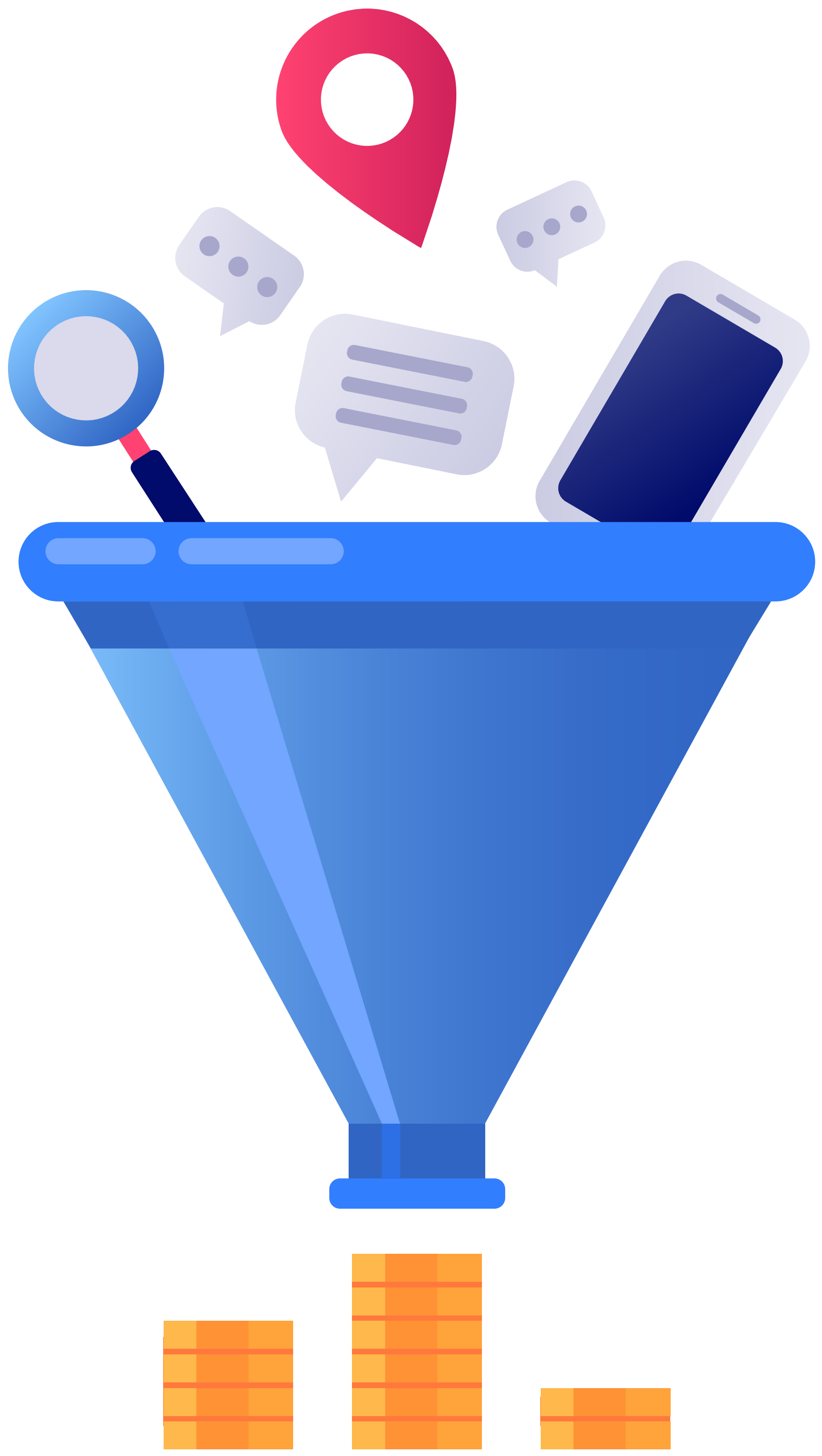
# iCapture's Guide to Building a Winning Trade Show Lead Form

How to capture conversations that actually matter

# What We'll Cover

**In this guide, we'll explore ways to set your event team up for success and create a lead form that gets you actionable information.**

1. Empower Your Booth Reps
2. Organize and Standardize Your Lead Capture
3. Keep It Simple and Straightforward
4. Plan for Next Steps
5. A Winning Trade Show Lead Form Template



STEP 1:

# Empower Your Booth Reps

Collect the right data to set your team up for success.

