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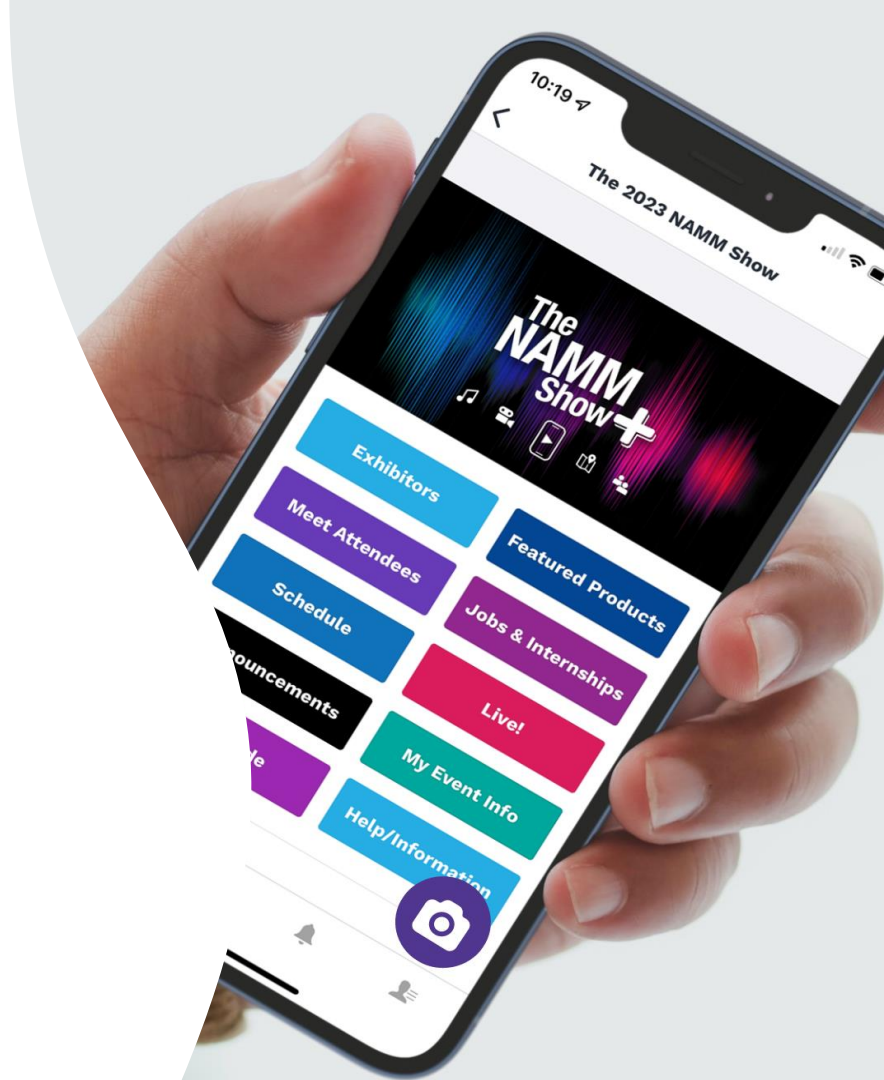
A simple solution for capturing, scoring and exporting leads — all through NAMM Show+

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.

