Lead Retrieval

(User Guide)

INNOVATION AREA

ITALIAN EXHIBITION GROUP
Providing the future

USER GUIDE - LEAD RETRIEVAL

Collect and multiply your contacts ***quickly and easily with the App****: scan buyers' and visitors' badges during the exhibition days directly from your smartphone with just one click!*

Download the Application

Download the official event app directly from the App Store/Play Store: it's lightweight, fast, and ready to use on your smartphone right away.

Login / Registration

Log in easily with your email: no complex setup, only what you need to get started right away.

**Each Team Member must have a personal account to scan leads.*

Badge Scanning

Turn every visit to your booth into a qualified contact with just one tap.

Engage with Your Contacts

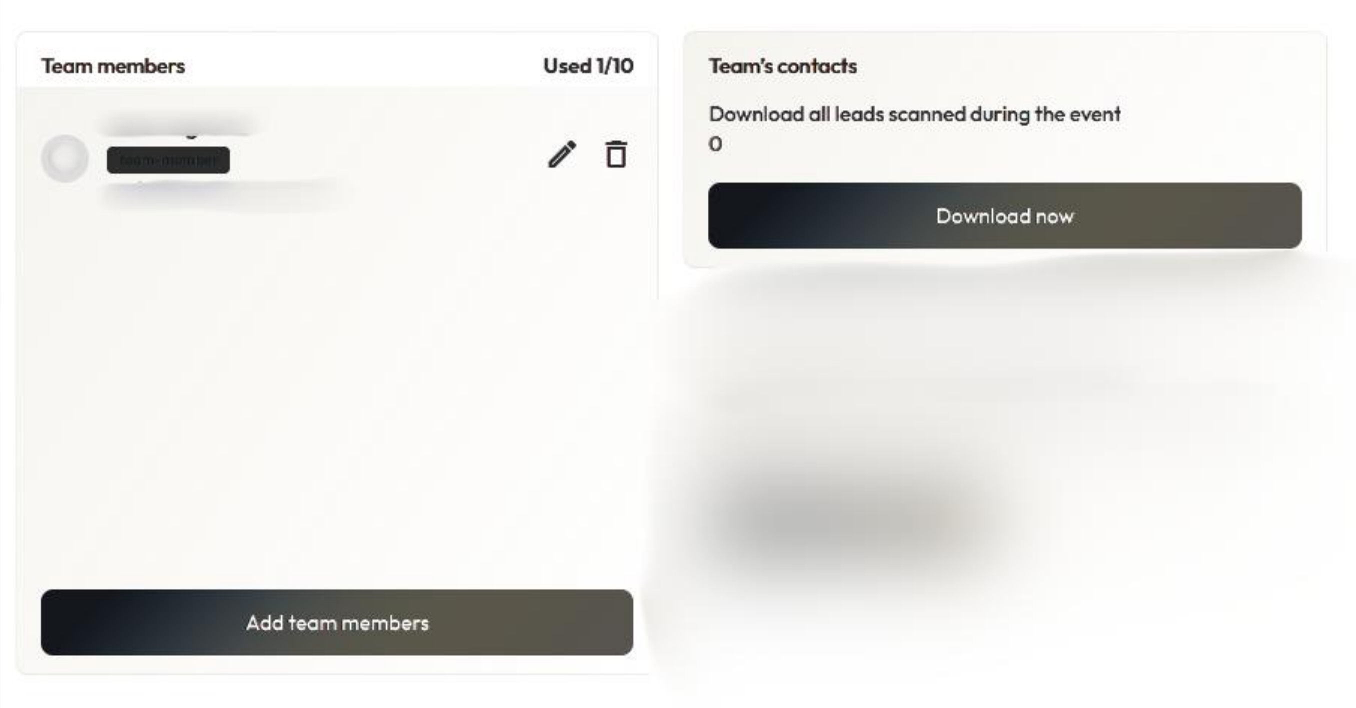
Manage your leads directly from the app: add notes, set priorities, and export them in CSV format for follow-up.

STEP 0: Assign Licenses to Your Team Member

Add Team Member within your digital team:

- Log in to the reserved area with your exhibitor credentials*;
- Go to the “Lead Retrieval” section in the left menu;
- Click “Manage Team Members”;
- Select “Add Team Member” and enter the required details.

