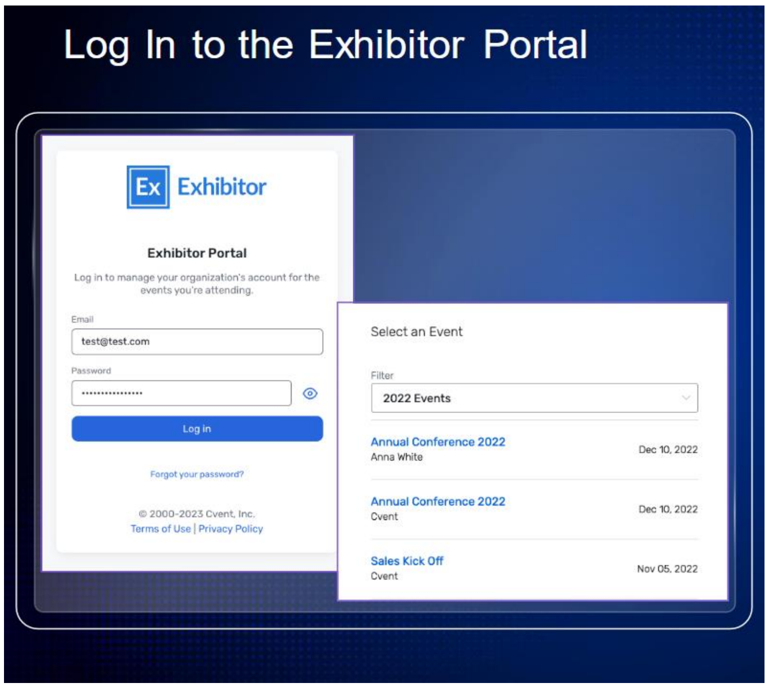
<u>LeadCapture Instructions – ASQ Quality Innovations Summit</u>

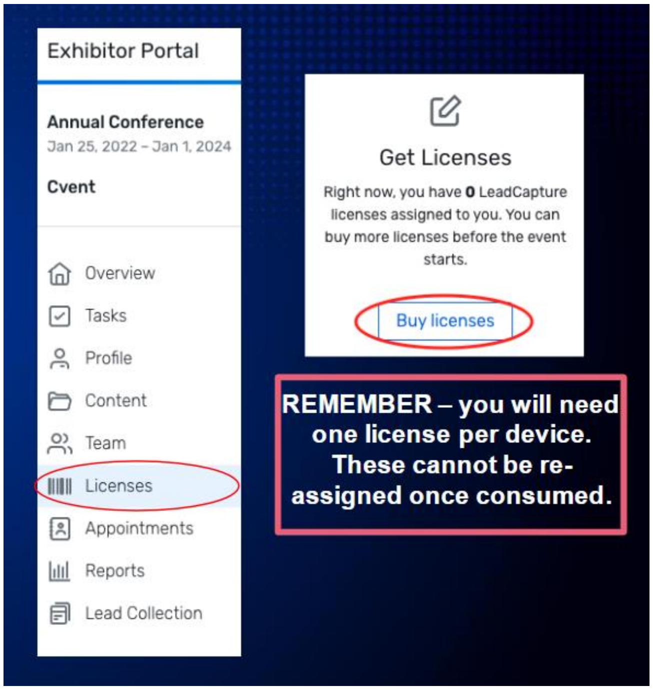
Accessing the Exhibitor Portal-

1. Your company's fulfillment contact will receive an email titled "Welcome to 2024 ASQ Quality Innovations Summit" from events@asq.org.
2. The fulfillment contact can log in to the Cvent Exhibitor Portal via the link in the email or by visiting https://exhibitors.cvent.com/login.
3. Once logged in, select 2024 ASQ Quality Innovations Summit event from the dropdown.



