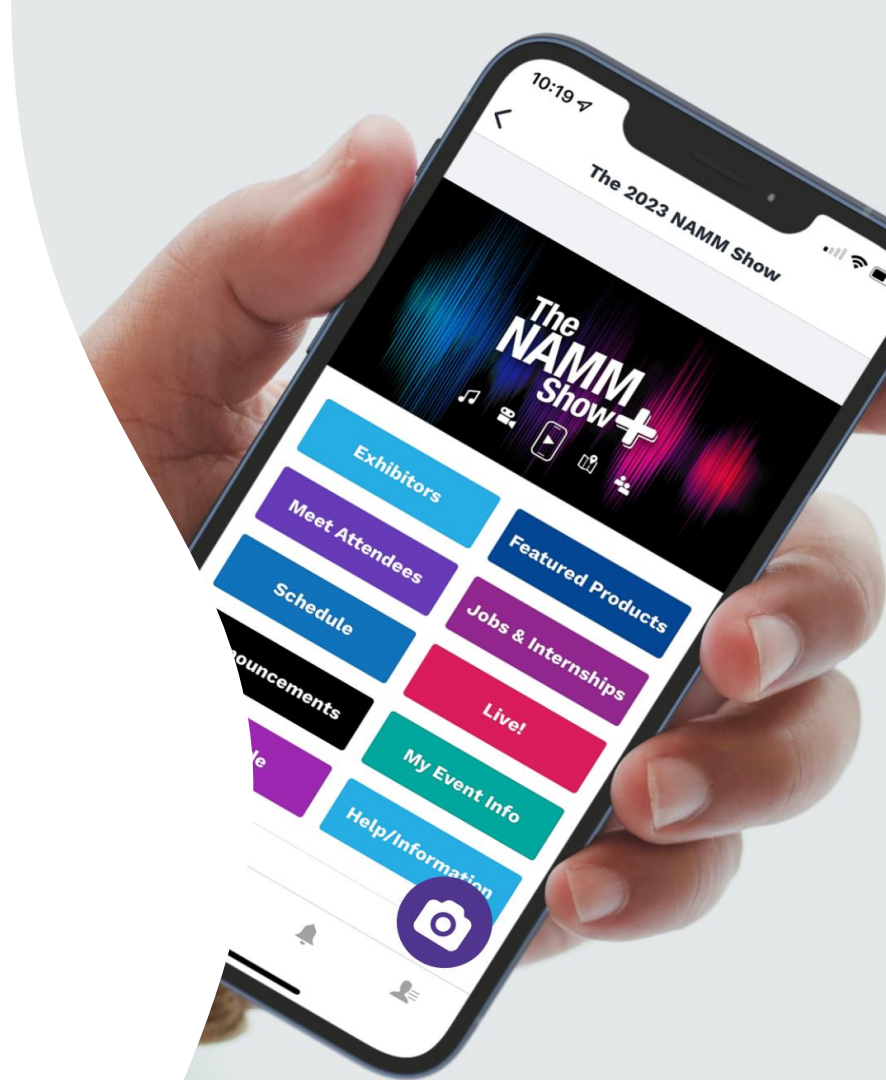




Lead Retrieval

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

Powered by **swapcard**



How it works

- ✓ Purchase access to Lead Retrieval and/or 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
- ✓ Team member(s) must turn on contact sharing in NAMM Show+ (see slide 4)
- ✓ **Using your own device(s)?** Make sure your team member(s) download the NAMM Show+ app. NAMM will turn-on access to lead retrieval on **March 28, 2023**. An updated app will be released in December.
- ✓ **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 from Wednesday-Saturday, 8 am-5 pm.
- ✓ Need help? Email nammplus@namm.org or ask our on-site Swapcard Lead Retrieval expert at the Exhibitor Service Center.

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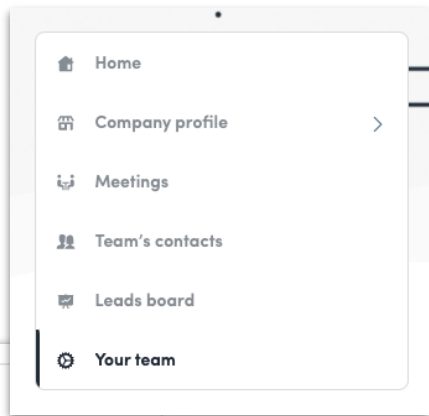
Before lead scanning

Before scanning, **make sure the person scanning is designated as a team member on 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 NAMM Show+ Exhibitor Center is accessed here:

