

# Exhibitor Staff Registration & Lead Retrieval Setup

Medic East Africa   
By Informa Markets

Co-located with:

Medlab East Africa   
By Informa Markets

# Staff Registration

for Medic East Africa and Medlab East Africa 2023

# Accessing the staff registration from Customer Centre

**Step 1:** Login to Customer Centre. Exhibiting company's main point of contact will receive an email from GE Informa-No-Reply <do\_not\_reply.geinforma@informa.com> to access the event's Customer Centre.

**Step 2:** Click on Exhibitor Badges from the navigation panel

**Step 3:** Scroll down, and click on Navigate to GES/Visit to manage badges button

You have now entered the Visit Connect Portal to initiate your staff registration.

The screenshot shows the 'Customer Center' page for Medic East Africa 2023. The navigation menu includes 'Exhibitor Forms', 'Exhibitor Manuals', 'Exhibitor Badges' (highlighted with a green box), 'Stand Contractor Details', 'International Freight', and 'MarketMkr Lite'. A green arrow points from the 'Exhibitor Badges' menu item to a button at the bottom of the page that says 'Navigate to GES/Visit to manage badges' with an external link icon.

At the top right, there is a green bar with the text 'Welcome, GE Test Account-North America My Account'.

The main content area includes a 'Stand Summary' box with the following details:

Stand No: # Test booth	map it
Exhibitor:	GE Test Account-North America
Stand Size:	3m x 3m
Stand Type:	Space Only

Below the stand summary, there is a section titled 'If you wish to contact one of our team, see below:' with contact information for the Medic East Africa Customer Service Team (E: meacs@informa.com).

At the bottom of the page, there is a list of registration policies for 2023:

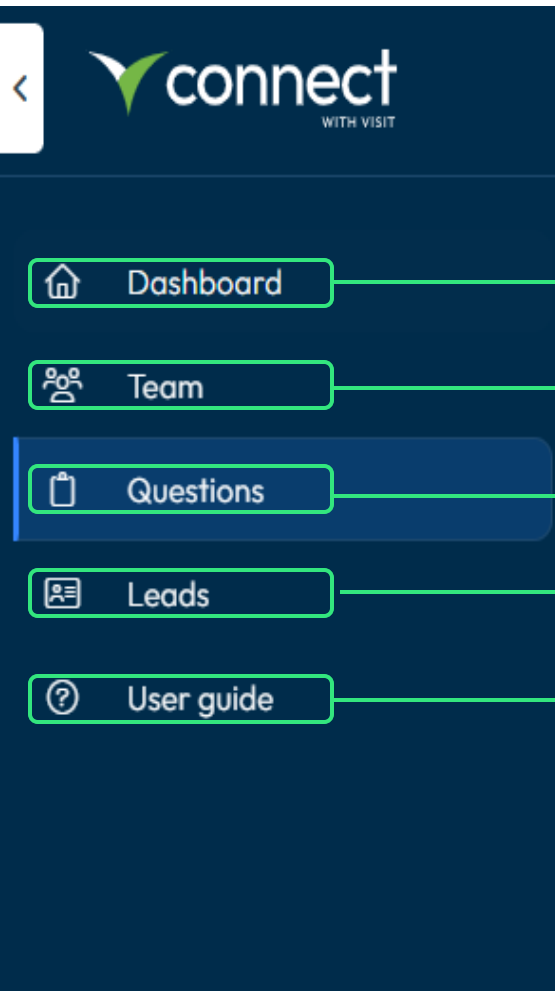
1. This year all exhibitors have to go through a 2-step policy
2. Register with your contact information on the first step
3. The registered person will receive another link to fill out all the demographic questions
4. Begin your exhibitor journey

Below the policies, there is a section for 'Safety and Protocol Instructions:' with four numbered points:

1. Anyone, including temporary staff, that will be manning your stand at Medic East Africa 2023 will require a digital exhibitor badge; the same digital exhibitor badge will be required from the build-up days of the event, show days and dismantling.
2. Please enter individual e-mail addresses for your stand staff to receive the QR code through their email.
3. We advise against using generic emails like info@, sales@ etc., and recommend using individual staff company email addresses instead.
4. Please check any vulnerability group restrictions prior to assigning staff to attend the event.

Finally, there is a note: 'Kindly note, that ALL registrations need to take place online and there will be no onsite registration.' and a link to submit badge details for Medic East Africa 2023.

# Navigation Panel



**Dashboard** – acting as the home screen of the platform, the dashboard shows you the top actions you can take as a user.

**Team** – You can control invite colleagues to complete their registration and receive exhibitor badges

**Questions** – Add questions to qualify and prioritise your leads onsite

**Leads** – View, filter and export leads collected by your team members

**User guide** – Overview of Visit Connect workflow, from initial setup to reporting after the event



### Step 3: Complete the short form for team members that need an exhibitor badge

- i. Enter the details of the team member you wish to register, choose their permissions and click Save.
- ii. Accept terms and conditions on behalf of your team member and click Next to complete the nomination.

**Note:** The invited team member will receive the next steps on their registered email ID. It is **compulsory** for them to complete those steps to secure their digital badge.

