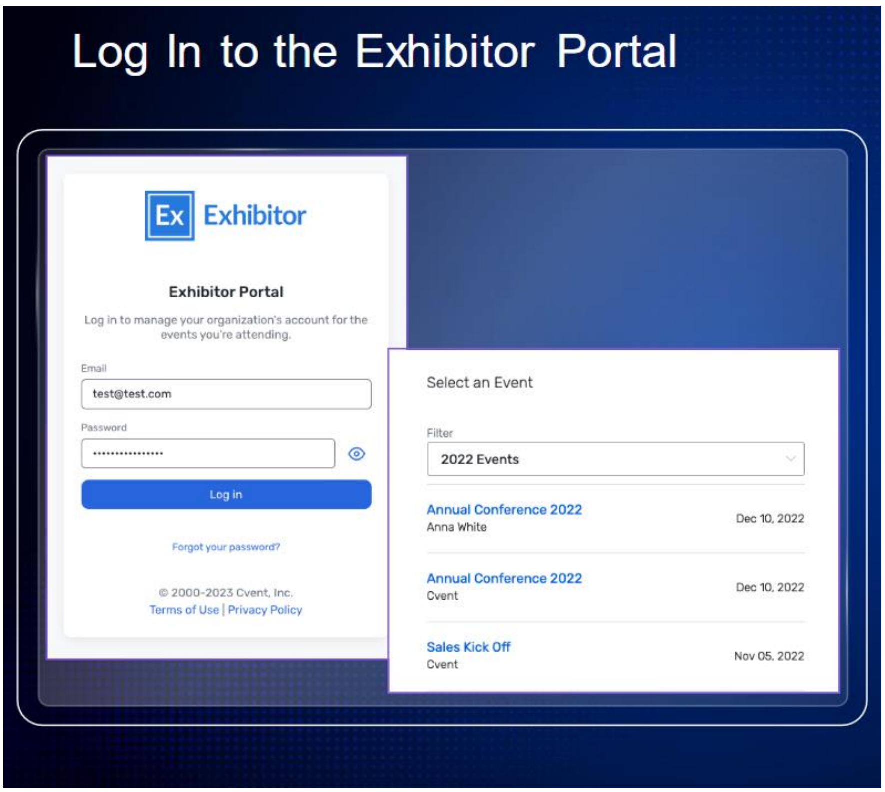
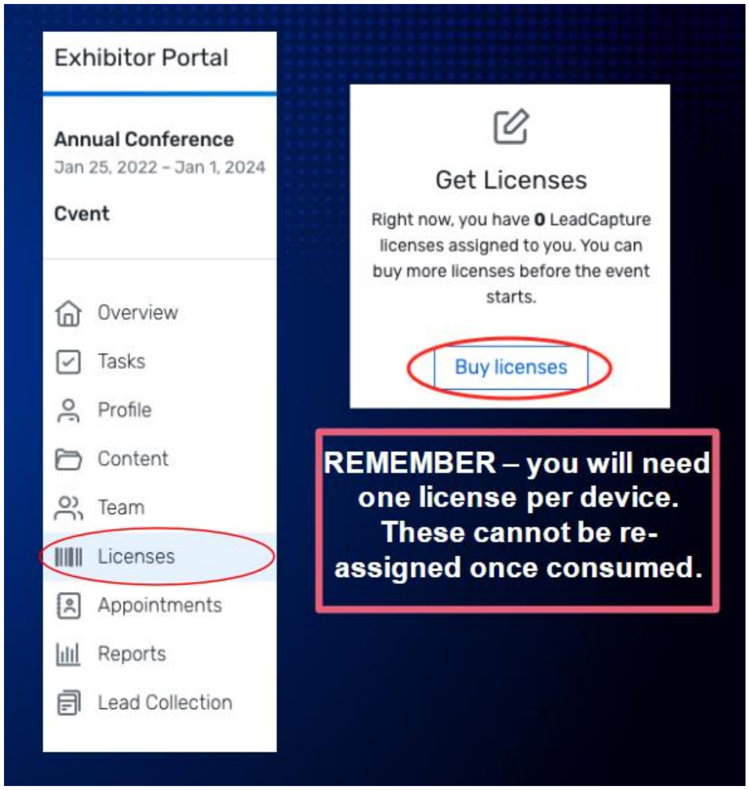
2025 WCQI LeadCapture Instructions

