

Dear exhibitor,

Below you will find step-by-step instructions on how to **activate the VISIT connect web app** on your smartphone or tablet and log in to your **VISIT connect web portal** where you will be able to view all the new contacts recorded by your colleagues at the trade fair and set up your own questions to appear in the app for use as guidance on how to get the most out of discussions.



- All exhibitors with a GoLeads, GoPlus or GoPremium package will have an unlimited VISIT connect licence, which means that it can be used on as many devices as necessary.
- The VISIT connect web app does not actually require you to install an app on your smart device and can simply and easily be used on your device via your preferred browser.
- You can access the web app in your browser by using the link in your stand staff confirmation email or by using your smart device to scan the QR code in your VISIT connect web portal (accessible via My Easyfairs, see page 5). You can then log in to the web app with your email address and register your device.

You do not need the web portal to record contacts with the web app. However, you can set up your own questions in the web portal in order to provide your stand staff with standardised **guidance on how to get the most out of discussions**. During the trade fair, you can view the recorded contacts in real time. As such, your back office can send offers, quotes and information directly to your prospective customers, ideally the very same day!

We wish you every success at the trade fair and hope you enjoy yourself!

Your Easyfairs team

P.S.: Please note that, independently of the VISIT connect app, we will also provide each exhibitor's stand with one (GoLeads, GoVisibility), two (GoPlus) or three (GoPremium) mounted Touch & Collect readers on the day of set-up.

This system is not related to "VISIT connect" and will be used to send attendees the product information, news and job opportunities that you detailed via My Easyfairs in the online exhibitor catalogue.

Attendees can touch your reader with their smart badge in order to receive the related information as a link in an email at the end of their day at the trade fair.

You will receive the contact details of the relevant attendees after the trade fair as part of a list which you can download in My Easyfairs.*

This form of data transfer complies with the European General Data Protection Regulation for opt-ins and you can contact the prospective customers after the trade fair in order to send them information, offers and quotes.

**This is already included in the GoLeads, GoPlus and GoPremium packages. If you have a GoVisibility package and would like to receive the Touch & Collect data, you will need to upgrade to GoLeads.*

The VISIT connect web app

- 1 Once you have registered as stand staff, you will receive a confirmation email with your entry barcode for the trade fair and additional helpful information such as the address, opening times and different ways to get to the venue.

This email will also contain a link to the VISIT connect web app which you can open directly in your browser. If, after you have tapped the link, the web app does not open in your preferred browser, you can also copy the link and paste it into your browser and open it.

If the preparation work for the trade fair and the registration of stand staff are being carried out centrally at your company, please contact the individual(s) at your company in charge of organising your trade fair entry and ask them for the necessary information.

Your organiser will also find a login QR code for the web app, which can be used as many times as necessary, via My

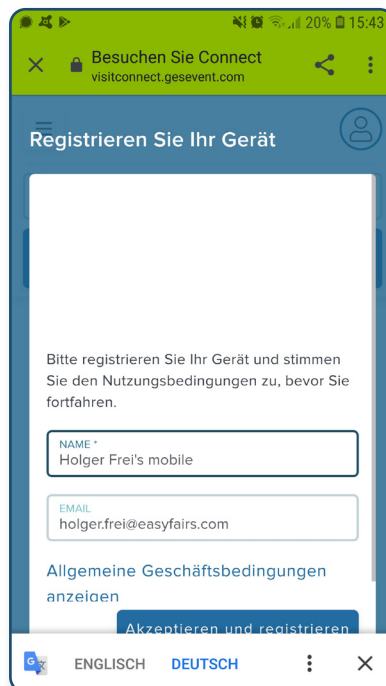
- 2 In order to be able to differentiate later on in the VISIT connect web portal who recorded which leads and ensure that no one else can access the collected data, you will need to register with your email address and your device. This means that you will not have to enter a password and your data will be secure. Please also note that the device used must be secured with a lock screen (PIN or pattern lock) in order to prevent unauthorised access.

Registration
confirmation



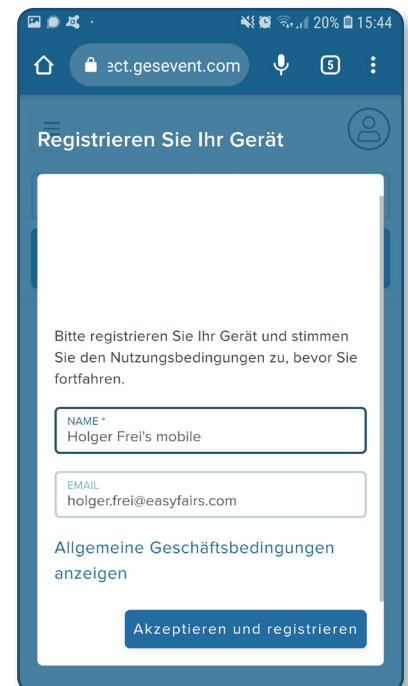
Open your registration confirmation email on your smart device (=smart-phone or tablet) and tap the link to the VISIT connect web app.