3  
[i]

## Staff

### Permissions

- Admin permissions
- Allow capture leads
- Show all leads
- Allow export leads

Cancel
Save

3  
[ii]

## Finish registration

I have read and accept the [Attendee Terms & Conditions](#) on behalf of the exhibitor stand staff I am adding to my company's stand staff list.

By continuing, you accept that Medic East Africa and Medlab East Africa 2023 may contact the exhibiting stand staff with updates, relevant promotions, and information about future events. They can opt out of hearing from us at any time by clicking the unsubscribe link in our emails or contacting us. To understand how we use data, please see our [Privacy Policy](#).

**Badge Policy \***

I acknowledge and accept the Badge Scanning Policy on behalf of the exhibitor stand staff I am adding to my company's stand staff list.

I understand that by choosing to allow their badge to be scanned by a visitor, exhibitor, or sponsor, they are providing the visitor, exhibitor, or sponsor with their personal information and in doing so consent to the visitor, exhibitor or sponsor contacting them in the future about their products or services. I understand that they can opt-out of this contact at any time by contacting the visitor, exhibitor, or sponsor. Badges cannot be read remotely and must be scanned before any details are shared with exhibitors and sponsors.

I understand that their badge may be scanned on entry/exit to Medic East Africa and Medlab East Africa 2023 and used in relation to event safety/security and that the event organiser may use this information in aggregate form to analyse/improve the visitor experience. Scanning at entry/exit is not associated with 3rd party marketing consent choices that I may make. I understand and agree that the organiser may transfer their personal data outside of the European Economic Area in administering the badge scanning process and when passing information to visitors, exhibitors, and sponsors.

By proceeding to the next page your contact details and other data supplied by you at this point will be retained by our registration system. Should your registration be stopped or interrupted you may receive an email from the system within 24

Close
Next

# Accessing your badge

at Medic East Africa and Medlab East Africa 2023

# Accessing your badge

In line with our sustainability initiatives and to make the most out of the lead generation functionality of the app, we strongly recommend you access your digital badge on your mobile device. There will be multiple ways that you can access your exhibitor badge:

Included in the confirmation email received immediately upon completion of the registration

Registration  
Confirmation Email



Resent in pre-show email a week before the show

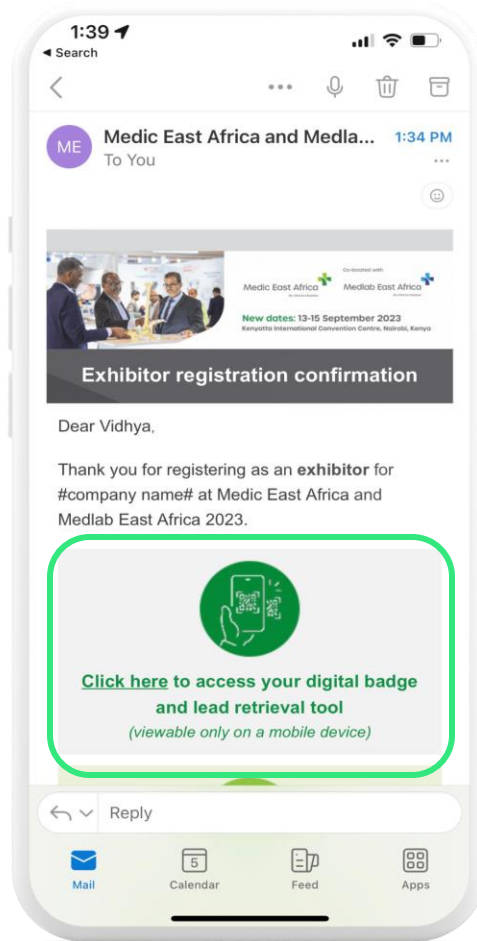
Pre-show  
Reminder Email



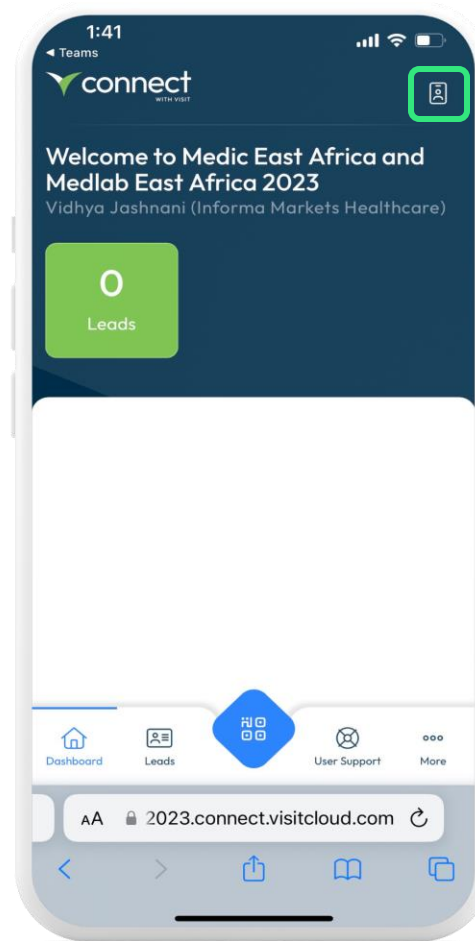
*Printed badges: If for some reason you are not able to use your digital badge and require a printed badge, then you can use the print at home badge included in your confirmation email to come prepared for the show.*