STEP 1:

# Two minutes. That's the average trade show booth conversation length.

**1 out of 7. That's the average number of sales-ready leads from booth conversations.**

2 out of 7 booth conversations are sales workable leads, and the majority–4 out of 7–are the leads we spend 2 minutes or less chatting with in the booth. This is what we discovered after analyzing the data from hundreds of companies and thousands of events. How can you help your booth reps make the most of those minutes?

- **Ask yourself how easy it is for your reps to capture conversations.** iCapture users have captured over 118 million leads. So we know that, on average, booth reps capture four data points per conversation. It is smart to help them capture leads with minimal data by building an event lead form that supports smooth, simple conversation capture.
- **Keep the barrier to entry as low as possible on leads captured.** Put yourself in your booth reps' shoes. Having between 20 and 50 interactions a day (and sometimes two or three times that amount) they need your help to keep the conversations flowing. Let them know that it's okay to capture leads with just a name, an email, and maybe one or two notes. Aim to capture that information in 30 seconds or less.

**What are the four highest priority data points you want to capture from conversations?**

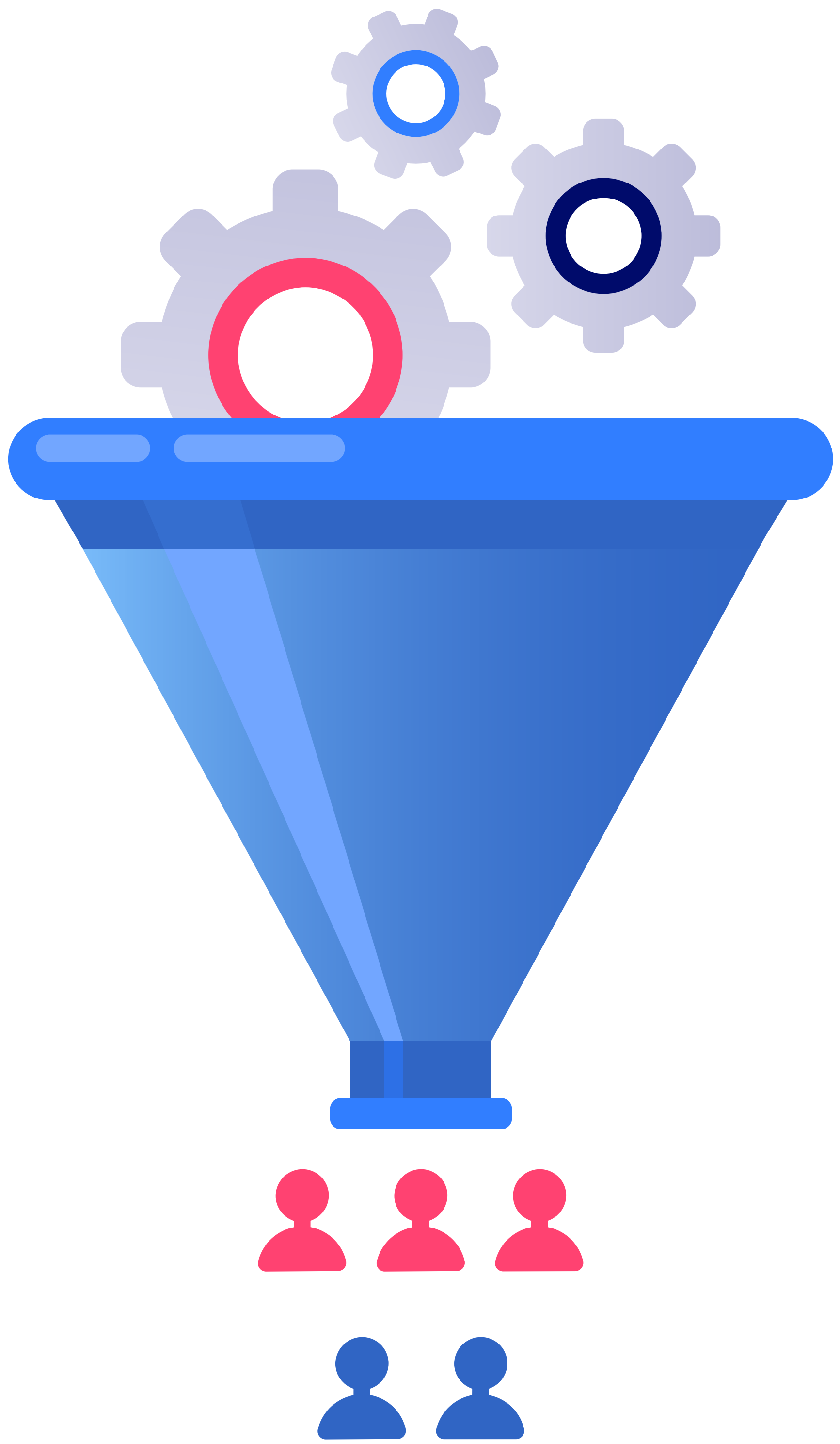
1 ____________________

2 ____________________

3 ____________________

4 ____________________

**What's your current lead capture process for trade shows and other industry events?**



STEP 2:

