

EVENTSPASS LEADGEN INFORMATION SESSION

IN PARTNERSHIP WITH



EVENTSPASS

BY EXPO PROFESSIONALS, FOR EXPO PROFESSIONALS

AGENDA

- Welcome and Introductions
- Who is EventsPass
- What is LeadGen
- Why use LeadGen
- Setting Up
- What You Are Getting





INTRODUCTIONS

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MANAGER, BUSINESS DEVELOPMENT
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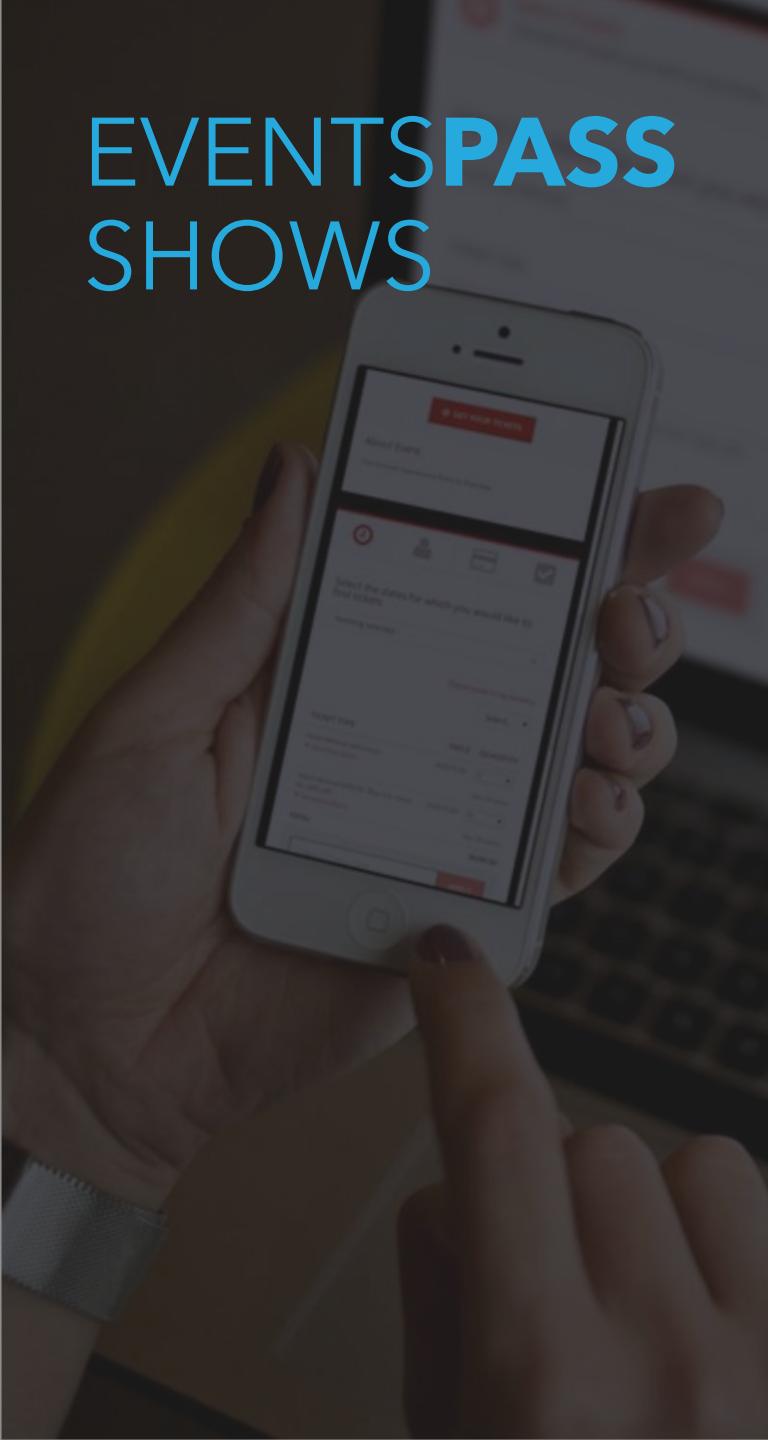
HEAD OF CUSTOMER SUCCESS



WHO IS EVENTSPASS? WHAT THE HECK IS EVENTSPASS?

