Cybersecurity @ ViVE Zone | Lead Generation

Our Cybersecurity @ ViVE Team will be scanning the badges of all attendees that enter into the Cybersecurity @ ViVE Zone.

The Cybersecurity @ ViVE Team will not produce individual speaking session lead lists. You may have a company representative scanning badges in the theater during the time of your presentation using your ViVE event app.

Having the Cybersecurity @ ViVE Team handle lead generation at ViVE offers your booth staff the opportunity to focus on their personal interactions during the show and then follow up later with this highly relevant audience.

Your primary contact will receive the Cybersecurity @ ViVE lead list within a week of the event closing from Jaclyn Carpenter (jaclyn@counterpointsol.com). With lead information gathered at the zone, your company will have a solid foundation for post-event engagement. The list includes the Name, Title, Company Name, and email address of all those scanned.

If you choose to scan badges at your booth in addition to receiving the official lead list, you have two options:

1. Use the ViVE Event App to connect with attendees.
2. Order your own lead-generating devices through ATS, HERE.