

2025 SACUBO
ANNUAL
MEETING

MIAMI
FLORIDA
APRIL 13-15

IN PARTNERSHIP WITH ACUPA

ADAPTING TO NEW REALITIES IN HIGHER EDUCATION


LEAD RETRIEVAL
INSTRUCTIONS

1

OVERVIEW

With the purchase of lead retrieval, you will be able to track visitors to your booth and important interactions at the conference by scanning the QR codes on name badges.

The lead retrieval feature is integrated into the conference app which allows you to use an Apple or Android device with a rear facing camera to scan and track leads and view real-time reports.

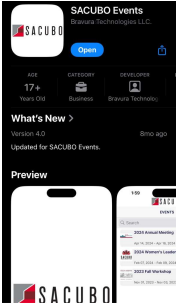


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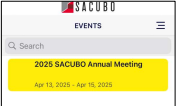
INSTALLING THE APP

1. Open the App Store or Google Play Store

2. Search for "SACUBO Events"



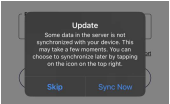
3. In the app, select "SACUBO 2025 Annual Meeting"



4. Sign in with the email address you used to register for the event

5. Be sure to sync the app if prompted

6. Once you start scanning leads, **DO NOT LOG OUT!**



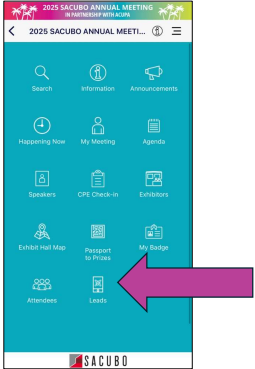
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ACCESSING LEAD RETRIEVAL

Once you have the app downloaded and are logged in, look for the Lead Retrieval icon on the homepage of the event.

If you do not see the icon, it may be that your login is not connected to your booth OR that lead retrieval has not been purchased.

We can help! Reach out to info@sacubo.org for assistance or visit the registration desk for onsite support.



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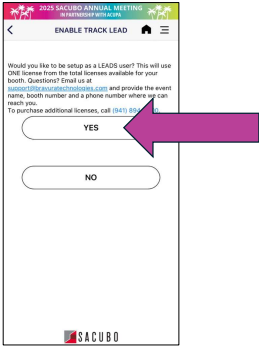
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LEAD RETRIEVAL LICENSE

It is recommended that each user only use one device for capturing leads.

If your booth admin has already set you up with a license, you should be able to go on to the next screen that lets you scan a badge.

If not, you will see a prompt to either set yourself up as a LEADS user and utilize one of your licenses OR you will see a message that says all of your licenses have been used by other staff.



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COLLECTING LEADS

Be sure to APPROVE CAMERA ACCESS the first time you scan

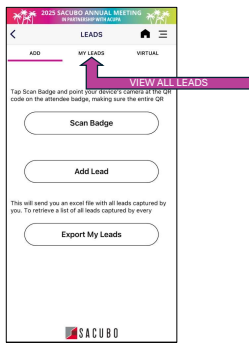
SCANNING LEADS

Once you have accessed the Lead Retrieval feature in the app, follow these steps to scan an attendee's badge:

1. Select "Scan Badge"
2. Point your rear facing camera at the QR code on the name badge
3. That's it! You can now enter notes or select done to scan another badge.

OTHER LEAD FEATURES

- Use **Add Lead** to manually enter info without scanning.
- **Export My Leads** will email you an excel file of all leads you captured.
- Under **My Leads** you can view all leads captured with your device and add notes.
- The **Virtual** section shows the list of attendees who have viewed your company on the app.

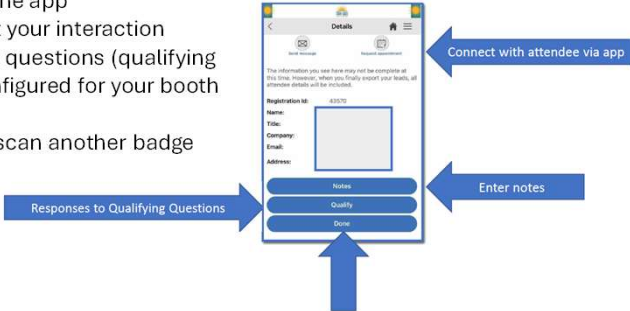


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AFTER SCANNING

After you have scanned a badge, you can:

- Send a message or request an appointment via the app
- Enter notes about your interaction
- Answer qualifying questions (qualifying questions are configured for your booth by your admin)
- Select "Done" to scan another badge




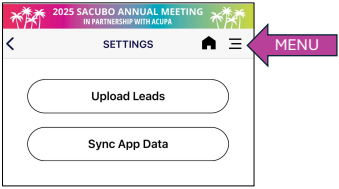
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EXPORTING LEADS

Your booth admin will have access to ALL LEADS captured using all devices through the Exhibitor Console.

DO NOT delete the app or logout of the app until the end of the event and after all leads have been synched back to the cloud.

To ensure the leads captured on your device are synched back, you will need to use the  menu on the top right, select My Profile > Settings > Sync App Data



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