EventsPass is a ticketing and data supplier for the events industry. We are originally from Melbourne, Australia, but are now headquartered out of Tacoma, Washington. As each member of the team has a show background in either the producer or supplier side, we know and deeply understand what needs to happen to ensure you have effective and profitable participation in events.

EVENTSPASS SHOWS



HUNTER
Wedding EXPOS

love A FAIR
A SOUTHERN HIGHLANDS
WEDDING SHOWCASE



GOOD
FOOD
& Wine Show

AUSPACK
PACKAGING + PROCESSING
25 + 28 MAY 2021 • SYDNEY SHOWGROUND
Owned and Presented by APPMA



ideas
on design

So Northwest
**WOMEN'S
SHOW**



the BIG
COUNTY FAIR
KITSAP COUNTY
FAIR & STAMPEDE
presented by Kitsap Bank



franchising
expo & business opportunities
the 'be your own boss' show

D E C O R +
D E S I G N
M E L / 1 8
15 YEARS OF DESIGN INSPIRATION



the gluten free
food expo



Courier Mail
HomeShow
Brisbane's biggest Home Show

**FITNESS
& HEALTH EXPO**



reed gift fairs
trusted home of retail



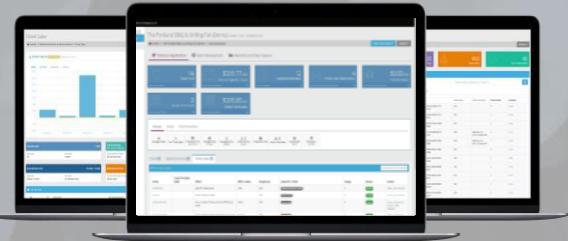
AOG
AUSTRALASIAN OIL & GAS
EXHIBITION & CONFERENCE

MC
MOTORCLASSICA

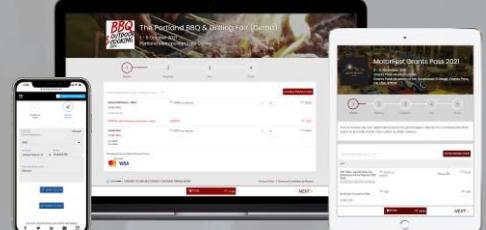
**ISPS
HANDA
VIC OPEN**



WHAT IS EVENTSPASS?



EVENT ADMIN PORTAL



ATTENDEE WEBSITE



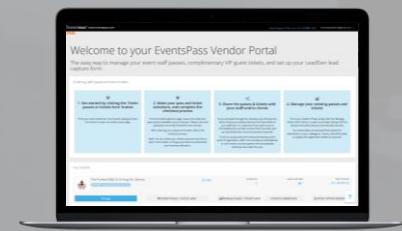
TICKETING SYSTEM



CHECKIN APP



COMMUNICATIONS
TOOLKIT



VENDOR PORTAL



INTEGRATION HUB



LEADGEN APP

WHAT IS LEADGEN?



