



EVENT LEAD MANAGEMENT

GOEXHIBIT!™

BENEFITS OF GOEXHIBIT!

WHAT MAKES GOEXHIBIT! DIFFERENT?



Unlimited users:
no per-user or
per-device fee



Scalable pricing to fit
companies of all
sizes



Incredibly powerful workflow
automation, designed from
the ground up



Superior voice and
document transcription
services with international
support



Unparalleled levels of
personalized lead
follow-up



Better integration
with existing systems



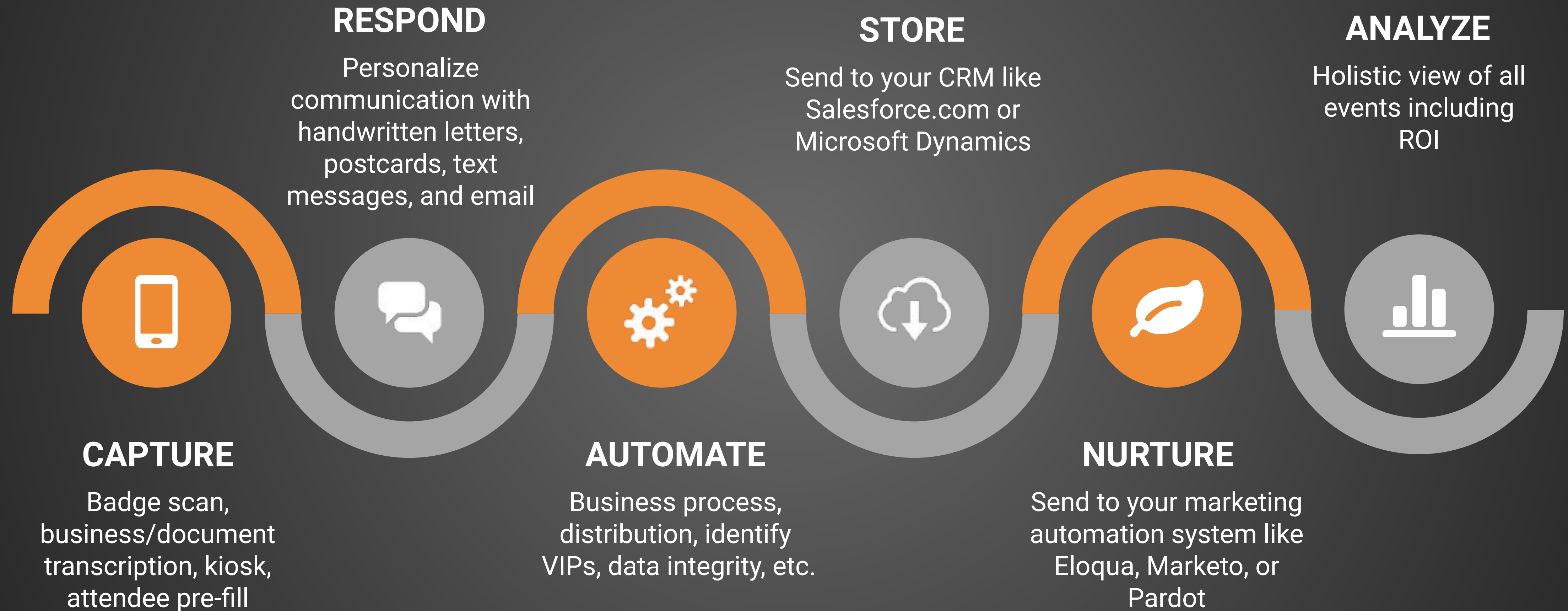
Easy to use yet
incredibly
customizable



Industry's best
support

GOEXHIBIT!™ WORKFLOW

GOEXHIBIT!™ CAN HELP YOU SCALE OPERATIONS AND BRIDGE THE GAP BETWEEN MARKETING AND SALES.



CONTENTS

HERE'S WHAT IS COVERED IN THIS PRESENTATION

1. BEFORE YOUR EVENT

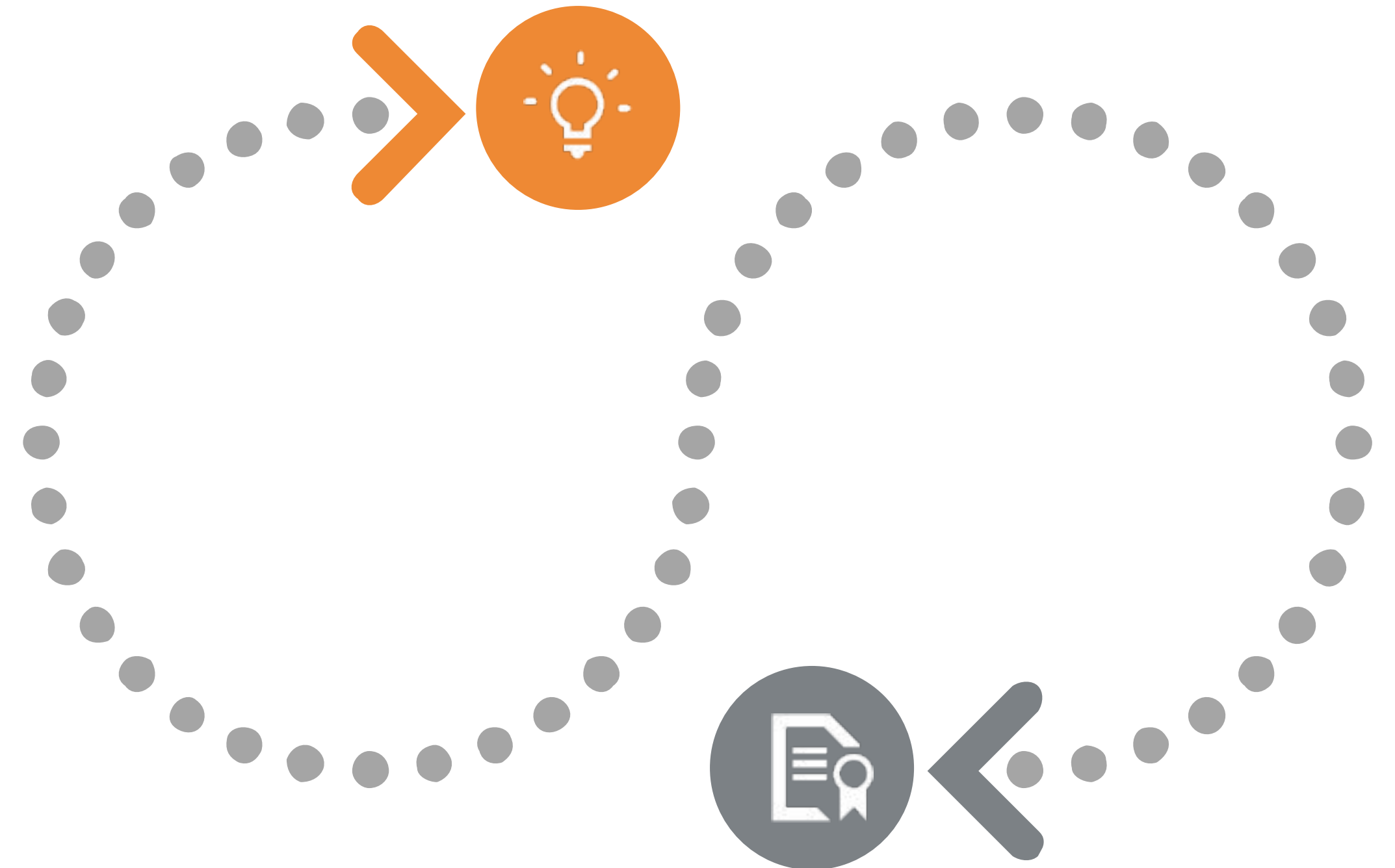
Organization • Branding • Form Customization •
Supports All Methods of Lead Capture • Invitations,
Devices, and Device Groups • Pre-Event Marketing

2. DURING YOUR EVENT

Real-Time Provisioning • Instant Syncing • Offline Mode •
Rapid Engagement • Check-In and Registration • Badges •
Compatibility

3. AFTER YOUR EVENT

Beyond the Booth • Prospect Profiles • Lists • Analytics •
Events Dashboard • Additional Reporting



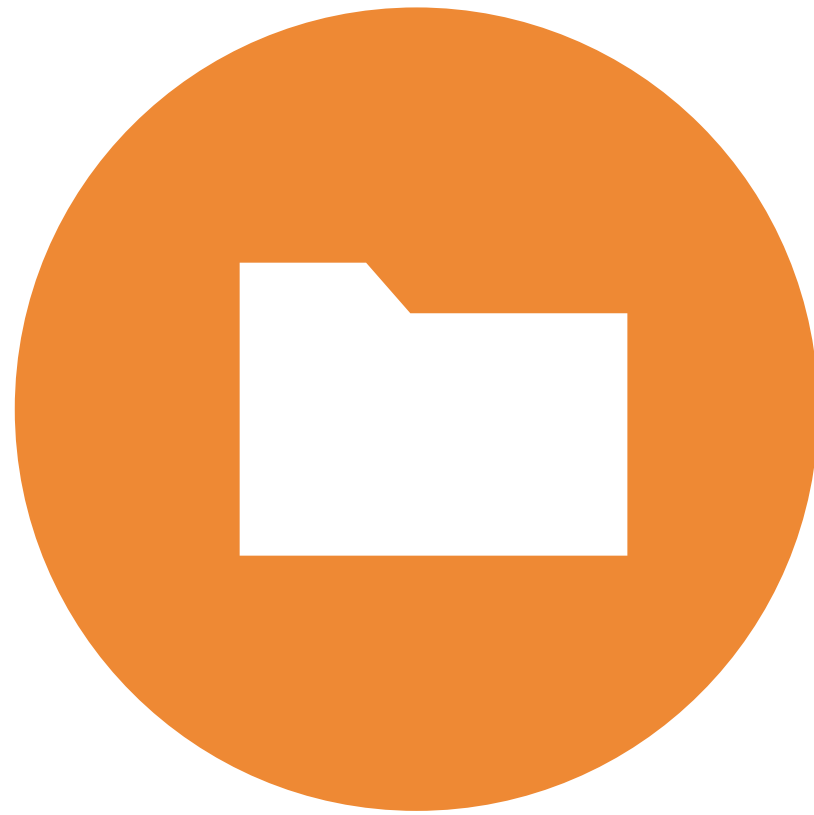
BEFORE YOUR EVENT

PREPARATION IS KEY

It's better to be over-prepared than under-prepared. Lead Liaison gives you the tools you need to get ahead.

