

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
- Packages available





INTRODUCTIONS

AIMEE MCBRIDE

VP OF EXHIBITOR SERVICES

RILEY ALLEN

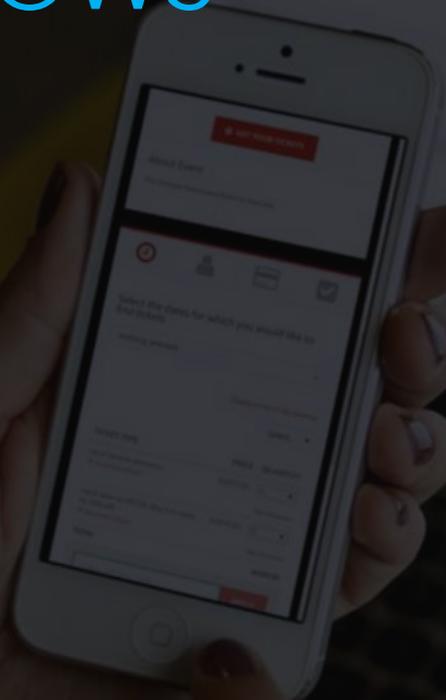
HEAD OF CUSTOMER SUCCESS



~~WHO IS EVENTSPASS?~~

WHAT THE HECK IS EVENTSPASS?

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



So Northwest
**WOMEN'S
SHOW**



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



the
gluten free
food expo



AOG
AUSTRALASIAN OIL & GAS
EXHIBITION & CONFERENCE



**FITNESS
& HEALTH EXPO**



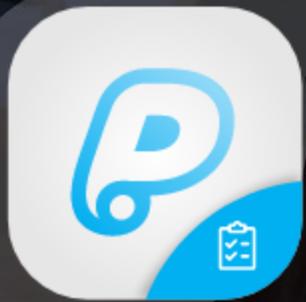
reed gift fairs
trusted home of retail



**ISPS
HANDA
VIC OPEN**



WHAT IS LEADGEN?