An email will be sent with all the necessary instructions to log in.



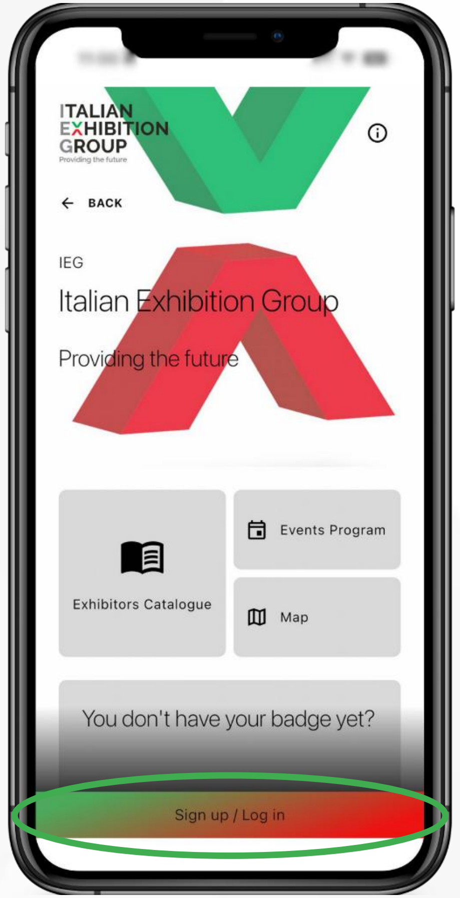
Adding Team Members in the reserved exhibitor area is the responsibility of the main contact or previously authorized collaborators.

STEP 1: Log in to the App

Log in using your exhibitor credentials*.

*Credentials are personal and the same as those used for the reserved area.

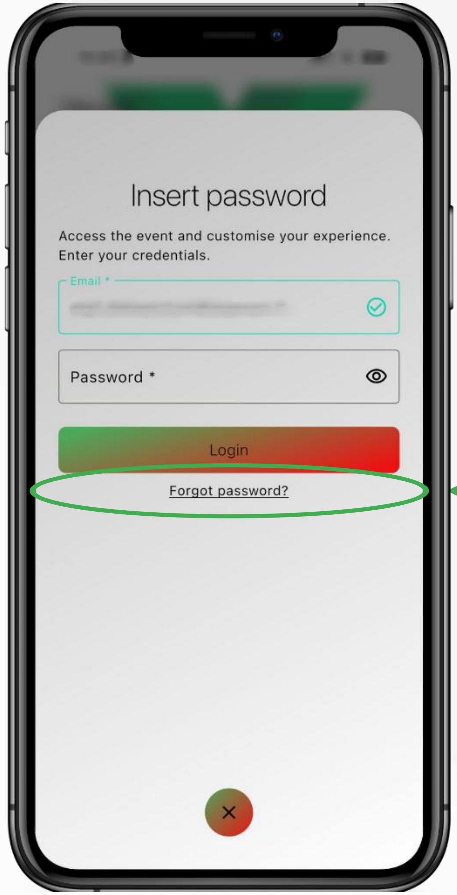
Open the app and tap the “Sign up/Log in” button at the bottom of the home screen.



Forgot your password?

No problem: click “Forgot Password” and follow the instructions.

You’ll receive an email within seconds to set a new password and log in immediately.

