



LEAD CAPTURE

# LEAD RETRIEVAL SERVICES

Enhancing your lead acquisition

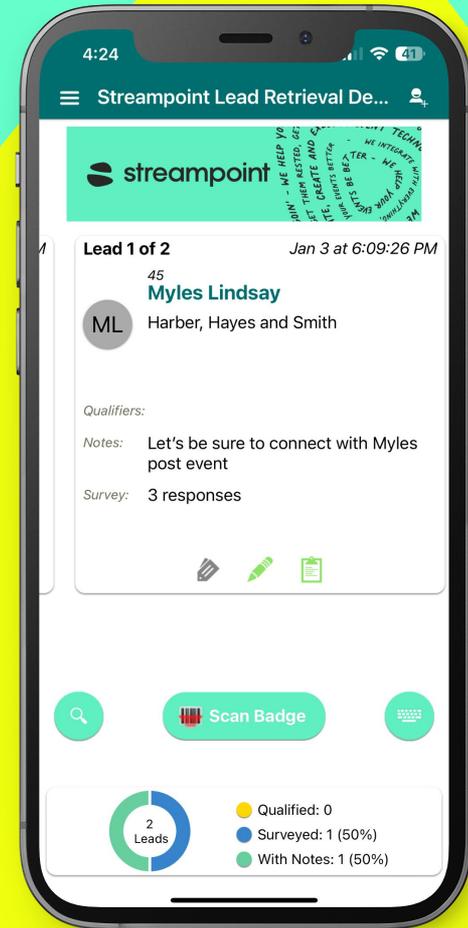


# Mobile Lead Capture App

This versatile app enables the capture, qualification, and follow-up of leads directly from your smartphone or tablet, rather than renting a hardware scanner. All scans are safely stored and backed up on the device and in the cloud, and can be accessed via a secure, web-based portal. Offline mode is available for those without a connection on the show floor. The app is compatible with iPhones, iPads, Android phones, and Android tablets. (requires mobile device with auto-focusing camera).

## Features

- Tailor custom qualification criteria
- Design personalized engagement questions
- Instant lead sharing via app with team
- Comprehensive lead note compilation
- Real-time lead monitoring portal
- Post-event Excel report generation
- Install the app on your own device



# Lead Scanner Plus

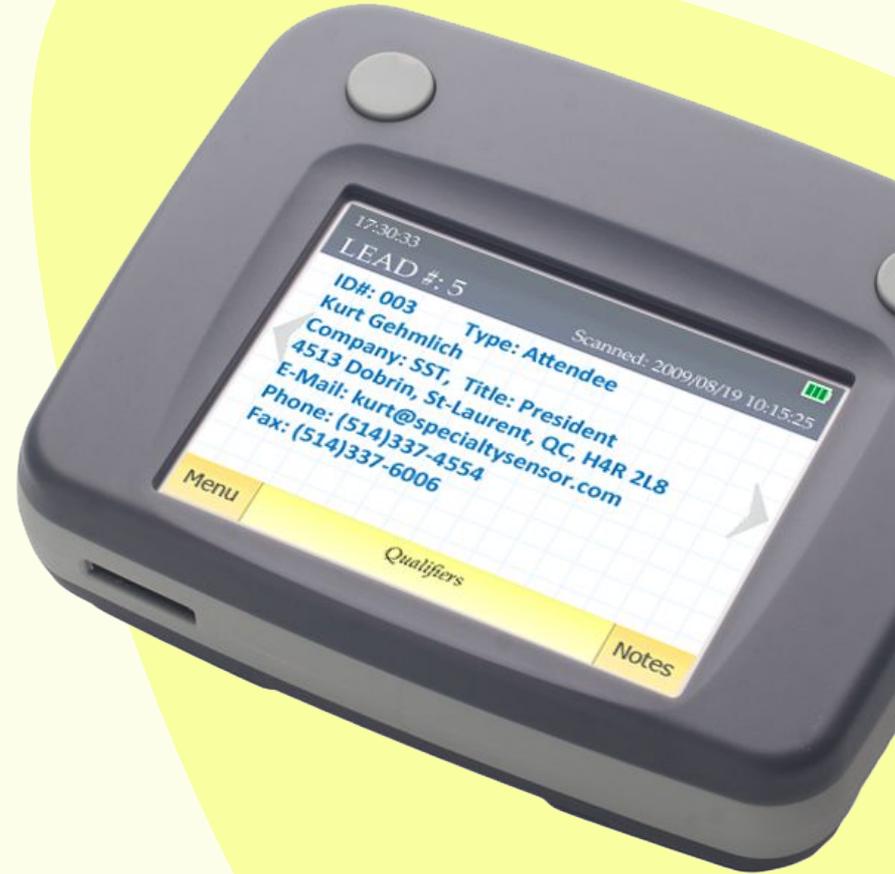
A compact and portable barcode scanner much like the basic scanner with these additional features: a touch screen interface and the ability to type personalized messages and notes. Up to 8,000 leads can be stored at one time and all leads are date & time stamped.

