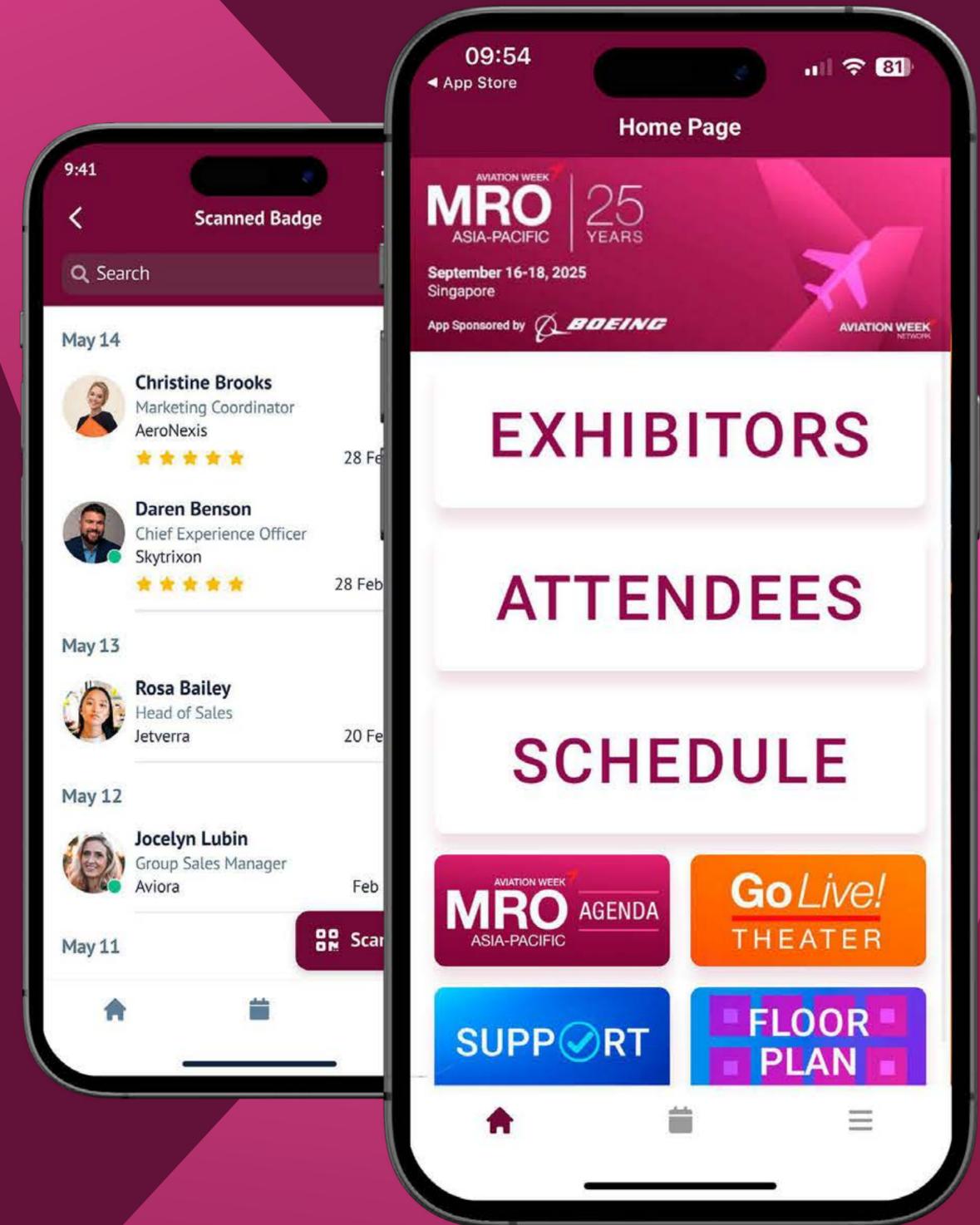


Making the Most of Lead Retrieval

A guide to maximizing lead capture and event ROI



01

Pricing



Lead Retrieval Pricing

£300 / \$400

Lead Retrieval Package

All team members can scan leads from their device.

Optional Extras:

£50 / \$65

Customised Questions

Include company specific qualification questions for your team members to complete after they have scanned the lead.

£100 / \$130

Product QR Codes

Download QR codes for your product listings that once scanned onsite, will create a lead for you to follow up with.

Ready to pay? Contact events@aviationweek.com for details on how to pay or for any questions.

02

Overview

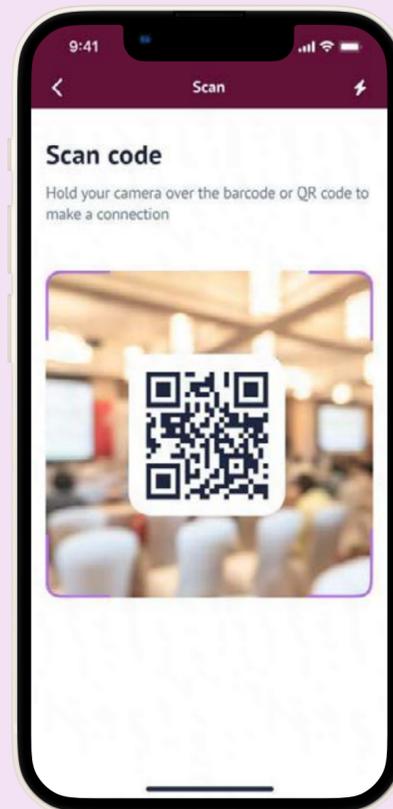
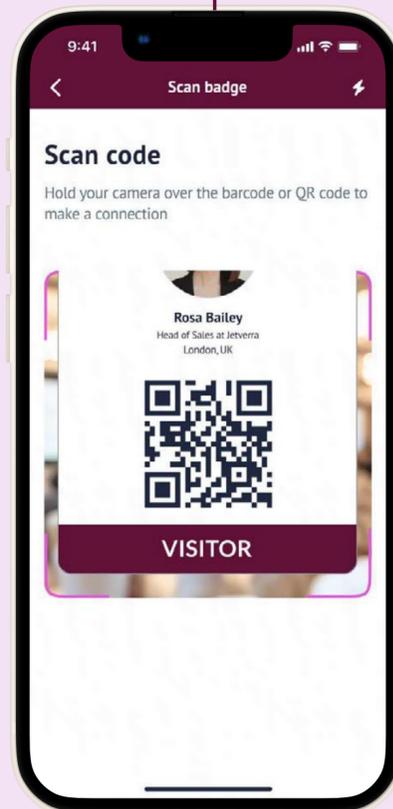


With ExpoPlatform you can generate leads before, during and after the event, and follow up with them in real-time through our platform, including our event app, resulting, on average, in 3 times more leads per exhibitor than badge scanning alone.

