

slas
2026

INTERNATIONAL
CONFERENCE &
EXHIBITION

FEB. 7-11
BOSTON, MA

REGISTER TODAY!
SLAS.ORG

YOUR PORTAL TO
CONFERENCE SUCCESS:

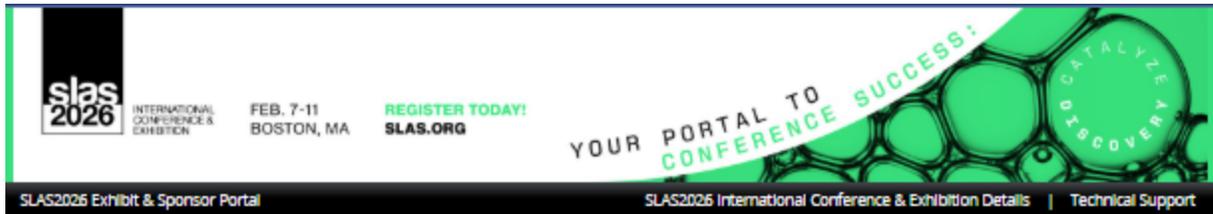
DISCOVER
CATALYZE

Exhibitor Lead Retrieval Instructions for Administrators

Questions?

SLASLeads@Discoversb.com

How to access your lead retrieval portal



Welcome to the SLAS2026 Exhibit & Sponsor Portal

Welcome to the 2026 Exhibit & Sponsor Portal, where companies and organizations can:

- Rent Exhibit Space
- Purchase Sponsorships
- Manage Exhibit Space/Sponsorships

View the [SLAS2026 International Conference & Exhibition Prospectus](#)

Rent/Purchase a 2026 Exhibit Space or Sponsorships:

You may quickly sign up with the **Purchase Exhibit Space/Sponsorships** button below. Please note you cannot use your access key from previous years to log in.

Attendee List:

A screenshot of the 'Exhibit & Sponsor Portal' interface. It features two main columns. The left column is titled 'Purchase 2026 Exhibits/Sponsorships' and includes a 'View Floor Plan' link, a call to action to click 'Purchase Exhibits/Sponsorships' (highlighted in yellow), and a note that previous years' access keys will NOT allow login. A green button labeled 'Purchase Exhibits/ Sponsorships' is at the bottom. The right column is titled 'Manage your Exhibit Space or Sponsorships' and includes an 'Email Address' input field, an 'ACCESS KEY' input field (highlighted in yellow), and a link for 'Lost your Access Key? or Need help?'. A green button labeled 'Log In/Manage' is at the bottom.

Questions? Exhibits and Sponsorship Sales Manager: Linda Cohen - SLAS@discoversb.com / (301) 979-9524

The login and access key are assigned to the main booth contact.

Booth contacts can share this login with their team members.

Login to the SLAS2026 Exhibit & Sponsor Portal:

- Purchase Lead Retrieval
- Assign licenses (Mandatory)
- Set-up qualifying questions & custom tags (Optional)
- **Pull Lead Scan Report**

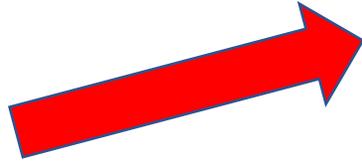
Lead Retrieval - Purchase

To purchase your first license,
Click

“LEAD RETRIEVAL: Purchase First License”

To purchase more licenses,
Click

“LEAD RETRIEVAL: Purchase Additional Licenses”



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YOUR PORTAL TO CONFERENCE SUCCESS: CATALYZE DISCOVERY

EVENT INFORMATION **YOUR INFORMATION** **EXHIBITOR TOOLS**

Event Information:
Dates: May 20 - 22, 2025 (Tue - Thu)
Location: (CCH) Congress Center Hamburg, Hamburg, Germany
More Information: [Website](#)

Your Information:
Lead Retrieval Support: User: LR Admin (0 logins)
[View Floor Plan](#)

Exhibitor Tools:
[Webinar Recording](#)
[Give Feedback](#)

LEAD RETRIEVAL

Enhanced Booth (1 sales rep performed 9 scans and acquired 9 leads.)

[Lead Retrieval Report - Unique Leads](#) [Lead Retrieval Report - All Scans](#)

TASKS (you have 53 tasks left to complete out of a total 55 assigned tasks)

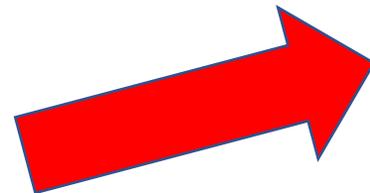
- ✓ LEAD RETRIEVAL: Purchase First License (completed 8/4/2023, 1:12 PM)
- ✓ LEAD RETRIEVAL: Purchase Additional Licenses (completed 8/14/2023, 7:42 PM)
- ✗ LEAD RETRIEVAL: Qualifying Questions (Optional) (task is due 10/14/2023) [Lead Retrieval](#)
- ✗ LEAD RETRIEVAL: Custom Tags (task is due 10/14/2023) [Lead Retrieval](#)
- ✗ LEAD RETRIEVAL: Assign Licenses (task is due 10/14/2023) [Lead Retrieval](#)

Lead Retrieval Setup Tasks

Three (3) Lead Retrieval setup tasks will be located on the home page of your portal under “TASKS”.

Click on each task and follow the instructions.

Qualifying questions and tags are optional; **license assignment is mandatory**



Tasks lock for edits on February 6, 2026!

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YOUR PORTAL TO CONFERENCE SUCCESS! DISCOVER

EVENT INFORMATION YOUR INFORMATION EXHIBITOR TOOLS

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View Floor Plan

Webinar Recording
Give Feedback

LEAD RETRIEVAL

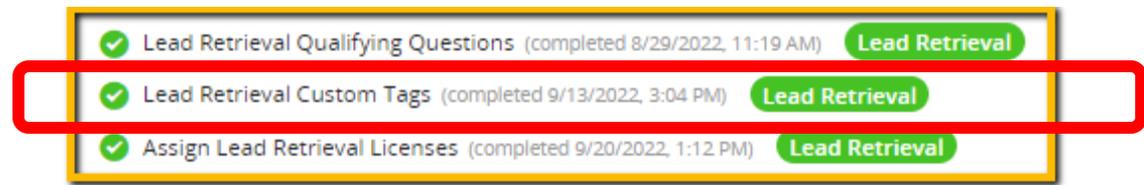
Enhanced Booth (1 sales rep performed 9 scans and acquired 9 leads.)

Lead Retrieval Report - Unique Leads Lead Retrieval Report - All Scans

TASKS (you have 53 tasks left to complete out of a total 55 assigned tasks)

- ✓ LEAD RETRIEVAL: Purchase First License (completed 8/4/2023, 1:12 PM)
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- ✗ LEAD RETRIEVAL: Qualifying Questions (Optional) (task is due 10/14/2023) **Lead Retrieval**
- ✗ LEAD RETRIEVAL: Custom Tags (task is due 10/14/2023) **Lead Retrieval**
- ✗ LEAD RETRIEVAL: Assign Licenses (task is due 10/14/2023) **Lead Retrieval**

Custom Tags - Optional



Tags are customized by **company**, not by sales rep

Three categories: Qualifiers, Products, Actions

15 tags per category

To add tags, complete these steps and click "Custom Tags Complete."
You may return this task any time before January 24 to make edits.

IMPORTANT: The deadline for custom qualifier questions is Friday, January 24.
Custom Tags cannot be added or changed after the deadline.

