

# Your guide to Using Emperia

Badge scanning mobile app for fast and reliable lead capture when exhibiting at the show

### What Emperia offers you

Emperia is a mobile application that allows

save & download your leads, streamlining your lead capture process to generate high quality leads.

2:18	Emperia		v2.3
Total lead		ai World Trade Centre	
My scans	All are	3	
Scans by Visitor tap		2	
Online		2	
Home	<b>C J</b> Scan	: <b>E</b> Leads	





# airportshow



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## Using the Emperia app

#### Get Started: Login to Emperia

- 1. Find your credentials: The company admin for your business can log into the Exhibitor Hub and get the access credentials for your company through the Emperia tile. You will also receive an email with these details before the show.
- 2. Download the app: from iTunes or Google Play Store. Links can be found here:



The minimum device requirements: iOS: Requires iOS 10.3+ or greater. Android OS: Requires OS 5.1.1 or greater and an autofocus camera.

 Log in to Emperia app: using your full name and the Company access code provided in the Emperia Welcome email and Exhibitor Hub.

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	l agree to the Emperie Lee and the Reed Exhibitions LOG	

If you can't find the email, check your inbox and junk/spam folder for an email from your show team. If you can't find your Company access code, contact your Sales Rep or visit Exhibitor Services on site.

**If you're capturing leads on behalf of your company,** ask your company admin for your company access code or contact the Exhibitors Services on site for help.

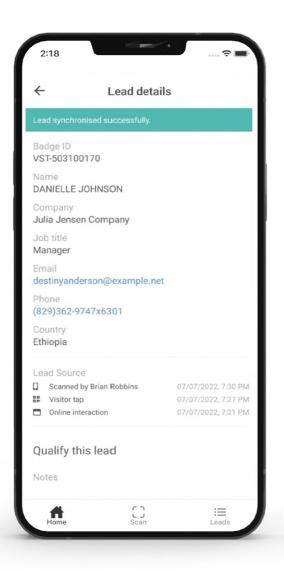




#### You are now ready to scan

To capture a lead: Click on the "Scan" icon and hover your device camera over the QR code on the visitor badge to capture visitor details as a lead. Visitor information is automatically saved. Qualifying details can be added to each lead.

#### You can even scan when offline!



Birport 9-11 May 2023	show		
Total leads	5		
My scans	3		
Scans by others	3		
Visitor taps	2		
Online	2		
	Total leads My scans Scans by others Visitor taps	Total leads     5       My scans     3       Scans by others     3       Visitor taps     2	Total leads     5       My scans     3       Scans by others     3       Visitor taps     2

As leads are captured, the lead count in the Emperia app will update. The leads can also be updated by pulling down the screen to refresh the app.

#### Homepage dashboard

As the leads from various sources start coming in, the tiles will be displayed on the homepage of the app. Depending on the type of show, this could include online connections, visitor taps, and leads scanned by other representatives of your company.

The number of total unique leads





captured will also be shown here. Clicking on any of these tiles will take you to the filtered list of leads.

#### View and edit your lead's details

Select the "Leads" icon from the menu.

The list of all leads will be available on this page. You can find a specific lead by using the Filter, Search & Sort options on the leads list page.

- ! Search: You can search for your leads by name, company, job title or country.
- ! Sort: You can sort your leads based on how recently they've been scanned or based on assigned rating.
- ! Filter: You can filter your leads based on the source ie My scans, Scans by other representatives from your company, Online and Visitor taps.

#### Adding qualification details: You

can select a lead to view or edit their details. Important information about the lead can be captured here.

- ! Notes
- ! Rating
- ! Answers to custom questions

2:18		? <b>I</b>
÷	Lead deta	ails
Lead synchron	ised successfully.	
Badge ID VST-503100	170	
Name DANIELLE JO	OHNSON	
Company Julia Jensen	Company	
Job title Manager		
Email destinyande	rson@example.n	et
Phone (829)362-97	47x6301	
Country Ethiopia		
Lead Source		
	y Brian Robbins	07/07/2022, 7:30 PM
Visitor tap Online inte	raction	07/07/2022, 7:27 PM 07/07/2022, 7:21 PM
Qualify thi	s lead	
Notes		
	<b>ر</b> ۲	:=

You cannot edit the contact details.

