



Why same-day lead retrieval increases our exhibitor's ROI

May your exhibitors return to your events

INTRODUCTION

An essential guide to using immediate lead retrieval

When it comes to event planning and ensuring the satisfaction of your event exhibitors, lead retrieval is key. A streamlined, smooth process that returns real data is central to a successful event and critical when it comes to enticing your exhibitors to support your future events.

The trick with effective lead retrieval is time. In fact, the adage, “time is of the essence,” really captures the speed required to leverage lead retrieval that makes a difference to you and your event exhibitors.

Same-day lead retrieval is a surefire way to elevate your event return on investment (ROI) overall and your exhibitor ROI, individually.

If your team can manage same-day lead retrieval services for your exhibitors, you’ll set your efforts and management apart for an exhibitor experience that they can take to the bank - quite literally.

Of course, with every other event management task on your plate, it might be daunting to dish up another. Rest assured, it doesn’t have to be one more thing for you to manage.

As an event planner, you need exhibitors to purchase booth space at your event to turn a profit. Naturally, your exhibitors will only continue investing in your event if they realize an ROI from their sponsorship. This ROI is translated as the number of leads they collect. The more and more qualified, the happier your exhibitors are and, therefore, more inclined to invest in your upcoming events by sponsoring another one of your booths in the future.

While effective lead retrieval, in general, boosts the potential for lead conversion, same-day lead retrieval accelerates that potential, resulting in more significant ROI for your exhibitors.

Simply put, the faster your exhibitors can connect to qualified leads, the higher their ROI soars.

So, how can you support same-day lead retrieval to better support your event exhibitors?

By investing in a proven lead retrieval software, specifically a **lead retrieval mobile event app** that seamlessly integrates with your event management platform.

MEET YOUR IMMEDIATE LEAD RETRIEVAL SOLUTION:

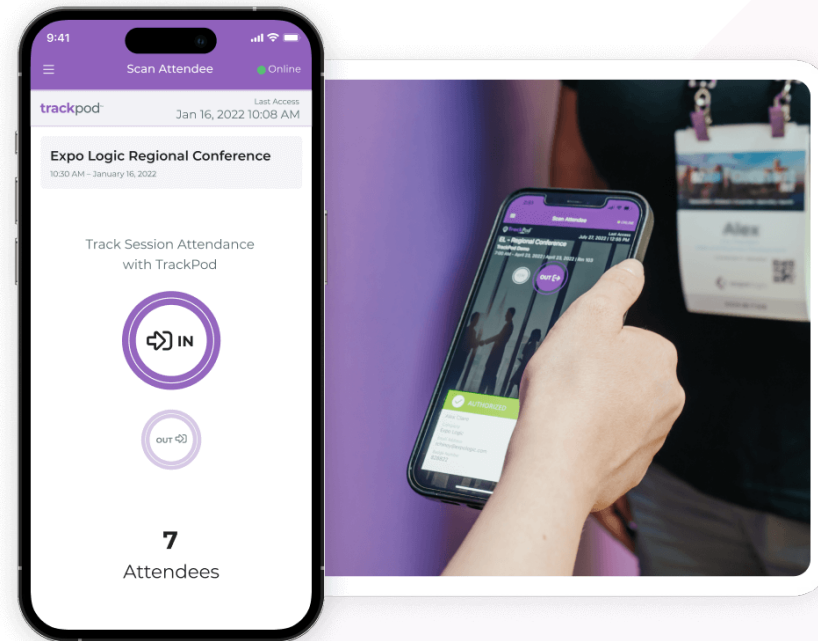
The mobile event app

The right lead retrieval software enables businesses to collect information on event attendees. Ideally, this information is then used to track potential customers and build a database of leads, which can be leveraged for marketing purposes or follow-up communications.

Ultimately, lead retrieval should provide businesses with valuable insights into attendee behavior and interests, allowing them to tailor their marketing and sales strategies accordingly.