All text should be typed in as plain text with carriage returns only. DO NOT COPY AND PASTE. No bulleted lists.

NOTE: Skip this task if there is a Developer Kit API purchased.

Qualifiers

New Prospect
Current Client
Past Client

Add as many tags as you would like to, and separate them with carriage returns. The tags will appear to your sales reps in the order you add them. Each tag will be clickable in the mobile app to quickly tag each lead with attributes.

An example of qualifiers is:
New Prospect
Current Client
Past Client

Products

An empty text input field with a light gray border and a white background. In the bottom right corner, there are two small circular icons: one with a green plus sign and another with a green 'G'.

Add as many tags as you would like to, and separate them with carriage returns. The tags will appear to your sales reps in the order you add them. Each tag will be clickable in the mobile app to quickly tag each lead with attributes.

An example of products is:
Product 1
Product 2
Product 3

Actions

Follow-up Email
Follow-up Call

Add as many tags as you would like to, and separate them with carriage returns. The tags will appear to your sales reps in the order you add

Tasks lock for edits on February 6, 2026!

Assign Licenses – MANDATORY

Staff **MUST** be registered for the SLAS2026 before you can assign a lead retrieval license!

Do this via the “Register Your Booth Staff” task **BEFORE** assigning your lead retrieval licenses!

The email **MUST** match the address used to register for the conference.

✘ REGISTRATION: Register Your Booth Staff (Complimentary and Purchased Badges) (task is due 5/14/2025)

✘ Exhibitor and Sponsor Marketing Toolkit (task is due 5/14/2025)

✘ MARKETING: Complimentary Customer Passes for SLAS Europe 2025! (task is due 5/22/2025)

✘ MARKETING: Email to SLAS Europe 2025 Attendee List (task is due 6/20/2024)

✘ LEAD RETRIEVAL: Purchase Additional Licenses (task is due 1/20/2025)

✘ LEAD RETRIEVAL: Qualifying Questions (Optional) (task is due 1/24/2025) **Live Event Lead Retrieval**

✘ LEAD RETRIEVAL: Custom Tags (Optional) (task is due 1/24/2025) **Live Event Lead Retrieval**

✘ LEAD RETRIEVAL: Assign Licenses (REQUIRED) (task is due 1/24/2025) **Live Event Lead Retrieval**

Assign Licenses

Step One: View the list of Sales Reps.

If the name of the Sales Rep you want to assign is already listed, skip to Step Four.

If you do not see the name of the Sales Rep you want to assign, use the '**ADD SALES REP**' button to add your sales reps.

You will need their first name, last name, and email address that were used to register.

Step Two:

Once you have entered the sales rep's information, click '**ADD SALES REP.**' This will add them to your list of Sales Reps below.

Step Three:

Repeat this process to build your list of Sales Reps. If you have any questions about your staff registration, please get in touch with SLAS Registration at SLASReg@discoversb.com.

✓	Lead Retrieval Qualifying Questions (completed 8/29/2022, 11:19 AM)	Lead Retrieval
✓	Lead Retrieval Custom Tags (completed 9/13/2022, 3:04 PM)	Lead Retrieval
✓	Assign Lead Retrieval Licenses (completed 9/20/2022, 1:12 PM)	Lead Retrieval

You have 2 lead retrieval licenses to assign to your team.

SB Test Company Sales Reps (Total Records: 2)

ADD SALES REP

COLLAPSE ALL

Add New Sales Rep

Core Data

Professional Info

First Name * MI Last Name * Suffix

Email Address *

Office Phone

Pronouns

he/him/his

she/her/hers

they/them/theirs

Self-describe:

CLOSE

ADD SALES REP

Assign Licenses

Step Four:

To allocate your purchased lead retrieval licenses to your staff, click on the name of Sales Rep in the list and then choose the 'Assign License' button.

- ✓ Lead Retrieval Qualifying Questions (completed 8/29/2022, 11:19 AM) Lead Retrieval
- ✓ Lead Retrieval Custom Tags (completed 9/13/2022, 3:04 PM) Lead Retrieval
- ✓ Assign Lead Retrieval Licenses (completed 9/20/2022, 1:12 PM) Lead Retrieval

#	Sales Rep	Lead Retrieval Activated?	Mobil
Sales Reps With Lead Retrieval Capability (6)			
1	Kishter, Lacey	✓	Samsi
2	McBride, CJ	✓	Samsi
3	Test LP	✓	iOS iP
			Not a
			iOS iP
			iOS iP
7	Grabowski, Ashley	✓	Not a

Ashley Grabowski

EMAIL: agrabowski@discoversb.com

 Assign License Edit

Assign Licenses

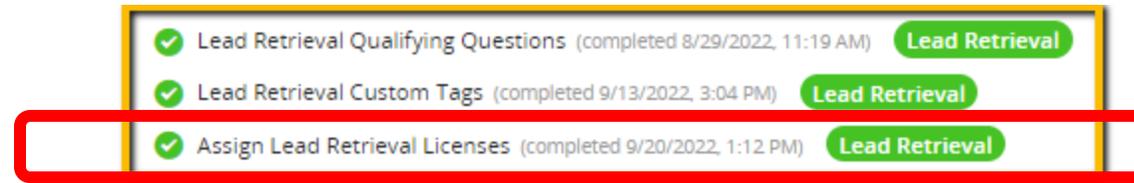
Step Five:

Click on the blue Activate License icon.

Once complete, the name will show in the 'Sales Reps with Lead Retrieval Capability' bucket.

Note: The Sales Rep still needs to 'Activate' the license on their device when they login to the SLAS2026 Lead Retrieval app.

Do NOT click "Continue" on the task until you have assigned licenses!



The screenshot shows a dialog box titled 'Assign Lead Retrieval License' with a blue header and a blue 'ACTIVATE LICENSE' button. Below the dialog is a table of sales reps. A red arrow points from the dialog's 'ACTIVATE LICENSE' button to the first row of the table, which is circled in red. A red callout box with white text points to the table, stating: 'If this section is blank, you have not assigned licenses'.

#	Sales Rep	Lead Retrieval Activated?	Mobile Device Type	Lead R
Sales Reps With Lead Retrieval Capability (1)				
1	Finaltest5-26, Testychange	✓	Not activated in app yet	
Sales Reps (2)				
2	Grabowski, Ashley	✓	Not activated in app yet	0
3	Leo, Jennifer	✓	Not activated in app yet	0

SLAS2026 Lead Retrieval App

For SLAS2026, Lead Retrieval is now managed through the **Eventscribe app**, which is separate from the conference app.

Lead Retrieval **CANNOT** be accessed through the attendee Engagefully app!

Who Needs to Download?

Only sales representatives assigned Lead Retrieval licenses need to download and use the Eventscribe app to scan leads onsite.