EVENTSPASS™
LeadGen

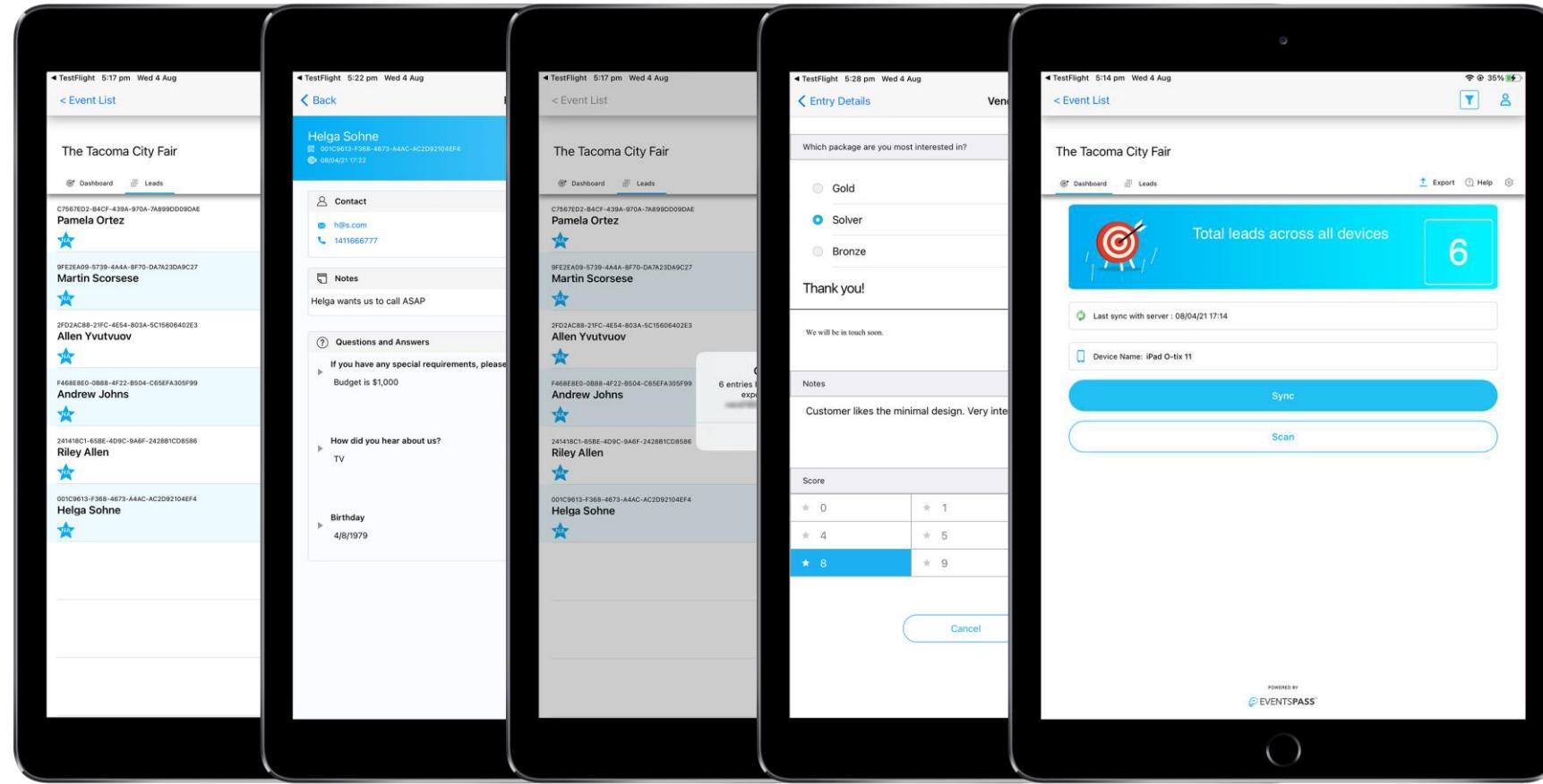
CONTROL COSTS

NO HIDDEN FEES

SWIFT, SECURE,
SEAMLESS

EASY TO SETUP,
EASY TO USE

WHAT IS LEADGEN?



EVENTSPASS
By Event Professionals
For Event Professionals
+
ShowSpan
PRODUCERS OF PREMIERE CONSUMER SHOWS

EVENTSPASS



WHY USE LEADGEN?