ORGANIZATION

LEAD LIAISON MAKES IT EASY TO ORGANIZE YOUR MARKETING ASSETS ASSOCIATED WITH YOUR EVENTS



FOLDERS

Folders are used to keep marketing assets organized. Most marketing campaigns require creating landing pages, web forms, automations, emails, postcards, and more. Without a central repository to keep all assets, things can be confusing. Folders can also be cloned to launch similar campaigns.



LABELS

Labels are similar to tags. They can be used to identify Events when searching or for reporting purposes. Label events by location, type, industry, or whatever creative tag you choose to use.



CAMPAIGNS

Lead Liaison uses **Programs** and Campaigns to organize and create marketing activities and measure ROI. A Program is a collection of Campaigns. Campaigns are individual marketing activities associated with marketing assets, such as a trade show or conference. Campaigns have a cost used to calculate ROI.

BRANDING

ENSURE CONSISTENT BRANDING FOR YOUR EVENTS

Your brand sets you apart from competitors, promotes recognition, and creates consistency in your messaging. Lead Liaison enables companies to customize your event lead capture forms in many ways. For example:



Customize the color scheme.



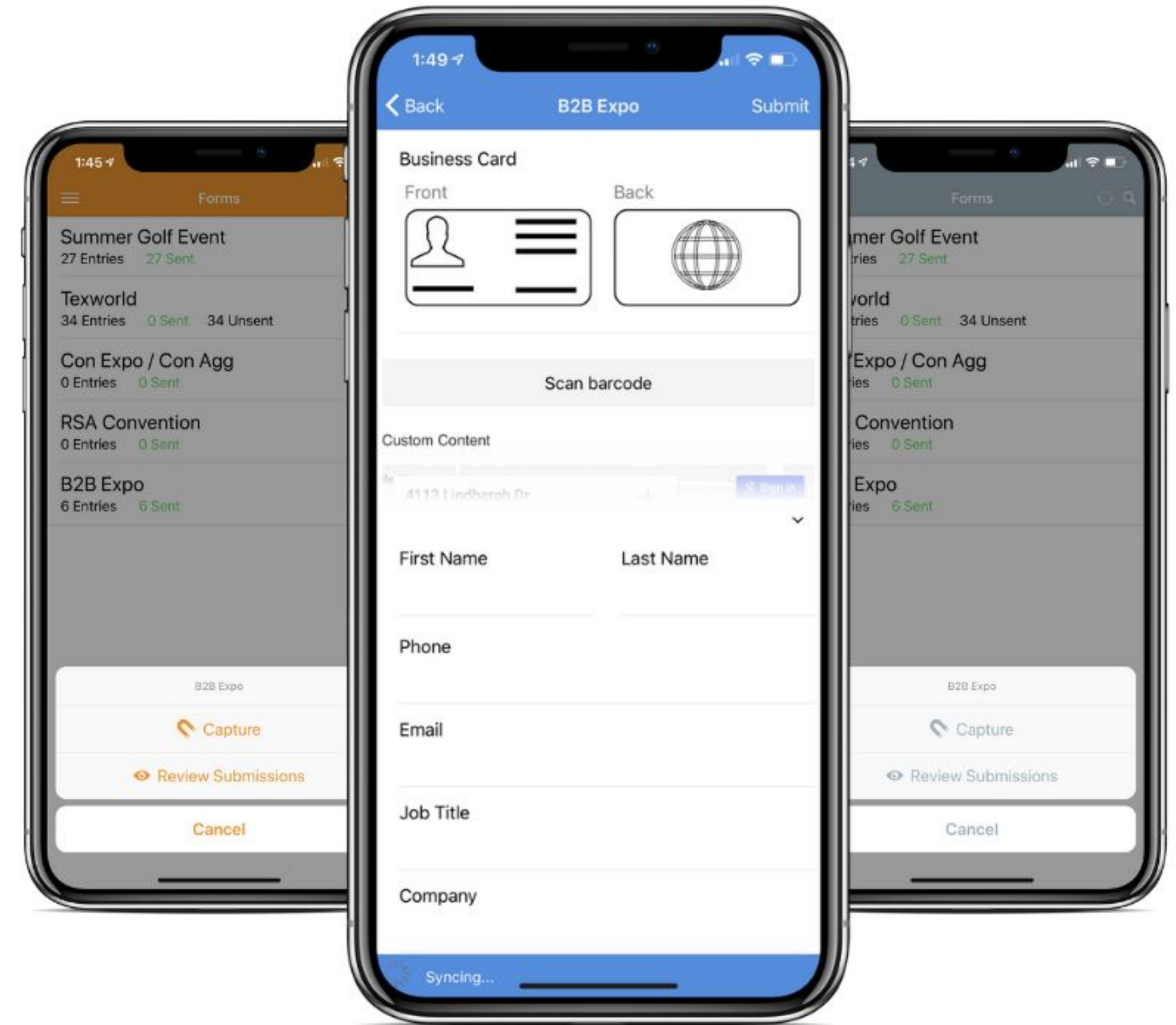
Add your logo.

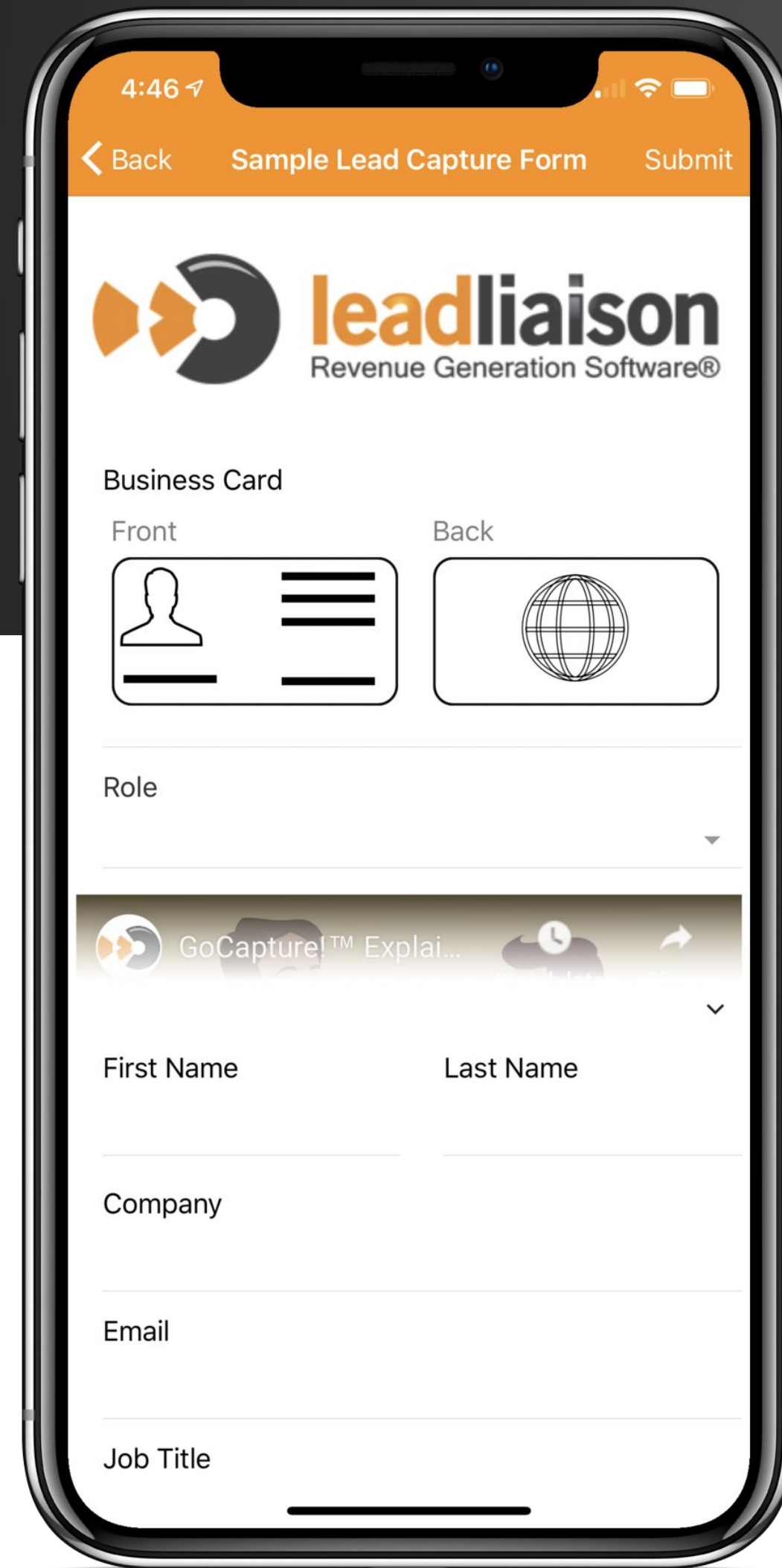


Add a splash screen to appear when the app opens.



Add custom content to your event lead capture forms, like explainer videos or a map showing your company's location.





FORM CUSTOMIZATION

BUILD FORMS SPECIFIC TO YOUR NEEDS



Why is the ability to customize your event lead capture forms so important?

Forms are not one-size-fits-all. Different companies need different data points to be able to execute their specific strategy. Lead Liaison empowers companies to build forms specific to their needs. This unique set of information can flow through our system into your CRM or marketing automation platform. Customizable form field options are endless!

