

# Informa Connect Tech Events App Lead Retrieval Guide

2025



# Onsite Lead Scanning

Increase your ROI by gathering leads onsite using your own device or rental!

Sponsors can purchase lead scanning capabilities through the exhibitor portal.

Badge scanning access is available through the Informa Connect Tech Events app using your own device and is available to all registered Booth Staff. There are no additional costs if you use your own device to scan badges.

This guide includes Swapcard lead scanning features and functionality that will help you utilize the Informa Connect Tech Events app to capture leads onsite.

If you have any questions about this guide, please contact your Customer Success representative. We look forward to seeing you onsite!

# Accessing the Event Platform Mobile App

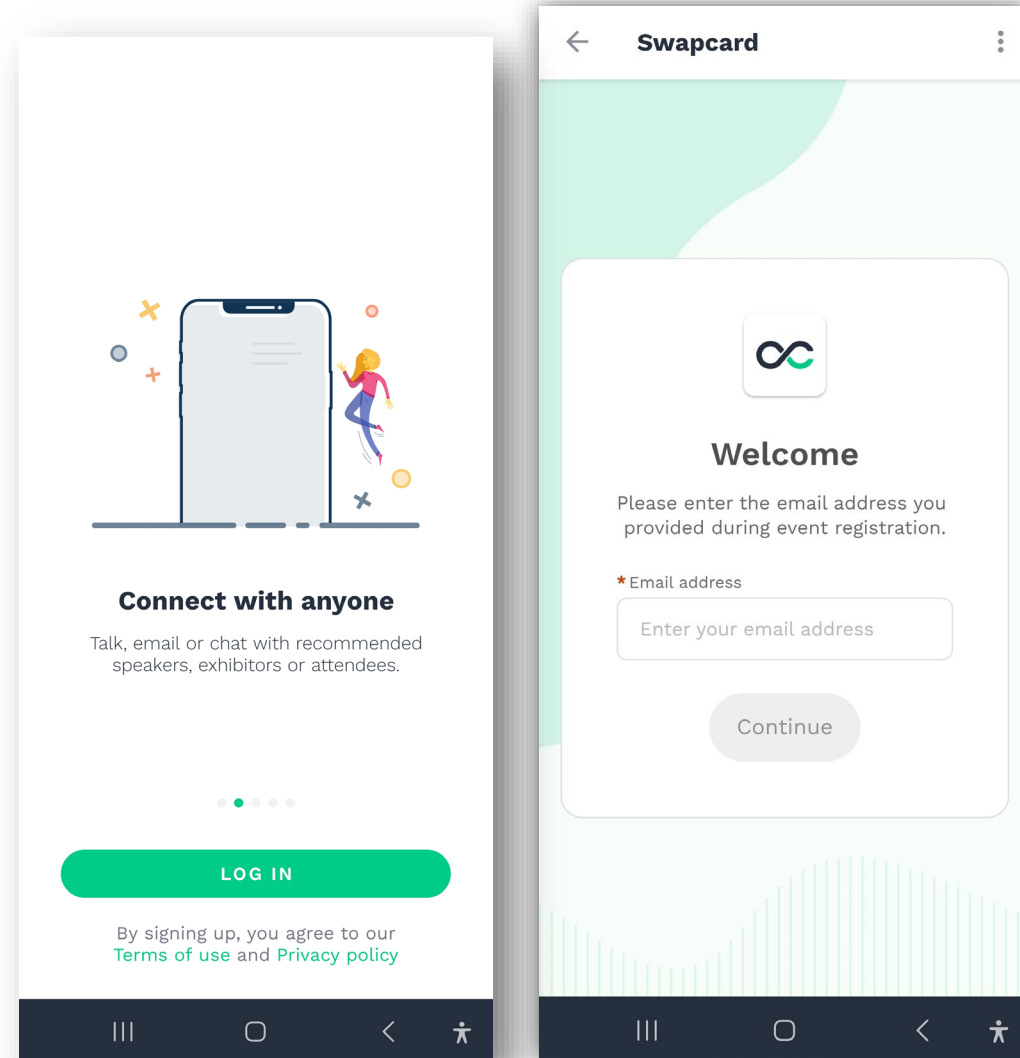
## HOW TO | DOWNLOAD THE INFORMA CONNECT TECH EVENTS APP

- 2 ways to get the App on your phone:
- Search “Tech Events” in the App Store or the Play Store
- Visit <https://page.swapcard.com/app/informa-connect-tech-events/>
- Be sure to turn on notifications to know when attendees are reaching out to you in real-time. For IOS, you can manage notifications within the app settings. For Android, you can manage the notifications on the phone settings within notifications settings.