EVENTSPASS™ LeadGen

GET MORE LEADS
CONNECT WITH YOUR
LEADS

NO TOUCH
INTEGRATIONS REMOVE
DATA HANDLING
NO CONNECTION ISSUES
IT'S **FREE!**

GETTING STARTED WITH LEADGEN



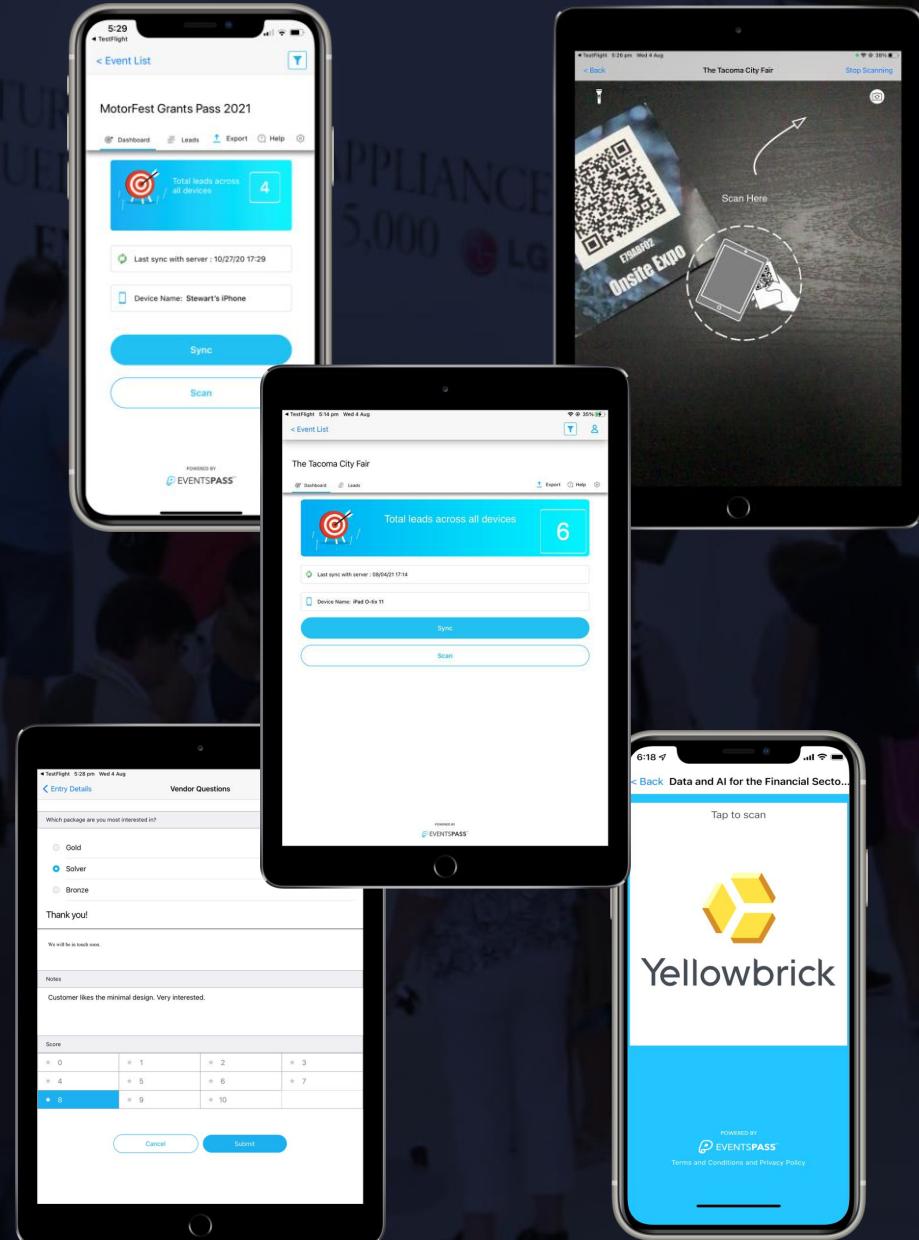
EVENTSPASS™
LeadGen

USING LEADGEN ONSITE

EVENTSPASS™ LeadGen