“By far the most efficient approach to deal with your leads is always to use a process that automatically brands you, supplies worth to your prospects, follows up with them and sorts out the uninterested people.”

– MLM Lead Generation



In order to access immediate lead retrieval, you need a mobile event app -- an application designed specifically for use on mobile devices that provides attendees with a platform to interact, network, and access information about the event.

These apps typically offer a variety of features, including event schedules, maps, speaker information, sponsor details, attendee lists, social media integration, and messaging.

The best mobile event apps also provide real-time updates and push notifications about schedule changes, special announcements, or other important information related to the event.

In addition, mobile event apps benefit event organizers by providing data on attendee engagement and behavior, as well as helping to streamline event logistics and communication.

With a proven event management solution, you can take advantage of same-day lead retrieval.



What is same-day lead retrieval?

Same-day lead retrieval refers to the practice of exhibitors accessing the contact information of event attendees immediately after the event has taken place. This allows exhibitors to follow up with attendees quickly and capitalize on the momentum generated by the event.

In the past, lead retrieval often involved manual methods of collecting attendee information, such as collecting business cards or filling out paper forms. This meant that exhibitors would have to wait several days or even weeks to receive attendee contact information.

With the advent of innovative lead retrieval tools, same-day lead retrieval has become more common. These tools typically use barcode scanning or RFID technology to capture attendee information, which can then be accessed by exhibitors through a web-based portal or mobile app.

Same-day lead retrieval has several benefits for exhibitors. By receiving attendee contact information immediately after the event, exhibitors can follow up with potential customers more quickly and efficiently, increasing the chances of conversion. This can lead to a higher ROI for the event and a more successful outcome for the exhibitor.

In addition, same-day lead retrieval can help exhibitors to build stronger relationships with potential customers by providing timely follow-up and personalized communication. This can increase the likelihood of repeat business and word-of-mouth referrals.



Why does lead retrieval matter to event planners?

For event planners, lead retrieval can be a valuable service to offer to exhibitors at trade shows, conferences, or other events. By providing lead retrieval services, event planners can help exhibitors to capture valuable attendee data and enhance their marketing efforts.

Offering lead retrieval services can also be a way for event planners to generate additional revenue, as they can charge exhibitors for the use of the lead retrieval equipment or service.

Even better, by offering lead retrieval services, event planners can enhance the overall attendee experience at their events. By providing exhibitors with a user-friendly lead retrieval system, attendees may be more likely to engage with them, increasing the likelihood of a successful event.

Event planners can also use the data collected through lead retrieval to gain insights into attendee behavior and preferences, allowing them to improve future events and better tailor their marketing efforts.

Ultimately, lead retrieval can be a valuable service for event planners to offer, benefiting both exhibitors and attendees and potentially generating additional revenue for the event, which is the entire point of this whitepaper.

Before we delve into how you can leverage same-day lead retrieval to elevate exhibitor ROI, let's take a closer look at the reasons **why a lead retrieval system is so beneficial to event exhibitors.**

Why does lead retrieval matter to event exhibitors?

The short answer is that lead retrieval, especially same-day lead retrieval, sets up event exhibitors for success.

“The way you position yourself at the beginning of a relationship has a profound impact on where you end up.”

– Ron Karr

Lead retrieval is essential for event exhibitors because it enables them to capture valuable information about potential customers or leads. By using lead retrieval tools or services, exhibitors can quickly and easily gather attendee data, including names, job titles, contact details, and other relevant information.

This data can then be used to follow up with attendees after the event, whether through email marketing campaigns or direct sales calls, to convert them into customers or further cultivate the relationship.

