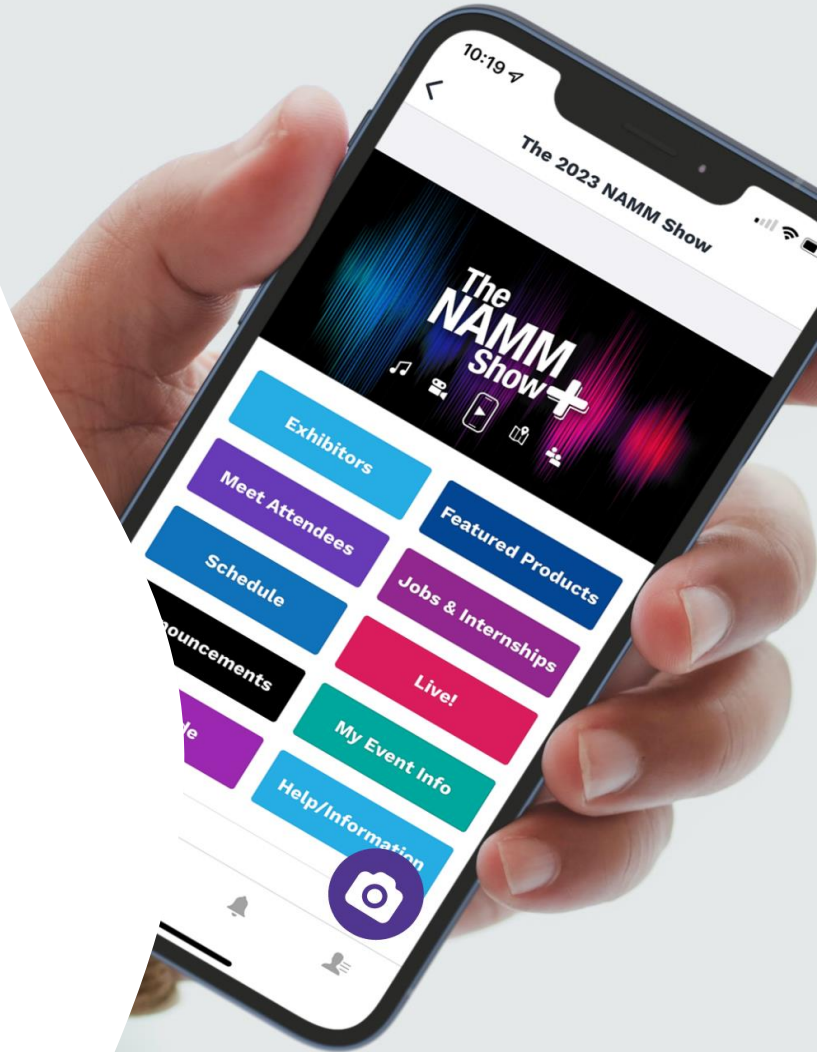




Lead Retrieval

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, Wednesday - Saturday, 8am-5pm.
- ✓ Need help? Email nammplus@namm.org or ask our on-site Swapcard Lead Retrieval expert at the Exhibitor Service Center.

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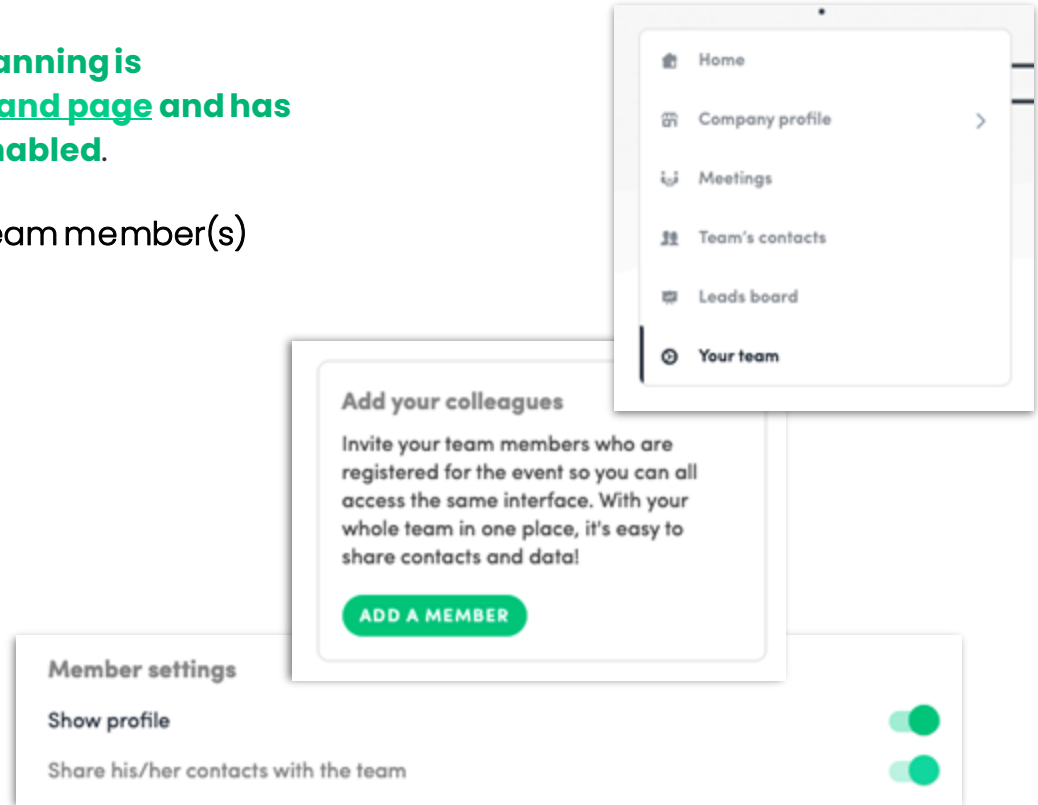
- ▶ Before lead scanning
- ▶ How to lead scan
- ▶ What to lead scan
- ▶ How to export the leads