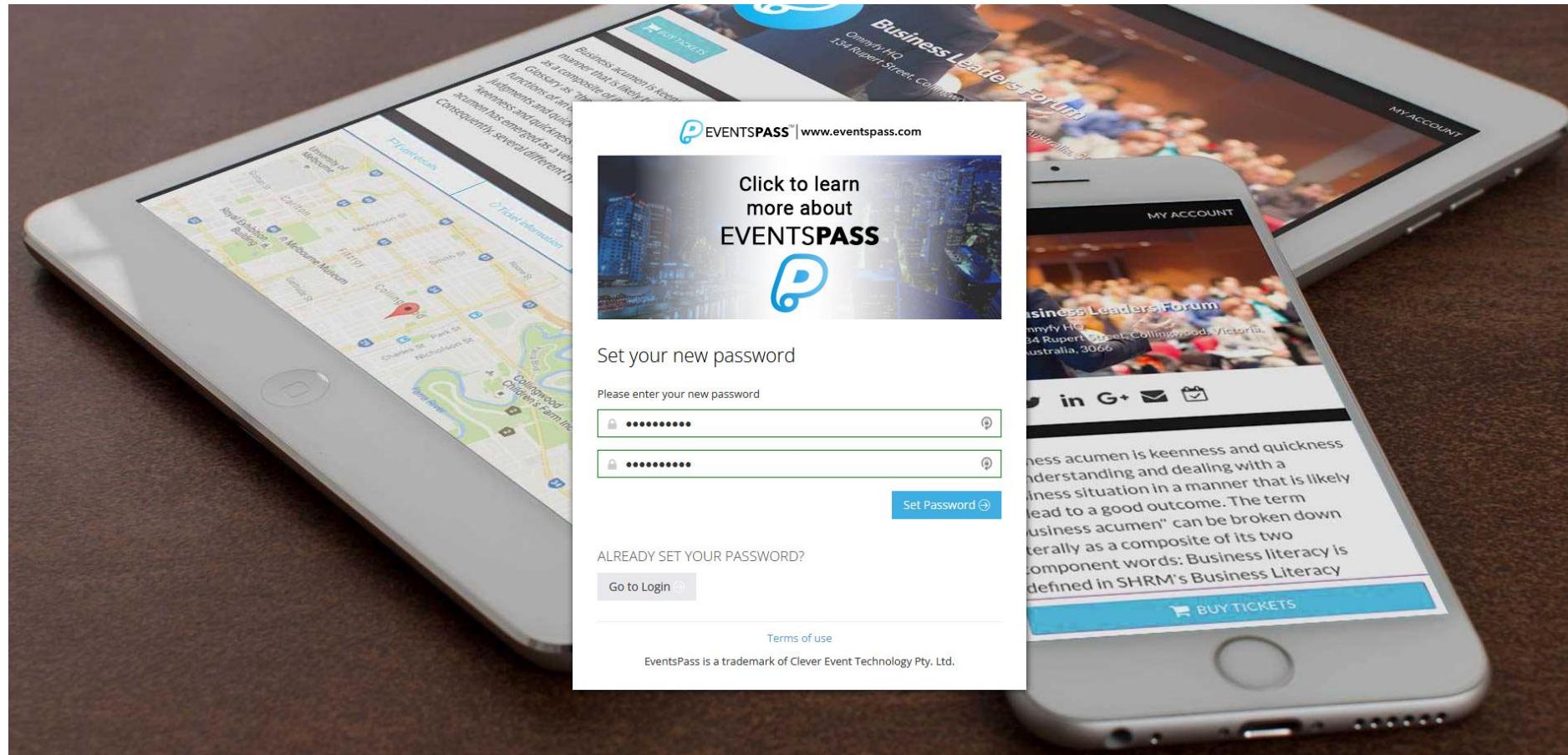


WWW.EVENTSPASS.COM



GETTING STARTED WITH LEADGEN

1) ACTIVATE YOUR ACCOUNT by clicking the link in the welcome email and setting a password



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GETTING STARTED WITH LEADGEN