Alternatively, you can also use the login QR code which can be found via My Easyfairs. See below.



The page will now open either directly in your browser or in a web environment of your email program.

In this case, copy the VISIT connect link by holding your finger down on it in your email...

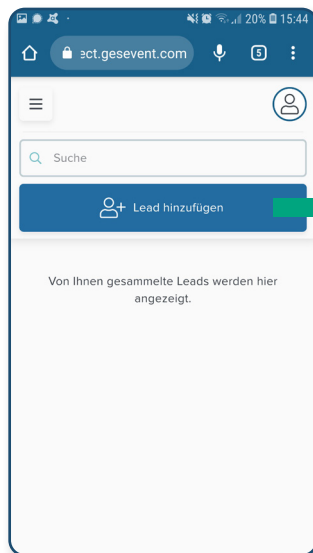


...and paste it into your preferred browser in order to open the web app there.

If you close your browser you will now be able to find VISIT connect at any time under your tabs in the browser.

Of course, you can also add the page to your bookmarks.

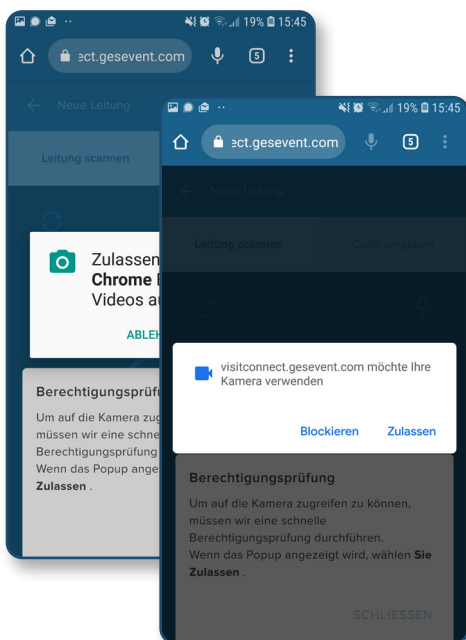
- 3 You will now be logged in and can immediately start recording your prospective customers' contact details.



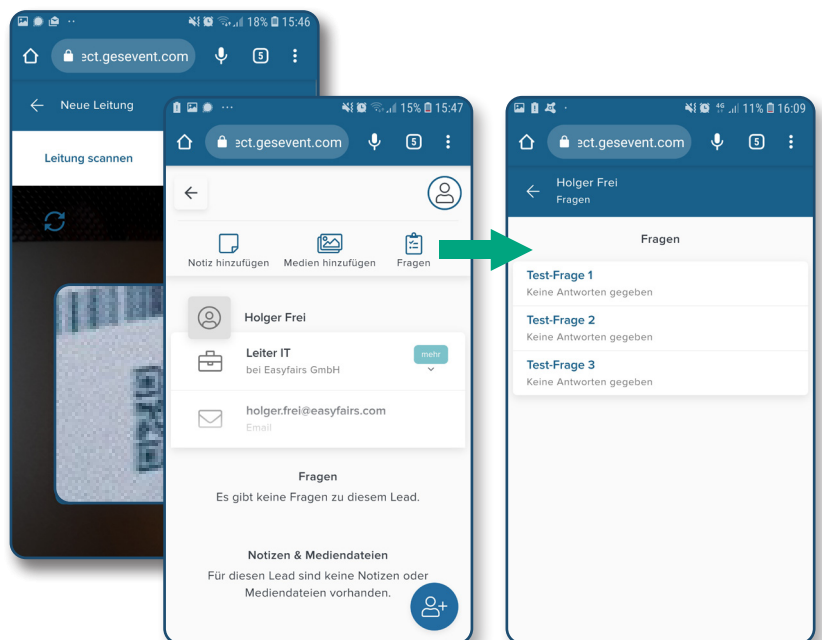
This is the VISIT connect default view whereby the overview of recorded leads is still empty.



Simply scan the QR code on the smart badge of the person you are talking to with your smartphone or tablet to display and receive the contact details that they provided during the registration process directly in your VISIT connect web app.



The first time that you record a contact, you will need to grant your browser/the web app access to the camera on your smart device. You will only need to do this once.



You can now scan the QR codes on attendees' smart badges and add additional information to the collected data in the app. This could include, for example, any questions that you and/or the team organising your trade fair entry entered in the VISIT connect web portal.

