

slas
2025

Share Your Curiosity
#SLAS2025

Curious?



01.25-29
San Diego, CA, USA

Get ready, San Diego!

Abstract Submission
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Exhibitor Lead Retrieval

Questions?

SLASLeads@Discoversb.com

SLAS2025 Lead Retrieval App!

SLAS2025 Lead Retrieval Update

- **New Lead Retrieval App:**

For SLAS2025, Lead Retrieval is now managed through the **Eventscribe app**, which is separate from the conference app.

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

- **Who Needs It?**

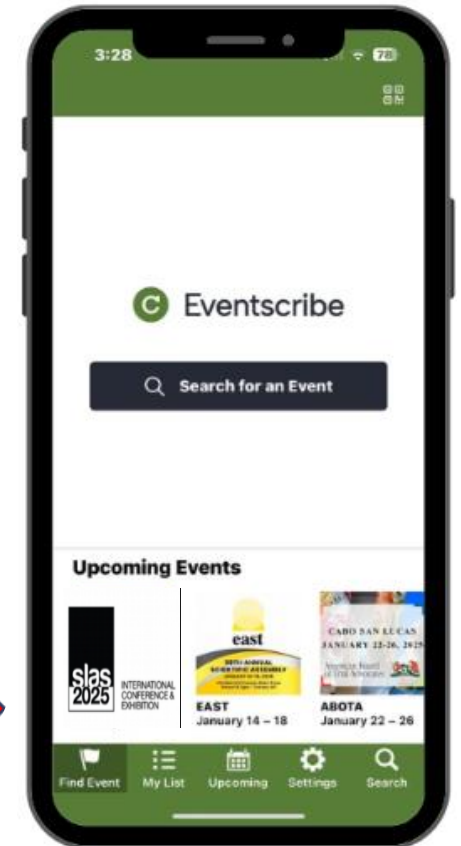
Only sales representatives assigned Lead Retrieval licenses need to download and use the Eventscribe app to scan leads onsite.

DOWNLOAD the Lead Retrieval app

Booth Staff....**Do this before arriving in San Diego!**

SLAS2025 Lead Retrieval App

- App Store: Search for “**Eventscribe**”
- The SLAS2025 Lead Retrieval App will be available via the search or under Upcoming Events
- Login credentials - Your Registrant ID
 - Email with login credentials will be sent to sales reps with assigned licenses
 - There will be a Forgot Password option



The app is available now for iOS and Android!

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 eventScibe app and access the SLAS2025 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 in the Exhibit Service Center.

**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

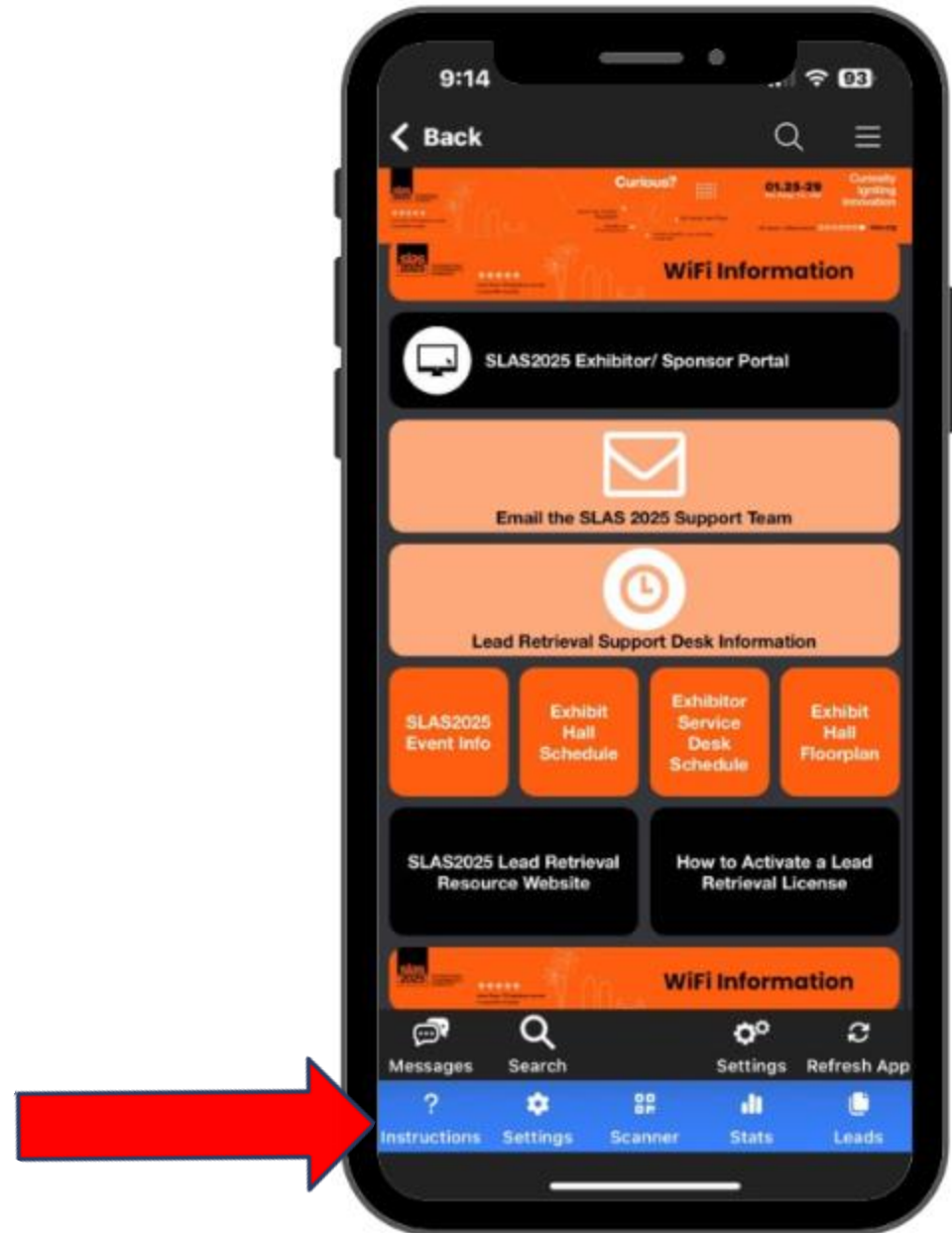
If you've been assigned a Lead Retrieval license through the Exhibitor Service Center