2) SELECT YOUR PACKAGE plus any add-ons, pay with credit card (if applicable)

STEP 1 – CHOOSE YOUR PACKAGE

Please select one of the available forms below:

Complimentary LeadGen Package - \$99 Value
0 Questions

Free
form

- ★ Get started on LeadGen - Bring Your Own Device, so no device rental costs
- ★ Scan and go, knowing your valuable data is saved and secure
- ★ Retrieve your lead data whenever you want at the touch of a button

SELECT

Enhanced LeadGen Package - Holiday Special
5 Questions

\$69.00
Form price

- ★ HOLIDAY SPECIAL OFFER - Usual Price of \$149
- ★ All the benefits of the Complimentary package PLUS use up to 2 BYOD devices,
- ★ Ask more of the essential questions you need to qualify your leads

SELECTED

Enterprise LeadGen Package
10 Questions

\$250.00
Form price

- ★ Ramp up the benefits of the Enhanced Package
- ★ More questions create more insights - with this package, twice the insights
- ★ Make sure all your staff have their own device with unlimited devices

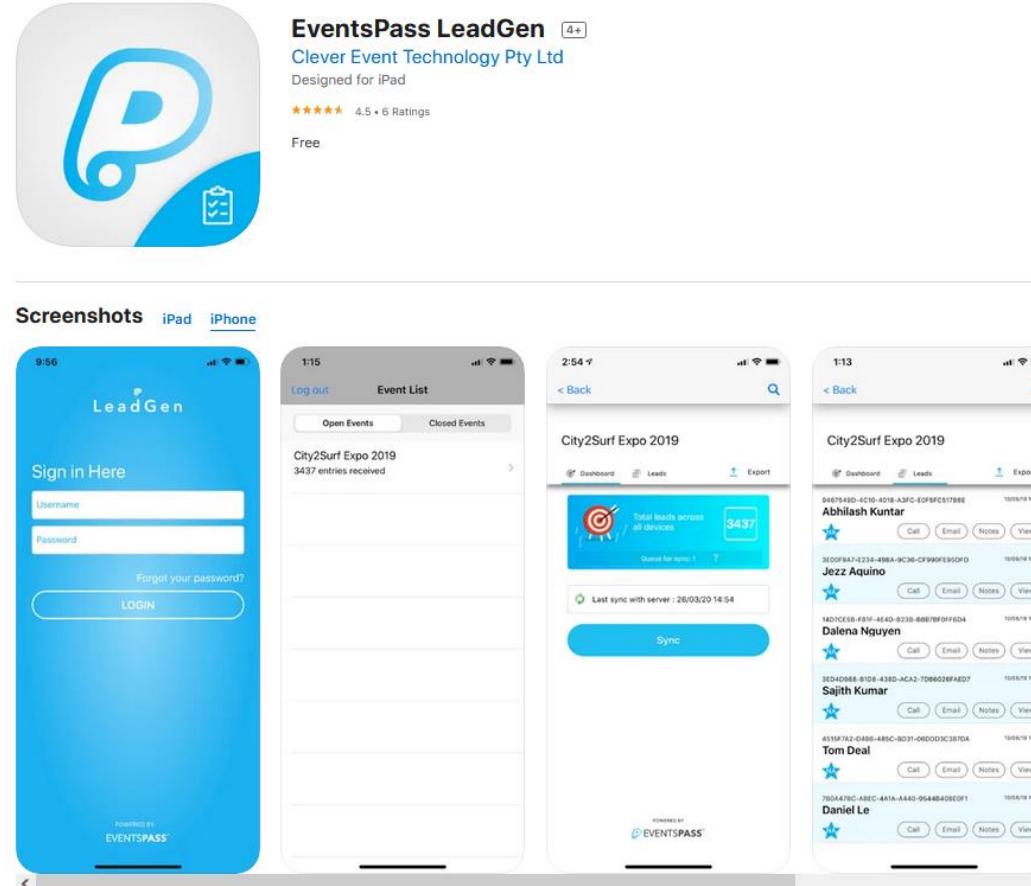
SELECT



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GETTING STARTED WITH LEADGEN