In-Person Leads

Online

Exhibitors & Visitors Scan Badges



Visitors Scan
QR Codes

Messages &
Meeting Requests

EP
EXPOPLATFORM
Lead Intelligence

Exhibitor Profile, Product &
Content Views

Products

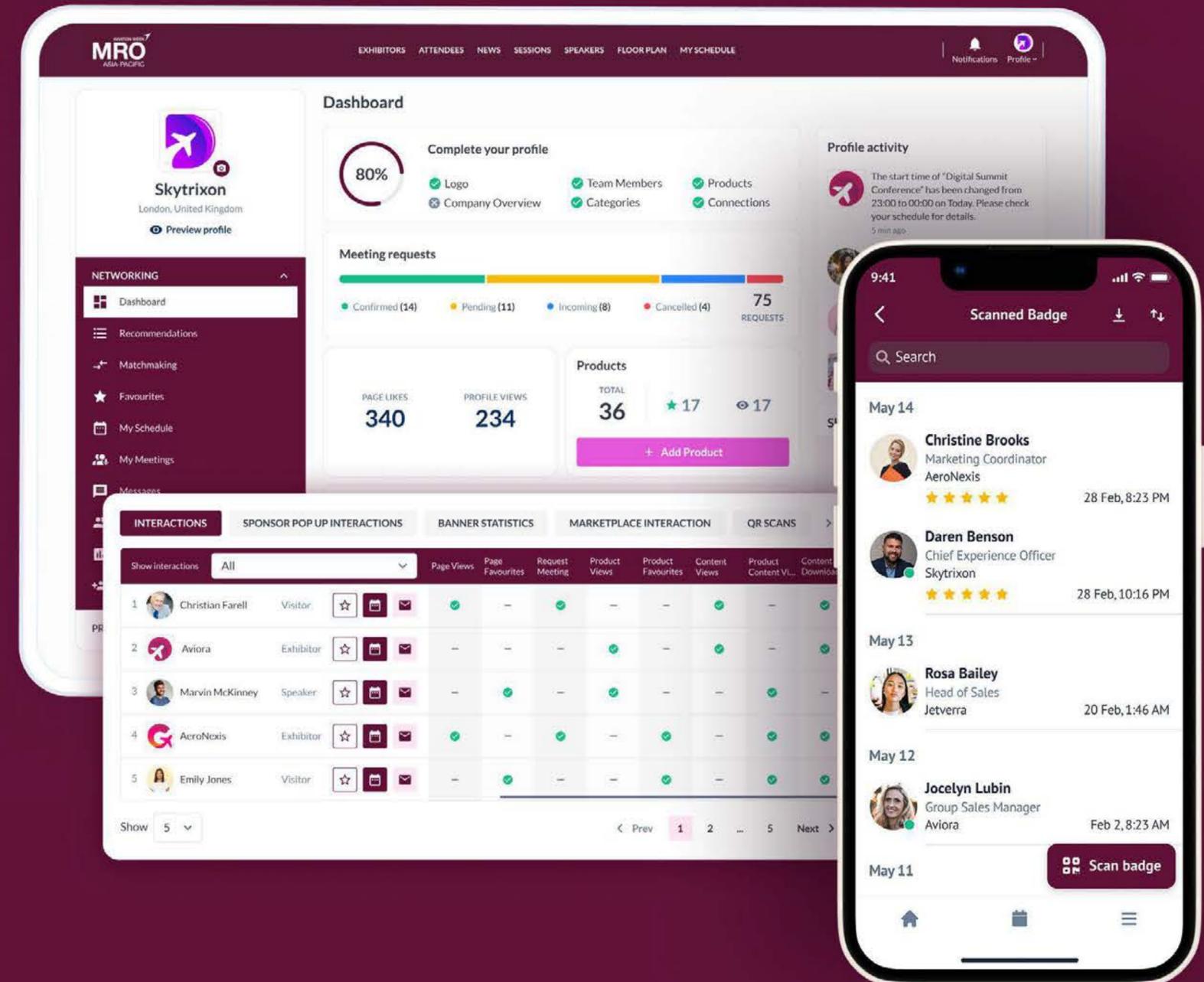
News

Exhibitor Events

Advertising interactions

Key Platform Features Include:

- Our dashboard showing who is interacting with your company profile, products and team members
- Our event app which includes the ability to scan badges, categorize leads, rate leads and make notes, including offline scanning of badges
- Ability to download leads
- Ability to equip all of your stand personnel with lead retrieval
- Ability for visitors to request onsite meetings and send messages
- Ability for exhibitors to scan badges or attendees to scan company/product QR codes
- Ability for visitors to favourite companies and products



03

Scanning Badges & Managing Leads



Scanning Badges

Step 1: Download the event mobile app and log in using your exhibitor or team member credentials.

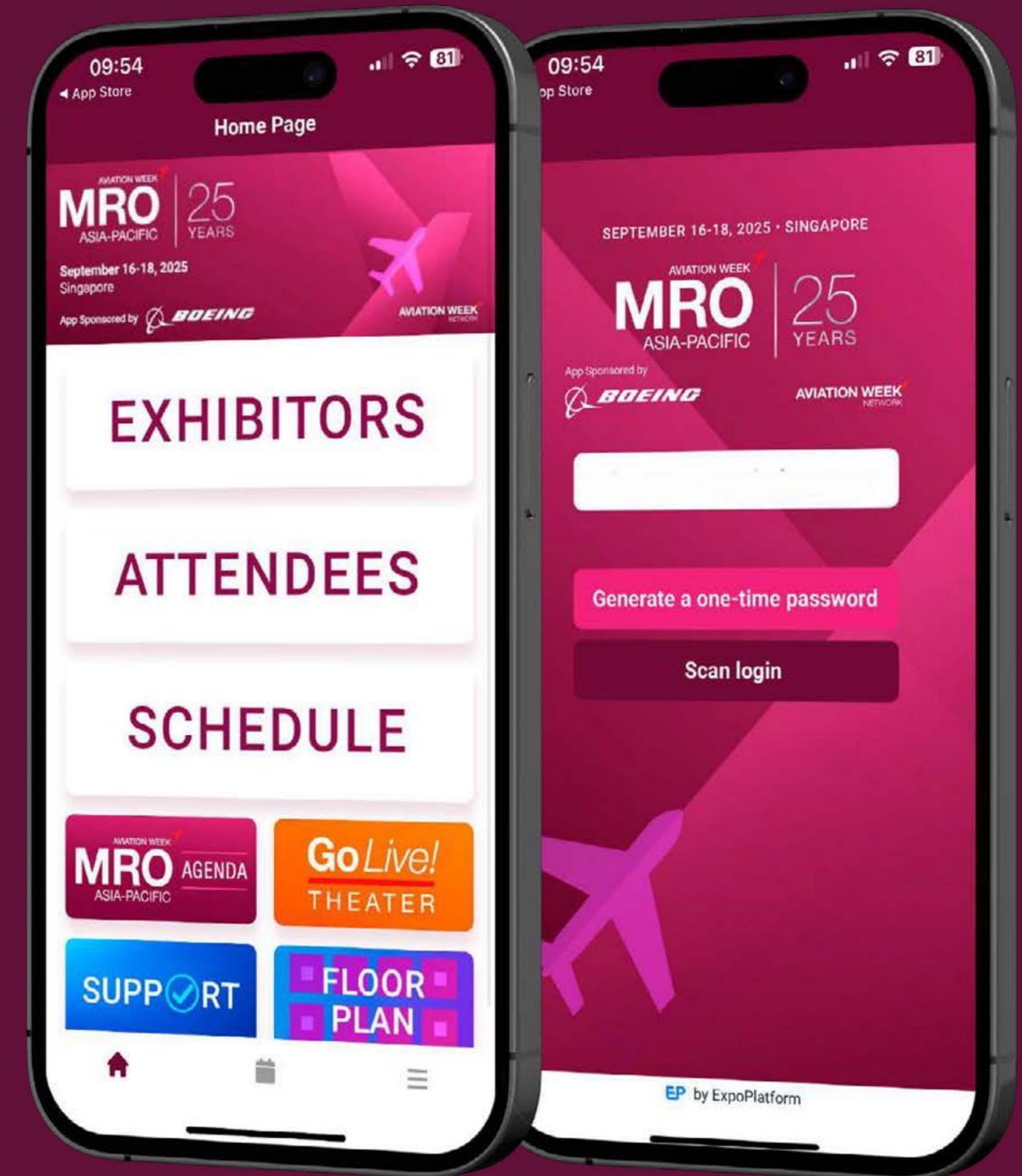
These are the same credentials that you use to log into the web platform.