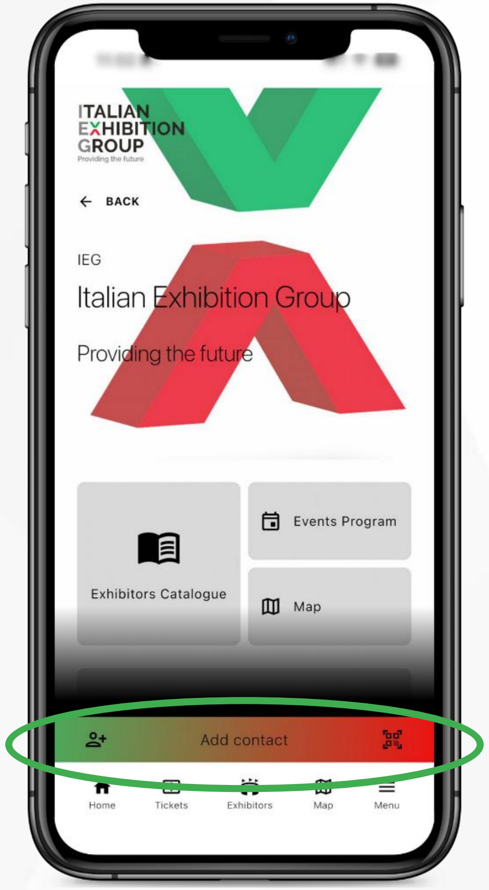


Each member of your digital team must log in with their personal Username and Password.

STEP 2: Use the Lead Retrieval

Tap the “Add Contact” bar at the bottom of the main screen.*

*Only users whose email addresses are registered as part of the digital team will see the Lead Retrieval active.



Scan the QR code badge. It may appear:

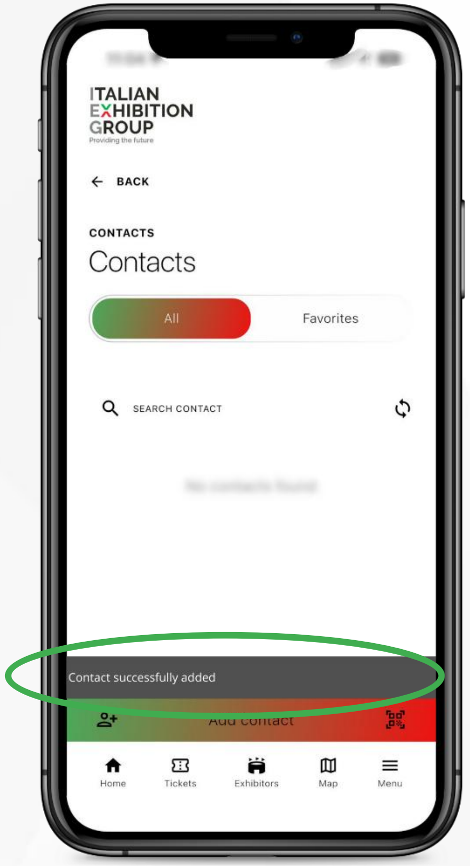
- On the printed badge.
- Inside the Event App.

Prefer to enter the contact manually? Tap the button at the top to add details as you wish.

STEP 3: Scan Confirmation Messages

After scanning a badge, the app will display a confirmation message:

Contact successfully added: the lead has been correctly registered. You can immediately view the data within the app / Personal Area.

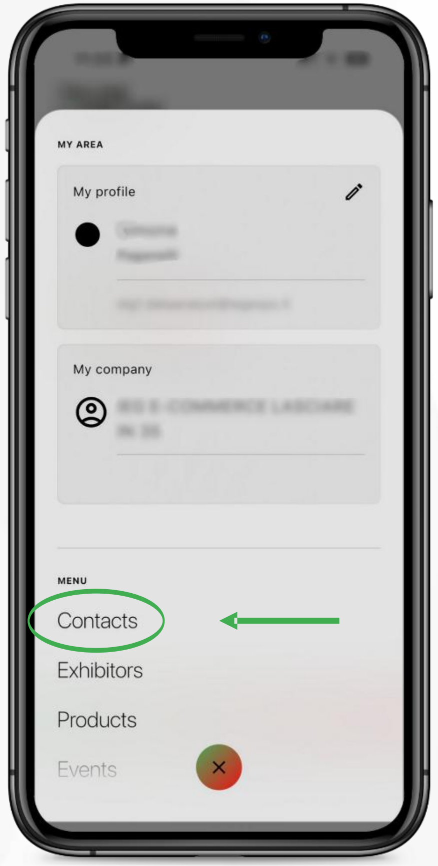


Contact already scanned: this lead has already been scanned and is already in your contacts list.

