

Integrated smart event with Scanpoints

Organisers can turn an event experience into a successful ROI driven show floor

Why to use Scanpoints?



Contactless & paperless



Sustainable green solution



Flexibility regardless of device



Offline usage & data synchronization



Reducing costs on print materials



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?

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



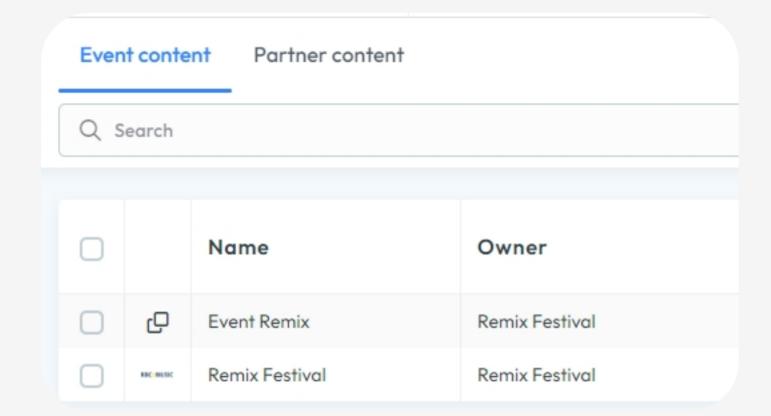
Agree Scanpoints use Upload Profile & Product Info Unform exhibitors Contact your Upload event content Account Manager. Upload event content upload profile & product info. Use #link_visitor# in emails for app access.



How to use Scanpoints to drive ROI

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.



- Upload a logo
- Type a name & description
- Add a source (internal, link)
- Enable the Public mode
- 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.
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

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

Import	Export
Download the import file	Select the Export type
Fill out the details in the file	(image, PDF, Excel)
Upload file	 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.