EVENTSPASS™
LeadGen

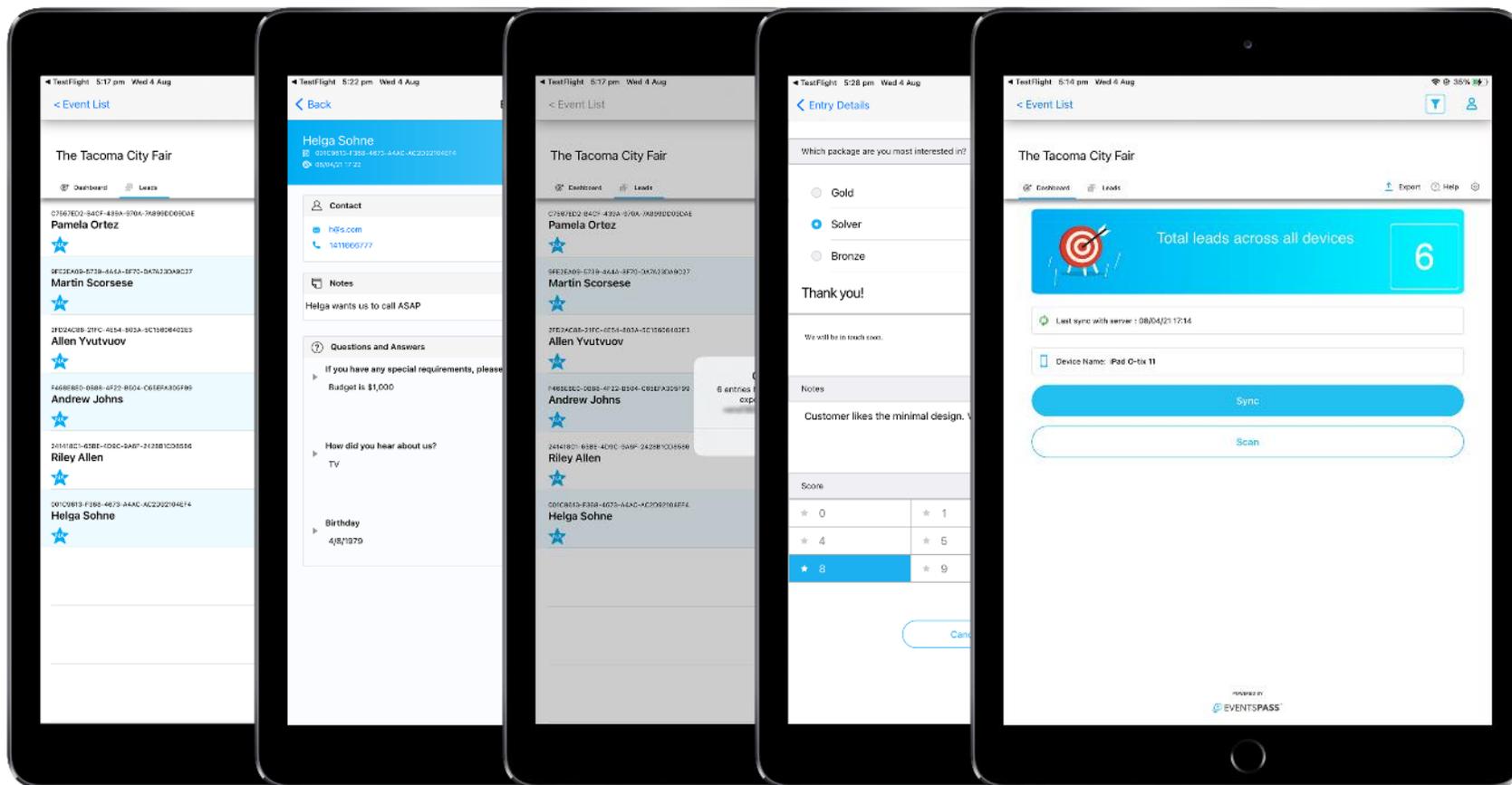
SWIFT, SECURE, SEAMLESS

EASY TO SETUP, EASY TO USE

CONTROL COSTS

NO HIDDEN FEES

WHAT IS LEADGEN?



 **EVENTSPASS**
By Event Professionals
For Event Professionals

+

ShowSpan
PRODUCERS OF PREMIERE CONSUMER SHOWS

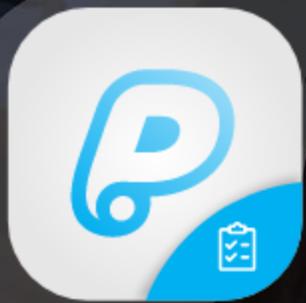
GET IT ON
 **Google Play**

Download on the
 **App Store**



EVENTSPASS

WHY USE LEADGEN?