Download the Lead Retrieval App

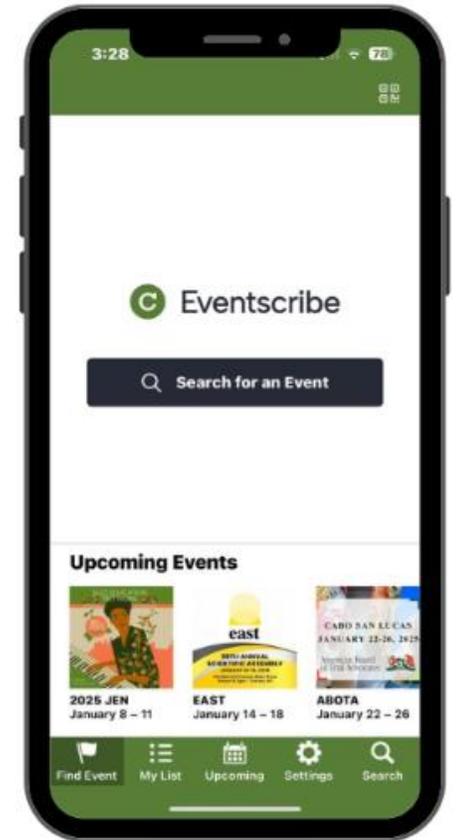


Booth Staff with Assigned Licenses....**Do this before arriving in Boston!**



SLAS2026 Lead Retrieval App

- App Store: Search for “**Eventscribe**”
- The SLAS2026 Lead Retrieval App will be available via the search or under Upcoming Events
- Login credentials
 - Use the **Registrant Email** along with the **Registrant ID** for login
 - There will be a Forgot Password option



The app is available for iOS and Android late January!

DO NOT DELETE, SIGN OUT, UNINSTALL, OR CLEAR THE APP'S CACHE ONCE THE APP HAS BEEN ACTIVATED OR THE ACTIVATION AND LEADS WILL BE LOST.

Technical Requirements

Download and Log in to the Eventscribe app and access the SLAS2026 Lead Retrieval App, then connect to Wi-Fi or Cellular Data

Ensure that you are connected to Wi-Fi network or Cellular Data

If you are experiencing issues on site, please visit Lead Retrieval support at the Lead Retrieval Desk located near Exhibitor Registration.

**DO NOT DELETE, SIGN OUT, UNINSTALL, OR CLEAR THE CACHE OF THE APP
ONCE THE APP HAS BEEN ACTIVATED, OR THE ACTIVATION AND LEADS
WILL BE LOST.**

Using lead retrieval onsite

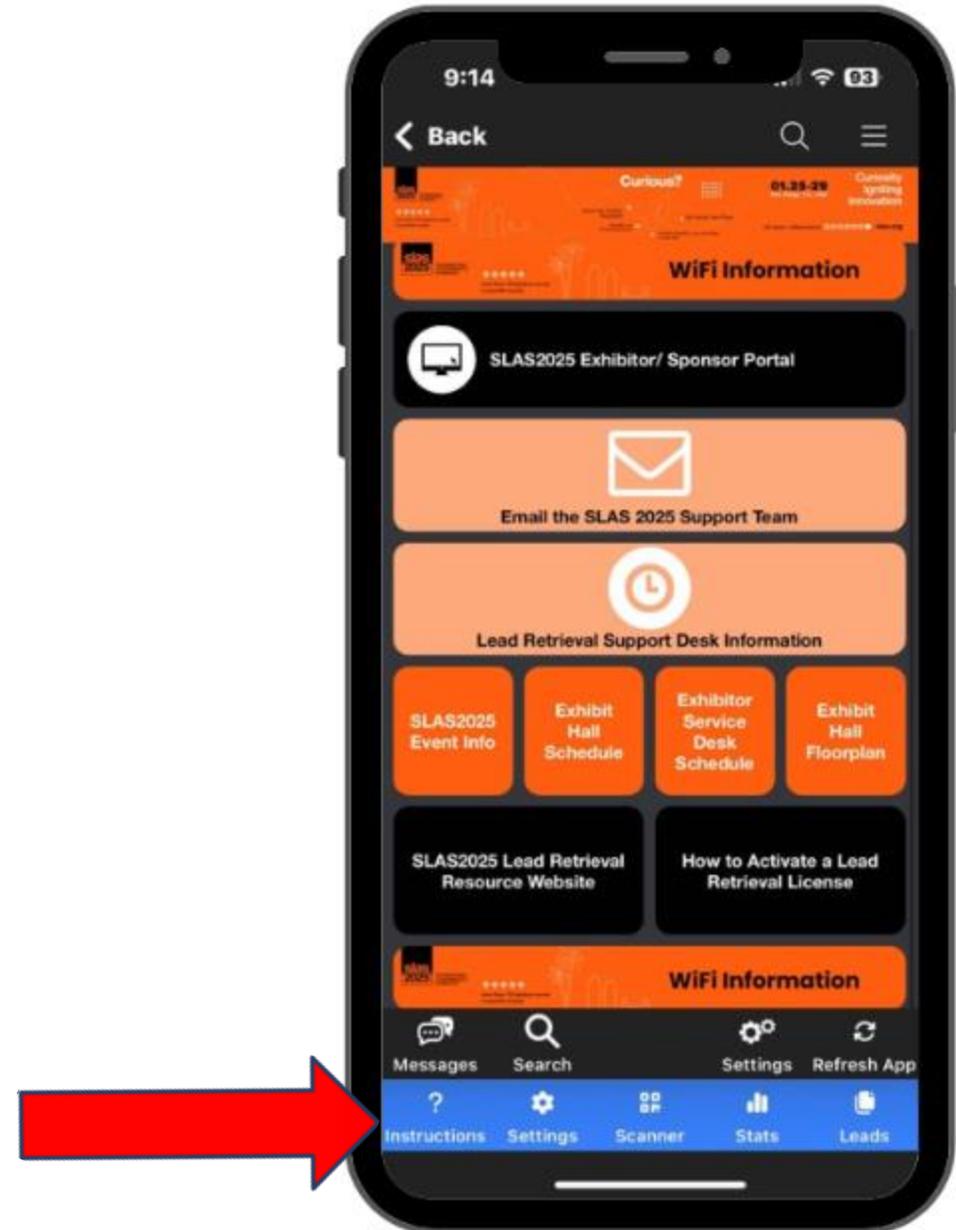
Sales Reps assigned a Lead Retrieval license through the SLAS2026 Exhibit/Sponsor Portal

REPS WILL SEE

a **BLUE** bar at the bottom of the screen.

