

LEAD RETRIEVAL

What is it?

With simple scan from your smartphone or tablet the Badge Reader allows you to **recover all your visitors information**. The data collected that you will have access to is: **company name, address, email, phone number, surname, first name, company position of the visitor, the brands referenced and the average basket of the end consumer.**

What you need to know:

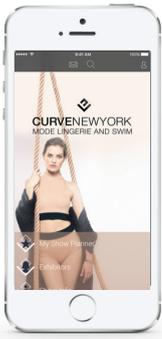
You can add questions in buyers' files to better **qualify** your buyers. Examples of questions: Is this a new contact? Should we follow-up with this buyer? To do this, go to the **Set your Badge Reader Parameters** section in your Exhibitors Space. You have until **February 24th** to do this.

Data Export

You can access all information from your smartphone/tablet or your online exhibitor space, **in real time (when connected to WiFi) by downloading a complete file** with all scanned visitors and their associated information. **Your mobile device has to be connected to WiFi to access full visitor information.**

IMPORTANT NOTES TO PREPARE YOUR DEVICE FOR THE SHOW: Pack an extra charger - Remember that you only have one license that can only be used on ONE device, if you enter the licence in the wrong device you will not be able to change it - Remove the "auto-lock" of your phone so your phone never sleeps

HOW DOES IT WORK ONCE ON SHOW SITE?



1. Connect to Javits Free WiFi

· You must be connected to WiFi if you want to be able to access all buyers' information

2. Download the "CURVE NEW YORK" application

- Go to the appstore or google play
- Type in the search engine "CURVE NEW YORK"
- Click on "Install" the application
- Open the application by clicking on "Open"

3. Open the CURVE NEW YORK APP

4. When you open the APP:

- Click on "Continue as a guest"

- Click on "Badge Reader" at the bottom of the menu (only available after February 24th)
- Enter the **License Number** which you'll find in your Exhibitors Space in My Lead Retrieval, or text the CURVE team below and someone will send it to you.
- Get familiar with your dashboard and the Badge Reader tools

5. Who to call/text for personal assistance:

- Laurie Delpino: +1.917.532.7285
- Kate Newman: +1.347.426.6563
- Georgina Pinou: +1.631.275.7051
- Text us: "Lead Retrieval + Name of your brand + booth #" at anytime during the show for us to come assist you at your booth

HOW TO USE MY BADGE READER?



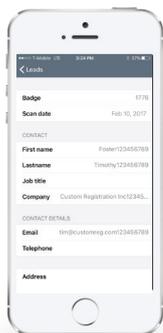
1. SCAN THE QR CODE

- Click on "Scan"
- The camera opens; place your phone above the QR code of the visitor's badge
- The phone will automatically recognize the QR code and freeze.
- Directly after, you will access the visitor's profile
- **Important notes:** Do not scan too close to the QR code and avoid light reflection on the badge as they both might affect the scanning of the badge



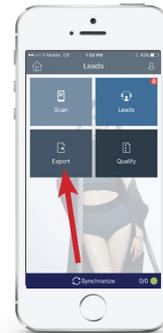
2. LIST OF ALL MY SCANNED CONTACTS

- By clicking on "Leads" you can access all the contacts you have scanned
- Click on a contact to view their details. Their full details will only appear if you are connected to WiFi



3. VISITOR PROFILE

- Under "Leads" by clicking on visitor's profile you'll find the complete information about that buyer. PLEASE NOTE: You will have to **be connected to the WiFi** to synchronize all data.
- You can further **qualify** your visitor(s) by selecting the close ended questions you entered in your Exhibitors Space.
- A field to add notes** is available to enter additional information.
- Confirm to validate and save changes



4. EXPORT DATA (IN REAL TIME)

- Once connected to the Javits WiFi, click "Export" and your mailbox will open
- Type the email addresses that you want to send the export to, then click "send"
- Receive the full excel file (CSV Format) of visitors scanned with their complete info.
- A synchronization button is available in the "Badge Reader" section of your app. If the button is red, it means your contacts are not synchronized. You will need to connect your device to the Javits WiFi in order to synchronize.