SUPPORTS ALL METHODS OF LEAD CAPTURE

USE OUR MOBILE APP, GOCAPTURE!™, TO CAPTURE LEADS



Badge Scanning

Quickly scan an NFC, barcode or QR code on an event badge. GoCapture!™ integrates with barcode libraries from many lead retrieval companies including Cvent, Experient, CompuSystems, ATS, ITN, Expo Logic, and 100s more. GoCapture!™ also supports automatic post-show reconciliation when Lead Retrieval providers do not offer a Developer's Kit for integration.



Business Card Transcription

via Lead Liaison transcription or personal transcription

Capture a business card using GoCapture!™ and either save it to personally transcribe later, or use Lead Liaison's transcription service. Our service is known for its accuracy and lightening fast turnaround time by using a proprietary, multi-step, unparalleled quality control process that includes a review by 5 humans on each transcription.



Prefill from Registration List

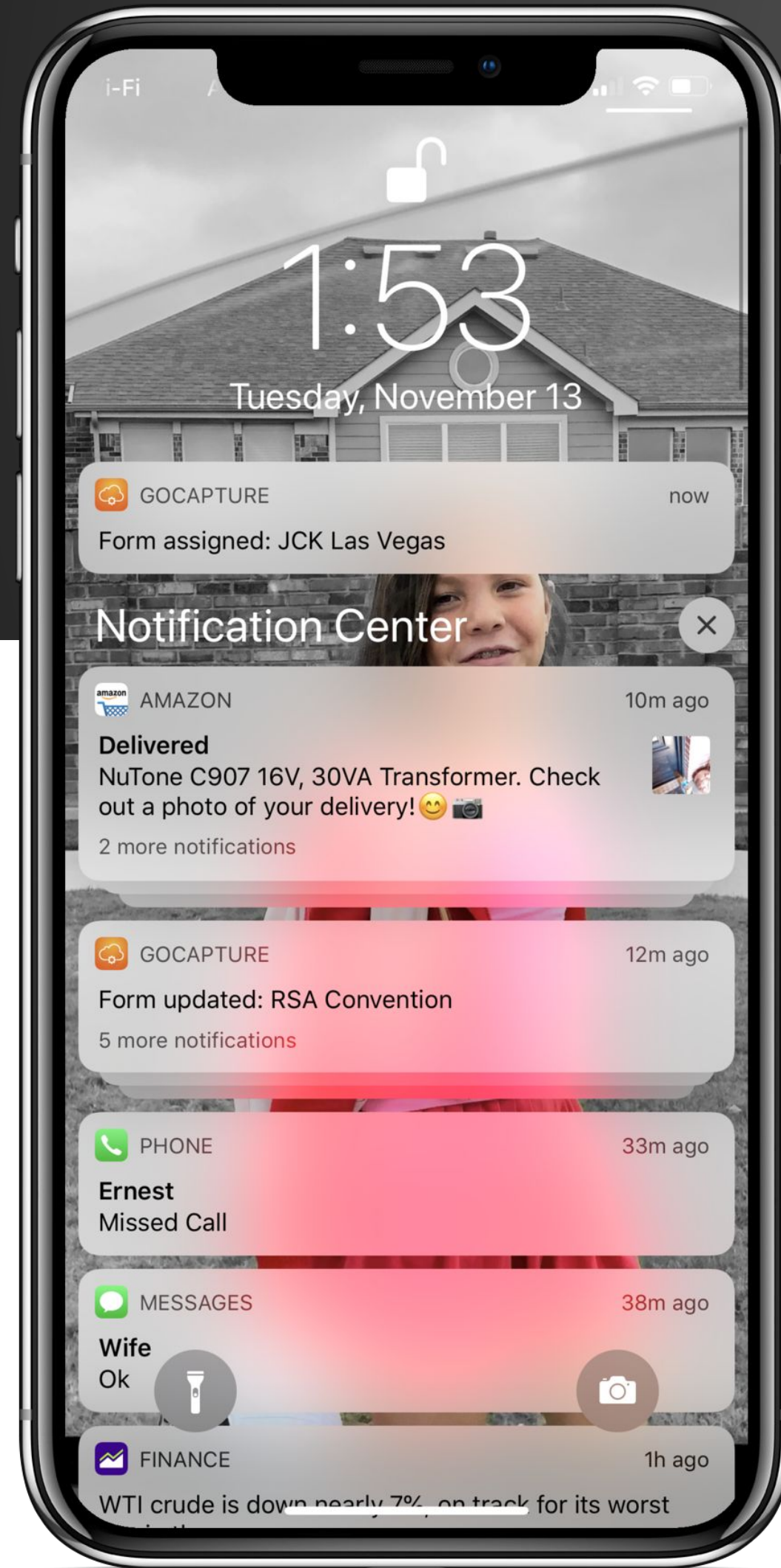
Get ahead of the game. Load registration lists prior to an event. Your colleagues running the event can search for the name to fill in a form. All information provided during registration will populate instantly in the form.



Manual Entry

Kiosk and Quick Capture modes

If you plan on setting up a form that event attendees will fill out on their own, use kiosk mode. Kiosk mode locks the app so users cannot back out of the form without a passcode. When an attendee submits the form, the form will reload for the next attendee. The system also supports Quick Capture mode for rapid lead capture. Quick Capture mode allows a user to return to the form after each submission.



INVITATIONS, DEVICES, & DEVICE GROUPS

HOW TO GET THE RIGHT FORMS INTO THE HANDS OF YOUR EVENT STAFF



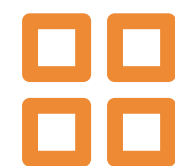
INVITATIONS

Invite users to join your Event. Send invitations via text (SMS) or email to existing or new users.



DEVICES

When users receive an invitation they authenticate their device. iOS/Android/Windows smartphones and tablets are all supported devices.



DEVICE GROUPS

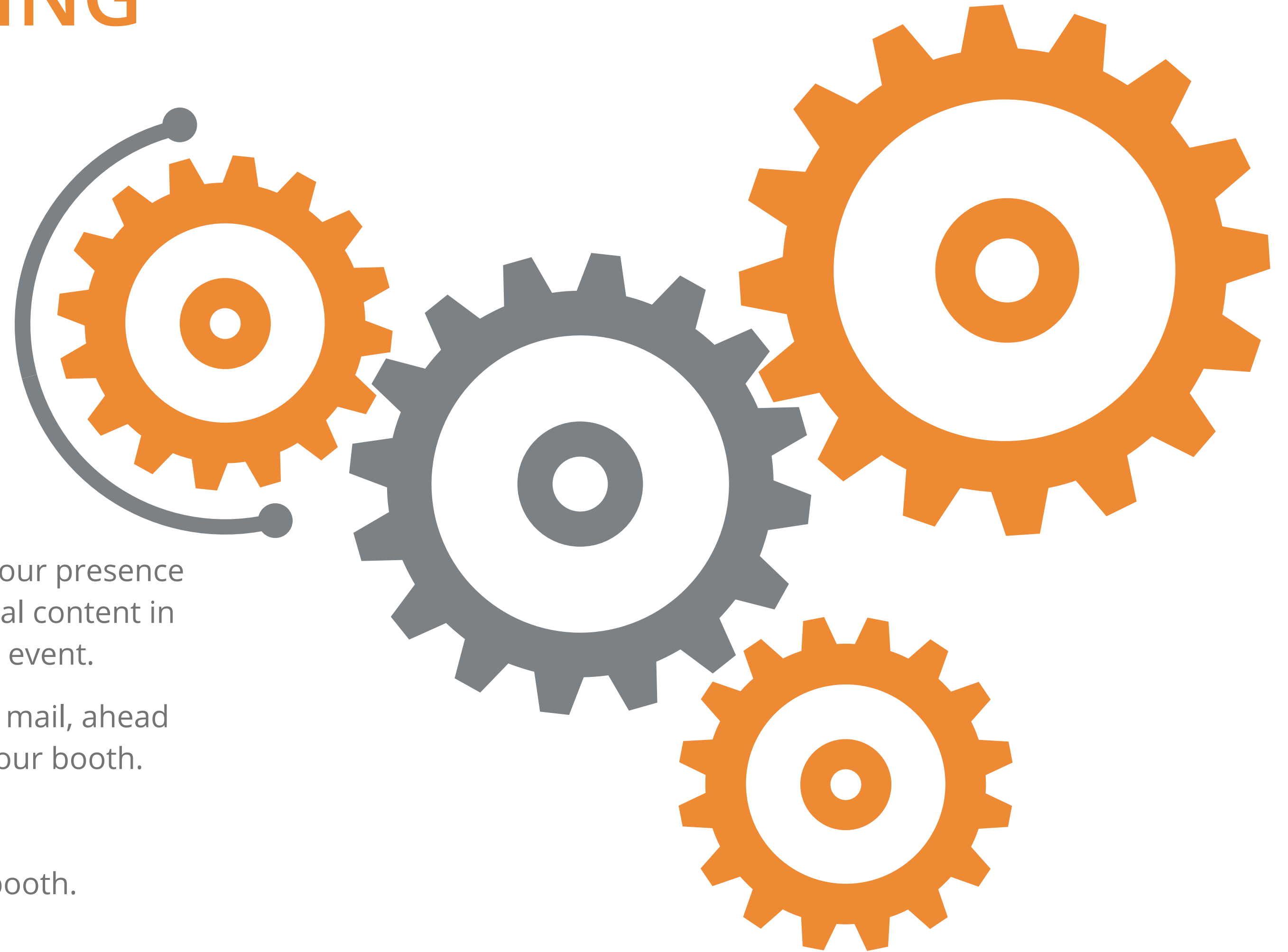
Devices can be grouped together into Device Groups. Device Groups makes it easy to invite a group of users/devices to an Event.

PRE-EVENT MARKETING

TIPS TO BOOST EVENT MARKETING ROI

Lead Liaison's event lead management solution, GoExhibit!™, allows you to create, organize, and execute all pre-event marketing. Here are a few things you may want to consider during your pre-event marketing, all of which you can do in Lead Liaison:

- ✓ Send a marketing email (or a series of emails) announcing your presence at the event and what you'll be showcasing. Offer educational content in these emails to establish yourself as a thought leader at the event.
- ✓ Send 1:1 emails and offline marketing pieces, such as direct mail, ahead of time offering people a chance to schedule a meeting at your booth.
- ✓ Announce your attendance on social media.*
- ✓ Send a reminder email (or text, if possible) to stop by your booth.
- ✓ Read more creative pre-event strategies [here](#).



