



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!

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.

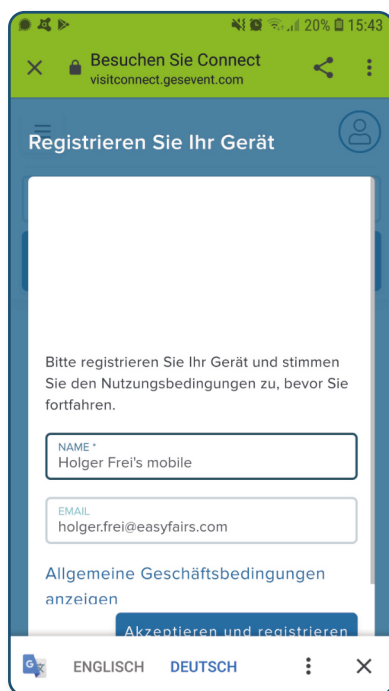
If the preparation work for the trade fair and the registration of stand staff are being carried out centrally at your company, please contact the individual(s) at your company in charge of organising your trade fair entry and ask them for the necessary information.

- 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. An unlimited use login QR code for the website app can also be found by your organiser via My Easyfairs. More about this below (see page 5).

Registration

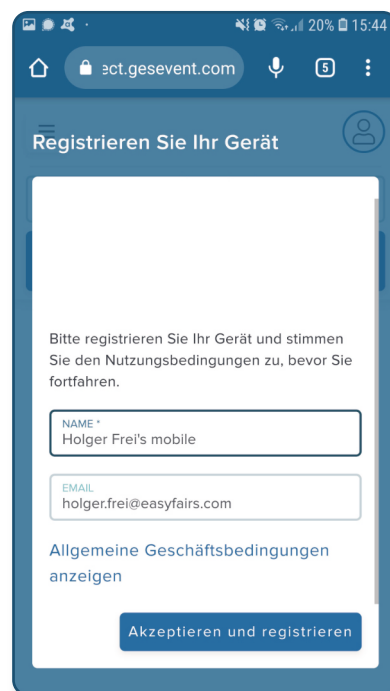
Open your registration confirmation email on your smart device (=smart-phone or tablet) and tap the link to the VISIT connect web app.

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.

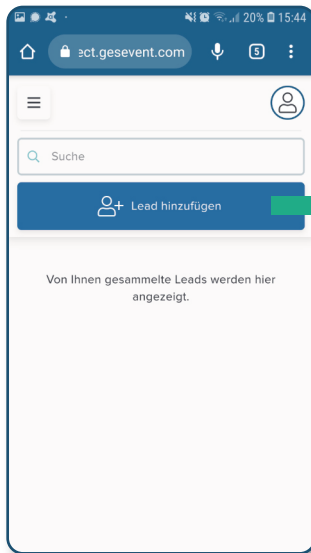
In this case, copy the VISIT connect link by holding your finger down on it in your email...



...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. You can also save the page under your bookmarks to be able to reach it again when you close your tabs.

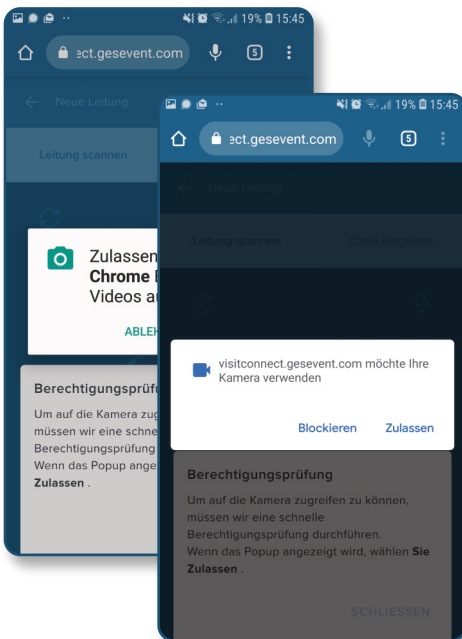
3 You will now be logged in and can immediately start recording your prospective customers' contact details.