STEP 4: View the contact list

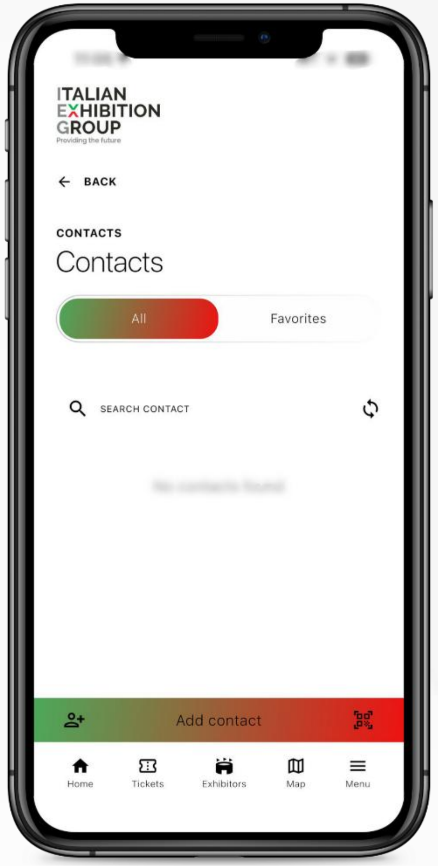
- To review the contacts collected, go to “Contacts”. You’ll find this section in the bottom-right menu (tap the icon with the three lines).

- Within your exhibitor area, you can download all collected contacts in .csv format.



- Your contact list will display all saved leads, sorted by scan order.

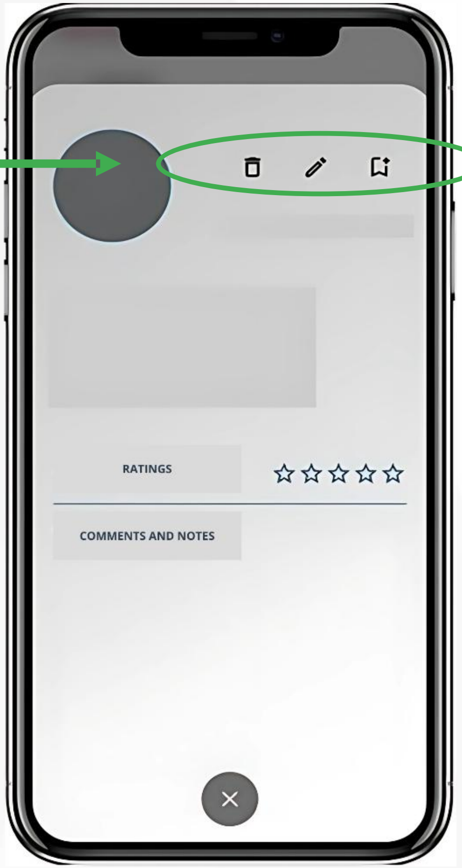
- A dedicated section is available for favorite contacts, making them easier to find.



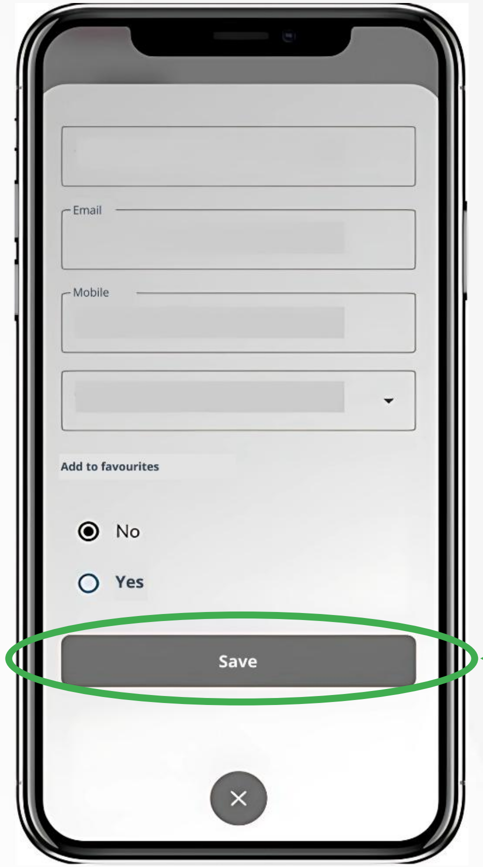
STEP 5: Manage your contacts

By tapping a contact, you'll open their profile card, where you can:

- ➢ Edit lead details and add personalized notes;
- ➢ Assign a rating to classify the lead;
- ➢ Save the contact as a favorite for quicker access.