**Requires license to Lead Management Automation (LMA)™*



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DURING YOUR EVENT

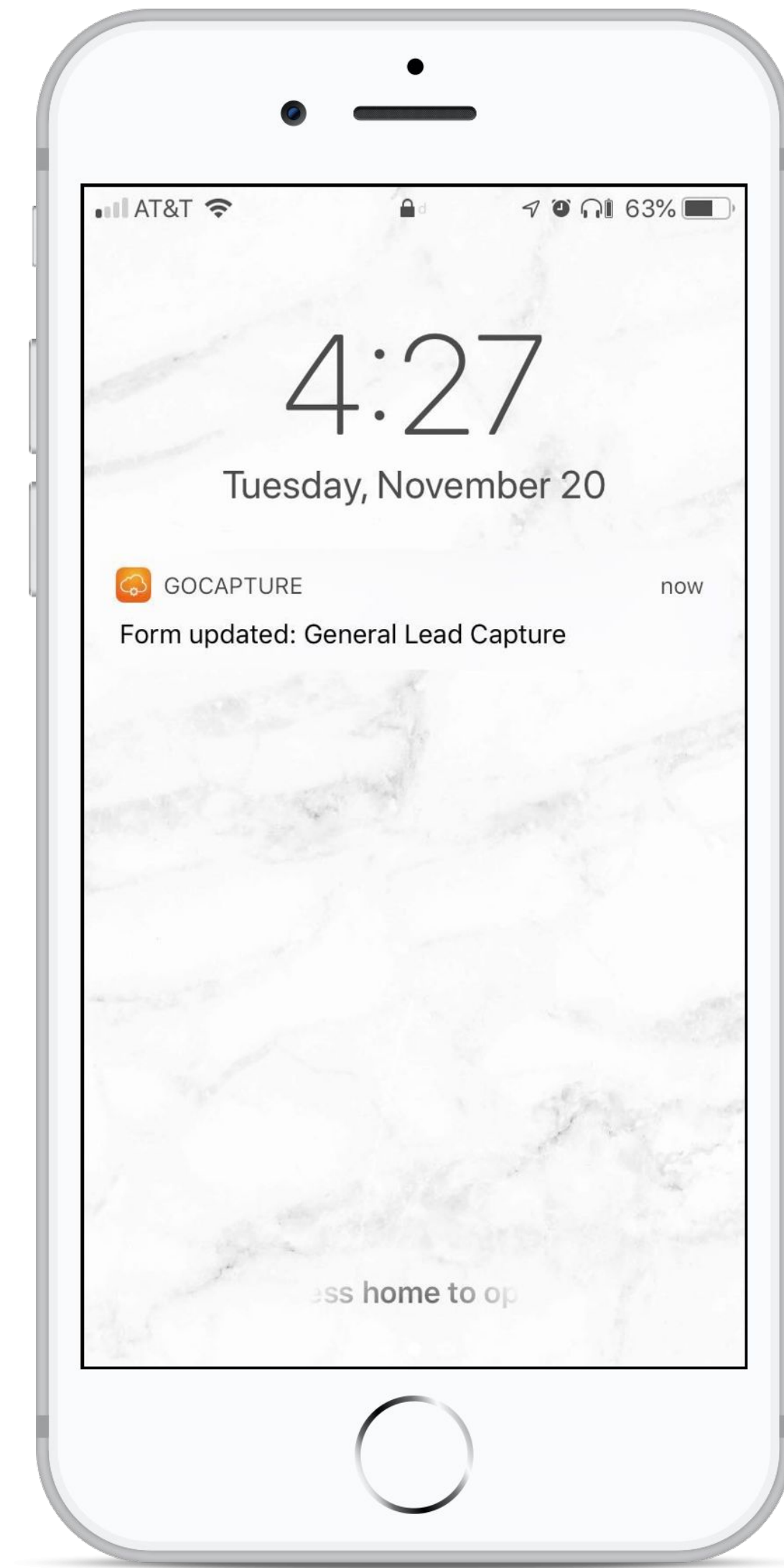
IT'S EXECUTION TIME

You'll never feel alone with Lead Liaison's solutions + our superstar team. We're here to support your important events.

REAL-TIME PROVISIONING

GOCAPTURE!™ SUPPORTS INSTANT CHANGES TO YOUR FORMS

Add devices into “Device Groups” to simplify rollout of your event lead capture form. With a push of a button, admin users send a push notification to devices and/or device groups to instantly publish new forms or update existing forms – making changes to your forms in real time without requiring users to logout and log back in.



INSTANT SYNCING OR OFFLINE MODE

YOU NEVER KNOW WHAT KIND OF INTERNET RECEPTION YOU'LL HAVE AT AN EVENT. WE THOUGHT ABOUT THAT, TOO.



INSTANT SYNCING

If your connection is strong, don't wait until the end of the day to collect your leads. **Sync instantly** with your CRM or marketing automation platform. This option allows you to follow up with booth visitors before they've even left the building, via a "Thanks for stopping by!" email or text.



OFFLINE MODE

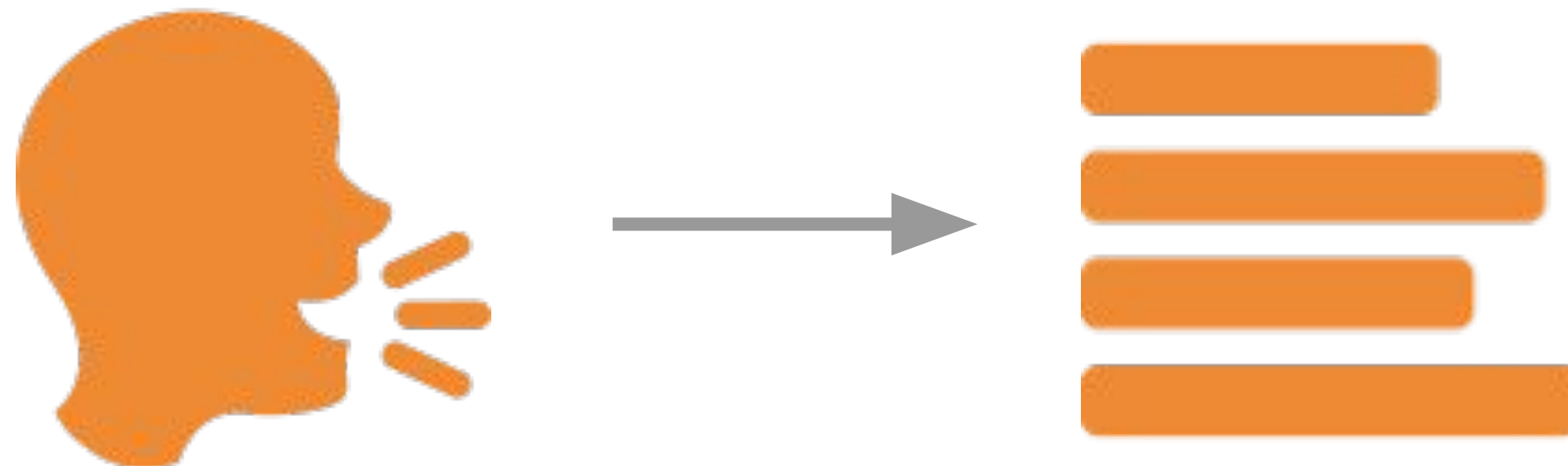
If you are having to get by without internet, that's okay too! GoCapture!™ works in **offline mode**, collecting all vital data and storing it safely and securely on your device until you are able to connect at a later time.