“Scanner” button opens the QR code reader

“Leads” button shows scans for **all** company sales reps



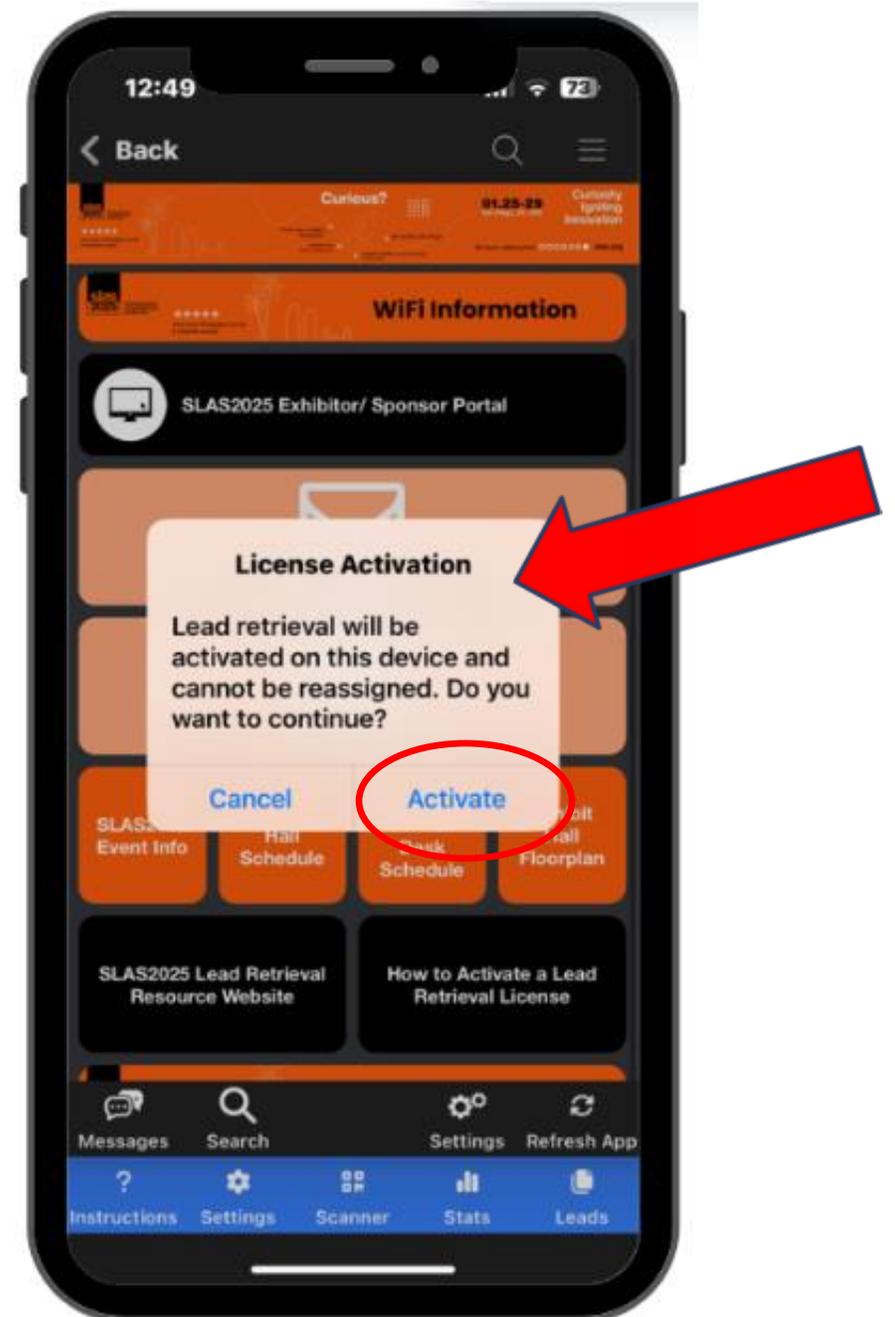
Using lead retrieval onsite

When the “Scanner” button is FIRST SELECTED

The License Activation popup appears

Click “Activate” and then the license will be assigned to THAT device.

Booth staff will ONLY see this message the first time.



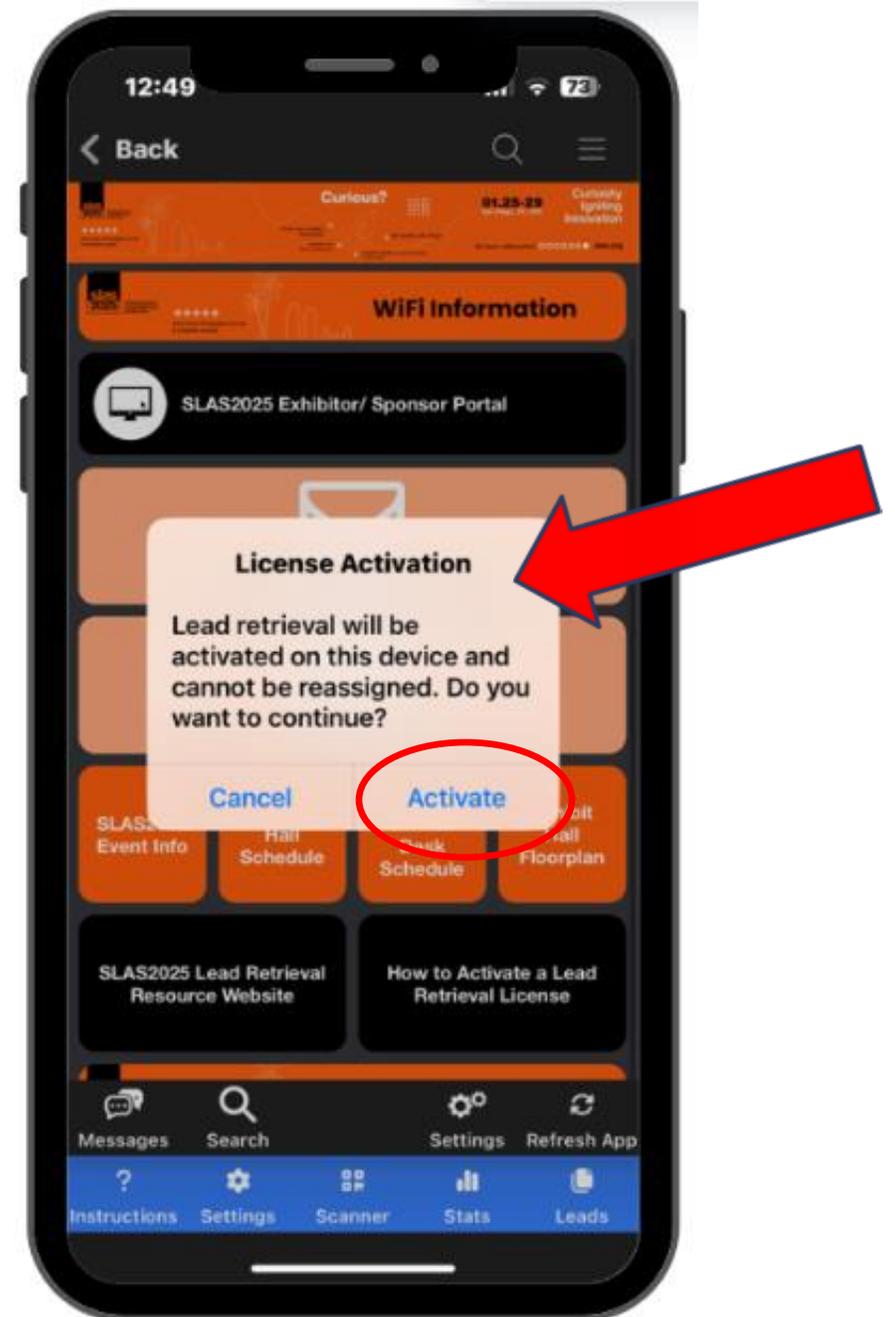
Using lead retrieval onsite

THIS LICENSE CAN ONLY BE ACTIVATED ON ONE DEVICE.

(i.e. If your team member is using an iPhone for personal use and company iPhone for scanning with their same credentials, they can only activate on one device.)

