SHOWGIZMO

the only event app you need

Lead Qualification

ShowGizmo Lead Qualification

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Setting Up Your Exhibitor Profile

How to set up your exhibitor profile

After your event organiser has provided you with your Exhibitor log in details, go to my.showgizmo.com and log in.

Click on the event you are attending.

My Events

Name	Dates
Shopaholics Convention DEMO	17 Jun '16 — 18 Jun '17

From the menu on the left, click on **Exhibitors**, then click on your company name on the Exhibitor list.

Shopaholics Convention DEMO	
Event Info	ⓘ
Schedule	
Exhibitors	11
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To update your company details, click on **Edit** on right side of the screen. Here you can add your company logo, website details, add your Exhibitor bio and manage the primary contact details. Once you are happy with your changes, click on Save Changes at the bottom.

Logo

PRADA

Delete Logo

Exhibitor Name

Prada   Required.

Exhibitor URL

http://

Exhibitor Location

02

Exhibitor Bio

Prada is an Italian luxury fashion house, specializing in leather handbags, travel accessories, shoes, ready-to-wear, perfumes and other fashion accessories, founded in 1913 by Mario Prada.

Primary Contact Name

Miranda Kerr   Required.

How to add additional team members to your exhibitor profile
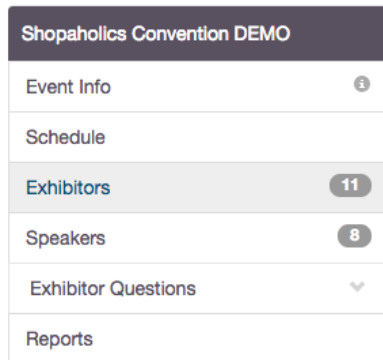
Go to my.showgizmo.com and log in.

Click on the event you are attending.

My Events

Name	Dates
Shopaholics Convention DEMO	17 Jun '16 — 18 Jun '17

From the menu on the left, click on **Exhibitors**, then click on your company name on the Exhibitor list.

On the right side of the screen, click on **Manage Team Members**.
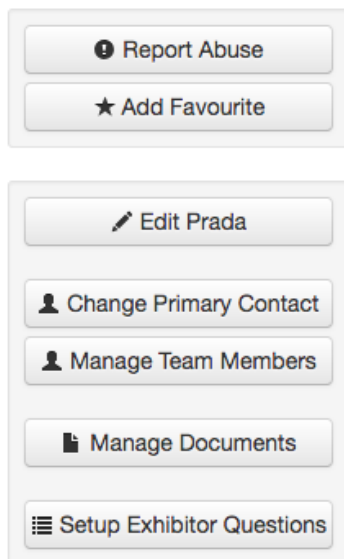
To add a new team member, simply enter the **name** and **email address** of the person you would like to add, then click on **Add**. Each person will receive an email inviting them to log in. You can add as many team members as you like.

Please note: Only people set up as team members will have the ability to scan and save leads. If a team member does not see the "Leads" menu item within the app, they are not set up correctly. Do not scan any leads until this is rectified, as they will not be saved.

Exhibitor Team Members

for Prada

| Name e.g. Joe Bloggs | Email e.g. joe@showgizmo.com | **+ Add** |

| Filter team members | Filter |

Name	Email	
Miranda Kerr ★	mk@prada.com	
Taylor Swift	ts@prada.com	✖

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How to add documents to your exhibitor profile

Go to my.showgizmo.com and log in.

Click on the event you are attending.

My Events

Name	Dates
Shopaholics Convention DEMO	17 Jun '16 — 18 Jun '17

From the menu on the left, click on **Exhibitors**, then click on your company name on the Exhibitor list.

Shopaholics Convention DEMO

Event Info	ⓘ
Schedule	
Exhibitors	11
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Exhibitor Questions	⌄
Reports	

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From the menu on the right, click on **Manage Documents**.

❶ Report Abuse

★ Add Favourite

✎ Edit Prada

👤 Change Primary Contact

👤 Manage Team Members

📄 Manage Documents

☰ Setup Exhibitor Questions

To add a new document, type in a **Name** for the document, an optional synopsis, then click on **Select File**. Navigate to the location of the document on your computer, select the file, then click on **Open**. Once your file has loaded, click on **Upload** at the bottom.

Documents

for Prada

Add a New Document

Name

My File Name   Required.

Synopsis

Brief description of document

Upload Document

📄 Screen Shot 2016-12-20 at 3.44.0   Change   Remove   Required.

The maximum allowed file size is 20MB, and supported file types are: PDF, RTF, TXT, Word or PowerPoint.

⊕ Upload

Lead Qualification

How lead qualification works

When an attendee visits your booth, you can scan their name badge or in-app ticket, ask some qualifying questions and report on all the data collected during or after the event.

How do I set up my qualifying questions?

Go to my.showgizmo.com and log in.

Click on the event you are attending.

From the menu on the left, click on **Exhibitors**, then click on your company name on the Exhibitor list.

From the menu on the right, click on **Setup Lead Qualifiers**

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Click on **Add a new qualifier**

Lead Qualification

Custom qualifiers for Dolce & Gabbana

If you add custom qualifiers, these will be used in the apps instead of the default qualifiers specified by the event organiser, if any.

🔍 View default qualifiers

+ Add a new qualifier

In the **Title** field, type in your question. Select a **Response Type**, this can be free text or a list of options to select from. If you are using options, enter the options you would like. Click on +Add another to include more options.

New lead qualifier

Title

How long have you been in the fashion industry?

Response type

Choose an option ⇕

Options

Less than one year

1-5 years

More than 5 years

+ Add another

Save   Cancel

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How do I add more qualifying questions?

