



GETTING STARTED

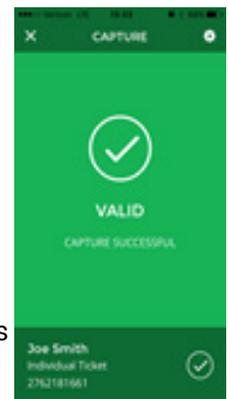
Welcome to the ShowClix Lead Capture Program for BookCon 2017. The Lead Capture App will allow you to compile BookCon Fan info in an online dashboard by scanning their BookCon Badges. With your BookCon booth, you will have unlimited downloads of the app. Each of your booth staff members may use the same login, or you can request separate logins by submitting each individual email address by **April 28, 2017**.

The BookCon Lead Capture App is compatible with iOS devices. If you do not have an iOS device, you may rent a scanner from Reed. The deadline to rent scanners from Reed is **April 28, 2017**. **Contact Mackenzie Scudder, mscudder@reedexpo.com to rent scanners.**

(Please note: In order to scan tickets and access your dashboard, you must first register your account with ShowClix.)

USING THE SCANNER AND CAPTURING INFO

1. Open the App and sign in with the account credentials provided to you.
2. Once signed in, the App will automatically download all of the BookCon information to your device.
3. Next, you will see the App's main menu. Tap **Launch Scanner** or the viewfinder icon to open the camera – be sure to allow permission to use the device's camera. Now you're ready to scan.
4. Ask the BookCon Fan to present their Badge with the QR code facing you. Try to hold your device 6–8" from the Badge in a well-lit area and position the square around the edges of the QR code.
5. The App will automatically validate the QR code. If the Badge is accepted, the device will read **Valid**.
 - a. If the Badge has already been activated, you will see the Fan's name appear on the screen. This will indicate that their info has been captured.
 - b. If the screen shows valid, but the Fan's name does not appear, simply remind them to Activate their BookCon Badge in order to share their information. See the FAQ for more info.
6. Exit the camera and tap the Stats menu at any time to access your basic capture data.
7. **IMPORTANT!** While the App will attempt to sync during regular operation, it's important to make sure all information has synced at the completion of the event. When you have finished scanning, please complete the following steps to ensure all scans have synced with the system.
 - a. From the main menu, tap Stats.
 - b. Waiting to Sync will indicate the quantity of pending scans. If there are any pending scans that have yet to sync, make sure your device is connected to the internet and tap the Sync button.

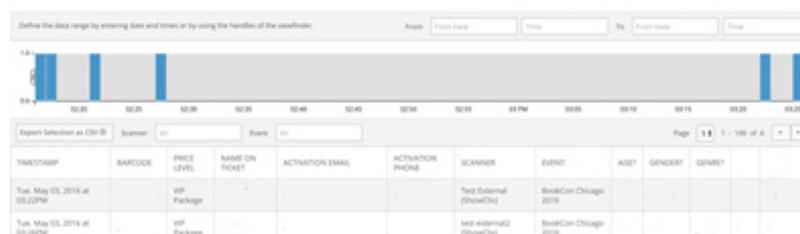


ACCESSING YOUR DATA

1. Once your scans have synced to the system, all of your collected BookCon Fan data will be accessible in your dashboard.
2. Visit <https://admin.showclix.com>.
3. Enter your provided account credentials and click **Sign In**.

Define the data range by entering date and times or by using the handles of the spreadsheet.

From: From Date To: To Date



TIMESTAMP	BARCODE	PRICE LEVEL	NAME ON TICKET	ACTIVATION EMAIL	ACTIVATION PHONE	SCANNER	EVENT	AGE	GENDER	GENET
Tue, May 03, 2016 at 09:00PM		VP Package				Test External (ShowClix)	BookCon Chicago 2016			
Tue, May 03, 2016 at 09:00PM		VP Package				Test External2 (ShowClix)	BookCon Chicago 2016			



FAQ:

Where do I download the App?

- Visit the Apple App Store and search for “ShowClix Lead Capture.”
- Download and install the app on your iOS device.

The badge was scanned as valid but the device says unregistered. What does this mean?

Unregistered simply means that the attendee has not activated their badge yet. Please remind them to do so, in order for their information to be shared. Once they register their info, you will have access to it in your dashboard.

Will I lose my capture data if the App closes?

No! Your device will record and save all of your data until you sign out of your account. Additionally, when connected to WiFi, your device will periodically sync on its own. If you notice a large number in the Waiting to Sync field, you should tap Sync to force the device to send your data. Otherwise, the App should handle the syncing process for you.

I don't see any BookCon Fan info in the App.

For security and the protection of BookCon Fans, we do not show full information within the App. You can access the full data by syncing your device(s) and visiting the online dashboard at <https://admin.showclix.com>.

Can I see how many scans I've gathered so far?

Yes. From the main menu, tap the Stats menu. Now you can see the device's total captures, as well as the number of captures (Waiting to Sync) that have not yet been sent to the system. Tap Sync to update and complete these captures.

The download process is moving very slowly.

Before you get started, the App needs to download all BookCon Badges associated with the event. For optimal results, please ensure that you are connected to a fast, reliable local WiFi network.