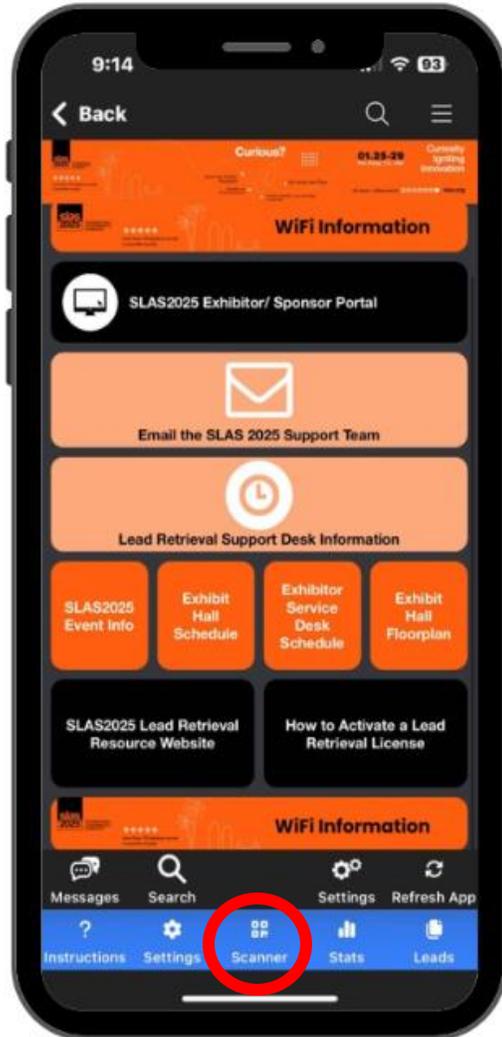
Each license is for one rep on one device.

Activating it on multiple devices will cause lost leads.

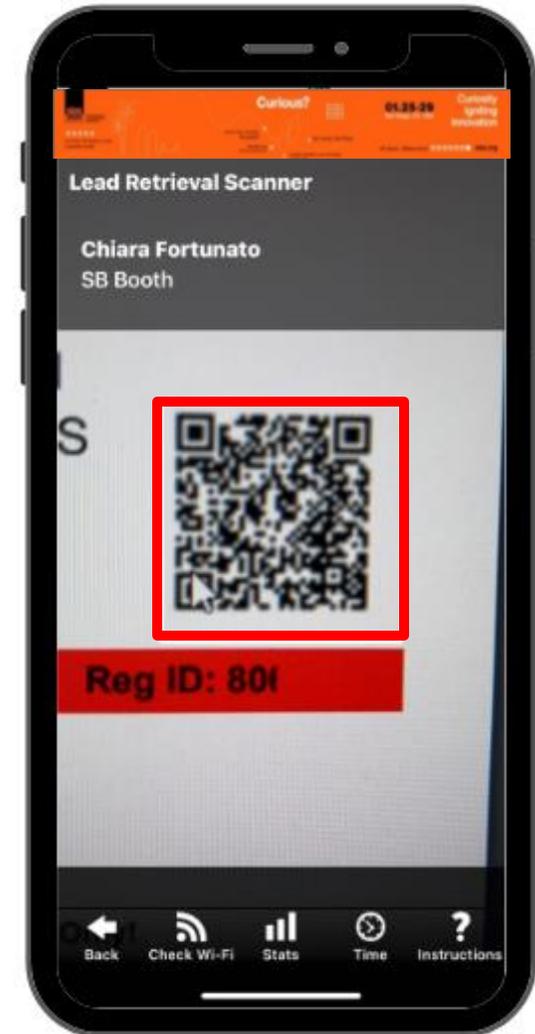


Using lead retrieval onsite

1. Click “Scanner” button



2. Align QR code in view



If an error is received, the reason may be:

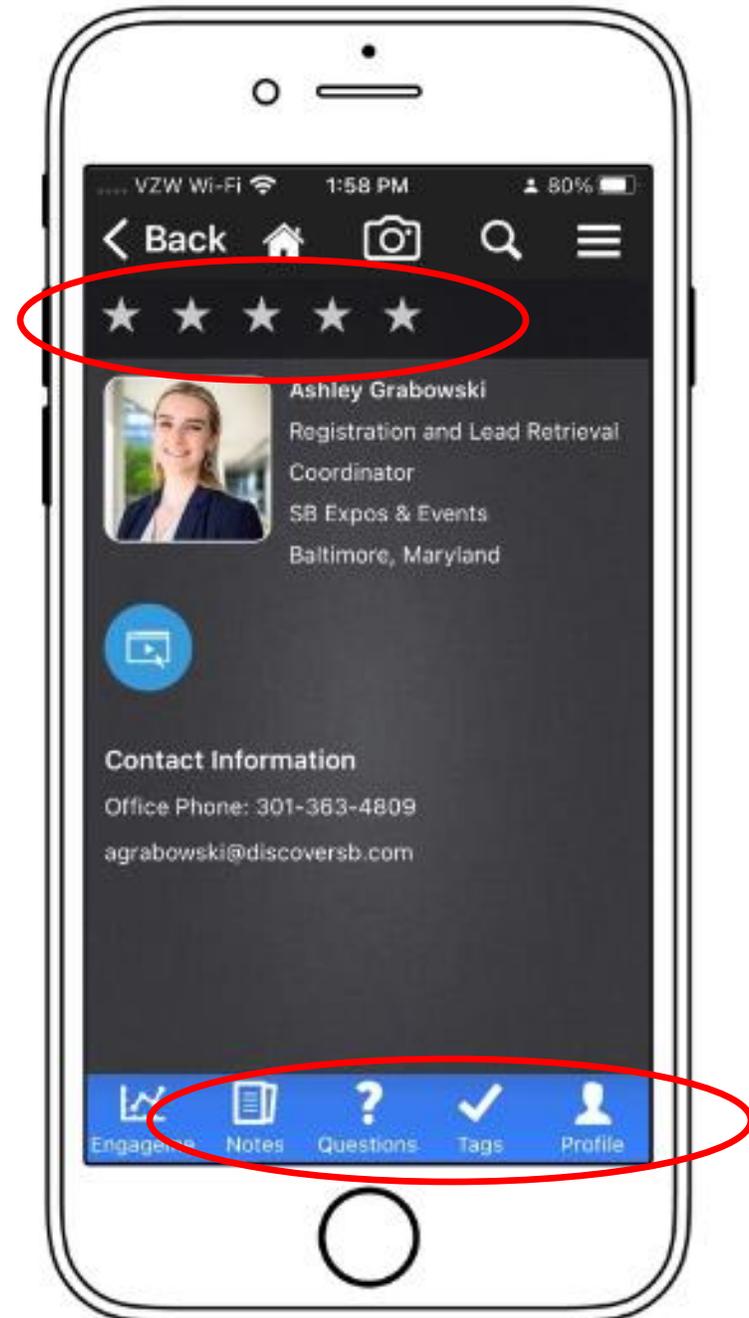
- glare from badge holders
- misprinted badges
- onsite registrants needing more time processing time

ONLY use the Scanner button. Do not use any other buttons for badge scanning.