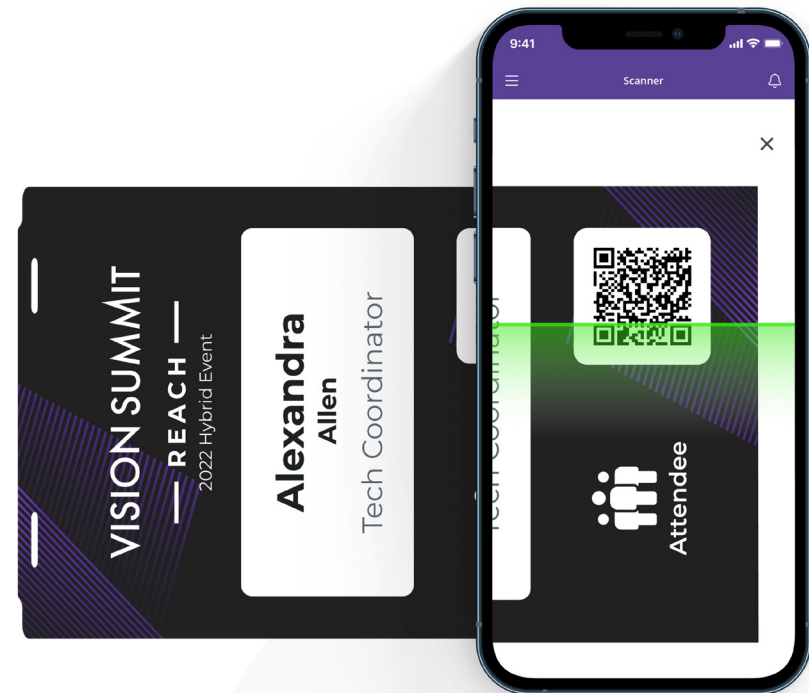
Without lead retrieval, exhibitors would have to rely on manual methods of collecting attendee information, which can be time-consuming and error-prone. By using automated lead retrieval tools, exhibitors can efficiently gather attendee data and streamline their lead generation process, allowing them to focus on building relationships and closing deals.

In addition, lead retrieval can help exhibitors track their event ROI by providing data on the number of leads generated, the cost per lead, and the conversion rate of leads into customers. This information can be used to measure the success of the event and make data-driven decisions for future event planning and marketing strategies.

Data-driven information can prove invaluable when planning upcoming events and trying to attract more exhibitors. By being able to demonstrate that your events bring in the right attendees and increase ROI, you're more likely to entice bigger exhibitors to your next event.

This, in turn, will also help boost your event's overall ROI as more attendees will be interested in registering and engaging with exhibitors who they feel offer real value.

At the end of the day, lead retrieval is crucial for event exhibitors as it enables them to capture valuable attendee data, streamline their lead generation process, and track their event ROI, ultimately leading to more successful events and increased business opportunities.



Can lead retrieval increase event exhibitors' ROI?

Without a doubt, the right lead retrieval solution can increase event exhibitors' ROI by enabling them to generate more qualified leads, streamline their lead generation process, and track their event ROI more accurately.

By using lead retrieval tools or services, exhibitors can capture attendee data quickly and easily, allowing them to focus on building relationships and closing deals. This can lead to more qualified leads and a higher likelihood of converting those leads into customers.

Lead retrieval can also help exhibitors to save time and resources by automating their lead generation process. By eliminating manual data entry and paperwork, exhibitors can focus on building relationships with potential customers and maximizing their time at the event.

Imagine freeing up your staff to actually interact face-to-face and engage in meaningful conversations with your exhibitors and attendees, rather than requiring them to focus on capturing critical data.



After all, even the best team is prone to human error; whereas lead retrieval can help exhibitors to track their event ROI more accurately by providing data on the number of leads generated, the cost per lead, and the conversion rate of leads into customers.

“You have to generate revenue as efficiently as possible. And to do that, you must create a data driven sales culture. Data trumps intuition.”

– Dave Elkington

This information can be used to measure the success of the event and make better data-driven decisions for future event planning and marketing strategies because it's more detailed than the old-school process of jotting down names, phone numbers, and email addresses.