# Getting Started...

- Open the app on your device
- Log in to the app with your email that you were registered with and password. OR create a new password.
- Every member of your booth staff has scanning ability with their account. Every member should be logging in with their own account to scan.
- Attempting to log in multiple times with one account can result in previous log ins to be logged out of the platform and scans not saved

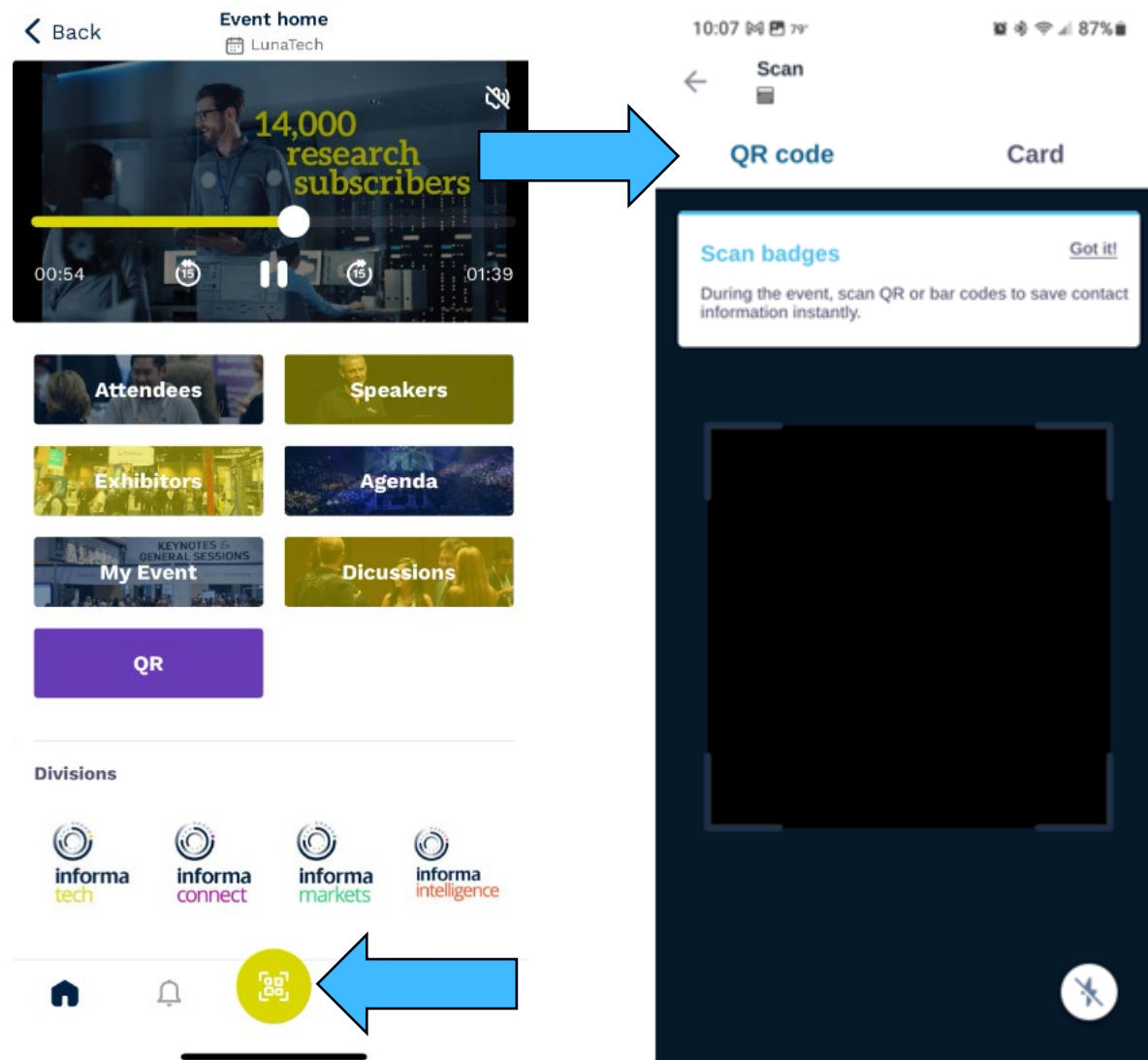


# Ready to scan...

- Once logged in select the current event.
- Click on the QR code icon on the bottom menu bar.
- Be sure to select QR Code. Then align the QR Code within the square.



