

slas
2025



Share Your Curiosity
#SLAS2025

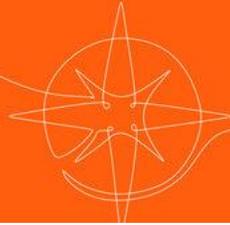
Curious?



Get ready, San Diego!

01.25-29
San Diego, CA, USA

Abstract Submission
Open!



Plan with purpose!

Curiosity Igniting Innovation

It's all about collaboration!  slas.org

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.

How to access your lead retrieval portal

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 SLAS2025 Exhibitor/ Supporter Portal:

- Purchase Lead Retrieval
- Set-up qualifying questions & custom tags
- Assign licenses
- **Pull Lead Scan Reports**

The screenshot shows the 'Exhibit & Sponsor Portal' interface. It is divided into two main sections. The left section is titled 'Purchase 2025 Exhibits/Sponsorships' and includes a 'View Floor Plan' button, a message about purchasing exhibit space or sponsorship for 2025, and a note that previous years' access keys will not work. The right section is titled 'Manage your Exhibit Space or Sponsorships' and features an 'Email Address' input field, an 'ACCESS KEY' input field, and a link for users who have lost their access key or need help. At the bottom, there are two buttons: 'Purchase Exhibits/ Sponsorships' and 'Log In/Manage'.

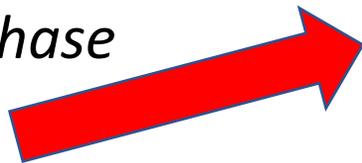
Lead Retrieval - Purchase

To purchase your first license,
Click

“LEAD RETRIEVAL: Purchase First License”

To purchase more licenses,
Click

“LEAD RETRIEVAL: Purchase Additional Licenses”



Curious? 01.25-29 San Diego, CA, USA
Curiosity Igniting Innovation
It's all about collaboration! [slas.org](#)

SLAS2025 Exhibit & Sponsor Portal | Log Out

EVENT INFORMATION

- Dates:** Jan 25 - 29, 2025 (Sat — Wed)
- Location:** San Diego Convention Center, San Diego, California
- More Information:** [Website](#)

YOUR INFORMATION

- SB LR Support Booth:** User: Chiara Fortunato (0 logins)
- [View Floor Plan](#)
- [Preview Your Booth](#)

EXHIBITOR TOOLKIT

- [SLAS2025 Important Information & Upcoming Deadlines](#)
- [SLAS2025 Important Deadlines](#)
- [SLAS2025 Floorplan](#)
- [SLAS2025 Booth Budgeting Tool](#)
- [SLAS2025 Official Vendors](#)
- [SLAS2025 Exhibitor Marketing](#)

Task List:

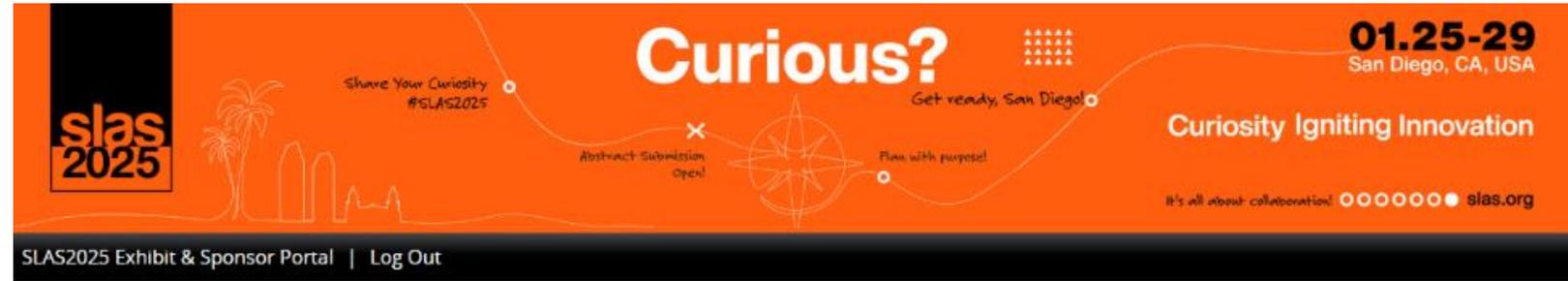
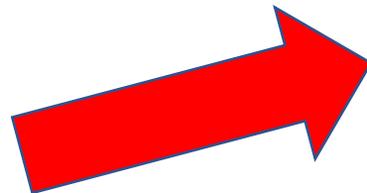
- ✓ LEAD RETRIEVAL: Purchase First License (completed 8/4/2023, 1:12 PM)
- ✓ LEAD RETRIEVAL: Purchase Additional Licenses (completed 8/14/2023, 7:42 PM)
- ✗ LEAD RETRIEVAL: Qualifying Questions (Optional) (task is due 10/14/2023) **Lead Retrieval**
- ✗ LEAD RETRIEVAL: Custom Tags (task is due 10/14/2023)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



EVENT INFORMATION ⓘ

YOUR INFORMATION ⓘ

EXHIBITOR TOOLKIT ⓘ

EVENT INFORMATION

- 📅 **Dates:** Jan 25 – 29, 2025 (Sat — Wed)
- 📍 **Location:** San Diego Convention Center, San Diego, California
- ℹ️ **More Information:** [Website](#)

YOUR INFORMATION

- 🏢 **SB LR Support Booth:** User: Chiara Fortunato (0 logins)
- 📄 [View Floor Plan](#)
- 👁️ [Preview Your Booth](#)

EXHIBITOR TOOLKIT

- 🔗 [SLAS2025 Important Information & Upcoming Deadlines](#)
- 🔗 [SLAS2025 Important Deadlines](#)
- 🔗 [SLAS2025 Floorplan](#)
- 🔗 [SLAS2025 Booth Budgeting Tool](#)
- 🔗 [SLAS2025 Official Vendors](#)
- 🔗 [SLAS2025 Exhibitor Marketing](#)

