INDIAN GAMING 2024
TRADESHOW & CONVENTION
featuring DigitalPlay Summit

LEAD MAGNET
BY CDS DIGITAL BACKPACK

INCLUDED WITH YOUR BOOTH!

New for 2024! ALL booths and kiosks include Lead Magnet - a tool powered by Convention Data Services (CDS) Digital Backpack that allows you to easily generate leads by collecting contact information from attendees that visit your booth and scan QR codes of your sales materials. Pair this with lead retrieval to increase your overall event ROI.

DON'T DO THIS...

DO THIS INSTEAD!

WHY USE LEAD MAGNET?

SUSTAINABLE: Embrace an eco-friendly solution and reduce paper waste by sharing digital versions of your sell sheets, catalogs, and other content via QR codes displayed in your booth.

SAVES MONEY: Goodbye, hefty printing and shipping costs! Eliminating printed materials reduces exhibitor expenses while maximizing your reach.

PASSIVE LEAD TRACKING: You collect complete lead contact and demographic information from every content scan in your booth, which you can't get with printed literature displays.

▶▶ NEXT STEPS

Head to the Lead Magnet portal to begin your set up.
See the following pages for additional details.

XPress Leads
CONVENTION DATA SERVICES

LEAD MAGNET SETUP & INSTRUCTIONS

Lead Magnet by Digital Backpack makes it easier and safer to distribute your literature at the show, by leading the way in touchless content exchange. When booth visitors scan QR codes to collect your content into their Digital Backpack, they simultaneously send you their lead info. Use the steps below to create your digital materials and you're on your way to capture more leads than ever before, even when your booth's busy or attendees are reluctant to have a sales conversation.

STEP 1: ADD YOUR DIGITAL MATERIAL LINKS

(a) Hosted Material: Choose "Provide URL Link" in drop down. Copy URL address to a PDF, webpage, or video. This link must be available outside of your network.

(b) Upload: Choose "Upload PDF file" in drop down. Complete all required fields prior to clicking the Add Link button to upload.

STEP 2: NAME YOUR QR CODE

This will be a label so you can identify the QR code material assigned to the product.

STEP 3: ADD TITLE & DESCRIPTION

Title and description are what the attendee will see about each individual product.

STEP 4: SAVE

Click the Add Link button. The link's Title and Description will display in the list at the bottom of the screen.

STEP 5: PREVIEW

Your list of materials will be displayed at the bottom of the screen. Click the Preview button next to each link's Description to verify each link is working correctly (test URL's and uploaded PDF documents). Make changes by clicking the blue Manage button.

STEP 6: EXPORT

Export your QR codes in the desired format and size. Display your QR codes in booth!

How I set up and upload my material?

You can access the exhibitor lead retrieval portal under the Lead Magnet tab in exhibitor registration. Please also look our for an email with addition information from Convention Data Services (CDS).

How Many Materials/QR Codes?

-Up to 20

Do I receive a list of attendees that scanned my QR codes along with their product interest?

-Yes, this information will be saved as a separate file in your lead retrieval exhibitor portal download tab.

How do I export the QR codes?

- After uploading your digital material, you can download your QR codes immediately from the portal.

What size do I export the QR codes?

- For SVG and EPS files, it does not matter what size you export the file because they are vector files and can be resized without losing any image quality.

- If you export your QR code as a PNG individually using the link's Manage button, it will export it at 250x250 pixels, which will print out at 2 inches x 2 inches or 5 centimeters x 5 centimeters.

- If you export your QR codes using the blue Export QR Codes button, you will have the following options:

  - 100x100 pixels: Prints at ¾ inch x ¾ inch or 2 centimeters x 2 centimeters
  - 200x200 pixels: Prints at 1 ½ inch x 1 ½ inch or 4 centimeters x 4 centimeters
  - 300x300 pixels: Prints at 2 ¼ inches x 2 ¼ inches or 6 centimeters x 6 centimeters
  - 400x400 pixels: Prints at 3 inches x 3 inches or about 7.75 centimeters x 7.75 centimeters
  - 500x500 pixels: Prints at 4 1/8 inches x 4 1/8 inches or about 10.5 centimeters x 10.5 centimeters.

How can I display my QR codes?

- Printed signage: As an example, you can paste the QR code into a Word document with your message to scan, print it out, and place in a clear tabletop sign holder next to the associated product in your booth.

- Digital display: As an example, you can paste each QR code on a slide in a slide presentation (such as PowerPoint or Keynote) with product images and messaging to scan, and then have the slide presentation playing on a laptop or tablet in your booth. Attendees can scroll through the presentation and scan the codes that most interest them.

What file type do I use: PNG, SVG, or EPS?

- In most cases, you will want to export your QR codes as PNG, which are images that you can easily paste into a Word document or slide deck and print out.

- An SVG file is best if you are displaying the QR codes digitally and want the code to be pixel-perfect at any resolution.

- If you are working with a professional printing company and want the QR codes larger than the sizes listed below and displayed on your signage without any pixilation or blurriness, then you will want to export your QR codes to EPS and send the EPS files to the printing company

Will I be provided with messaging or artwork to go with the QR codes?

- No. Each company's branding, messaging, and content are unique, it is up to the exhibitor to decide how best to communicate with attendees to scan each QR code.

How do attendees get my links and product information?

- When an attendee scans a QR code with their cell phone camera for the first time, they will be prompted to login with their badge number, the link or PDF will be added to their Digital Backpack. All subsequent scans of QR codes at the show will automatically add the content to their Digital Backpack. At the end of the event, attendees will receive an email link that includes the content(s) they scanned.

How do attendees access their Digital Backpack?

- Attendees receive an email post-event which includes booths they visited and documents collected.

How long is the Digital Backpack live to scan and add material?

- The digital backpack is live for 60 days.