VenueSight Launches LEADS by VenueSight, Giving Event Organizers a Better Way to Monetize Lead Retrieval

LEADS by VenueSight gives events of every size an affordable way to offer lead retrieval—organizers increase revenue and exhibitors act on leads faster.



LEADS by VenueSight Logo

MADISON, WI, UNITED STATES, September 29, 2026 / EINPresswire.com/ -- VenueSight, an event management software company serving conferences, expos and trade shows, today announced the launch of LEADS by VenueSight, a new standalone lead retrieval solution designed to help event organizers turn exhibitor lead capture into a revenue-generating opportunity while delivering greater value to exhibitors. With straightforward pricing starting at $2,500 for 100 seats and $25 for each additional seat, LEADS by VenueSight makes professional lead retrieval accessible to small, mid-sized and enterprise events alike.

> We built LEADS by VenueSight around a simple idea: give organizers the tools and pricing model to turn lead retrieval into a profitable exhibitor offering”
>
> *Bennett Stone, Founder*

Lead retrieval has traditionally been treated as another event technology expense, with pricing models that can make it difficult for organizers to offer the service broadly while maintaining healthy margins.

LEADS by VenueSight takes a different approach.

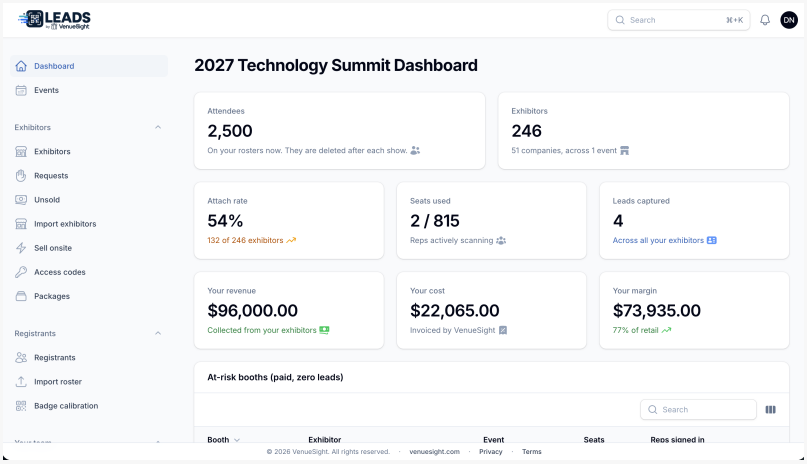
With a $25-per-seat licensing model and a minimum package of 100 seats for $2,500, event organizers have a predictable cost structure that scales with their event. Organizers can determine how they package and price lead retrieval for exhibitors, creating an opportunity to generate incremental event revenue and retain more margin.

The standalone product also gives organizers access to VenueSight’s lead retrieval technology without requiring them to replace their existing registration or event management platform.

“Lead retrieval should be more than another line item on an event organizer’s technology bill,” said Bennett Stone, Founder of VenueSight. “We built LEADS by VenueSight around a simple idea: give organizers the tools and pricing model to turn lead retrieval into a profitable exhibitor offering, while simultaneously giving exhibitors a better way to capture and act on the connections they make at an event.”



LEADS by VenueSight Infographic



LEADS by VenueSight UI

Built for Organizers. Valuable for Exhibitors.

LEADS by VenueSight is sold to event organizers, who can then offer the technology directly to their exhibitors. Using the LEADS by VenueSight mobile experience, exhibitors can scan attendee badges, capture contact information and manage the leads generated by their booth staff throughout an event.

The platform goes beyond simply collecting a list of badge scans. Exhibitors can access their leads during the event and push lead data to their CRM on demand, allowing their sales teams to begin follow-up immediately rather than waiting until after the conference or trade show to receive a lead list.

That faster flow of information can help exhibitors route prospects to the appropriate sales representative, enroll leads in follow-up sequences and continue conversations while the event interaction is still fresh.

“Exhibitors invest significant money and resources into participating in conferences and trade shows, and ultimately they need to demonstrate a return on that investment,” said Dave Nelson, VP of Sales and Co-Owner of VenueSight.. “Giving them faster access to their leads helps make the event more valuable to them. At the same time, our licensing model gives organizers an

opportunity to create a new revenue stream and retain more of the revenue they generate from lead retrieval. We think that alignment is incredibly important."

A Different Approach to Lead Retrieval Pricing

The licensing model is a central differentiator of LEADS by VenueSight.

LEADS by VenueSight starts at $2,500 for 100 seats, with each additional seat priced at $25. This straightforward, scalable pricing gives organizers a predictable technology cost while providing flexibility in how they package and price lead retrieval for their exhibitors.

The model is designed to make professional lead retrieval economically viable for events across a wide range of sizes. Smaller and mid-sized events gain access to technology that has often been associated with larger enterprise events, while organizers with hundreds of exhibitors can scale the solution without sacrificing their ability to generate meaningful margin.

Instead of seeing lead retrieval primarily as another event technology expense, organizers can build it into their exhibitor revenue strategy—setting their own exhibitor pricing and creating an additional source of event revenue.

Expanding the VenueSight Product Family

LEADS by VenueSight is the newest addition to the VenueSight product family.

VenueSight Events, the company's flagship event management platform, provides an all-in-one system for conferences, expos and trade shows, including registration, exhibitor management, interactive floor plans, on-site check-in and badge printing, analytics, lead retrieval and other tools used throughout the event lifecycle.

LEADS by VenueSight brings VenueSight's lead retrieval capabilities to organizers who may already have an event management platform in place but want a more flexible standalone solution for exhibitor lead capture.

LEADS by VenueSight is available to event organizers for upcoming conferences, expos and trade shows. To learn more about LEADS by VenueSight, visit the LEADS by VenueSight product page on VenueSight.com.

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