You must be online for leads to synchronize. Scanning and editing can be done offline and will automatically synchronize when the network connectivity is restored.





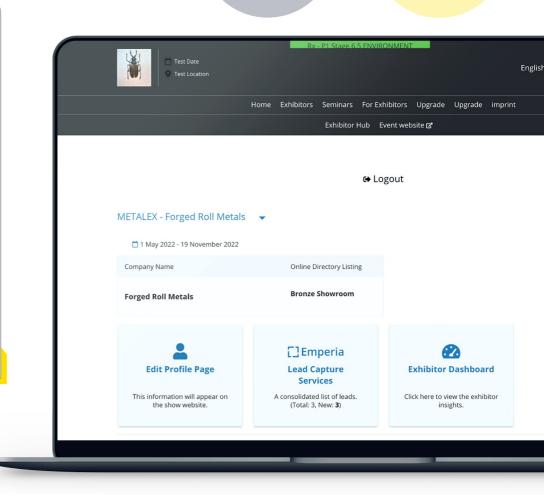
## Introduction to **Exhibitor Hub**

As an Exhibitor, you will be able to do the following in the Exhibitor Hub

- ! Answers to custom questions
- ! Upload documents to be shared with your leads during the show
- Retrieve company access code !
- ! Download your leads

#### Accessing Emperia in the **Exhibitor Hub**

On logging in to the Exhibitor Hub, you will see "Emperia Lead Capture Services" as a tile on the homepage. Selecting the tile, will take you to the Emperia page where you can set up lead capture services and download your leads.



Above: Accessing the Emperia page from the Exhibitor Hub.





#### Company access code

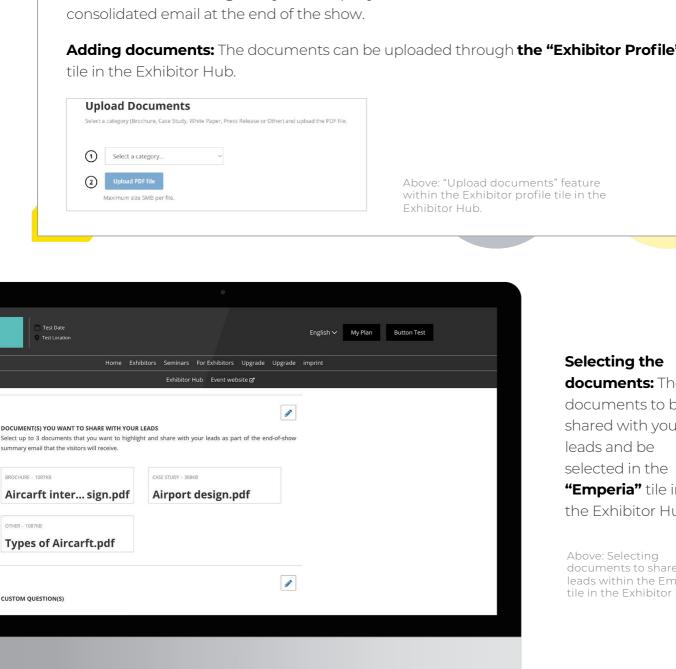
If you have purchased Emperia, you can find the access code for your company in the Emperia page of the Exhibitor Hub. This code can be shared with your sales representatives/colleagues attending the show so that they can login to the **Emperia app** and start capturing leads.

Image: State of the		
Exhibitor Hub       Event website G*         Image: Company access code       Emperiade         EMPERIA       Image: Company access code         Download Jour consolidated leads in the format of your choice       Image: Company access code         Total Leads 4       New Leads 4         GETTING STARED       Image: Company access code         Null is fast approaching. We want to make sure you're prepared for an important part of your experience- collecting leads with the Emperia Lead Retrieval Application. Using the app at the event is easy - simply scan the code on the visitor badge to capture your connection and record their contact details. Here's a simple "Exhibitor's Guide to Emperia" to get you started and answer some commonly asked questions about the Emperia lead scanning tool.       Company access code		English 🗸 My Plan Button Test
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Available on app store and play store 7QLF14MV	null is fast approaching. We want to make sure you're prepared for an important part of your experience- collecting leads with the Emperia Lead Retrieval Application. Using the app at the event is easy - simply scan the code on the visitor badge to capture your connection and record their contact details. Here's a simple "Exhibitor's Guide to Emperia" to get you started and answer some commonly asked questions about the Emperia lead scanning tool.	Use these credentials to login to the app. Share this access code with your colleagues from your company so they can capture leads on their own devices as well.
	Available on app store and play store	

Above: Login details and company access code available within the Emperia tile in the Exhibitor Hub.