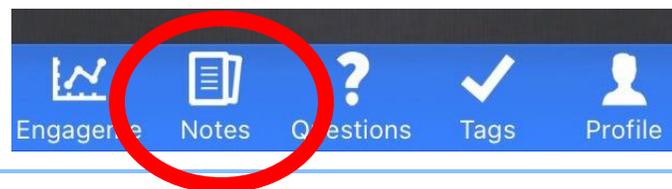
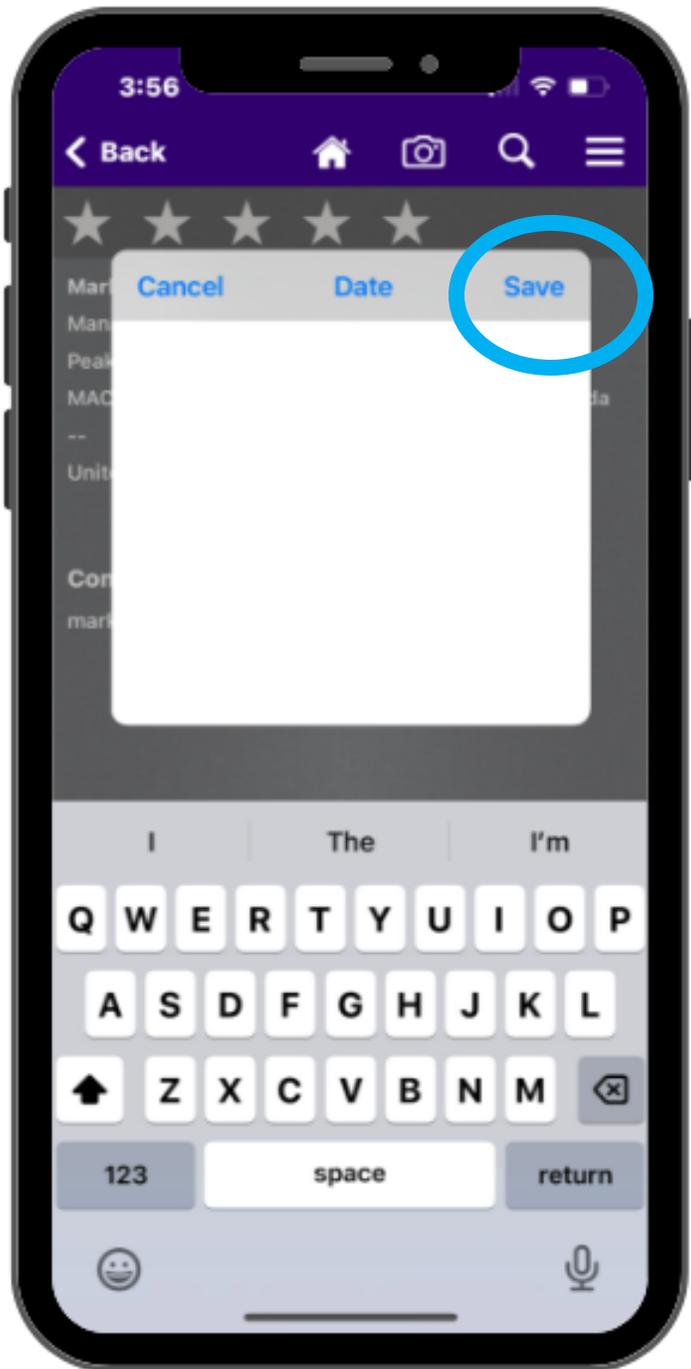
Using lead retrieval onsite

After attendee is scanned, several options available

- **Notes:** Built into the app for convenience with a free text field
- **Questions:** Answer qualifying questions that admin set up in Tasks
- **Tags:** Select tags that admin set up in Tasks
- **Profile:** Make edits to the attendee's profile.
- 1-5 stars

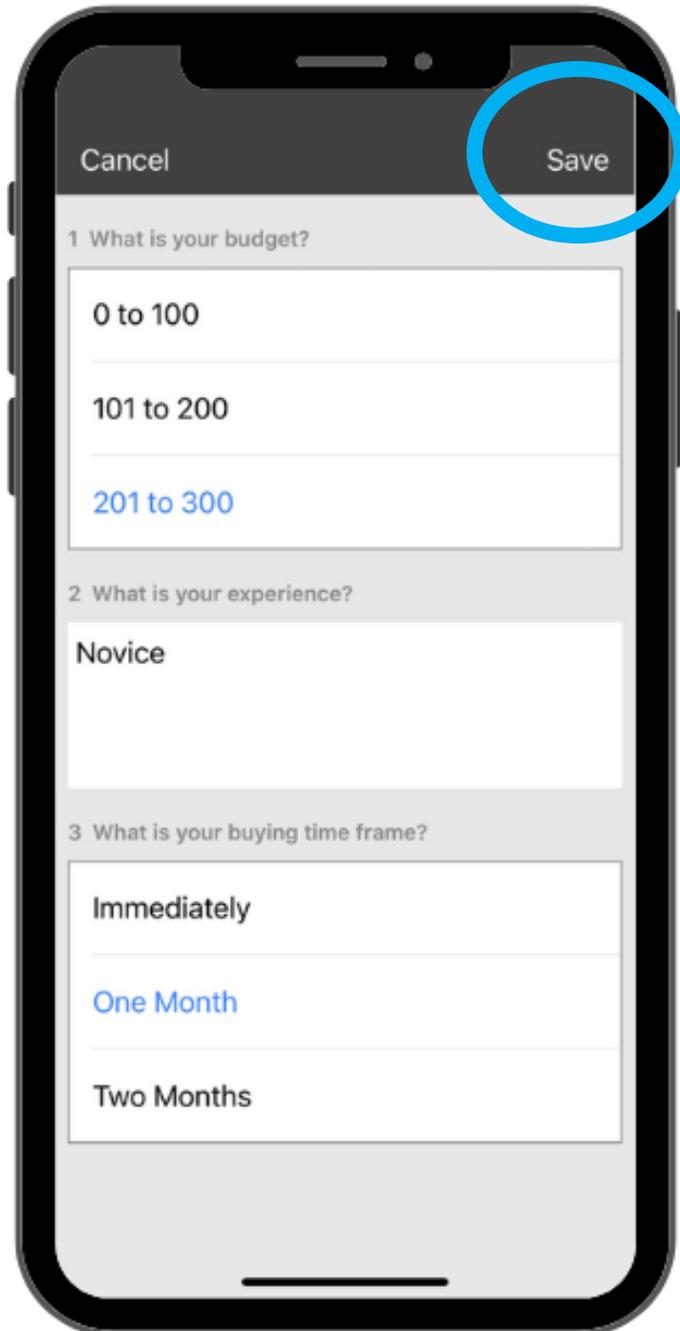


Using lead retrieval onsite - NOTES



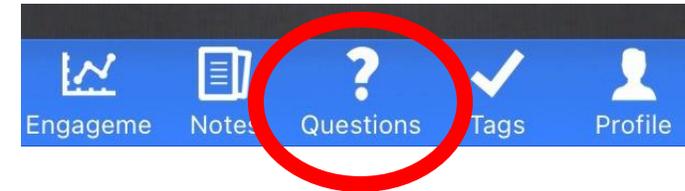
- Include any notes about the customer
- HIT "SAVE" at the top right
- Built into the app for convenience with a free text field

