

2024 **MRS**[®]
FALL MEETING
& EXHIBIT

December 1–6, 2024 | Boston, Massachusetts

LEAD CAPTURE

LEAD RETRIEVAL SERVICES

Enhancing your lead acquisition

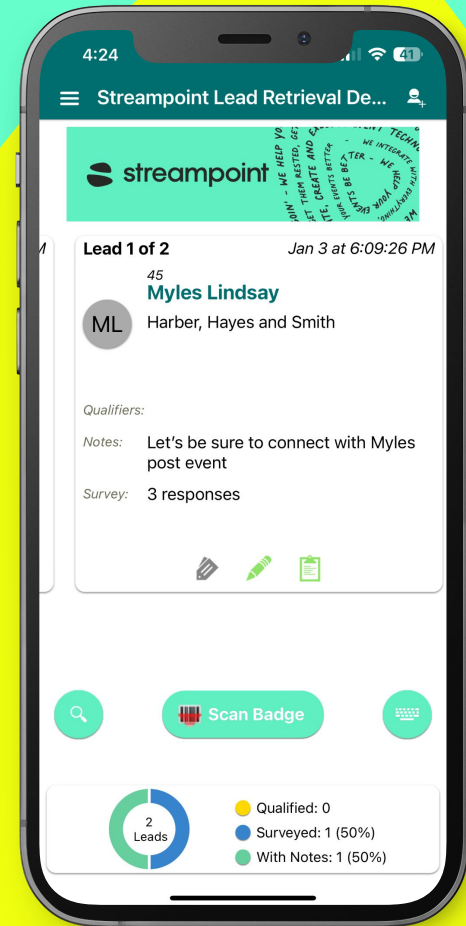
 **streampoint**

Mobile Lead Capture App

This versatile app enables the capture, qualification, and follow-up of leads directly from your smartphone or tablet, rather than renting a hardware scanner. All scans are safely stored and backed up on the device and in the cloud, and can be accessed via a secure, web-based portal. Offline mode is available for those without a connection on the show floor. The app is compatible with iPhones, iPads, Android phones, and Android tablets. (requires mobile device with auto-focusing camera).

Features

- Tailor custom qualification criteria
- Design personalized engagement questions
- Instant lead sharing via app with team
- Comprehensive lead note compilation
- Real-time lead monitoring portal
- Post-event Excel report generation
- Install the app on your own device

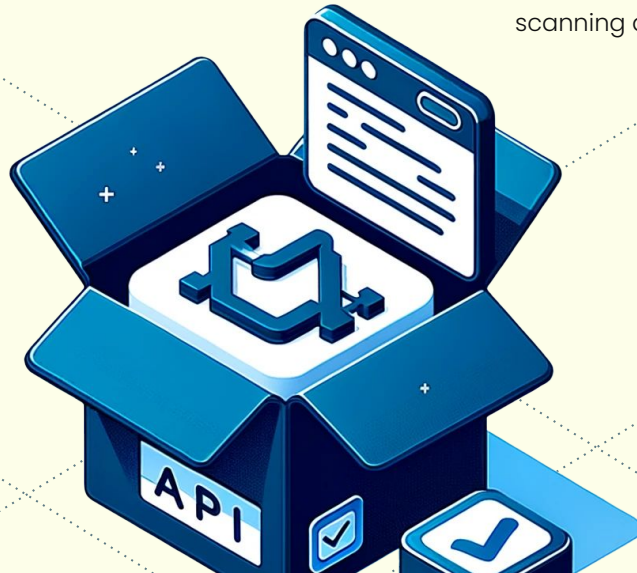


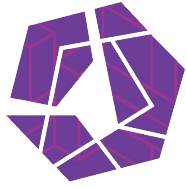
Enhance Your Lead Management with Streampoint's API Kit

For exhibitors utilizing their own lead management systems, Streampoint Solutions offers a robust API that enables seamless, real-time connection to our registration database via web services. We provide comprehensive documentation to ensure effortless integration and access.

Features

- **Direct Database Access:** Establish an immediate link to the attendee database.
- **Real-Time Lead Retrieval:** Extract leads by scanning badge IDs, ensuring instant data capture.
- **Seamless Integration:** Compatible with your existing lead scanning applications.