YOU WILL SEE

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

“Scanner” button opens the QR code reader

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

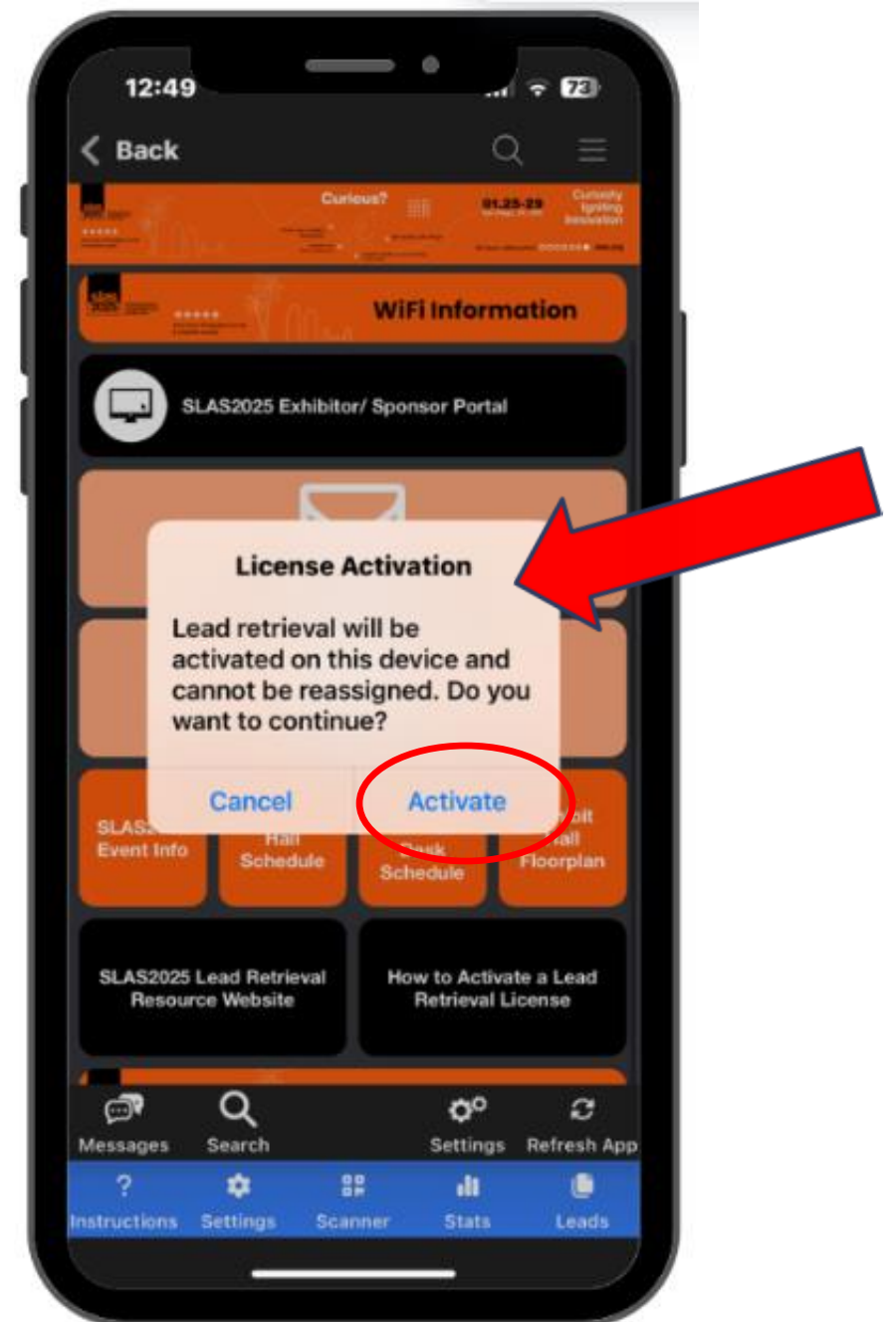


Using lead retrieval onsite

When you FIRST select the “Scanner” button,