#### Share custom digital content with leads

You can share custom content like brochures and product details with your leads. When a lead is captured by any of your sales representatives, the lead will receive these documents along with your company details and contact information, in a

Adding documents: The documents can be uploaded through the "Exhibitor Profile"

Test Date Test Location		English 🗸	My Plan Button Test	
Home Exhibit	ors Seminars For Exhibitors Upgrade I	Upgrade imprint		
	Exhibitor Hub 🛛 Event website 🗗			
COCUMENT(S) YOU WANT TO SHARE WITH YOUR LE select up to 3 documents that you want to highlight ummary email that the visitors will receive.		of-show		
BROCHURE - 1097K8 Aircarft inter sign.pdf	CASE STUDY - 308KB Airport design.pdf			
other - 1087KB Types of Aircarft.pdf				
SUSTOM QUESTION(S)		Ø		

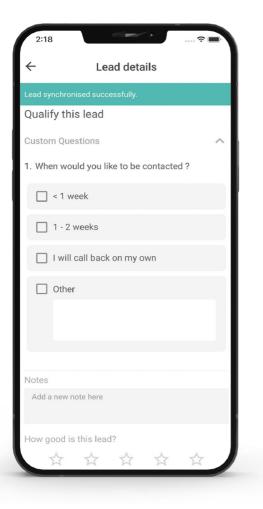
documents: The documents to be shared with your "Emperia" tile in the Exhibitor Hub.

documents to share with leads within the Emperia tile in the Exhibitor Hub.





Customer	Test Date     English      English      M	ly Plan Button Test
questions	Home Exhibitors Seminars For Exhibitors Upgrade Upgrade imprint	
	Exhibitor Hub Event website <b>g*</b>	
e: Setting up the eria "Custom Questions" re within the Emperia the Exhibitor Hub.	CUSTOM QUESTION(S) Add custom qualifying questions that you would like to ask your leads during lead capture using the Emperia app at the show. Add multi-choice options for each question. Receive these questions and the captured responses as part of your leads report post show. Form Preview	
	1. When would you like to be contacted ?       > 1 week	
	1 - 2 weeks     Other:	



You will be able to add unlimited custom guestions to the lead capture form so that you can collect all the information you need to create a quality lead capture.

To add questions, go to the Emperia Tile in the Exhibitor Hub. Under the "Custom" questions" section, create questions & provide all the answer options. These additions will reflect in the Emperia app for all company representatives once they download and start using the app.

Custom questions cannot be edited/deleted once the show starts, but new questions can be added.





#### Download your leads report

Above: Emperia page within the Exhibitor Hub, from where the lead report can be downloaded.

You can **download** a consolidated list of all the leads at any time, from the **Emperia Tile** in the Exhibitor Hub.

Test Date  Test Location	English ∽ My Plan Button Test
Home Exhibitors Seminars For Exhibitors Upgrade Upgrade	imprint
Exhibitor Hub Event website 🗗	
← Back	
EMPERIA	
DOWNLOAD LEAD REPORT Download your consolidated leads in the format of your choice	🛓 .xlsx
GETTING STARTED	
null is fast approaching. We want to make sure you're prepared for an important part of your experience- collecting leads with the Emperia Lead Retrieval Application. Using the app at the event is easy - simply scan the code on the visitor badge to capture your connection and record their contact details. Here's a simple "Exhibitors" double to Emperia" to get you started and answer some commonly asked questions about the Emperia lead scanning tool.	LOGIN DETAILS Use these credentials to login to the app. Share this access code with your colleagues from your company so they can capture leads on their own devices as well.
Available on app store and play store	Company access code 7QLF14MV
App Store	
di AppStore	

A link to the lead report is also provided in your Emperia "welcome email". You can also check your emails at the end of each day for a link to the lead report.

#### This consolidated report will only be accessible to the authorized point of contact or admin of your company.

#### After the show

You will be automatically logged out of the Emperia App, 20 days after the show's end date. The leads details on the app and leads report in the Exhibitor Hub will continue to be available anytime.



