



# CAPTURE ON THE GO FORM 11

QUICK TO CAPTURE VISITOR INFORMATION

Vertical  
days  
DONINGTON PARK

13<sup>TH</sup> | 14<sup>TH</sup>  
MAY  
2020



Capja

## CAPTURING VISITOR INFORMATION WITH YOUR MOBILE PHONE

We're pleased to have the fully automatic Capture On The Go App available for this years' show enabling Exhibitors to scan the unique QR code on a visitors' badge to retrieve their contact information. It is simple, fast and full of convenience to help you capture the data you need. You can order the Capture On The Go App using **Form 11** available to download from the website from **24th February**.



### It's more than just lead retrieval.....you can personalise for your company

The App will allow you to quickly capture valuable contact information as well as qualifying sales information with personalised questions that you decide on beforehand so all the information you collect is relevant to you. It's also **GDPR** ready to make life easy.

### Fantastic Value

We have invested a lot of time and money into the App to bring you something that is useful, unfussy and value for money. As with everything we do at Vertical Days, the costs are kept as low as possible, but the quality remains high.

The cost is just **£125.00** for the licence fee giving you unlimited usage on your stand from as many as 10 different mobile phones. This way, all of your team will have the freedom to take details from visitors at the show, quickly and securely.

### On the day

You capture your leads through the App, which then automatically emails the lead information back to you as soon as you have signal.

After the event, you will receive all the leads you and your team have captured on the App in a single Excel document.

### We would like to purchase the COTG App Licence for use at Vertical Days 2020

Company Name:  Stand No:

Contact Name:

Email Address:

Mobile Number:

PO Number:

**Cost £125 plus VAT**



Capja

## MORE INFORMATION ON HOW TO USE THE VERTIKAL DAYS CAPTURE ON THE GO APP

**Capture On The Go is so easy to set up and use**

### **Before the Show**

1. Complete Form 11 to purchase the App Licence - £125
2. The guys from Capja will send you an email to set up your personalised App on the portal
3. You download the Capture On The Go App (COTG) on the mobile devices you want to use at the event
4. Sign-in to the COTG Apps all with the same username and password provided .....and you're all done!

### **At the Show**

1. In COTG App, simply click on 'my templates' and open a new eLead form
2. Then you can either scan the QR code on the visitor's badge OR type in their information manually
3. Once you've submitted the information, each lead will be sent to the registered email.
4. Then repeat for new leads.....it's that easy!

### **The Pains & Gains of collecting Visitor contact information at a busy trade show**

#### **THE PAINS**

- Manually writing information down about the lead
- Typing or copying information after the event into a digital format
- Forgetting to ask key questions
- Not gaining GDPR consent from the person/company
- Forgetting to record a lead

#### **THE GAINS – The real App Benefits for the Exhibitor**

- Quick to capture information with the QR scanner
- You can take a picture of the business card – another excuse to ask for one!
- Consolidating all leads automatically at the end of the event
- The app acts as a prompt so it's easy to get into the habit of capturing information
- Reminds the sales team to ask the personalised qualifying questions
- Saves time by having visitor information in a digital format
- All the leads captured are on the app, all consolidated into a single excel sheet
- GDPR Ready – makes sure you are asking the question
- Works offline
- Option to trigger 'thank-you' emails straight to the visitor
- Less time to capture info = more time to speak to more visitors