Scanning Leads at the UWEBC Annual Conference

Good news – you don't need to rent a lead scanner in order to collect contact information from all of your booth visitors. All you need is your mobile phone and the free EventsAir app. Information about downloading, logging into, and using the app follow.

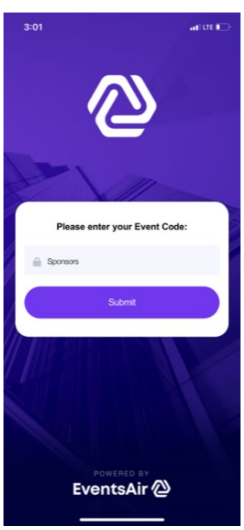
Step 1 – Download the app

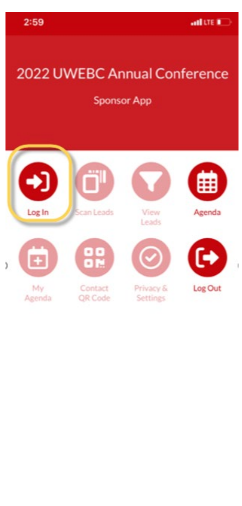
If you're using an iPhone, use this link or scan this QR code with your phone.
https://itunes.apple.com/us/app/the-event-app-by-eventsair/id1142851582?ls=1&mt=8

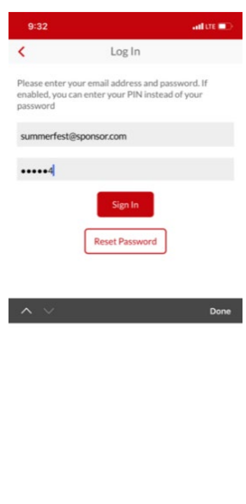
If you're using an Android phone, use this link or scan this QR code.
https://play.google.com/store/apps/details?id=com.eventsair.attendeeapp

Step 2 – Log in to the app

a) Once downloaded, enter the Event Code **sponsors** and click Submit.

A 

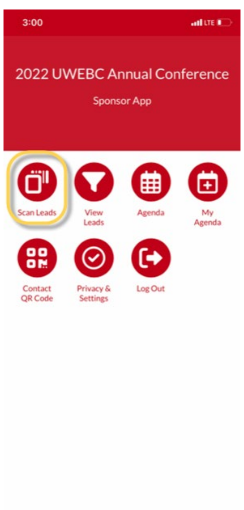
B 

C 

b) You'll need to log in to access many of the app's features, including lead scanning. Click on the first icon, which is labeled Log In.
c) Your username is [yourcompanynamehere]@sponsor.com with the 6-digit PIN that Taryn provided to you.

If you haven't received that PIN number yet or are having any difficulty logging in, please don't hesitate to reach out either to Taryn (taryn.johnson@uwebc.wisc.edu) or to our Events team (events@uwebc.wisc.edu). Multiple people may be logged in at the same time; if you have several people working at your booth, you can all be logged in with the same credentials.

Step 3 – Scan your leads
At the conference, every attendee will be wearing a name badge with an individualized QR code on it. When they visit your booth, simply open the app, click on "Scan Leads," (image D) then scan their QR code with your phone's camera, which should open automatically (image E). If it doesn't open automatically, you may need to click on the name of your booth (image F), then scan with your camera. Note: You need to get pretty close to the QR code for it to register. It should beep when it recognizes the code and will then display the person's name, along with their photo if they have one (image G). You may add Comments if you wish, such as "interested in X" or "spouse's name is Mary," anything that you want to remember about them for your follow-up conversation.



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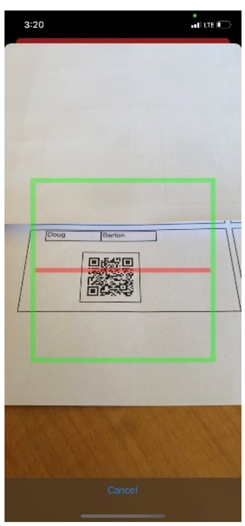

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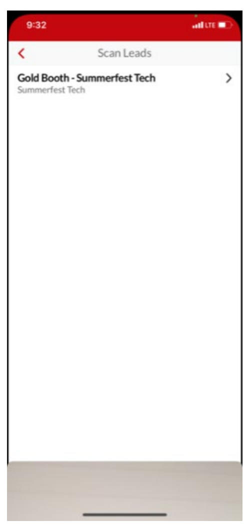

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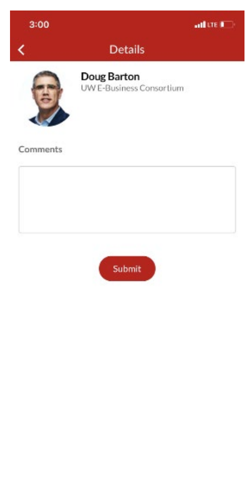

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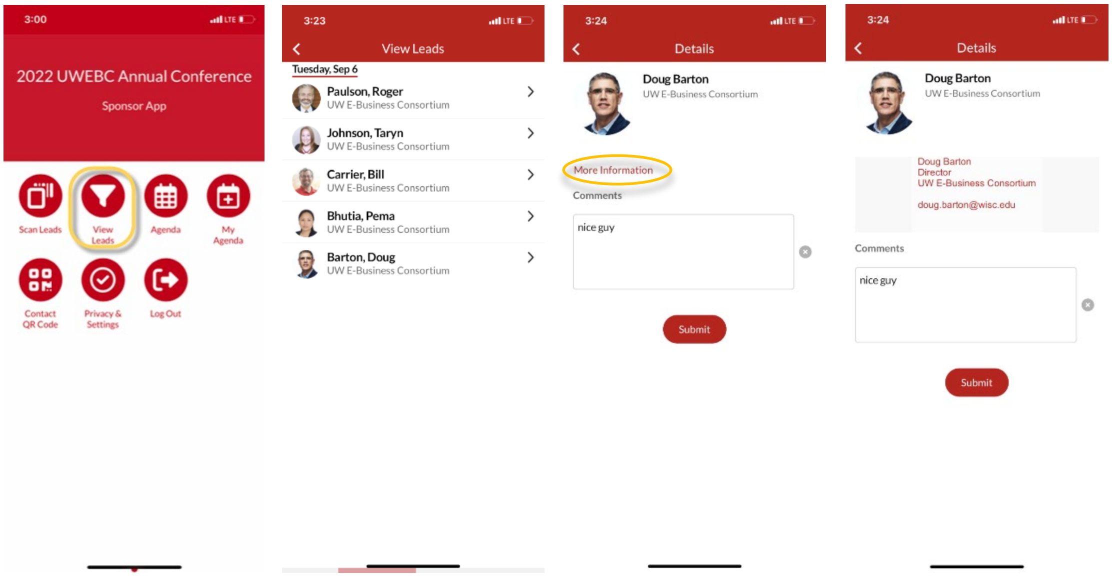
Step 4 – View your leads

At any time, you can click on the "View Leads" option in the app to view the leads you have scanned. Note: If you scan someone more than once, they will show up on your list for every time they were scanned. Click the "More information" button to see their contact information.



You may also view your leads via your sponsor portal (the same one you've been using to upload your marketing materials and register your staff) in the newly created Lead Management tabs, hidden behind the arrow in the top menu (not sure why they're hidden; sorry about that!!). Clicking on their name opens their contact info and comments. Leads can be exported to excel using the Export button on the bottom.