



Purchase Lead Retrieval with Expo Pass

At this year's event, ICAA is offering a new service in conjunction with [Expo Pass](#). Attendees and exhibitors will be able to access Convention and Trade Show information by downloading ICAA's Expo Pass mobile event app.

As an exhibitor, you will have the ability to edit your exhibitor company profile on ICAA's Expo Pass event app and purchase **lead retrieval services** that are integrated with the app. All exhibitors are encouraged to complete their company profile, as it will be viewable by Convention attendees and will aid them in making purchasing decisions. **All exhibitors can assign up to 5 people to edit their company profile at no charge.**

To get started, please follow the instructions below:

1. Go to login.expopass.com
2. Click "Create a Free Account."
3. Once you've logged in, enter the code **YEN371** to access your ICAA Trade Show exhibitor company profile.
4. Complete your company profile. Click on the "Company Profile" tab and fill in your information. Upload any relevant marketing materials for attendees to view.

5. To purchase lead retrieval, click "Exhibitor Toolkit" and select "Lead Retrieval," then follow the prompts. With Expo Pass lead retrieval, you can:

- Scan attendees' badges easily using a tablet or mobile device (no internet connection or additional hardware needed)
- Create custom qualifier questions in multiple formats, to gather more information about your sales leads
- Download all your leads and import them into your company's CRM system

Lead retrieval is \$250/exhibitor and includes 5 users who can scan, edit, and download leads.