Download on the
App Store



GET IT ON
Google Play



Scanning Badges

Step 2: To scan a badge, choose Scan Badges from the menu or click the scan icon.

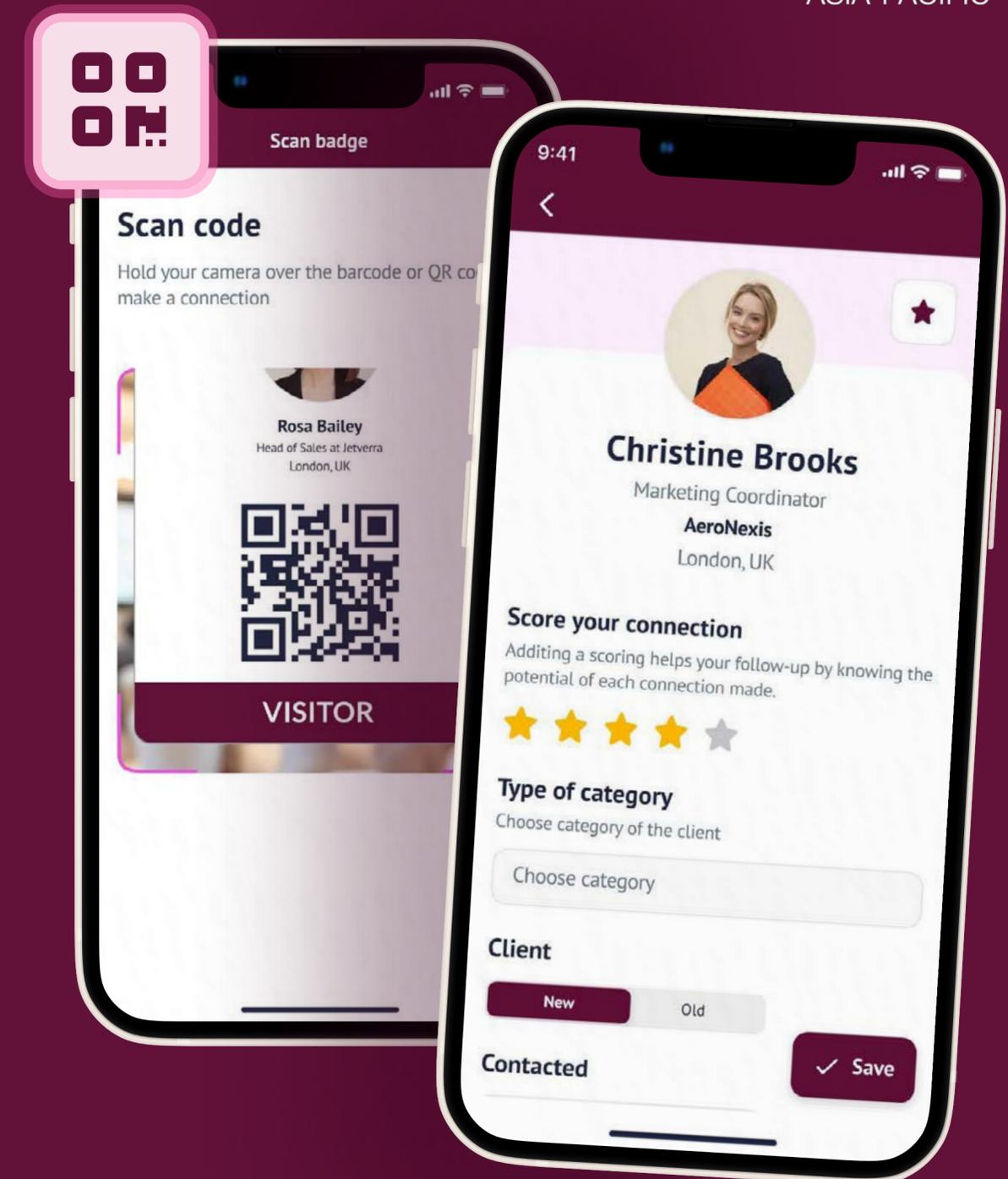
This will open your camera so you can scan the badge. When the camera is pointed at the badge, it will automatically scan. (Note- depending on your permission settings you may be asked to give the app permission to use the camera or may need to tap within the scan window to grant permission)

Step 3: After scanning add details and notes on the next screen.

On this screen you can add:

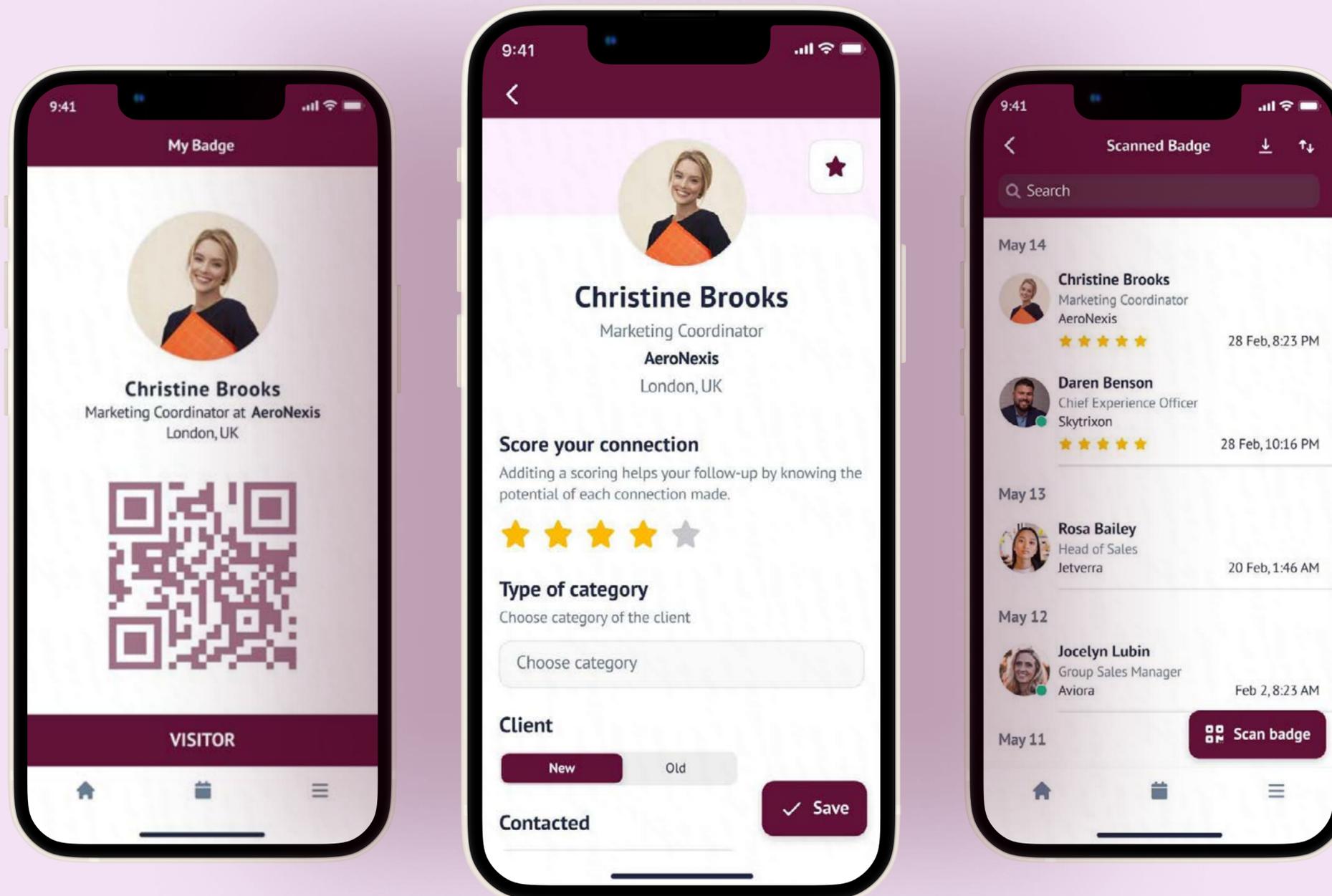
- What type of lead they are (Potential Partner, Potential Client, Supplier, Other)
- What type of client they are (New/Old)
- If they've been contacted (Yes/No)
- Lead Rating (1-5 stars)
- Any notes about the lead