You will need to give the app permission to access your camera in order to scan attendee badges



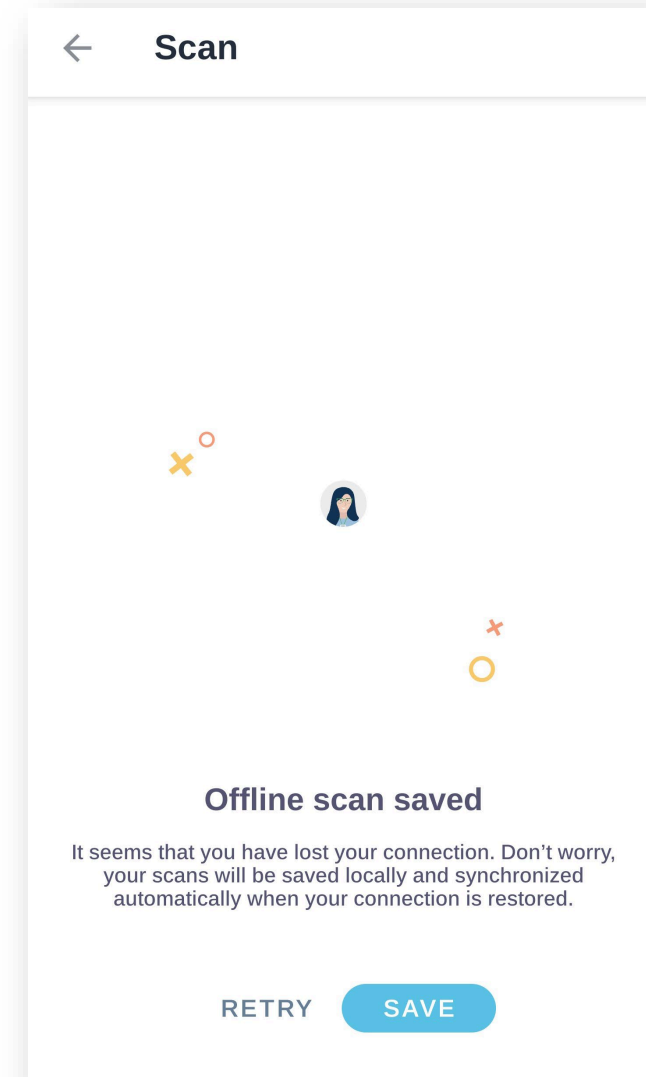
# Test your scanner

Scan the sample QR code below to test your badge scanning functionality



# Offline Scanning

Scanning is still available if your device is offline; continue scanning and once your connection returns, your leads will appear in your Exhibitor Center when device resyncs.



# Syncing Offline Scans

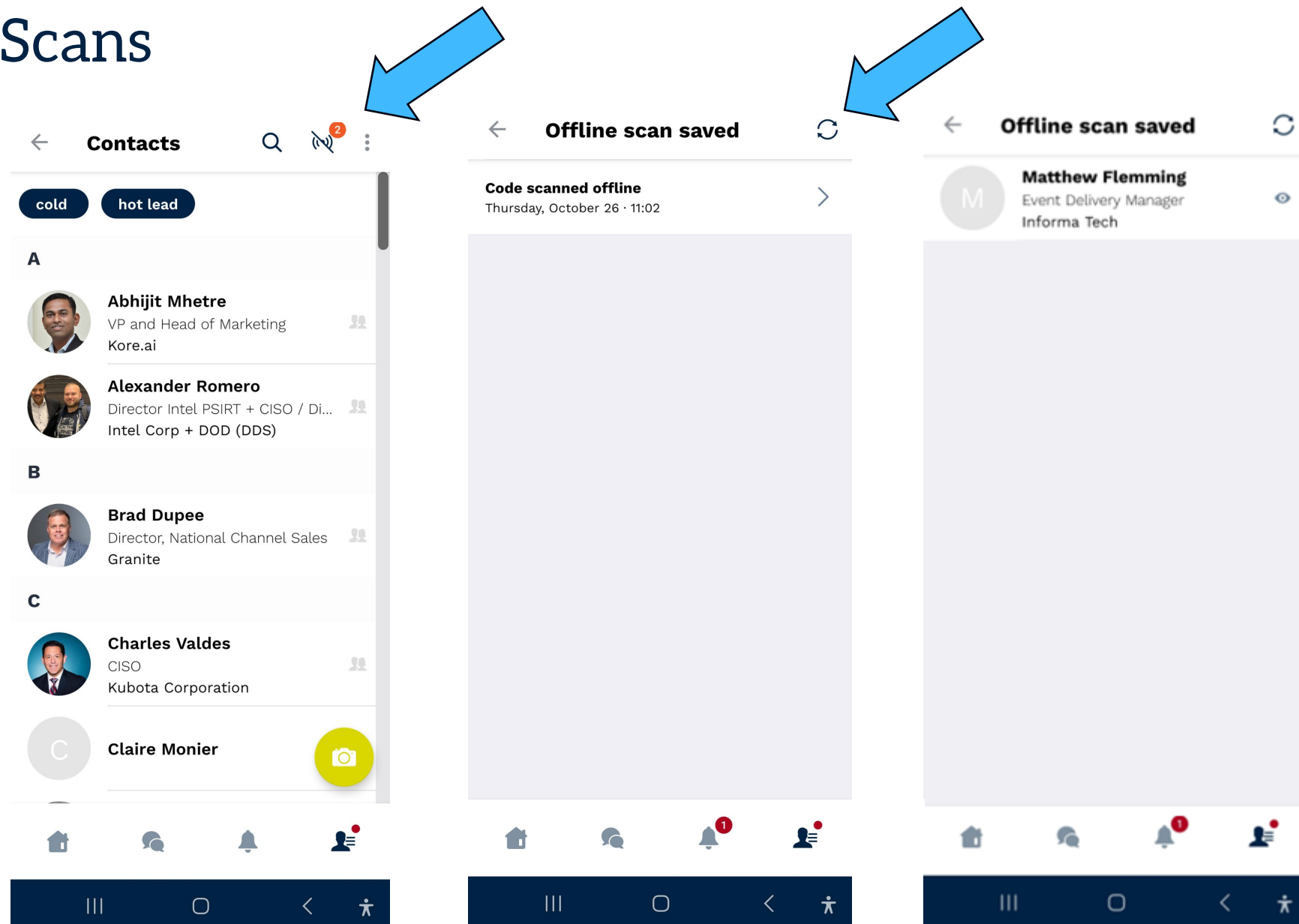
To sync your offline scans go to your contacts.