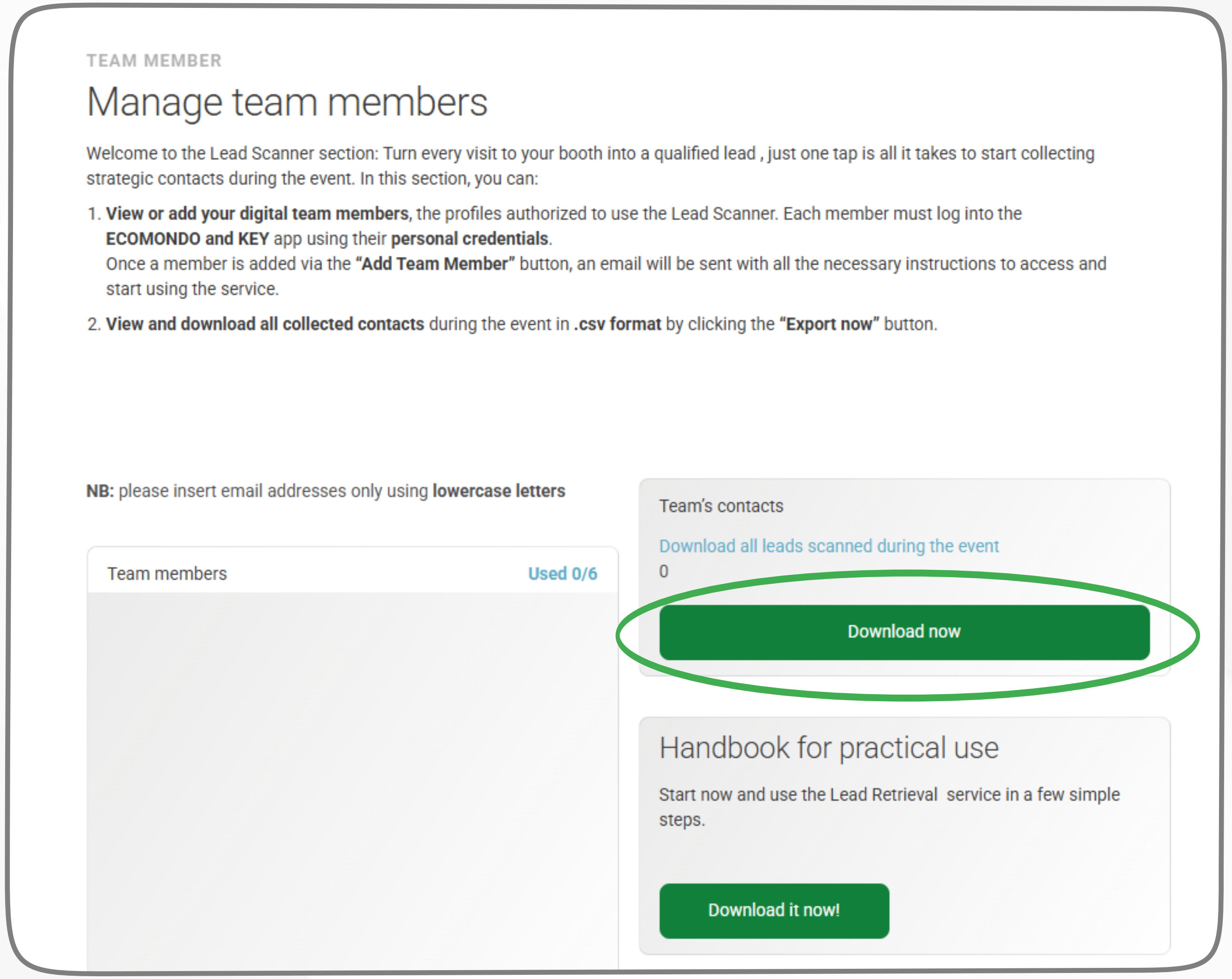
Remember to save at the bottom of the page to keep any changes.



STEP 6: Download the scanned contacts' file

To download the CSV file with scanned contacts:

- Log in to the reserved area;
- Go to the « Lead Retrieval » section;
- Click on « Manage team members »;
- Go to the « Team's Contacts » section;
- Download your list by clicking on «Download Now ».