Depending on how the organizer has configured visitor registration and configured the event app, you may also be able to see the lead's interest categories, purchasing power and other details



Scanning Rating and Exporting Screen

Step 4: Click Save



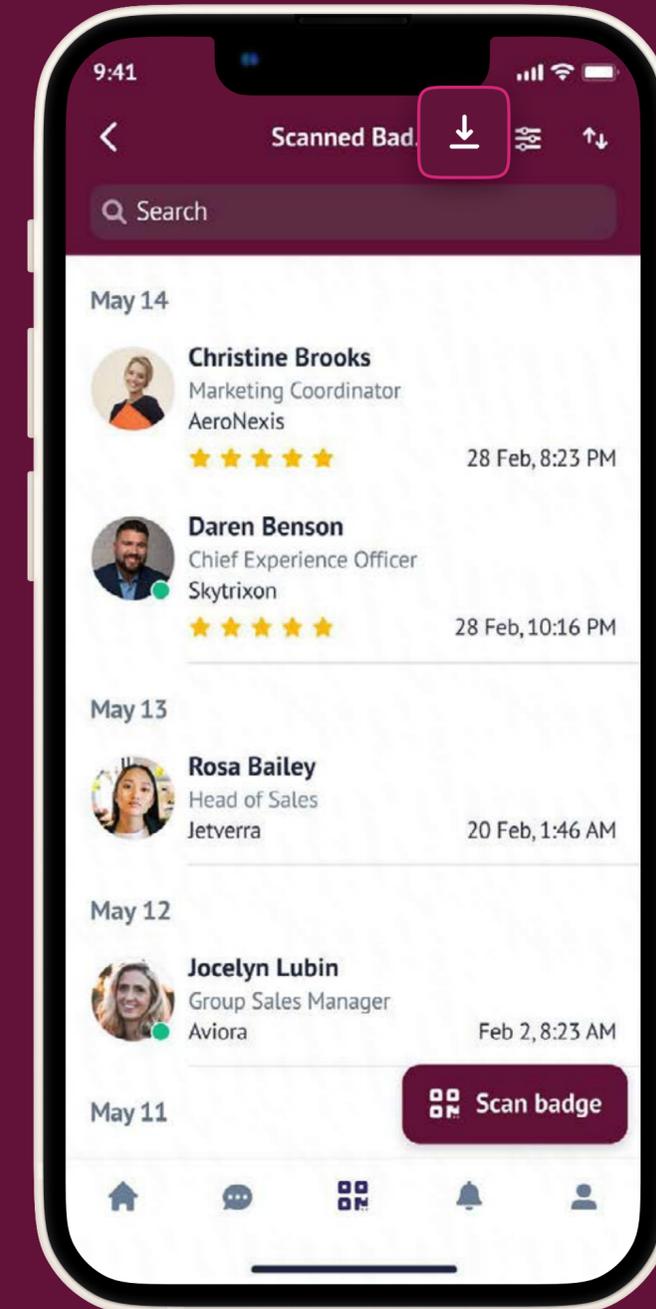
Exporting Leads From the Mobile App

Each person can view the badges that they've scanned by navigating to **Scan Badges** in the app.

On this screen, there is an Export link in the upper right that can be used to export the leads.

This will trigger an email to the user with an attached spreadsheet of leads which includes (depending on organizer configuration):

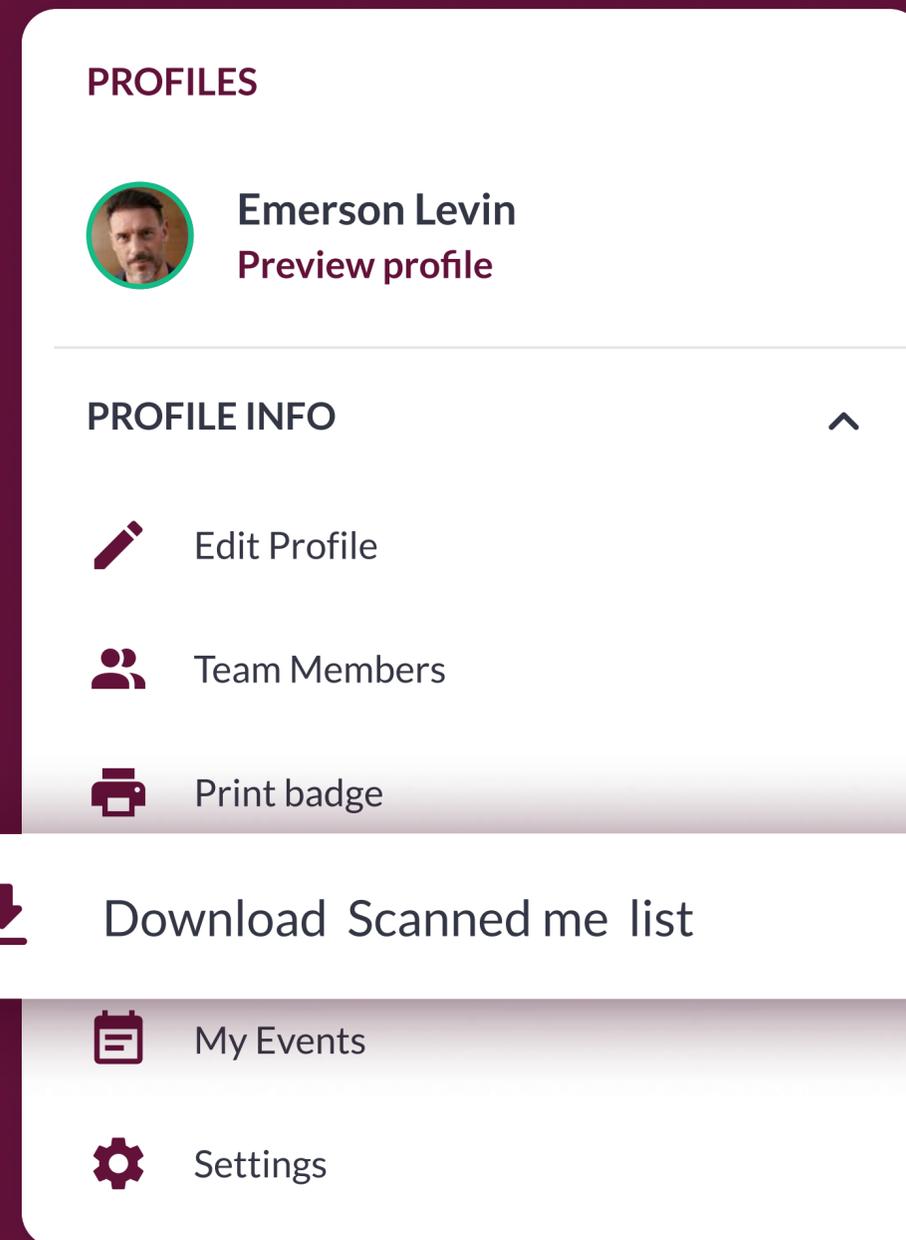
- Name
- Email
- Company
- Position
- Address
- Phone
- Star Rating
- Notes added
- Products the lead was interested in
- Type of client (new/old)
- Time of scan



