

Manual | Invite clients in My Easyfairs

Welcome to the second step in My Easyfairs. You have successfully completed the first step in My Easyfairs (Managing profile) and based on the information you provided, you can now proceed with the next step; **Inviting clients**. 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 to 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.

“**Invite clients**” consists of five steps. You can choose to go through the individual steps separately or you can consult and apply several steps simultaneously. To support step 1, for example, you can use the marketing materials from step 4. Click on the step and view the explanations for each part.

[Step 1: Invitation link](#)

[Step 2: Registered visitors](#)

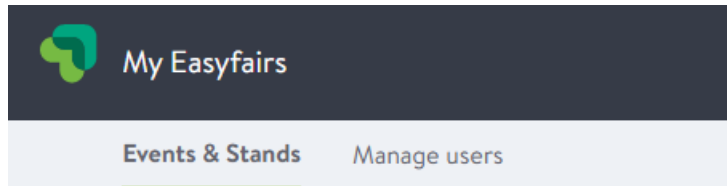
[Step 3: Invitation service](#)

[Step 4: Marketing materials – documents](#)

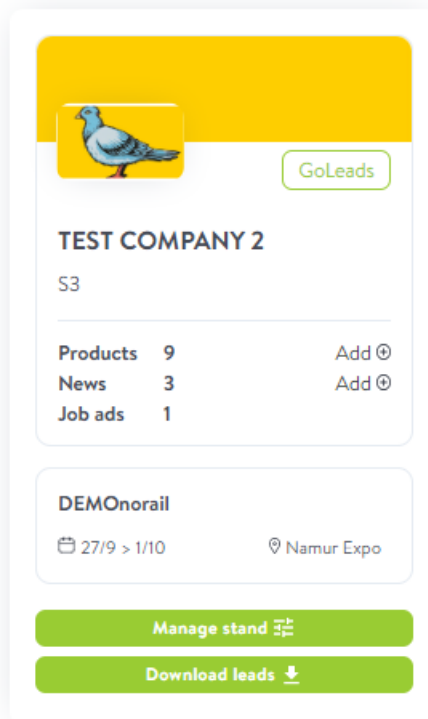
[Step 5: Create SMS alerts](#)

Let's go!

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



2030



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

- Manage profile
- **Invite clients**
- Manage stand
- Track performance
- View documents (if available)

In this manual we go through the step 'Invite clients'. It is divided in four smaller steps (of which one under 'View documents').

Manage profile ² **Invite clients** ² Manage stand ¹ Track performance View documents Event website

Invitation link ^{*}

Create links

You invite your clients and prospects. They are more likely to attend the event and visit your stand if they have been personally invited.

<https://register.visitcloud.com/survey/3vz5i86i6dwur?actioncode=NT...>

Copy link

Invitation service ^{*}

Paper and email

By uploading a list of contacts, we can send a custom invitation on your behalf. Potential visitors are more likely to register for an event if they have been personally invited by you, as an exhibitor, rather than being invited by Easyfairs only.

