



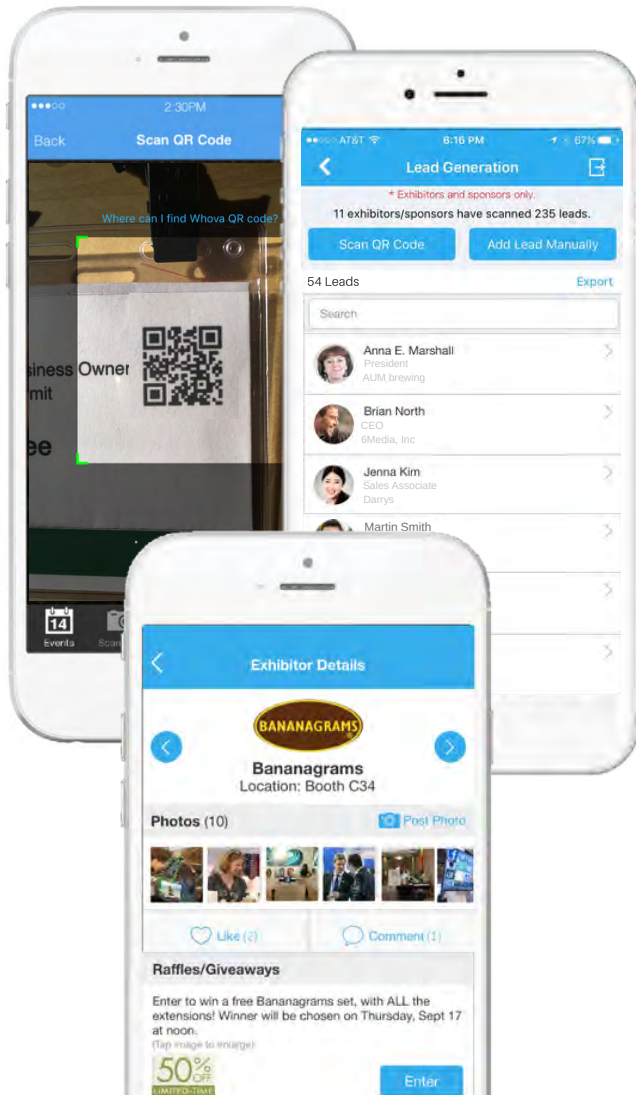
Whova

For Exhibitors

Discover, Capture, and Engage High Quality Leads and Maximize ROI

Key Benefits for Exhibitors

- Use a built-in badge scanner in the app
- Retrieve leads hassle-free
- Increase booth traffic with promotional activities
- Have powerful showcasing capability
- Get insight on attendees via SmartProfile
- Discover and engage high quality leads
- Scan and exchange business cards



Easy Lead Retrieval

Name badge scanner: Easily capture lead information anytime and anywhere by conveniently using your own phones with the Whova app to scan name badges. See all the lead information on the spot, take notes, prioritize, and export to CRM systems.

Built-in business card scanner: Digitize any business cards you received and exchange your e-business cards with leads



3,429
e-Business Cards
Exchanged

*"I found the Whova app to be practical, easy to use, and a good investment. I've already had **contact with the leads** I put into the app."*

Ty Stevenson, Consultant | LEGO education

Drive Booth Traffic

Promotional Activities: Draw attendees' attention with **coupons, raffles, giveaways** running on the Whova app and automatically receive the information of attendees who redeem them.

Virtual Engagement: Broaden competitive edge and increase visibility by generating buzz through **attendees' comments, likes, and photos** posted directly on enriched **exhibitor profiles**



2,300
Exhibitor Clicks



2,425
Contacts Saved

*"This app made our trade show attendance very efficient and we were able to capitalize on **quick meetings** during the trade show but also **keep building business** after the show. I wish more shows would use it."*

Bertrand Haure, Galway Trading USA LLC

Discover High Quality Leads

Deep Insight on Leads: Gain understanding of attendees' professional backgrounds and interests from Whova's breakthrough **SmartProfiles** to generate high quality business opportunities.