- ✅ 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**

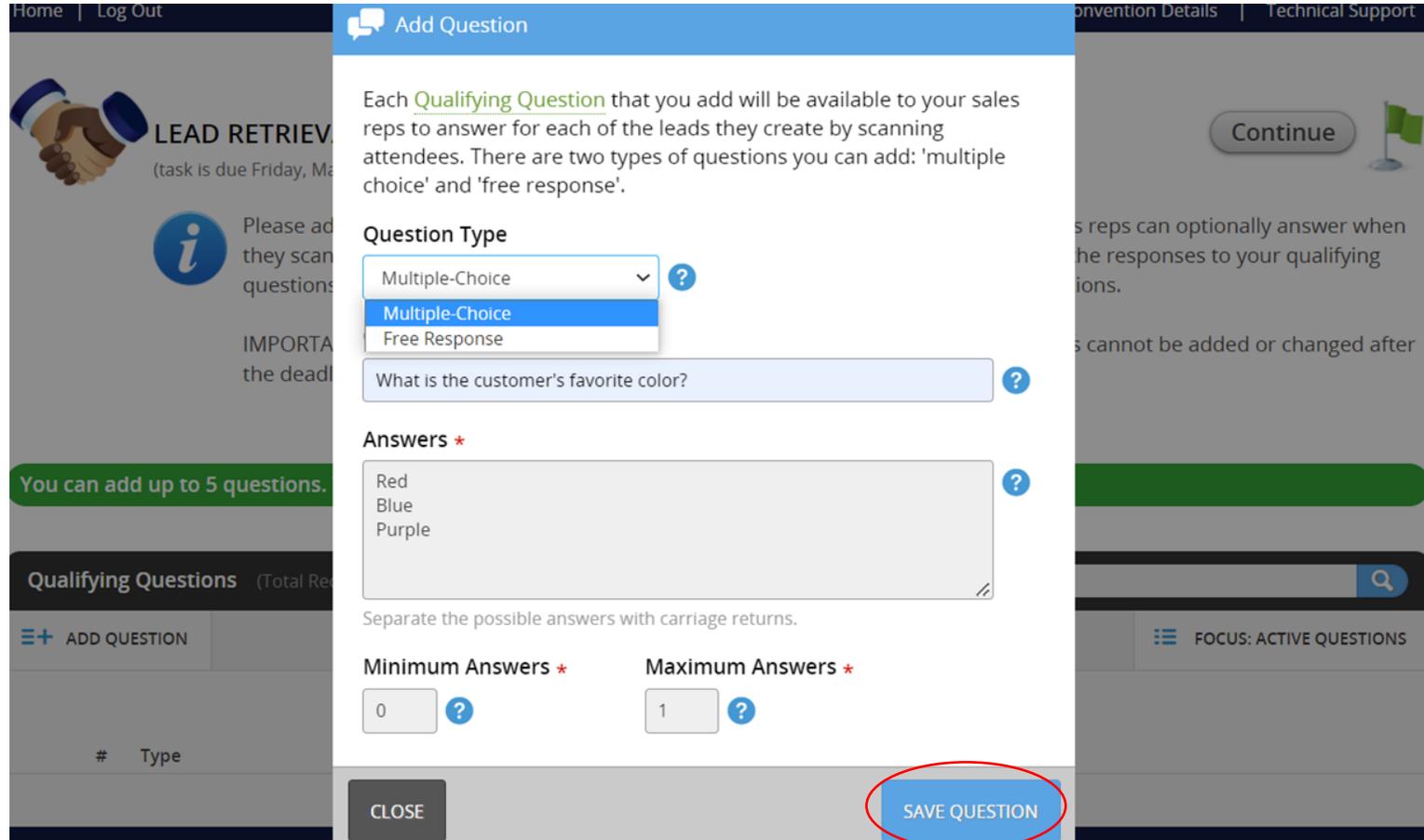
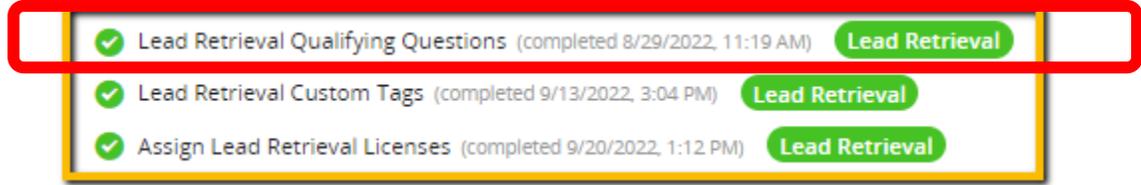
Qualifying Questions

Qualifying questions are customized by **company**, not by sales rep

Multiple choice or free entry

10 per company

Tasks lock for edits on January 24, 2025!



Custom Tags

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

Three categories: Qualifiers, Products, Actions

15 tags per category

Tasks lock for edits on **January 24, 2025!**



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

A text input field for adding qualifiers. It contains the text: 'New Prospect', 'Current Client', and 'Past Client' on separate lines. There is a small icon in the bottom right corner of the input area.

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

A text input field for adding products. It is currently empty. There is a plus sign icon and a refresh icon in the bottom right corner of the input area.

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

A text input field for adding actions. It contains the text: 'Follow-up Email' and 'Follow-up Call' on separate lines.

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

Assign Licenses

Staff **MUST** be registered for the SLAS2025 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.

Register Your Booth Staff task deadline: Wednesday, January 22, 2025

Lead Retrieval Tasks will be locked on January 24, 2025

- ✘ REGISTRATION: Register Your Booth Staff (Complimentary and Purchased Badges) - ***REQUIRED*** (task is due 1/22/2025)
- ✘ MARKETING: Email to SLAS2025 Attendee List (task is due 1/23/2025)
- ✘ MARKETING: Complimentary Customer Passes for SLAS2025! (task is due 1/29/2025)
- ✔ LEAD RETRIEVAL: Purchase First License (task is due 1/24/2025)
- ✘ 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.

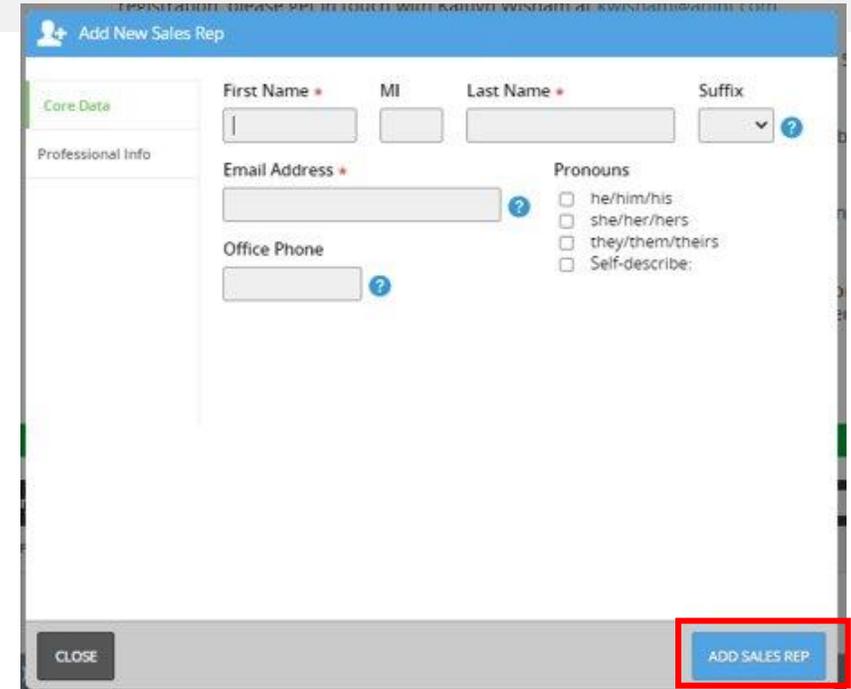
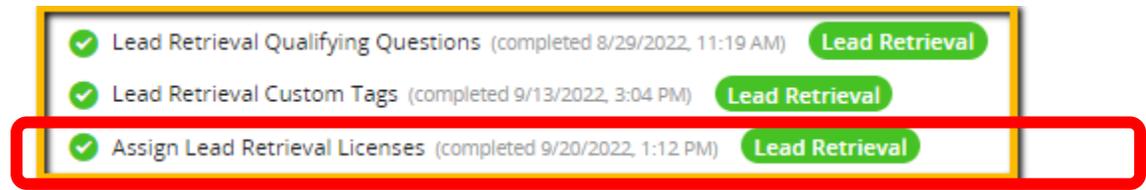
You will need their first name, last name, and email address that were used to register.

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.



Assign Licenses

- ✓ 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

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.

