

# APPSECUSA Lead Retrieval Frequently Asked Questions

## What does this service provide? Within 24 hours after the conference:

- You will be emailed instructions for downloading an Excel spreadsheet containing your booth visitors' contact data (name, organization, phone, email, city, state, zip and country) and your own custom lead qualification data.
- Lead Sheets will be emailed to you and/or co-workers for selected "Hot" leads.
- Attendees will be emailed a list of the exhibitors who scanned them and a link to a page showing ALL exhibitors. This list includes your organization name, your website address, your logo, up to two contacts (name/phone/email), a 50-word marketing message, your full social media network (links to your face book page, YouTube video, etc.) and links to up to 4 documents (white papers, case studies, company brochures, product literature, etc).

## How does the system work? On move-in day, come to the 1stSales counter (near exhibitor check-in or exhibitor services) to receive:

- A small, portable badge scanner. Point this scanner at the badge barcode and click the button to capture the contact record. It requires NO power in the booth and will store 10,000 scans without recharging.
- A customizable Lead Qualification card. Hand-label barcodes on the card throughout the show and then scan these barcodes to add your own custom lead qualification information, follow-up plans, lead rating and scheduled calls to your spreadsheet. You will also use this card to ask that a "Hot" Lead Sheet be emailed to yourself and/or a co-worker. Return this card with your scanner so the 1stSales staff can move your custom data into your spreadsheet.
- Sheets segmented into individually bar-coded note-cards. Hand-write your note and scan the note-card barcode to attach the note to your lead.
- A 5-minute training on all the above. Learn more about this service and how to plan your lead qualification by visiting <https://1stsales.com/pdf/ReadMore.pdf>

## What is the cost of this service?

\$325 (paid by OWASP for Diamond, Platinum, Gold and Silver sponsors). There is an additional \$50 charge if you sign up for lead retrieval service after September 4.

## Can I get additional scanners for a very busy booth?

Yes. Additional scanners can be reserved for just \$100 each.

## When and where do I return the scanners?

Scanners and your customized Lead Qualification card are to be returned to the 1stSales counter in the first hour of booth tear-down.

## How do I order?

Visit <https://1stsales.com/signup/APPSECUSA>

## I have other questions. Who do I call?

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