

## **Manual | Inviting clients and prospects in My Easyfairs**

Welcome to the second step in My Easyfairs. You have successfully completed the first step in My Easyfairs (Managing your online profile) and based on the information you provided, you can now proceed with the next step; **Inviting clients & prospects**. In this step, you can influence the quality of the visitor yourself. You can invite the target audience that matters to you, you can download the marketing materials with which you can make your participation known at different locations, and you can keep track whether a visitor has registered based on your invitation or on your invitation link.

**“Inviting clients & prospects”** consists of four steps. You can choose to go through the individual steps separately. At this step in My Easyfairs, you can consult and apply several steps simultaneously. To support step 1, for example, you can use the marketing materials from step 3. Click on the step and view the explanations per part.

[Step 1: Invitation link](#)

[Step 2: Registered visitors](#)

[Step 3: Invitation service](#)

[Step 4: Marketing materials](#)

**Let's go!**

Once you are logged into My Easyfairs, you click on "manage stand".



**EVENTS & STANDS**

MANAGE USERS

INVOICES & PAYMENTS

**2020**

**EMPACK UTRECHT 2020**

Stand

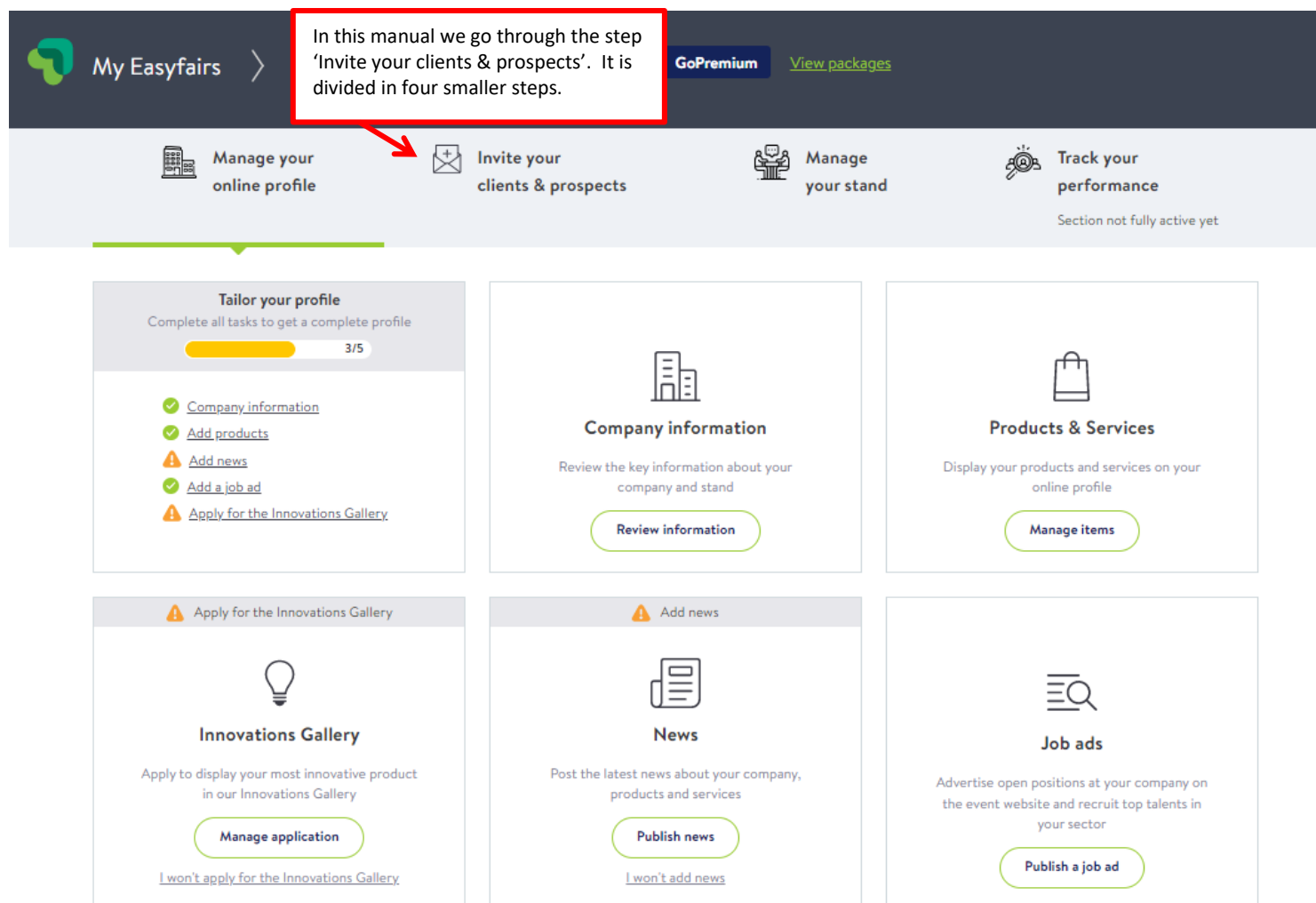
31 Mar > 2 Apr 2020

Jaarbeurs Utrecht

MANAGE STAND

You will be directed to the overview below. You see a timeline with the following steps that are available in My Easyfairs:

- Manage your online profile
- **Invite your clients and prospects**
- Manage your stand
- Track your performance



In this manual we go through the step 'Invite your clients & prospects'. It is divided in four smaller steps.