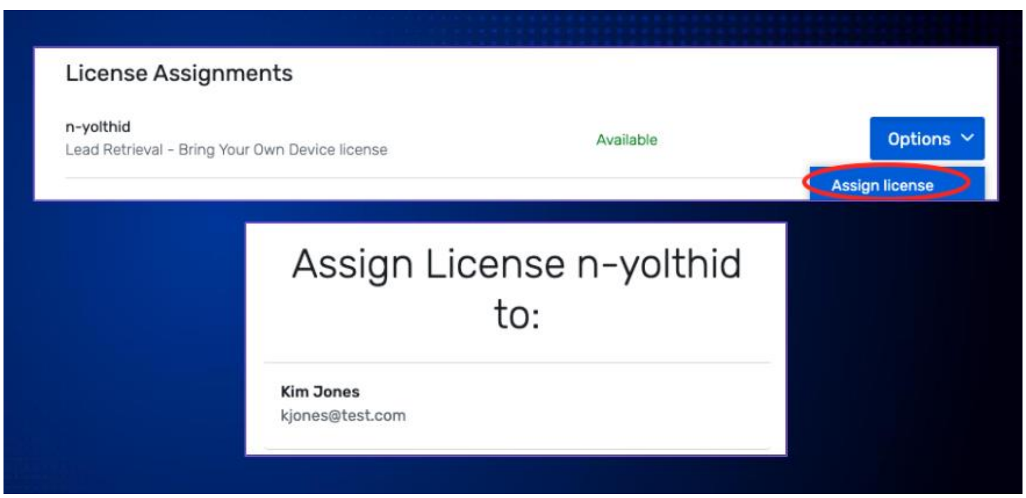
1. Your company's fulfillment contact will receive an email "Welcome to 2025 ASQ World Conference on Quality & Improvement" from events@asq.org
2. Your fulfillment contact will log into their Cvent Exhibitor Portal via this email or by visiting https://exhibitors.cvent.com/login
3. Once logged in, select 2025 ASQ World Conference on Quality & Improvement event from the dropdown



4. Purchase LeadCapture licenses
    a. On the home page, click on GET LICENSES and select BUY LICENSES or select LICENSES from the left navigation bar and click the PURCHASE tab
    b. Add the desired number of licenses to assign to your onsite staff
    c. Click GO to checkout and complete the transaction

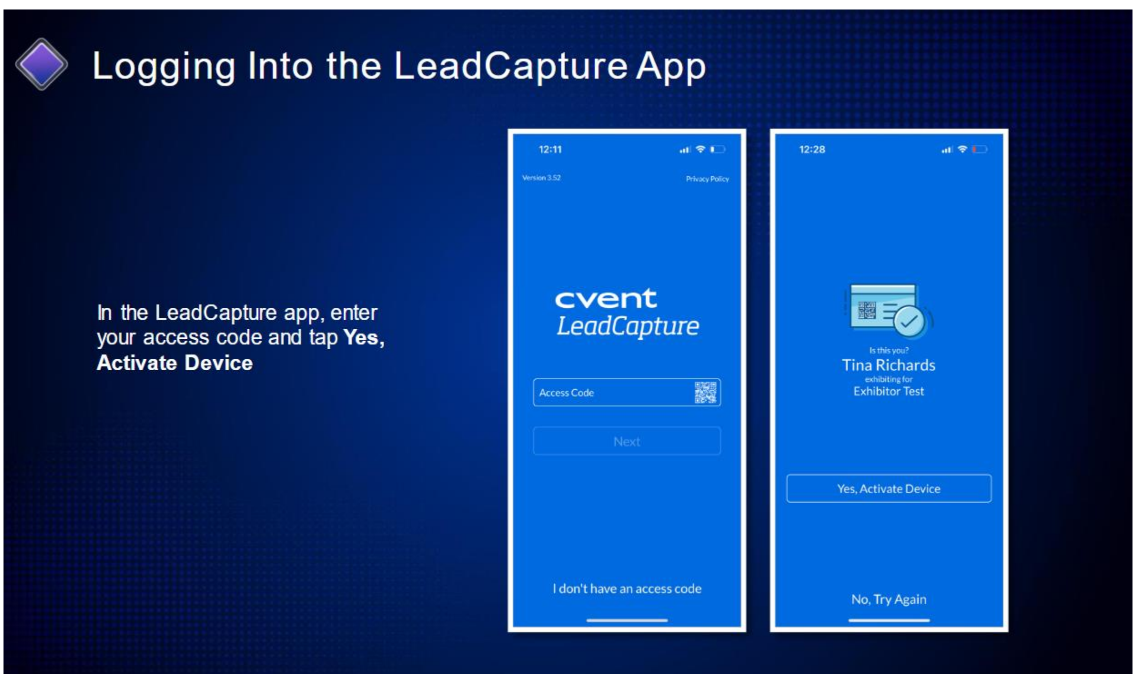


5. Assign your LeadCapture Licenses to your Booth Staff
    a. Click the AVAILABLE LICENSES tab within the LICENSES section in the portal
    b. Click OPTIONS next to a license, then ASSIGN LICENSES
    c. Select from your available booth staff members and click ASSIGN
    d. The booth staff member will then receive an email including their LeadCapture license access code

