

Premium Virtual Booth

Lead Retrieval

What is Lead Retrieval?

Lead Retrieval refers to a detailed report that displays the contact information for attendees who have viewed a specific virtual booth.

How do exhibitors get Lead Retrieval?

Lead Retrieval is included with a premium virtual booth.

How do exhibitors access the information?

The Lead Retrieval report will appear above the tasks list in the Exhibitor & Sponsor management system. This is a live report and will not be visible until May 3, 2021. Lead Retrieval must have been purchased prior to the event.

2021 AOCs Annual Meeting & Expo
Advancing the science and technology of oils, fats, proteins, surfactants and related materials, enriching the lives of people everywhere.

Conference Harvester™ | Log Out | Tasks Complete! | Meeting Details

EVENT INFORMATION | **YOUR INFORMATION** | **FEEDBACK**

Dates: May 3 – 14, 2021 (Mon – Fri)
More Information: [Website](#)

Test-Lee Ann AOCs Creative:
Booth 200
User: Lee Ann Gallaway (3 logins)

We always welcome feedback and want to hear what you like and your suggestions. [Give feedback Now](#)

COMMUNICATION

Tisha Sarver
Meetings and Exhibits Specialist
Email: tisha.sarver@ocds.org
Telephone: (217) 693-4831

BOOTH DATA

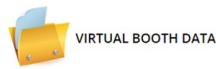
Booth 200 (1,178 booth views, 352 content views, 3 information requests) [Lead Retrieval Report](#)

TASKS (you have 0 tasks left to complete out of a total 10 assigned tasks)

- Company Details and Description (completed 1/22/2021, 12:18 PM)
- Company Logo Upload (completed 1/22/2021, 12:49 PM) – PREVIEW
- Upload Your Brochure (completed 1/22/2021, 12:56 PM)
- Upload Booth Banner (completed 1/22/2021, 2:24 PM) **Virtual Booth Upgrade**
- Upload Booth Intro Video (completed 1/22/2021, 2:24 PM) **Virtual Booth Upgrade**
- Upload Your Giveaway (completed 1/22/2021, 2:50 PM) **Virtual Booth Upgrade**
- Upload Web Links (completed 1/22/2021, 2:53 PM) **Virtual Booth Upgrade**
- Upload PDF Files (completed 1/22/2021, 2:54 PM) **Virtual Booth Upgrade**
- Upload Images (completed 1/22/2021, 2:54 PM) **Virtual Booth Upgrade**
- Upload Company Representatives (completed 1/22/2021, 3:03 PM)

91 days until Annual Meeting | © 2021 CadmiumCD | (410) 638 9239 | support@cadmiumcd.com | My Data

1. Click on the Lead Retrieval report. You will see an overview of the total number of booth views, total number of asset/content views, and total information requests. There will also be a detailed list of the impressions in alphabetical order.



Booth Impressions (Total Records: 207)

EXPORT TO EXCEL EXPAND ALL FOCUS: NAME

Favs Likes Attendee (1,183) (352) (3) Organization Booth Views Asset Views Requests

Total Clicks: 352
Total Requests: 3

| | |
|--------|---|
| A (12) | ▼ |
| B (19) | ▼ |
| C (16) | ▼ |
| D (11) | ▼ |
| E (7) | ▼ |
| F (7) | ▼ |
| G (8) | ▼ |

2. Opening up one of the A-Z buckets will show the list of attendees who have engaged with the booth.

Booth Impressions (Total Records: 207)

EXPORT TO EXCEL EXPAND ALL FOCUS: NAME

Favs Likes Attendee (1,183) (352) (3) Organization Booth Views Asset Views Requests

Total Clicks: 352
Total Requests: 3

| A (12) | |
|--------|--|
| 1 | Children's Mercy Hospital |
| 2 | The Hashemite University |
| 3 | University of Health and Allied Sci... |
| 4 | UTEP |
| 5 | Heali |
| 6 | TAC Africa |
| 7 | none |
| 8 | Bournemouth University |
| 9 | Universitas Airlangga |
| 10 | ASPEN |
| 11 | Johns Hopkins Bloomberg School ... |
| 12 | Health Polytechnic of Bandung |

B (19) ▼
C (16) ▼

3. To view more information about an attendee that has interacted with your booth, click on the attendee's name. From here, you can email the attendee directly or choose to view their attendee profile.