Using lead retrieval onsite - Questions



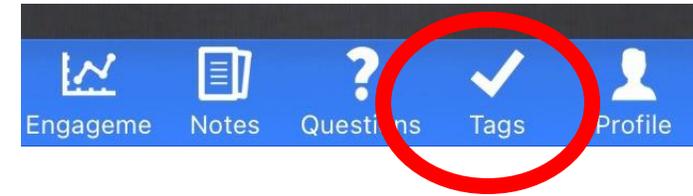
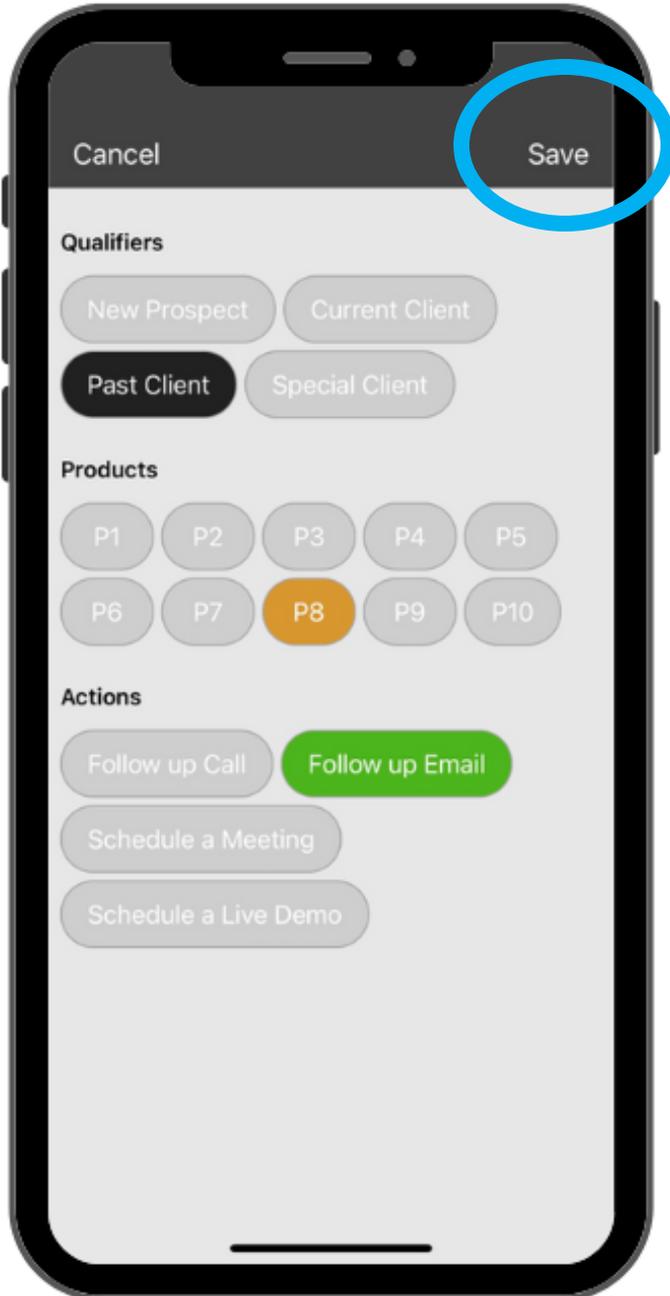
A smartphone screen displaying a lead qualification form. At the top, there are two buttons: 'Cancel' on the left and 'Save' on the right. The 'Save' button is circled in blue. The form consists of three sections:

- 1 What is your budget?**
 - 0 to 100
 - 101 to 200
 - 201 to 300 (highlighted in blue)
- 2 What is your experience?**
 - Novice
- 3 What is your buying time frame?**
 - Immediately
 - One Month (highlighted in blue)
 - Two Months



- These are the qualifying questions your admin has loaded into the portal
- Select answers and answer turns BLUE
- HIT “SAVE” at the top right

Using lead retrieval onsite -Tags



- These are the tags your admin has loaded into the portal
- Select answers and answer turns a color
- HIT "SAVE" at the top right

Using lead retrieval onsite - Profile

The image shows two smartphone screens displaying a profile form. The left screen shows the form with pre-populated fields. The right screen shows the same form with a keyboard open and the 'Save' button circled in blue.

Personal Details

Colleen
Campbell
Pronouns

Organization Details

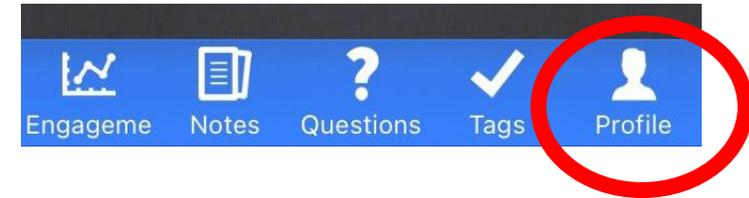
Senior Manager
SB Expos & Events
Organization website URL
www.discoversb.com

Location Details

White Marsh
Maryland
United States

Contact Details

Cell Phone Number



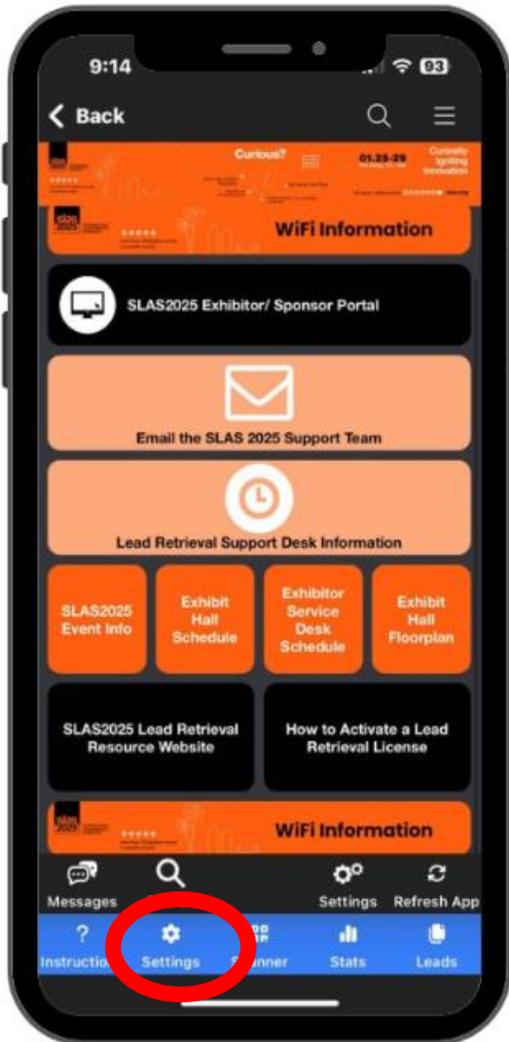
- These fields are pre-populated from what the attendee entered into registration
- You can ask them for any other information you want
- HIT "SAVE" at the top right

Using Continuous Scan

Access this setting after logging in and activating a license.