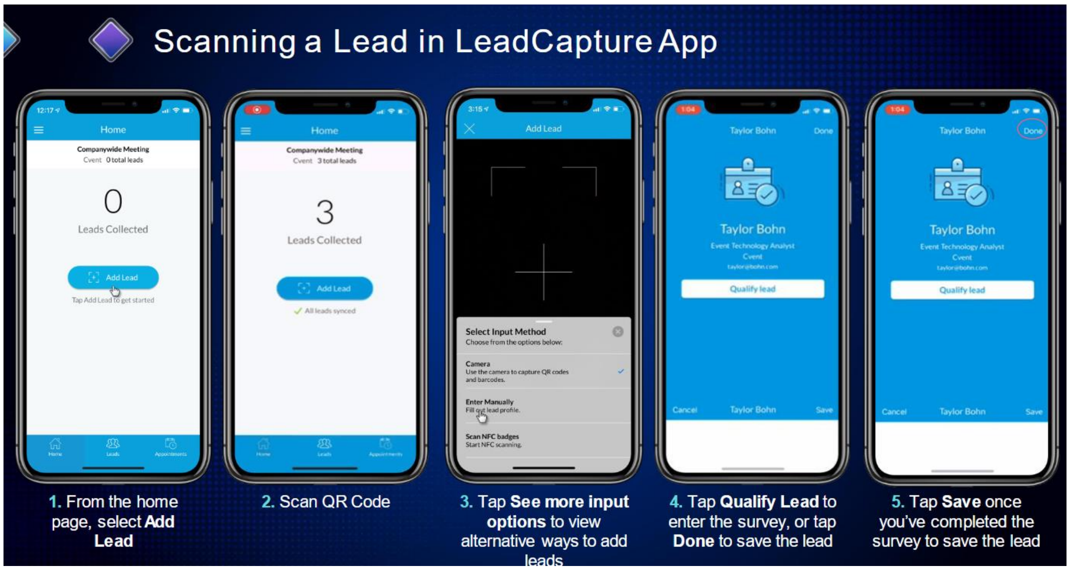


6. Ensure all onsite staff downloads the Cvent LeadCapture app (available for Android and iOS devices) prior to arriving in Denver, CO

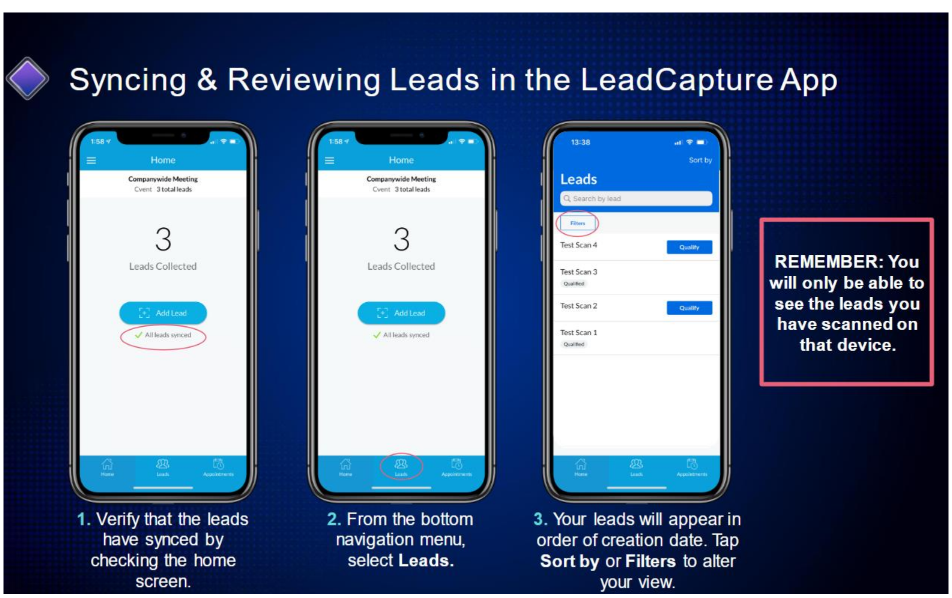
7. Logging Into the LeadCapture App
   a. Once downloaded, enter your access code and tap YES, ACTIVATE DEVICE



