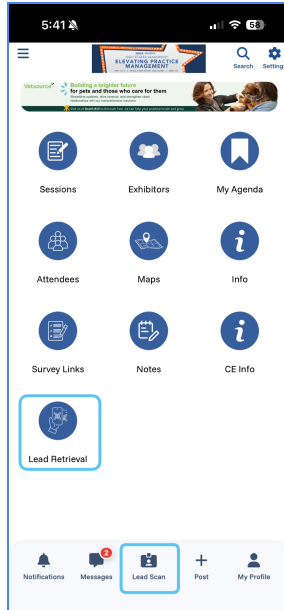


# VHMA - Lead Retrieval

## VHMA Annual Meeting & Conference 2026

August 2026

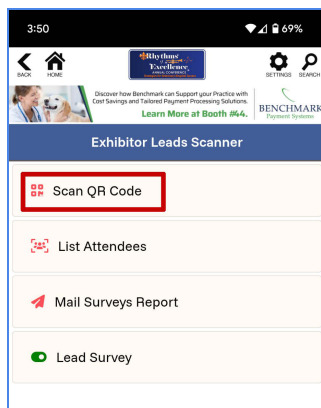


## Lead Retrieval

The Lead Retrieval tool empowers vendors and exhibitors to swiftly capture, assess, and pursue leads at an event. This guide walks through the process and highlights how effortlessly it can be accomplished.

Begin by selecting the **Lead Retrieval icon** or **Lead Scan** shortcut in the bottom navigation menu, which is exclusively accessible to exhibitors who have been given access to lead retrieval through the app.

## Lead Retrieval Screen



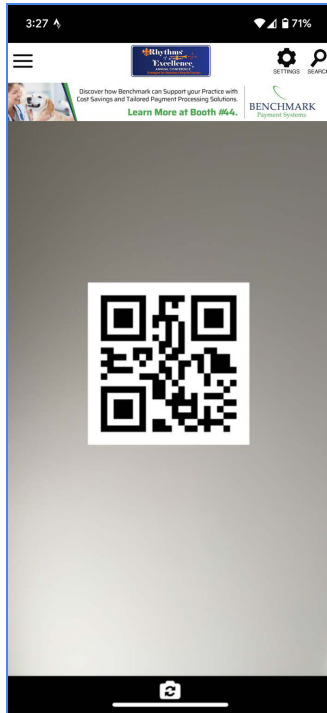
The main screen puts the essential components at your fingertips:

- **Scan QR Code**
- **List Attendees**
- **Mail Surveys Report**
- **Lead Survey** (toggle)

To get started, click on the **Scan QR Code** button.

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## Scan QR Code



This brings up the scanning component of the app. Ask the attendee to open their **Attendee Profile** in the app to display their QR Code.

This QR Code is automatically generated by the VHMA Events app, with all the contact information the attendee has allowed.

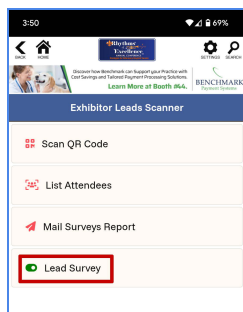
Place the QR Code in the viewfinder rectangle to automatically scan the code.

The scanner can also read a QR code on the attendee's badge if present, providing another method for capturing contact information.

Once captured, you are taken to a short survey about the contact, *if you choose to include one*.

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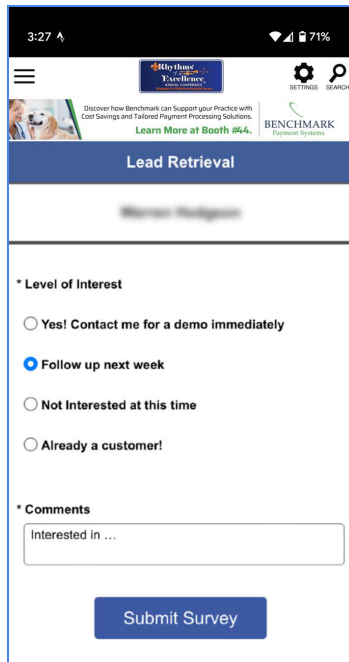
## Turn Off Survey



If you don't want to include the survey, click the **Lead Survey** button on the main Lead Retrieval screen to turn it off. The green / red toggle switch shows its current state.

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## Survey



The screenshot shows the 'Survey' screen within the 'Exhibitor Leads Scanner' app. At the top, there's a header with the app's name and a 'BENCHMARK' logo. Below the header, there's a 'Lead Retrieval' section. The main content area is titled '\* Level of Interest' and contains four radio button options: 'Yes! Contact me for a demo immediately', 'Follow up next week' (which is selected), 'Not Interested at this time', and 'Already a customer!'. Below this is a '\* Comments' section with a text input field containing the text 'Interested in ...'. At the bottom, there is a blue 'Submit Survey' button.

If you chose to include the survey, this screen appears after a scan. The survey is a quick way to enhance the contact details of the attendee. A follow-up time, a note about what is of particular interest to the contact, and any additional notes can be quickly added at the time of the interaction.

**Level of Interest** (required):

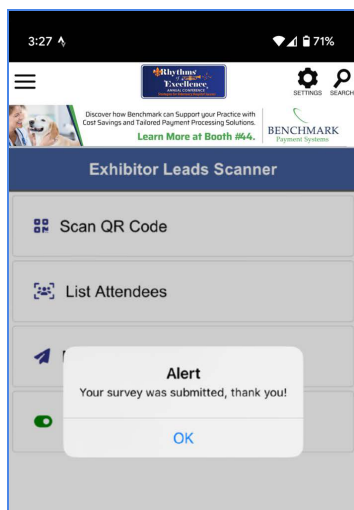
- Yes! Contact me for a demo immediately
- Follow up next week
- Not Interested at this time
- Already a customer!