# Organize and Standardize Your Lead Capture

**Align your team to ensure priority leads get the attention they need.**

**STEP 2:**

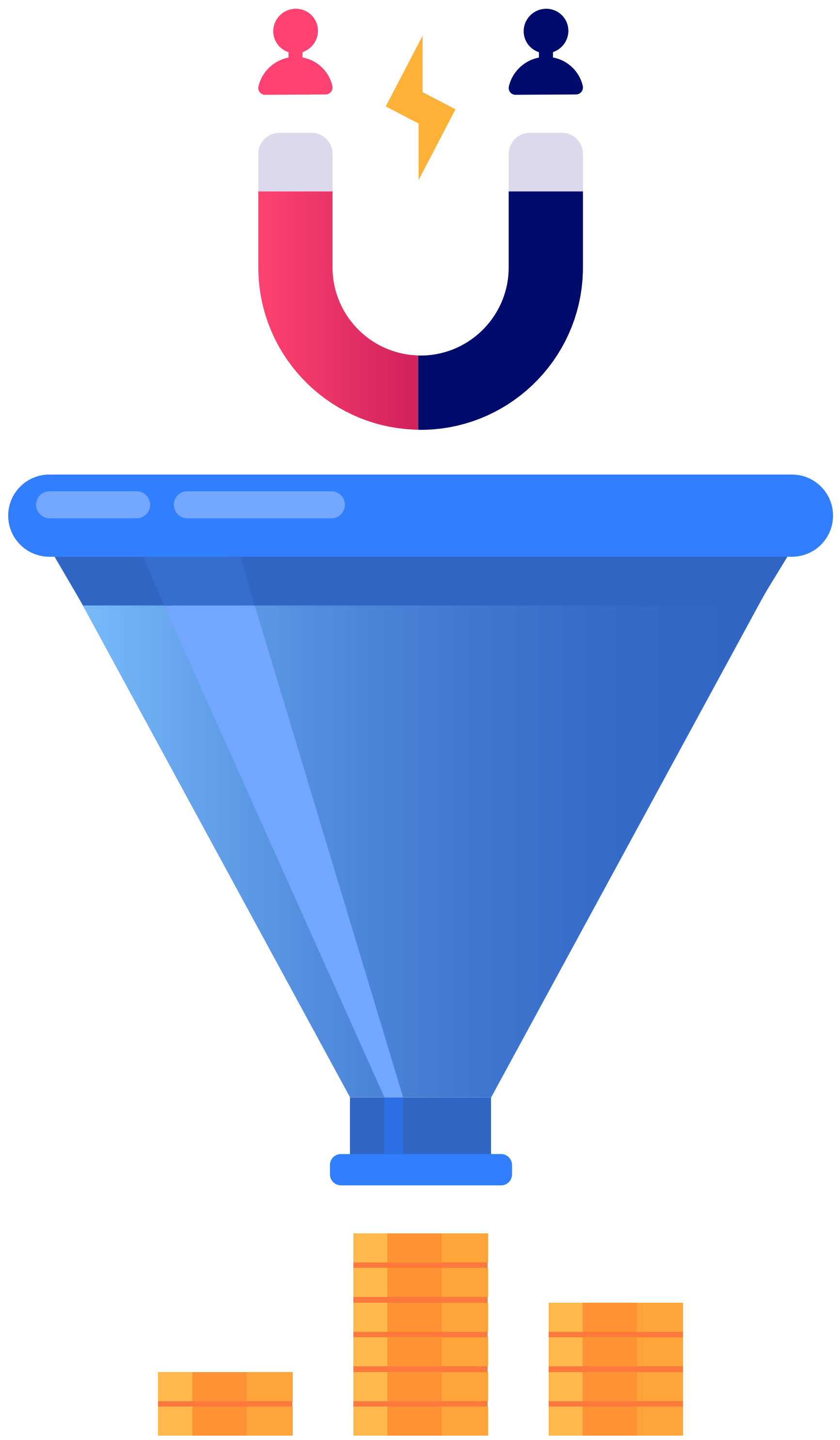
# Picture your last big show.

