

swapcard

LEAD CAPTURE FOR EXHIBITORS



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Before lead scanning

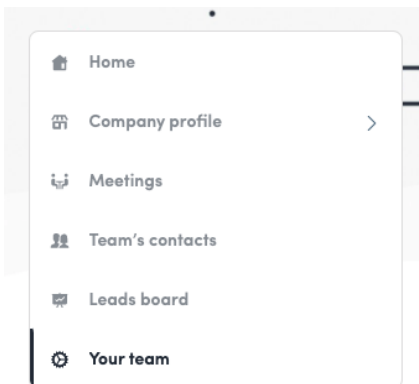
- 1 Before scanning **make sure you are a team member of an exhibitor booth**. If you are not, your leads will not land in the team's contact list. Your colleagues who are already team members can add you as a member from **"Your team"** in the **Exhibitor Center** (team.swapcard.com).

Note: If this option is not there, **contact the event organizer**.

Add your colleagues

Invite your team members who are registered for the event so you can all access the same interface. With your whole team in one place, it's easy to share contacts and data!

ADD A MEMBER



- 2 Make sure that **contact sharing is on**. Go to **"Your team"** and click to share your contacts with the team.
Only the person currently logged in can toggle this on/off.

Member settings

Show profile

Share his/her contacts with the team

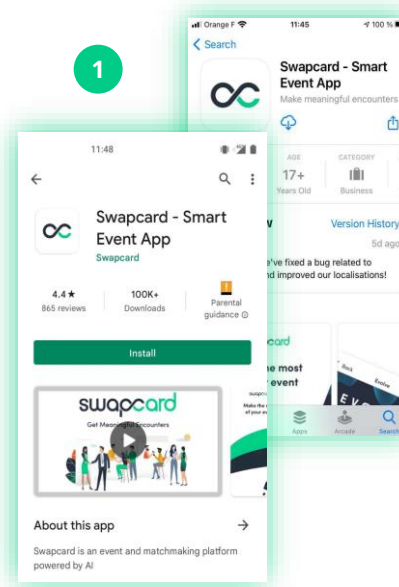
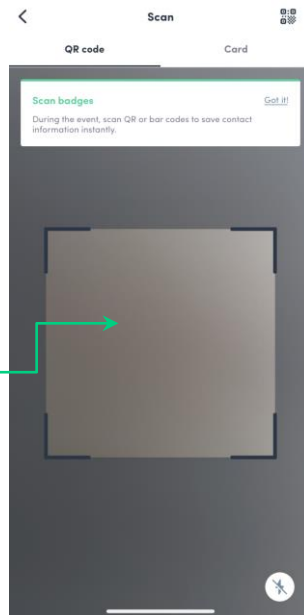
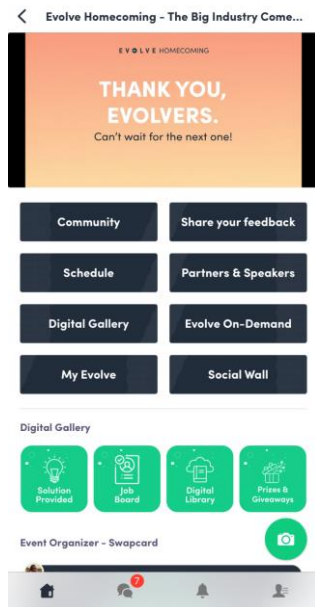


How to lead scan?



- 1 Download the Swapcard app for [iOS](#) or [Android](#)

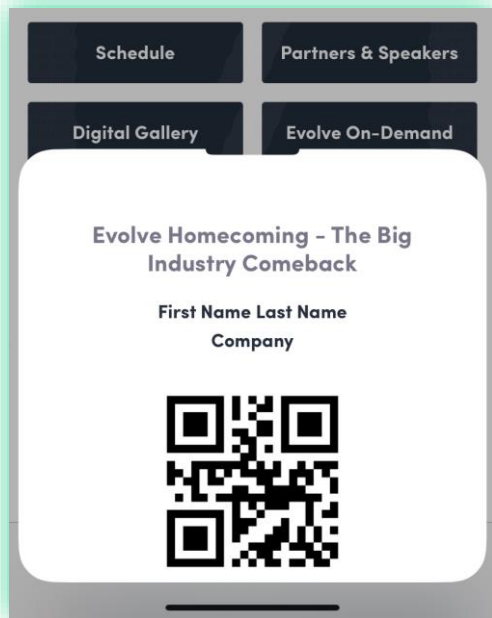
Note: the organizer may have their own app you can use instead, usually searchable by event name. If you are unsure about which app to use, contact the event organizer.



- 2 Log in and click the **camera icon on the bottom right**. This opens up a QR code/barcode **scanner**.

