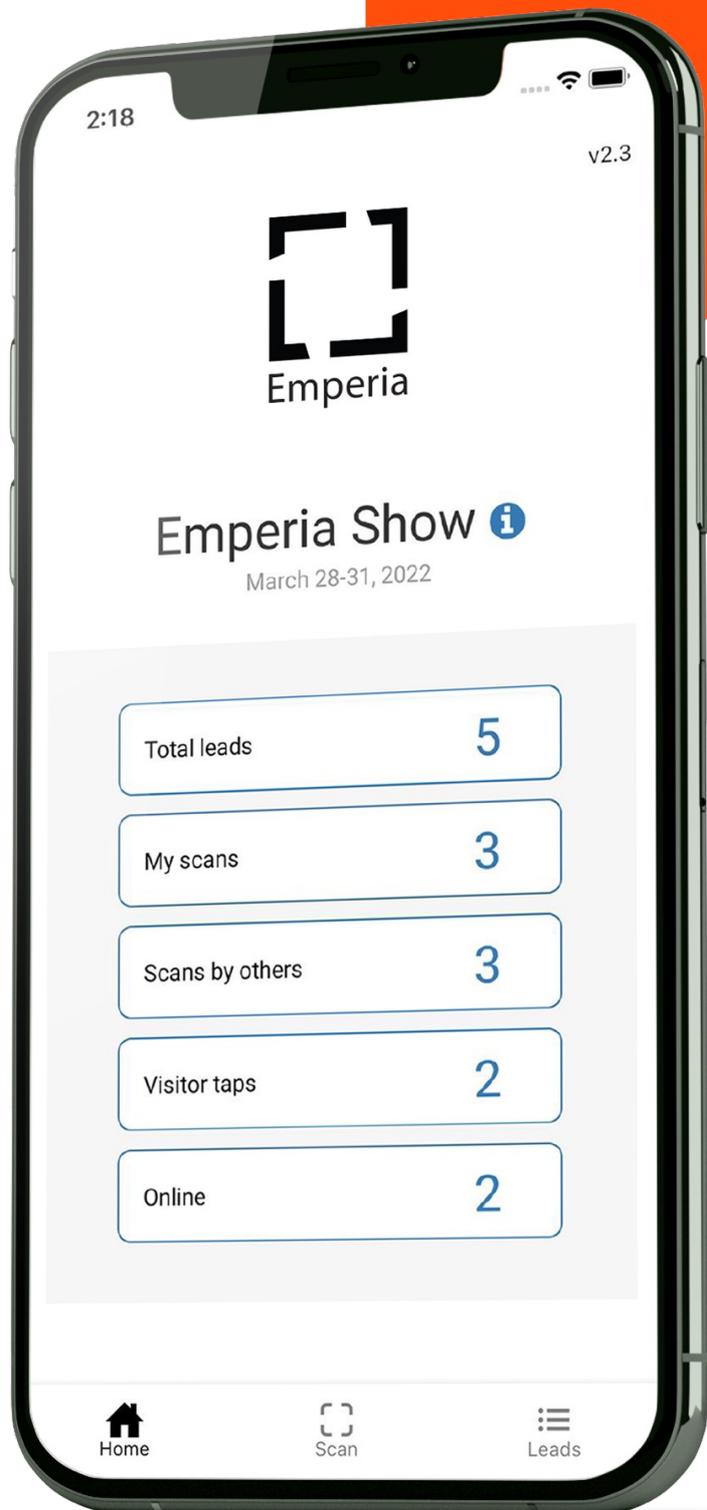


Your guide to Using Emperia

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



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Using the Emperia app

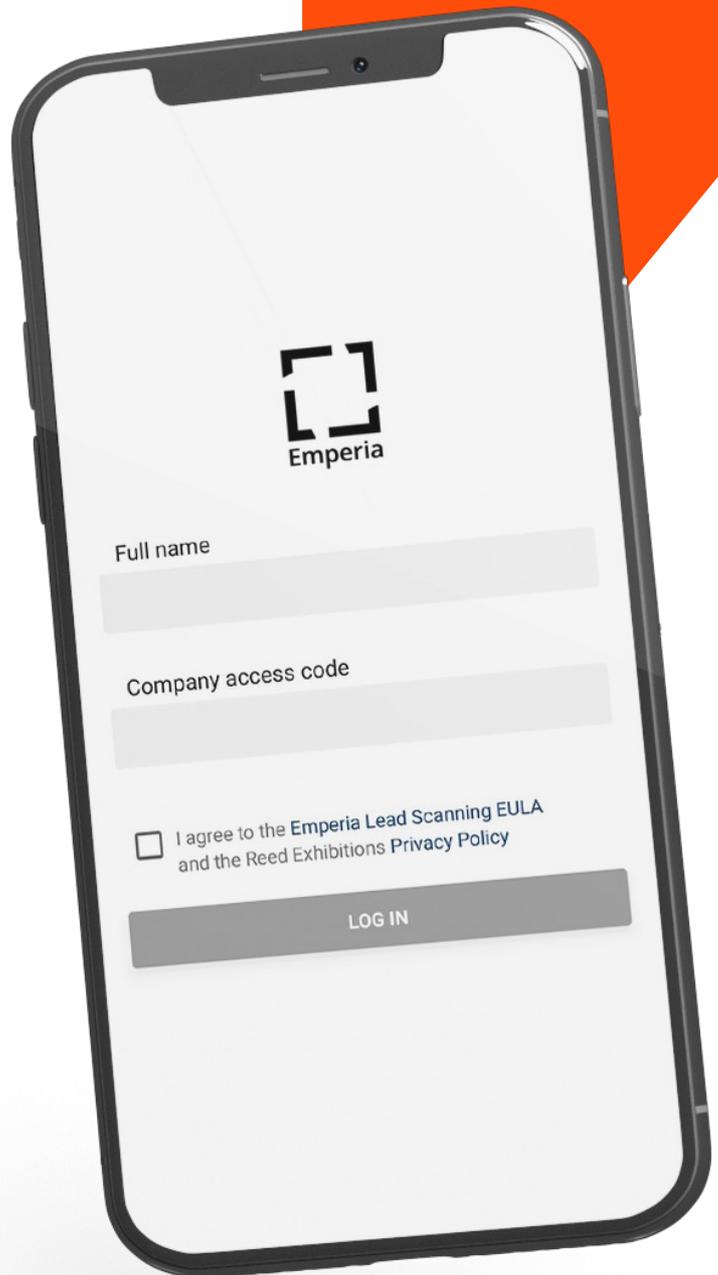
Get Started: Login to Emperia

- 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 auto-focus camera.

