connect
WITH VISIT

Smart event with Scanpoints
Build a successful ROI-driven show floor for a memorable event experience

What are Scanpoints?

Scanpoints are QR codes linked to exhibitors' profile or product information (presentations, URLs, brochures, videos etc.) displayed at their booths. Organisers can also use them to share event or seminar-related information, and track interest in specific topics. Visitors scan the QR codes using their smartphone or tablet to collect relevant content. In return, exhibitors can receive those visitors' contact information.

Why use Scanpoints?

- Contactless & paperless
- Sustainable green solution
- Flexibility regardless of device

- Clutter-free visual experience
- Cut costs on printed materials
- Offline usage & data synchronization

Benefits of using Scanpoints

Organisers
- Increase their revenue, while providing a simple and effortless way for exhibitors to collect leads
- Provide an engaging way of sharing and collecting information

Exhibitors
- Share company and product information (media, text, URL etc.)
- Collect leads when visitors scan QR codes with their smartphone or tablet

Visitors
- Collect company and product content by scanning QR codes with their smart device
- Get access to a timeline of their event journey based on Scanpoints they collect

How to deploy Scanpoints?

1. Exhibitors upload company and product information in Visit Connect
2. Organisers can upload event and exhibitor information in Visit Create
3. Scanpoints are generated for company and product information
4. Scanpoints are displayed on the show floor
5. Visitors scan the QR codes with their smart devices to collect content
6. Visitors review the content they collected & exhibitors view the leads
7. Organisers review data and measure the event success

John Doe
VP OF PRODUCT

Scan QR   Enter Code