3) DOWNLOAD THE APP and log in with the credentials used in Step 1



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GETTING STARTED WITH LEADGEN

4) CUSTOMIZE THE APP by adding company branding or a call-to-action



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WHAT IS ON OFFER



EVENTSPASS™
LeadGen



WIN
LG SIGNATURE KITCHEN APPLIANCES
VALUED AT UP TO \$15,000
ENTER HERE

LEADGEN PACKAGES

PACKAGE	INCLUSIONS	PRICE
Standard	Basic customer details (name, mobile number, email). Single device license only.	FREE!
Enhanced	As Standard, plus 1 additional device license and up to 5 custom questions. Enhance your lead data capture with additional scanner licenses & qualify your leads. Multiple devices equals more data.	\$149
Enterprise	All the benefits of the Enhanced Package, but qualify your leads further with unlimited device licenses and up to 10 custom questions.	\$250



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LEADGEN ADD-ONS

ADD-ON	WHAT IS IT?	PRICE
Additional Custom Question	Make sure you know your lead - ask the question(s) to find out the lead's needs	\$30 per question
Additional LeadGen Device License	If you need more active devices available to improve your on-stand efficiencies.	\$35 per license
CRM/Mail Delivery Service Integration	Deliver the data you capture directly into your CRM or Mail Service Provider - no more double-handling of data after the show. *Will require assessment of requirements. If requirements can't be achieved, this product will be cancelled and refunded.	\$250
Email Campaign	Promote your brand to the visitors to the show. \$99 incl. tax for setup fee only, \$0.05 incl. tax per email delivered invoiced post-show.	\$99
Post-show Digital Remarketing Campaign	Expand your customer base. Create a display campaign based on the profile of the visitors to the show. \$99 incl. tax for setup fee only, \$50 incl. tax per 10,000 impressions invoiced post-show.	\$99
SMS Campaign to visitors	Drive traffic to your location, promote a competition, or increase awareness by sending an SMS to visitor whose details you capture to the show. \$99 incl. tax for setup fee only, \$0.08 incl. tax per SMS sent invoiced post-show.	\$99



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INFORMATION SESSION QUESTIONS

QUESTION	ANSWER
Is this only for Apple devices?	No – we have both Apple and Android versions of LeadGen. Click below for more details.  
We do all scanning? The attendees do not use their devices to scan our bar code?	Correct - the booth staff do the scanning using LeadGen on their device. The attendees offer their tickets, which could be digitally via their device or hard copy via a printout or paper ticket.
Would this be considered an opt-in for e-newsletters?	Yes, the voluntary action of offering the ticket to be scanned means the attendee opts in to receive your communications from them, which can include newsletters. We would always advise a 2-step opt-in process, however, as this is best practice in the regulatory world we are in. The second stage is to send them an email asking them to click a button to confirm the subscription.
Are you able to manually enter a leads information if they don't have a ticket?	No-one should be in the show without a ticket - call security! However, if the attendee has lost their ticket, guide them to the show information desk. They will be able to be sent their ticket by the ShowSpan staff.
We will have 10 or so different people staffing our booth, all at different times. Is the only way to have the app on several phones to pay \$35 per device even if only one will be in use at any given moment?	The app can be downloaded onto as many devices as is needed, but it can only be logged into the number of devices as the package has licensed.



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INFORMATION SESSION QUESTIONS (CONT.)

