

INTRODUCES



EVENTSPASS™

LeadGen



16th Annual
Cottage & Lakefront Living Show - Grand Rapids™

DeVos Place

MARCH 25-27, 2022

Designed to Make Your Show Experience Better, Faster, Smarter

All ShowSpan exhibitors can use LeadGen, the Events**Pass** lead retrieval tool. LeadGen allows exhibitors to scan visitor tickets, saving registration data to their own leads database.

HOW DOES IT **WORK?**

1. All visitors have a registered ticket with them at the show.
2. Exhibitors, using their own device*, install the LeadGen™ app, and log-in to their Events**Pass** account.
3. You, the exhibitor, identifies an interested customer/quality lead and invites them to scan their ticket barcode into the app on your device.
4. The customer scans their ticket and their basic details (name, email and contact number) are saved to your database. Any custom questions you've created will pop-up on screen before submitting.

* Apple (iOS 9 or later) or Android. Rental devices available.



PACKAGE	INCLUSIONS	PRICE
Standard	Basic customer details (name, mobile number, email). Single device license only.	FREE!
Enhanced	As Standard, plus 1 additional device license and up to 5 custom questions. Enhance your lead data capture with additional scanner licenses & qualify your leads. Multiple devices equals more data.	\$149
Enterprise	All the benefits of the Enhanced Package, but qualify your leads further with unlimited device licenses and up to 10 custom questions.	\$250

Why Should You **activate your account?**

Drastically improves your lead acquisition capacity

No more paper data entry

Minimizes data errors – no more messy handwriting!

Instantly accessible leads download (CSV)

Minimizes hassle for your staff and your visitors, they just scan their ticket on your device

Use custom questions to add meaningful insights to each lead

Want to know more? Email support@eventspass.com, watch [this video](#), or reach out to your ShowSpan contact.

We are Events**Pass**, and we exist to help you, ShowSpan's sponsors and exhibitors, enjoy more return from your participation by enhancing staff efficiencies, increasing lead quality and quantity, and ensuring you can work the leads post-show faster.

A global event tech company, Events**Pass** is by Events Professionals, **for Events Professionals**

www.eventspass.info



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