Your company spent thousands of dollars getting there: the booth, the exhibit hall fees, the travel costs, drayage, hotels, per diem… After spending all that time and money, going in without a consistent lead capture process and form is leaving a lot to chance. Especially considering that, according to Adobe, 88% of business cards from trade shows never make it into the CRM.

- **Take a minute or two to ensure every booth rep is on the same page re: lead capture.** Between prepping the booth, freshening up from last night, and finding coffee, it's easy for a booth rep to forget what they're supposed to be capturing and how to prioritize leads for your sales team.
- **Ensure all leads make it into the CRM, and prioritize capturing more data on the high-quality conversations.** At the end of the show, your reps might hand you a stack of business cards. Or they might put the best leads in their pockets and forget about them after flights, layovers, and a late-night drive home. We are only human, after all.

**Does your company have a formalized process for adding leads to your CRM? What does it look like?**

**Does your booth team follow the same lead capture protocol at the end of every show? Why or why not?**



STEP 3:

# Keep It Simple and Straightforward

Fine-tune your qualification criteria and follow-up communication.

STEP 3:

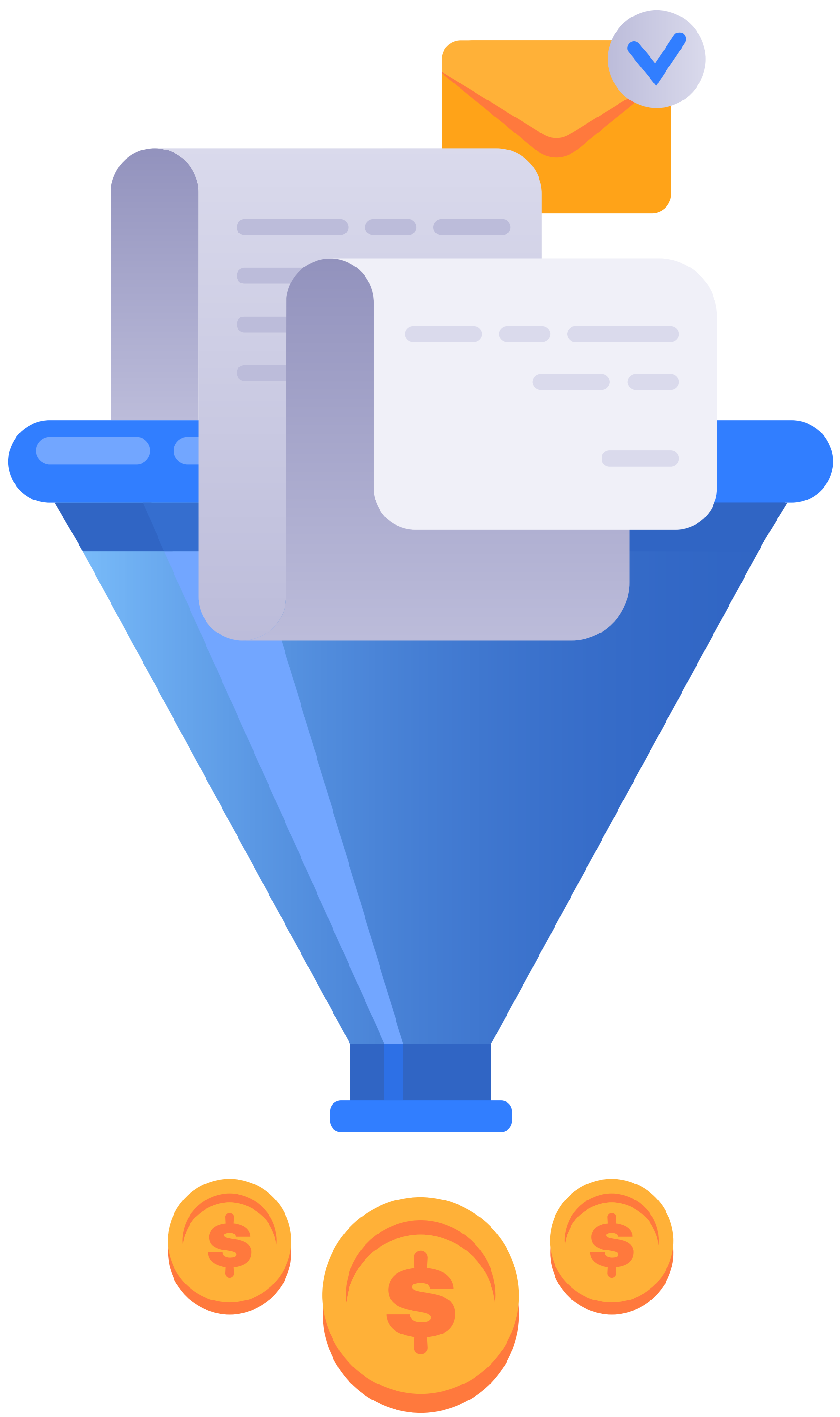
# High quality leads need to be treated differently during follow-up conversations.

