

# SWAP User Guide

## BEFORE THE SHOW

### 1 Download the SWAP App

Search for SWAP by Maritz Global Events and download.



### 2 Enter Activation Code

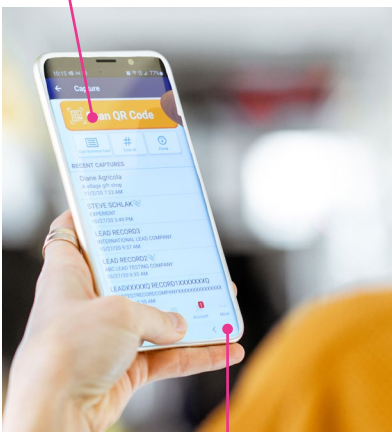
Enter your organization's 16-digit Activation Code (same for all) and your Badge ID (unique to each person).

### 3 Activate

Press ACTIVATE to confirm your identity and SWAP app permissions to begin collecting leads.

## DURING THE SHOW

Scan Button



Visitor Details

### Scanning a Badge

- Make sure you are on the Capture screen. This is the main screen where you will start when you are ready to scan a badge.
- Tap the yellow "SCAN QR Code" button at the top of the Capture screen to open the camera on your device. If prompted, please allow SWAP access to your camera or you will not be able to scan QR codes.
- Focus the camera on the QR code of the visitor's badge holding it steady to focus as you would a camera.
- SWAP will capture the QR code on its own. There is no need to tap the screen.
- Once the QR code is captured, the lead detail will appear in the screen.
- Use the options below the visitor details to see demographic information, collect survey answers or take notes.

## Troubleshooting

*If the QR Code is obscured or unreadable:*

- Look at the lower corner of the visitor's badge. There will be an ID number next to the SWAP logo.
- Tap the # Enter ID button at the top of the screen and key the ID number and tap the SUBMIT button.
- You will be asked to confirm the first letter of the visitor's last name to ensure the proper ID number was keyed.
- SWAP will accept this in the same manner as it does if you scan the QR code.

## AFTER THE SHOW

1 **View, Sort & Download Leads** directly into your CRM.

2 **Follow Up with your Leads** within a week to increase ROI and keep the conversation going.