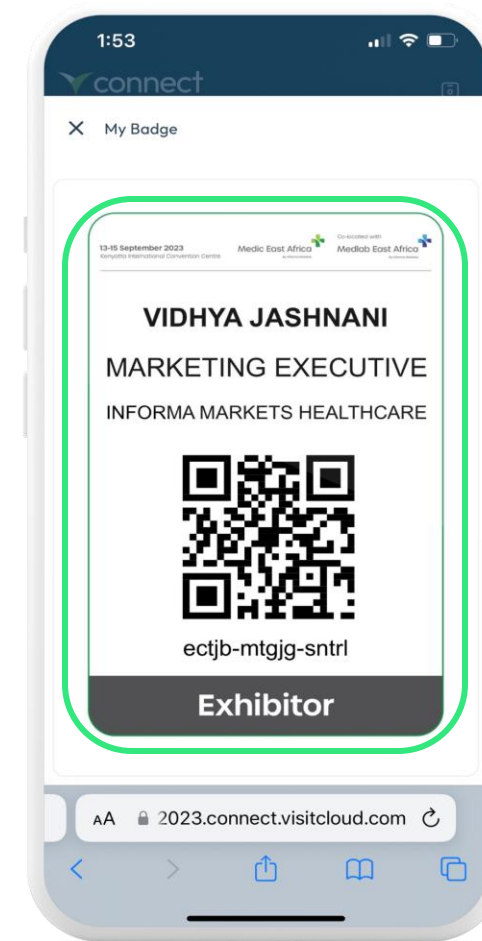
# Accessing your badge



**Step 1:** Click on the badge link in your registration confirmation email



**Step 2:** Click on the badge icon on the top right corner



Your digital badge is now open

# Optimise your Lead Retrieval Process

at Medic East Africa and Medlab East Africa 2023

# What are the benefits?



**Say goodbye to binders:** Reduce admin time as everything is digitalised. No paperwork means you can focus on the conversation with your potential new partners and clients.



**Don't miss a connection again:** Your entire show team onsite can download the app and scan attendee badges during the event



**Personalise your lead qualification:** Create qualifying questions that work for your company\*. Once your team members scan a badge, they can use them to assess the potential of their new lead.



**Get business done faster:** Download your leads in two, or several spreadsheets, and share them with your sales team before you've even left the venue.



**Be more sustainable:** Ditch paper and start using the app to generate less waste.

*\*The ability to configure customisable questions is available only to the company's main point of contact. Refer this guide to learn more on how to configure lead retrieval questions.*

# Configuring & Managing On-site Lead Retrieval

at Medic East Africa and Medlab East Africa 2023

# What are lead retrieval questions?

A lead is a person who represents a sales opportunity for your company. As an exhibitor, you can add questions for your leads to answer, such as:

- What is your buying cycle?
- What is your preferred method of contact?
- When are you looking to place an order?
- What is your purchasing authority?
- Who is your current supplier for...?
- Are you looking for a particular type of product?
- What products are you interested in?
- What is your total budget?
- Are there any colleagues we should also contact?
- What quantity of product X are you looking to order?

Tip: Questions tailored to your business increase the effectivity and quality of leads generated from the event. You can also add questions for your team to answer after they have interviewed a lead such as:

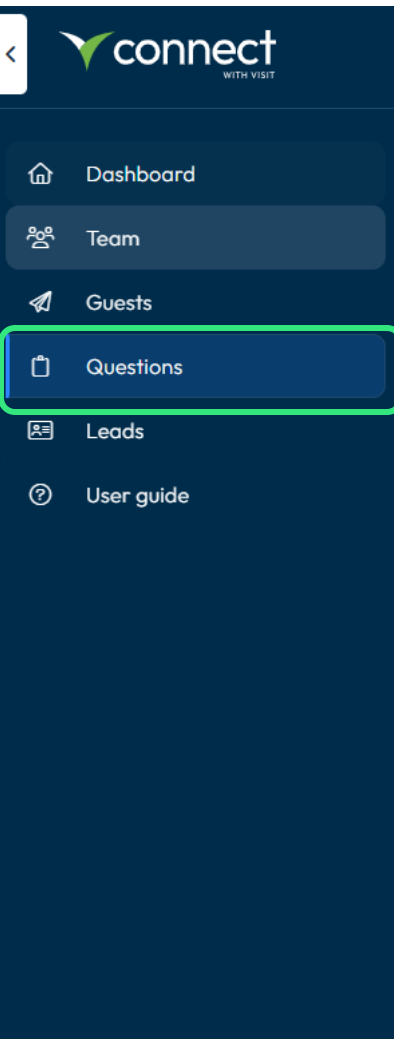


- Is this lead hot, warm or cold?
- Assign a follow-up action (e.g., send a brochure, send an email, set up a meeting, none of the above, others)

# Configuring Lead Retrieval Questions

Step 1: Click on the "Questions" tab from the navigation panel

Step 2: Click on "+Add" button in the middle of the screen




**connect**  
WITH VISIT

- Dashboard
- Team
- Guests
- Questions**
- Leads
- User guide

Medic East Africa and Medlab East Africa 2023  
11 Sept 2023 - 13 Sept 2023

Test Customer Center sc Contact

 Create and edit your personalised questions and answers. The questions will be available in the app to answer when you scan a visitor.

