

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

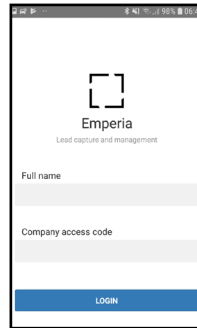
- 1 Receive Login Credentials via an email sent to the key exhibitor in March with the subject line: 'Your Company Access Code for Emperia'.

- 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

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