16,507

Profile Views

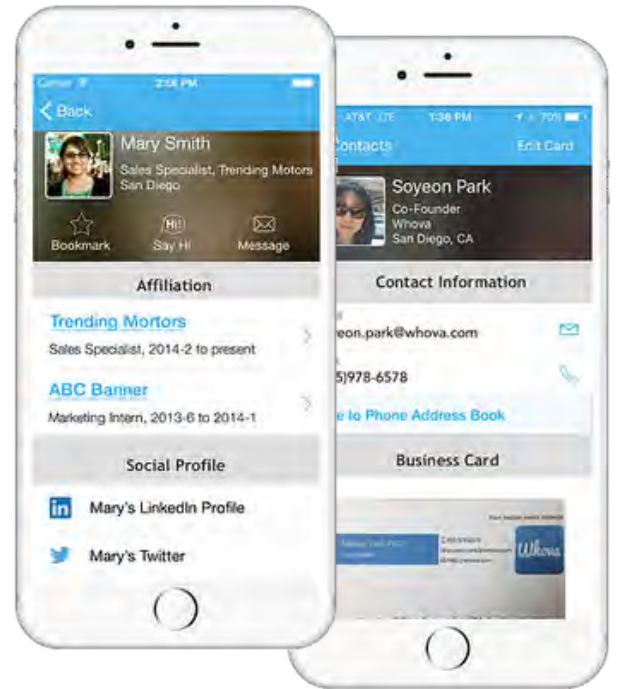


1,008

Lead Bookmarks

"Amazing interactions with attendees, exhibitors and visitors. Easy to share business cards with everyone using the app during the event."

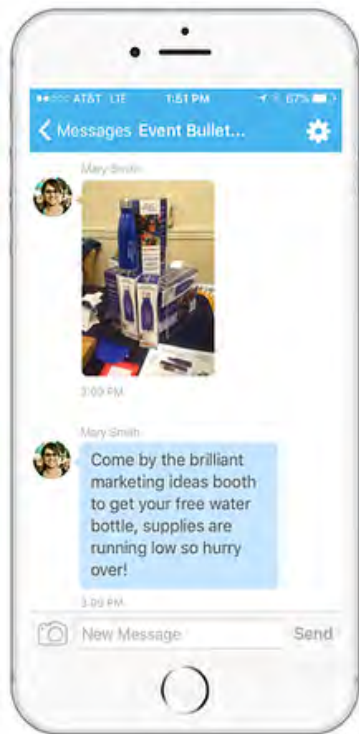
John Nderitu



Engage Attendees in Personal and Organic Ways

In-app Messages / Public Bulletin Board: Engage leads through private in-app messages as well as the public Bulletin Board to fully exploit opportunities to generate and nurture leads before, during and after an event.

Meeting Scheduler: Conveniently request for an one-on-one meeting with leads by proposing time slots and locations through the Whova app and set meeting reminders



989

Bulletin Board



3,429

Messages

"The ability to connect with conference attendees I might not have seen and to do so in a **friendly, not overly-forward manner**, was invaluable. By far it was the best conference app I've used."

Heather Solos, Director, FeedBlitz

Exposure

- Exhibitor Description
- Staff Profiles
- Collateral Upload
- Social Media Integration

Booth Traffic

- Custom Promotional Offers
- Likes / comments / Photos on Exhibitor Pages
- Showcase on Bulletin Board

Lead Retrieval

- Name Badge Scanner
- Business Cards Scanning
- e-Biz Cards Exchanging
- Notes, Bookmarks
- Exporting to CRM

Lead Engagement

- Attendee SmartProfiles
- Instant Lead Qualification
- Private in-app messaging
- Bulletin Board
- Meeting Scheduler