OK



No questions

Get started by creating a new question

+ Add

**Step 3:** The highlighted box below shows the area to setup your questions.

Enter your question in the 'question name' field.

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Test Customer Center sc Contact

+ Add

💡 Create and edit your personalised questions and answers. The questions will be available in the app to answer when you scan a visitor. OK

Question name \*

Field is required

Type  
 Multiple choice ^  
 Free text  
 Single choice  
 Multiple choice

Enabled

User input

Close Add Save

**Step 4:** Select your preferred choice of answers from the drop down. If you opt for single choice or multiple-choice format for answers, you are required to enter options in the field. Click on “Add” to add more options.

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+ Add

💡 Create and edit your personalised questions and answers. The questions will be available in the app to answer when you scan a visitor. OK

Question name \*

Field is required

Type  
 Multiple choice  
 Free text  
 Single choice  
 Multiple choice

Enabled

User input

Close

**Add**

Save



## Step 5: Click on 'Save' to confirm your additions and changes.

connect  
WITH VISIT

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Test Customer Center sc Contact

+ Add

💡 Create and edit your personalised questions and answers. The questions will be available in the app to answer when you scan a visitor.

OK

Question name \*

Field is required

- Type
- Multiple choice
  - Free text
  - Single choice
  - Multiple choice

Enabled

User input

Close

Add

Save

Note: A successful save is notified through a green notification at the bottom of the screen.

- Dashboard
- Team
- Guests
- Questions**
- Leads
- User guide

Medic East Africa and Medlab East Africa 2023  
11 Sept 2023 - 13 Sept 2023

Test Customer Center sc Contact

+ Add

Create and edit your personalised questions and answers. The questions will be available in the app to answer when you scan a visitor.

OK

QUESTION 1

**When are you looking to place an order?**

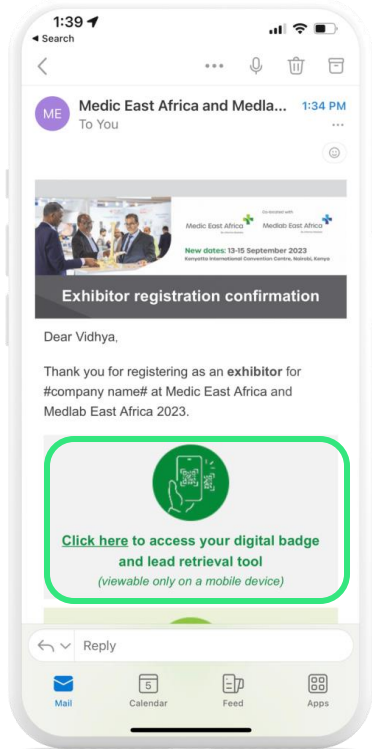
- Immediately
- 1 - 3 months
- 3 - 6 months
- 6 - 9 months
- 9 months and above

