



Gather leads through attendee-led Colleqt QR

NEW FOR 2023: Colleqt QR is the smart and efficient way for attendees to collect your exhibitor profile information at the event, in exchange for their contact details. By displaying Colleqt QR codes on your stand, this easy, sustainable attendee-led approach saves time for both exhibitors and attendee.

How Colleqt QR Helps You



Never miss a lead

Capture attendee contact details, even without a conversation. Access your leads at any time



Everything in one place

Emperia and Colleqt QR leads feed into the Exhibitor Dashboard and a consolidated lead report



Reduce waste

Colleqt QR reduces the need for printed materials, saving exhibitors money and reducing waste

How Colleqt QR works



Complete your profile in the **Exhibitor Portal**. This will be the information shared with attendees



The Vision West team will drop off your Colleqt QR code to your stand before the event opens as an A5 free-standing sign



Make sure your Colleqt QR code is placed prominently on your stand in an easy-to-see, well-lit area



Attendees scan your Colleqt QR code using their smartphone to collect your profile information



See your new Colleqt QR leads in the **Exhibitor Dashboard** and in a consolidated lead report