

LeadGen Tutorial for Exhibitors and Sponsors

Generate More Leads and Conveniently Retrieve Them

As exhibitors or sponsors, are you trying to generate more leads at trade shows, expos, and conferences? If your event is using the Whova event app, you can use Whova's Lead Generation and Retrieval solutions for free.

How to Sign In

Download the Whova Event app from the App Store (for iPhone) or Google Play (for Android). After installing the app, open it and sign in.

1) Sign-In options

Enter the email address you used for event registration, or use your social media account.

2) Create a password and type in your name.

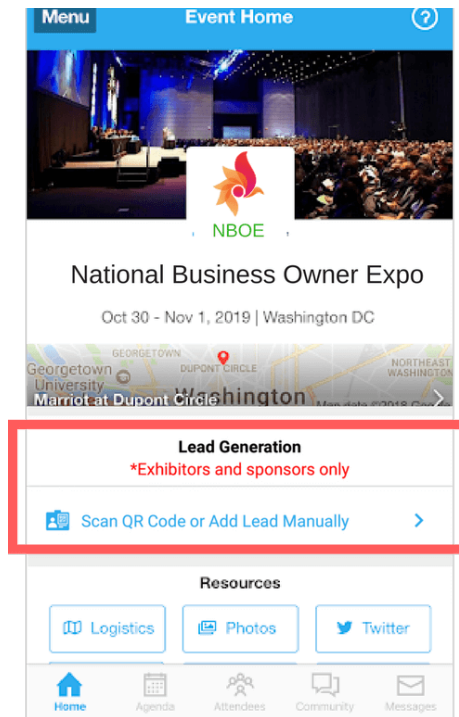
3) Profile editing

Other attendees will see this and network with you, so make it look good. You can edit it later by clicking the "Menu" button at the top-left corner of the event "Home" page.

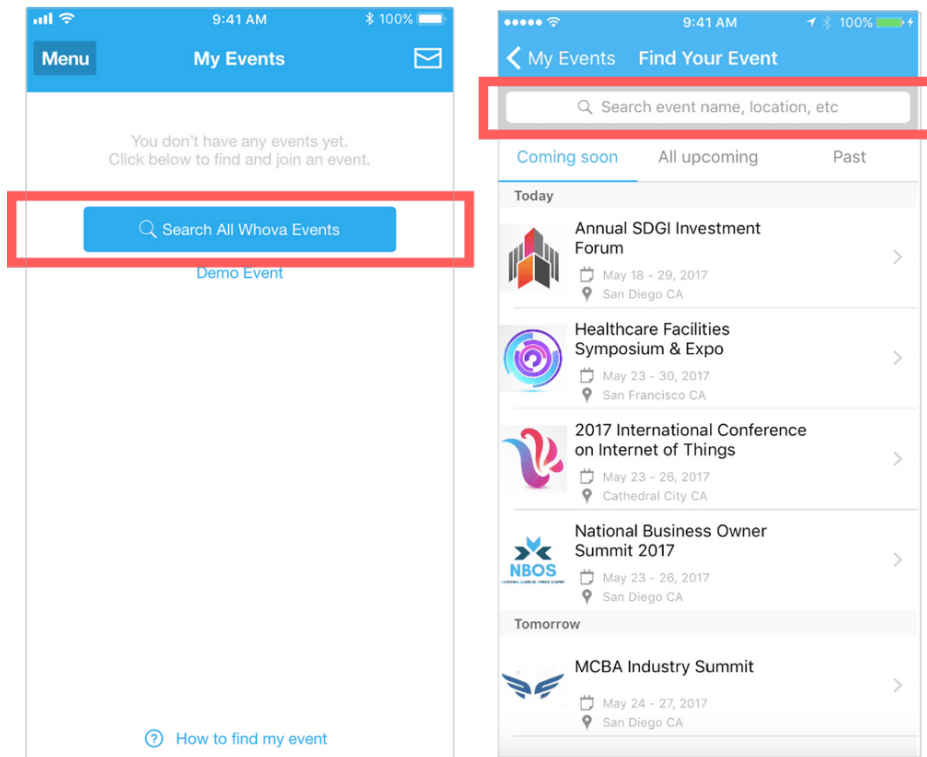
The image displays two screenshots from the Whova app. The left screenshot shows the 'Sign Up / Sign In' screen. It features a blue header with the Whova logo and the text 'Sign Up / Sign In' and 'to see who else is attending, connect with other attendees, view event schedule, and more!'. Below this are two large blue buttons: 'Sign In with LinkedIn' and 'Sign In with Facebook'. Underneath, there is a section for email sign-in with the text 'Or use email', an email input field, and a 'Continue' button. At the bottom, there is a small disclaimer: 'By using this app, you agree to Whova's Terms of Use and Privacy Policy'. The right screenshot shows the profile editing screen. It has a blue header with the text 'Fill in your background information to connect with the right people.'. Below this are two sections: 'Affiliation' and 'Education'. Each section has a blue plus icon and the text 'Add an affiliation' or 'Add a school or college'. Under 'Affiliation', there is a list item 'National Leadership Educators Association' with 'President, 2016-01' and an edit icon. Under 'Education', there is a list item 'University of California San Diego' with 'MBA, Business' and an edit icon. At the bottom of the screen is a large blue button that says 'My profile looks good'.