Why or how does same-day lead retrieval increase an event exhibitor's ROI?

Same-day lead retrieval can increase an event exhibitor's ROI (Return on Investment) by enabling them to follow up with potential customers quickly and efficiently, increasing the likelihood of conversion and maximizing the value of the event.

By receiving attendee contact information immediately after the event, exhibitors can follow up with potential customers while the event is still fresh in their minds, increasing the chances of conversion and capitalizing on the momentum generated by the event.

Same-day lead retrieval can also help exhibitors to save time and resources by automating their lead generation process. By eliminating manual data entry and paperwork, exhibitors can focus on building relationships with potential customers and maximizing their time at the event.

Same-day lead retrieval can also provide exhibitors with valuable insights into attendee behavior and preferences. By analyzing the data collected through lead retrieval, exhibitors can identify trends and patterns in attendee behavior, enabling them to tailor their marketing efforts and improve their ROI at future events.

Overall, same-day lead retrieval can increase an event exhibitor's ROI by enabling them to follow up with potential customers quickly and efficiently, providing valuable insights into attendee behavior and preferences, and streamlining their lead generation process.

By capitalizing on the momentum generated by the event and building stronger relationships with potential customers, exhibitors can maximize the value of the event and achieve a higher ROI.



Why does the ability to contact leads in 24 hours increase an exhibitor's chances of closing a deal?

The ability to contact leads in 24 hours can significantly increase an exhibitor's chances of closing a deal for several reasons:

1. Freshness of the lead

When an exhibitor contacts a lead within 24 hours of meeting them at an event, the lead is still fresh in their mind, and they are more likely to remember the exhibitor and their products or services.

2. Prompt follow-up

Contacting a lead promptly shows that the exhibitor is proactive and interested in their business. This can help build trust and credibility with the lead, making them more likely to engage in further discussions.

3. Competitive advantage

Prompt follow-up can give exhibitors a competitive advantage, as they may be the first to contact the lead and establish a relationship. This can make it more difficult for competitors to win the business.

4. Increased engagement

Contacting a lead within 24 hours can increase engagement and responsiveness, as the lead is still in the event mindset and may be more open to discussions about products or services.

5. Higher conversion rates

According to industry research, leads that are contacted within 24 hours are more likely to convert into customers than leads that are contacted later. Prompt follow-up can help exhibitors capitalize on the potential business generated at the event.

Following up with leads in 24 hours can significantly increase an exhibitor's chances of closing a deal by increasing engagement, building trust and credibility, and giving exhibitors a competitive advantage.

Exhibitors who prioritize prompt follow-up are more likely to generate a return on investment!

A CAUTIONARY TALE:

What not to do when it comes to event lead retrieval

When it comes to lead retrieval at events, there are a few things that exhibitors should avoid doing to ensure that they can make the most of their lead generation efforts.

Here is one such lead generation mistake, according to Leadfuze:

The most common mistake a lot of companies do is create a lead generation strategy to get leads in the short term. Whenever they have a shortage in leads and they suffer in boosting their sales, they consider lead generation.

Whereas this is not the answer, and it is certainly not cost-effective. Lead generation should always be built into the company's system. A machine that will always keep attracting leads to the sales funnel.

Therefore, you need to first consider your goals in the long run and build your lead generation machine accordingly.



In addition, when it comes to avoiding lead retrieval pitfalls:

1. Don't ignore your leads

One of the biggest mistakes that exhibitors make is failing to follow up with their leads in a timely and effective manner. Leads are only valuable if they are followed up on, so it's crucial to have a plan in place for post-event lead follow-up.

2. Don't be too pushy

While it's important to be proactive in engaging with attendees and collecting leads, it's also important not to be too aggressive or pushy in your approach. Exhibitors should aim to build rapport with attendees and establish a genuine connection, rather than simply trying to sell their products or services.