You will see this License Activation popup.

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

Booth staff will *ONLY* see this message
the first time.

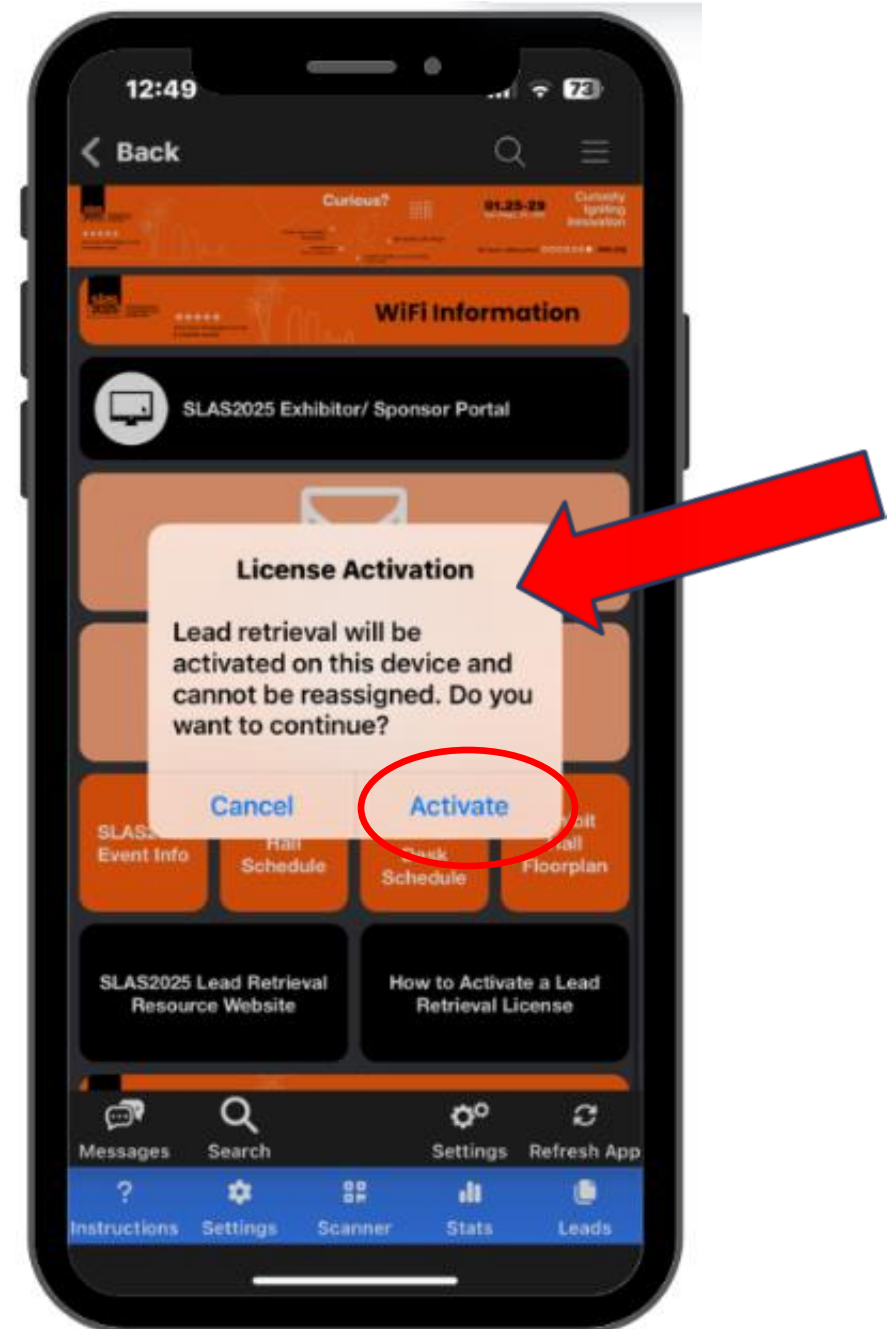


Using lead retrieval onsite

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.)