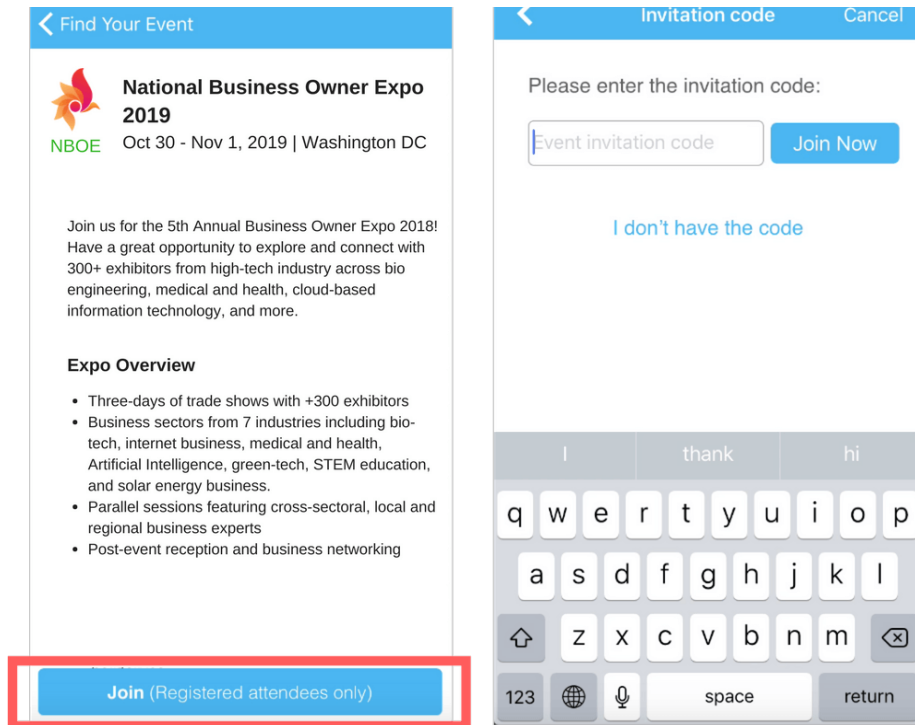
4) Access your event main page

The app will take you to your event page automatically if organizers set up the app with your registration information.



If your event doesn't show up automatically, **search** for it. Then, click the **join** button on the bottom of the event description page, and enter the **event invitation code** the organizers sent you. Or, request the code by clicking "**I don't have the code**" and wait until the organizers approve your request.

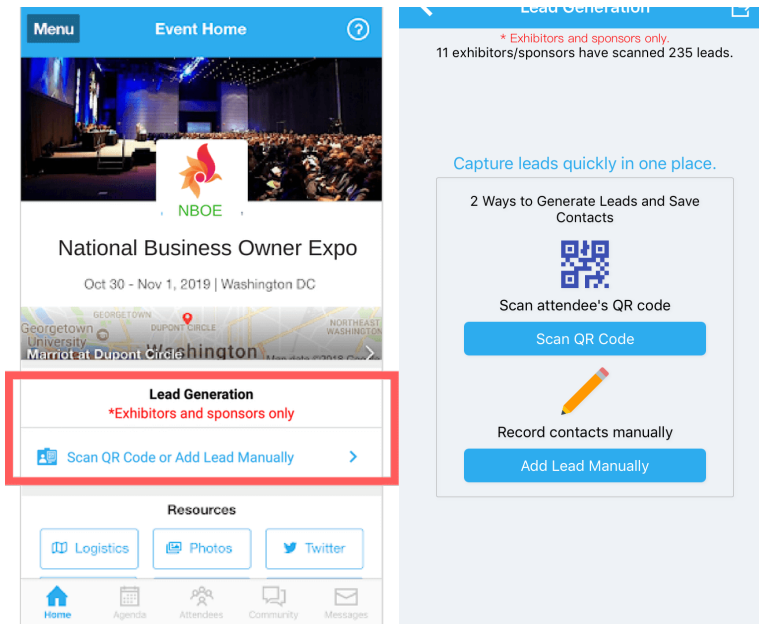




LeadGen on the Whova Event App

1. Collecting Lead Information

After you have reached the event “Home”, scroll down to find the “Lead Generation” section. Click the “Scan QR Code or Add Lead Manually.” Then, you can select either of the options.