#	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

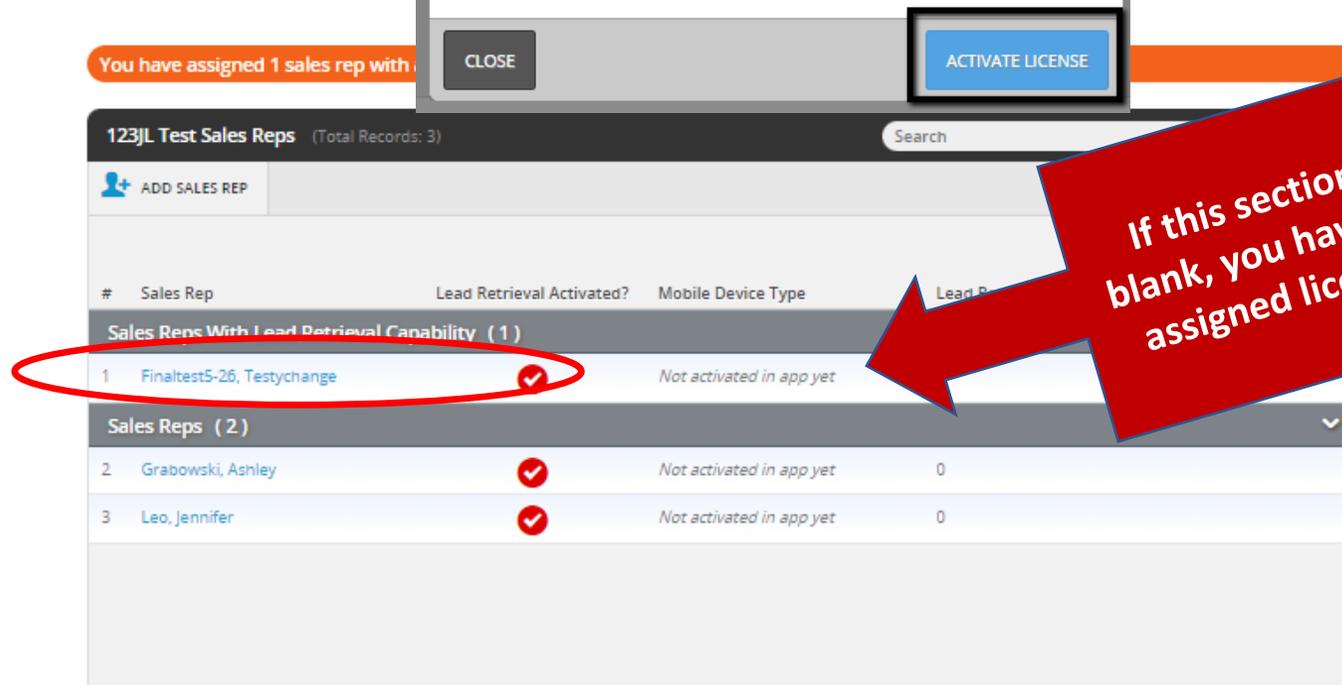
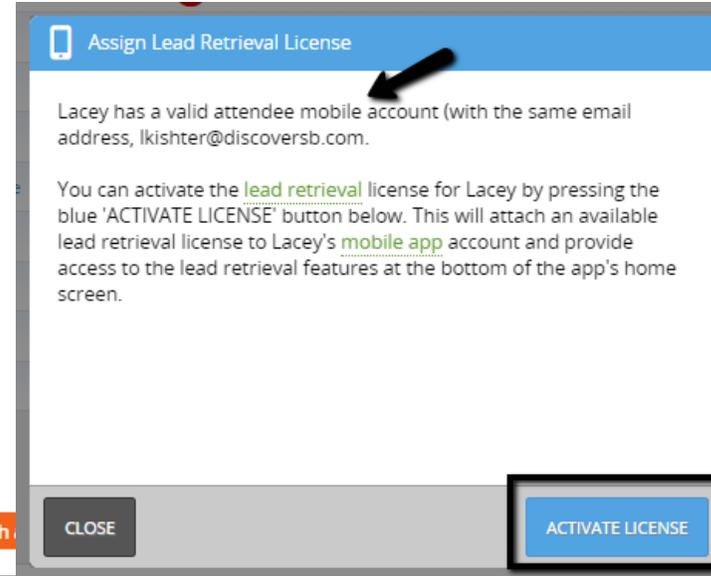
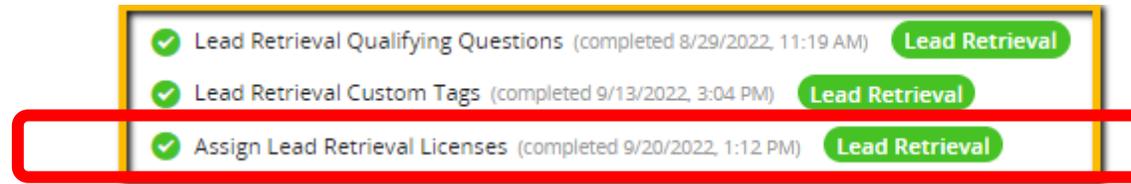
Step Five:

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 SLAS2025 Lead Retrieval app.

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

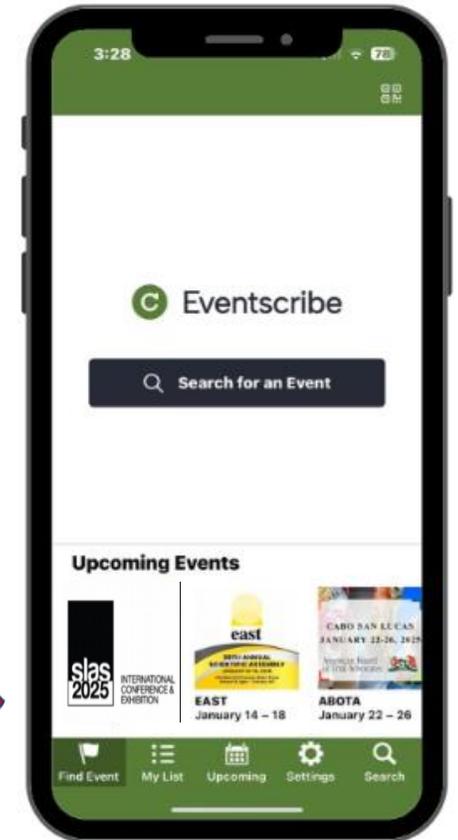


DOWNLOAD the Lead Retrieval app

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 will be available soon 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

