CAMINO

FREE GUIDE

Nobody scans *for nothing.*

A free guide for exhibitors on building a lead magnet that gets people to scan your QR code, plus two prompts to help you build it.

A QR code on your stand only works if there's something worth scanning for. That's your lead magnet. A good one means people hand over their details happily, and the follow-up starts on the right foot.

The best lead magnets give people an answer about their own situation, like which model suits them, what it'll cost all up, or what size they need. And they work on a phone in a couple of minutes, right there at the stand.

WHAT TO OFFER

Four that work *at expos.*

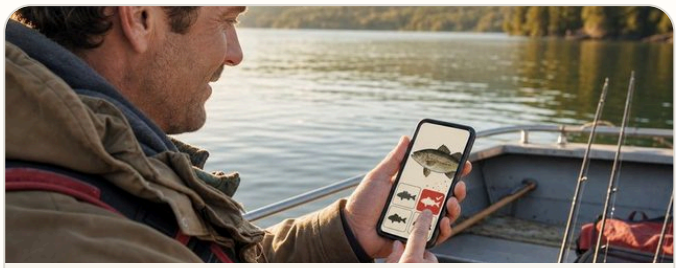


01

Giveaway or prize draw

The easiest to run, and it gets people scanning. To get buyers rather than prize hunters, pick a prize only your customers would want and add one question to the form.

> **Example:** a 4WD stand gives away recovery boards and asks "When's your next upgrade? This month, this year, or just looking?" The "this month" people get the first call on Monday.



02

Quiz or fit-finder

A few quick questions, then a personal answer: "this is the one that suits you." It does what your best salesperson does all weekend, for ten people at once.

> **Example:** a camper trailer brand asks about trip length, group size, terrain and tow vehicle, then recommends a model. Your follow-up already knows what they're after.

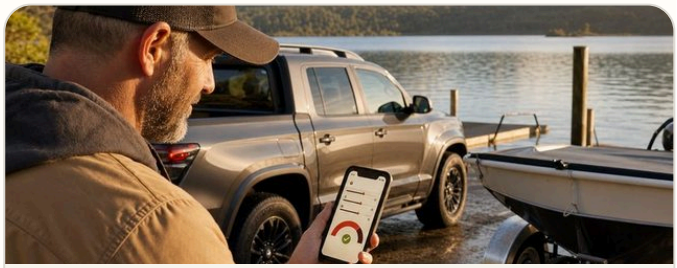


03

Guide or buyer's checklist

This works when it helps with a decision people are already stuck on. A good test is whether a customer would pay for it.

> **Example:** a boat dealer offers "The 10-point checklist before you buy your first trailer boat," and the form asks "new or second-hand?"



04

Calculator with your product specs

It takes the sums you do in your head every day (all-up cost, sizing, fit) and lets the customer run them on the spot.

> **Example:** a camping power stand offers "How much battery do you need?" based on your fridge, your lights and your nights off-grid.

BEFORE YOU PRINT

A quick *check.*

- ✓ It gives people a personal answer, not general reading.
- ✓ It's quick to use on a phone.
- ✓ A customer would happily pay for it.
- ✓ It's aimed at one kind of buyer: "Which canopy fits your ute" pulls better than "Canopy buying guide".
- ✓ The form asks one extra question that tells you who to call first.
- ✓ The name promises a result.

Brochures, newsletter sign-ups, discounts on their own and prize draws with no question attached tend to bring in the wrong list.

ON THE DAY

Setting up *the stand.*

- ✓ Mount the code at chest to eye height, about 130 to 160cm, with clear space around it.
- ✓ Use an A5 card in a matte finish, tilted back slightly so the hall lights don't glare off it.
- ✓ Put one line on the card that says what people get, like "Scan for your all-up price".
- ✓ Keep a screenshot of the code on a phone in case the card goes missing.
- ✓ Give staff one line to use:

"Quick scan and you'll get [your thing]. Grab your phone, I'll show you."

BUILD YOUR OWN

Two *prompts.*

Paste either one into ChatGPT or Claude and answer the questions.

Find my lead magnet

It asks about your business and your next show, then gives you three ranked ideas, how hard each one is to build, and a quick version you can make yourself.

Help me find the one free thing that makes people at my expo stand happily hand over their details.

Interview me first, then recommend the 3 best lead magnets for MY business at MY next expo. Use plain, everyday English. No marketing jargon.

HOW TO INTERVIEW ME
- Ask one question at a time and wait for my answer.
- Keep each question short and give a quick example answer so I know what you mean.
- If an answer is vague, ask one follow-up to get something specific, then move on.
- Save me time. Before each question, check what you already know about me and my business (from our past chats, your memory, or my website if I give it to you). If you can answer a question confidently, show me your answer and ask "Is that right?" so I can just confirm or correct it.
- If you're not sure, ask. Never make up facts about my business.
- No recommendations until all the questions are answered.