Registered visitors

Download list

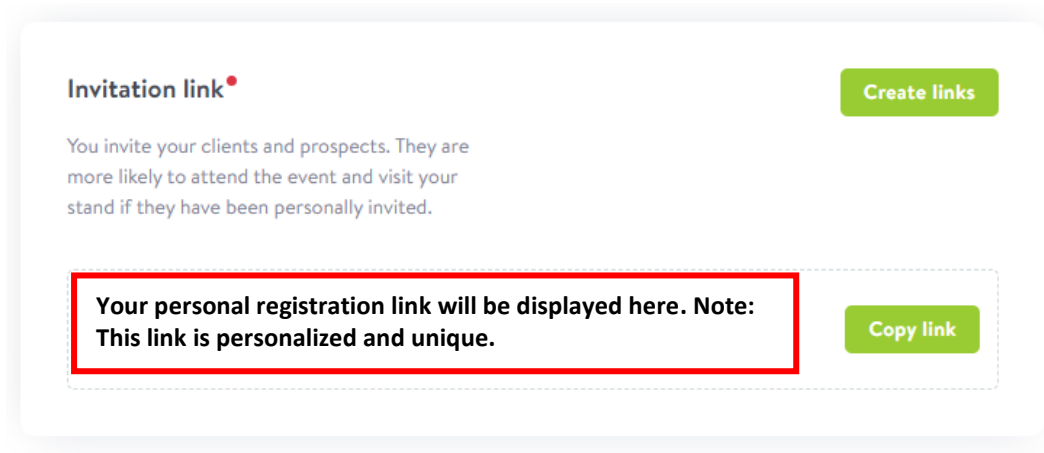
Currently, the number of visitors that have registered via your invitation link(s) or codes is 0. Once there are some pre-registered visitors you will be able to view their registration data. Don't hesitate to plan meetings on your stand at the event.

Full Name	Email	Company name	Registration Date
No items found			

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 registered via a digital invitation from you.

Copy this link and paste it, for example, in your email signature, the banners you are using online, on your website, or in 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”.



By clicking on ‘Create links’, you can create more unique links when needed. You will be directed to Visit, where the "Guests > Registration links" tab lets you add links via the "add " button.

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

Download list

Currently, the number of visitors that have registered via your invitation link(s) or codes is 17. 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.

Full Name	Email	Company name	Registration Date
Name visitor 1	email@visitor1.com	Company name visitor 1	Date visitor 1
Name visitor 2	email@visitor2.com	Company name visitor 2	Date visitor 2

Step 3: Invitation Service

Step 3 of “Invite clients” 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. 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 profile](#) ² [Invite clients](#) ² [Manage stand](#) ¹ [Track performance](#) [View documents](#) [Event website](#)

Invitation link

You invite your clients and prospects. They are more likely to attend the event and visit your stand if they have been personally invited.

<https://register.visitcloud.com/survey/3vz5i86i6dwur?actioncode=NT...>

[Create links](#)
[Copy link](#)

Invitation service

By uploading a list of contacts, we can send a custom invitation on your behalf. Potential visitors are more likely to register for an event if they have been personally invited by you, as an exhibitor, rather than being invited by Easyfairs only.

[Paper and email](#)

Registered visitors

Currently, the number of visitors that have registered via your invitation link(s) or codes is 0. 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.

Full Name	Email	Company name	Registration Date
No items found			

[Download list](#)

When you click on 'Paper and email 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 26-09-2022 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 exhibitoractivation@easyfairs.com

Invite customers & prospects to the event

By uploading a list of contacts, we can send a custom invitation on your behalf.

Potential visitors are more likely to register for an event if they have been personally invited by you, as an exhibitor, rather than being invited by Easyfairs only.

GDPR Agreement

We want to make sure you feel safe about uploading your contacts to My Easyfairs.

That's why we need your approval to process your data.

They will be processed and used according to GDPR rules.

GDPR Documents



NL_DE Rahmenvertrag zur Datenverarbeitung.pdf



NL_NL Verwerkersovereenkomst.pdf



NL_EN Framework Agreement Data Processing.pdf

☐ I am authorised and I accept the Processor agreement

Continue

After clicking on the 'Continue' button, the screen below appears where your file can be uploaded immediately.

 You have until the 26-09-2022 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 exhibitoractivation@easyfairs.com

Invite customers & prospects to the event

 [View GDPR files](#)

By uploading a list of contacts, we can send a custom invitation on your behalf.

[Preview](#)

Potential visitors are more likely to register for an event if they have been personally invited by you, as an exhibitor, rather than being invited by Easyfairs only.

Upload contacts



Add Contact List
.xlsx

To get your list on our database faster, download our template and fill it in with your data.
You can also upload any other excel file exported from your crm or database.