VOICE NOTES & TRANSCRIPTION

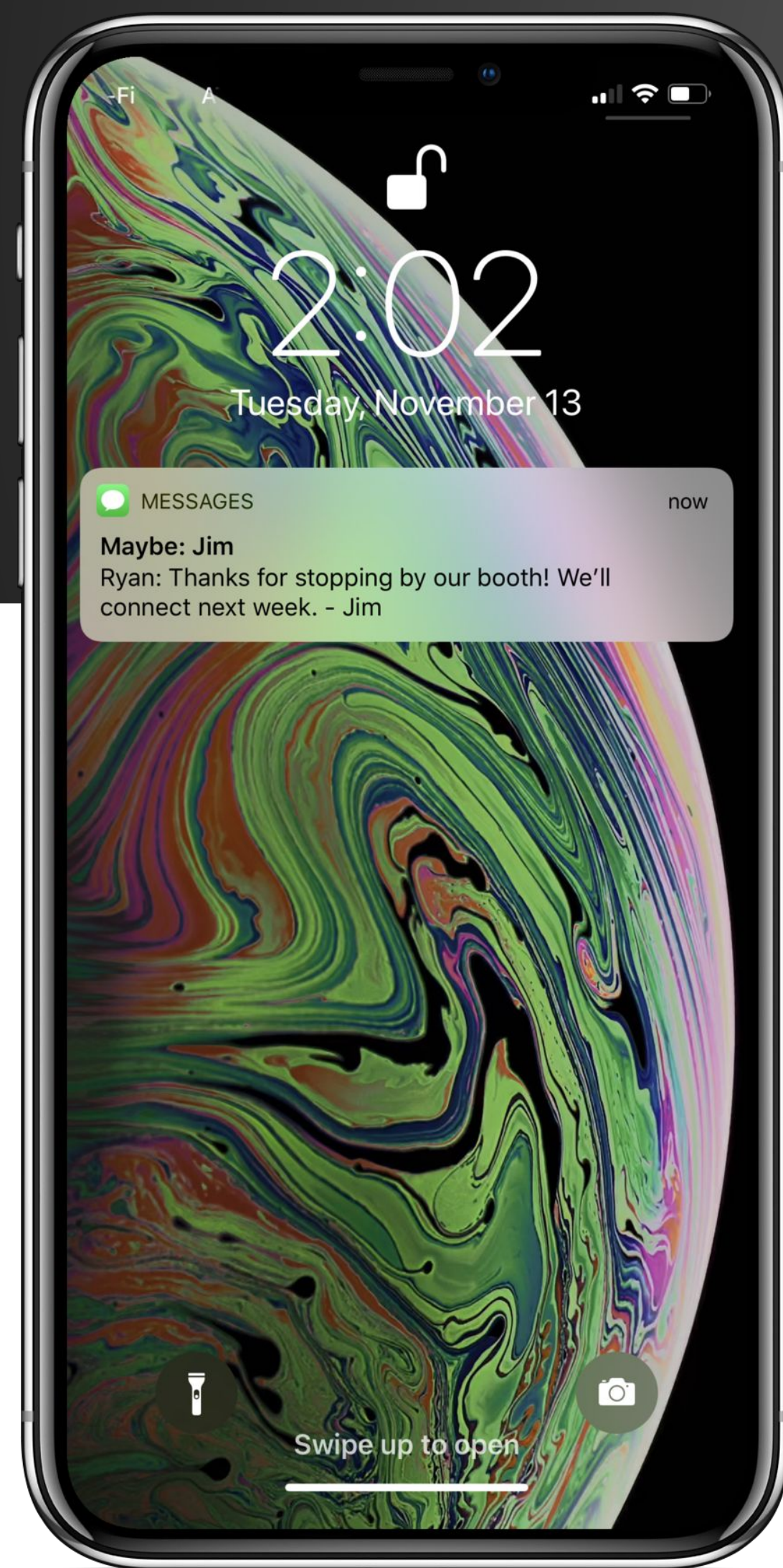
RECORD AUDIO NOTES AND HAVE THEM TRANSCRIBED TO TEXT NOTES

Our app, GoCapture!™, has the ability to record voice memos. You can add this as an option when building your form in the web application. It will appear as a button on your mobile device lead capture form, which you tap and record an audio clip. Lead Liaison will generate a custom URL of the audio file, which will be saved in the notes section of your form.

What's more, users can have their notes automatically transcribed by Lead Liaison. Transcribed notes can flow with the submission record and into your CRM or marketing automation platform.



A screenshot of a mobile application interface for lead capture. The screen shows a form titled "General Lead Capture" with a "Back" button and a "Submit" button. The form contains several input fields: "First Name", "Last Name", "Company", "Email", "Job Title", and "Phone". Below these fields is a "Notes" section. At the bottom of the form, there is a red microphone icon inside a rectangular box, indicating a voice recording feature. The status bar at the top of the phone shows "AT&T LTE", "6:29 PM", and "17%" battery.



RAPID ENGAGEMENT

TIMING IS EVERYTHING



Reply instantly with an email or text message after collecting a new lead. Alternatively, wait an hour and thank them for stopping by your booth.

DID YOU KNOW?

According to Insidesales.com,
35-50% of sales go to the vendor
that responds first.

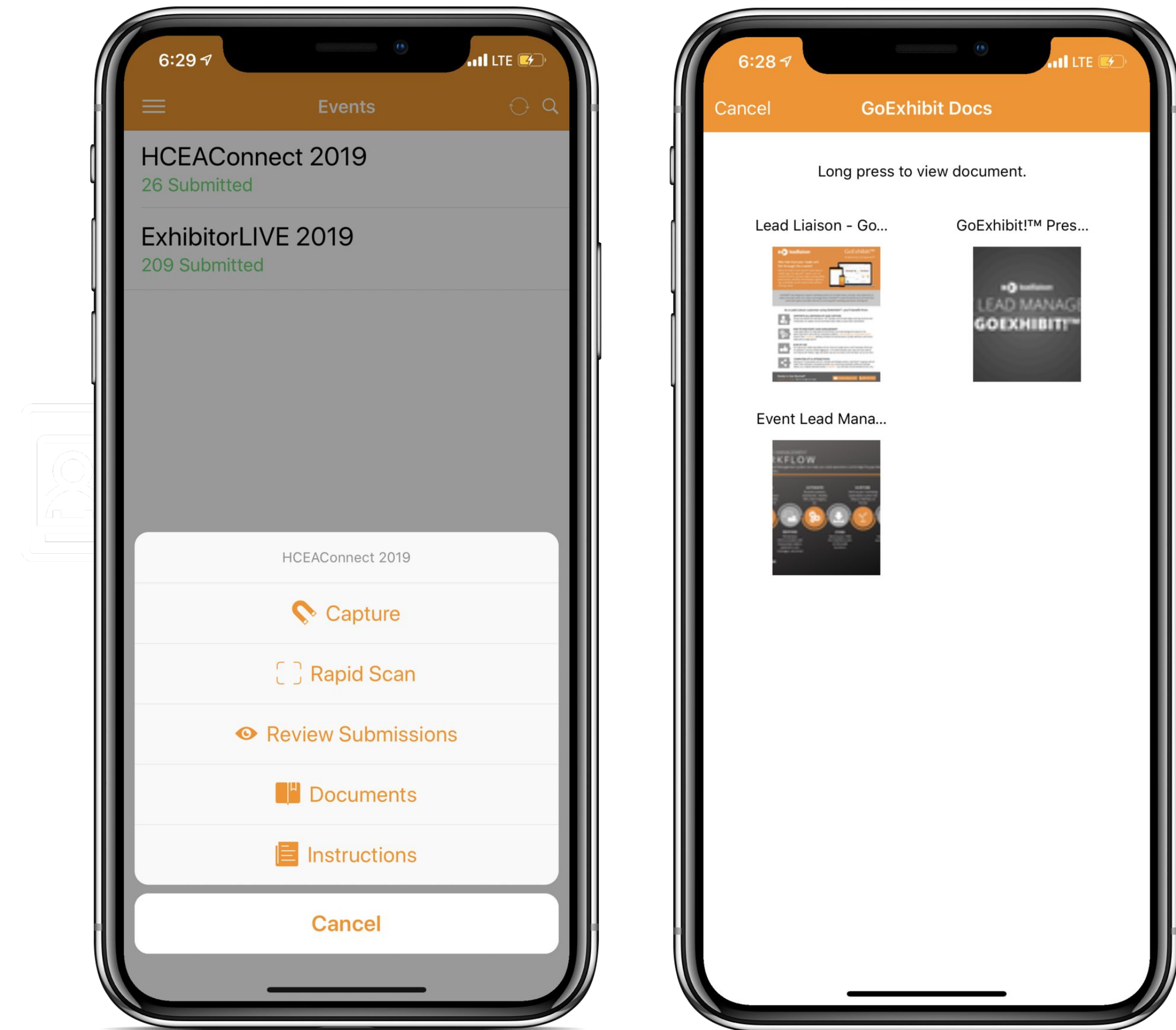
DOCUMENTS

ACCESS DOCUMENTS AND OTHER CONTENT DIRECTLY FROM THE GOCAPTURE! APP.

Content will be pulled from your Trackable Content library.

Example 1: Booth representatives will be able to tap a Documents button within the lead capture form to select which documents they want to include in their follow up.

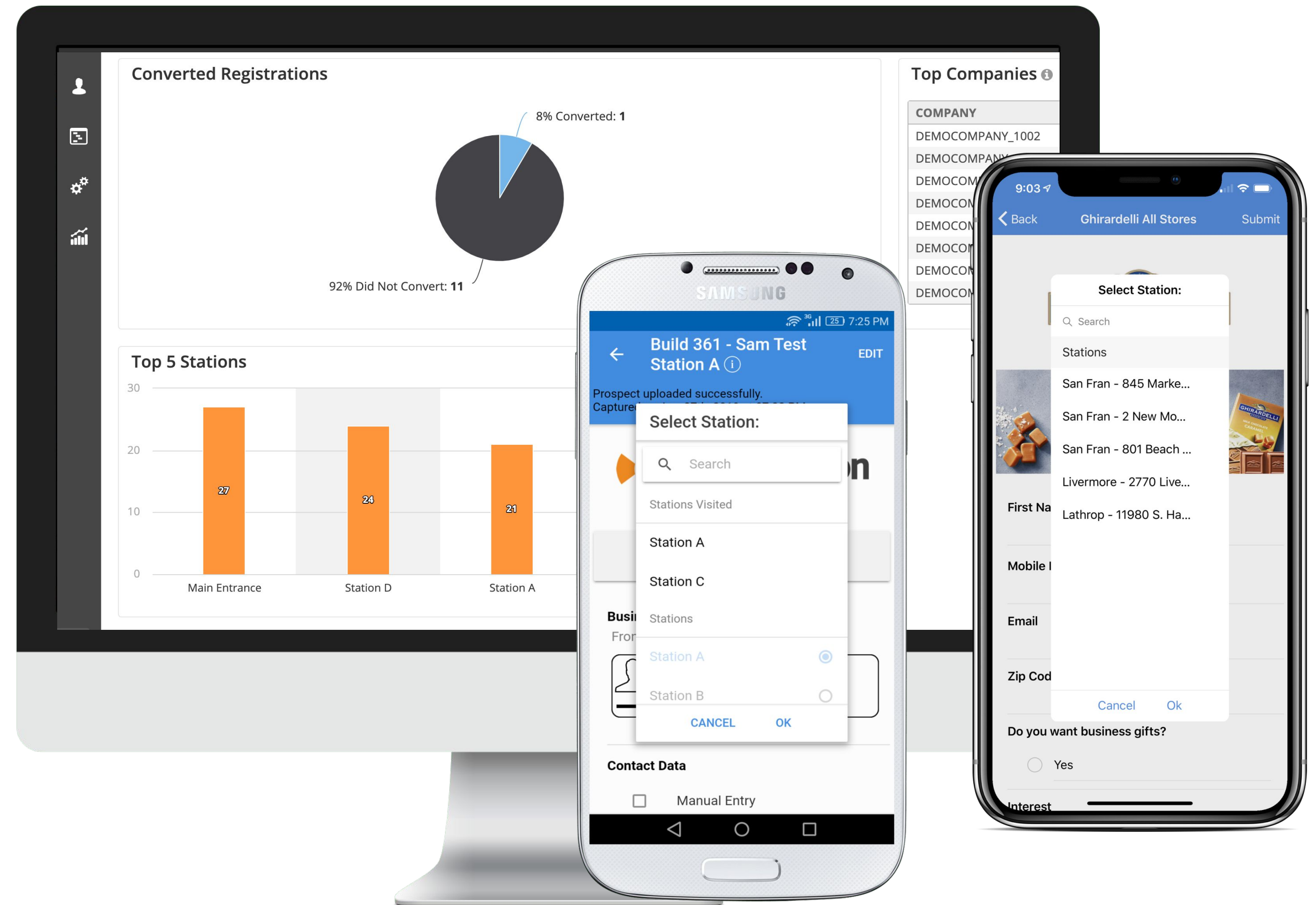
Example 2: If there are specific documents associated with your event, you will be able to access them in the Event Form menu (near the Submit, Review Submissions options). Your team will be able to share directly from the menu. There will be options to immediately share on social media, via text, or via email.