Purchasing LeadCapture Licenses-

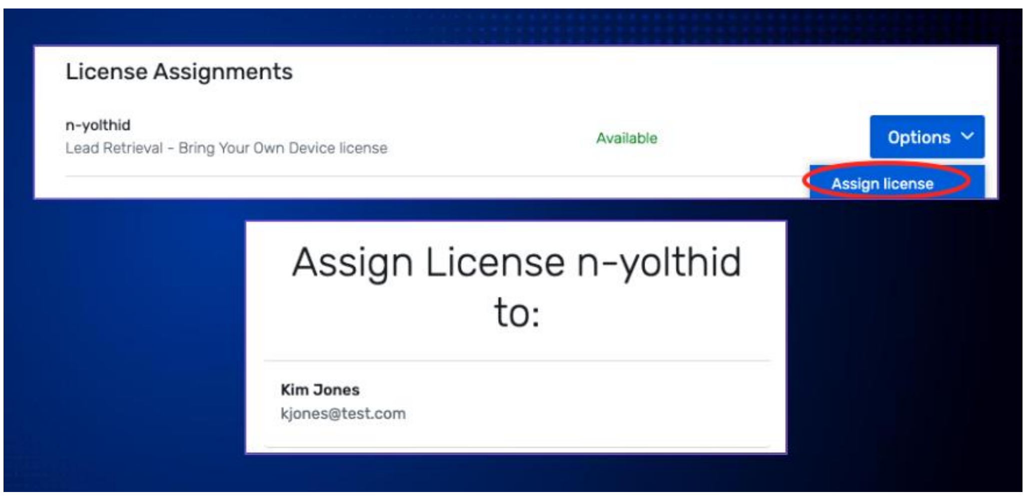
1. On the home page, click GET LICENSES and select BUY LICENSES. Alternatively, select LICENSES from the left navigation bar and click the PURCHASE tab.
2. Enter the desired number of licenses to allocate to your onsite staff.
3. Click GO to checkout and complete the transaction.



Assigning LeadCapture Licenses to Booth Staff-

1. Click the AVAILABLE LICENSES tab within the LICENSES section in the portal.
2. Click OPTIONS next to a license, then ASSIGN LICENSES.
3. Select from your available booth staff members and click ASSIGN.
4. The booth staff member will then receive an email with their LeadCapture license access code; *this code will be used to sign in to the LeadCapture app.*

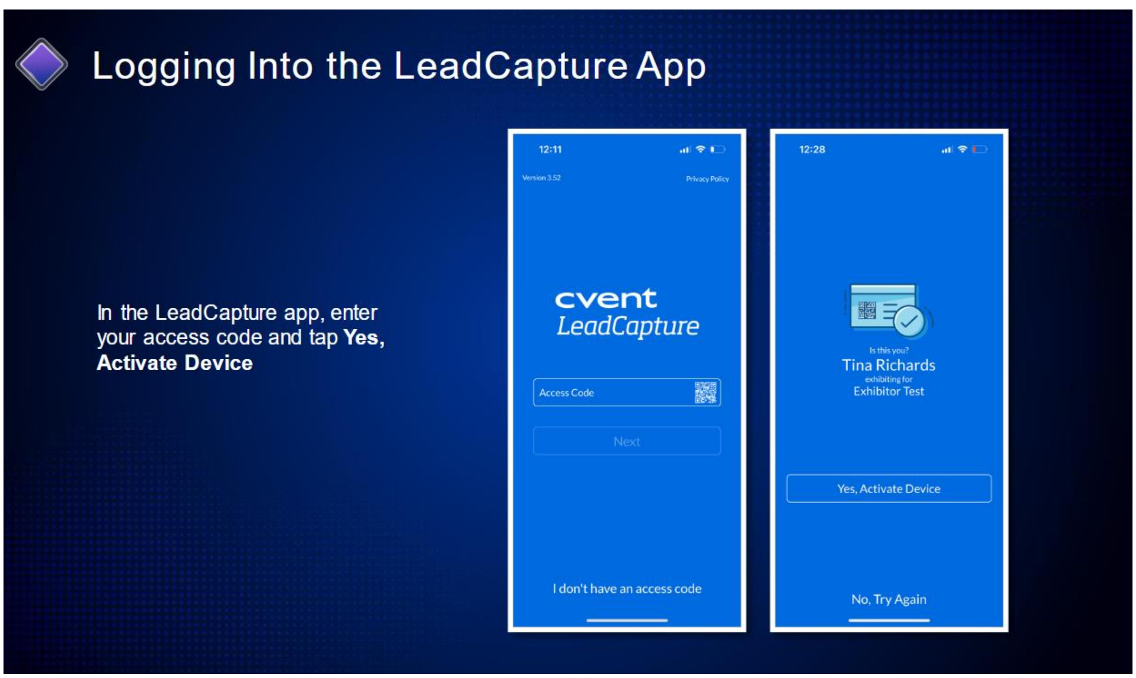
Note: Booth Staff will not show up in the Cvent portal until names and emails are provided for registration



Downloading and Logging into the LeadCapture App-

1. Ensure all onsite staff download the Cvent LeadCapture app (available for Android and iOS devices) prior to arriving in Milwaukee.