[Download our template](#) 

Add comment

Optionally, add here any instructions about your contact list that we should know about.

0/500

Uploaded files

You have 0 uploaded file(s)

Uploaded contacts

0/ contacts

+



Company name

First name

Last name

Gender

Street name

Street number

Street box

Postal code

City

Country

La

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 in the field on the right.

Upload contacts



Add Contact List
.xlsx

To get your list on our database faster, download our template and fill it in with your data.
You can also upload any other excel file exported from your crm or database.

[Download our template](#) 

Add comment

Optionally, add here any instructions about your contact list that we should know about.

0/500

Uploaded files

You have 2 uploaded file(s)



Uitnodiginglijst recreatiebeurs 2022 verzenden.xlsx



Uitnodiginglijst recreatiebeurs 2022 verzenden.xlsx



Step 4: Marketing materials

Easyfairs provides marketing materials that you can download via My Easyfairs. Click on 'View documents' to see the available documents. These include for example digital invitation cards, banners and other digital marketing materials. You can use these materials in combination with your personal registration link, which is discussed in step 1 of this manual. If 'View documents' not shown? Then there are no materials available (yet).

Manage profile ²	Invite clients ²	Manage stand ¹	Track performance	View documents	Event website
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General info

	Name	Actions to be taken	Deadline	Status
	Inspiratiegids Smart Badge Reader		None	
Mandatory	Handboek Recreatie Vakbeurs 2022		None	
	Manual (EN) Recreatie Vakbeurs 2022		None	

Marketing material

	Name	Actions to be taken	Deadline	Status
	Logo Recreatie Vakbeurs		None	
	Banners bestel uw tickets - Recreatie Vakbeu...		None	
	Banners bezoek de website - Recreatie Vakbe...		None	
	Banner 160 x 600 Bestel uw tickets - Recreati...		None	
	Banner 250 x 250 Bestel uw tickets - Recreat...		None	
	Banner 300 x 60 Bestel uw tickets - Recreati...		None	
	Banner 300 x 250 Bestel uw tickets - Recreat...		None	

When you click on the materials in the list, you will be directed to the page below. Click on 'Open' to open the file and easily save it.

Marketing material

Banner - Bestel uw tickets 250 x 250

Banner - Bestel uw tickets 250 x 250



Status:  To do

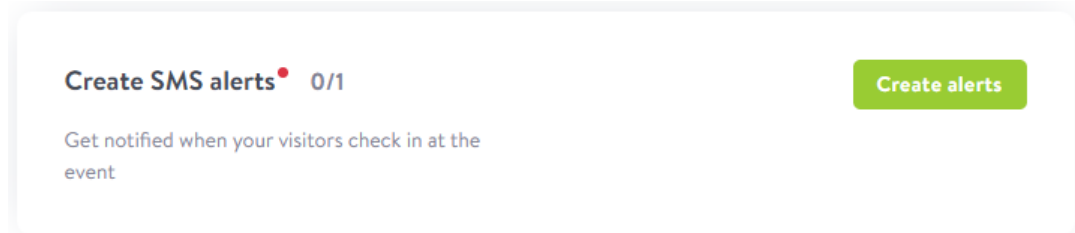
Step 1: Download the document

Open and download the document by clicking the button below

Open

Step 5: Create SMS alerts (available with all packages)

This feature gives a real-time notification when a certain business relation enters the event, so you'll be alerted even when you're busy speaking with visitors.



When you click 'Create SMS alerts', you 'll be directed to the overview below, where you can easily add phone numbers of colleagues at the stand who should receive a notification when a certain visitor enters the event. Here, you can select a specific visitor to connect to a specific colleague at your stand. This means that you are sure you don't miss important business relations during their visit to the event.

Create SMS alerts

Add stand personnel who should be notified via SMS when a visitor checks in at the event. You can add as many phone numbers as your package allows. The list of visitors will be updated each time somebody registers through your personal registration link.

0/1

+ Add