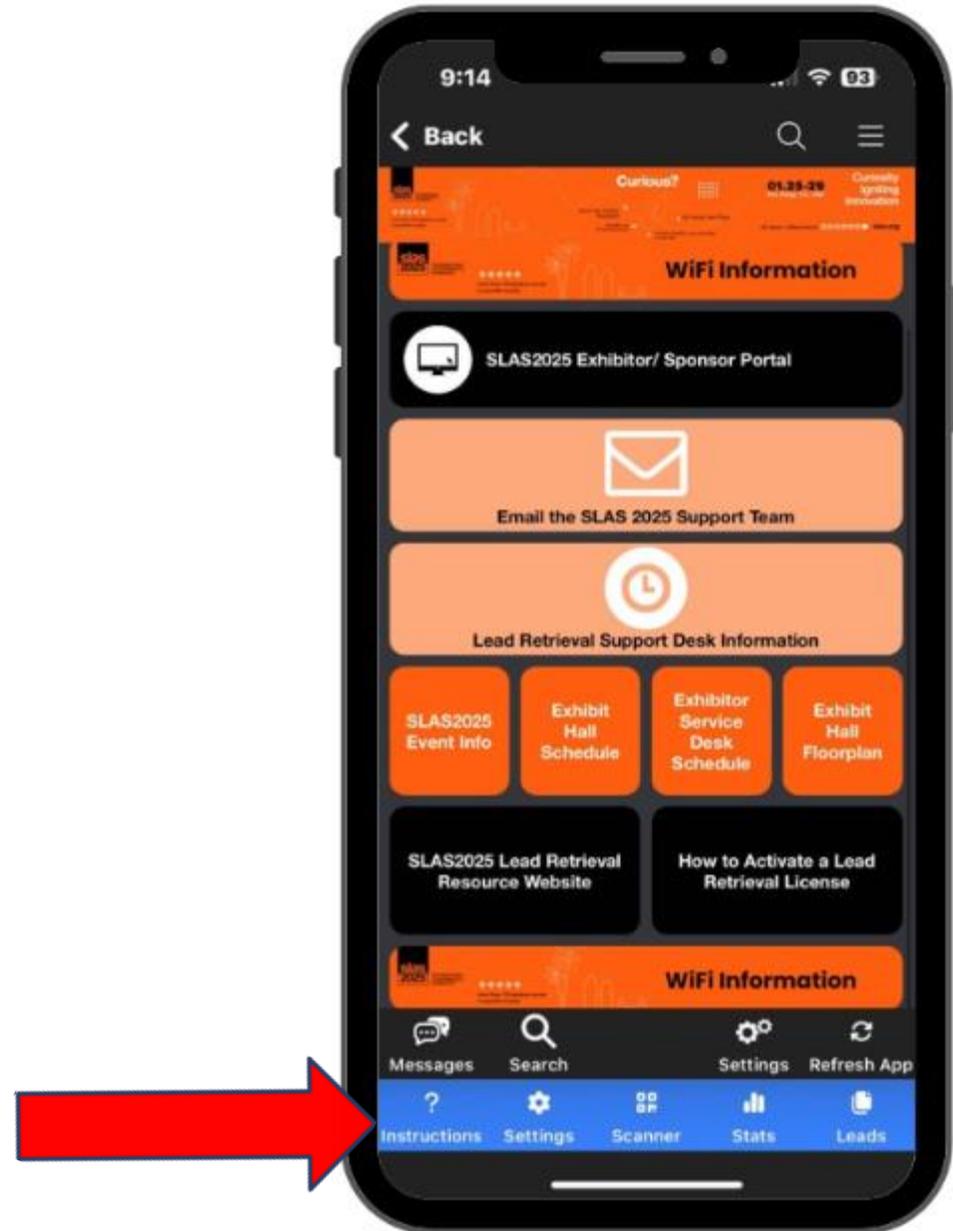
If you've been assigned a Lead Retrieval license through the Exhibitor Service Center

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

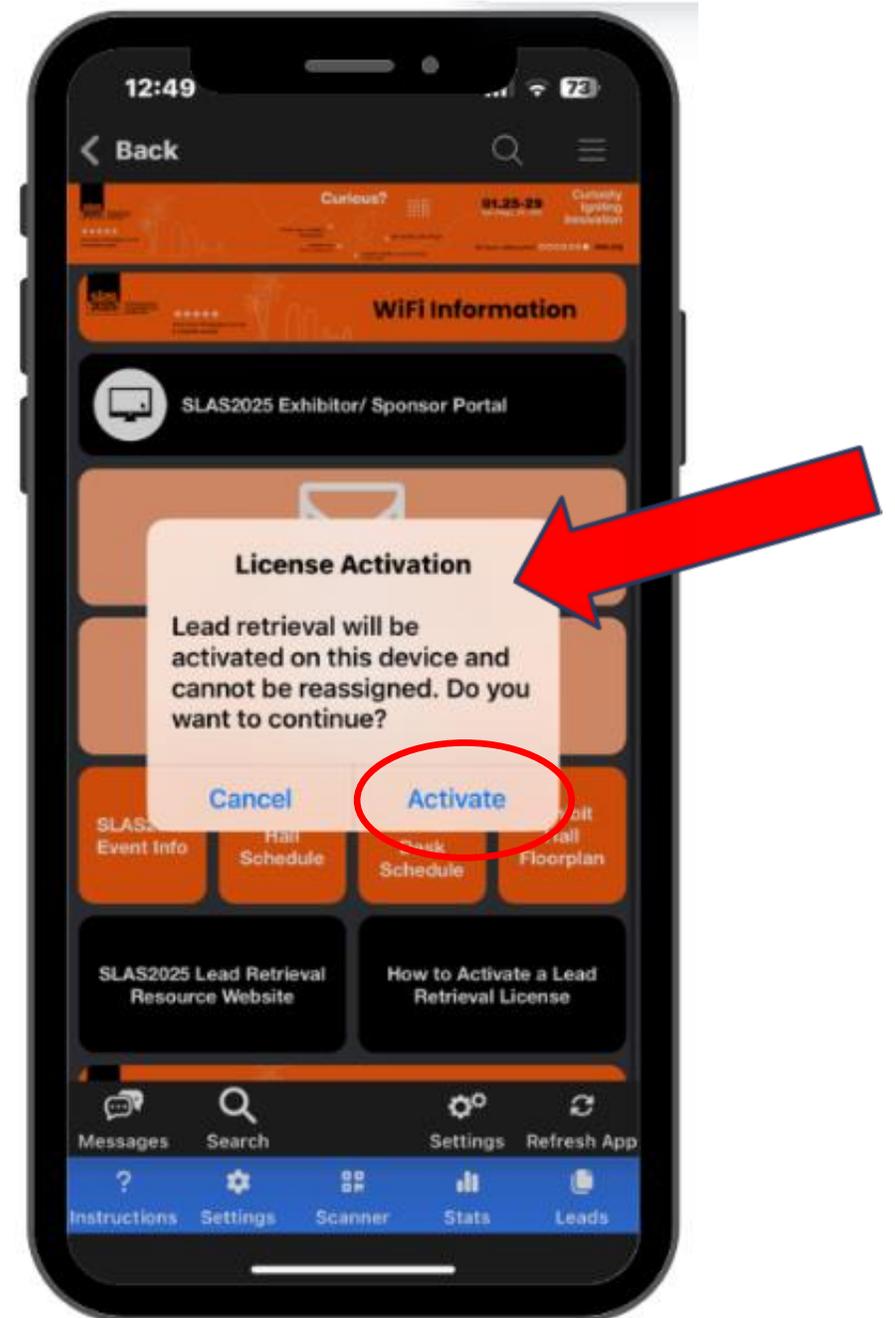


Using lead retrieval onsite

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.