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2024 MRS Fall Meeting & Exhibit

Dec 1 to 6, 2024

Boston, MA

RATE SCHEDULE

EARLY	Up to Oct. 13, 2024
REGULAR	Oct. 14 to Nov. 10, 2024
LATE	Nov. 11, 2024 and on

CLICK HERE TO

Order Online

mrs2024fall.spsleads.com

Mobile Lead Capture App

	EARLY	REGULAR	LATE
1 License	\$260	\$325	\$390
3 License Pack	\$618	\$748	\$878
5 License Pack	\$910	\$1,040	\$1,138
10 License Pack	\$1,560	\$1,755	\$1,950
Developer API Kit	\$950	\$950	\$950

Got a question? Contact Us.

For any inquiry related to lead retrieval:

support@spsleads.com

Frequently Asked Questions

What device is compatible with the Mobile Lead Capture App?

The mobile app is compatible with Android devices 4.4 and higher, iOS devices 13 and higher. The mobile app will not work on laptops.

How do I get my activation code to set up the Mobile Lead Capture App?

You will receive an activation code email approximately 3 to 5 business days prior to the event date with instructions on how to download the mobile app and your unique activation code.

Can I use my license on more than one device?

No, each single license can only be activated once with an activation code. Once activated on the device, it is non-transferrable, therefore, can not be activated on an alternate device.

Should the device you activate the license on malfunctions or the device is no longer being used at the tradeshow, you will need to purchase a new license.

How do I get my leads after the show?

Mobile Lead Capture App: You can access and email your leads right from your own device while on the show floor or from a web portal account.

What file format is my lead file in?

Your leads will be in Microsoft Excel format: .csv, .xlsx

Frequently Asked Questions

What information is included in my lead file?

Contact information of the lead (generally Name, Title, Organization, Address, Email and Phone), additional demographic information (as authorized by the event organizer) and any qualifiers, surveying responses and individualized notes that you apply to your scanned leads.

What does "Qualifiers" mean?

Qualifiers are 'codes' that have been assigned to a captured lead that will help you to determine the next steps in the sales process for that lead.

Mobile Lead Capture App: There is an unlimited number of custom qualifiers that can be set up in the app.

What does "Survey" mean in the Mobile Lead Capture App?

Only available on the mobile LR. Surveying turns a smartphone or tablet into a robust tool to handle questions with single choice, multiple choice or open text responses. The results can be tracked and accessed via a web-based portal and questions or responses can be added or updated on the fly, either from the device or from the web portal.

Frequently Asked Questions

Will someone show my staff how to use the app?

Our staff at the Lead Retrieval desk will be happy to provide you with a quick briefing on how to download, set up and use the mobile app. Our staff will be available throughout the event for additional support. We will email you an instructional email with a video and a sample badge approximately 3 to 5 business days before the event so you can set up the app and practice the scanning.

How does my staff know that they have successfully scanned a badge?

Upon successful scan there will be an audible beep from the phone or tablet, and the lead information will appear on the device readout. Staff can then verify details against the badge that was scanned.

What type of scannable technology (QR code, ID barcode, etc.) will be on the attendee badges?

QR codes will be displayed on all attendee badges.

What attendee contact data (name, email, etc.) is contained in the barcode (or other scannable technology), and is the data “open” or is there any type of locking/blocking technology being used?

While the data is “open,” the specific fields displayed in the barcode are determined by show management. Typically, the data we display is the attendee’s ID, first name, and last name.

Mobile app users have data synchronized to their phone or tablet, so they see full profile data (full address and email).

Frequently Asked Questions

Where is the Lead Retrieval desk located?

The Lead Retrieval desk is typically located in the Exhibitor Services Area in the Exhibit Hall or near the Exhibitor Registration desk. The desk is typically open during the move-in days until the end of the event.

What is a developer's kit?

The developer's kit is an API that enables real-time connection to the registration database via web service. Exhibitors receive API credentials and implementation documentation for use with their own lead retrieval systems.

Key Points:

- Exhibitors must provide their own software development and infrastructure; these services are not included in our fee.
- The API token is exclusively for the ordering exhibitor and must not be resold to others.
- Misuse may result in suspension, cancellation, and penalties up to \$5,000, including a ban on future access. Usage is monitored for compliance.