Exporting Leads From the Website

Leads can also be downloaded from the website.

- When accessed using the exhibitor profile this download will include all web and all scanned leads for all team members. Because this file contains all leads, the downloaded spreadsheet will have an additional column for Lead Owner.
- When accessed using a personal profile this download will include all web and all scanned leads for just that person.



04

Pre-Event Networking to Generate More Leads



Company Interactions Dashboard

When logged in with an exhibitor profile or as an admin team member accessing the company profile, this version of the Dashboard page is displayed.

To navigate to the this page click on Settings in the left navigation, then click Dashboard at the top of the new navigation that appears.

At the bottom of the Dashboard page you will see a list of who has interacted with your profile and who your team has scanned onsite.

The screenshot shows the 'INTERACTIONS' tab selected. The dashboard includes a filter for 'All' interactions and a table with the following columns: Show interactions, All, Page Views, Page Favourites, Request Meeting, Product Views, Product Favourites, Content Views, Product Content Vi..., and Content Download. The table lists four interactions:

1	Christian Farell	Visitor	☆	📅	✉️	✓	—	✓	—	—	✓	—	✓
2	Aviora	Exhibitor	☆	📅	✉️	—	—	—	✓	—	✓	—	✓
3	Marvin McKinney	Speaker	☆	📅	✉️	—	✓	—	✓	—	—	✓	—
4	AeroNexis	Exhibitor	☆	📅	✉️	✓	—	✓	—	—	—	—	—

A tooltip for 'Product favourites' is shown with the contact time: 13/05/2025 • 12:45AM. The 'Show' dropdown is set to 5.

Interactions displayed are:

- Company profile page viewed
- Page favourited
- Meeting requested
- Product viewed
- Product favourited
- Scanned at stand

On this page you can:

- Click into a person's profile to see additional details about them
- Page View all leads from both the website and mobile
- Add a person to your favourites
- Send a message
- Send a meeting request
- Scanned at stand

Discovering Potential Contacts

To get started, visit the **Attendee List**.

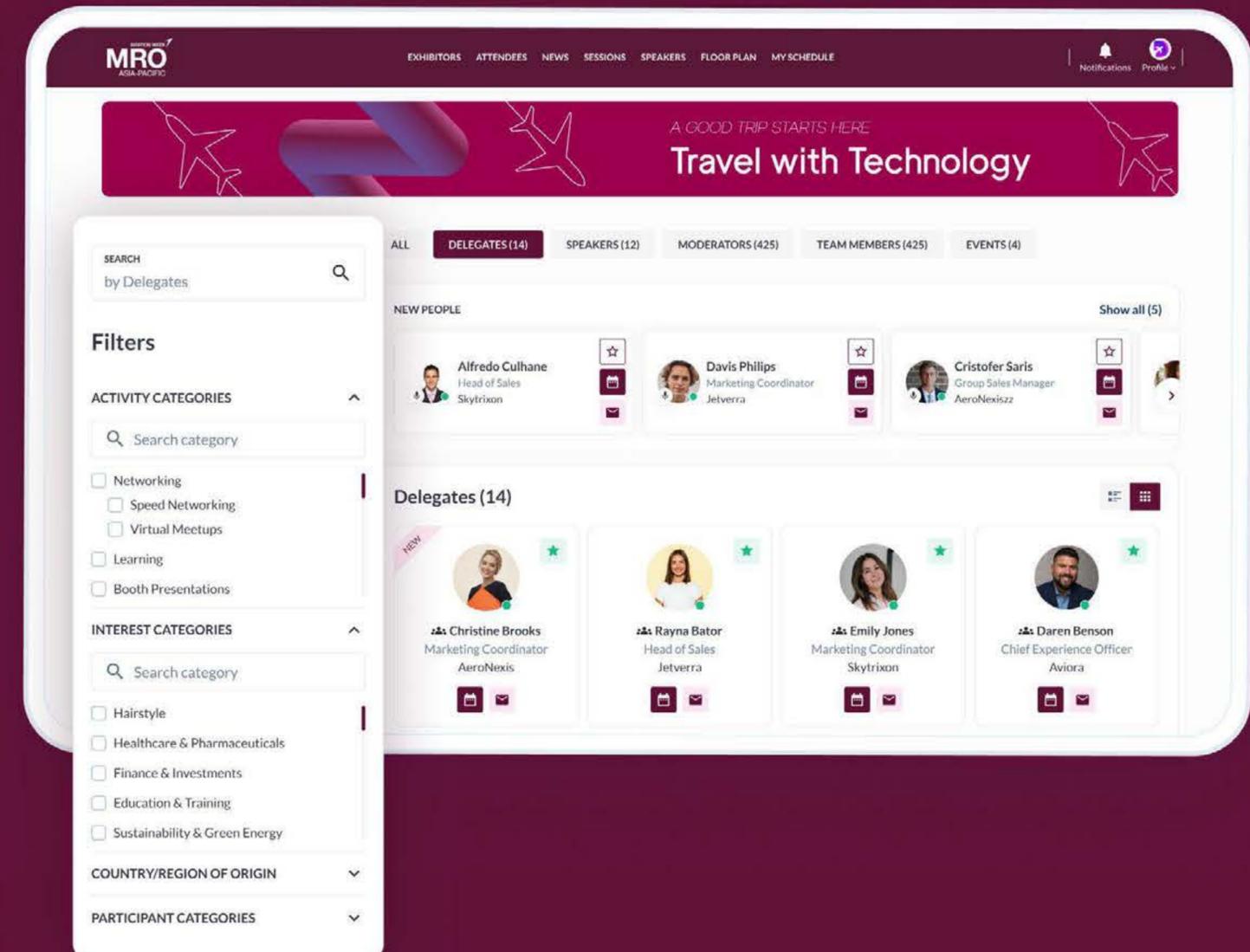
To navigate to the Attendee List from the Profile section, click on Settings then click on Attendee List in the new left navigation that appears.

This is where you can start building your pipeline of future valuable contacts, conversations and customers. Make sure to brief your teams on how to browse attendees with the easy-to-use **filters**.

Available filters vary depending on organizer configuration but can include:

- Countries
- Participant categories
- Organization
- Primary activity
- Markets active in
- Activity categories
- Interest categories

Each person's profile card can be clicked into for additional details about that person. There are also icons that allow you to add the person to your list of favourites, send them a message, or send them a meeting request.