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



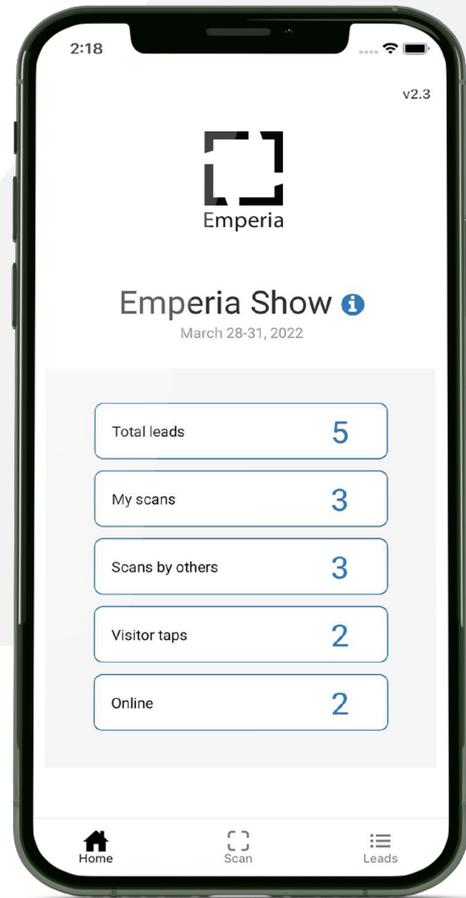
If you can't find the email, check your inbox and junk/spam folder for an email from your show team. **If you can't find your Company access code,** contact your Sales Rep or visit Exhibitor Services on site.