Record has been saved

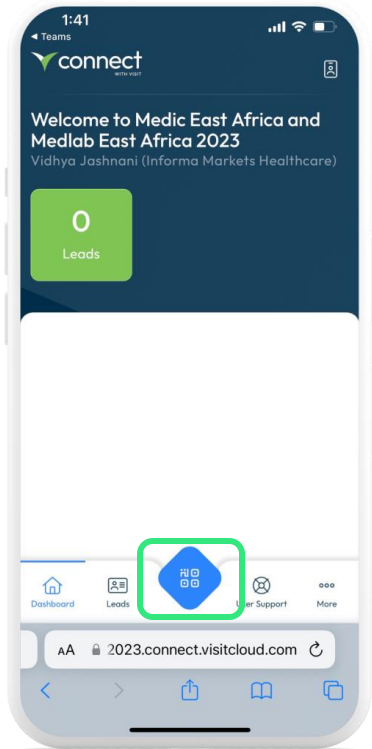
# Collecting Leads Onsite

at Medic East Africa and Medlab East Africa 2023

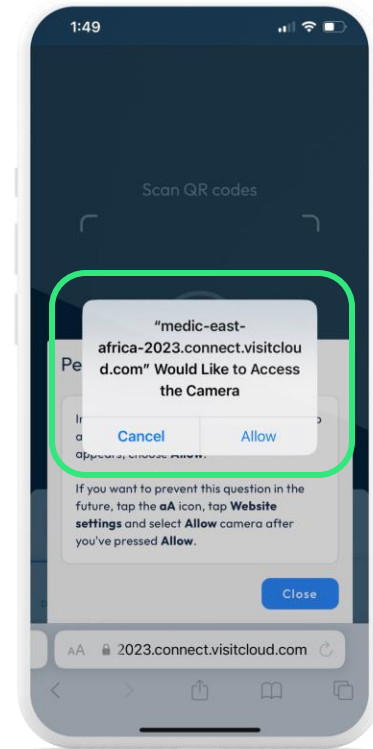
# Scan badges onsite



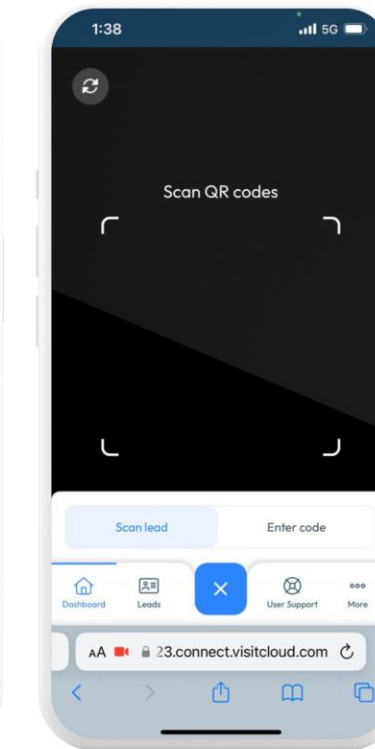
**Step 1:** Click on the badge link in your registration confirmation email



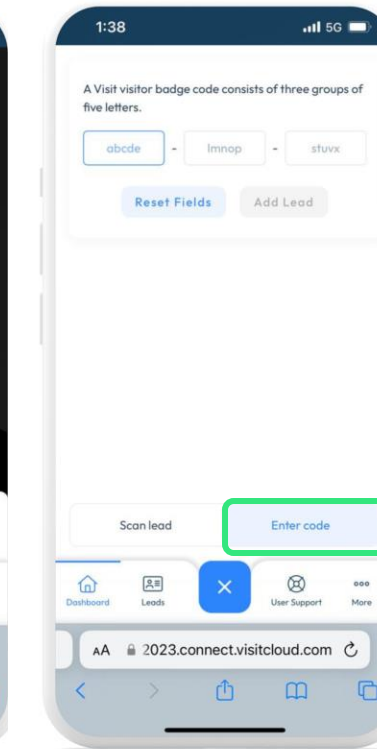
**Step 2:** Click on blue scan button



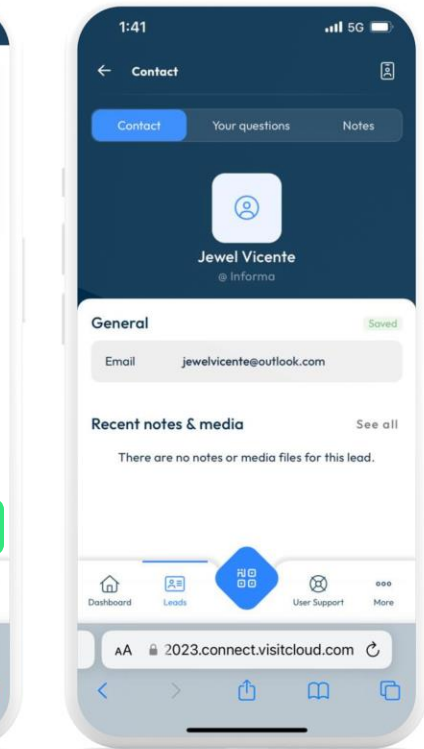
**Step 3:** Grant camera permissions



**Step 4:** Point directly at the attendee's badge



If the scan fails, enter the visitor's 15-character code found on their badge



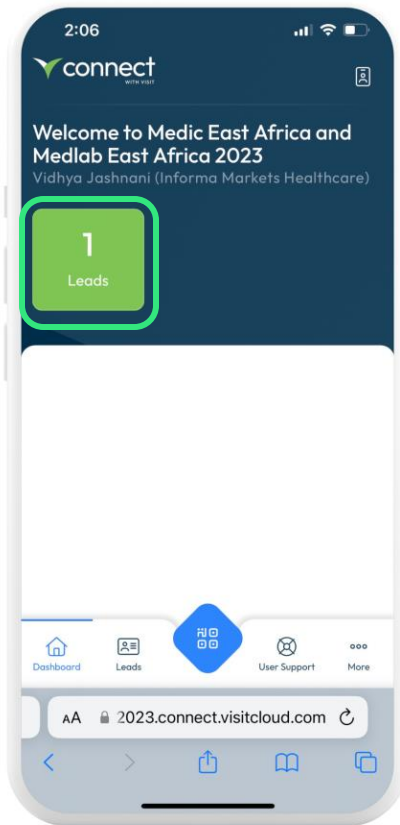
Successful scan will open the attendee's profile card