Search for Specific Contacts

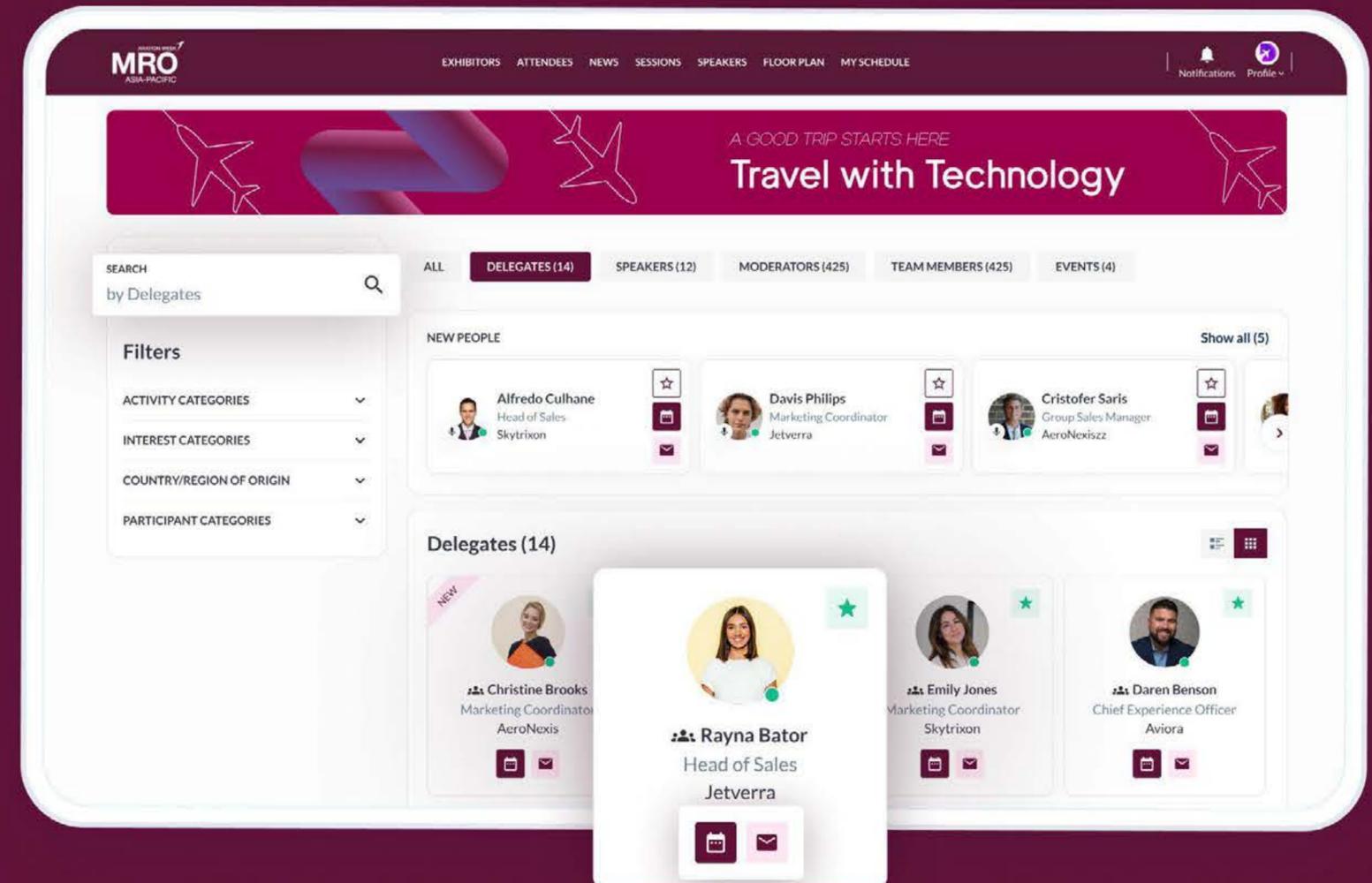
To get started, visit the **Attendee List**.

To navigate to the Attendee List from the Profile section, click on Settings then click on Attendee List in the new left navigation that appears.

The Search box is in the upper left of the page and the list can be searched by:

- First Name
- Last Name
- Company
- Position

Each person's profile card can be clicked into for additional details about that person. There are also icons that allow you to add the person to your list of favourites, send them a message, or send them a meeting request.

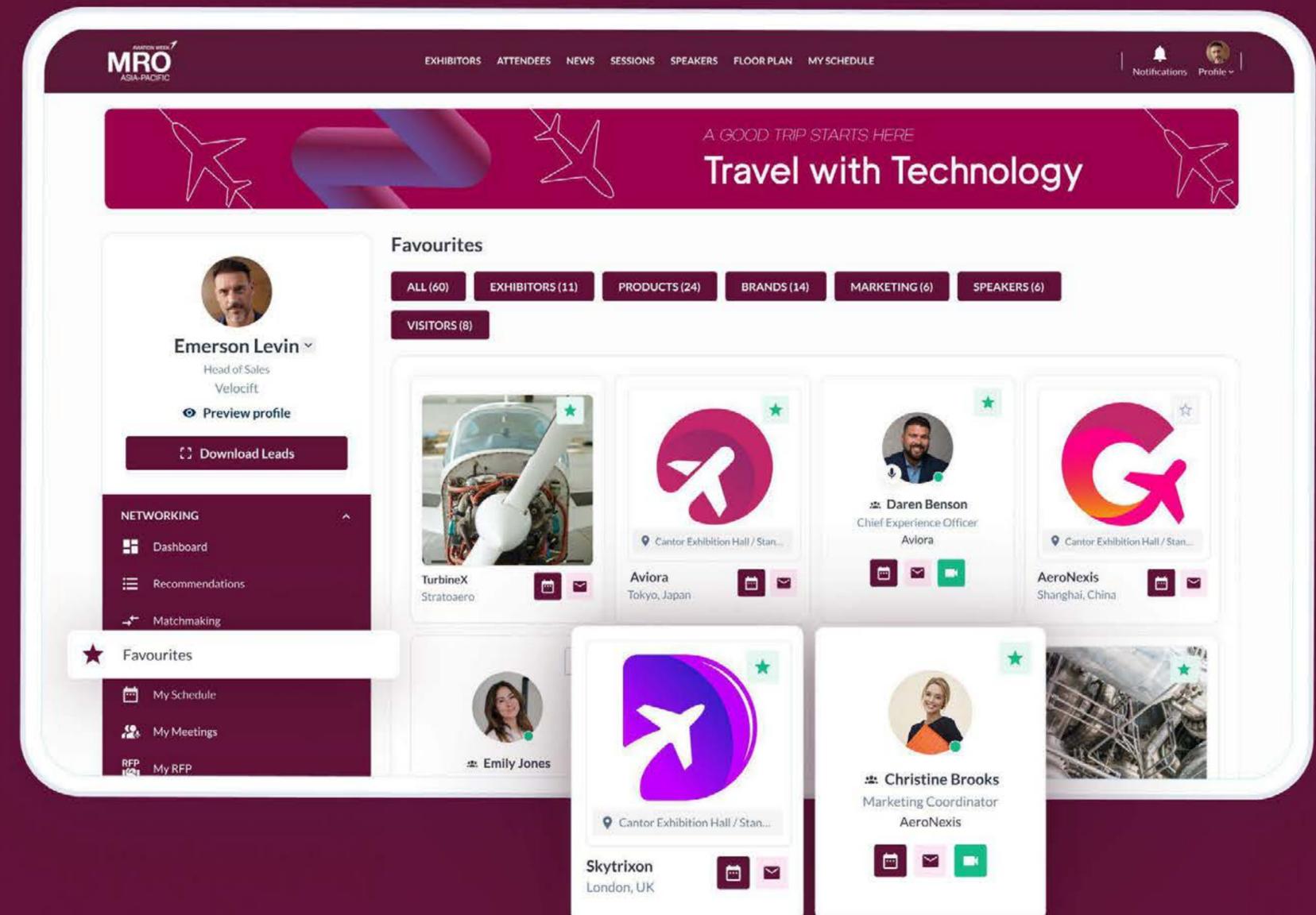


Saving and Viewing Favourites

You can save a person, company or product to your list of favourites by clicking the star icon on the profile card.