Leads WILL be LOST if you use the same login credentials to activate all the lead licenses.

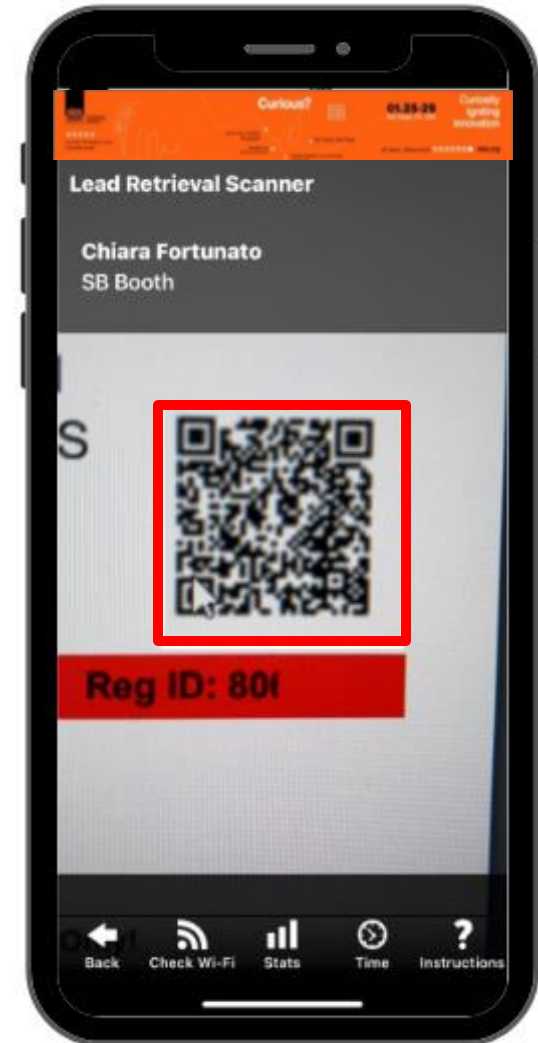


Using lead retrieval onsite

1. Click “Scanner” button



2. Align QR code in view



If an error is received, the reason may be:

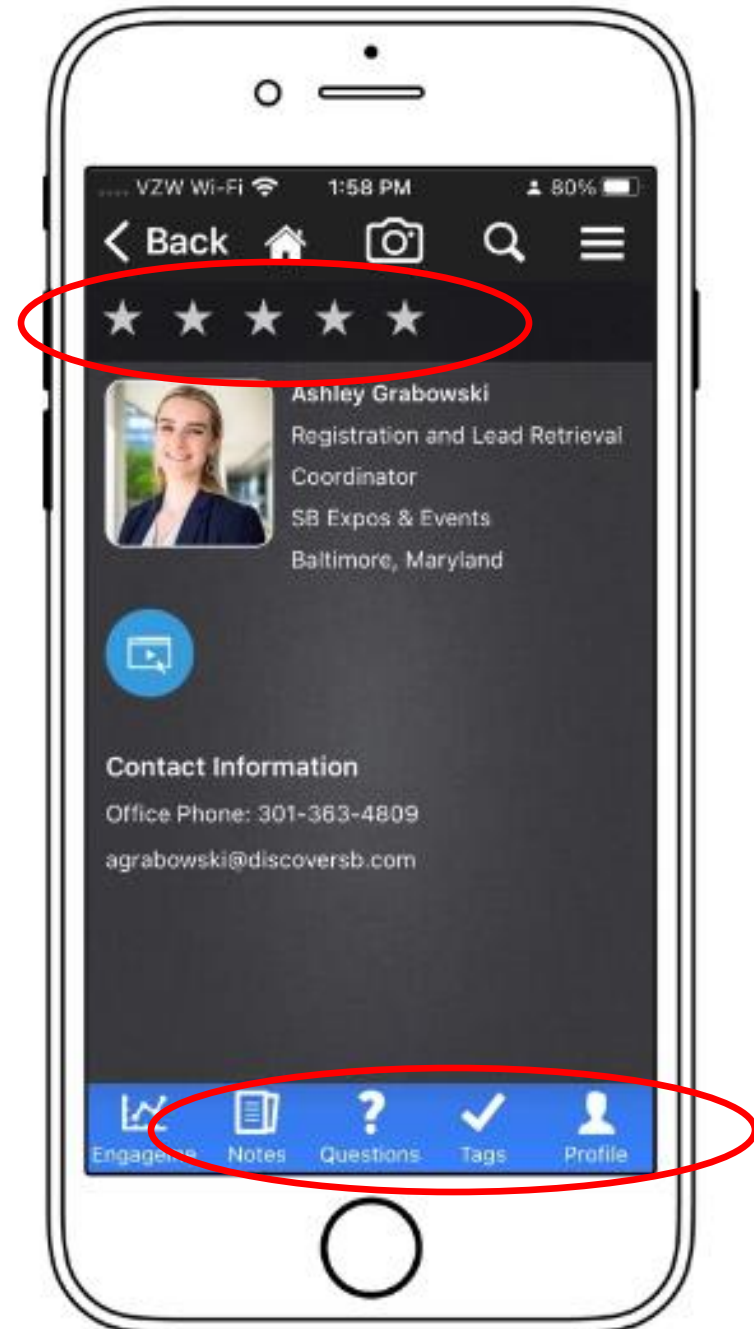
- glare from badge holders
- misprinted badges
- onsite registrants needing more time processing time

