TRAPS Mobile App at the 2026 Institute & Expo – Exhibitor Instructions

Welcome, Exhibitors! The TRAPS Mobile App will help you make the most of your presence at the event, manage your leads, connect with attendees, and enhance your booth experience.

Here's how to get started:

1. Download and Log in to Your Account

- **Step 1:** Follow the step-by-step instructions in the mobile app Welcome email to download and log in to your account, or follow the step-by-step instructions provided by PheedLoop.

2. View the Dropdown Menu

- **Step 1:** Click the dropdown menu button shown below in the first image.
- **Step 2:** From the dropdown menu, select which item you want to view by clicking the name of the tab (i.e. "Schedule" or "Maps").
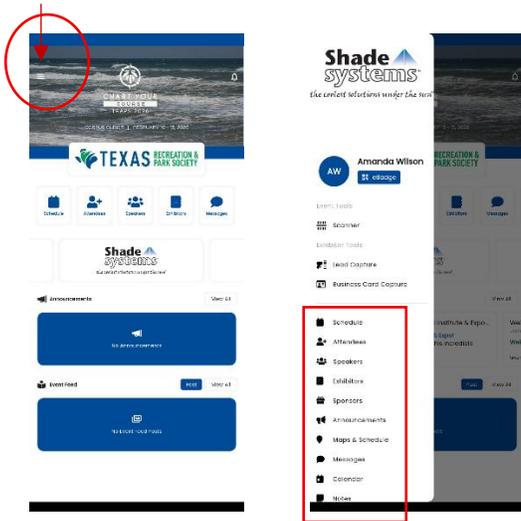
3. Set Up Your Individual Profile

- **Step 1:** In the app, complete your **profile** by adding your name, photo, contact information, and more details to better network with other attendees and exhibitors. You can also add your information in the Exhibitor portal.
- **Step 2:** Make your profile **visible** to others to facilitate connections during the event.
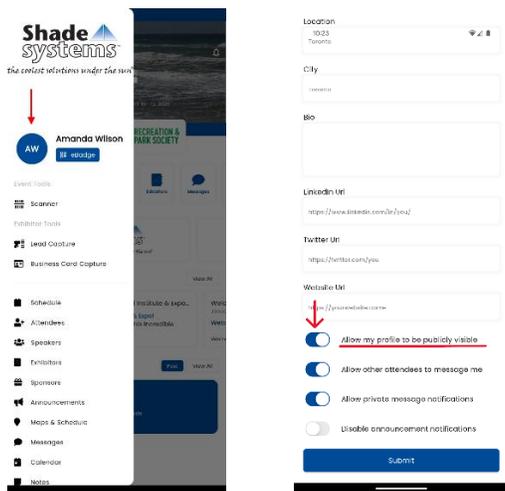

4. Set Up Your Company Profile

- **Step 1:** Once logged in, complete your **Exhibitor Profile** by adding a description, product details, and multimedia such as images or videos to attract attendees.

- **Step 2:** Make sure your **contact information** (phone, email, website) is visible for attendees to easily follow up.

- **Step 3:** Add any **promotions** or **offers** you want attendees to know about (e.g., special discounts, giveaways, or demos).

- **If you are a sponsor,** your company will already be linked to your sponsored event on the mobile app, and your logo will be uploaded to the mobile app under the Sponsor dropdown menu. You will still need to upload your company and individual profile details.

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5. Engage with Attendees via Lead Retrieval

The lead retrieval feature allows you to capture attendee information effortlessly. As an Exhibitor, the Lead Retrieval feature has already been added to your account.

- **Step 1:** As attendees visit your booth, ask them if you can scan their QR code located on their badge. MAKE SURE YOU ARE USING YOUR **LEAD RETRIEVAL SCANNER ON YOUR PHONE**, NOT YOUR **INDIVIDUAL** PROFILE SCANNER.
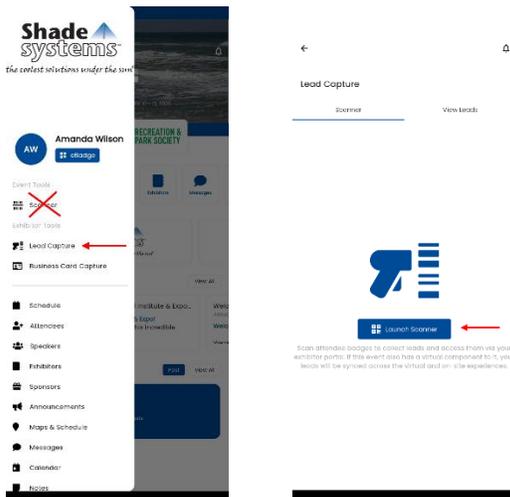
- **Step 2:** Each scan or check-in will **automatically generate a lead** in the app, giving you immediate access to their contact details (name, company, email, etc.).

- **Step 3:** You can view and **manage your leads** in the Lead Retrieval section of the app. Tap on the lead to view detailed information and notes.

- **Step 4:** Add **notes or tags** to each lead to help you remember important details about each attendee (e.g., "Interested in Product X" or "Follow-up for meeting").

- You can also log into the website version and view and download reports from the **Exhibitor portal**.

Watch the video here to learn more about how to access/use lead retrieval.

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6. Track Your Interactions and Follow Up

- **Step 1:** After capturing leads, you can **export or email** them from the app to your CRM or email system for follow-up after the event.

- **Step 2:** Use the **Notes** section in the app to jot down key takeaways from your interactions with attendees, ensuring personalized follow-up.

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7. Use the Networking Feature to Connect with Attendees

- **Step 1:** Access the **Networking** feature to browse through attendee profiles and find potential connections.

- **Step 2:** You can **message** or **connect** with attendees directly from their profiles.

- **Step 3:** Use the app to schedule **meetings or chats** with attendees to discuss your products or services in more detail.

8. Push Notifications for Real-Time Updates

- **Step 1:** Enable **push notifications** to receive real-time updates about session changes, new leads, special offers, or other important event announcements.

9. Analyze Your Performance

- **Step 1:** Use the **Lead Retrieval** dashboard to monitor the number of leads you've collected, allowing you to adjust your strategy during the event if needed.

- **Step 2:** Review **attendee engagement** metrics (such as check-ins and interactions) to gauge the level of interest in your booth.

Additional Tips for Exhibitors:

- **Stay Active in Networking:** Make the most of the **Networking** feature by reaching out to other exhibitors, sponsors, and attendees. You never know who might become a valuable partner!

- **Update Your Profile Regularly:** Keep your booth profile fresh and engaging throughout the event. Update to highlight new products or offers.

- **Be Engaging and Friendly:** Encourage attendees to interact with your booth through gamification, lead retrieval, and friendly engagement.

For more mobile app support, please visit the Mobile App <u>Exhibitor</u> support page.

By using the TRAPS Event mobile app, you'll streamline your event experience, capture valuable leads, and create lasting connections with potential clients and partners. We hope these instructions help you make the most of your time as an exhibitor!