**Comments** (required): free-text field, e.g. "Interested in ..."

Selecting **Submit Survey** brings you to the next screen.

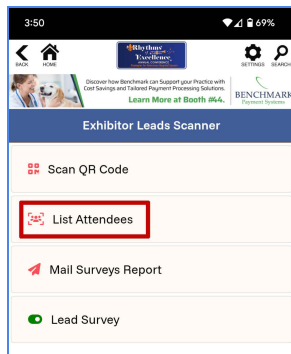
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## Survey Submission

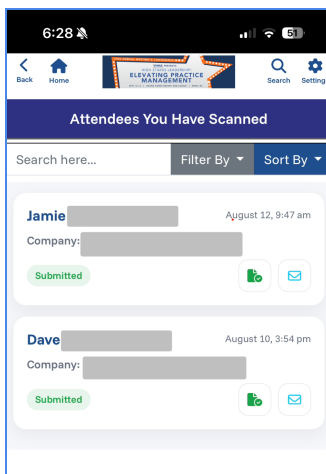


A pop-up confirms the survey has been successfully captured. This information is stored locally if an internet connection is not available. Once a connection is present, the data is sent to the cloud and is instantly available.

# List Attendees



Selecting the **List Attendees** button takes you to a list of the attendees that have been scanned so far.

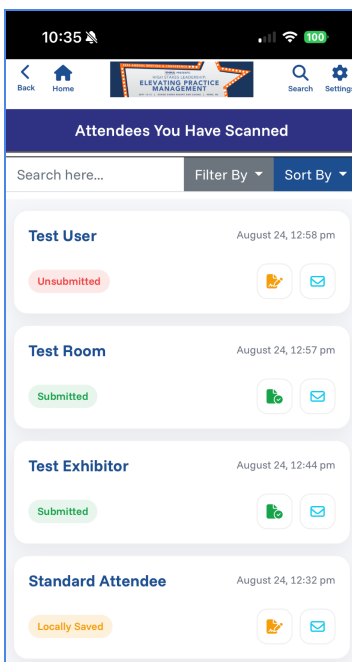


## List Attendees (continued)

Clicking the **Survey** icon lets you view the results of the survey conducted during the scan, so you can respond at the right moment regarding the attendee's product or service interests.

If needed, send a follow-up email to the contact by selecting the **Email** icon.

Everything you need is in one place.



## Lead Survey Status

### Submitted

The lead was successfully scanned, the Lead Qualifier Survey was completed, and the responses were successfully submitted to the cloud.

### Unsubmitted

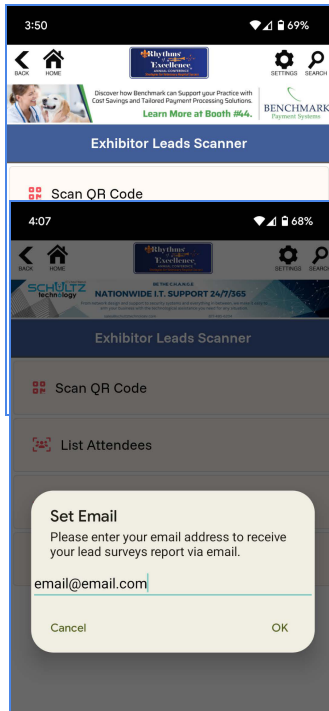
The lead was successfully scanned, but no Lead Qualifier Survey has been started or submitted. Leads will also show as Unsubmitted when the Lead Qualifier Survey is turned off.

### Local

The lead was successfully scanned and a Lead Qualifier Survey has been started, but it has not yet been submitted. The survey progress is saved on the device. You can return to the lead later to continue the survey and submit it when complete.

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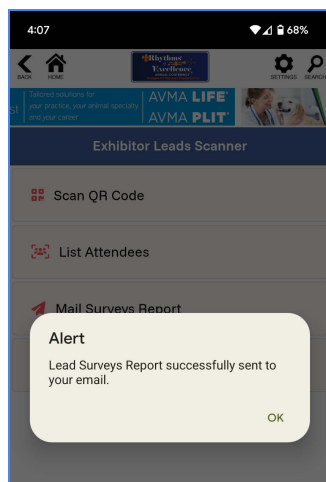
## Mail Surveys Report



Clicking the **Mail Surveys Report** button directs you to the next page in the process.

### Mail Surveys Report (continued) — Enter Email

A pop-up prompts you to enter the email address of your choice for sending out the report.

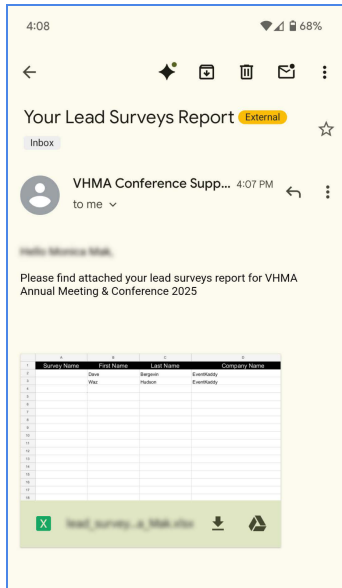


### Mail Surveys Report (continued) — Confirmation

Select **OK** and a confirmation pop-up assures you that the report has been successfully sent.

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# Lead Surveys Report Email



The **Lead Surveys Report** is an Excel document that contains all the prospects scanned during the event.

Along with all contact information, it contains the answers to the quick survey (if taken at the time of the scan) — crucial insights for your follow-ups post-event.