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.

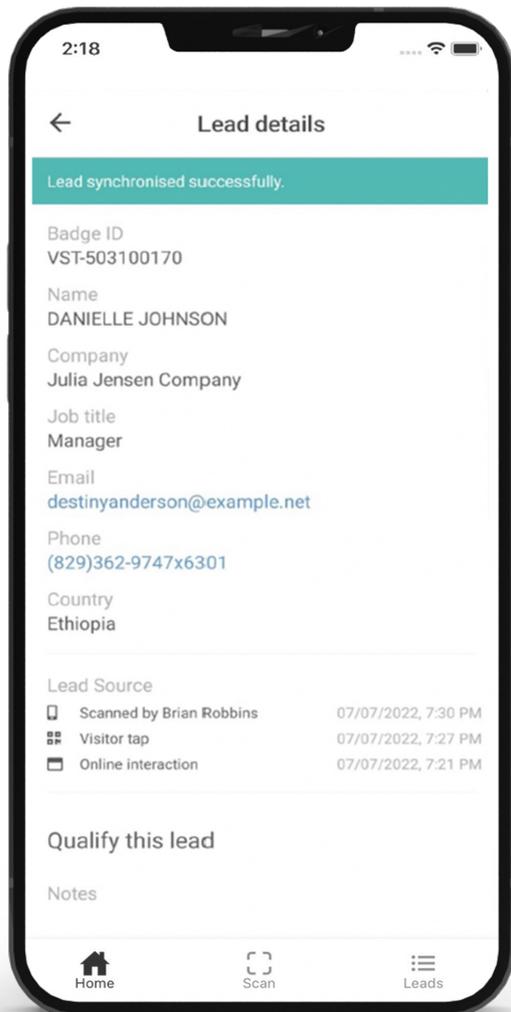
You are now ready to scan

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!



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 app, 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

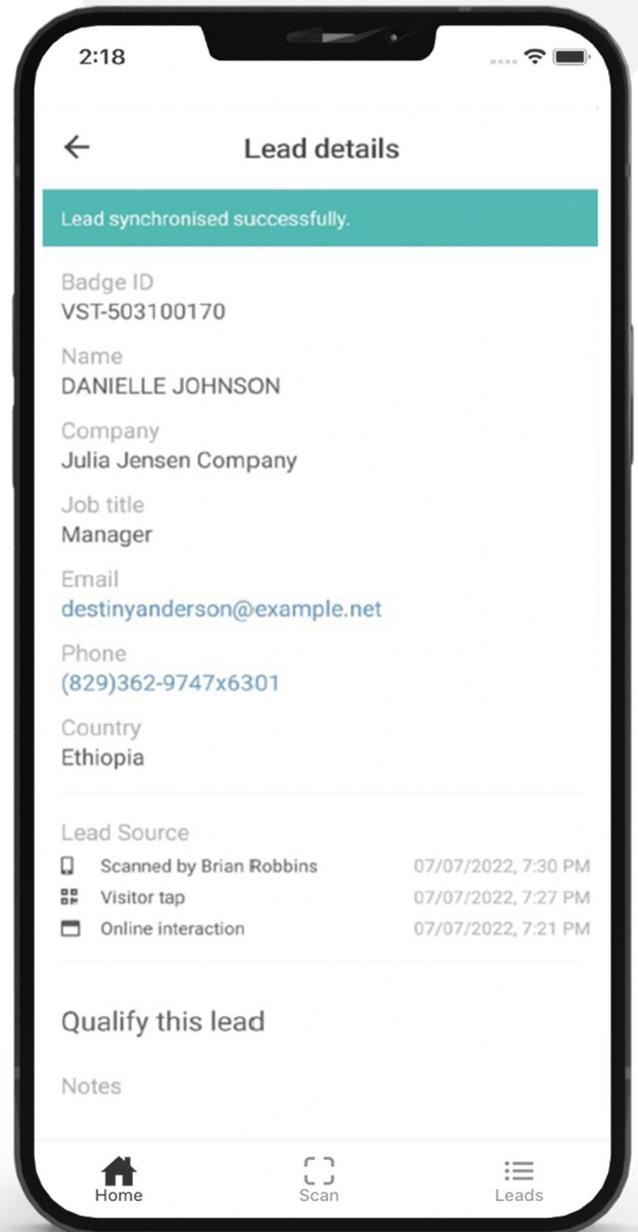
Select the **"Leads" icon** from the menu.

