

Capture attendees' full contact information with the Emperia Lead Retrieval App.
Use your mobile device to scan their badge & easily collect their contact info.
No need to collect business cards!

BEFORE BOOKEXPO: SET UP YOUR TEAM WITH THE APP

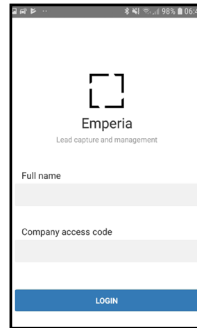
1 Receive Login Credentials
via an email sent to the key exhibitor in March with the subject line: 'Your Company Access Code for Emperia'.

2 Download the Emperia Lead Retrieval App



3 Log In

using the full name + company access code from the email. Share credentials with your booth staff*.



*Logins can be used across multiple devices.

DURING BOOKEXPO: CAPTURE LEADS



1 Tap to scan
the QR code on the attendee's badge.

2 Take Notes
about your new leads and enter optional information including any follow-up actions.

3 Download Lead Report
at anytime, using the direct link provided to your key exhibitor with your company code.

AFTER BOOKEXPO: FOLLOW UP WITH YOUR LEADS

1 Receive Post-Show Email
at the end of the show the post show report will be sent to the key exhibitor.

2 View, Sort & Download Leads
directly into your CRM.

3 Follow Up with your Leads
within a week to increase ROI and keep the conversation going.

NEED HELP? CONTACT YOUR CUSTOMER SUCCESS SPECIALIST



Julie Lombardi
(203) 840-5991
jlombardi@reedexpo.com