## Features

- Touchscreen interface for intuitive use
- Configure your own qualifiers for tailored lead capture
- Automated post-event reporting in Excel
- Pre-configured qualifiers for immediate deployment
- Extended battery life for all-day performance
- Device sharing capability for team flexibility
- Integrated note-taking for detailed lead information

## Add-ons

- Ten predefined qualification metrics

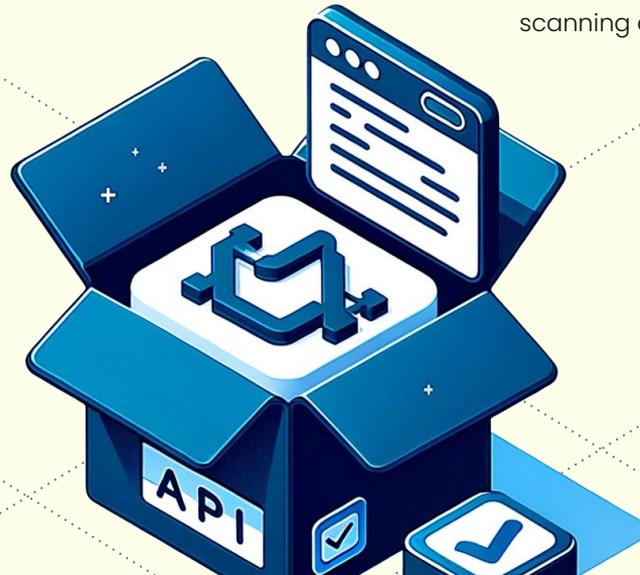


# Enhance Your Lead Management with Streampoint's API Kit

For exhibitors utilizing their own lead management systems, Streampoint Solutions offers a robust API that enables seamless, real-time connection to our registration database via web services. We provide comprehensive documentation to ensure effortless integration and access.

## Features

- **Direct Database Access:** Establish an immediate link to the attendee database.
- **Real-Time Lead Retrieval:** Extract leads by scanning badge IDs, ensuring instant data capture.
- **Seamless Integration:** Compatible with your existing lead scanning applications.





Texas Association of Broadcasters

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**Mobile Lead Capture App**

	EARLY	REGULAR	LATE
<b>1 License</b>	\$200	\$250	\$300
<b>3 License Pack</b>	\$550	\$600	\$700
<b>5 License Pack</b>	\$800	\$900	\$1,000
<b>10 License Pack</b>	\$1,200	\$1,250	\$1,200
<b>Lead Scanner Plus</b>	\$200	\$250	\$300
<b>Developer API Kit</b>	\$950		

**Got a question? Contact Us.**  
 For any inquiry related to lead retrieval:  
[support@spsleads.com](mailto:support@spsleads.com)



# Frequently Asked Questions

## **What device is compatible with the Mobile Lead Capture App?**

The mobile app is compatible with Android devices 4.4 and higher, iOS devices 13 and higher. The mobile app will not work on laptops.

## **How do I get my activation code to set up the Mobile Lead Capture App?**

You will receive an activation code email approximately 3 to 5 business days prior to the event date with instructions on how to download the mobile app and your unique activation code.

## **Can I use my license on more than one device?**

No, each single license can only be activated once with an activation code. Once activated on the device, it is non-transferrable, therefore, can not be activated on an alternate device.

Should the device you activate the license on malfunctions or the device is no longer being used at the tradeshow, you will need to purchase a new license.

## **How do I get my leads after the show?**

**Mobile Lead Capture App:** You can access and email your leads right from your own device while on the show floor or from a web portal account.

**Lead Scanner Plus:** Your leads will be emailed to the main contact at least 24 hours after the end of the event. If you wish to take a digital copy of your leads with you before you leave the event, please order the additional USB Key option.