# Managing Onsite Leads

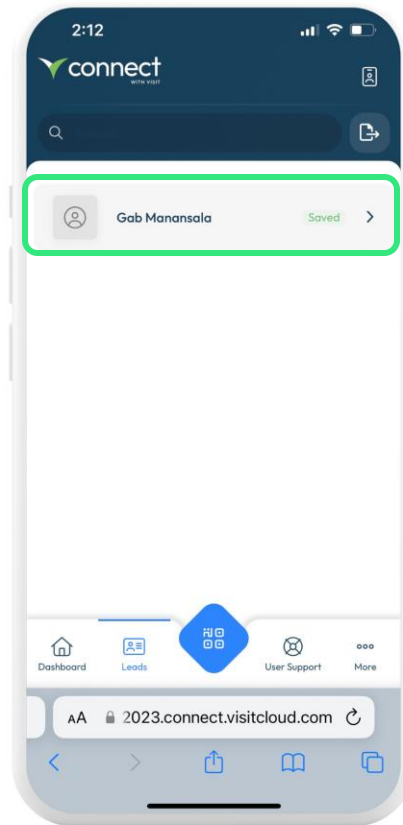
at Medic East Africa and Medlab East Africa 2023

# Manage your onsite leads

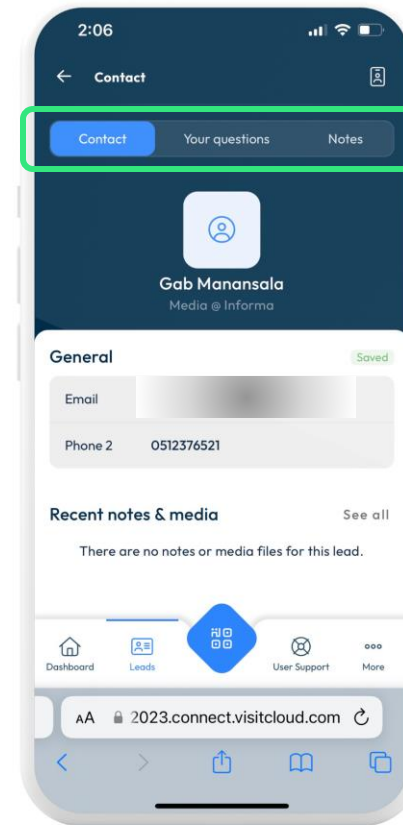
The lead retrieval tool empowers you to qualify your leads in real-time, so you can prioritise the most promising prospects immediately. You can edit each lead, add your own notes and answer qualifying questions all in one place.



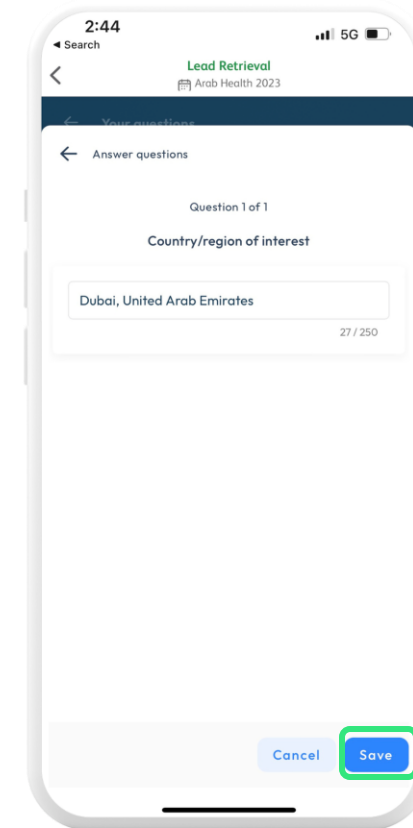
**Step 1:** Click on the green button to open the list of scanned leads



**Step 2:** Review your leads & click on any one to add notes



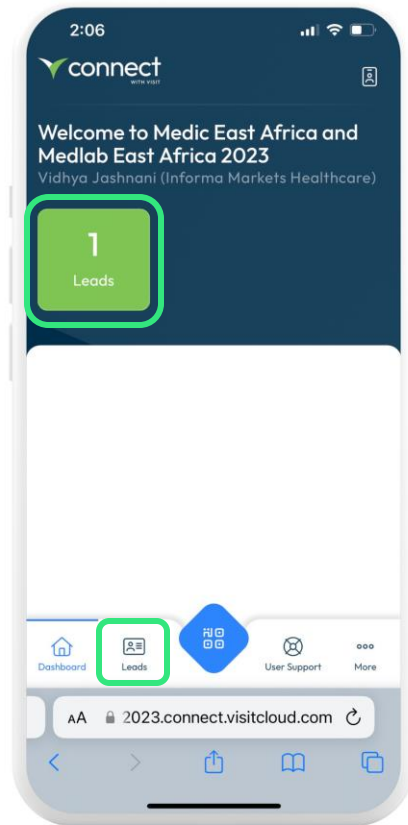
**Step 3:** Use tabs on top to answer questions, add notes, etc