STATIONS

SUPPORT FOR MULTIPLE LOCATIONS WITHIN A SINGLE EVENT

GoExhibit!'s Stations supports multiple lead capture locations within a single event. Users are able to create one event form and provide booth reps the option of selecting the “station” where they are located. GoExhibit!'s Events Dashboard (in the web application) reports on Stations, as well!

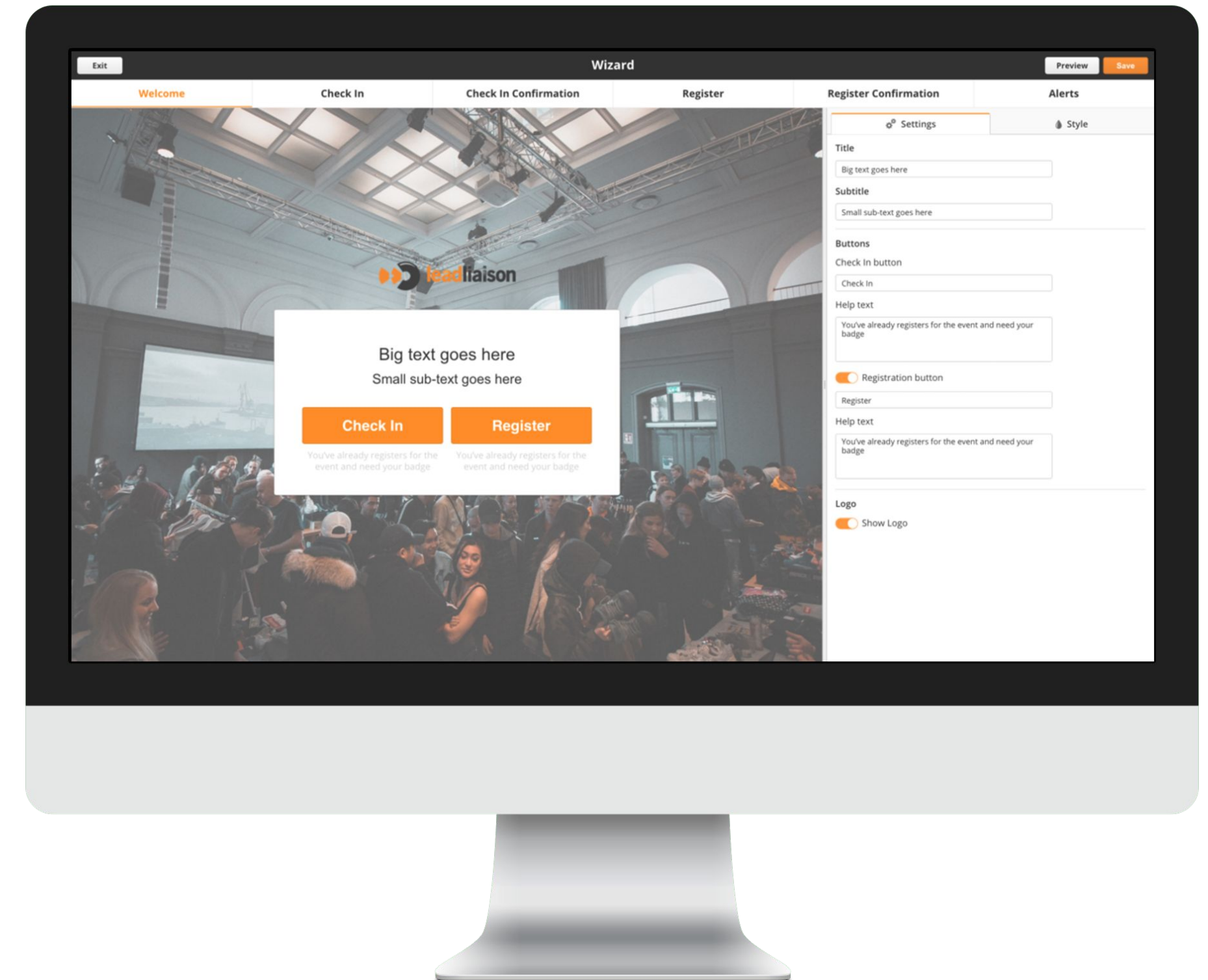


RUN YOUR OWN EVENTS

A CUSTOMIZABLE CHECK-IN AND REGISTRATION SYSTEM CONSISTENT WITH YOUR BRAND

Run corporate marketing events with a registration/check-in system at the front desk. Set up a touch screen monitor to have people check-in or register for your event by searching for their name (if they registered ahead of time).

Then you can print or hand them their badge. The registration/check-in system is completely customizable to support brand messaging or monetization. Easily pull stats on event attendance.



BADGES

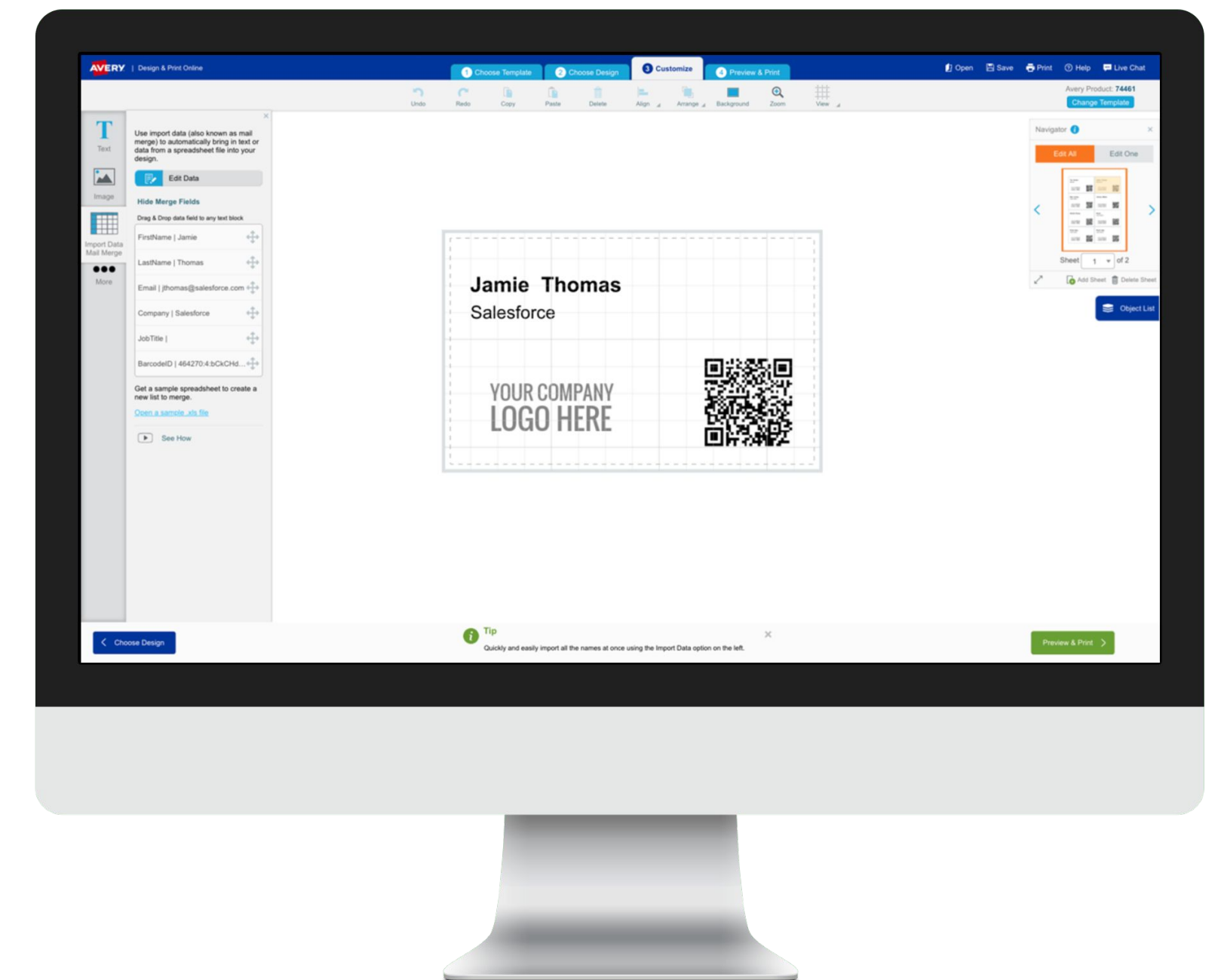
PRINT YOUR OWN BADGES WITH GOEXHIBIT!™

DYMO®



Lead Liaison offers functionality to create and print your own customized badges for companies running their own events. The badge system integrates with Avery, a leading manufacturer of labels/badges.