**My Easyfairs** > [GoPremium](#) [View packages](#)

**Manage your online profile** **Invite your clients & prospects** **Manage your stand** **Track your performance**  
Section not fully active yet

**Tailor your profile**  
Complete all tasks to get a complete profile  
3/5

- ✓ [Company information](#)
- ✓ [Add products](#)
- ! [Add news](#)
- ✓ [Add a job ad](#)
- ! [Apply for the Innovations Gallery](#)

**Company information**  
Review the key information about your company and stand  
[Review information](#)

**Products & Services**  
Display your products and services on your online profile  
[Manage items](#)

**Innovations Gallery**  
Apply to display your most innovative product in our Innovations Gallery  
[Manage application](#)  
[I won't apply for the Innovations Gallery](#)

**News**  
Post the latest news about your company, products and services  
[Publish news](#)  
[I won't add news](#)

**Job ads**  
Advertise open positions at your company on the event website and recruit top talents in your sector  
[Publish a job ad](#)

## Step 1: Invitation link

The step "Invitation link" contains your personal digital invitation link. This link is unique for you as an exhibitor, so you can easily find out which visitor has arrived via a digital invitation from you.

Copy this link and paste it, for example, after your email signature, the banners you are using online, on your website, or after a digital invitation you are sending out. Of course, you can use your own materials for this, but Easyfairs also provides materials that you can use for inviting business relations. Would you like to immediately use the materials provided by Easyfairs? View and download the materials in step 4 "Marketing materials".

### Invite clients & prospects

#### Invite your clients & prospects

Clients and prospects are more likely to attend the event and visit your stand if they have been personally invited.

Use the custom registration link below in your digital communication (emails, website, social media, electronic brochures, etc.).

Need some inspiration? Check out the "Marketing Material" card!

Personalised link <https://registration.n200.com/survey/2w19tuli992cj?actioncode=NTWO000043VEI&partner-contact=1bczfmyj89y30>

COPY LINK

Your personal registration link will be displayed here. Note: This link is personalized and unique.

You can create additional custom links via the registration platform (per team member, per channel...)

[Click here to create more links](#)

[Click here to get some help](#)

As you can see, you can create more unique links when needed. You will be directed to Visit, where the "invite" tab lets you add links via the "add " button. When you click on '**click here to get some help**' in the screen above, you will see the Visit manual on creating unique registration links. You can always consult this for additional information.

**Why create extra links?**

Creating extra links can be interesting, for example when you want to be able to measure exactly which online message has generated the most visitors. This way, you can link a unique code to each message and see afterwards whether, for example, the banner in your email signature or the banner on your website has generated the most visitors. This can be interesting information when you are deciding on your marketing efforts for the next event participation, for example. To measure is to know!

## Step 2: Registered visitors

We continue with the second step in "Inviting Clients and Prospects". By now, you have actively and enthusiastically distributed your unique registration link(s) via various digital channels. Now, it's time to see which of your relations has requested a ticket via the registration link(s) distributed by you. This way, you can already make appointments at your stand with interested visitors, even before the event you are participating in gets started. This way, you already generate interesting leads for your participation!

### Registered visitors

#### Registered visitors

Currently, the number of visitors that have registered via your invitation link(s) or codes is 3. Once there are some pre-registered visitors you will be able to view their registration data. Don't hesitate to plan meetings on your stand at the event.


DOWNLOAD DOCUMENT


Full Name	Email	Company	
Visitor 1	Email address 1	Company 1	28/02/2019 15:28
Visitor 2	Email address 2	Company 2	20/03/2019 12:15
Visitor 3	Email address 3	Company 3	22/03/2019 12:10


You see which of your relations has requested a ticket via the registration link(s) distributed by you


### Step 3: Invitation service

Step 3 of 'invite your clients and customers' is intended to make inviting your relations even easier. When this step is available for your exhibition participation, you will see it automatically appear. All you have to do is upload your contact list via the button 'upload contacts' at the step 'Paper and Email Invitation Service'. Easyfairs does the rest and ensures that your customers receive a personalized invitation on your behalf. This means that you only have to prepare for your exhibition participation and you do not have to worry about inviting relations to the exhibition.