Follow the steps above, you can add as many questions as you like.

Scanning leads using the app

How do I log in to the app?

Open the app, select the event you are attending and tap on **Sign In**. Accept the Terms and Conditions. Enter your email address and password. This is the same email address and password you use to sign into the ShowGizmo dashboard.

Which phone should I be using?

Lead qualification is optimised for Apple iOS 8.0 and above on iPhone and iPad devices and Android devices running 4.0 (Ice Cream Sandwich) and above. Our lead qualification service will not work via our mobile web (.mobi) app.

The iPhone 4 has lower camera resolution than newer devices which may make scanning slower. Scanning works best on iPhone 5 and above.

Some devices will scan faster than others.

Variables that affect all devices:
Light - digital cameras have trouble in low-light situations, so somewhere brightly lit is better, but with that said direct light is bad as it washes out the subject and the app relies on contrast between the QR code and the background to get a good reading. Light, reflection created by plastic pouches and print quality of badges all affect the speed of making a scan using Lead Qualification.
Distance - each device type seems to have a preferred distance, from our testing, iPhones seem to function better when the QR code fills the viewfinder, whereas Android devices seem to function better when the QR code is around half the size of the viewfinder.
Autofocus - This is very handy, especially if the QR code is being held close to the scanning device.

How do I scan leads?

In the app menu, tap on Scan. If you are using the scanning feature for the first time, you will receive a message asking you to allow access to your devices camera. Click on **OK**. If you select **Don't Allow**, you will not be able to scan any leads.

Simply point your device camera at the attendee name badge or in-app ticket. If you are using Lead Qualifiers, the questions will appear on the screen. Record the attendee's answers either by entering text or selecting an option, then tap on **Save** on the top right hand side.

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Can I view my leads in the app?

Yes, you will see a **Leads** option in the main menu.
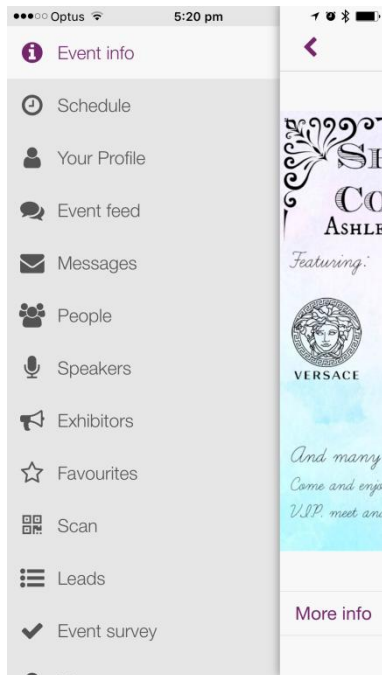
What if I save a lead but the person wants to change their response to my qualifying question?

Easy! Tap on 'Leads' in the app, tap on the name of the person you want to update, then tap on 'Edit' to make your changes. Tap on Save when you're done.

Lead Qualification FAQ's

How do I access my lead data?

Log in to my.showgizmo.com with the same email address and password you've been using in the app.

Click on the event you're attending, then in the lower left corner click on 'Leads' to view all the lead data on screen or 'Export' if you want to create a CSV file of the data to send to your team, or to merge with your sales systems.

Does the lead capture function work offline?

Yes: If your phone loses data connection (drops off the WIFI or your 3G/4G connection) you can still scan and save your leads. But you CANNOT edit the leads until a data connection is available.

If you click 'Leads' you will not see the leads captured whilst offline. They will appear there once a data connection is available again.

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I can see lots of leads marked as 'Pending', what does that mean?

Your leads haven't been synced back to the database – they will as soon as a data connection is present. Check your phone is online, and open the app and wait. They'll sync automatically.

Can I edit my leads once I've scanned someone?

Yes you can! Tap on 'Leads' in the app, tap on the name of the person you want to edit, then tap on 'Edit' to make your changes. Tap on Save when you're done.

Does the camera use a lot of battery?

No, you won't find that you're draining your phone battery by using the camera to scan.

Can I share my log in details with someone else on the booth?

No. You require a unique login for each staff member at your booth. This will allow you to run reports for each person to see how many leads they captured. See instructions above for adding additional team members.

I think I scanned more people than are showing in my reports...what's happening?

You might have leads that are 'Pending' - that is you've scanned them but they've not synced back to the database because you were offline or had a poor data connection.

Make sure your phone is online (3G, 4G or WIFI) and the app is open and leave it open for a short while. Check the 'Leads' feature to see that no leads are marked 'Pending'.

Some information is not showing in my reports. Why is that?

We display all the data that is available to us via the code you've scanned. It might be that some of the badge information (perhaps job title, or delegate type) was not encoded in the bar code or registration data and so can't be displayed to you. Please contact our support desk with your specific request by submitting a support ticket to ShowGizmo.

Why don't I see the feature marked 'Leads' in my app?

You have logged into the app with an email address that's not associated with an exhibitor that is authorised to use the lead qualification function.

Check with your team to see whose email address should be used, or contact the registration desk or the ShowGizmo support team by submitting a support ticket. Please include the name of your event, which exhibitor you represent and your name and email address.

Do not scan any leads until this is rectified, as they will not be saved.

How long do I have access to my reports?

They are available to you forever ☺

How do I get assistance with the app at the event?

If you need assistance with the lead capture function, please visit exhibitor assistance at the registration desk in the first instance. A representative from ShowGizmo attends most events.

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Alternatively, and after the event, get in touch with the ShowGizmo Support Team by submitting a support ticket and include the following information:

- Your name and the email address you are signed in with to scan

- The name of the event you are or were using the app at

- The name of the exhibitor you are associated with

- The type of device, model, and operating system version you're using