They're already in the last stage of the buyer's journey. Knowing that a few key details can make a huge difference for your sales team later on, you'll want to equip your event team for success. We recommend keeping your lead form simple with these sections:

- **Lead Type.** Is your lead a new prospect or a new customer? Separate these audiences right at lead capture–your reps (and your entire organization) will thank you. If you're using iCapture, this is a great opportunity to try skip logic or waterfall logic.
- **Budget.** This can be asked directly on the form with some budget specifications (maybe a price range) or your reps can make this selection themselves during the qualifying conversation. This is key to ensuring you have all the necessary criteria to identify a Hot Lead.
- **Authority Role.** Knowing the prospect's role can help shape the conversation for your sales reps. Is the lead a key decision-maker? Or are they an influencer in the process?
- **Product Need.** Try to make this one easy to capture. Start with product categories, then add short lists to those selections. (Here's another smart place to use skip logic or waterfall logic in your iCapture lead form.) This will allow your team to follow up with the most relevant information.
- **Timing.** A crucial final step in qualification. You need to identify and record when the lead is looking to buy. Are they new to this and this trade show is the first time they've started research? Or have they been looking for months and already have an idea of what solution they need, just have to piece together the who? Delivering a sale to someone too early in the process (or to someone who can't act quickly enough on behalf of a client looking to buy in the next 30 days) is a critical misstep.

**What are your company's criteria for recognizing high quality leads?**

**Are your sales reps getting the details they need to tailor each conversation to each lead? What's an example of detail they often wish they had?**



STEP 4:

# Plan for Next Steps

Make the sale quickly by making the most of your qualified leads.

STEP 4:

# Every winning trade show form has it: a spot for "next steps" on each lead.

Because after all, why shouldn't you plan for success? 94% of marketers say their company fails to convert event leads and conversations into opportunities. Worse, 79% of marketing leads never close, according to Insidesales.com. Even the best lead form intentions will fizzle out once they reach your CRM if your booth rep doesn't have a way to plan next steps for leads worthy of human attention.

- **Work with your sales team to align on next steps for trade show leads.** Remember, only the best leads (and at best, 2 in 7) need to go to a sales rep or other team member. The rest can be safely stored in your CRM or Marketing Automation Platform for nurturing.
- **Fine-tune your lead sorting strategy.** Once you identify the most critical sales qualifiers for event leads, you need to build out the lead flows for each qualification level. Whether leads are going to sales or marketing, into the CRM or MAP, it's best practice to fully map out this process before you ever create your lead form. An SLA between sales and marketing, plus next steps for qualified leads, can dramatically improve the success of your lead follow-up.

**Thinking about lead follow-ups your teams performed in the past, which were most successful and why?**

**Do you have a custom process in place for each lead type? If so, what does it look like, and are all your reps aligned on it?**

# A Winning Trade Show Lead Form Template

Now that you know how to organize, standardize, communicate, and plan for success, you're ready to go forth and capture! To help you get started, we've included a form built around the key pieces of information we discussed above.

**Why do we call it the best? Because it's the product of years of research, analysis, and iCapture expertise–now conveniently available in one damn good lead form.**

**Lead Type**

- [ ] Lead
- [ ] Client
- [ ] Partner
- [ ] Other

**Product Interest**

- [ ] Product A
- [ ] Product B
- [ ] Product C

**Buying Authority**

- [ ] C-Suite
- [ ] VP
- [ ] Director

**Budget**

- [ ] Up To $5,000
- [ ] Up To $10,000
- [ ] More Than $10,000

**Purchasing Timeline**

- [ ] 30 Days
- [ ] 3 Months
- [ ] 6 Months +

**Next Steps**

- [ ] Sales
- [ ] Marketing

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