Exhibiting Quick Start Guide: Lead Capture and Retrieval

This quick start guide helps exhibitors get started with their interactive profiles. A full knowledge base is available at
http://support.pathable.com/knowledgebase.

The 2017 IMSA Forum & Expo app is available through your desktop as well as available through a native mobile event app. We encourage you to use both.

*Please note to complete attendee badge scanning and lead retrieval, you **must use the mobile event app**.*

In order to make edits to your exhibitor profile, you must first set up your individual exhibitor profile and be logged in.

Please contact support@pathable.com with any questions about updating your company profile or issues with lead retrieval.

Lead Retrieval

Pathable offers exhibitors and sponsors the ability to collect leads through the in app "**Request Information**" button and via badge scanning.

To view the leads on your mobile device:

- **Sign in** to the community
- Click the **View Leads** button on the app's home page.

To view and download leads on your desktop / laptop computer:

- **Log in** to the community
- Visit your company listing page under the "**Exhibitors**" or "**Sponsors**" tab
- Select the **View Leads** button

"Passive Leads" are attendees who have viewed your company's listing, but have **not** clicked the **Request Information** button nor had their badge scanned. They have not explicitly indicated an interest in follow-up.

"Inquiries" are attendees who's badge you have scanned or who **have clicked** the **Request Information** button available on your exhibitor listing.

To see your list of leads, click the **Download Leads** button to download the leads as a spreadsheet.

See also Scanning an Attendee QR code or Badge

Scanning an Attendee QR code

- Using your iPhone, iPad or Android device, install the mobile app for the event from the app store
- Launch the application
- Click the **menu icon** in the upper right
- Choose "**Sign In**" and enter your email address and password.
- From the app home page, click **Capture Leads**
- Point your phone's camera at the attendee QR code
- Wait for confirmation

Troubleshooting

If you **do not see a Capture Leads** option:

Are you signed in?

Click the menu icon in the upper right corner of the app and look for a "Sign In" option at the top. If there is no "Sign In" option, scroll to the bottom of page and click "View Profile" to verify that you are correctly signed in as yourself.

Have you been made "staff" on your company's exhibitor listing?

To scan QR codes, you must have scanning privileges for your company's listing. Visit your company's landing page and ensure you are listed as "Staff". If you do not see yourself listed, contact your event organizer.

Are you using the app installed from the app store?

If you are viewing the site using your phone's mobile web browser, **QR code scanning is not available.** It is only available on the "native" mobile app. Be sure to install from the app store and launch from your phone's home screen.

If you continue to have issues with lead retrieval, contact support@pathable.com.

See also *Retrieving Leads*