1. Click the LR “Settings” icon

2. Click on Continuous Scan to activate

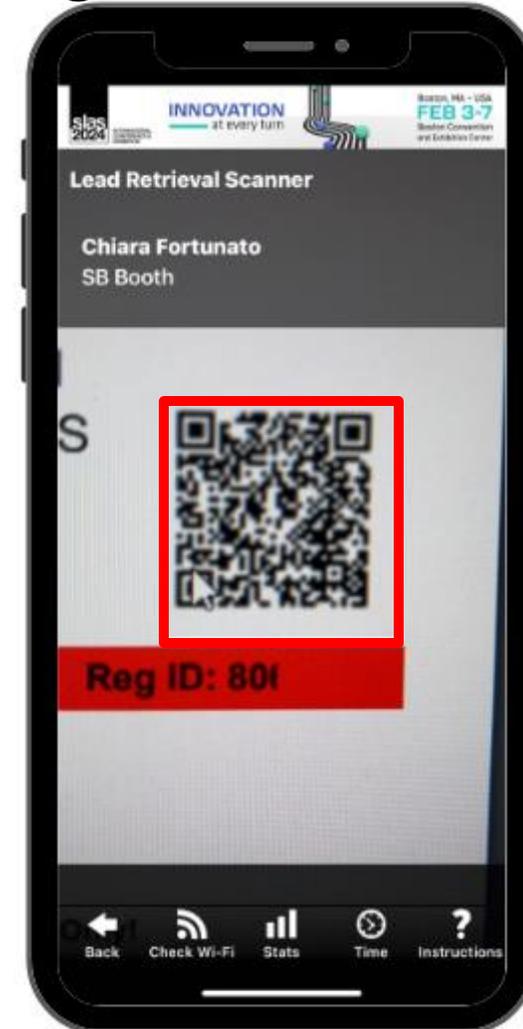


Using Continuous Scan

3. Click “Scanner” button

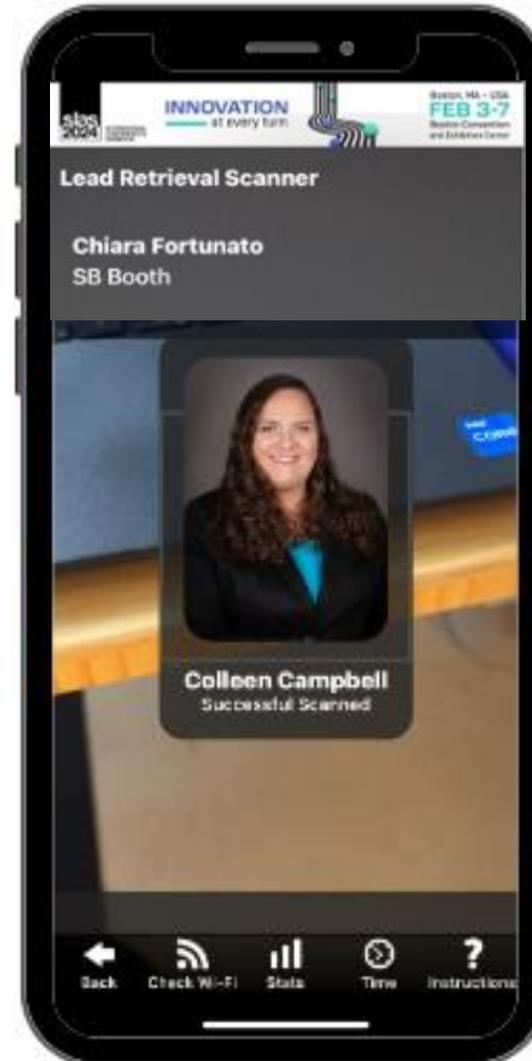


4. Align QR code in view



Using Continuous Scan

5. If the scan is successful, a pop-up will show the attendee's name and photo (if available)



Using lead retrieval onsite – Special Notes

Leads sync continuously when the device is on Wi-Fi or cellular data.

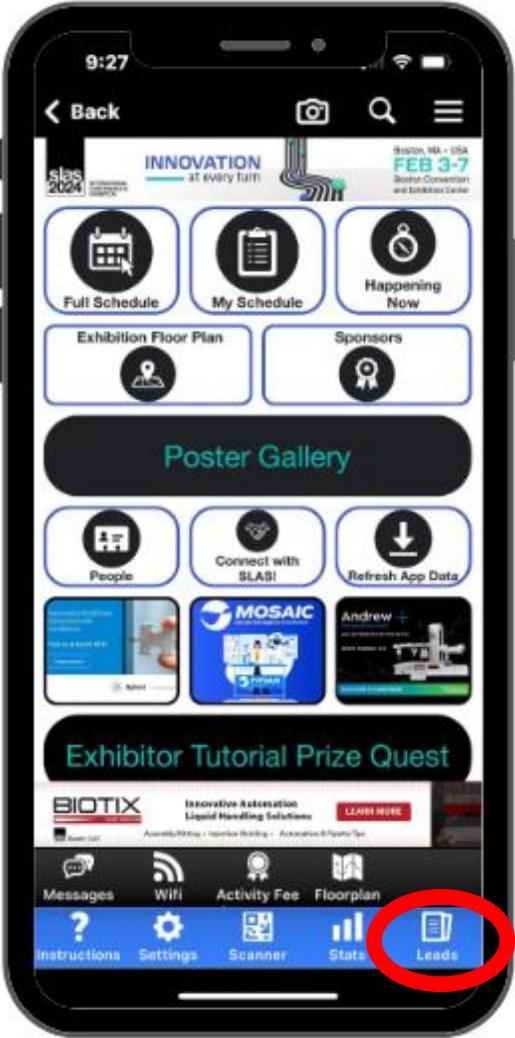
Offline scans are held locally on the device UNTIL it reaches Wi-Fi or cellular service. If the app is deleted before connecting to Wi-Fi or cellular service, leads will be lost.

Note: WIFI is free and available for browsing the app, but be sure to order internet if you need it for your booth equipment.

Remember...

- **Other sales reps will not see those leads in their app or lead reports until they are back on Wi-Fi or cellular.**

Checking Leads Onsite – Offline Warning



Accessing Post-Show Reports

- Login to SLAS2026 Exhibit & Supporter Portal
- Two Excel reports:
 - Unique Leads
 - All Scans – **with Notes**

IN PERSON EVENT LEAD RETRIEVAL



 Booth 9999 (2 sales reps performed 6 scans and acquired 6 leads.)

Lead Retrieval Report - Unique Leads

Lead Retrieval Report - All Scans

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Frequently Asked Questions

1. Is there onsite support?
 - Yes, visit the Lead Retrieval Support Desk in Exhibitor Registration
2. Is there Wi-Fi in the Exhibit Hall?
 - Yes, there attendee extends to the Exhibit Hall. Exhibitors can purchase dedicated internet for the booth through the [SLAS2026 Exhibitor Service Kit](#) .
3. How can you view leads onsite?
 - In the SLAS2026 Lead Retrieval App by clicking the 'Leads'
 - By accessing the reports in the SLAS2026 Exhibitor Portal
4. Can I activate the license on two devices?
 - **No, a Lead Retrieval license can only be activated on one device or leads will be lost**

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DISCOVER

DON'T

- Activate your license on **more than one device**
- Use an old build of the app - make sure it is up to date!

TROUBLESHOOTING

DO NOT DELETE, SIGN-OUT, UNINSTALL, OR CLEAR THE CACHE OF THE APP ONCE THE APP HAS BEEN ACTIVATED OR THE ACTIVATION AND **LEADS WILL BE LOST.**

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DISCOVERY

Best practices

1. Remind sales staff to:

- Ask permission before scanning an attendee's badge.
- Review your scanned leads before leaving show floor to ensure you captured all the information.

2. Utilize all of the qualifying features that are available to get the best post-show data:

- Stars
- Notes
- Custom qualifier questions
- Tags

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Deadline Reminders

LEAD RETRIEVAL TASKS DUE FEBRUARY 6, 2026

- Qualifying Questions (Optional)
 - Create your custom lead qualifying questions to gather information quickly about your leads
- Custom Tags (Optional)
 - Create customized tags so your sales staff can quickly categorize their leads in real-time
- Assign Licenses (**Mandatory**)
 - Important note: all booth staff **MUST** be registered for the conference before you can assign a license to them

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When You Arrive in Boston

YES - You CAN purchase licenses onsite

- \$540 for the first license
- \$210 for each additional license

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YOUR PORTAL TO
CONFERENCE SUCCESS:

DISCOVER
CATALYZE

When You Arrive in Boston

- Lead Retrieval support is located near Exhibitor Registration:

Sat, 2/7: 8 AM - 6 PM

Sun, 2/8: 8 AM - 6 PM

Mon, 2/9: 10 AM - 6 PM

Tue, 2/10: 10 AM - 6 PM

Wed, 2/11: 9 AM - 3:30 PM

- After Wednesday, February 11, please email SLASleads@discoversb.com