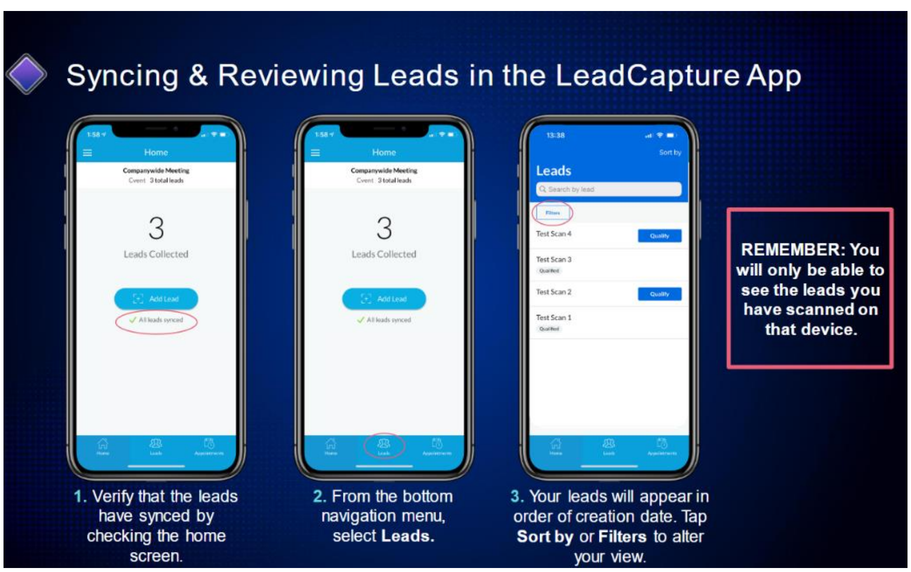
2. Once downloaded, enter your access code and tap YES, ACTIVATE DEVICE
   LeadCapture access code is emailed to onsite staff once license has been assigned.



Scanning Leads in the LeadCapture App-

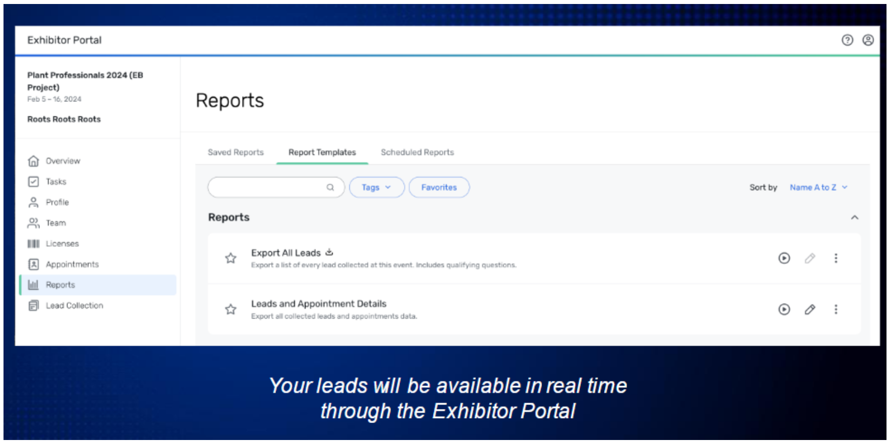
1. From the home page, select ADD LEAD.
2. Scan attendees QR Code.
3. Tap QUALIFY LEAD to enter the survey, or tap DONE to save the lead.

4. Syncing & Reviewing Leads in the LeadCapture App
   a. Verify the leads have synced by checking the home screen.
   b. From the bottom navigation menu, select LEADS.
   c. Your leads will appear in order of creation date. Tap SORT BY or FILTERS to alter your view.



Exporting Leads and Exhibitor Reports-

1. To access leads, navigate to the LEAD COLLECTION section from the left-hand menu.
2. Click on EXPORT to generate a report of your company’s captured attendees.