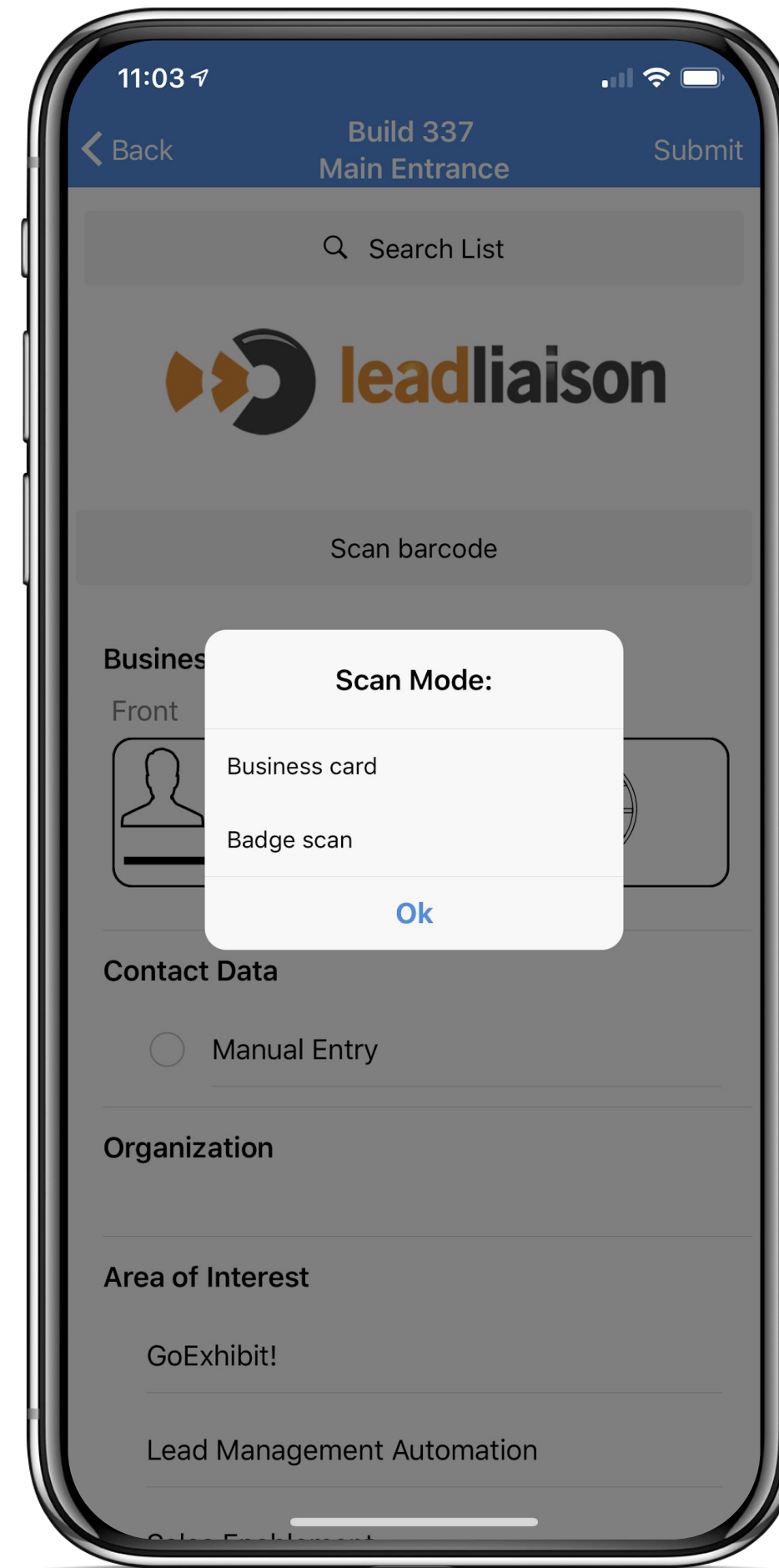
AVERY™



RAPID SCAN

RAPIDLY SCAN BADGES OR BUSINESS CARDS.

Badge Scanning Example:
Suppose you have a line of people waiting to get into a speaking event. With GoExhibit!'s Rapid Badge Scan, you'll be able to scan badges one right after the other without having to switch back to the event form each time.



Business Card Example:
Perhaps you held a raffle and have a fishbowl full of business cards. Now, you can quickly scan each business card, one right after the other, and have them transcribed and in your CRM in a jiffy. What used to take hours now takes minutes!



COMPATIBILITY

WRITE YOUR GREAT SUBTITLE HERE

GoCapture!™ is compatible with iOS, Android, and Windows smartphones and tablets. GoExhibit!™ integrates with all major CRMs (Salesforce, Microsoft Dynamics, etc.), marketing automation platforms (HubSpot, Eloqua, etc.), analytics solutions (Domo, Revelation™, etc), and lead retrieval providers (Cvent, Experient, etc.).



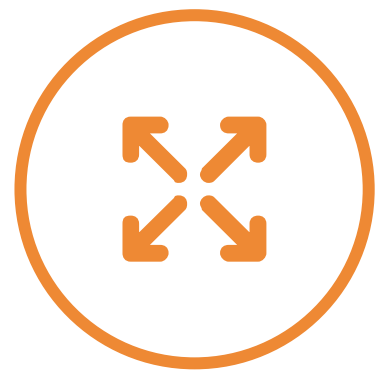
AFTER YOUR EVENT

FOLLOW-UP IS CRUCIAL

You've invested the time and resources. Now, it's time to track the results.

BEYOND THE BOOTH

LEAD LIAISON GIVES YOU THE POWER TO TAKE YOUR EVENT BEYOND THE BOOTH. INSERT DYNAMIC CONTENT INTO A FOLLOW-UP BASED ON ANSWERS GIVEN IN YOUR LEAD CAPTURE FORM.



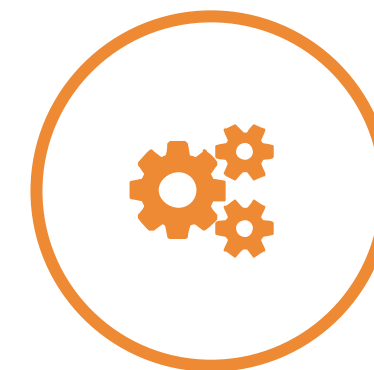
Outbound Marketing

Use outbound marketing to engage your leads.



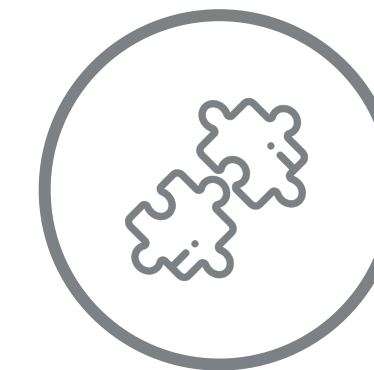
Inbound Marketing

Use inbound marketing to track your leads and identify interests.



Automation

Implement automated workflows that scale your marketing operations.



Integration

Instantly sync new leads into other systems (CRM, marketing automation, etc.)



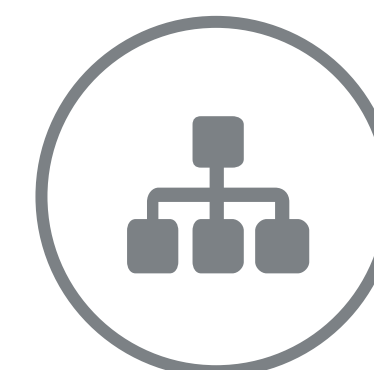
Lead Qualification

Qualify event leads using unparalleled techniques, like lead scoring and lead grading.



Targeting/Retargeting

Use demographic, behavioral, and social data to target/retarget leads.



Segmentation

Never manually create lists again using dynamic segmentation.



Social Enrichment

Instantly append social data to all event leads.

PROSPECT PROFILES

TRACK THE ENTIRE LIFECYCLE OF YOUR LEAD, PRE- AND POST-EVENT

LIFECYCLE TRACKING

Inspecting prospect profiles, keeping all engagement (inbound/outbound) in a timeline in addition to what info was collected when the lead was captured at an event. We track the lifecycle of the lead with our profiles.



LISTS

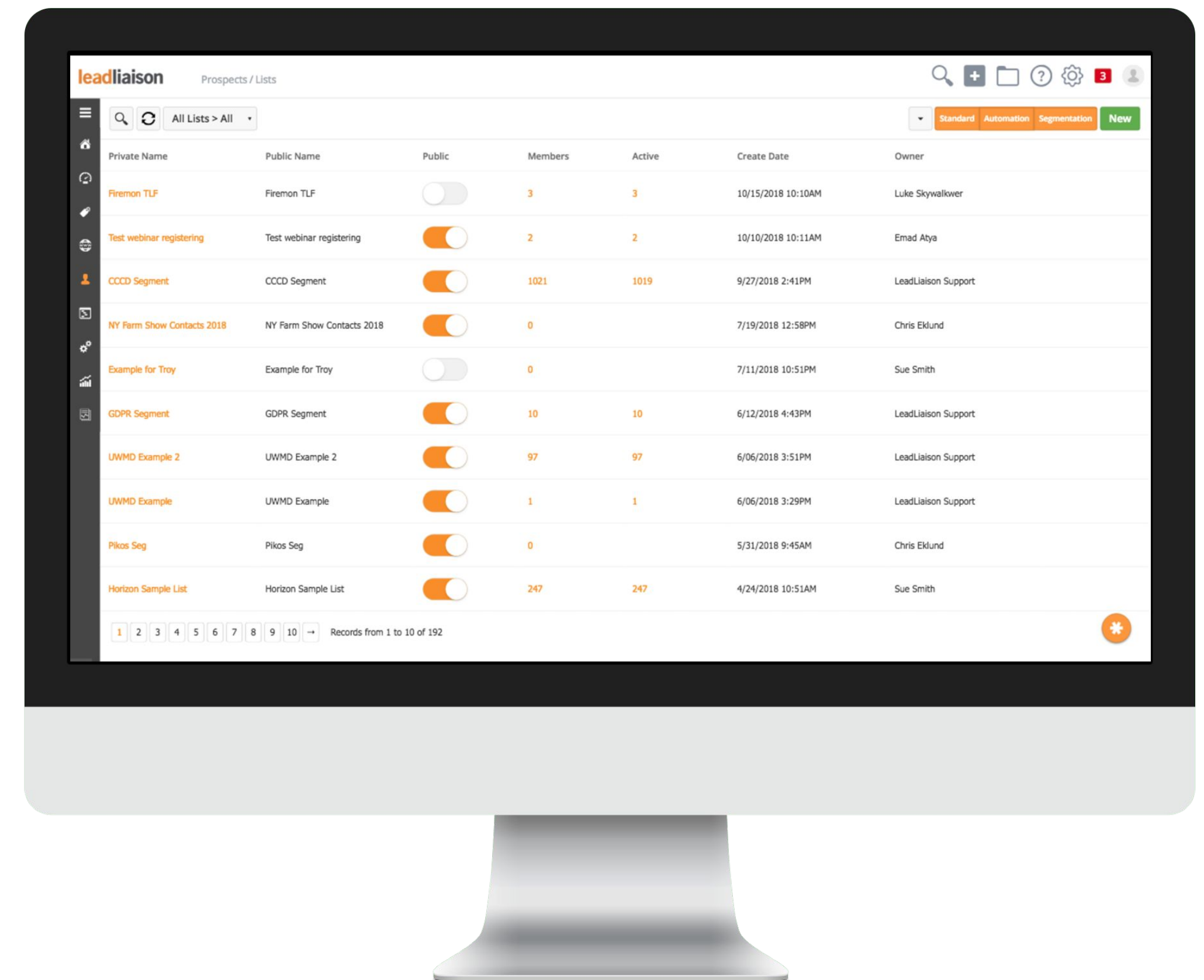
PUT PROSPECTS INTO LISTS TO STAY ORGANIZED