You will see an indicator in the upper right. Click on the icon.

There you will see a confirmation of offline scans.

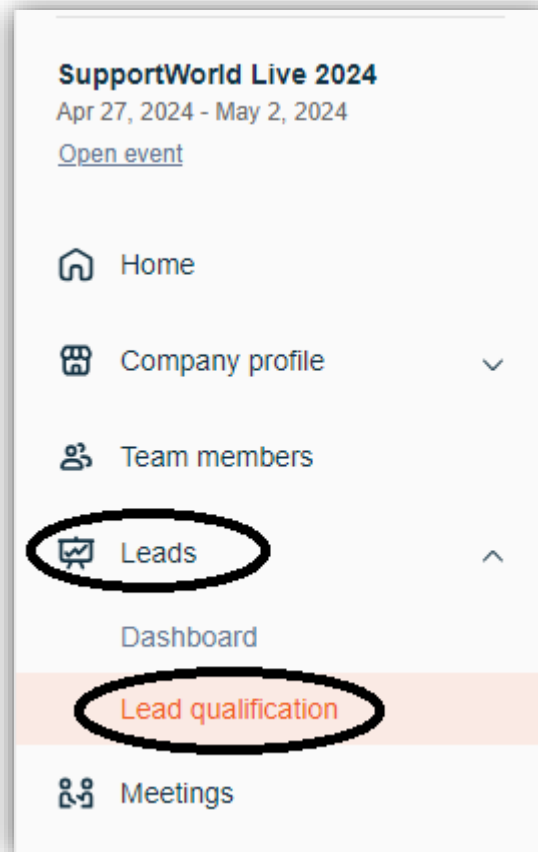
Then click the sync icon.

Names will then appear confirming a successful sync.



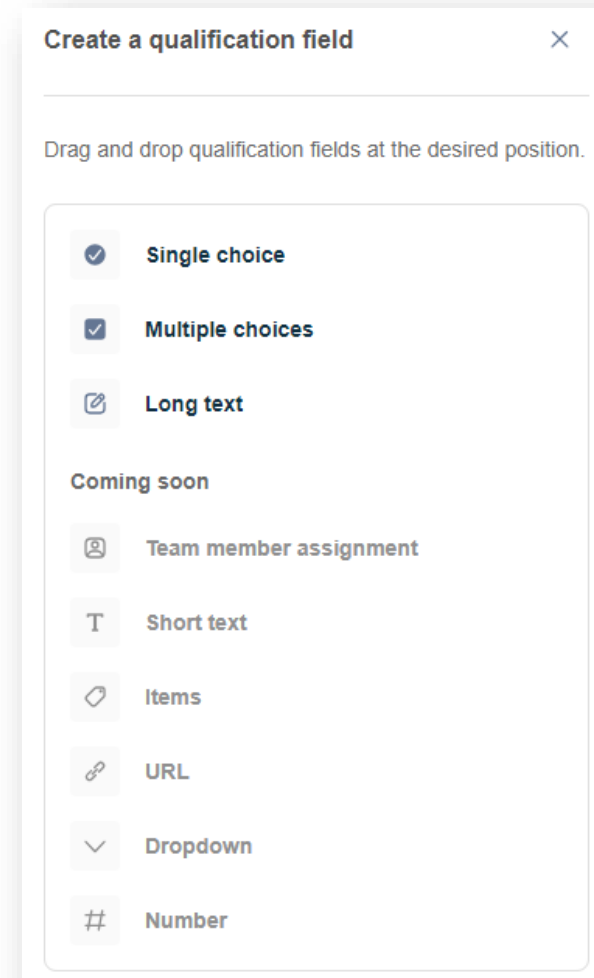
# Lead Qualifiers

In the exhibitor center under “Leads” select “Lead Qualification”. From there you can create qualifying questions that will appear after scanning a badge.