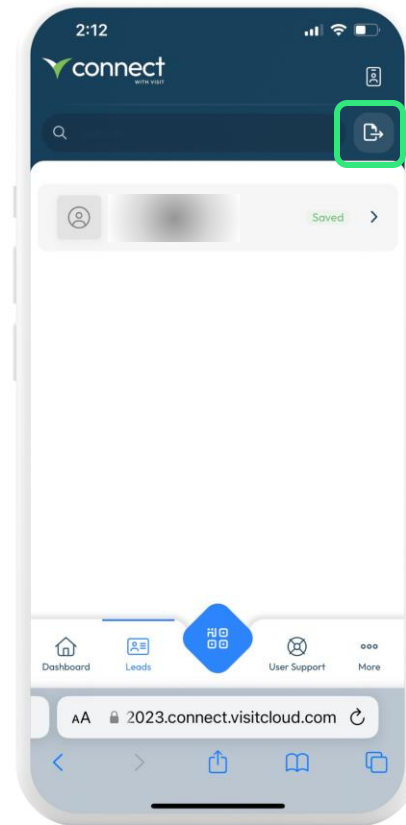
**Step 4:** Click on 'Save' to save all your notes, answers, etc for this specific lead.

# Download your onsite leads

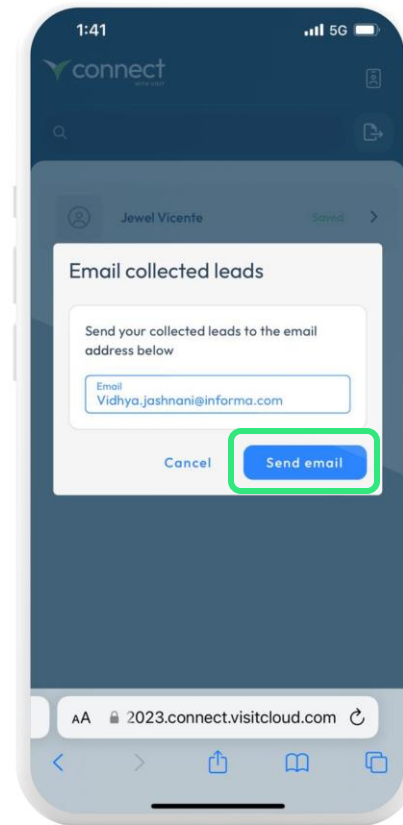
The leads you collect onsite can be exported to an excel file and sent straight to your email. This file can then be shared with your sales team to follow up with those important calls. This will export a list of the contacts you have scanned onsite at the event.