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

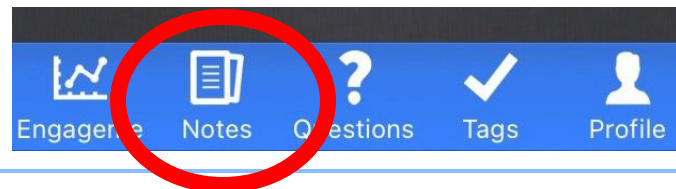
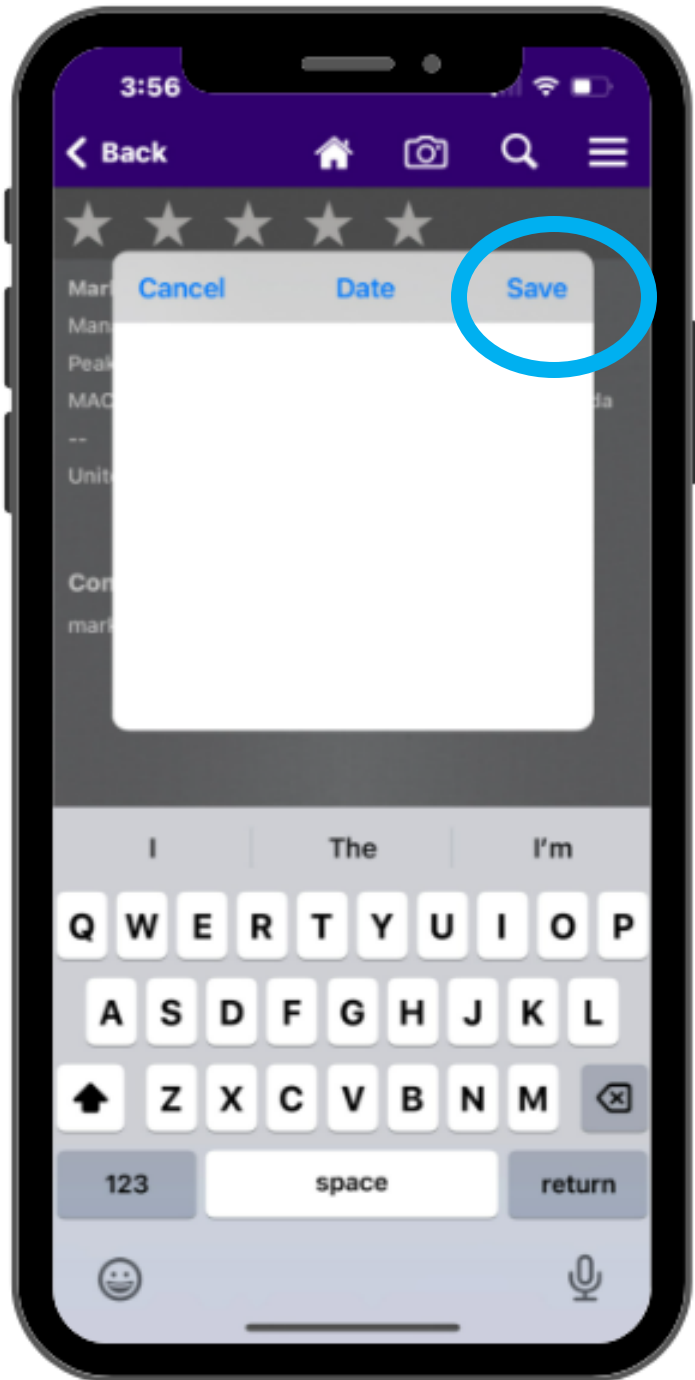
Using lead retrieval onsite

