

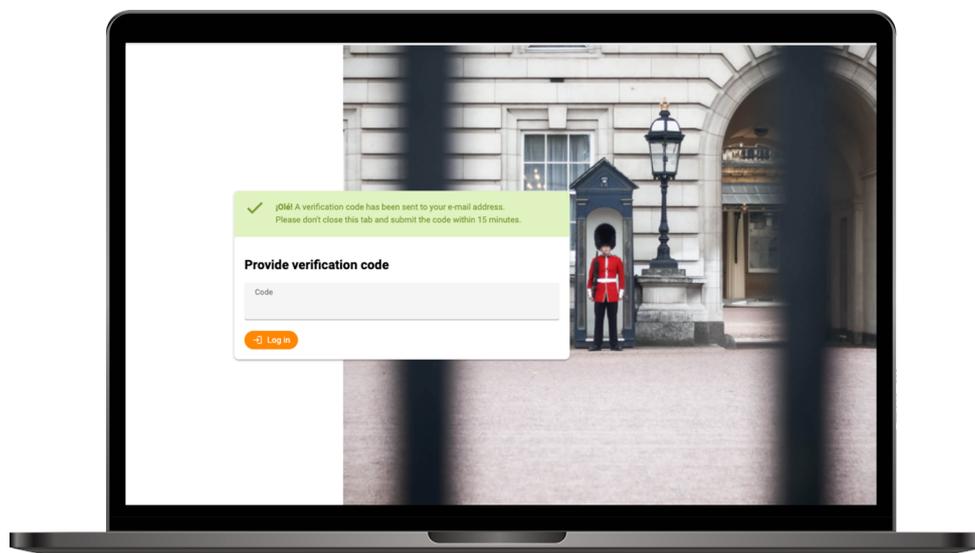


INTERCAMBIO LEADSCAN PORTAL

Quick start manual for exhibitors

Your quick start manual for Intercambio Leadscan

As an exhibitor, you are part of a trade fair that uses Intercambio Leadscan. With this app, your stand personnel can quickly gather leads during the event, by simply using their own smartphone.



STEP 1

Login to the platform

You will receive an e-mail containing your own secure login link for your account as an exhibitor. This account does not give you access to the scan-app, but to the Intercambio control portal. Make sure you do not lose this e-mail and, after logging in, save the link to the platform in your bookmarks. If you have to log in to the platform again (for example on another device), you need your personal link from the email.

After clicking the link, the portal will send a verification code to your email address. Use this code to complete the login process.

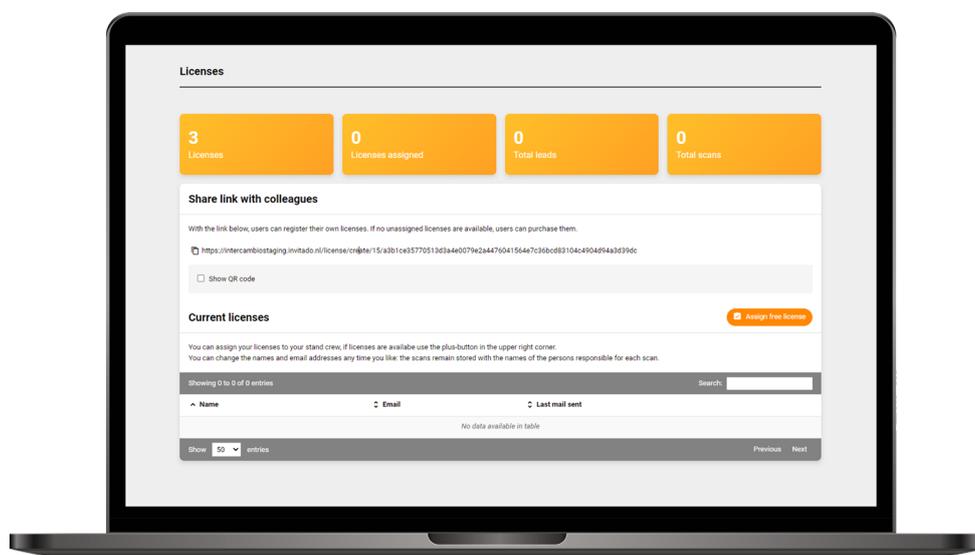
i Take note: Your account stays logged in for a maximum of 5 days. If you logged out after this period or if you want to log in using a different computer, you will need the login link in the introduction e-mail. You can then follow the steps mentioned above to login again.