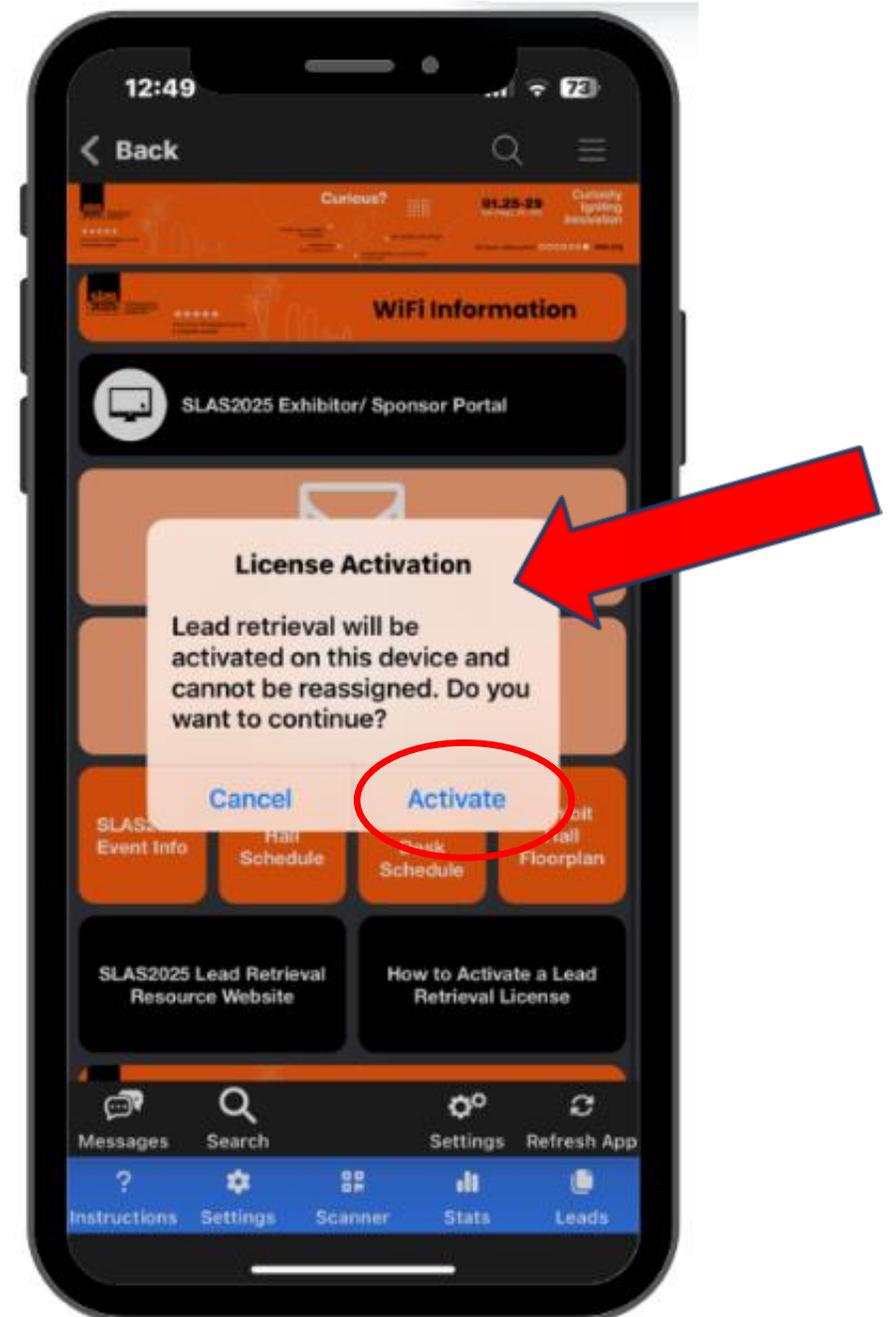


Using lead retrieval onsite

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.

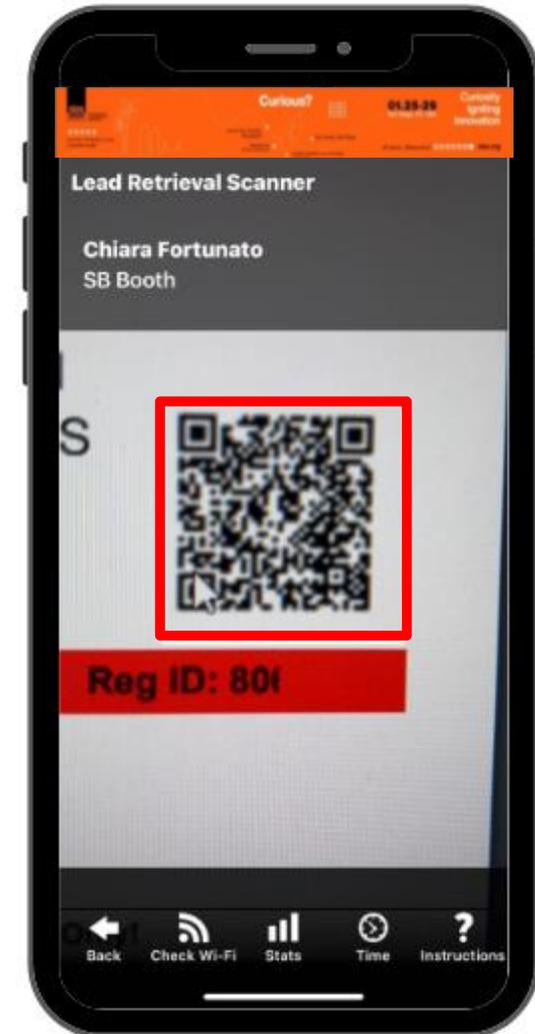


Using lead retrieval onsite

1. Click “Scanner” button



2. Align QR code in view



If an error is received, the reason may be:

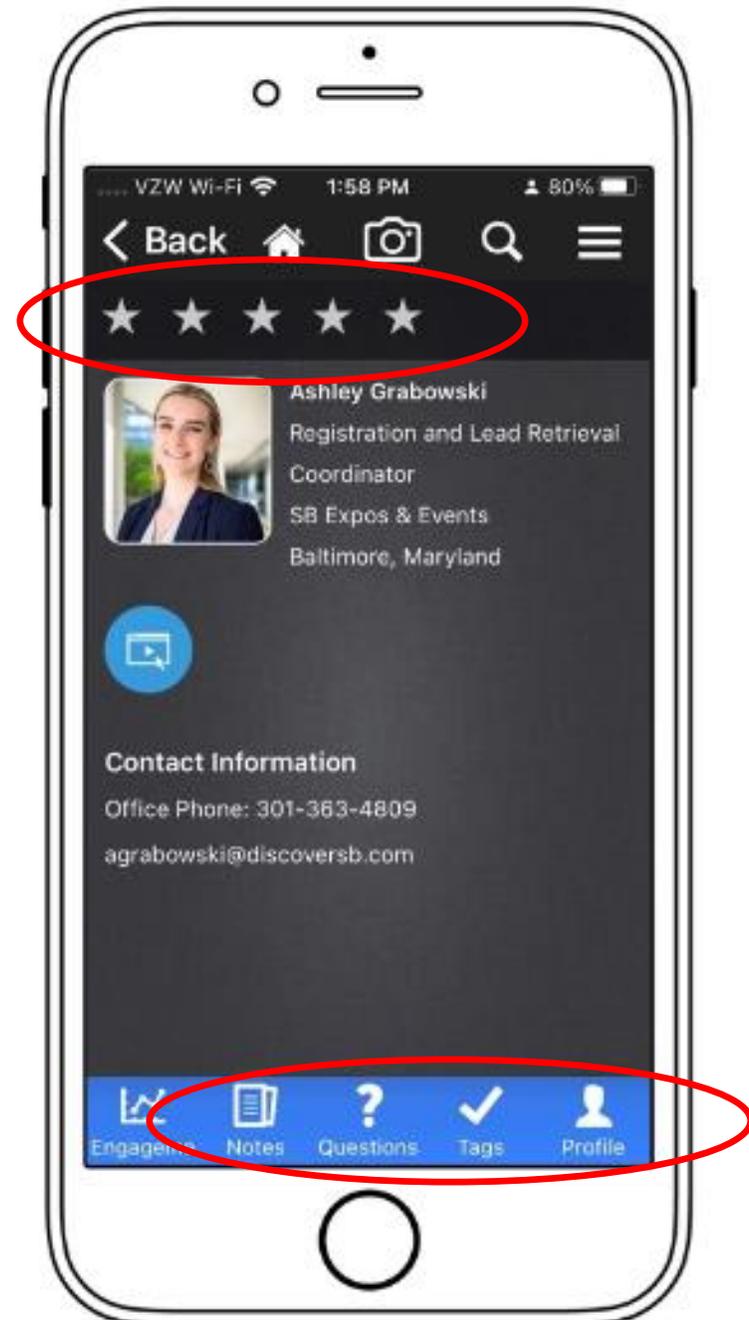
- glare from badge holders
- misprinted badges
- onsite registrants needing more time processing time