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**



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.

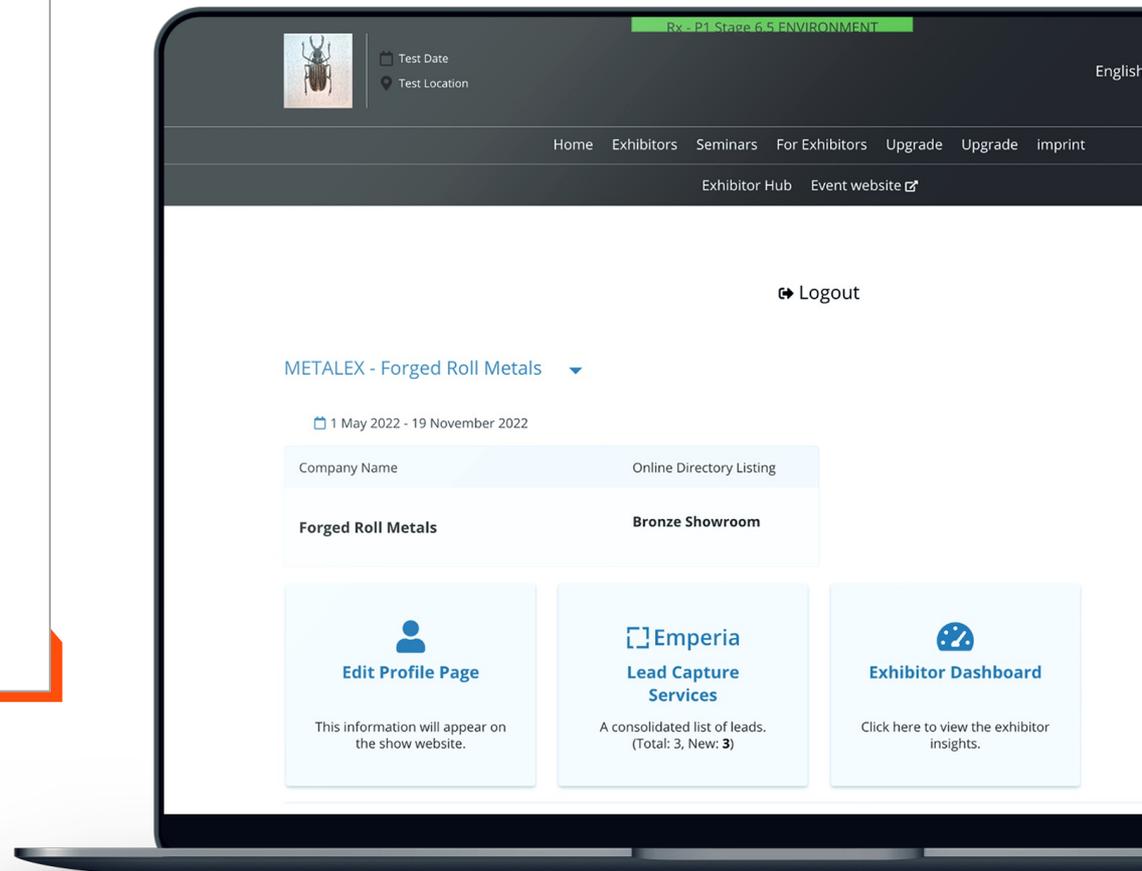
Introduction to Exhibitor Hub

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.

