



Lead Retrieval Solution Guide

Strategies to choose a lead retrieval solution, uncover show insights and empower your exhibitors



According to a recent study by The Center for Exhibition Industry Research (CEIR), 68% of exhibitors ranked generating leads as one of their top three objectives in attending an event¹.

Unfortunately, show organizers have been dependent on hardware-based, prohibitively expensive lead retrieval systems that have created barriers to purchase and adoption. Not only does this challenge deprive a company of having a successful exhibit strategy, but it also has left event organizers lacking robust data to take action.

Additionally, there has been a dramatic shift in the technology landscape for lead retrieval solutions in recent years. It is essential for an organization to find a solution that not only works well for exhibitors, but also allows the show organizer to reap the benefits of the data and insights it can provide.



Why Lead Retrieval Matters

How do I convince my exhibitors that lead retrieval is essential in their exhibit strategy?

For far too long, a successful exhibit strategy has rested on the shoulders of the exhibitor. In recent years, more organizations are offering ideas and suggestions for having a prosperous show. While it is critical for new exhibitors, lead retrieval is also relevant for your long-term anchors. Unfortunately, most of the education script is around “optional add-on items or activities” that exhibitors should do or purchase versus necessary or required to be successful in exhibiting.

Lead retrieval needs to move from optional to necessary and it shouldn't be buried in the 50+ page exhibit services manual. Exhibitors need to be educated on the benefits for them as a participant.

Lead retrieval needs to move from optional to necessary.



Here are key reasons to share with your exhibitors why they should purchase lead retrieval:

1. Effective and Efficient

According to CEIR, 81% (or 4 out of 5 attendees on the show floor) have buying authority². Lead retrieval is the most effective and efficient way to collect data about potential buyers.

2. No Lost Leads

Fewer attendees are carrying business cards and keeping track of who visited your booth and what their interests are on the back of the business card is problematic. Taking those stacks of cards and hand-entering into a CRM, often many days later introduces errors and leads to lost information and delays to the response.

3. Qualification

Custom qualifying questions and interest qualifiers allow teams to focus on the hottest leads and create more meaningful and relevant post-show follow-up with prospects.

4. Speed up Conversions

Lead retrieval considerably speeds the conversion of lead to sales by creating frictionless capture, real-time tracking, automates response, and quicker data input into their CRM systems for the appropriate team members to follow-up.

5. Data Protection Law Compliance

With GDPR and recent enacted legislation of the California Consumer Privacy Act (CCPA), lead retrieval allows for the exchange of information while keeping the exhibitor compliant with the growing number of consumer privacy and data protection laws.

Create Your Wish List of Features

Before you can convince your exhibitors to purchase lead retrieval as part of their exhibitor package, how do you identify a solution that will allow them to be effective and efficient onsite?

Since not all solutions are similar, it is important to consider what types of features and benefits that are crucial to your exhibitors and the convenience and value of it to you as the event organizer.



Features Important for Exhibitor Satisfaction



Voice-To-Text

The more information that is captured when the actual conversation takes place, the more valuable the lead information can be. Voice-to-text capability can save time and effort by allowing the lead retrieval user to “speak” the notes to the fields.



Custom Qualifiers

Does your solution allow your exhibitors the ability to insert custom questions and qualifiers? For example, a technology exhibitor may want to be able to add questions relevant to a buyer’s purchasing time frame and budget. Custom qualifiers can provide a richer data capture experience for the exhibiting company, which leads to better discussions with prospects after the event takes place.



Automated Rapid Responses

Did you know that, on average, 70% of all tradeshow leads are never followed up on? Consider functionality that provides automated responses following your show, which allow for instant and effortless engagement to further nurture leads.



Real-Time Data

This one is a must for most organizations and their exhibitors. Reporting should be accessible to both the on-site team and remote users to enable a better exhibitor experience and the ability to make changes and adjustments while the show is underway.



Frictionless

What we mean by this is that the user interface should be simple and intuitive. Exhibit staff are balancing multiple priorities at the show including booth management, onsite activations, managing existing workload and more. They need a lead retrieval solution that can quickly capture a lead with minimal training and the solution should not provide any disruption to the conversations they are having with prospects and clients.



Integrated

Automating the flow of prospect information directly via real-time integration options to CRM & Marketing Automation solutions such as Salesforce, Hubspot, and Pardot by Salesforce allows for seamless and accurate data collection.



Features Important for Event Organizers

Hardware versus Mobile App

Physical handheld scanners have been historically expensive. With the added costs, exhibitors have limited their usage, which decreases efficiency and increases the potential loss of lead scan opportunities. Due to the proprietary nature of these tools, they required a learning curve to manage the outdated technology and create a dependency (and delay) in managing the leads scanned. Mobile app solutions offer any exhibitor with an Android or iOS smart phone a lead retrieval device. **According to the Pew Research, 85% of Americans own a smartphone⁴.** Not only can they use it during the show hours, they also have opportunities to extend the reach to events outside the show floor.

Point of Sale

How easy is it for exhibitors to purchase lead retrieval? Is it available before the show or only when onsite? These factors can significantly impact adoption. The earlier an organizer can introduce the importance of lead retrieval as a successful exhibit strategy AND sell it to them, the higher adoption will be.

Show Intelligence

When you couple lead retrieval data with your show floor map, you can better understand exhibitor engagement and booth traffic. This can help you make adjustments to the floor plan at future shows.

Post-Show Reporting

Understanding the successes and challenges of your exhibitors is critical. Post-show reporting should include data such as a visual leads heat map of your show floor, overall adoption, information by product category or sub-expos, time of day usage and more.



Making the Most of Your Lead Retrieval Data

I have the data, so now what?