Currently there are the options of:

- Single Choice
  - Select 1 Answer
- Multiple Choices
  - Select Multiple Answers
- Long text
  - Add text response





# Lead Qualifiers

## Creating Questions

Click on “Create a qualification lead” then drag over the type of question you wish to add. Then click on the pencil to edit. If you wish to reorder the questions use the icon in the middle. If you wish to delete a question use the trash icon.

### Lead qualification

Customize lead qualification to assist your team members in identifying relevant leads. Your team will utilize the app to respond to the provided lead qualification for each connection. All the answers will be accessible via the lead report.

Single choice

- ☐ Option 1
- ☐ Option 2
- ☐ Option 3

+ Create a qualification field

### Single choice

\* Qualification field name

Single choice

\* Values

Option 1

Option 2

Option 3

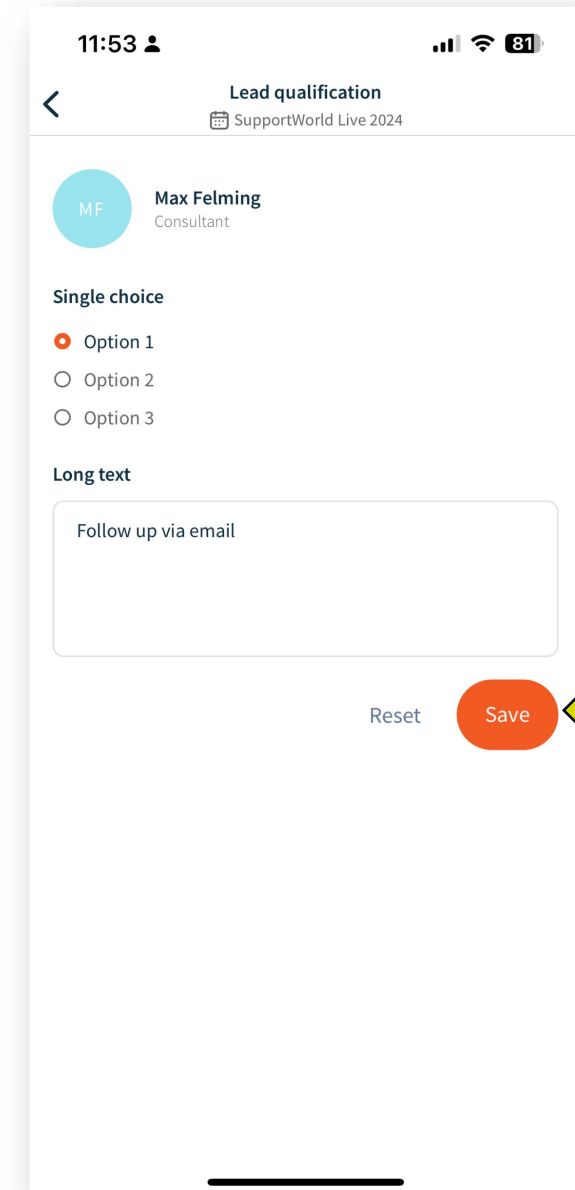
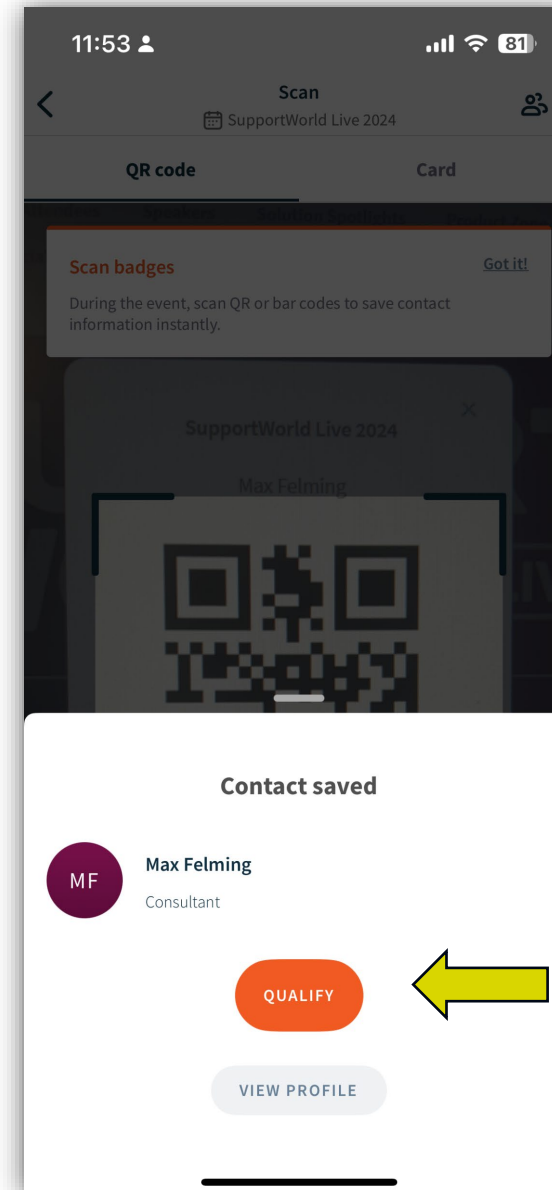
+ Add value