QUESTION	ANSWER
Will their info be in the fields when they scan? Or does the vendor have to type those in?	<p>If the ticket is registered, there will be no need to enter any information, unless the package has been upgraded with custom questions. If the attendee has already registered their ticket elsewhere (e.g. when buying online, with another vendor, or at the box office area) then their basic information would already be saved (name, email and phone).</p> <p>The only instance where the vendor would need to type in extra information is where they have their own custom questions, or where your stand is the first place the attendee has had their ticket scanned for registration.</p>
Can you confirm how the link for us to set-up our account will be sent to us and when?	This was sent via a Welcome Email from vendorsupport@eventspass.com and will be included in all email communications from EventsPass. ShowSpan also have this link information. Contact vendorsupport@eventspass.com to request the Welcome Email or the Invitation Link again.
How will we be assured that there will be no problem with cell service with so many vendors using their cell phones?	LeadGen is built to accommodate scenarios where internet connectivity is limited. You can still scan leads if your device happens to go offline! We recommend checking out this article for more information .
For Enterprise Package with unlimited devices, does everyone have a login, or do you all login with the same credentials?	No matter the number of devices, the same EventsPass log-in credentials are used.



INFORMATION SESSION QUESTIONS (CONT.)

QUESTION	ANSWER
On my desk I have a few tickets to the upcoming show. There is a QR code on it. Will the attendee have to fill out some info before they walk into the show?	If you have been provided with Guest Tickets to pass out, they can be pre-registered by scanning with the recipients phone and completing the registration form that appears. NOTE: An EventsPass account needs to be created for security purposes. Alternatively, the Guest can register at the show.
What percentage of attendees tickets entering the show will have data attached to their QR Code?	We are not yet sure how many tickets will be pre-registered, but we are finding that nearly all online tickets are registered at purchase. We have also undertaken casestudies which show we can collect upto 3x as much visitor data as traditional registration platforms, and exhibitors collected 8x as much data.
How are you making sure people register so we know when we scan we get the information?	EventsPass uses a concept we call Lazy Registration. We do not rely on people pre-registering to collect their data. Instead, tickets can be registered at any time through a variety of means - by self-scanning the tickets, registering at the show entry, entering a show prize draw, or scanning with an exhibitor. At any one of these points the visitor will be asked for the core data (name, email, mobile), after which the ticket is registered, and the information is shared seamlessly.
Do we need to make sure to purchase wifi access for our booth to use this or is there free wifi and/or cell service in the building?	Wifi is the responsibility of ShowSpan, so it is best to contact your show manager regarding this. However, any form of connectivity, be it wifi or cell, for example, will work. LeadGen uses very small data parcels so a fast connection is not needed.



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INFORMATION SESSION QUESTIONS (CONT.)

QUESTION	ANSWER
Do you offer any helpful tips on asking 5 GREAT questions for the upgrade?	<p>Top tips for great custom LeadGen questions</p> <ol style="list-style-type: none">Begin with the end in mind. What is the critical information that your sales team need to know before they contact the saved leads post-event? Think about structuring your questions around this.Keep it short. As much as possible keep your custom questions short and sweet so you can spend more time engaging with your guests face-to-face. Close ended questions can be answered faster. If your question can be structured with discrete response options (rather than free text input), then it will free up more of your time to properly engage in conversation.Get creative! Ask stimulating/fun questions as a conversation starter. <p>We also recommend checking out this article before your event.</p>
Would it work to have a device set up on the table in the front of our booth to scan tickets? Does it need to be manned?	<p>It doesn't need to be manned - many past LeadGen customers have done just this! Look for a device bracket that can hold the device above the table, so the camera can be pointed downwards for easy scanning by guests. Don't forget to include good signage to invite guests to scan and make use of the LeadGen screensaver to add on-screen signage with a message or Call To Action.</p> <p>We recommend checking out this article before your event.</p>



HOW TO CONTACT EVENTSPASS

USE THE [EVENTSPASS KNOWLEDGE BASE](#)

EMAIL VENDORSUPPORT@EVENTSPASS.COM

IF EMAILING US, PLEASE INCLUDE THE EVENT(S) YOU ARE ENQUIRING ABOUT



EVENTSPASS
BY EXPO PROFESSIONALS, **FOR EXPO PROFESSIONALS**

THANK YOU!



EVENTSPASS
BY EXPO PROFESSIONALS, **FOR EXPO PROFESSIONALS**

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