



NEW FOR 2021! EMPERIA APP
LEAD RETRIEVAL
Collect – Download – Follow Up

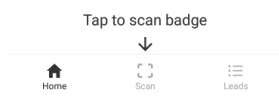
Capture attendees' full contact information with the NEW! Emperia Lead Retrieval App. Use your mobile device to scan their badge & easily collect their contact info.

BEFORE THE SHOW

| | | |
|---|---|--|
| <p>1 Receive Login Credentials via an email sent to the key exhibitor with the subject line: 'Your Company Access Code for Emperia'.</p> | <p>2 Download the Emperia Lead Retrieval App</p>    | <p>3 Log In using the full name + company access code from the email. Share credentials with your booth staff*.</p>  |
|---|---|--|

*Logins can be used across multiple devices.

DURING THE SHOW

| | | |
|--|---|---|
| <p>1 Tap to Scan the QR code on the attendee's badge.</p>  | <p>2 Take Notes about your new leads and enter optional information including any follow-up actions.</p> | <p>3 Download Lead Report at anytime, using the direct link provided to your key exhibitor with your company code.</p> |
|--|---|---|

AFTER THE SHOW

| | | |
|--|---|--|
| <p>1 Receive Post-Show Email at the end of the show, which will be sent to the key exhibitor.</p> | <p>2 View, Sort & Download Leads directly into your CRM.</p> | <p>3 Follow Up with your Leads within a week to increase ROI and keep the conversation going.</p> |
|--|---|--|

CONTACT YOUR CUSTOMER SUCCESS COORDINATOR WITH ANY QUESTIONS!



Mark Secelle Punay

Customer Success Coordinator

203-840-5458 | marksecelle.punay@reedexpo.com