LEAD RETRIEVAL - Data Processing

- The exhibiting company undertakes to comply with the current regulations on personal data protection;
- The exhibitor acts as an independent Data Controller under GDPR, processing the data of stakeholders/visitors in full autonomy;
- The exhibitor is responsible for fulfilling all obligations, including providing its own privacy notice to each data subject;
- IEG, as the organizer, is not liable for any non-compliant use of data by the exhibitor.

LEAD RETRIEVAL FAQ - Frequently Asked Questions

How do I add a Team Member to the company profile?

- Log in to the reserved area;
- Go to the "Lead Retrieval" section in the left menu;
- Click "Manage Team Members";
- Click "Add Team Member" and enter the required details;

An email will be sent to the address entered:

- If the user is already registered in the reserved area, they just need to download the app and log in with their personal credentials;
- If it's a new user, they must complete the registration via the email link and choose a password.

How can I have more Team Member than initially included?

- Directly through the e-commerce section of your reserved area, you can purchase additional licenses beyond those included in your profile;
- Licenses can be purchased individually or in packages, within the section dedicated to marketing services;
- Each additional license allows you to enable a new Team Member profile;
- For optimal use, we recommend that each Team Member has their own personal credentials.

LEAD RETRIEVAL FAQ - Frequently Asked Questions

What if I don't see the "Add Contact" bar to use the Lead Retrieval?

- Make sure you are logged in to the App with your personal credentials;
- Make sure your email address has been correctly added among the digital Team Members (this is managed by the sales contact or previously authorized collaborators);
- If you still don't see it, write to iegdigitalsupport@iegexpo.it including the credentials of the digital Team Member and the sales contact (name, surname, and email), and briefly explain the issue.

Is there a Wi-Fi service available on site for exhibitors?

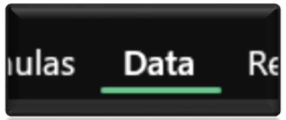
- Yes, a dedicated Wi-Fi service is available for exhibitors and is free of charge;
- Log in to your reserved area and, in the lower-left corner, click the three horizontal lines of the Wi-Fi icon to access all the information required to connect to the network;
- We recommend using this Wi-Fi connection to make the most of the Lead Retrieval service, ensuring faster and more efficient scanning.

LEAD RETRIEVAL FAQ - Frequently Asked Questions

How to display scanned contacts in an orderly way in Excel?

Once the file has been exported:

1. Open it and select the ‘Data’ section from the top menu.
2. Within the Data section, select “From Text/CSV”.
3. In the dialog box, select the CSV file you have just downloaded.
4. Click on Import.
5. In the new dialog box, click on Load.
6. The file will be displayed as a table divided into columns.



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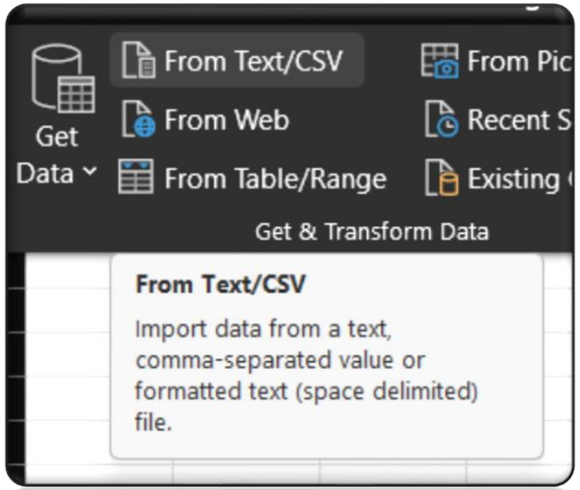

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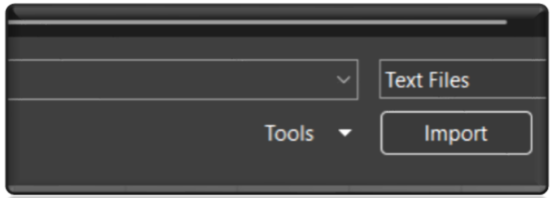

4.

5.

Thank you!

IEG Digital Support Team

iegdigitalsupport@iegexpo.it

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