airportshow

Lead Retrieval

Collect ± Download ± Follow Up

RX Middle East

Capture attendees' full contact information with the Emperia Lead Retrieval App. Use your mobile device to scan their badge & easily collect their contact info. No need to collect business cards!

Before The Show

1 Receive Login Credentials
via an email sent to the key exhibitor in April with the subject line: 'Your Company ID and Company Access Code for Emperia'.

2 Download the Emperia Lead Retrieval App

Download on the App Store

GET IT ON Google play

Emperia

3 Log In
using the full name + company access code from the exhibitor hub. Share credentials **with your booth staff***.

*Logins can be used across multiple devices.

Full name

Company access code

☐ I agree to the Emperia Lead Scanning EULA and the Reed Exhibitions Privacy Policy

LOG IN

During The Show

Welcome

Tap to scan badge

1 Tap to scan
the QR code on the attendee's badge.

2 Take Notes
about your new leads and enter optional information including any follow-up actions.

3 Download Lead Report
at anytime, using the direct link provided to your key exhibitor with your company code.

After The Show

1 Receive Post-Show Email
at the end of the show the post show report will be sent to the key exhibitor.

2 View, Sort & Download Leads
directly into your CRM.

3 Follow Up with your Leads
within a week to increase ROI and keep the conversation going.

Contact Your Customer Success Manager with any questions or if you need assistance!

Need Help? Contact Me!

Mai Ismail
Senior Manager
Business Connect Programme & Government Relations
mai.ismail@rxglobal.com

www.theairportshow.com

Organised by
RX Middle East

Frequently Asked Questions

Unlimited access to the Emperia app is now included in your booth package.
Below are some frequently asked questions to help you set up and use the app to capture leads.

Generic Information

What is Emperia?
Emperia is a simple mobile application to easily capture your lead's contact information during the show and helps to facilitate effective follow-up.

Where do I get help to set up Emperia?
We're here to help you get the most out of Emperia. Speak to your Customer Success Manager or send an email to emperia@rxglobal.com

Why have I not received the Emperia registration email?
Access to Emperia and all related registration information is sent to the authorized point of contact for your company.
If you are capturing leads on your company's behalf, speak with your point of contact to receive your Company ID and Company Access Code.

How many people can use the Emperia App at once?
As many as you need. The Company ID and Access Code provided can be used by multiple people across multiple devices.

Does Emperia work with poor internet connection? Does it work offline?
Yes. You must be online to download and log in to Emperia and for leads to synchronise. Scanning and editing can be done offline and will automatically synchronize when the network connectivity is restored.

Scanning Leads

Can I edit my scanned lead?
You can edit the notes and rating after you scanned your lead but notthe lead's personal information.

Why is my lead missing phone / email / other information?
The app only captures information the visitor provided when they registered.

Can I add more lead qualification questions?
No, not on this version.

Downloading Leads Report

How do I download my leads report?
You can download a consolidated list of all of the leads that have been scanned by your colleagues at any time using the direct link provided in your Emperia registration email.

Note, this consolidated report will only be accessible to the authorized point of contact for your company. Other app users from your company will only be able to see the leads they have scanned themselves from the exhibitor hub.

Do visitors receive any information from Emperia Lead Scanning tool?
The connection works both ways. Visitors receive, at the end of the show, an email with the list of exhibitors visited – this includes your company name, day and time of connection and name of the person they connected with.

Need Help?
Contact Me!

Mai Ismail
Senior Manager
Business Connect Programme & Government Relations
mai.ismail@rxglobal.com

Organised by

RX Middle East