Lead Liaison allows users to put Prospects into lists to organize people. For example, you might want to have all C-level people you meet at an event funneled into a single list call Event Executives, or something similar.



Lists are versatile storage “buckets” within Lead Liaison. Use them to create barcodes/badges, run marketing campaigns, trigger other actions when people are added to a list, and much more.



ANALYTICS

POST-EVENT ANALYTICS ARE CRITICAL TO ANY SUCCESSFUL EVENT MARKETING STRATEGY



Events occupy 14% of marketing budgets, which is the largest share of B2B budgets.

Annually, companies spend about

\$24 BILLION

on exhibiting at events

THE TOP 5 METRICS

marketers feel are best for qualifying event value are:

New referrals
and
introductions

Quality and
quantity of
leads

Deal closure

Value of sales

Upsell and
cross-sell
opportunity

Yet, only **34%** use those 5 metrics to assess event ROI

EVENTS DASHBOARD

OUR EVENTS DASHBOARD ALLOWS USERS TO TRACK THEIR EVENTS FROM A HIGH LEVEL AND MEASURE ROI.

✓ **TOTAL PROSPECTS
CREATED**

✓ **AVERAGE COST PER
LEAD**

✓ **AVERAGE ENGAGEMENT
SCORE & GRADE**

✓ **AVERAGE LEADS PER
EVENT**

✓ **TOTAL REVENUE
GENERATED**

✓ **TOP DEVICE USERS**
Who collected the most leads?

✓ **TOTAL RETURN ON
INVESTMENT**

✓ **PROSPECTS CREATED
MONTH-TO-MONTH**

✓ **AVERAGE CAPTURE
METHOD**

✓ **AVERAGE TRANSCRIPTION
TURNAROUND TIME**

✓ **POST-EVENT
ENGAGEMENT ACTIVITY**

✓ **CONVERTED
REGISTRATIONS**



ADDITIONAL REPORTING

GO DEEPER INTO YOUR DATA



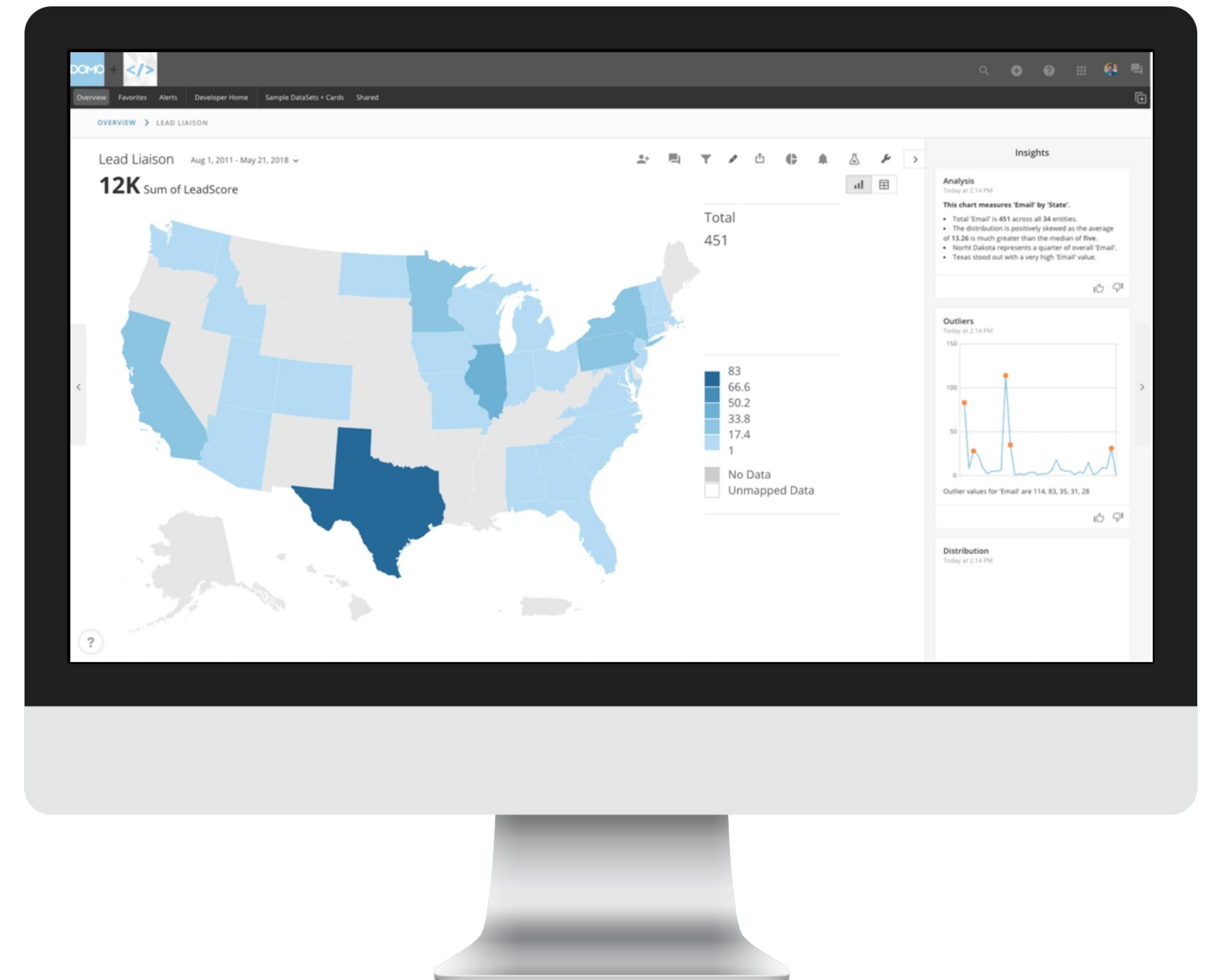
DOMO CONNECTOR

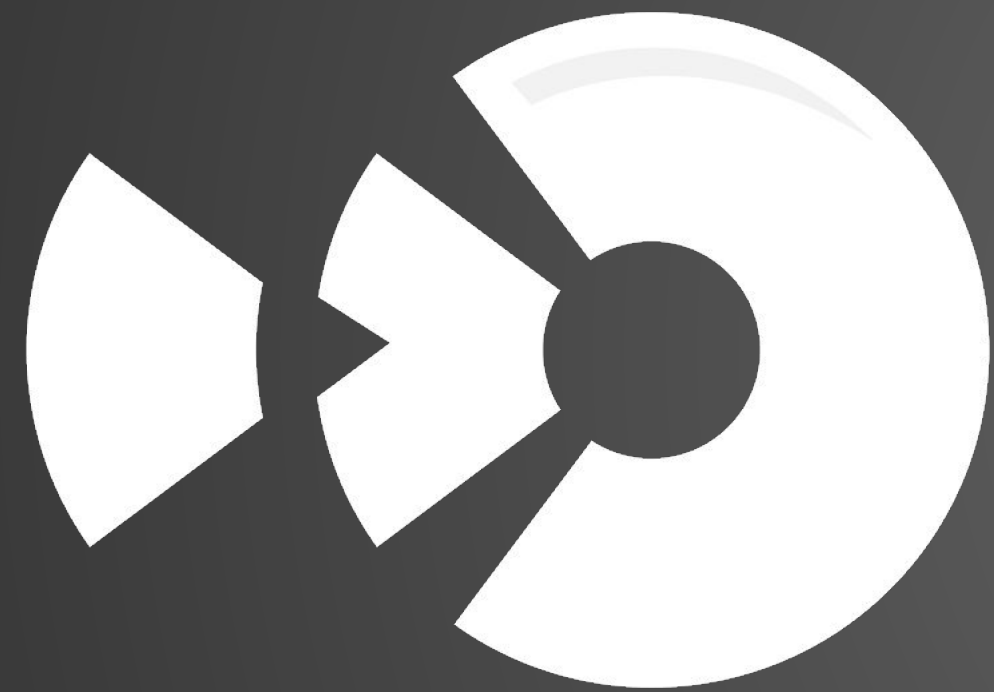
Lead Liaison's [DOMO](#) Connector allows users to send Event metadata, form data, and Prospect data into their DOMO account and reporting dashboards. DOMO is a software solution that specializes in data visualization, providing a way for companies to bring information together from multiple sources in order to summarize critical business information.



REVELATION™

Lead Liaison's enterprise reporting and analytics platform, [Revelation™](#), is built on the industry's best business intelligence engine, to deliver rich visual insights.





leadliaison

READY TO LEARN MORE?

WE'D LOVE TO SHOW YOU MORE!



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