



Exhibitor Onboarding Guide

Welcome to your event journey with Visit Connect!

Visit Connect is the event app designed to help you and your team prepare, engage, and succeed before, during, and after the event.

BEFORE THE EVENT

Get set up

01.

- Activate your **Visit Connect account** (check your email for your login link).
- Register yourself as staff if you will be onsite.
- Update your **company profile** with logo, description, and products to share with visitors.

Prepare Lead Capture

03.

- Assign **Visit Connect licences** to your staff (invite or register your team).
- Set up your lead capture questions and qualification criteria.
- Test your devices and logins to ensure everyone is ready.

Invite Guests (if enabled for your event)

05.

- Use the Guests section to invite your clients, prospects, and partners to register for the event.
- Create and share personalised registration links for different campaigns, and track their performance.
- Add your logo and a custom message to the registration form to boost your brand visibility.

02.

Review Manuals & Complete Tasks

- Access the **Exhibitor Manual** for: event schedules, maps, health & safety rules, deadlines, contacts etc.
- Complete your assigned **Tasks**, which may include:
 - Uploading compliance documents (insurance, health & safety forms).
 - Confirming stand build, services, and catering orders.
 - Registering booth staff and access passes.
 - Submitting logos, product images, and marketing materials.
 - Coordinating transportation and logistics for exhibit materials.
 - Providing shipping and logistics information.

04.

Plan Engagement (Meetings & Messaging)

- Set your meeting **availability timeslots**.
- Choose which team members will be visible and bookable for meetings.
- Grant permissions for team members who should access the company inbox and reply to visitor messages.

DURING THE EVENT



Capture Leads

- Scan visitor badges using Visit Connect.
- Add notes, photos, and record answers for every lead.
- Track team activity and progress in real time.

Engage with Visitors

- Respond to **messages** in your company inbox.
- Manage and attend **meetings** scheduled through Visit Connect.
- Share **digital brochures, product info, and other resources** with attendees

Stay Updated

- Check your **Exhibitor Manual** for any updates or announcements.
- Make sure your team follows all compliance and onsite requirements.

AFTER THE EVENT



Manage Your Leads

- Export your leads from Visit Connect (Excel/CSV or CRM integration).
- Share lead data with your sales and marketing teams.
- Begin follow-up with leads captured during the event.



Continue Engagement

- Reply to outstanding messages from visitors
- Follow up on meetings: thank attendees, send proposals, schedule next steps.



Review & Report

- Analyse your event performance:
 - Number and quality of leads captured.
 - Meetings booked and attended.
 - Response times and message engagement.
- Compare results to your goals and ROI.



Wrap Up Compliance

- Complete any final Tasks requested by organisers (e.g., feedback forms).
- Ensure all required documents or reports are submitted.

YOUR SUCCESS TOOLKIT



By following this guide, you'll:

- ✔ Arrive at the event fully prepared.
- ✔ Capture and qualify more leads.
- ✔ Build stronger relationships.
- ✔ Leave the event confident that nothing was missed.