## **What file format is my lead file in?**

Your leads will be in Microsoft Excel format: .csv, .xlsx

# Frequently Asked Questions

## **What information is included in my lead file?**

Contact information of the lead (generally Name, Title, Organization, Address, Email and Phone), additional demographic information (as authorized by the event organizer) and any qualifiers, surveying responses and individualized notes that you apply to your scanned leads.

## **What does "Qualifiers" mean?**

Qualifiers are 'codes' that have been assigned to a captured lead that will help you to determine the next steps in the sales process for that lead.

**Mobile Lead Capture App:** There is an unlimited number of custom qualifiers that can be set up in the app.

**Lead Scanner Plus:** There are 10 standard and included qualifiers with every scanner: 1. Send Information 2. Decision Maker 3. Send Samples 4. Just Inquiring 5. Send Quote 6. Purchase w/in 3 months 7. Add to Mailing List 8. Ready to Purchase 9. Recommends Purchase 10. Have rep call.

You can purchase an additional 20 custom qualifiers for each scanner. Custom qualifiers can be specific to your company's needs (ie. listing of product names, product codes, lead tagging to specific sales reps etc.)

## **What does "Survey" mean in the Mobile Lead Capture App?**

Only available on the mobile LR. Surveying turns a smartphone or tablet into a robust tool to handle questions with single choice, multiple choice or open text responses. The results can be tracked and accessed via a web-based portal and questions or responses can be added or updated on the fly, either from the device or from the web portal.

# Frequently Asked Questions

## **Will someone show my staff how to use the app/hardware?**

Our staff at the Lead Retrieval desk will be happy to provide you with a quick briefing on how to download, set up and use the mobile app. Our staff will be available throughout the event for additional support. We will email you an instructional email with a video and a sample badge approximately 3 to 5 business days before the event so you can set up the app and practice the scanning.

When the scanners are picked up from the Lead Retrieval desk, our staff will give your booth staff a quick briefing on how to use the scanners as well as a user guide for reference. Our staff will also be available throughout the event for additional support.

## **How does my staff know that they have successfully scanned a badge?**

Upon successful scan there will be an audible beep from the scanner or smartphone, and the lead information will appear on the device readout. Staff can then verify details against the badge that was scanned.

## **What type of scannable technology (QR code, ID barcode, etc.) will be on the attendee badges?**

QR codes will be displayed on all attendee badges.

# Frequently Asked Questions

## **What attendee information is retrieved upon scanning their QR code using the mobile app. License, or Lead Scanner Plus?**

See below for typical lead data and event approved demographic questions that is applicable to both the mobile app. Lead retrieval scanner and the hand-held Lead Scanner Plus.

### **Approved Attendee/Lead Data:**

- Attendee ID, First Name, Last Name, Job Title, Company, Phone, Email, Address 1 and Address 2, City, State, Zip, Country

### **Demographic Questions:**

*-Demographic questions are optional and may be included at the discretion of the event organizers.*

# Frequently Asked Questions

## **Where can I find the Lead Retrieval desk?**

The Lead Retrieval desk is typically located in the Exhibitor Services Area in the Exhibit Hall or near the Exhibitor Registration desk. The desk is typically open during the move-in days until the end of the event.

## **Does my staff need to bring the scanners back to you every night?**

No, please keep the rented scanner(s) in a safe place and only bring them back to us at the end of the event or if the scanners are full. Please remember you are responsible for the units until they are returned at the end of the event.

## **What happens if my staff forgets to return their items after the show?**

If your staff forgets to return their scanners within 1 hour of the event closing, your credit card will be charged \$600 for each unit that is overdue. If they have not been returned within 5 days of the event, an additional replacement cost of \$3,000 per unit will be billed in on top of any outstanding fees.

## **What is a developer's kit?**

The developer's kit is an API that enables real-time connection to the registration database via web service. Exhibitors receive API credentials and implementation documentation for use with their own lead retrieval systems.

### **Key Points:**

- Exhibitors must provide their own software development and infrastructure; these services are not included in our fee.
- The API token is exclusively for the ordering exhibitor and must not be resold to others.
- Misuse may result in suspension, cancellation, and penalties up to \$5,000, including a ban on future access. Usage is monitored for compliance.

# Frequently Asked Questions

## **What is the post show reconciliation?**

A service by which you submit your scan file to us and we can process and return it with approved contact information fields. The reconciled lead file will be returned to you within 5 business days of receiving your submitted raw data file.

## **Is Streampoint compliant with data privacy regulations?**

Yes. Streampoint adheres to data privacy regulations, including compliance with GDPR.