

Exhibitor Lead Capture ROI Template

Zlicc planning checklist

- Define booth objectives, lead fields, product interests and scoring rules.
- Train booth teams on QR scan, notes, tags and follow-up expectations.
- Track visitor scans, repeat visits, demos, content opens and meeting requests.
- Export clean lead files by exhibitor or product category.
- Review sponsor value, lead quality and post-event conversion potential.

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