



**EVENTSPASS**  
By Event Professionals  
For Event Professionals

**FL** | FORT LAUDERDALE  
INTERNATIONAL  
BOAT SHOW

## EVENTSPASS LEADGEN

**Designed to make your boat show experience better, faster and smarter**

Lead capture, qualification & follow-up has never been easier! The EventsPass LeadGen app allows you to capture quality lead data by scanning visitor ticket QR codes at your booth.

### How does it work?

1. Visitors present their ticket QR code to be scanned at your booth.
2. Utilize the EventsPass LeadGen app on your own device(s)\* to scan the QR code on the visitor tickets to capture their basic registration information (name, email, phone number). All packages allow you to save notes and rate leads, and the paid custom questions add-on allows you to further qualify your leads.
3. All lead data is then available for view, edit & follow-up within the app, or export to your email at any time.

\* Requires iOS 10+, or Android 7+ with min. 2GB RAM.

PACKAGE	INCLUSION (Bring your own device)	PRICE
LeadGen Intro Package	Single device login (max 1 device logged in at a time)	<b>COMPLIMENTARY</b> until 10/14/22
Optional Add-On	Additional single device login	\$99 ea.
Optional Add-On	Additional 5-pack device logins	\$399 ea.
Optional Add-On	Custom qualifying questions (max 10 questions)	\$149
Optional Add-On	Additional Device Rental - iPads w/ optional desk and floor stands - see Vendor Portal for more details	Contact EventsPass for availability and pricing

### Why take advantage of LeadGen?

- Drastically improves your lead acquisition capacity
- No more paper data entry; data errors from messy handwriting; or lost leads
- Instantly accessible leads download (CSV)
- Minimizes hassle for booth staff and visitors – simply scan the ticket
- Use custom questions to add meaningful insights to each lead
- Seamlessly follow-up with leads during or after the show

Order by 10/14 for reduced pricing

Want to know more? Email [vendorsupport@eventspass.com](mailto:vendorsupport@eventspass.com)