An item that you have already favourited will have a solid star while a not yet favourited item will have a hollow star.

To navigate to your list of favourited items from Edit Profile, click Settings and then click on Favourites in the new left navigation that appears.



Sending & Viewing Messages

Throughout the platform you will see a this Message icon on all company, product and people cards.

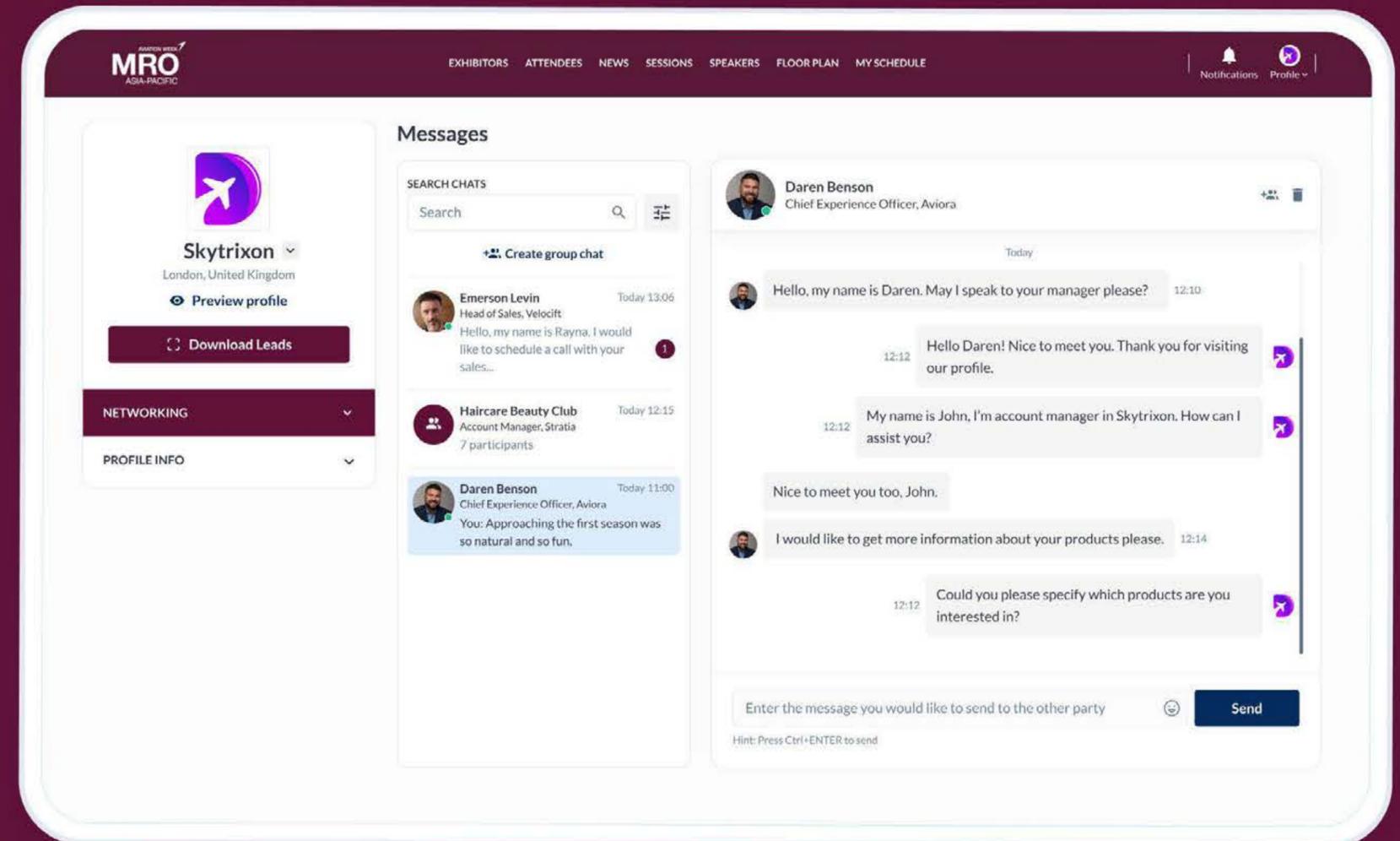


To send a message, click on the icon and begin typing your message.

At the top of the page, to the left of the profile picture, you'll see Messages and Notifications. When you receive a message, it will appear in Messages and you will also receive a notification under Notifications.

You can all see and search all of your messages by clicking on the profile picture in the upper right, then choosing Messages in the Networking section of the drop down menu.

From this page you can also create group chats.



Requesting a Meeting

Throughout the platform you will see a this Meeting icon on all company, product and people cards.



To request a meeting, click on the icon and begin filling out the form.

In the first step you'll be asked for:

- Subject - what is the purpose of the meeting?
- Message - a short message about why you want to meet
- Others you wish to invite (optional) - Invite others to join your meeting using their email address
- Location to meet (online or at event)
- Duration of the meeting

In the second step, you'll be asked to select a date and time for the meeting and then your meeting request will be sent to the other party when you click the Request Meeting button..

The screenshot shows a meeting request form with the following fields and options:

- You are requesting a meeting with***: Any available team member
- Who will go on meeting***: Davis Philips, Rayna Bator
- Calendar**: Shows dates from JUL 20 to JUL 27. JUL 20 is selected.
- Your meeting is from**: 11:15 to 11:30, 20 Jul
- Time slots**: A grid of time slots from 09:00 to 15:00. The 11:15 - 11:30 slot is selected.
- Location***: Online Room
- Duration***: 15 min
- Search by email**: Aminahope@gmail.com
- Meeting tags***: New business, Existing business
- Subject***: Partnership Discussion
- Message***: Hello! May I have a meeting with you?
- Request meeting** button