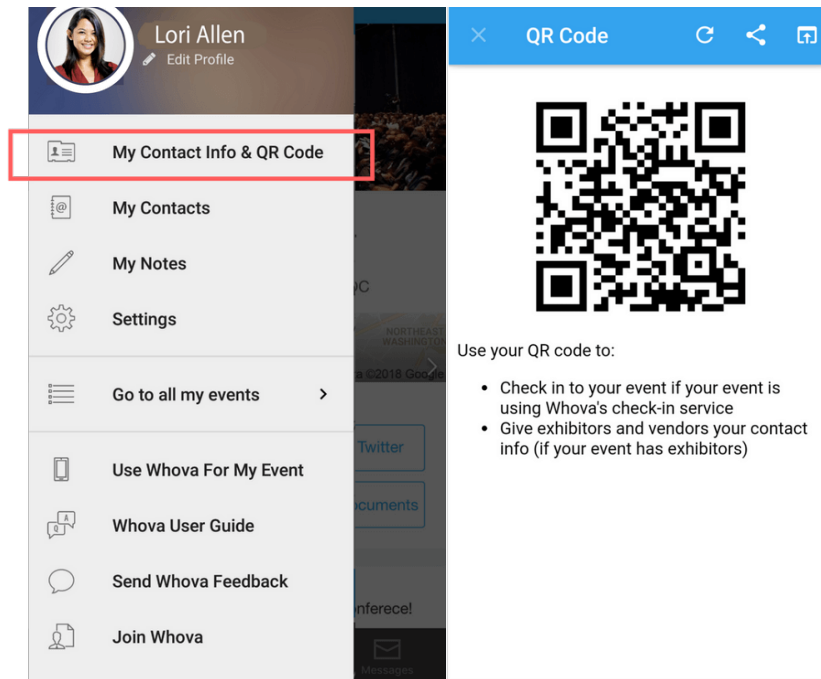


- **Option 1: Scan QR codes**

This will turn your phone's camera into a QR code scanner. Scan QR codes on attendees' name badges.



Or, ask attendees to show you the QR code on their Whova app. To access the QR code, click "Menu" on the left-top corner of the event "Home" screen and go into "My Contact Info & QR Code."



Option 2: Add Leads Manually

You can also record lead information manually if their QR code is not available.

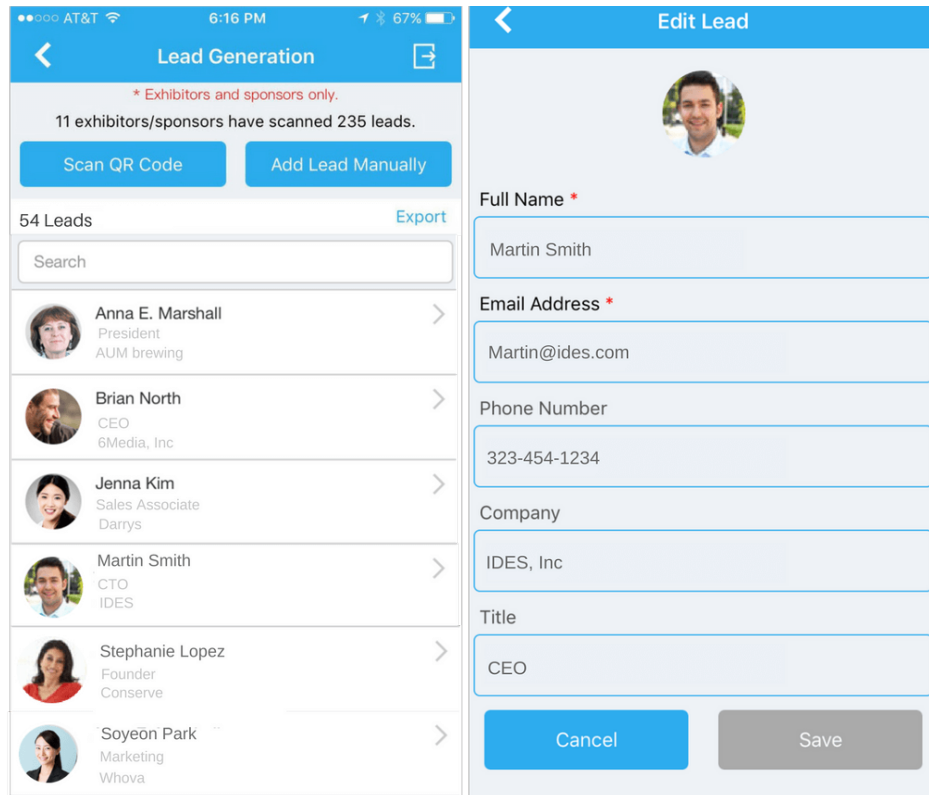
The image shows a mobile app screen titled 'Add Lead Manually'. The form contains the following fields and values:

- Full Name *: Brian North
- Email Address *: brian@6media.com
- Phone Number: 3234561800
- Company: 6media, Inc
- Title: CEO

At the bottom of the form are two buttons: 'Cancel' and 'Save'.

2. Lead Retrieval

The list of your leads is shown in the “Lead Generation” page.



3. Exporting

You can export your lead list into a spreadsheet at any time by clicking on the Export button. You can send the file to your email or share it with your colleague by putting his/her email in the text box.