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

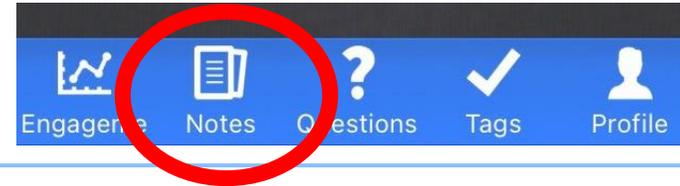
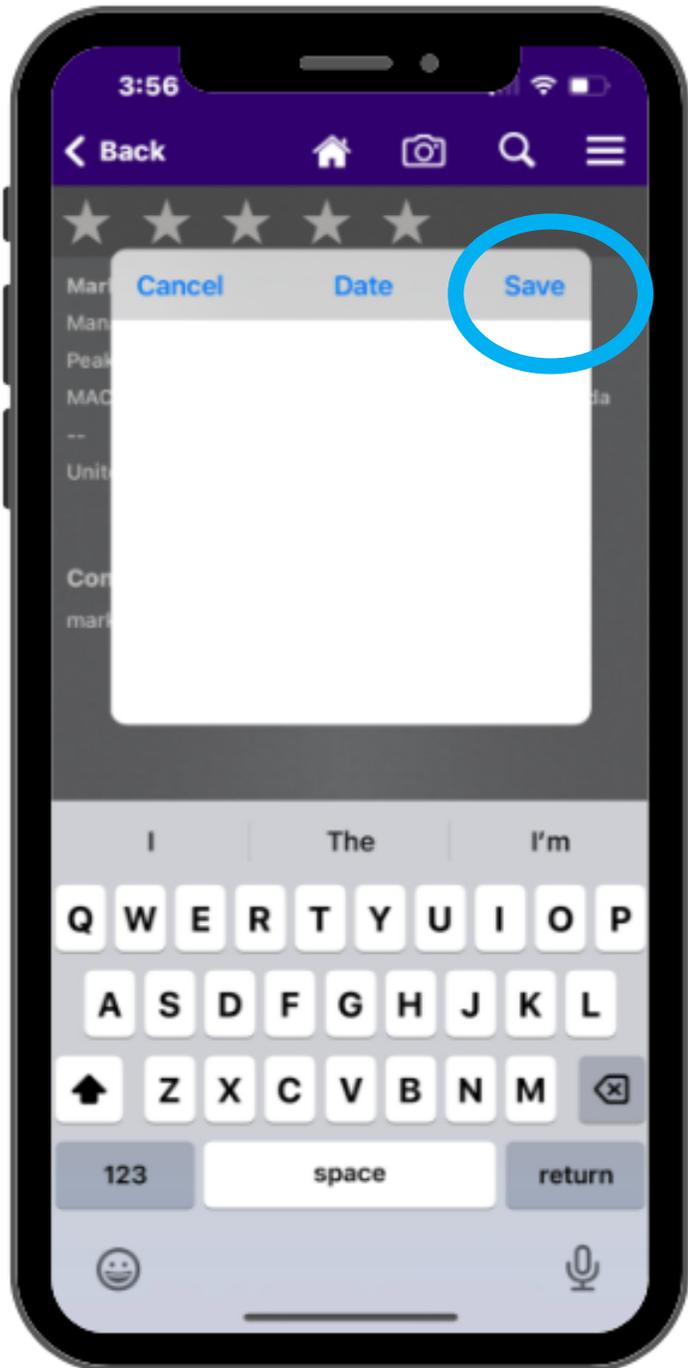
Using lead retrieval onsite

After attendee is scanned, several options available

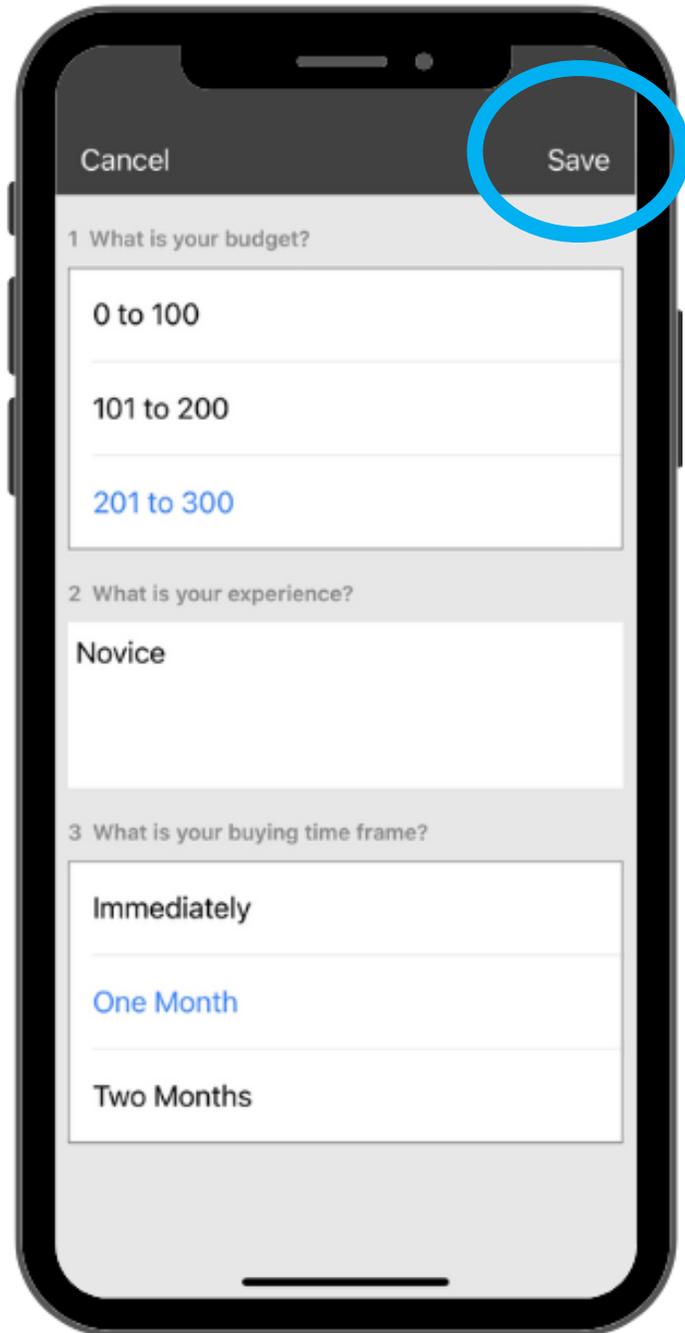
- **Notes:** Free entry field
- **Questions:** Answer qualifying questions that admin set up in Tasks
- **Tags:** Select tags that admin set up in Tasks
- **Profile:** Make edits to the attendee's profile.
- 1-5 stars