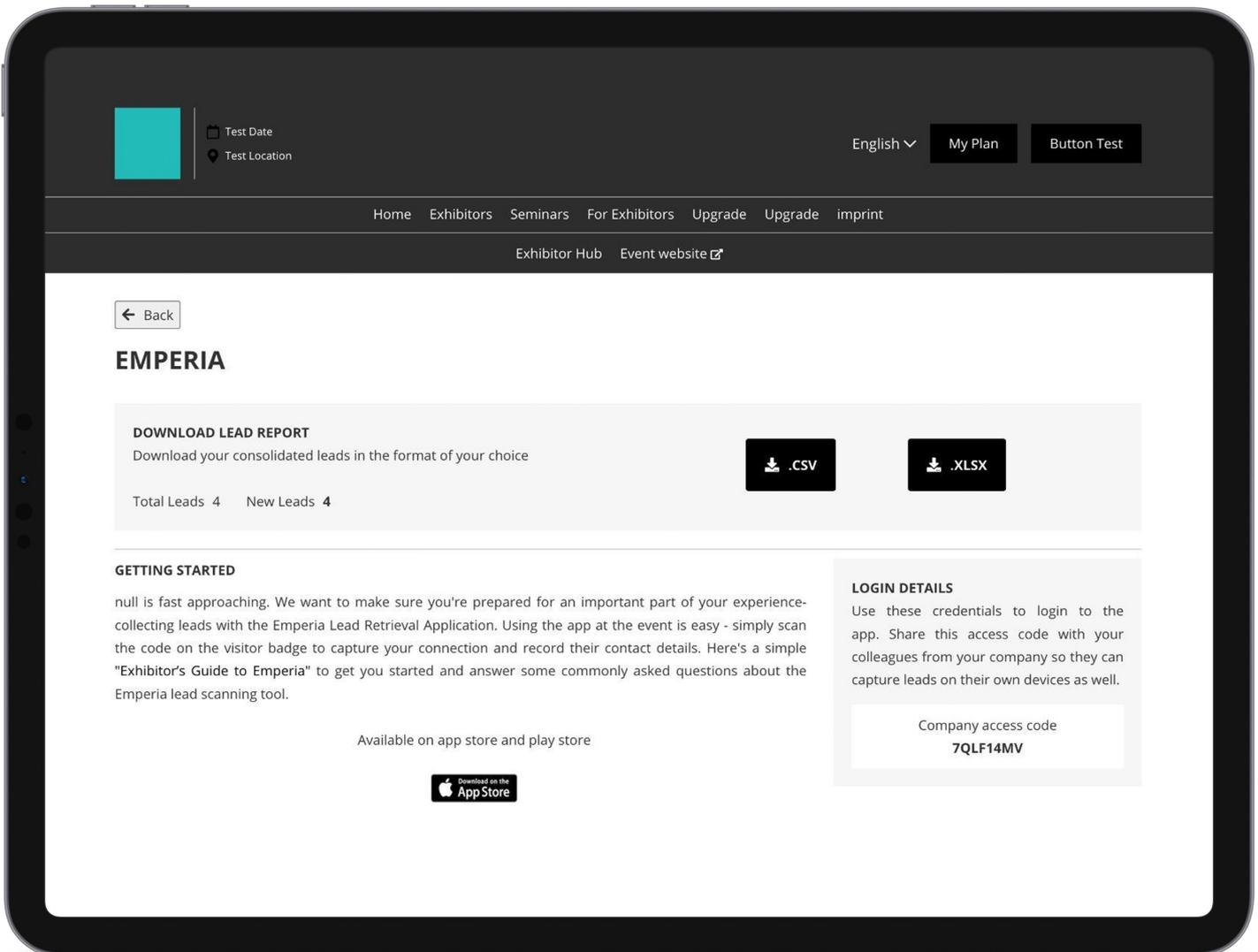


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Company access code

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.