EVENTSPASS™
LeadGen

GET MORE LEADS

CONNECT WITH PROSPECTS

INTEGRATIONS REMOVE
DATA HANDLING

NO CONNECTION ISSUES

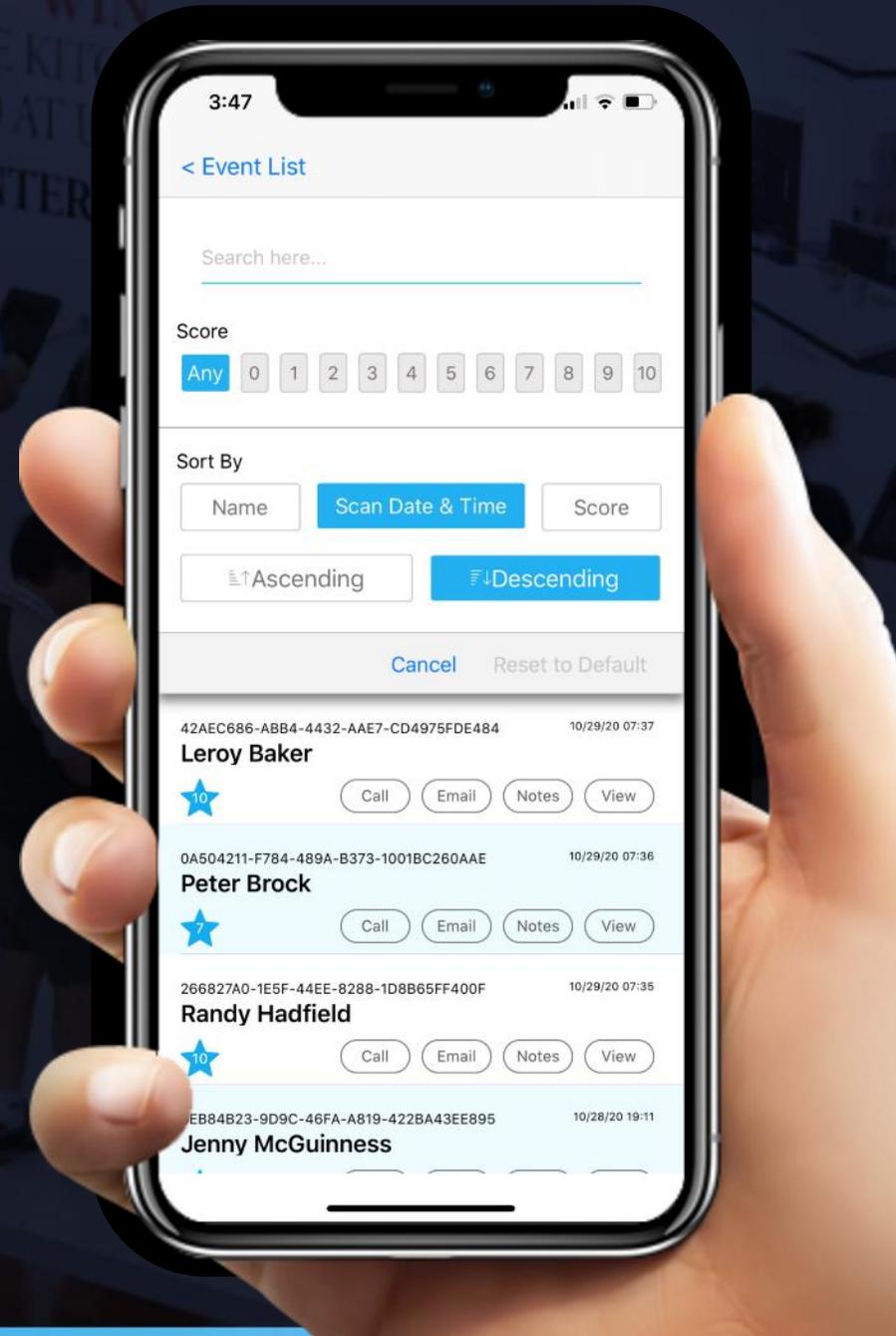
NO CONTACT

IT'S **FREE!**

LEADGEN IN ACTION



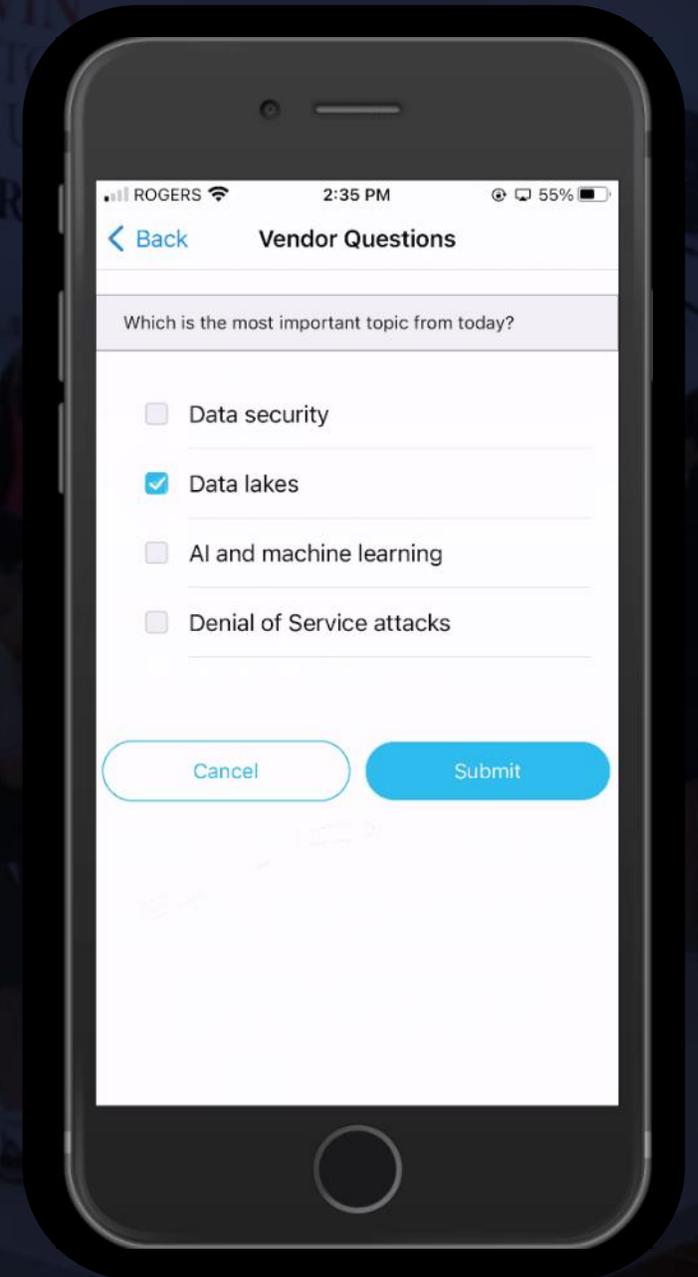
EVENTSPASS™
LeadGen

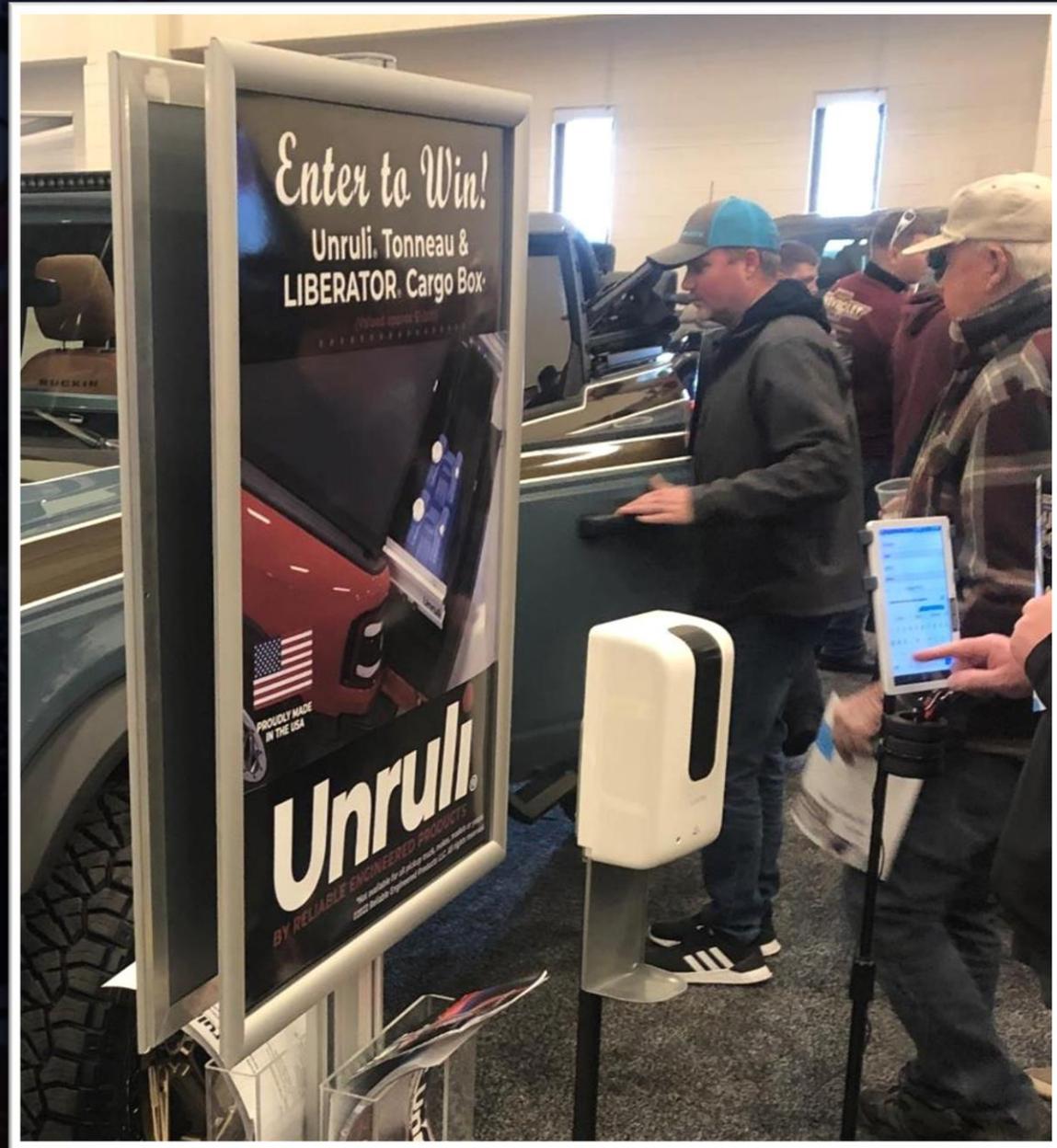


LEADGEN IN ACTION

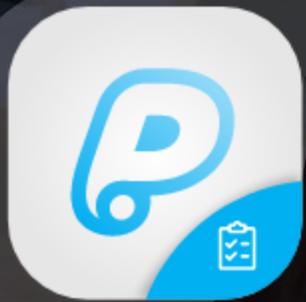


EVENTSPASS™
LeadGen





AVAILABLE **PACKAGES**



EVENTSPASS™
LeadGen

LEADGEN PACKAGES

PACKAGE	INCLUSIONS	PRICE
Standard	Basic customer details (name, mobile number, email). Single device login only.	FREE!
Enhanced	Everything in standard <i>PLUS</i> <ul style="list-style-type: none">• 1 additional device login• 5 custom questions	\$149
Enterprise	Everything in standard <i>PLUS</i> <ul style="list-style-type: none">• Unlimited device logins• 10 custom questions	\$250



LEADGEN ADD-ONS

ADD-ON	WHAT IS IT?	PRICE
Additional Custom Questions	Make sure you know your lead - ask the question(s) to find out the lead's needs	\$30 per question
Additional Device Logins (Licenses)	Enable more staff at your booth to log in to your LeadGen account at any one time during the event.	\$35 per login
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. <i>*Will require assessment of requirements. If requirements can't be achieved, this product will be cancelled and refunded.</i>	\$250
Email Campaign[^]	Promote your brand to the show visitors. \$99 incl. tax for setup fee only, \$0.05 incl. tax per email delivered invoiced post-show.	\$99