🗑 Delete qualification field

# Lead Qualifiers

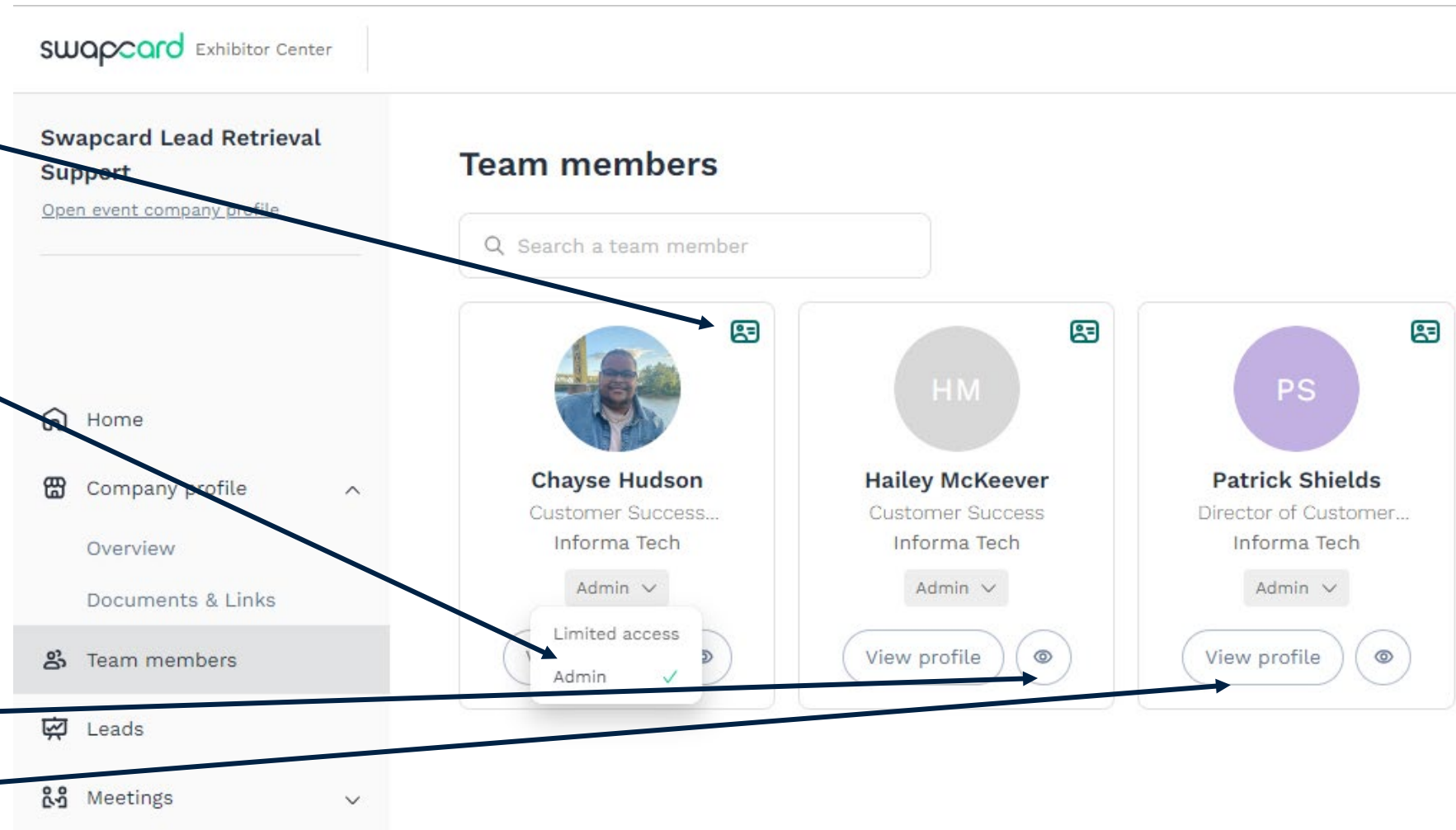
Scanning badges and completing qualifiers.