STEP 2

Assign licenses

After logging in, you can assign scan accounts for the app to your staff by clicking the menu item *Licenses*. If included in your fair package, we have already created one scan account for you. You can change or remove this if needed. The name and e-mail address connected to a scan account can be changed without limitation during the event. The leads scanned with that account will remain. To create a scan-account, use the following steps:

1. A new license can be assigned via the orange button **Assign free license** on the top right of the overview. Provide the name and the e-mail address of the user, indicate whether the user is allowed to download leads and click **Save**.



2. Next, you will see a direct login link for each user, as well as a QR-code that can be scanned to log in to the app.
3. You can email the login details to the app user with the *Mail login link* button. Of course, the crew member needs to download the Intercambio LeadsScan app before logging in is possible.

By sharing the link at the top of the screen, licenses can also be assigned by colleagues.

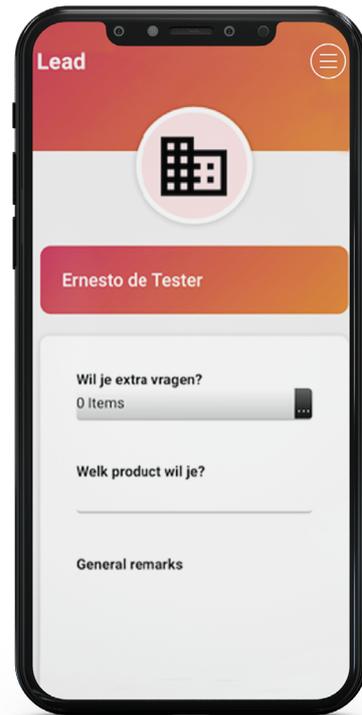
i Take note: The trade fair organization has provided you with an account for using the control portal. Licenses are not always included. Through the portal, you can buy extra licenses, and pay for them directly through iDeal. After your payment is complete, you will receive an invoice by e-mail. You will be able to use the new license immediately.

STEP 3

Create sales questions

By clicking Questions in the control portal menu, you are able to configure your own questions in the app. When a lead is scanned, these questions will be shown, so your stand crew can answer them. If you don't figure any questions, there will always be an open text field to add comments or remarks to your lead.

1. Click the symbol  at the top right of the overview to add a new question.
2. Provide a recognizable name for the question (so that you have a clear overview for yourself).
3. Select the question type you would like to use:
 - a. Text input (open text field, 1 line).
 - b. Text area (open text field, longer text).
 - c. Select (drop down menu that allows to select one option for a list. Should your crew be able to select multiple options? (Tick the *Enable multiple select* checkbox).
 - d. Single checkbox (short text with a checkbox that can be ticked if applicable).
 - e. Checkbox list (a list of options where multiple option checkboxes can be ticked).
 - f. Radio list (a list of options where only one option can be ticked).
4. Provide the question, as you would like it to appear in the scan app.
5. Depending on the selected question type, you can provide one or more answering options.
6. Click *Save* to save the question. It will be available in the scan app immediately.



STEP 4

Collecting leads

Now the previously created app users can start scanning QR codes on the badges of the trade fair visitors. To do this, they need to download the app and log in. The app can be tested by scanning the QR code on <https://intercambio.invitado.nl>. Read more in the [quick start for stand crew](#).

STEP 5

View and download leads

In the control portal, you will find the leads scanned by your crew under the menu item *Leads*. You can view the available scan info per lead, including the answers to your configured questions. One lead can be scanned by more than one crew member, so it is possible a lead contains more than one scan.

Download your scans via the symbol at the top right  of the overview. In this download you will find the current contact details of the leads and the additional information that was added during the scan. Records are not unique: if guests have been scanned more than once, they will appear equally often in this document.



More information is available in our FAQ!

Check www.invitado.nl/en/faq-and-service and scroll to Intercambio Leads can for exhibitors.

If you still have questions, please contact the trade fair organization!

 **INVITADO**