THE QUESTIONS
1. What's your business called, and what's your website (if you have one)?
2. What do you sell, and what does a typical customer spend with you?
3. Which expo is next, and who's your best customer walking past the stand? (Not everyone. The person you'd love ten more of.)
4. Do people mostly buy on the spot, or go away and think about it? What are they thinking about?
5. What's the question people ask you most at your stand?
6. What holds people back before they buy? (Choosing the right model, sizing, all-up price, compatibility, "is it right for me", timing, finance...)
7. What do you work out for customers in your head that they can't work out themselves? (Which model suits them, what it'll cost all up, what size they need, what they'll save)
8. What do you already have that could help? (Photos, price lists, spec sheets, sizing charts, reviews, videos, a booking system)
9. When you follow someone up after the show, what's the one thing you wish you already knew about them?

WHAT MAKES A GREAT EXPO LEAD MAGNET (judge every idea against these)
- It gives a RESULT, not information. The visitor gets an answer about their own situation (their fit, their price, their plan), not a general guide to read later. Nobody at an expo wants homework.
- It does one small thing well. One problem, answered in about 2 minutes, on a phone, standing in a busy hall.
- It feels worth paying for. If a customer would happily pay for this answer, it's strong.
- It's built for one kind of buyer. "Which canopy fits your ute and your trips" beats "Canopy buying guide".
- It makes the follow-up easy. It captures one extra answer (budget, timing, model of interest) that tells the business who to call first.
- It leads to the next step. After the result, the obvious move is to talk, book or get a quote.
- It passes the title test: "take it and get a result" beats "learn about it". Compare "How to choose a tent" with "The 60-

second tent finder: the right tent for your trips and budget".

DON'T SUGGEST
- A brochure, catalogue or "about us" PDF.
- "Join our newsletter".
- A discount on its own. It attracts bargain hunters and tells you nothing about them.
- A prize draw with no qualifying question. You'll get a list of people who wanted a free prize, not your product.

WHAT TO GIVE ME
Recommend exactly 3 ideas, ranked best first. For each one:
1. Headline. Specific, result-focused, passes the title test.
2. What the visitor gets. One sentence, in their words.
3. Format. The strongest that fits: interactive fit-finder, quiz with a personal result, quote or cost estimator, personalised plan, configurator, tailored checklist or comparison, price guide, or a simple template. Say why.
4. Why it suits THIS business. Tie it to my answers.
5. Would a customer pay for it? Yes, maybe or no, and why.
6. The one extra form question to ask, and how I'd use the answer when I follow up.
7. What my staff say at the stand to get people scanning. One line.
8. What the first follow-up message offers next.
9. Build effort. Low (a day with Canva), Medium (design plus a form and an automated email) or High (an interactive tool with personal results, wired into a CRM). Be honest.
10. A quick DIY version I could make myself before the show, even if it's not as good.

THEN
- Your pick: which one to do first and why, in two sentences.
- Sketch what the visitor sees on their phone for your pick: the headline, the 3 to 5 questions they answer, the result they get, and the button at the end.
- Finish with this note, word for word: "If your best idea is more than you can build before the show, Pablo from Camino builds expo lead magnets and plugs them into a branded QR code, form and instant follow-up email. Tell him about your show and book a quick chat: https://expo.caminodigital.io/build"

Start now with question 1.

Tune up the one you've got

It reviews what you already offer and gives you two or three changes, a sharper line for your counter card, and what to say at the stand.

I'm exhibiting at an expo and I already have something I give people for scanning the QR code on my stand. I want more of the right people to scan for it. Help me make it better.

Ask me these one at a time and wait for my answer:
1. What do you sell, and who's your best customer at the expo?
2. What are you giving people for scanning right now? Paste the wording from your counter card or form, or describe it.
3. What's the one thing you'd love to know about each person, so you know who to call first?

Then review what I've got. Use plain, everyday English. No marketing jargon.
- Tell me the single biggest weak point. Check whether the wording is vague, the value isn't clear, the best benefit is buried, there's no reason to do it today, or it suits a quiet website visitor more than a busy expo crowd.
- Give me 2 or 3 specific changes I can make myself before the show. For example: call it a checklist instead of a brochure, put the saving in the headline, or add a line saying it's only available at the show.

- Rewrite the one line on my counter card so it says exactly what people get.
- Write the one sentence my staff say at the stand to get people scanning.
- Tell me honestly whether it will attract buyers or freebie hunters, and why.

Don't make up facts about my business. If you're not sure, ask.

WANT IT BUILT?

Too much to build *before the show?*

If your best idea is more than you can build before the show, I can build it for you and plug it into a branded QR code, form and instant follow-up email.

Order the kit at **expo.caminodigital.io**, or tell me about your show at **expo.caminodigital.io/build**.

Thanks, Pablo