Simply scan the attendee badge like in the past. Once the scan is complete you will be prompted to “qualify”. Click on the button. Then complete the pre-populated questions and click save.



# Managing Your Team Members in the Exhibitor Center

- Contact Card icon indicates they are sharing leads/contacts to show up on reports.
- Team member access to leads.
  - Admin means they can see all leads and can pull leads reports.
  - Limited means they can only see their leads and cannot edit your company profile.
- Check to see if your team member has a visible or hidden profile.
- View a team member's profile.



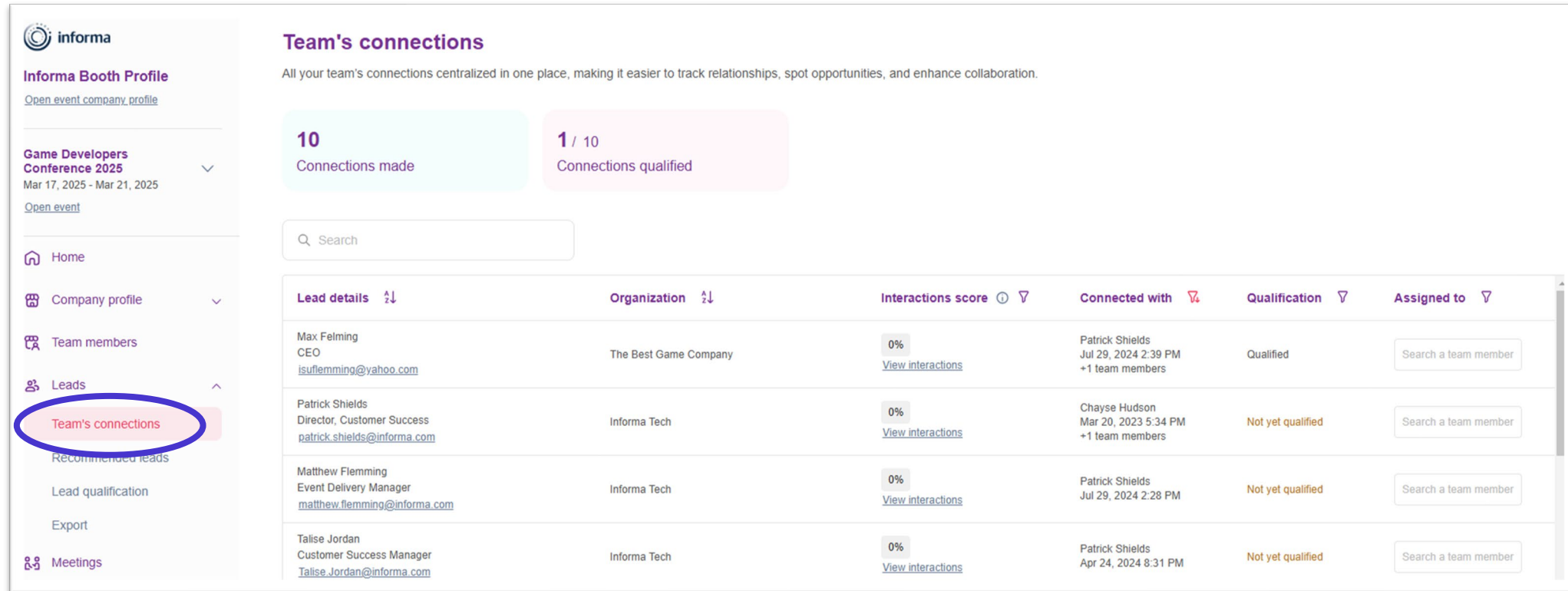
The screenshot displays the Swapcard Exhibitor Center interface. On the left is a sidebar menu with options: Home, Company profile (with sub-items Overview and Documents & Links), Team members (highlighted), Leads, and Meetings. The main content area is titled 'Team members' and features a search bar labeled 'Search a team member'. Below the search bar are three team member cards:

- Chayse Hudson**: Customer Success... Informa Tech. Access level: Admin (dropdown menu is open showing 'Limited access' and 'Admin' with a green checkmark). Profile icon is visible.
- Hailey McKeever**: Customer Success Informa Tech. Access level: Admin (dropdown). Profile icon is visible.
- Patrick Shields**: Director of Customer... Informa Tech. Access level: Admin (dropdown). Profile icon is visible.