 **Manage your online profile**


 **Invite your clients & prospects**


 **Manage your stand**


 **Track your performance**  
Section not fully active yet


**Send your invitations**  
Complete all tasks to reach more clients & prospects  
0/2


 [Invite your clients with a personal link](#)


 [Invite your clients with a mailing or email](#)


**Registered visitors**  
Keep track of registered visitors  
[View your invitees](#)

 **Invite your clients with a personal link**

**Invitation link**  
Get your personal link to invite your clients  
[Invite your clients](#)  
[I won't invite by personal link](#)

 **Invite your clients with a paper mailing or email**

**Paper and Email Invitation Service**  
Invite your clients with a paper mailing or email  
[Invite your clients](#)  
[I won't invite by paper or email](#)

**Marketing material**  
Get marketing templates  
[View documents](#)

When you click on 'Invite your clients' you will enter the screen below where it is explained until when the contact list can be uploaded. The format of the contact list is also available here so that you can immediately upload the correct file. Finally, the processor agreement is also available here, which you can sign digitally directly by ticking the box 'I am authorized and accept the processor agreement'. The invitation service functionality is fully GDPR proof. We will sum up for you how we deal with the relationship list you upload:

- The data is only used to invite your relations on your behalf.
- This data will not be used for other purposes than for purposes related to the invitation service.
- You upload your contact list(s) in a secure environment.
- Your relation lists are deduplicated. The organization that provides this is GDPR proof.
- Your data will only be provided to the mailing handler who uses the data to send the invitations. They do not retain the data after this.
- The data will be destroyed immediately after the event. Your relations will only be included in our database if they themselves give permission for the use of their data.

## Invitation Service

You have until the 2020-07-27 to upload your files, so we have time to properly process your invitations. If you want to make use of this and/or if you want more information, please contact

### Upload list of contacts

On this page you may upload your list of contacts. See the example file for the upload instructions. Make sure to specify your user languages in the excel file.

**File format** [Download example](#)

**Statement** [Processor Agreement](#)

☐ I am authorised and I accept the Processor agreement

After completing the above steps, you will arrive at the screen below where your file can be uploaded immediately.

## Invitation Service

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### Upload list of contacts

On this page you may upload your list of contacts. See the example file for the upload instructions. Make sure to specify your user languages in the excel file.

File format [Download example](#)

Statement [Processor Agreement](#)

Date of agreement 24-03-2020

Upload contact files



Drag file here

Select file...

When the file has been uploaded you will see this file in the overview below and you also have the opportunity to add additional comments by clicking on the speech cloud.

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On this page you may upload your list of contacts. See the example file for the upload instructions. Make sure to specify your user languages in the excel file.

File format [Download example](#)

Statement [Processor Agreement](#)

Date of agreement 16-01-2020

Upload contact files

 Drag file here

Select file...

Available files [Aanha Uitnodiging Maritime beurs 2020.xls](#) 

[Aanha Uitnodiging Maritime beurs 2020.xls](#) 



### Remark contact list

Note

255

Cancel

Save

## Step 4: Marketing materials

At the heading "Marketing materials", you can download the marketing materials provided by Easyfairs. These include digital invitation cards, banners, and other digital marketing materials. You can use these materials in combination with your personal registration link that you can find at "Invitation".

### Marketing material

#### Marketing material

Discover tips & tricks to promote your participation

In the marketing material overview you will find all available marketing materials produced by the marketeers of the show.

Name	Actions to be taken	Deadline	Status
<a href="#">Social media template nl</a>	Social Media plan	03/03/2019	!
<a href="#">Social media template en</a>	Social Media plan	03/03/2019	!
<a href="#">nieuwsbrief template</a>	Nieuwsbrief sturen naar klanten en relaties	15/03/2019	!
<a href="#">Newsletter template en</a>	Newsletter to invite relations to your stand	15/03/2019	!
<a href="#">Logo</a>	Plaats het logo op uw website, in een nieuwsbrief of in uw handtekening	None	!
<a href="#">Banner bezoek onze stand</a>		None	!
<a href="#">Banner bezoek onze stand smal</a>		None	!

When you click on the materials in the list, you will be directed to the overview below, in which it is clearly described which action you need to take and what the current status of that action is.

## Marketing material

### Newsletter template en

Example newsletter to invite customers and relations to your stand



**Actions to be taken:** Newsletter to invite relations to your stand

**Deadline:** 15/03/2019

**Status:**  To do

#### Step 1: Download the document

Download the document by clicking the button below

DOWNLOAD

#### Step 2: Upload your version

Upload the completed and/or signed document by using the field below



Drag file here

Select file...

UPLOAD DOCUMENT