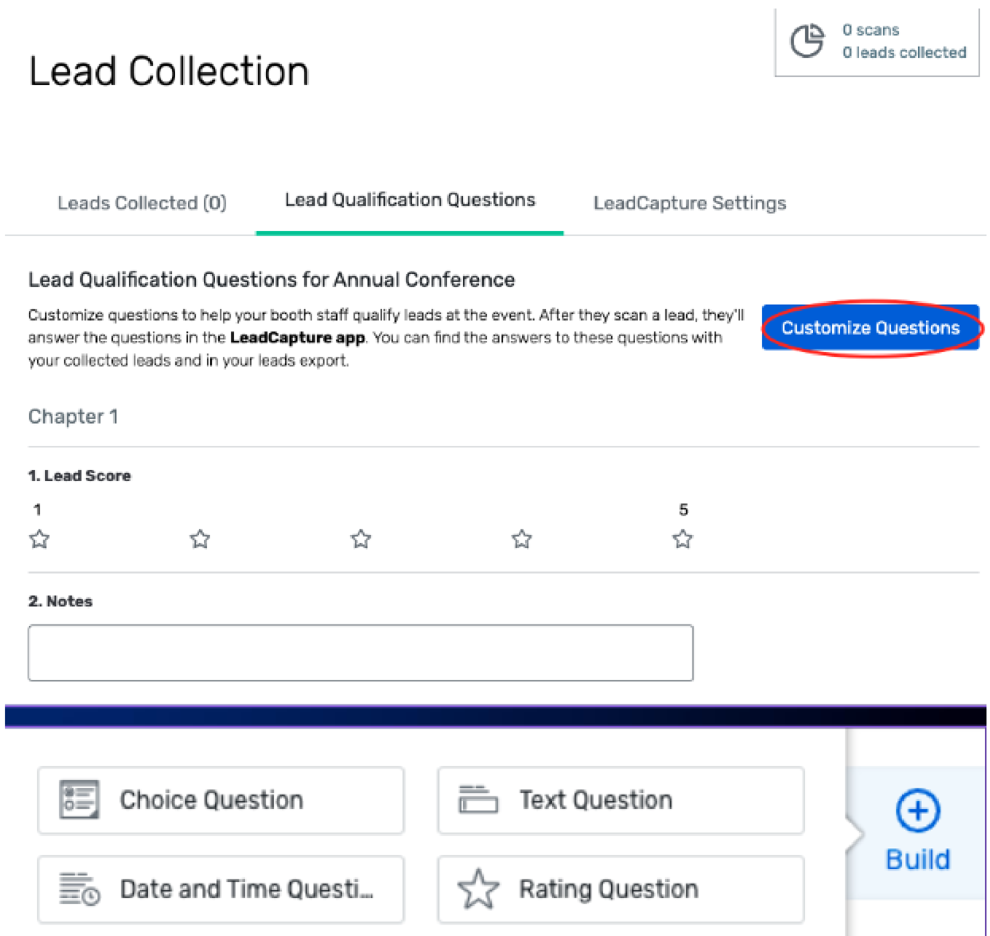
3. Exhibitor Reports
    a. Navigate to the REPORTS on the left-hand navigation.
    b. Leads with Lead Qualifying Questions.
    c. This report provides a list of attendees who engaged with your company, along with the answers to your qualifying questions.
    d. Scanned leads will still appear in this report, even if they did not answer any qualifying questions.

4. Attendee Hub Engagement Details Report
    a. This report provides a list of attendees who engaged with your company in the Attendee Hub.

LeadCapture questions? Contact Meghan Dineen (mdineen@asq.org)

ADDITIONAL LEADCAPTURE SETTINGS (OPTIONAL)

1. Customize lead qualification questions – create custom questions for your onsite staff to qualify leads (if interested) in your Exhibitor Portal
   a. Click LEAD COLLECTION from the left navigation menu. Click LEAD QUALIFICATION QUESTIONS tab and CUSTOMIZE QUESTIONS
   b. Press BUILD and select question type to add new questions or click into an existing question to edit text
   c. Reorder questions by clicking and dragging them into a new area
   d. Hover over a question and click to delete questions or add sub questions
   e. Press SAVE to preserve changes



2. **LeadCapture Settings** – Click the LEADCAPTURE SETTINGS tab to configure further settings
   a. **Add Device Names** for accurate reporting of your collected leads. Staff will be able to select from this list in the LeadCapture App
   b. **Required Lead Fields** – confirm what fields you want booth staff to be prompted to collect (you can also make them required so staff will not be able to complete a lead if left blank)
   c. **Require Lead Qualification Questions** – If turned on, the qualification survey will start as soon as a lead is scanned. If it is not switched on, the booth staff will be able to skip the questionnaire and fill it out later