8. Scanning a Lead in the LeadCapture App
    a. From the home page, select ADD LEAD
    b. Scan attendees QR Code
    c. Tap QUALIFY LEAD to enter the survey, or tap DONE to save the lead

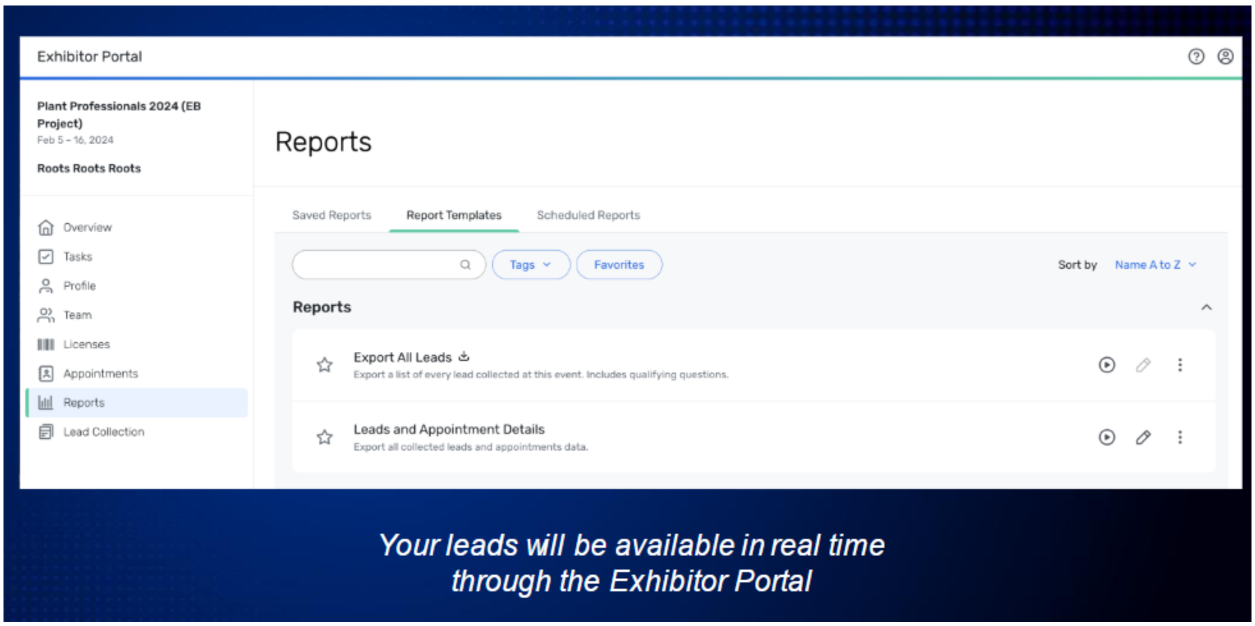


9. Syncing & Reviewing Leads in the LeadCapture App
    a. Verify the leads have synced by checking the home screen
    b. From the bottom navigation menu, select LEADS
    c. Your leads will appear in order of creation date. Tap SORT BY or FILTERS to alter your view