After attendee is scanned, several options available

- **Notes:** Free entry 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

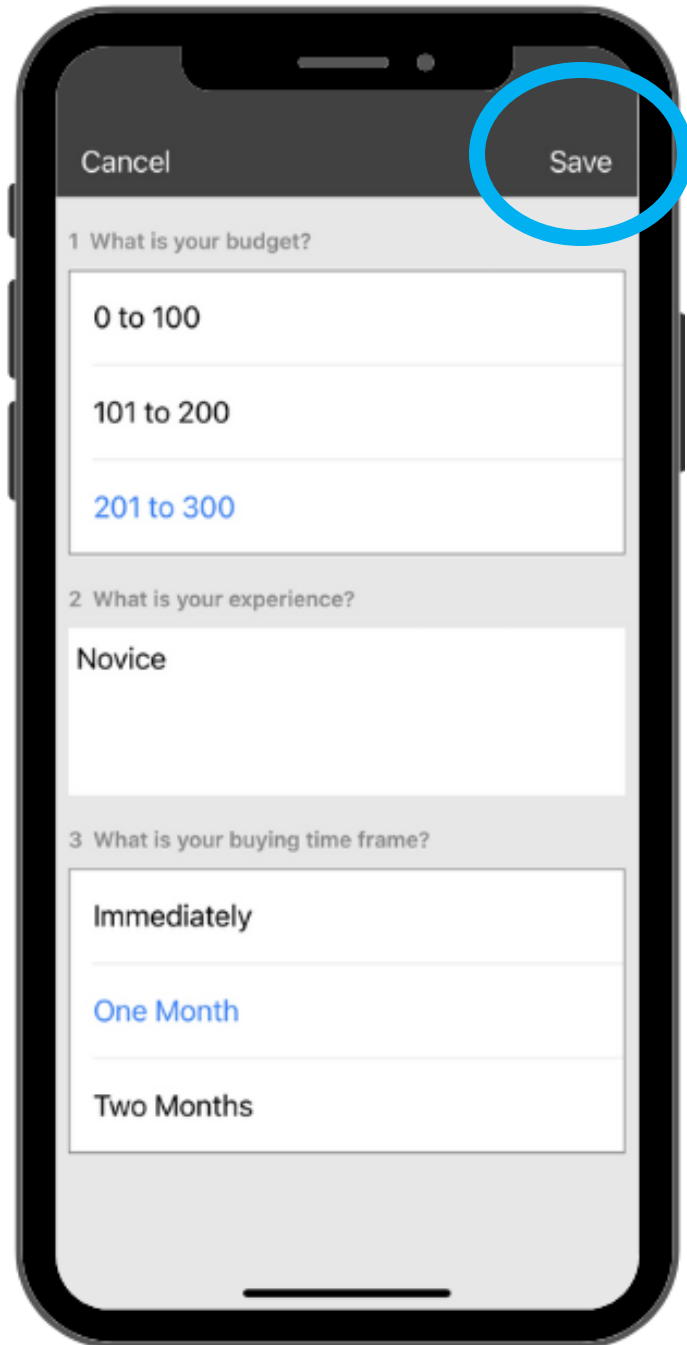


Using lead retrieval onsite - NOTES



- Include any notes about the customer
- HIT "SAVE" at the top right

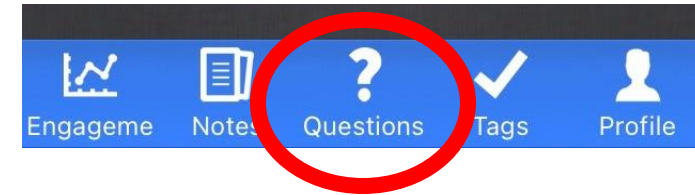
Using lead retrieval onsite - Questions



A smartphone screenshot of a lead qualification form. The form has three sections:

