

MOBILE LEAD CAPTURE

Enhanced Event Networking that Pays for Itself

Why Your Events Need Lead Capture

Your exhibitors and sponsors come to events for one primary reason—to connect with qualified prospects and build lasting business relationships. But traditional business card exchanges are chaotic, notes get lost, and meaningful connections often slip through the cracks.

The Bottom Line: Mobile Lead Capture creates new revenue opportunities while delivering the seamless networking experience your attendees deserve.

How It Works for Your Trade Shows & Conferences

Turn your exhibitor hall into a lead-generating goldmine with instant prospect capture



WHAT YOUR VENDORS GET



Scan Attendee QR Codes

Instantly capture attendee contact information by scanning their event badge or mobile QR code.



Take Notes About Connections

Add detailed notes about each conversation—what they discussed, attendee interests, pain points, and follow-up actions.



Export and Share Captured Data

Download all leads with your notes in CSV/Excel format or share directly with team members.



Create Connections That Last Beyond the Event

Build a database of meaningful business relationships that continue to grow across multiple events per-event flexibility.

Simple Implementation

▶ SETUP

(One-time, 5 minutes)

Enable lead capture in your Brushfire dashboard and invite vendors.

▶ EVENT DAY

(Automatic)

Vendors scan attendee QR codes—data transfers instantly.

▶ POST-EVENT

(Hands-off)

Vendors download their leads, and you get networking reports.

Competitive Advantages

▶ **ALREADY INTEGRATED:** No new platforms for you or attendees to learn

▶ **YOUR BRANDING:** Matches your event's look and feel perfectly

▶ **FULL CONTROL:** Set your own vendor pricing and terms

▶ **ZERO RISK:** Only pay when vendors actually use the service

▶ **EXPERT SUPPORT:** Our award-winning team handles vendor support

▶ **PROVEN PLATFORM:** Built on Brushfire's trusted, secure infrastructure



Simple,
Transparent
Pricing

\$250

PER VENDOR
who uses lead capture
at your event

Pricing Options

Three Ways to Handle Vendor Costs

01 ABSORB

Include lead capture in your existing vendor/sponsorship fees.

02 PASS-ON

Vendors pay the \$250 fee directly.

03 MARK UP & RESELL

Charge vendors \$300-500+ as a premium networking upgrade.