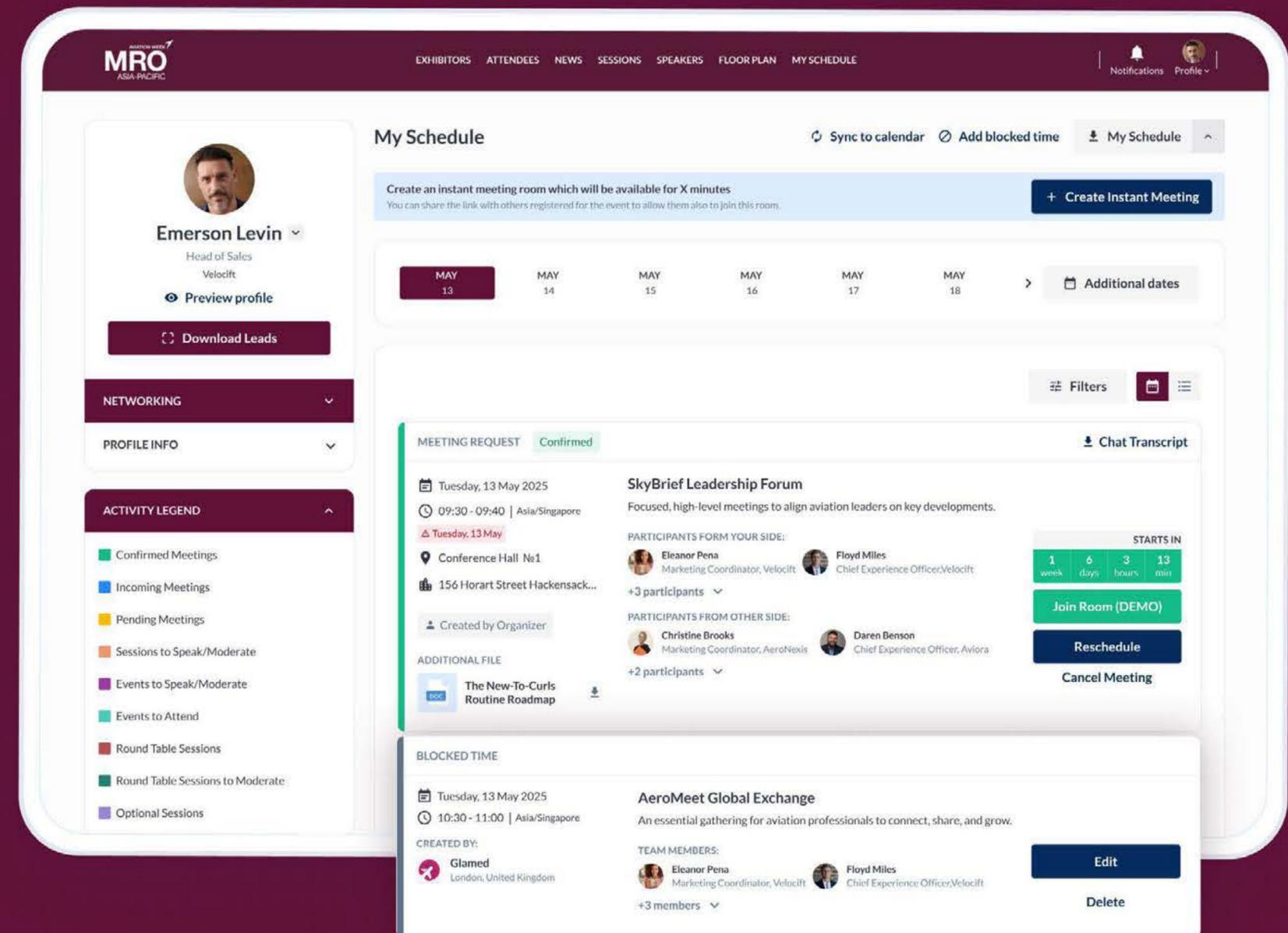
Viewing & Managing Personal Meeting

On the My Meetings page, you can see all of your meeting requests along with the status of each.

To navigate to My Meetings, click on the profile picture in the upper right, then click on My Meetings in the drop down menu under Networking.

On this page you can accept or decline a meeting request, as well as reschedule or cancel a confirmed meeting.

There is both a list view and a calendar view.



Viewing & Managing Your Team's Meetings

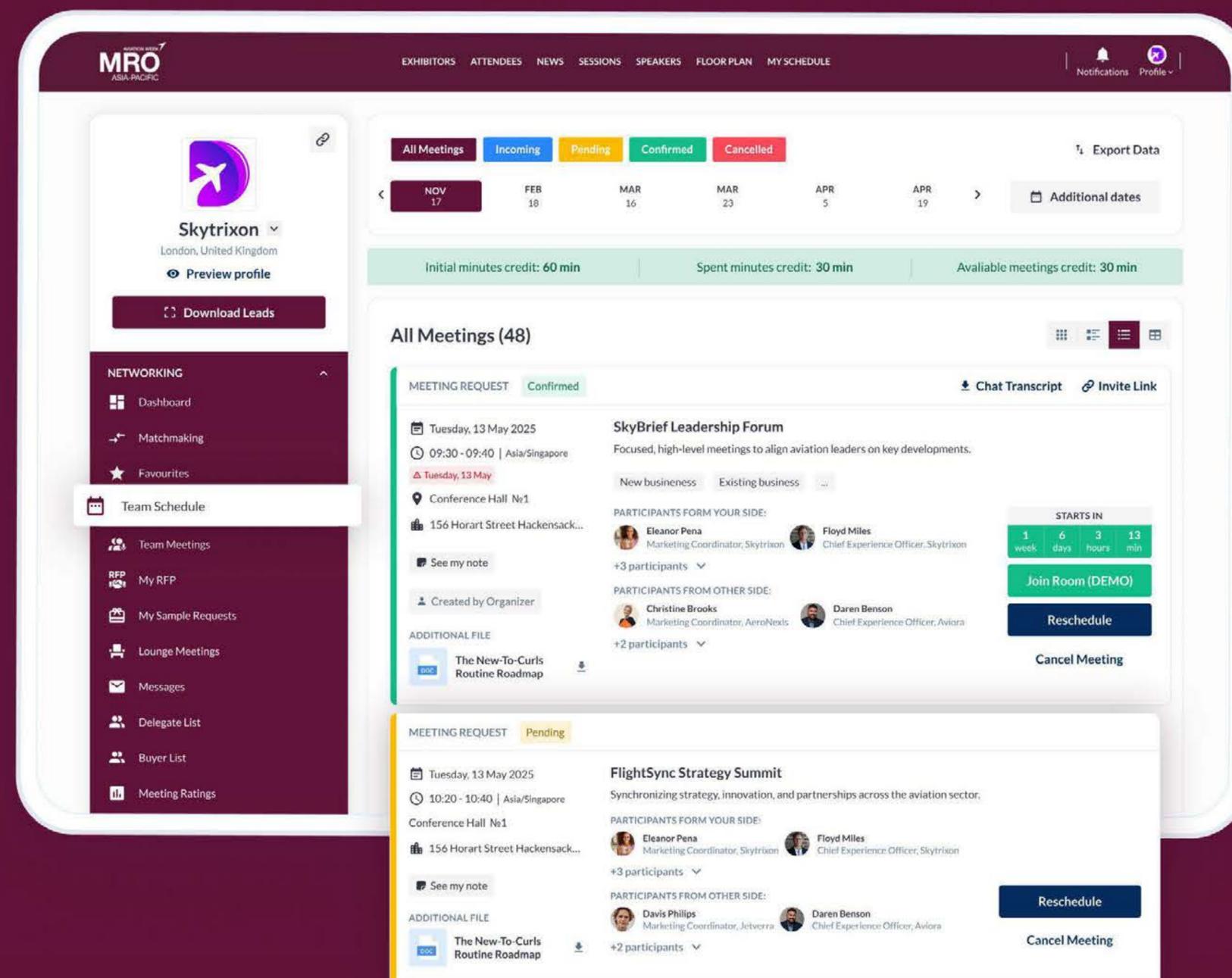
On the Team Meetings page, you can see meeting requests for all of your team members, along with the status of each meeting request.

On this page you can view meeting requests by:

- Status
- Team Member
- Date

There is both a list view and a calendar view.

As a reminder an overview of meeting requests count and top performing team members can be found on the company dashboard page.



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