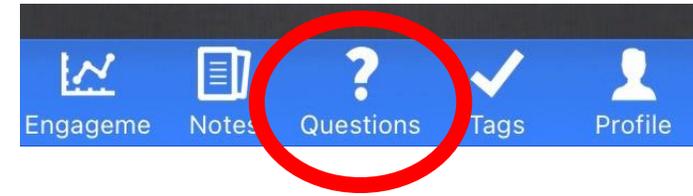
Using lead retrieval onsite - NOTES



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

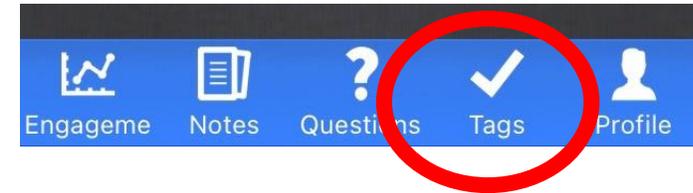
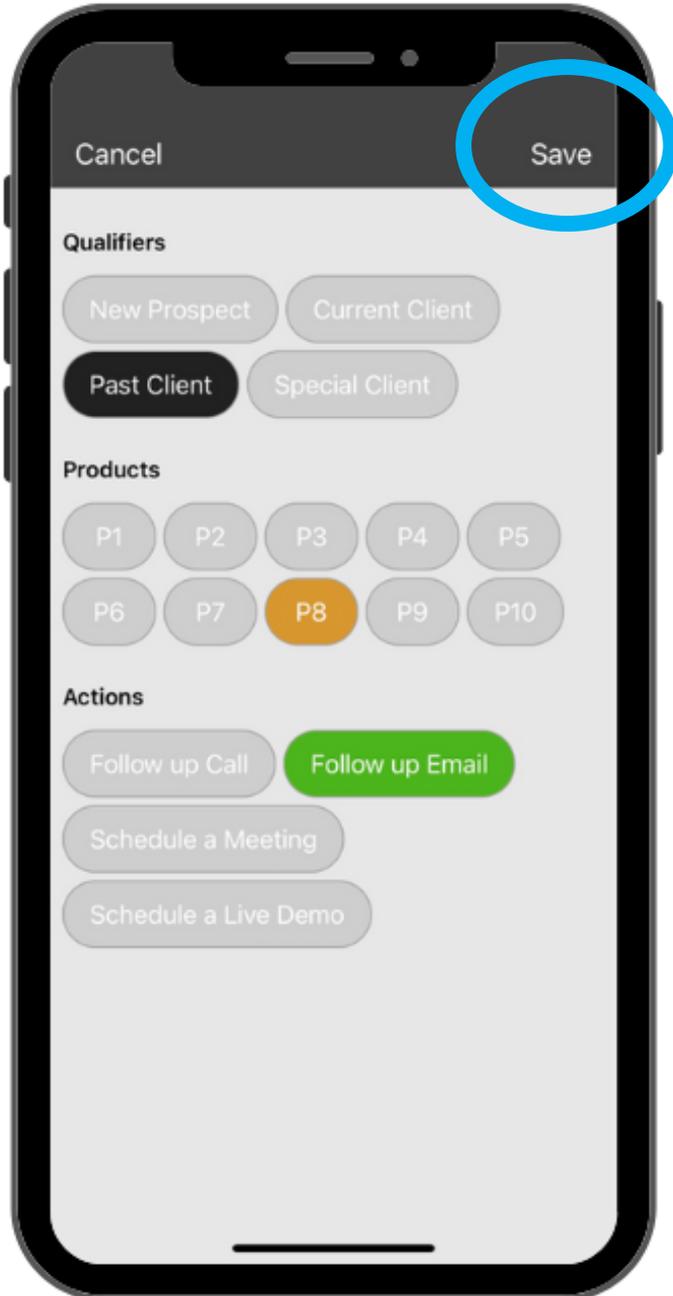


Using lead retrieval onsite - Questions



- 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 side-by-side 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 highlighted.

Personal Details

Colleen
Campbell
Pronouns

Organization Details

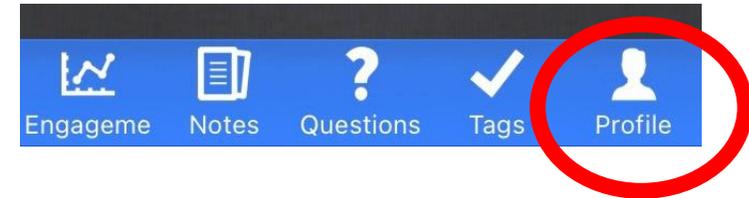
Senior Manager
SB Expos & Events
Organization website URL
www.discoverusb.com

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

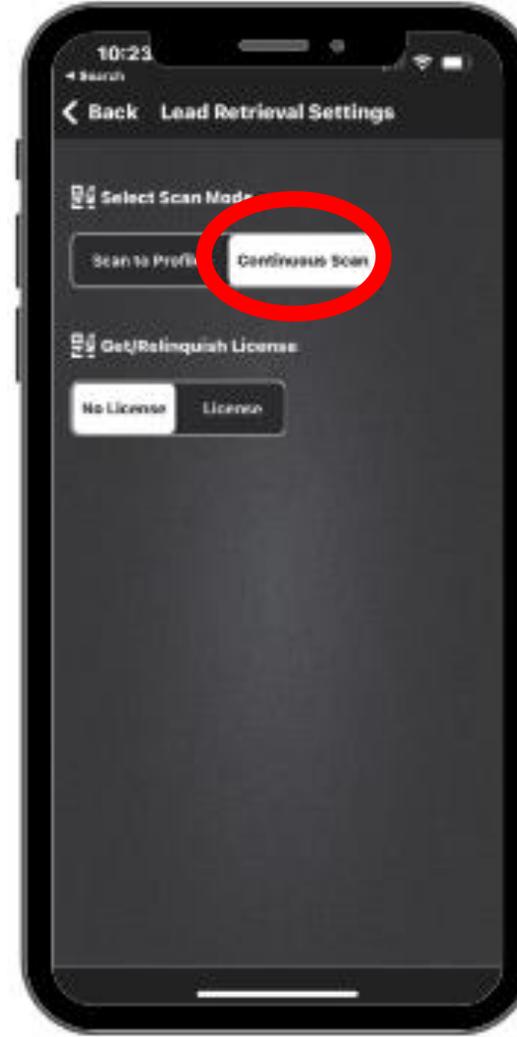
Using Continuous Scan

Access this setting after logging in and activating a license.