Lead data can be overwhelming, especially at the end of your show as a show organizer. If your lead retrieval solution provides insights or reports, this information should be reviewed to see what, if any action or adjustments can be taken the next year.





If traffic to certain areas were high:

What were the most successful exhibitors doing in this area?

- Review the booth, the staff and activation.
- Understand what pre-show and on-site activities they did to promote their participation in the event.
- Were you able to document with photos and notes?

**Were there any traffic drivers
(lounges, F&B, demonstrations, etc.)?**

**Where was the traffic flowing to/from
(from sessions, entrances, etc.)?**



If traffic in certain areas were low:

Were most of the exhibitors experiencing low traffic?

If an exhibitor(s) is experiencing higher than average traffic among the lower trafficked booths, why?

Were there impediments to traffic?

Visual blockage of areas?

Were attendees not flowing as expected?

For example, is there an entrance that is remaining locked?

**Were there empty booths or exhibitors creating
barriers for attendees to walk the aisles?**

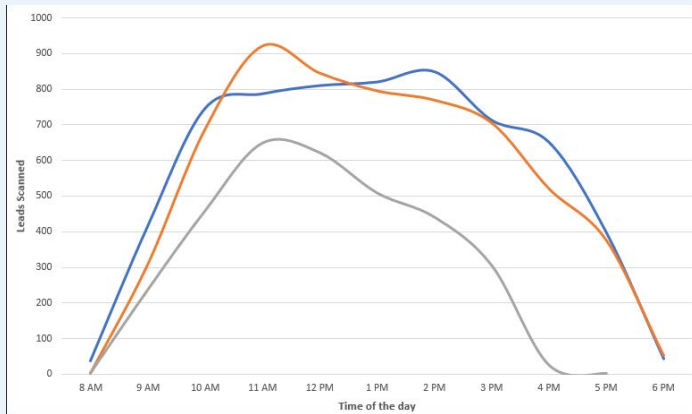


What can I do after the show?

Show organizers can harness lead data for many purposes, from sales to understanding show floor hours. Each data point (along with other post-show data from various partners) can share a story of engagement on the show floor.



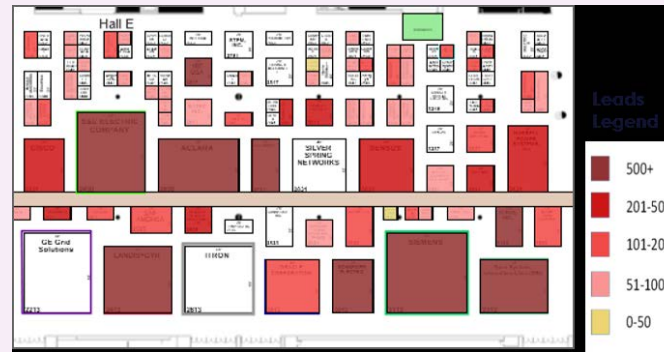
These are many of the common and valuable areas to evaluate:



Show Floor Hours

The sample graph of lead scans shows peaks and valleys for this three-day event. Can you overlay the total lead scans with activities on the show floor?

Looking at scans by the hour is not only convenient in showing the ROI for some of the on-floor activities, but it can also show exhibitors in real time the actual traffic for any given time and day.



Size and Location

As evidenced by this sample lead map, regardless of booth size and location, exhibitors with smaller booths and those that are located away from entrances at this event were able to capture the same amount of traffic. In fact, some capture more traffic than larger exhibitors closer to the front of the hall.

This information is useful for sales to show a vibrant show floor to new and prospect exhibitors as well as retain and upsell existing companies.

What else should I consider?

Product Category or Sub Expo

Based on the data, organizers can illustrate higher demand product categories for sales targets and prospects. Over time this data can show shifts in the types of exhibitors that attendees are looking to purchase from or connect with at the show. Do these align with the show goals?

Attendee and Exhibitor Engagement

Ideally, attendees are visiting exhibitors every day of the show. Lead data can show the engagement day by day to highlight the behaviors of most attendees.

Dig Deeper

Many of the default qualifying questions can share more insight into the buyer relationship with the exhibitor and a lead (whether they're a prospect or an existing client). For example, something as simple as purchasing time frame.

Share and Educate

By collecting the information (and photos or notes, if possible), post-show sales team members should incorporate existing data to highlight the success of that exhibitor. It can also be used to urge a less satisfied exhibitor on potentially why their exhibiting presence was not as successful.



Regardless of their lead count, remind them at on average, 70% of leads are never followed up on. Collecting the leads is only the first step in ensuring a successful engagement along the buyer's journey.



Wrapping Up

App-based lead retrieval solutions are becoming easier to use, more affordable and even more powerful for both exhibitors and show organizers. Sales teams and marketing executives are demanding more ROI from events, and lead data is an effective way to showcase the value of your event.

Lead Retrieval Solutions by A2Z Events allows event professionals and show organizers to capture real-time insights to make the most of each interaction.



A2Z Events Retrieval



Quickly collect contact details and qualifying information through an easy to-use interface on your iPhone or Android device.



Show ROI in real-time. Give exhibitors the ability to arm booth staff with the details they need to make smart, time sensitive decisions and adjustments during the event.



Identify opportunities by layering lead volume and data onto your floor plan. Create heat maps, uncover sponsorship opportunities and help your sales team accelerate booth sales.



About A2Z Events

Whether you are considering an event management or registration solutions for the first time or your show is on the Tradeshow Executive Gold 100, we are designed (and priced) to scale with you. With over 25+ years' experience in the trade show, conferences, registration and events space, our solutions solve the challenges of some of the most well-known and recognized trade shows in the US and beyond. We also have helped start-ups build their events from the ground up and associations become more efficient. We can't wait to grow what matters to you as we navigate the rapidly evolving future of events together.



References

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