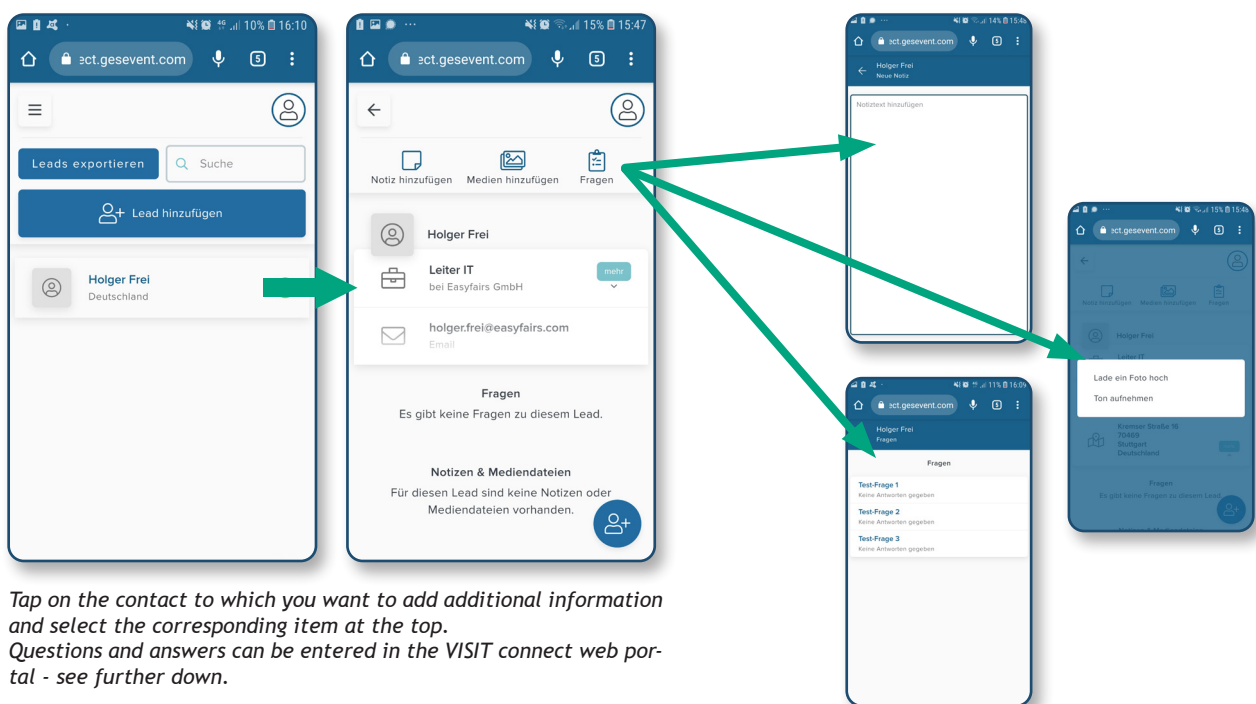
Please note that, in order to be able to fully download attendees' contact details, you will need a data connection otherwise you will only see a truncated version. You will see the full version as soon as you have a data connection. At this point, the collected data will only be stored on your smart device and will not yet be synced with the VISIT server and therefore cannot be viewed in the web portal.

You can also add short voice recordings, notes and images.

The image function is particularly helpful for photographing handwritten memos, for example, and adding them to the contact.

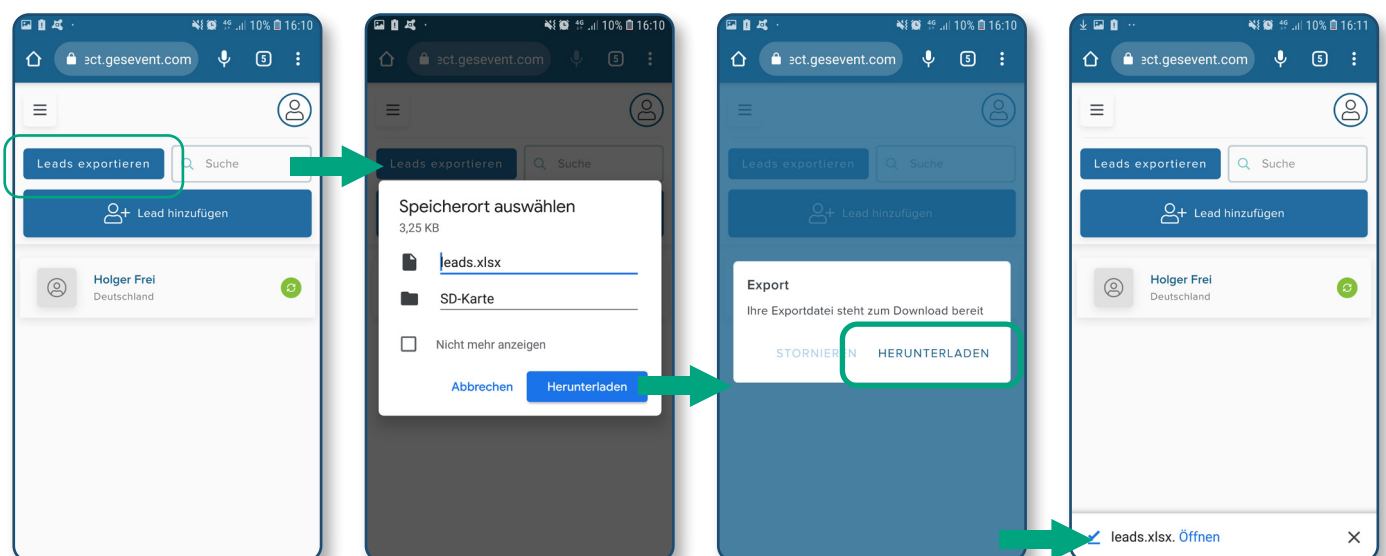
This means that you are free to make handwritten notes, as usual, during discussions without the hassle of having to type text on your smartphone.