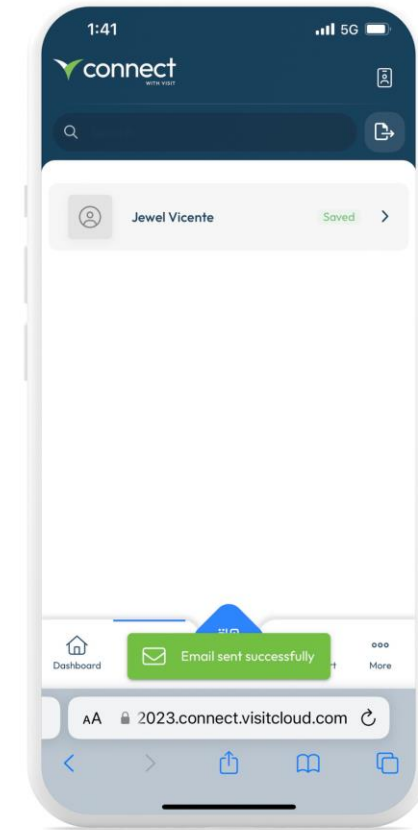
**Step 1:** Click on Leads button



**Step 2:** Click on the download icon in the top right corner



**Step 3:** Enter the email address where you would like to receive your leads & click "send email"



Successful email is indicated via a green notification

# Accessing Overall Company Leads

at Medic East Africa and Medlab East Africa 2023

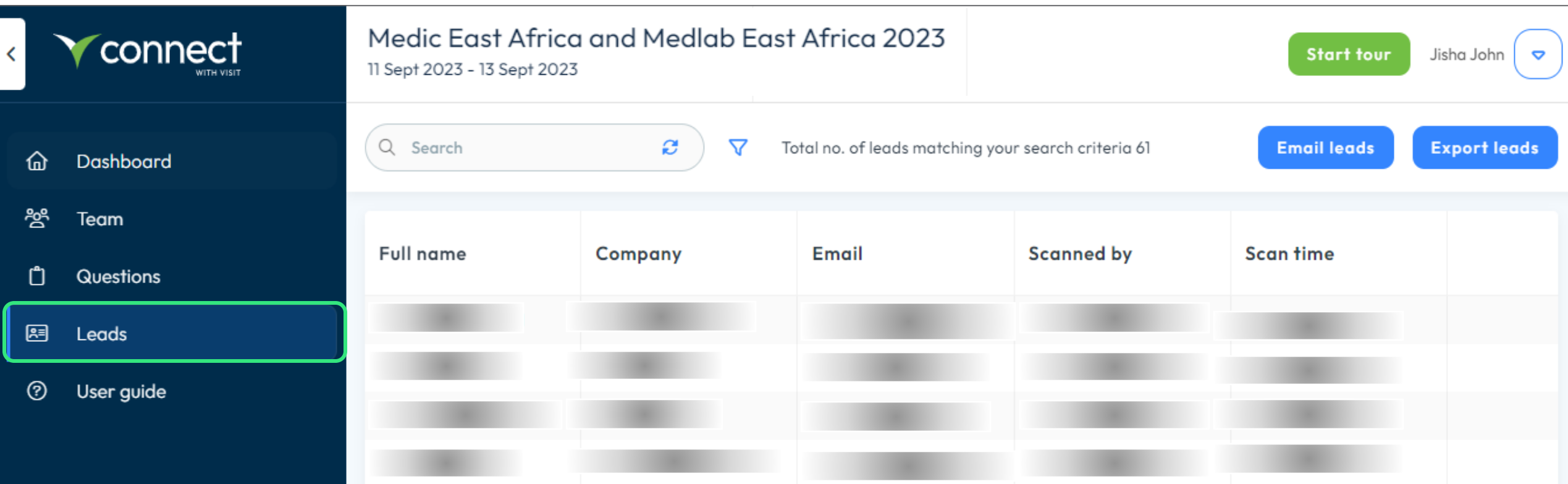


# Accessing overall company on-site leads

As the company's main point of contact, you can access all the leads collect by your entire team during the show through the Visit Connect portal. Please note, that feature is only available to the main point of contact. An exhibiting team member can only access their individual leads generated directly through the mobile app.

**Step 1:** Exhibitor Admin can login to Visit Connect Portal either through logging in here <https://connect.visitcloud.com> using the registered email ID or through Customer Centre.

**Step 2:** Click on the 'Leads' tab from the navigation panel.



The screenshot shows the Visit Connect portal interface. On the left is a dark blue navigation panel with the 'connect WITH VISIT' logo at the top. The 'Leads' option is highlighted with a green border. The main content area has a white header with the event title 'Medic East Africa and Medlab East Africa 2023' and dates '11 Sept 2023 - 13 Sept 2023'. A green 'Start tour' button and the user name 'Jisha John' are on the right. Below the header is a search bar with a magnifying glass icon, a refresh icon, and a funnel icon. To the right of the search bar, it says 'Total no. of leads matching your search criteria 61'. There are two blue buttons: 'Email leads' and 'Export leads'. Below this is a table with the following columns: 'Full name', 'Company', 'Email', 'Scanned by', and 'Scan time'. The table contains four rows of blurred data.

Step 3: Click on 'Email Leads' button on the right to receive all the leads collected on-site by your team via email. Enter the email address and hit 'Send Email' on the popup.

Step 4: Click on 'Export Leads' button on the right to download all the leads on your device in an .xlsx file and hit 'Download'.

The screenshot shows the 'connect WITH VISIT' app interface. The left sidebar contains navigation options: Dashboard, Team, Questions, Leads (highlighted with a green box), and User guide. The main header displays 'Medic East Africa and Medlab East Africa 2023' with dates '11 Sept 2023 - 13 Sept 2023', a 'Start tour' button, and the user name 'VIDYA Jashnani'. Below the header is a search bar and a filter icon, with the text 'Total no. of leads matching your search criteria 104'. On the right side, there are two buttons: 'Email leads' and 'Export leads', both highlighted with green boxes. Two popups are overlaid on the screen. The 'Email collected leads' popup has the title 'Email collected leads' and the text 'Send your collected leads to the email address below'. It features an input field labeled 'Email' and two buttons at the bottom: 'Cancel' and 'Send email' (highlighted with a green box). The 'Export' popup has the title 'Export' and the text 'Your export file is ready for download'. It features two buttons at the bottom: 'Cancel' and 'Download' (highlighted with a green box).

- **Search** for leads by typing into the search field at the top
- **Filter leads** by various criteria: stages of contact, company, person who scanned the lead, content scanned by the lead, scan dates
- **Preview** a lead's details by clicking the lead in the list. The preview appears in the bottom area of the screen and from this section you can;
  - click the **Edit button** to edit a lead's details
  - Click **Print Lead Sheet button** to save or download the details of this specific lead.
- **Delete** a lead if needed. For example, if a person contacts you with a request to remove their information from your records due to privacy considerations. The deletion cannot be reversed, and you must use the delete icon to delete one or more leads from the Leads screen

The screenshot displays the Informa Markets Leads management interface. At the top, there is a search bar with a magnifying glass icon and a refresh button. To the right of the search bar is a filter icon and a text indicator: "Total no. of leads matching your search criteria 104". Further right are two blue buttons: "Email leads" and "Export leads".

Below the search bar is a table with the following columns: "Full name", "Company", "Email", "Scanned by", and "Scan time". The table contains several rows of lead data, with the second row highlighted in blue. To the right of the table, there are two icons: a pencil icon for editing and a trash can icon for deleting a lead.

Below the table is a detailed lead preview for "Nasser Nabil". The preview includes a profile icon, the name "Nasser Nabil", and a close button (X). Below the name, there are fields for "JOB FUNCTION:", "COMPANY:", "EMAIL:", "PHONE:", and "SCANNED ON:". At the bottom of the preview, there are two buttons: "Edit" and "Print lead sheet".

# Need further assistance?

Email us at [meacs@informa.com](mailto:meacs@informa.com)