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



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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 consolidated email at the end of the show.

Adding documents: The documents can be uploaded through the **“Exhibitor Profile”** tile in the Exhibitor Hub.

Upload Documents

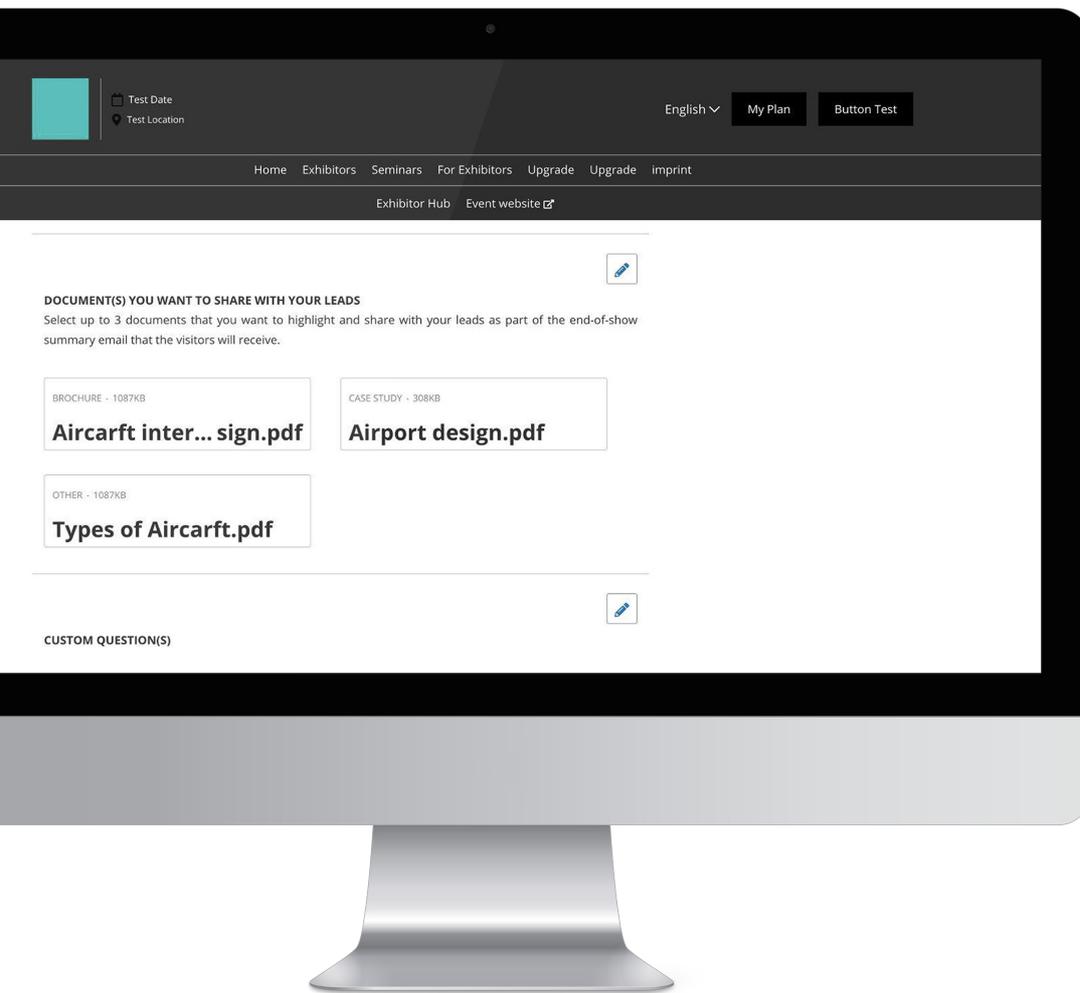
Select a category (Brochure, Case Study, White Paper, Press Release or Other) and upload the PDF file.