1. Click the LR “Settings” icon



2. Click on Continuous Scan to activate

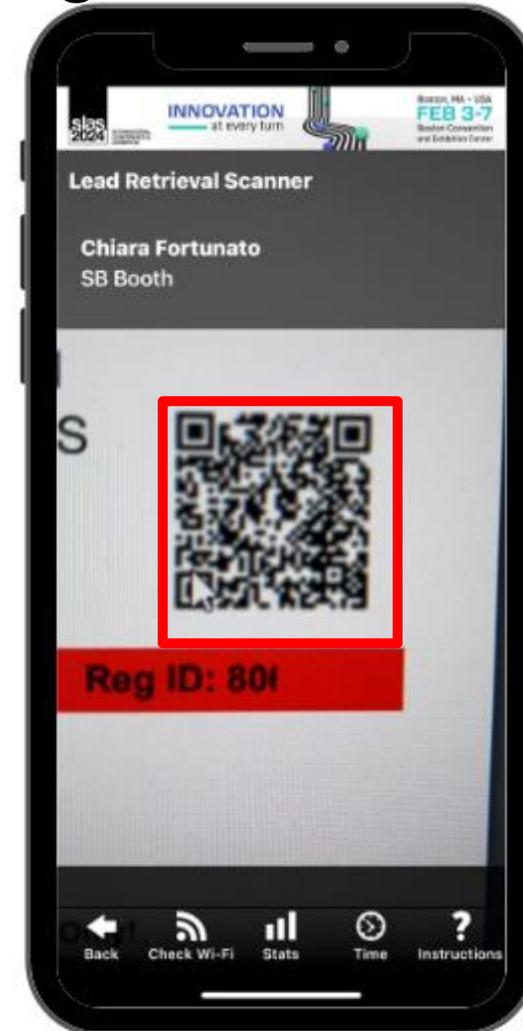


Using Continuous Scan

3. Click “Scanner” button

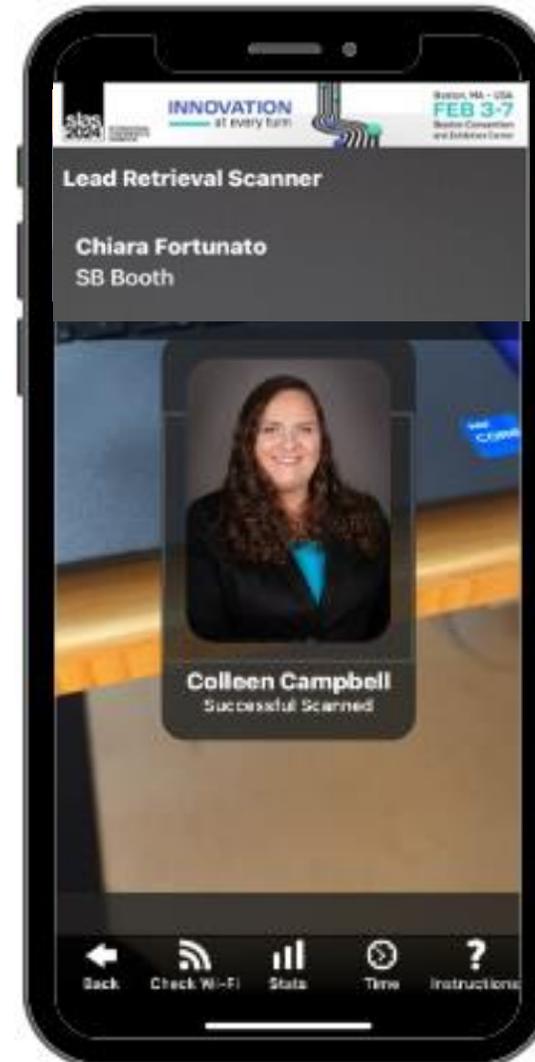


4. Align QR code in view



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.

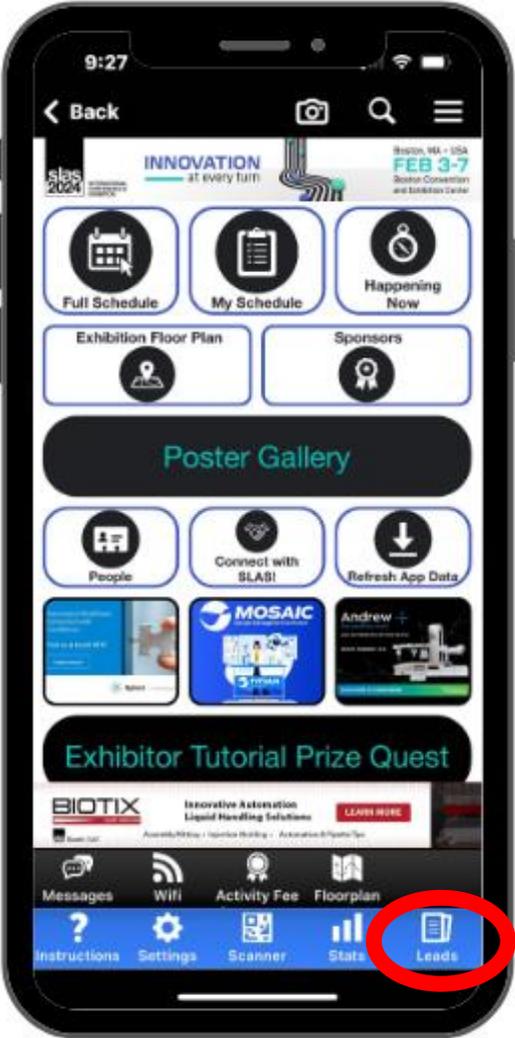
Offline scans are held locally on the device UNTIL it reaches Wi-Fi or cellular service. If the app is deleted before connecting to Wi-Fi or cellular service, leads will be lost.

For SLAS2025 attendee WiFi will reach the Exhibit Hall. Exhibitors needing dedicated internet for booth activities can arrange services pre-show via the Exhibitor Portal or onsite at the Exhibitor Services desk for wired or wireless internet options.

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**

slas
2025

Share Your Curiosity
#SLAS2025

Curious?



01.25-29
San Diego, CA, USA

Get ready, San Diego!

Abstract Submission
Open!

Plan with purpose!

Curiosity Igniting Innovation

It's all about collaboration!  slas.org

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.**

slas
2025

Share Your Curiosity
#SLAS2025

Curious?



01.25-29
San Diego, CA, USA

Get ready, San Diego!

Abstract Submission
Open!

Plan with purpose!

Curiosity Igniting Innovation

It's all about collaboration!  slas.org

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

slas
2025

Share Your Curiosity
#SLAS2025

Curious?



01.25-29
San Diego, CA, USA

Get ready, San Diego!

Abstract Submission
Open!

Plan with purpose!

Curiosity Igniting Innovation

It's all about collaboration!  slas.org

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

slas
2025

Share Your Curiosity
#SLAS2025

Curious?



01.25-29
San Diego, CA, USA

Get ready, San Diego!

Abstract Submission
Open!

Plan with purpose!

Curiosity Igniting Innovation

It's all about collaboration!  slas.org

When You Arrive in San Diego

YES - You CAN purchase licenses onsite

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

slas
2025

Share Your Curiosity
#SLAS2025

Curious?



01.25-29
San Diego, CA, USA

Get ready, San Diego!

Abstract Submission
Open!

Plan with purpose!

Curiosity Igniting Innovation

It's all about collaboration! slas.org

Meet the Onsite Lead Retrieval Team



Chiara Fortunato,
Lead Retrieval Manager



Lacey Kishter, DES,
Lead Retrieval Support

slas
2025

Share Your Curiosity
#SLAS2025

Curious?



01.25-29
San Diego, CA, USA

Get ready, San Diego!

Abstract Submission
Open!

Plan with purpose!

Curiosity Igniting Innovation

It's all about collaboration!  slas.org

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