Each card includes a 'View profile' button and a toggle icon for profile visibility. Arrows from the text on the left point to specific elements: one points to the Contact Card icon in the top right of the first card, another points to the 'Admin' option in the dropdown for Chayse Hudson, a third points to the 'View profile' button for Hailey McKeever, and a fourth points to the profile visibility toggle for Patrick Shields.

# Viewing your Leads in the Exhibitor Center

- All your exhibitor team's connections are now centralized in one place, "Team's Connections".
- It is now easier to track relationships, identify opportunities, and foster collaboration.
- You can view interaction scores and assign leads to team members, improving lead management.



**Team's connections**

All your team's connections centralized in one place, making it easier to track relationships, spot opportunities, and enhance collaboration.


**10** Connections made **1 / 10** Connections qualified

Search

Lead details	Organization	Interactions score	Connected with	Qualification	Assigned to
Max Fleming CEO <a href="mailto:isuflemming@yahoo.com">isuflemming@yahoo.com</a>	The Best Game Company	0% <a href="#">View interactions</a>	Patrick Shields Jul 29, 2024 2:39 PM +1 team members	Qualified	<input type="text" value="Search a team member"/>
Patrick Shields Director, Customer Success <a href="mailto:patrick.shields@informa.com">patrick.shields@informa.com</a>	Informa Tech	0% <a href="#">View interactions</a>	Chayse Hudson Mar 20, 2023 5:34 PM +1 team members	Not yet qualified	<input type="text" value="Search a team member"/>
Matthew Flemming Event Delivery Manager <a href="mailto:matthew.flemming@informa.com">matthew.flemming@informa.com</a>	Informa Tech	0% <a href="#">View interactions</a>	Patrick Shields Jul 29, 2024 2:28 PM	Not yet qualified	<input type="text" value="Search a team member"/>
Talise Jordan Customer Success Manager <a href="mailto:Talise.Jordan@informa.com">Talise.Jordan@informa.com</a>	Informa Tech	0% <a href="#">View interactions</a>	Patrick Shields Apr 24, 2024 8:31 PM	Not yet qualified	<input type="text" value="Search a team member"/>

# Reviewing your Recommended Leads in the Exhibitor Center

- Recommended leads are leads based on attendee interactions with your company but have not yet been connected via request or badge scan.
- Here you can review interactions, assign team members, and send connection requests to nurture relationships and drive conversions.



**Informa Booth Profile**

[Open event company profile](#)

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**Game Developers Conference 2025**

Mar 17, 2025 - Mar 21, 2025

[Open event](#)

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Home

Company profile

Team members

Leads

Team's connections

**Recommended leads**

## Recommended leads

Discover participants genuinely interested in your company. Review their interactions, assign them to team members, and send connection requests to build stronger relationships and drive conversions.

5


Visits to your company page

The data is refreshed every 6 hours.  
Last update: Tue, Jan 21, 2025 4:35 PM

Interactions score	Lead details	Organization	Assigned to	Request sent	Last interaction
No result					

# Exporting Your Leads

- You can pull your leads report in real-time in the event platform. Simply click on Export under Leads.
- This includes onsite badge scans, session scans and digital profile leads.
- You can choose to export all leads or specify certain types of leads and/or certain time periods.



**Informa Booth Profile**  
[Open event company profile](#)

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**Game Developers Conference 2025** ▾  
 Mar 17, 2025 - Mar 21, 2025  
[Open event](#)

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- Home
- Company profile ▾
- Team members
- Leads ▴
  - Team's connections
  - Recommended leads
  - Lead qualification
  - Export**
- Meetings

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[Network](#)

## Export

[Learn how](#) >

Simplify follow-ups by efficiently managing and automating your team's lead exports. Export leads manually or streamline the process by integrating our Exhibitor Leads API.

### Manual export

Export your team's leads and contacts into an Excel file whenever needed.

☐ Export all leads

☒ Define specific dates and leads to export

Begins

02/17/2025 · 11:00 AM

Ends

03/25/2025 · 7:00 PM

Content

- ☒ Connected with your members
- ☒ Had a confirmed meeting with your organization or your members
- ☒ Had a chat conversation from your exhibitor page
- ☒ Visited or bookmarked your exhibitor page
- ☒ Visited or bookmarked any of your items
- ☒ Clicked on your exhibitor page ad
- ☒ Registered for your sponsored sessions
- ☒ Attended physically to your sponsored sessions
- ☒ Watched your sponsored sessions online
- ☒ Downloaded any of your documents

[Download](#)