①

②

Maximum size 5MB per file.

Above: “Upload documents” feature within the Exhibitor profile tile in the Exhibitor Hub.



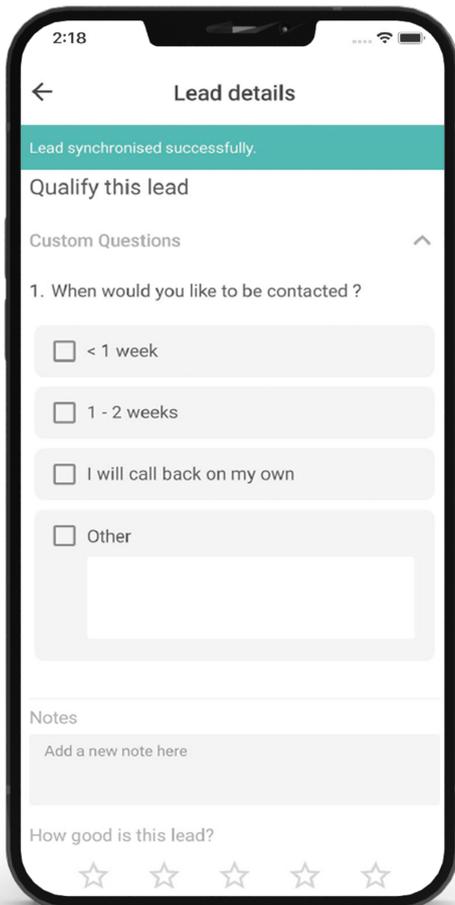
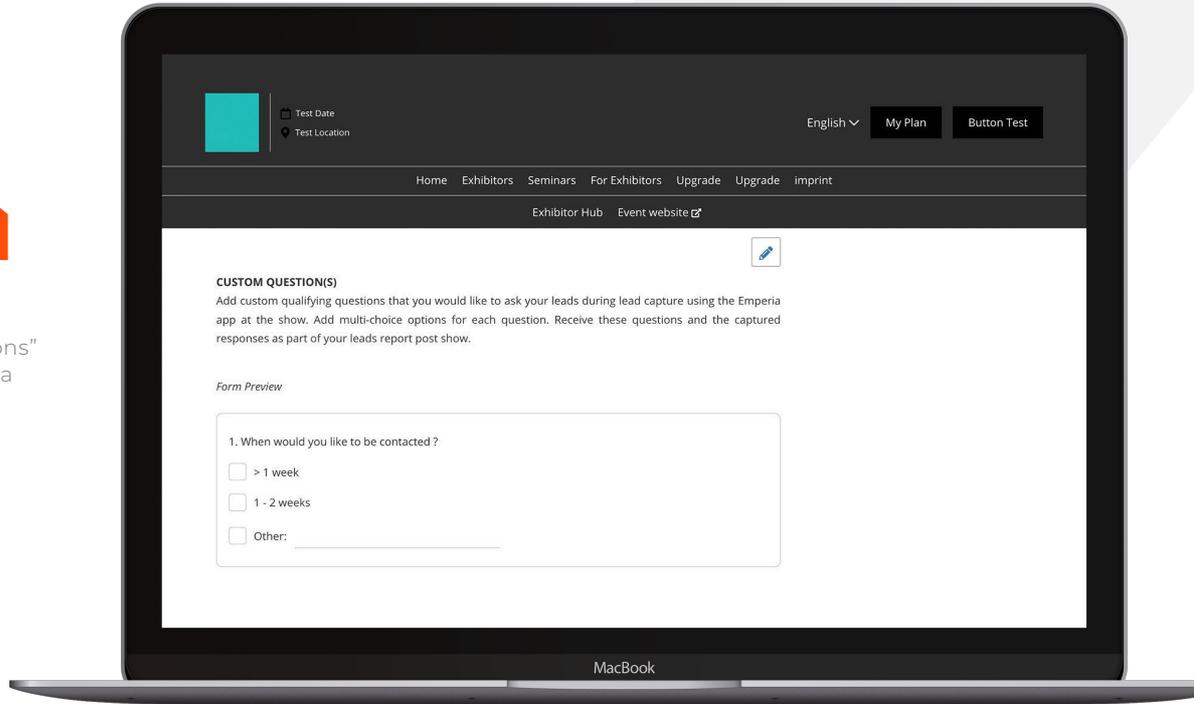
Selecting the