3. Don't overlook lead qualification

Not all leads are created equal, and it's important to prioritize and qualify leads based on their potential value to your business. Exhibitors should develop a lead scoring system to help identify the most promising leads and allocate their follow-up efforts accordingly.

4. Don't forget about the big picture

While lead generation is important, it's also crucial to keep the bigger picture in mind. Exhibitors should focus on building relationships with attendees and establishing a strong brand presence at the event, rather than simply collecting as many leads as possible.

Being aware of these common mistakes can help exhibitors sidestep them, thereby maximizing their lead generation efforts in order to realize their ROI goals.



Why do event planners need to keep event exhibitors happy?

Event planners need to keep event exhibitors happy because they are a critical component of the event's success. Exhibitors play a crucial role in attracting attendees, generating leads, and driving revenue for the event. As a result, keeping exhibitors happy is essential for ensuring the event's success and maintaining a positive reputation.

Here are some key reasons why event planners need to keep event exhibitors happy:

✔ Revenue generation

Exhibitors are often the primary source of revenue for events, and their participation can significantly impact the event's bottom line. Happy exhibitors are more likely to invest in future events, increasing the event's revenue potential.

✔ Event promotion

Exhibitors can help promote an event through their own marketing channels, such as social media, email marketing, and website promotion. This can help increase the reach and exposure of the event, attracting a larger audience.

✔ Attendee engagement

Exhibitors are responsible for attracting attendees to the event, and their participation can significantly impact attendee engagement. If exhibitors are unhappy with the event, they may be less likely to invest in engaging exhibits or participate in event-related activities, leading to lower attendee engagement.



✔ **Industry representation**

Exhibitors represent various industries and sectors, and their presence at an event can help showcase the breadth and depth of the industry, attracting a diverse range of attendees and creating a dynamic atmosphere.

✔ **Event reputation**

Exhibitors can significantly impact an event's reputation, both positively and negatively. If exhibitors have a negative experience at an event, they may share their negative experiences with others, potentially damaging the event's reputation.

✔ **Event success**

Exhibitors can impact the success of an event by bringing in new business, driving traffic to the event, and enhancing the overall attendee experience. Therefore, event planners work closely with exhibitors to ensure that they have a positive experience and achieve their goals at the event.