Booth Impressions (Total Records: 207) debbie

EXPORT TO EXCEL FOCUS: NAME

Favs Likes

Total Clicks: 3
Total Requests: 3

(3) Requests

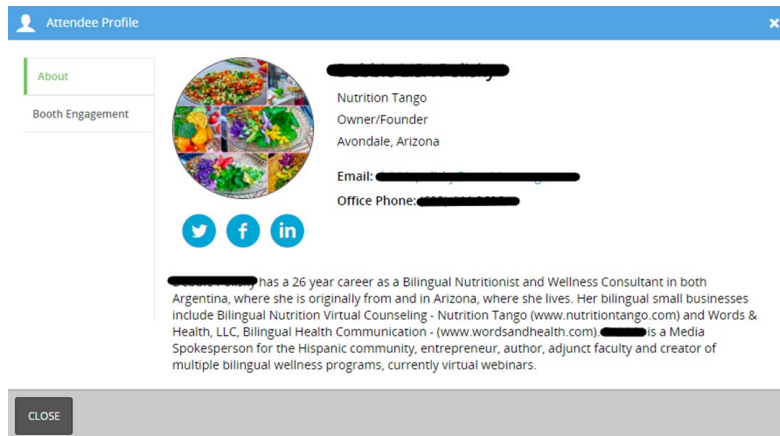
POSITION: Owner/Founder
ORGANIZATION: Nutrition Tango
EMAIL: [redacted]
OFFICE PHONE: [redacted]
LOCATION: Avondale, Arizona

Email Attendee Profile

P (8)

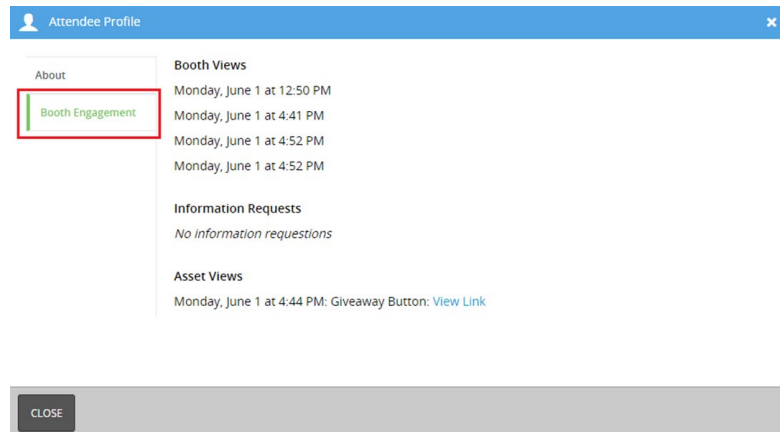
148 Nutrition Tango 4 1 0

4. Within the attendee profile you can view the “About” section which may include name, organization, credentials, position, address, email, phone, social media links, and a biography.



The screenshot shows a window titled "Attendee Profile" with a close button (X) in the top right corner. On the left, there is a sidebar with two tabs: "About" (selected) and "Booth Engagement". The main content area displays a circular profile picture of a woman, followed by her name (redacted), organization "Nutrition Tango", position "Owner/Founder", and location "Avondale, Arizona". Below this, her email and office phone are also redacted. There are three social media icons for Twitter, Facebook, and LinkedIn. A paragraph of text describes her 26-year career as a Bilingual Nutritionist and Wellness Consultant, mentioning her businesses "Nutrition Tango" and "Words & Health, LLC", and her role as a Media Spokesperson for the Hispanic community.

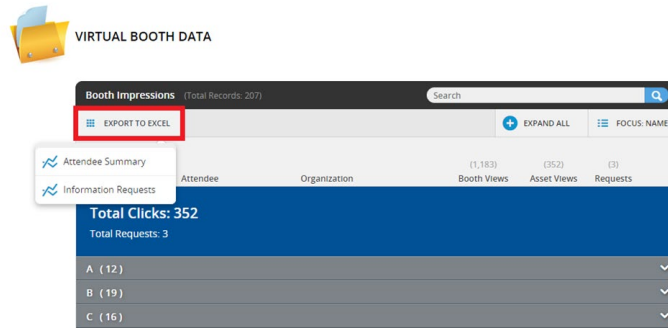
5. The “Booth Engagement” section details the specific dates and times this attendee visited the booth and their actions.



The screenshot shows the same "Attendee Profile" window, but with the "Booth Engagement" tab selected in the sidebar. The main content area is divided into three sections: "Booth Views" with four entries for Monday, June 1 at 12:50 PM, 4:41 PM, 4:52 PM, and 4:52 PM; "Information Requests" with the text "No information requests"; and "Asset Views" with one entry for Monday, June 1 at 4:44 PM: Giveaway Button: [View Link](#).

Can I export the Lead Retrieval Report?

Yes! The report can be exported to an excel spreadsheet. Click on “Export to Excel” and choose the Information Request Report or Attendee Summary Report.



The **Attendee Summary** excel document will include the following information:

- Attendee full name
- Booth views
- Content/Asset views
- Information requests
- First Name
- Middle Initial
- Last Name
- Credentials
- Position
- Organization
- Biography
- Email address
- Office phone
- Cell phone
- Gender Pronouns
- Address 1
- Address 2
- Address 3
- City
- State
- Zip
- Country
- Twitter
- Facebook
- LinkedIn
- Blog
- Website

The **Information Request** excel document will include the following information:

- Request date
- Company
- Booth
- First name
- Last name
- Request comments
- Position
- Organization
- Email address
- Office phone
- Cell phone

Contact Ellen Snipes at ellen.snipes@aocs.org if you need any assistance with your Lead Retrieval Report.