

Why to use Scanpoints?



Contactless & paperless



Offline usage & data synchronization



Sustainable green solution



Reducing costs on print materials



Flexibility regardless of device



Personalized & customized placard

What actions facilitate the use of Scanpoints?



Exhibitors

- Share content about the company & their products (media, text, URL etc.)
- Collect visitors' information by scanning digital badges



Visitors

- Gather profile and product information by scanning the QR codes
- Behavioral Data is registered enabling exhibitors to customize their follow ups

How are Scanpoints creating an integrated smart event?

- 1 The profile & product information is uploaded by exhibitors in Create
- 2 Organiser pushes data into Create via API & Scanpoints are created
- 3 Scanpoints placards are deployed on the show floor
- 4 Visitors taps the downloaded information in the Create
- 5 API pushes scan log to organiser's portal
- 6 Organiser's portal displays the information captured



Workflow

Agree Scanpoints use

Contact your

Account Manager.

Upload Profile & Product Info

Upload event content

and/or partners' content.

Inform exhibitors

Send instructions about how to upload profile & product info.

Inform visitors

Use #link_visitor# in emails for app access.

How to upload Event Content?

Event Content tab gives you the ability to make event or organisational info available around the location.

In Visit Create > Design > Digital Content > Event Content > + Add.

Event content		Partner content	
Q Search			
<input type="checkbox"/>		Name	Owner
<input type="checkbox"/>		Event Remix	Remix Festival
<input type="checkbox"/>		Remix Festival	Remix Festival

- 1 Upload a logo
- 2 Type a name & description
- 3 Add a source (internal, link)
- 4 Enable the Public mode
- 5 Add attachments (URL, document, image, audio, video)

How to upload Partner Content?



Partner Content

It's the company "profile";

You can import Profile information for multiple partners.

Visitors see the content in Visit Discover when they scan the exhibitors' QR codes.



Product Content

Can be uploaded only by the partners themselves.

It is additional information a visitor gains after scanning the exhibitors' QR codes.

To upload **Partner Content**, go to Visit Create > Design > Digital Content > Partner Content > Import / Export

- 1 Partners need to be added first in Visit Create
- 2 Each partner needs to have an assigned license

Import

- 1 Download the import file
- 2 Fill out the details in the file
- 3 Upload file

Export

- 1 Select the Export type (image, PDF, Excel)
- 2 Click Export

How to prepare for on-site?

Go to Visit Create > Design > Digital Content > Export > Choose image, PDF, Excel.

Integrate the Scanpoints into your design templates, use the general one or create your own in Document Designer.