Before lead scanning

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.**

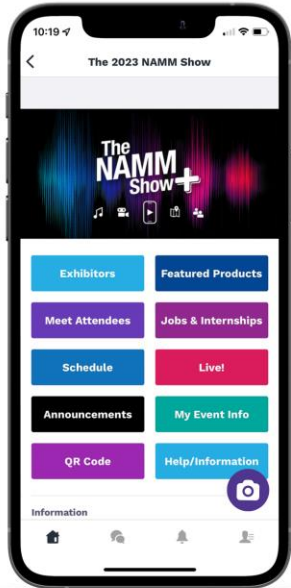
Complete this form to let us know which team member(s) will be users for lead retrieval.

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>

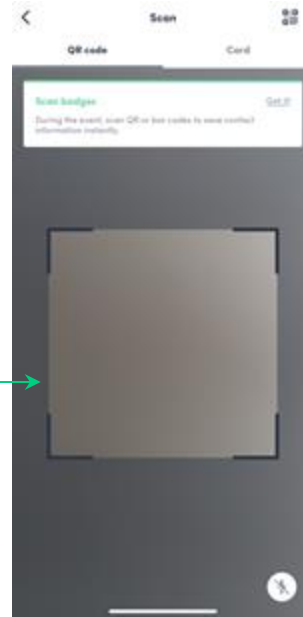


How to lead scan?

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



2



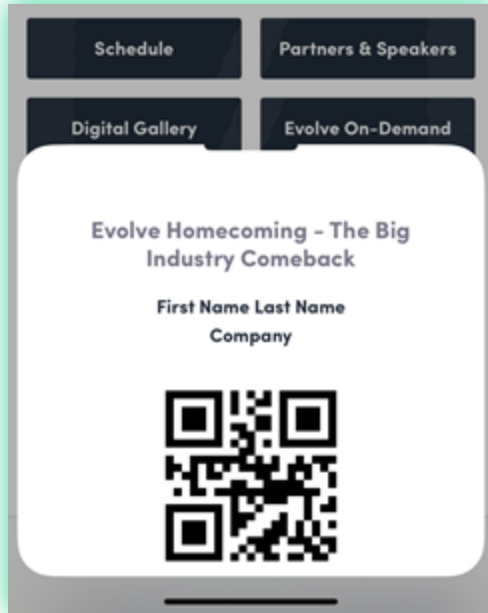
1



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

Lead Retrieval access (**camera icon**) for team member(s) will turn on March 28.

What to lead scan?

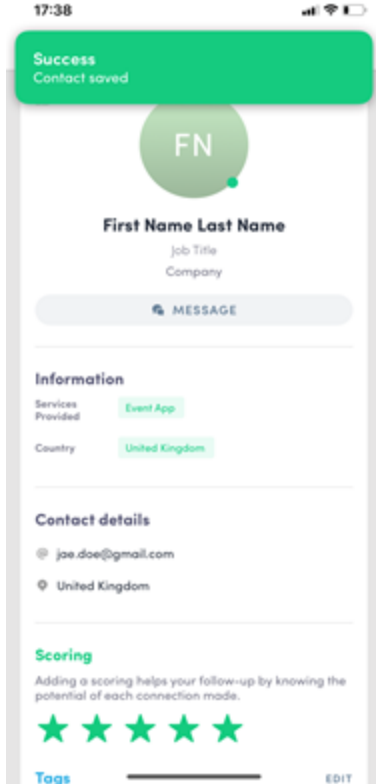


- 1 Scan the QR code or barcode on a printed badge
- 2 Scan the QR code or barcode from the NAMM Show+ app

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.

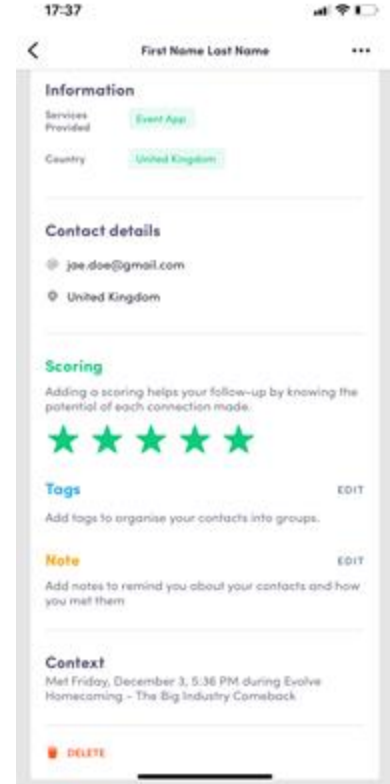
2

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 the leads

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

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

The screenshot displays the Exhibitor Center interface. On the left is a navigation sidebar with the following items: 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, titled 'Analytics of your company', contains a 2x2 grid of statistics:

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

The bottom section is titled 'Team's contacts' and features a search input field with a magnifying glass icon and the text 'Search'. To the right of the analytics is a box titled 'Export leads report' with the text: 'Download a list of people your team interacted with during the event as an Excel file'. Below this text is a prominent green button labeled 'EXPORT LEADS'.



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

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