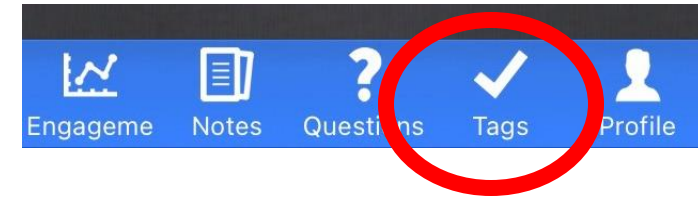
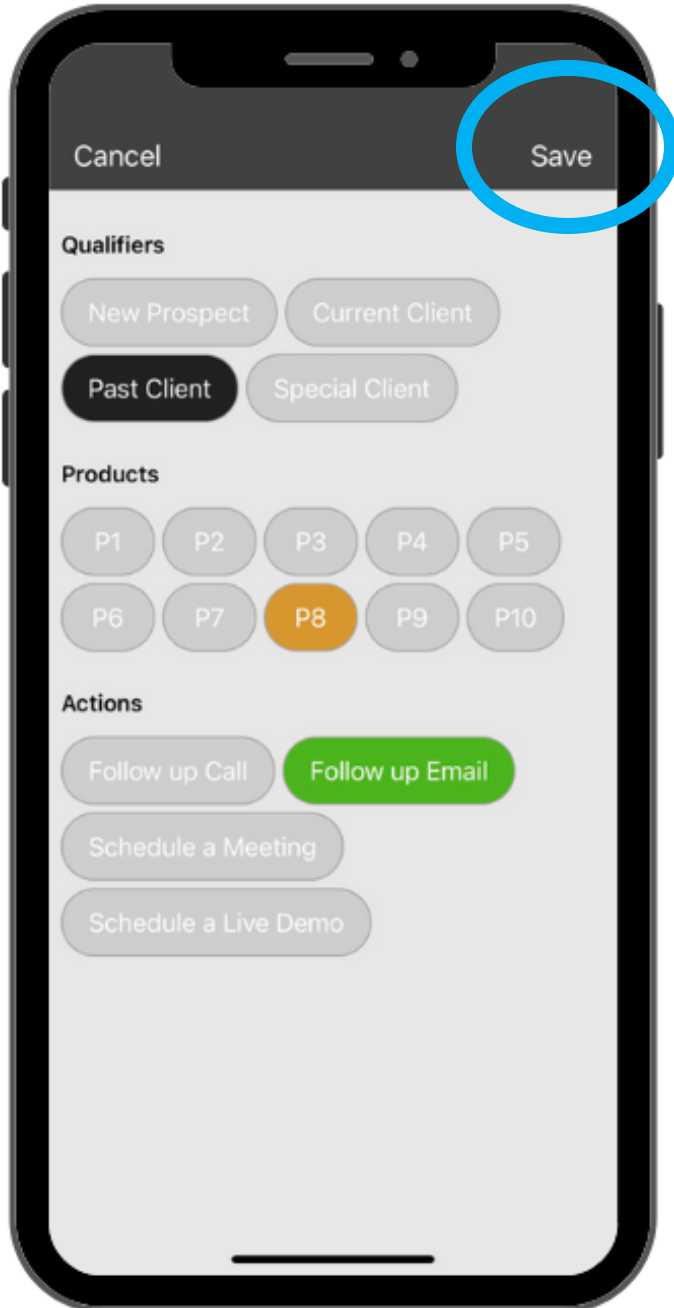
- 1 What is your budget?** with radio button options: 0 to 100, 101 to 200, and 201 to 300 (selected).
- 2 What is your experience?** with a text input field containing "Novice".
- 3 What is your buying time frame?** with radio button options: Immediately, One Month (selected), and Two Months.

At the top right of the form, there is a "Save" button circled in blue. At the top left, there is a "Cancel" button.