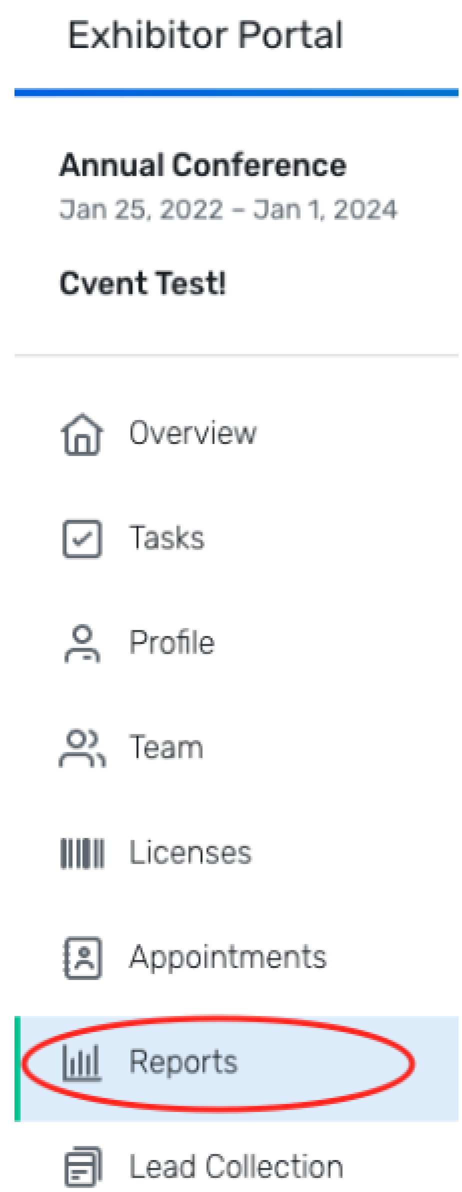
POST EVENT

1. Don’t forget to export your collected leads
   a. To access leads, go to left-hand navigation menu and select LEAD COLLECTION
   b. Click on EXPORT to generate a report of your company’s captured attendees



2. 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



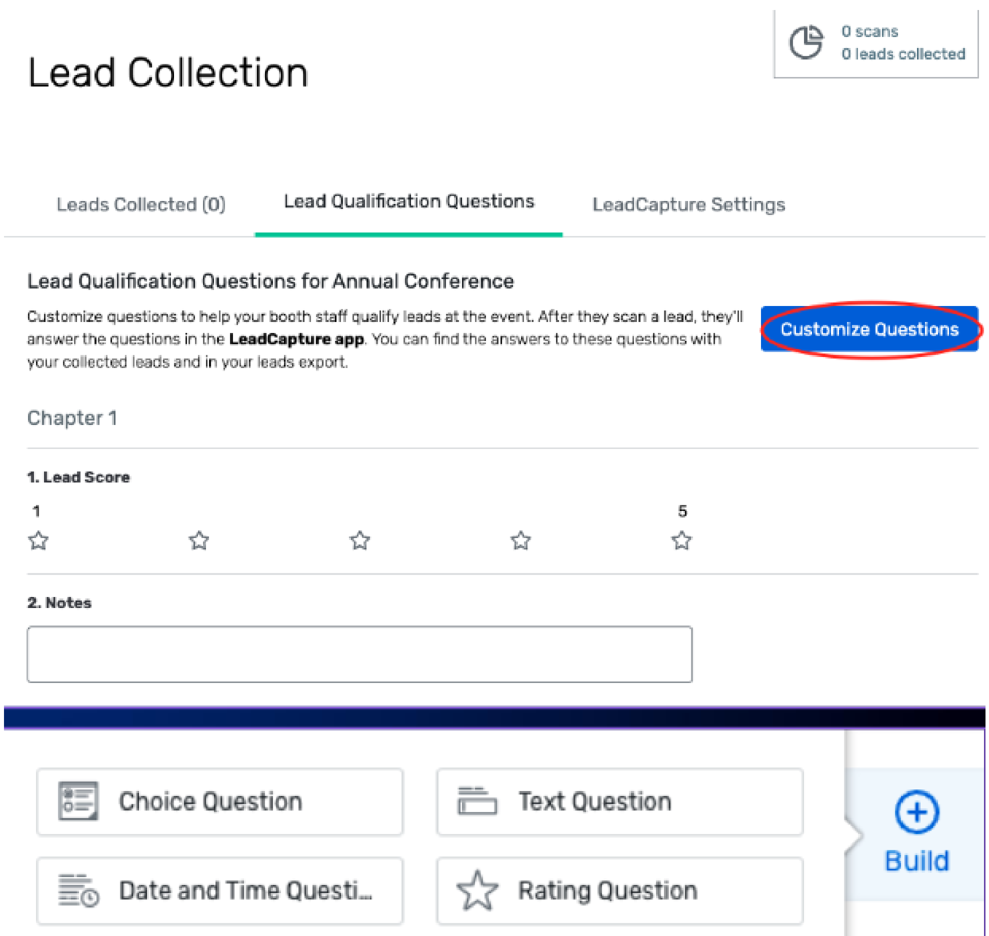
3. Attendee Hub Engagement Details Report

    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)

<u>ADDITIONAL LEADCAPTURE SETTINGS (OPTIONAL)</u>

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



- LeadCapture Settings – Click the LEADCAPTURE SETTINGS tab to configure further settings
  - Add Device Names for accurate reporting of your collected leads. Staff will be able to select from this list in the LeadCapture App
  - 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)
  - 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