What to lead scan?

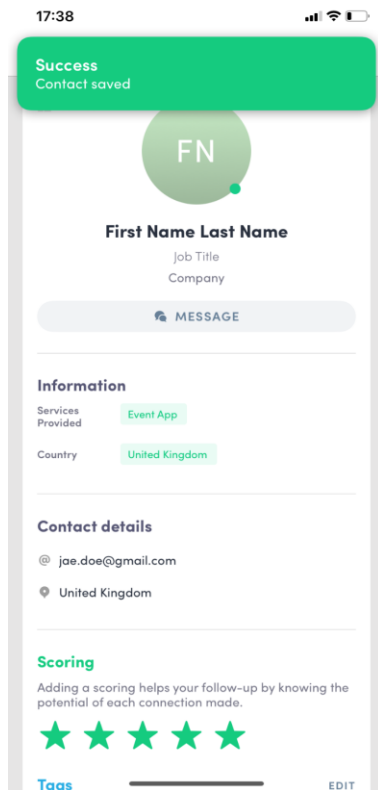
There are generally two options, depending on what the organizer decides to do:



- 1 Scan the QR code or barcode on a printed badge
- 2 Scan the QR code or barcode from the Swapcard or Event app:

Note: Organizers often add a button on the event homepage that attendees can use to open their QR code or barcodes for scanning. This is usually called **"Event Ticket," "My Badge," "QR code,"** or similar.

Options after scanning



1

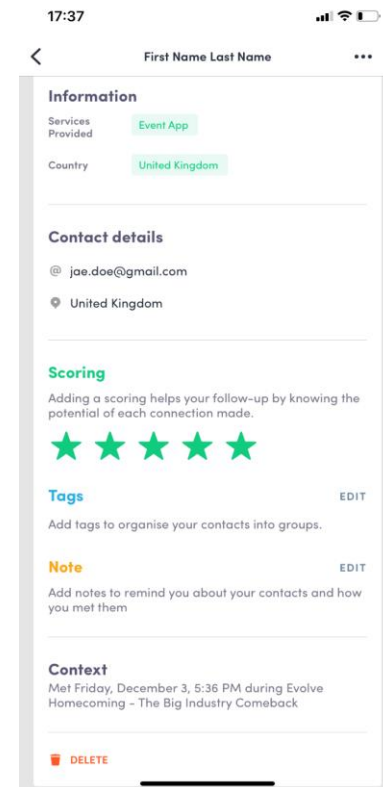
A pop-up will tell you if the scan was successful.

2

Scanning will automatically create a connection between you and the person you scan. They will then land in your own contact list as well as the team's contact list.

3

You can then add details about this lead. You have the option to **score**, **tag**, **add a note**, and **delete** the contact, as well as view the **context of the connection**.



How to export the leads



To export the leads go to the **Exhibitor Center** (team.swapcard.com) and to **Team's contacts**. Click **EXPORT ALL** on the top right.

The screenshot shows the Swapcard Exhibitor Center interface. The top navigation bar includes the Swapcard logo, the event name 'Evolve Homecoming - The Big Industry Comeback · Swapcard', and a 'SWITCH TO THE EVENT' button. A sidebar on the left contains navigation links: Home, Company profile, Meetings, Team's contacts (highlighted), Leads board, and Your team. The main content area displays a list of contacts for the company 'swapcard'. A search bar at the top of the list contains the text 'swapcard'. An 'EXPORT ALL' button is located in the top right corner of the contact list.

Photo	First name	Last name	Job title	Company	Email	Created on
	Swapcard	Academy		Swapcard	academy@swapcard.com	06/15/2020 • 11:29 AM
	Aliénor	Al-Mallak	Project Manager Team Lead Southern Europe	Swapcard	alienor@swapcard.com	05/13/2020 • 6:26 AM
	elisa	benassi	Account Manager Southern Europe	swapcard	elisa@swapcard.com	06/17/2021 • 4:38 PM
	Walid	Bengeloune	General Manager Canada, Technologie & Innovation	Swapcard	walid@swapcard.com	11/06/2020 • 4:05 PM
	Alejandro	Boadas	Employee Experience Manager	Swapcard	alejandro@swapcard.com	10/10/2021 • 6:30 PM
	Baptiste	BOULARD	CEO, Executive	SWAPCARD	baptiste@swapcard.com	01/19/2021 • 4:04 PM
	Nina	Bourotte	Account Manager EU	Swapcard	nina@swapcard.com	07/07/2021 • 4:19 PM

**Thank you for taking the
time to read this presentation.**

If needed, you can fill out this quick form
and our support team will get in touch:

<https://www.swapcard.com/support>

GET READY!