documents: The documents to be shared with your leads and be selected in the **“Emperia”** tile in the Exhibitor Hub.

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

Customer questions

Above: Setting up the Emperia "Custom Questions" feature within the Emperia tile in the Exhibitor Hub.



You will be able to add unlimited custom questions 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.



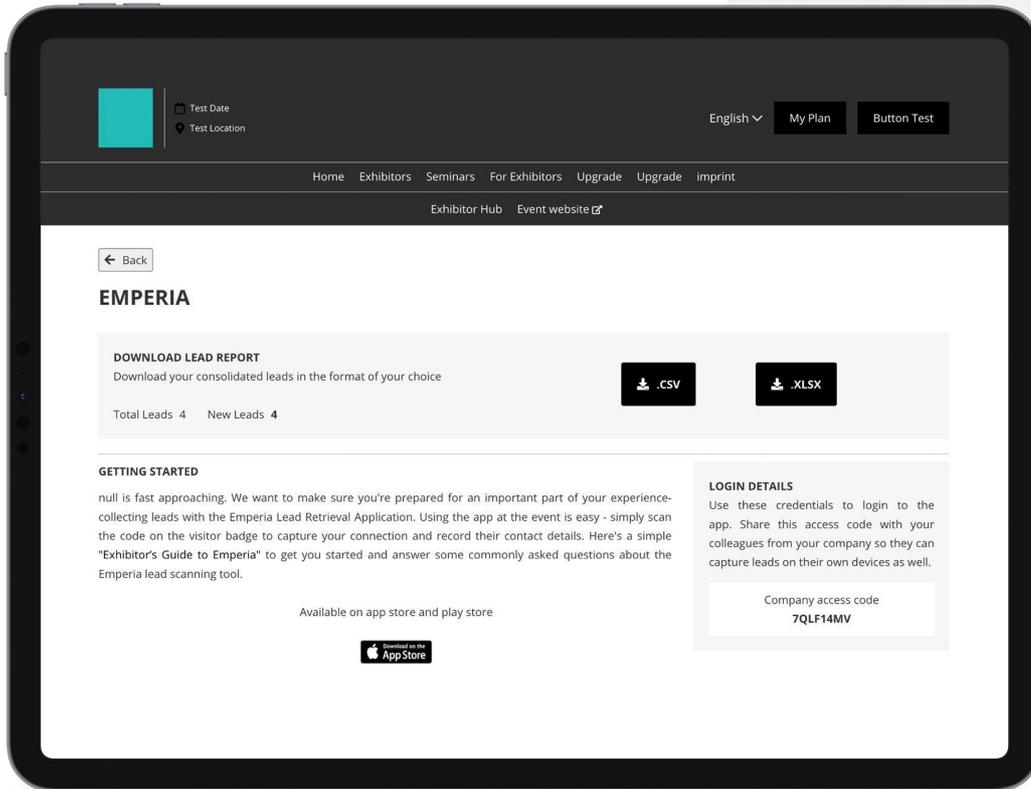
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Download your leads report

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.



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.