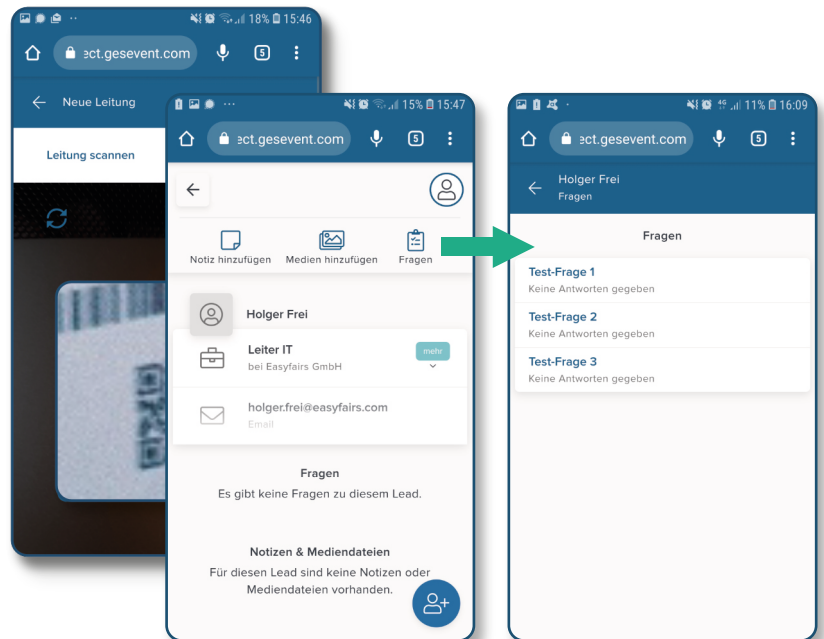
This is the VISIT connect default view whereby the overview of recorded leads is still empty.



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.



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.

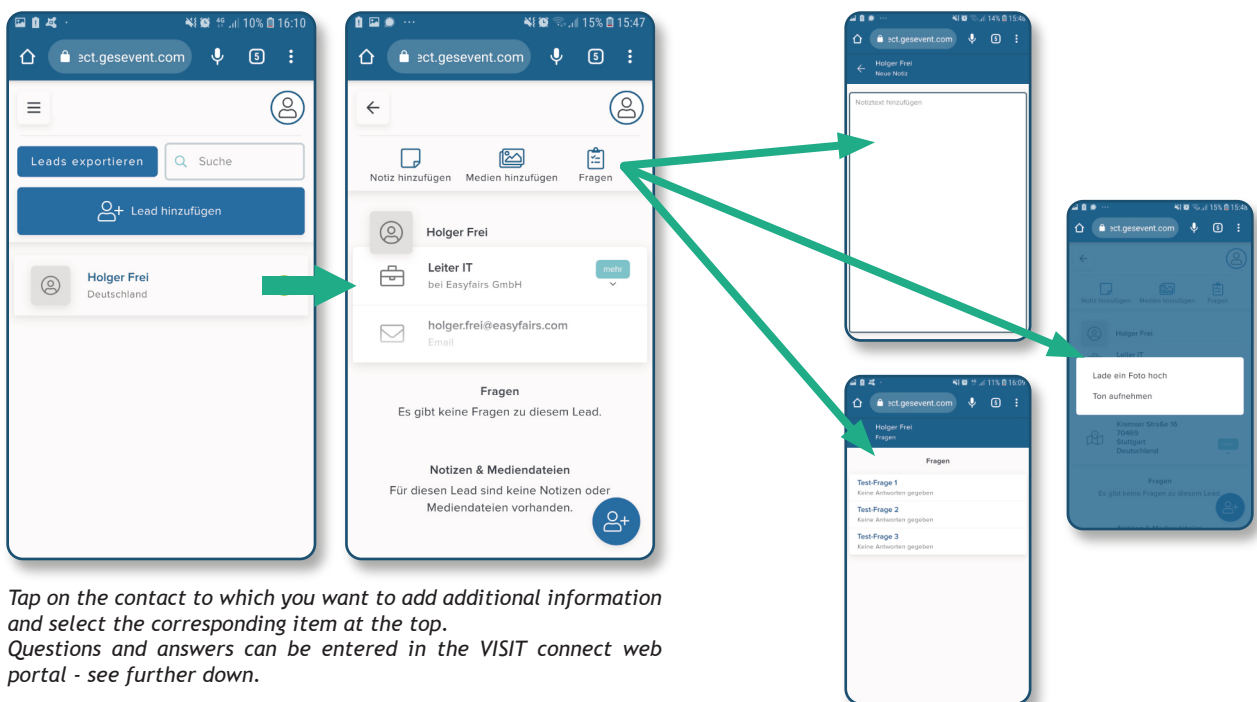
Please note that, in order to be able to fully download attendees' contact details, you will need a data connection otherwise you will only see a truncated version. You will see the full version as soon as you have a data connection. At this point, the collected data will only be stored on your smart 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.