- 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

Cancel

Personal Details

Colleen

Campbell

Pronouns

Organization Details

Senior Manager

SB Expos & Events

Organization website URL

Location Details

White Marsh

Maryland

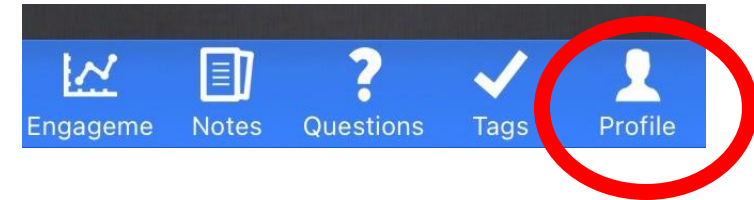
United States

Contact Details

Cell Phone Number

Cancel Save

www.discover_sb.com



- 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

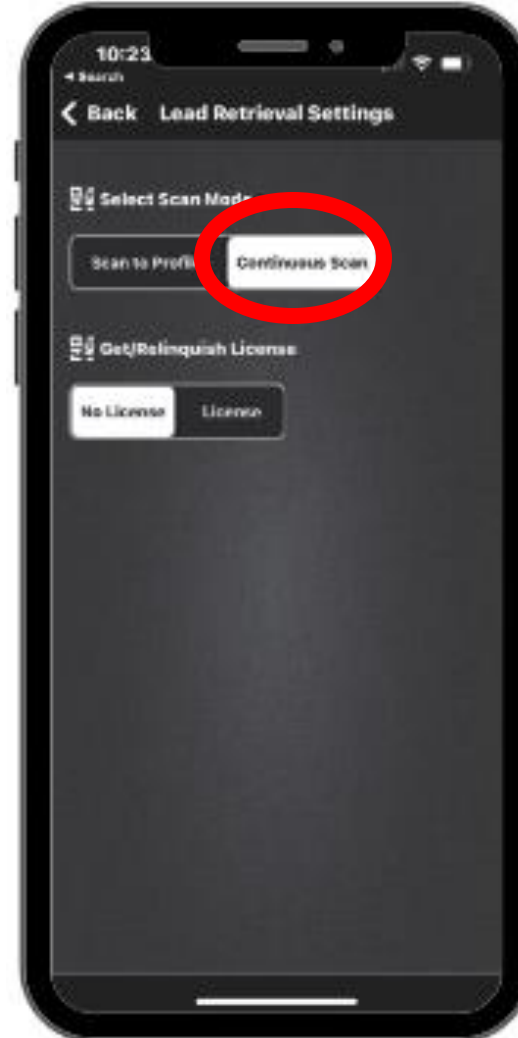
Using Continuous Scan

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.

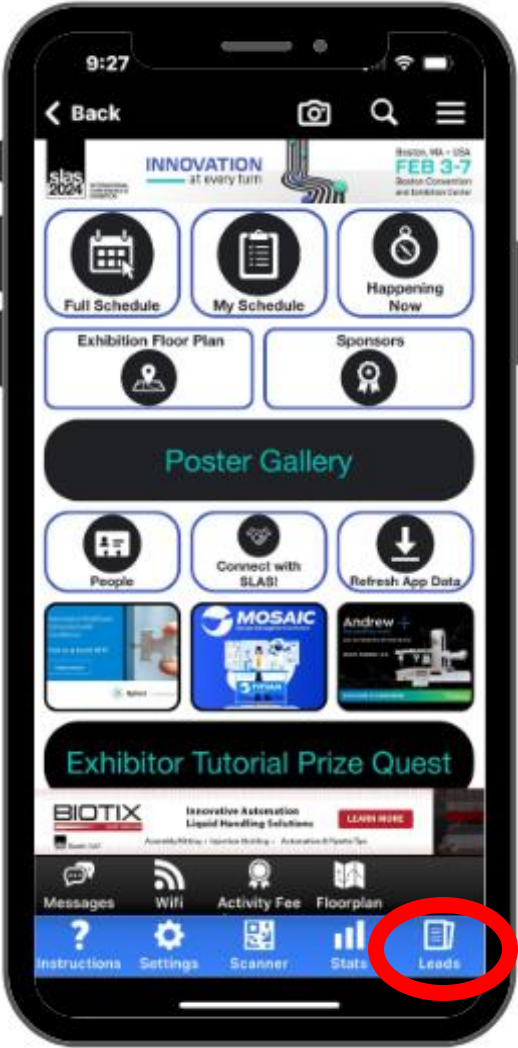
Offline scans are held locally on the device UNTIL it reaches Wi-Fi or cellular service. If the app is deleted before connecting to Wi-Fi or cellular service, leads will be lost.

Attendee WiFi will be reach the Exhibit Hall at SLAS2025 but is limited based on usage. Exhibitors needing dedicated internet should arrange services pre-show via the Exhibitor Portal or onsite at the Exhibitor Services desk.

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 SLAS2025 Exhibitor/ 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



Frequently Asked Questions

1. Is there onsite support?
 - Yes, visit the Lead Retrieval Support Desk in Exhibitor Services
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 [SLAS2025 Exhibitor Service Kit](#) .
3. How can you view leads onsite?
 - In the SLAS2025 Lead Retrieval App by clicking the 'Leads'
 - By accessing the reports in the SLAS2025 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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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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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 JANUARY 24, 2025

- 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 San Diego

YES - You CAN purchase licenses onsite

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

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Meet the Onsite Lead Retrieval Team



Chiara Fortunato,
Lead Retrieval Manager



Lacey Kishter, DES,
Lead Retrieval Support

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When You Arrive in San Diego

- Lead Retrieval support is located in the Exhibitor Service Center:

Sat, 1/25: 8 AM - 6 PM

Sun, 1/26: 8 AM - 6 PM

Mon, 1/27: 10 AM - 6 PM

Tue, 1/28: 10 AM - 6 PM

Wed, 1/29: 9 AM - 12:30 PM

- After Wednesday, January 30, please email SLASleads@discoversb.com