

BRIDESCAN

WEDDING PLANNING MADE EASY

BRIDESCAN IS A LEAD-CAPTURE TOOL FOR YOU, AND A WEDDING PLANNING TOOL FOR BRIDES AND GROOMS.

HOW IT WORKS

Couples at the show will create their profile in BrideScan with their contact information, wedding date and any other information they wish to include (guest count, theme, budget).

As they walk the show floor, they will use their phone camera to scan your unique QR code in your booth and upon scanning, they exchange information with you. They don't just get your company information, you get theirs, too – instantly!

Once an attendee scans your unique QR code in your booth, you will be able to sign in to BrideScan.com to see the contact information of those who scanned your QR Code so you can reach out to your hot leads immediately following the show without having to wait for the Bride Lead List!

BrideScan also allows couples to see your profile with contact information, services offered, open dates, website and social media links, and much more!



Getting Set Up

We will create your BrideScan profile for you using the email address you used when you registered for our event. This step requires no action on your part. Do NOT create your own profile.

About a week before the show, you will receive an automated email from BrideScan with a link to change your password. Then you can update your profile with company info, products, services, pricing, etc. (the information brides will see after they swap info with you when they scan your QR Code).

Pick up your QR Code signage and lanyards (your app suite inclusions) upon load in at the show and display them in your booth. Brides will scan your QR Code as they walk by your booth and automatically give you their info, and receive your info SIMULTANEOUSLY. After the show, you'll log in to your BrideScan profile and see the contact information of those who scanned you. **These are your hot leads! Contact them immediately!**

If you used BrideScan in the last show, you are automatically signed up again. You can pick up your QR code sign from event staff upon check-in.

If this is your first time using BrideScan, you can pick up your QR code sign on move-in day. **DO NOT REGISTER YOUR COMPANY WITH BRIDESCAN.COM.** Show management handles this for you.

Once we sign you up, you will receive a welcome email from BrideScan prompting you to change your password and update your profile with a business description, open dates, rates and prices, and more.

How to Login and Update Your Profile

ADD YOUR DESCRIPTION, SPECIAL OFFER INCENTIVE, AND SEND AN AFTER-SHOW EMAIL

POST-SHOW: RETRIEVE BRIDE AND GROOM INFORMATION

FOR BEST RESULTS:

BRIDESCAN is not meant to replace the face-to-face interaction that wedding shows offer. Your ultimate goal is to book contracts and set up consultations! BRIDESCAN is an additional way to capture leads at the show, but is not meant to be the ONLY way.

It is not a competition to see which vendor gets the most scans; your goal should be to capture as many brides who would be a great fit for your company's brand and personality. *Think quality, not quantity!*

Follow up with the qualified leads who scanned you BEFORE the master lead list is sent out. We recommend sending a more personal email to the brides who scanned you since you more than likely spent more time with them than other couples.

Do not be afraid to initiate a scan. If you can tell that a couple is interested in your services, but does not want to commit to booking on the spot or setting up a consultation, say something like "I can see that you are interested but not ready to commit to booking or setting up a consultation, would you be willing to let me contact you later next week?"

If you have any questions regarding your BrideScan account, please contact Jewels Gray at 720.771.2200 or Fred Jacob at 865.310.6875