The Value of LeadCapture for Exhibitors

Cvent Direct to Exhibitor LeadCapture Pricing
Cvent App Software License:
LeadCapture First Device Software License Per Organization - $249.00
LeadCapture Additional Device Software License Per Organization - $149.00

Cvent App 3 Pack Software License:
LeadCapture Bundle of 3 Software Licenses Per Organization - $499.00
LeadCapture Additional Device Software License Per Organization - $149.00

An Easy Way to Capture and Qualify Leads Onsite

LeadCapture allows exhibitors to easily scan, qualify, and rate the leads they engage with at your event. They can add custom questions to collect the information most important to them and export their leads on-demand. There's no more jotting notes on the back of a business card or manually entering in contact information when they get back to the office.

Quick and Effective Sales Follow-Up

Exhibitors can quickly prioritize the best leads for their sales teams for much more relevant and effective follow-up. Since they can import their leads directly into their CRM system, their teams can now also follow-up promptly. Giving exhibitors full control over their leads and a way to take higher quality notes enables them to close more business that can be tied directly back to your event.

Proving the ROI of Their Participation

With real-time access to their leads, exhibitors will have a clear understanding of the ROI of their participation in your event. They'll know lead count and quality, and can determine the amount of sales pipeline and closed business that result from your event. Knowing what value they got from your event means they'll also have the necessary data to justify coming back.