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

TABLE OF CONTENTS

▶ Before lead scanning

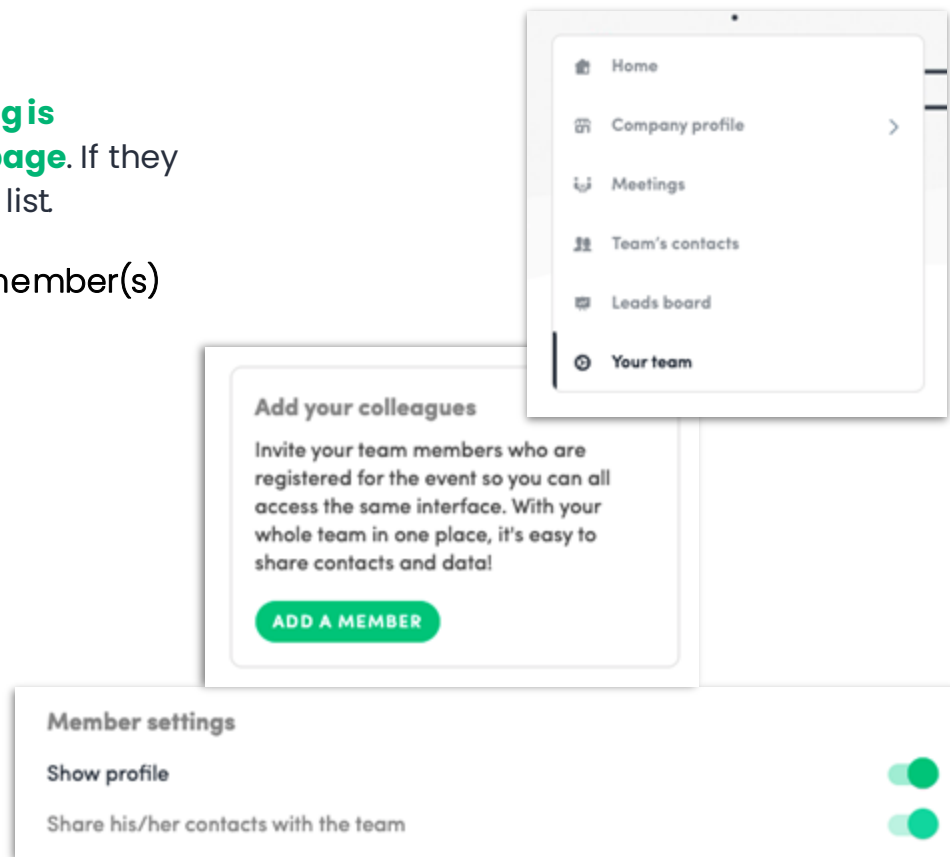▶ How to lead scan

▶ What to lead scan

▶ How to export the leads

Before lead scanning

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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:
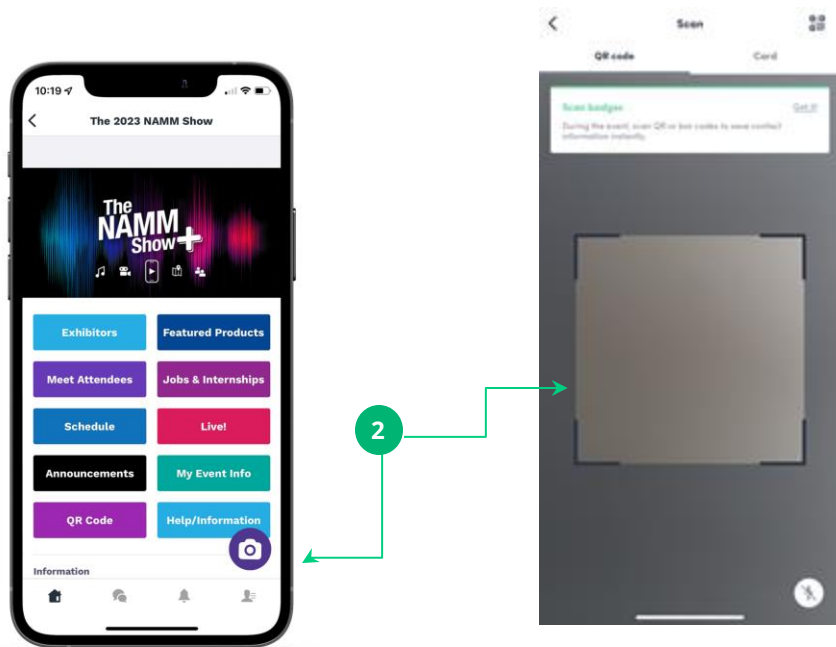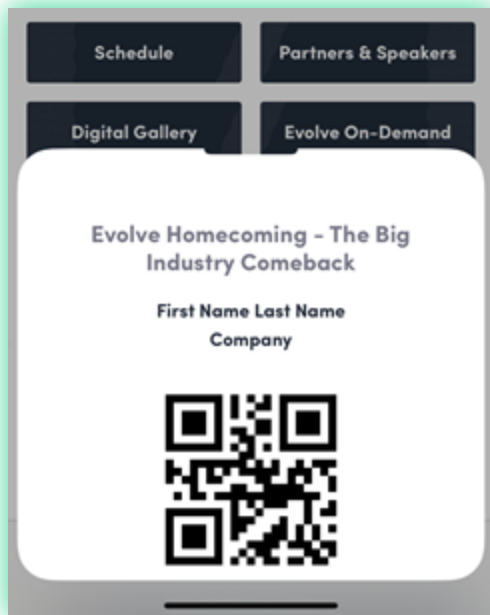http://exhibitor.nammshow.org

How to lead scan?

swapcard

1 Download the NAMM Show+ app for **iOS** or **Android**

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

1

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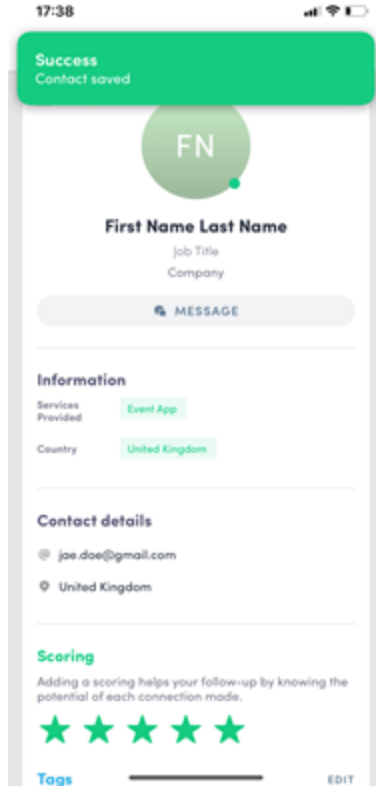
The NAMM Show

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.
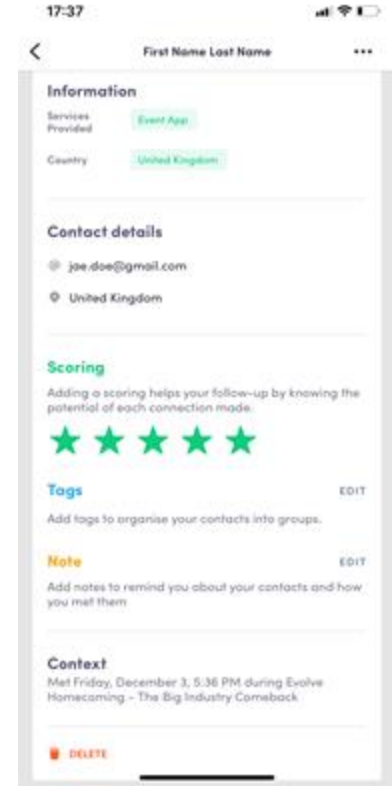
Options after scanning

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.

Thank you for taking the time to read this presentation.

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