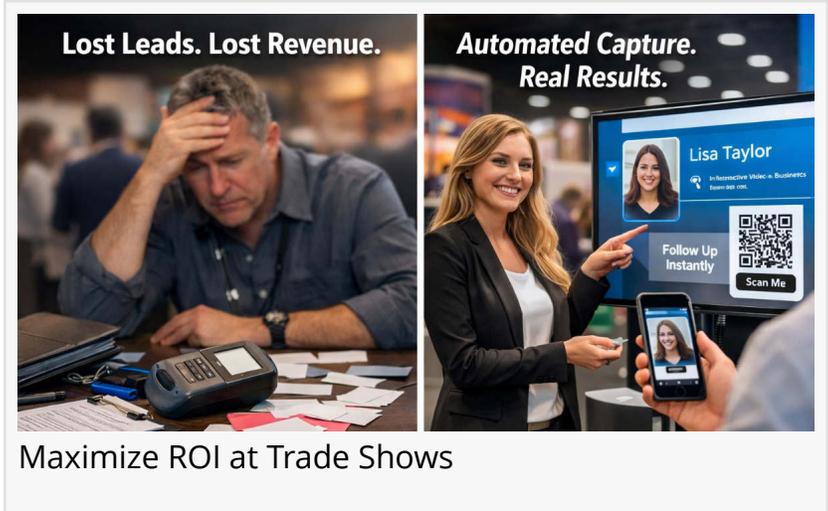


# Digital Accelerant Highlights Revenue Challenges in Traditional Trade Show Lead Capture

*Digital Accelerant reveals how exhibitors are replacing outdated lead capture tools with automated video-based engagement and real-time follow-up.*

ATLANTA, GA, UNITED STATES, January 15, 2026 /EINPresswire.com/ -- [Digital Accelerant](#) is calling attention to a costly but often overlooked problem facing trade show exhibitors and event-based sales teams: outdated lead capture methods such as badge scanners and paper business cards are quietly draining revenue by delaying follow-up, losing data, and failing to convert conversations into measurable opportunities.



Across [trade shows](#), conferences, and networking events, exhibitors invest thousands of dollars in booth space, travel, and staffing. Yet many still rely on manual systems that create friction at the exact moment when speed and engagement matter most.

“

The road to success is dotted with many tempting parking spaces.”

*Will Rogers*

“Most exhibitors don’t realize how much revenue they lose after the show ends,” said Gabe O’Neill, Chief Visionary Officer at Digital Accelerant. “Leads get trapped in

scanners, business cards disappear, or never get processed, and follow-up becomes inconsistent. By the time sales teams reconnect, momentum is gone.”

## THE HIDDEN COST OF TRADITIONAL LEAD CAPTURE

Badge scanners and fish bowls of paper cards were once considered standard tools for capturing prospects at events. Today, they introduce several costly gaps:

- Delayed follow-up that reduces conversion rates
- Lost or incomplete/incompatible data that weakens CRM accuracy
- Manual processes that slow down sales teams
- Limited engagement after the initial conversation
- Inability to measure true event ROI

For exhibitors focused on growth, these gaps translate directly into missed opportunities and lost revenue.

## A MODERN APPROACH TO EVENT BASED SALES

Digital Accelerant is helping exhibitors replace these outdated systems with interactive [video business cards](#) that automate lead capture the moment a conversation happens.

Instead of scanning badges or collecting paper cards, prospects receive a mobile-first digital experience that:

- Captures contact information instantly
- Triggers real-time follow-up by text or email
- Delivers branded video messaging after the event
- Integrates with CRM and marketing platforms
- Turns booth conversations into trackable opportunities
- Elevates the booth owner over others

The result is a faster, more engaging path from first interaction to revenue. In one scan of the QR code, user is delivered an amazing custom-designed video business card, which makes the card owner stand out and easily accessible, the prospect's data is automatically entered into the owner's CRM (we provide one if desired), and a follow-up sequence is automatically triggered. The professional style and efficiency has a HUGE impact on ROI.

## TURNING CONVERSATIONS INTO MEASURABLE RESULTS

As trade shows return to full scale and competition for attention increases, exhibitors are under pressure to justify every dollar spent on events. The ability to connect conversations to outcomes has become essential.

"Events shouldn't be a guessing game," O'Neill added. "If you're investing in face-to-face marketing, you deserve a system that captures every lead, follows up automatically, and shows you what's working."

By shifting from manual collection to automated engagement, exhibitors gain both operational efficiency and revenue clarity — two advantages that traditional badge scanners and paper cards simply cannot provide.

“Every time a client has utilized our video business cards at a trade show, their investment was returned immediately . . . and then some. The ROI was substantial and that’s why I do this.” O’Neill said.

Gabe O’Neill

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