SMS Campaign to visitors[^]	Drive traffic to your booth location, promote a competition, or increase awareness by sending an SMS to visitor whose details you capture to the show.	\$99 (initial setup) Plus \$0.08 (per SMS)
Post-show Digital Remarketing Campaign	Expand your customer base. Create a display campaign based on the profile of the visitors to the show.	\$99 (initial setup) Plus \$50 per 10k impressions

[^]Note: Available to purchase up until the Friday of the week prior your event commencing



EVENTSPASS

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.



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?	<p>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.</p>
How will we be assured that there will be no problem with cell service with so many vendors using their cell phones?	<p>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.</p>
For Enterprise Package with unlimited devices, does everyone have a login, or do you all login with the same credentials?	<p>No matter the number of devices, the same EventsPass log-in credentials are used.</p>



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.



INFORMATION SESSION QUESTIONS (CONT.)

QUESTION	ANSWER
<p>Do you offer any helpful tips on asking 5 GREAT questions for the upgrade?</p>	<p>Top tips for great custom LeadGen questions</p> <ol style="list-style-type: none">1. 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.2. 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.3. Get creative! Ask stimulating/fun questions as a conversation starter. <p>We also recommend checking out this article before your event.</p>
<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>	<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>



INFORMATION SESSION **QUESTIONS** (CONT.)

QUESTION	ANSWER
How long is the contact/lead information saved for?	There is no expiry date on any leads saved to your account. Post-event, leads remain accessible from the LeadGen app (under the closed events tab) and via your vendor portal login.
If we were to buy multiple tickets to hand out to friends or family, will all the tickets be registered under the person who bought them, or will they be able to individually register those tickets at the show?	It depends on how the ticket purchaser opts to register each tickets during the ticket checkout process. More often, the purchaser would register each ticket to each individual person, rather than all tickets registered under their own name (for example).





GETTING STARTED **WITH LEADGEN**

FIND OUT HOW YOU CAN TRY **EVENTSPASS** LEADGEN AT YOUR NEXT SHOWSPAN EVENT

GETTING STARTED WITH LEADGEN

BEFORE THE EVNT

ACTIVATE YOUR
ACCOUNT

ADD OPTIONAL EXTRAS

DOWNLOAD THE APP



AT THE EVENT

DO A TEST SCAN

START SCANNING

LEAVE NOTES AGAINST
LEADS

AFTER THE EVENT

EXPORT YOUR LEADS

TRACK SALES TEAM
PERFORMANCE

GETTING HELP

VISIT THE HELP CENTER

ON-SITE TROUBLESHOOT
GUIDE

CONTACT OUR TEAM

Click Me



EVENTSPASS

HOW TO CONTACT EVENTSPASS

READ THE LEADGEN HELP ARTICLES

<https://support.eventspass.info>

EMAIL US

vendorsupport@eventspass.com



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