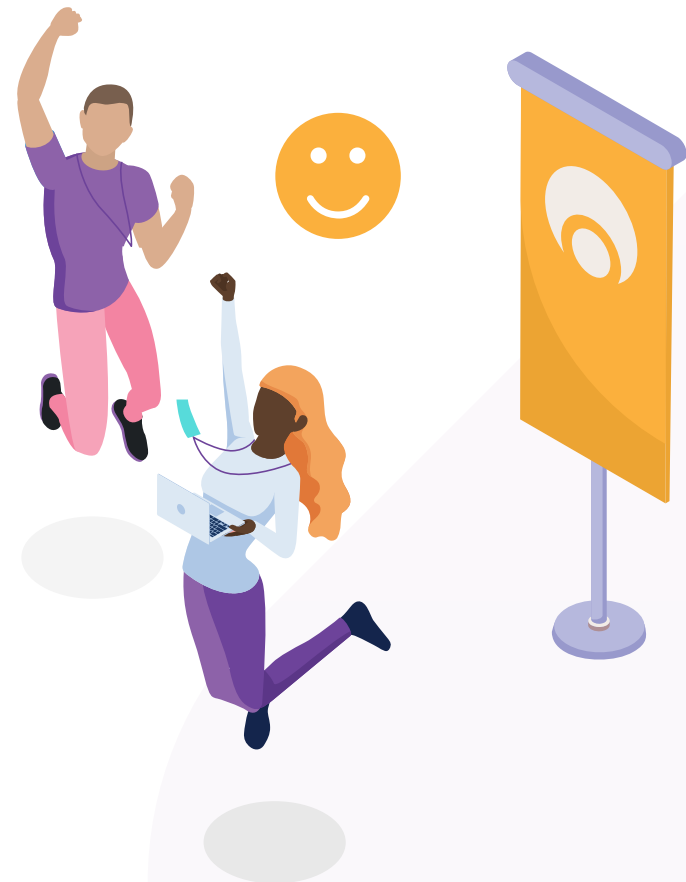
✔ **Future event success**

Exhibitors play a crucial role in attracting attendees and generating revenue for future events. If exhibitors are unhappy with an event, they may be less likely to participate in future events, impacting the event's future success.

Successful event planners work closely with exhibitors to ensure that they have a positive experience and achieve their marketing and business objectives.

By providing exhibitors with a platform to showcase their brand, products, and services, event planners can help create a vibrant and engaging atmosphere that benefits all stakeholders.

Keep your event exhibitors happy to support your event's success, maintain a positive reputation, and generate revenue for future events.



Which features support an ideal lead retrieval app for your event?

The ideal lead retrieval service should have several features that enable exhibitors to collect and manage leads efficiently and effectively.

Here are some key features that your ideal lead retrieval service should have:

- ✔ **Ease of use**

The lead retrieval service should be easy to use and intuitive, with a simple interface that enables exhibitors to collect leads quickly and efficiently.

- ✔ **Compatibility**

The lead retrieval service should be compatible with a wide range of devices and platforms, including smartphones, tablets, and laptops.

- ✔ **Real-time data**

The lead retrieval service should provide real-time data, allowing exhibitors to access attendee information immediately after scanning a badge or QR code.

- ✔ **Customization**

The lead retrieval service should be customizable, allowing exhibitors to add notes, tags, and other custom fields to each lead to track and segment leads effectively.

- ✔ **Integration**

The lead retrieval service should integrate with other marketing and CRM tools, such as email marketing platforms, to enable seamless lead follow-up and management.

- ✔ **Analytics**

The lead retrieval service should provide analytics and reporting features, enabling exhibitors to track and measure the success of their lead generation efforts.

- ✔ **Security**

The lead retrieval service should be secure, with robust encryption and data protection measures to ensure that attendee information is safe and secure.

Your team's ideal lead retrieval service should provide exhibitors with a simple, intuitive, and customizable tool for collecting and managing leads, with real-time data, integration with other marketing tools, and analytics to measure the success of their lead generation efforts.

Maximize lead retrieval with the right mobile event app

Mobile apps can be an effective tool for lead generation at events, as they allow exhibitors to capture and qualify leads in real-time and provide attendees with a personalized experience.

Here are a few ways that mobile apps can be used for lead generation at events:



Lead capture

Mobile apps can be used to scan attendees' badges or QR codes, allowing exhibitors to capture lead information in real-time. This can streamline the lead generation process and ensure that exhibitors don't miss any potential leads.



Personalized content

Mobile apps can be used to provide attendees with personalized content recommendations based on their interests and behavior. This can help exhibitors engage attendees and build relationships with them, increasing the likelihood of lead conversion.



Gamification

Mobile apps can be used to create fun and engaging games or challenges that encourage attendees to interact with exhibitors and provide their contact information. This can help exhibitors capture high-quality leads and stand out from the competition.



Surveys and polls

Mobile apps can be used to conduct surveys or polls that capture attendee feedback and contact information. This can help exhibitors better understand their target audience and tailor their follow-up efforts accordingly.



Lead qualification

Mobile apps can be used to score leads based on their level of engagement and interest in exhibitors' products or services. This can help exhibitors prioritize their follow-up efforts and focus on the most promising leads.

By using mobile apps to capture, qualify, and engage with leads in real-time, your exhibitors can increase the effectiveness of their lead generation efforts and achieve their marketing and business objectives.