These notes can also be accessed immediately together with the contact details via the web portal and be viewed later on at any time there or in the app on your device.



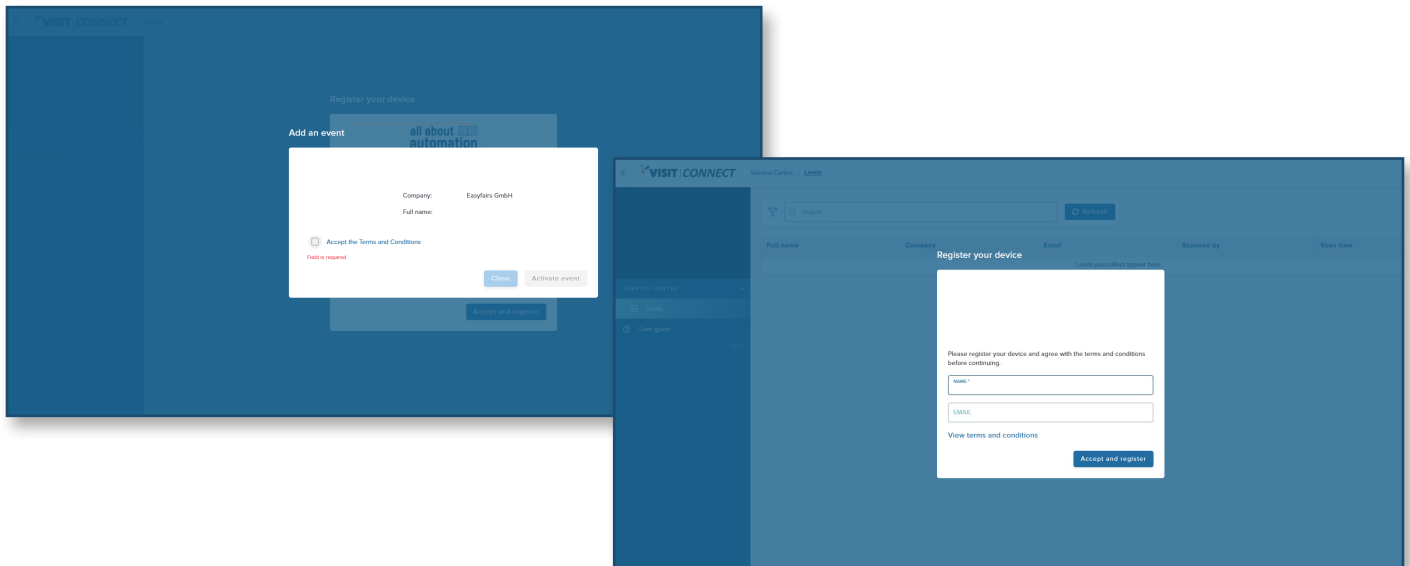
Tap on the contact to which you want to add additional information and select the corresponding item at the top. Questions and answers can be entered in the VISIT connect web portal - see further down.

You can of course also export the data collected in the web app directly to your smart device as an Excel file:



The VISIT connect web portal

- 1 You can access your web portal by going to your My Easyfairs account and navigating to the “Plan your stand” menu item and clicking on “VISIT connect” as soon as we have activated this function and you have selected one of the GoLeads, GoPlus or GoPremium packages.
VISIT connect is not available with the GoVisibility package.



The first time that you access the VISIT connect web portal you will need to register with your email address and the device you are using. Then stay logged in on the device and you will be able to access all content as soon as you have pulled up the page. Simply save the page as a bookmark to access the portal again later on. Go to My Easyfairs again if you change device or if the page can no longer be accessed. You won't have to enter your details again then on the same device.

- 2 You will now, for example, be able to view and manage your stand staff's scanned leads, set up questions to appear in the app for use as guidance on how to get the most out of discussions, and enable other colleagues to access the app by directly scanning the displayed QR code or receiving an access email.