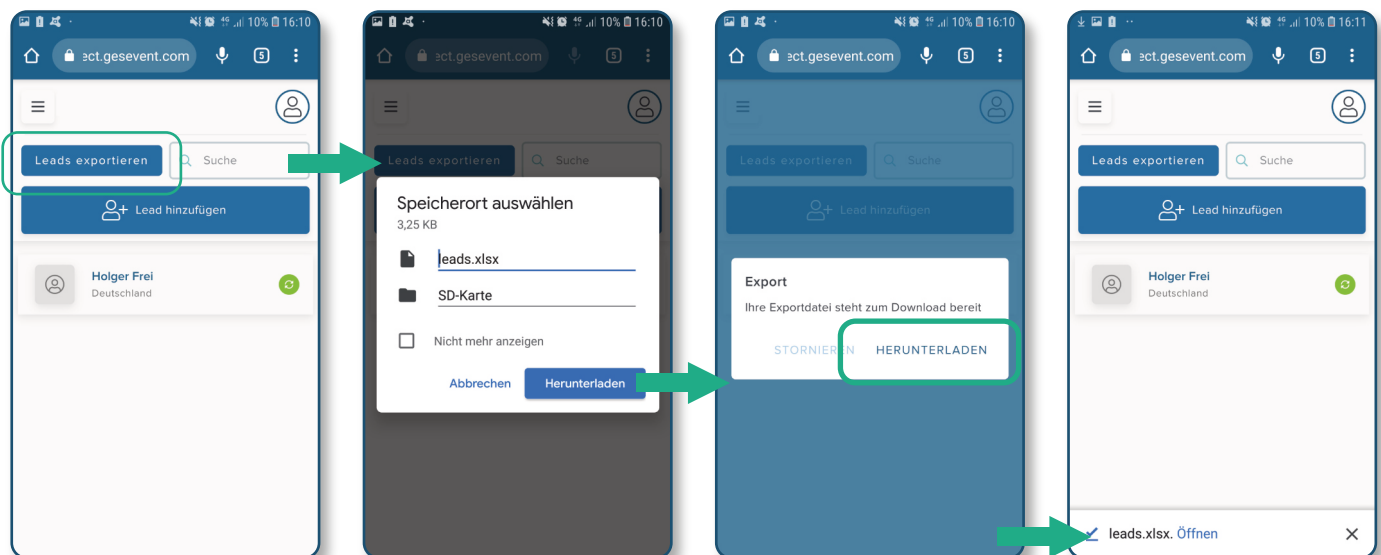
The image function is particularly helpful for photographing handwritten memos, for example, and adding them to the contact.

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.

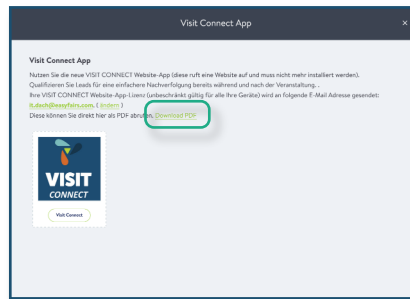
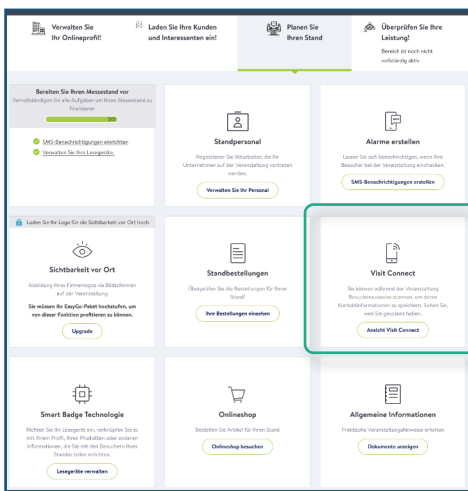


You can of course also export the data collected in the web app directly to your smart device as an Excel file:



The VISIT connect web portal

1 Via your My Easyfairs account you can access the menu item "Plan your stand" and there by click on the VISIT connect tile to the subpage there. Here you can also download your VISIT connect website app licence. This is a PDF with a QR code, that can be used on as many devices as you like. Simply scan it with your smart device and it will open the VISIT connect website app will open. After entering the respective user data, you can immediately start recording visitors. You no longer need to install an app, access is access is via the browser of your smart device. You can also access your partner portal here, as soon as this function has been activated in My Easyfairs and you have purchased one of the of the GoLeads, GoPlus or GoPremium packages. VISIT connect is not available with the GoVisibility package.



2 Now you can, for example, see and manage the scanned leads of your stand staff, create questions for a conversation guide in the website app and add more colleagues as stand staff. This also gives them a login link to the website app, which is included in the stand staff confirmation email. contained in the stand staff confirmation email..