Tips for increasing exhibitor ROI with mobile apps for events

Here are some tips for increasing exhibitor ROI with an event mobile app:

- ✔ **Promote the app**

Make sure that attendees are aware of the mobile app and its features before and during the event. Promote the app on social media, in pre-event emails, and on the event website. Encourage attendees to download the app and provide a clear value proposition for why they should use it.

- ✔ **Offer personalized content**

Use the app to provide personalized content recommendations based on attendees' interests and behavior. This can help exhibitors stand out from the competition and engage attendees in a meaningful way.

- ✔ **Capture leads in real-time**

Use the app to capture leads in real-time by scanning attendees' badges or QR codes. This can help exhibitors streamline their lead generation process and ensure that they don't miss any potential leads.



✔ **Provide lead qualification**

Use the app to score leads based on their level of engagement and interest in exhibitors' products or services. This can help exhibitors prioritize their follow-up efforts and focus on the most promising leads.

✔ **Enable easy contact**

Make it easy for exhibitors to contact leads through the app. Provide features like messaging, email, or scheduling tools that enable exhibitors to quickly and easily follow up with leads.

✔ **Offer gamification**

Use the app to create fun and engaging games or challenges that encourage attendees to interact with exhibitors and provide their contact information. This can help exhibitors capture high-quality leads and stand out from the competition.

✔ **Provide analytics**

Use the app to track attendee engagement and provide exhibitors with analytics and insights on their performance. This can help exhibitors optimize their lead generation efforts and improve their ROI for future events.

Leverage your event mobile app to capture leads, provide personalized content, and enable easy contact in order to support your exhibitors who are eager to increase their ROI and realize their own business goals.



How does Expo Logic's best event apps increase lead retrieval for exhibitors?

Expo Logic offers a range of **lead retrieval solutions** that help exhibitors capture, qualify, and follow up with leads more effectively.

Here are some ways that Expo Logic increases lead retrieval for exhibitors:



Real-time lead capture

Expo Logic's lead retrieval systems allow exhibitors to capture leads in real-time, using mobile devices or badge scanners. This means that exhibitors can quickly and easily collect contact information and other details from potential leads, without having to manually enter or track data.



Lead qualification

Expo Logic's lead retrieval solutions enable exhibitors to qualify leads based on their interests, engagement, and other criteria. This can help exhibitors prioritize their follow-up efforts and focus on the most promising leads.





Customized lead management

Expo Logic's lead retrieval solutions offer customized lead management tools, allowing exhibitors to organize and track leads according to their specific needs and workflows. This can help exhibitors stay organized and efficient, and ensure that they don't miss any potential opportunities.



Real-time analytics

Expo Logic's lead retrieval solutions provide real-time analytics and insights into lead generation and engagement. This can help exhibitors track their performance and make data-driven decisions about their lead generation and follow-up strategies.



Seamless integration

Expo Logic's lead retrieval solutions seamlessly integrate with other event technology platforms, such as event management software and CRM systems. This can help exhibitors streamline their lead generation and management processes, and avoid duplication of efforts or data entry errors.

Customers and users consistently praise Expo Logic's lead retrieval solutions for their ease of use, reliability, customization options, and real-time data insights.

The system has helped many businesses and organizations improve their lead generation and follow-up processes, and has contributed to their success at events.



Conquer same-day lead retrieval with conference apps like Expo Logic



Perhaps the biggest differentiator between Expo Logic's mobile event apps and others on today's market comes down to customer service. Our experienced and approachable team will reach out to exhibitors on your behalf, saving you time, effort, and energy.

"Expo Logic has revolutionized our process... People start off with a positive experience and are happier and more satisfied with the meeting overall. Plus, our staff is happy. There is no need to work weekends anymore and we've saved weeks of staff time and expense."

Erik Brown

Database and Registration Manager,
Association of American Law Schools (AALS)

Contact our team for a candid conversation about Expo Logic's solutions, pricing, and lead retrieval services.