<http://exhibitor.nammshow.org>



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



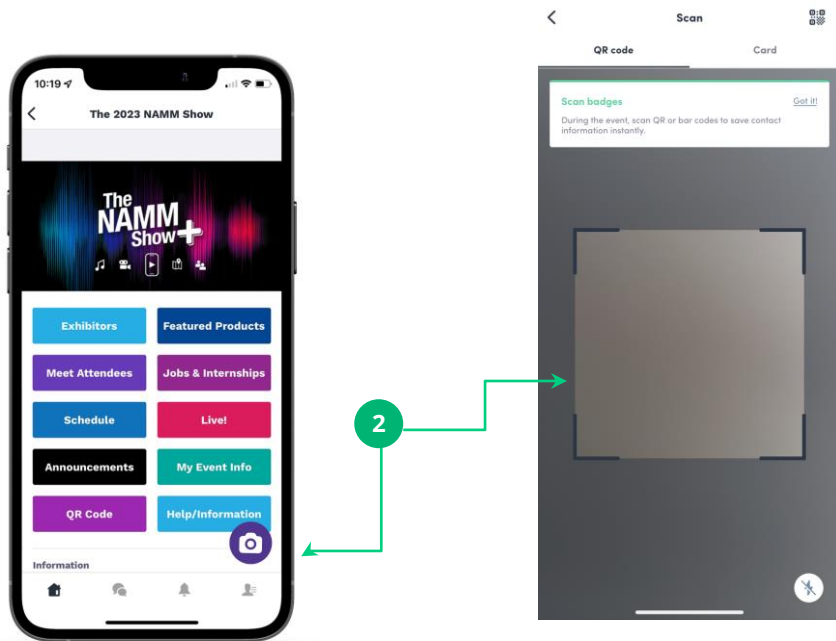
Share his/her contacts with the team



How to lead scan?

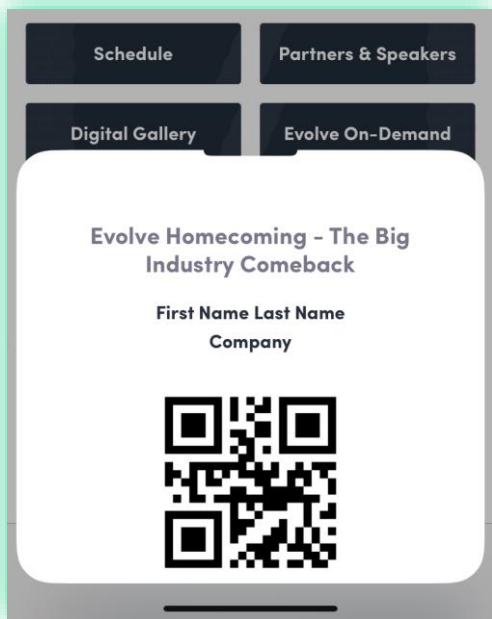
- 1 Download the NAMM Show+ app for [iOS](#) or [Android](#)

Lead Retrieval access for team member(s) will turn on March 28



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

What to lead scan?

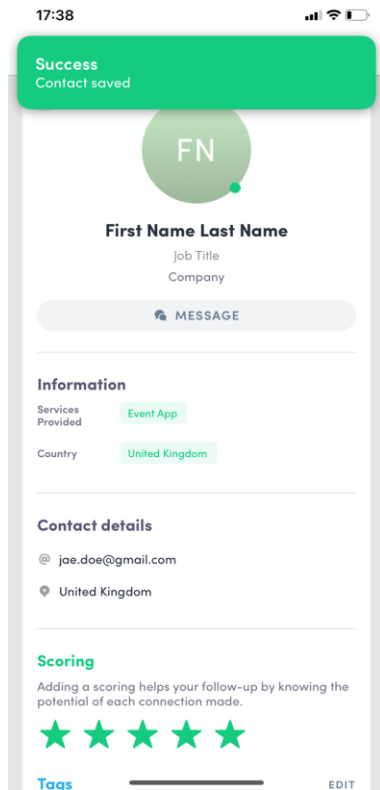


- 1 Scan the QR code or barcode on a printed badge
- 2 Scan the QR code or barcode from the NAMM Show+ app

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

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

Options after scanning



1

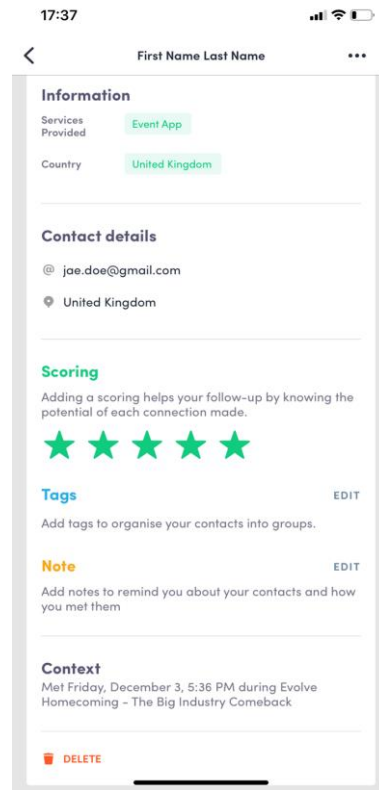
A pop-up will tell you if the scan was successful.

2

Scanning will automatically create a connection between you and the person you scan. They will then land in your own contact list and 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 your leads, go to the **Exhibitor Center** (<https://exhibitor.namshow.org>) and to **Leads board**.

Click **EXPORT LEADS** on the top right.

The screenshot displays the Exhibitor Center interface. On the left is a sidebar with navigation links: Home, Company profile, Meetings, Leads board (highlighted with a vertical bar), and Your team. The main content area is divided into two sections. The top section, 'Analytics of your company', contains a table with four metrics: Number of views of your company profile (242), Number of people who bookmarked your company (2), Number of contacts made (25), and Number of confirmed meetings (1). Below this is another table with two metrics: Number of contacts with scoring (5) and Average of scorings made by your members (4.8). The bottom section is titled 'Team's contacts' and features a search bar. On the right side of the interface, there is a box titled 'Export leads report' which includes a description and a green 'EXPORT LEADS' button.

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

Team's contacts

Search

Export leads report

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

EXPORT LEADS



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

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