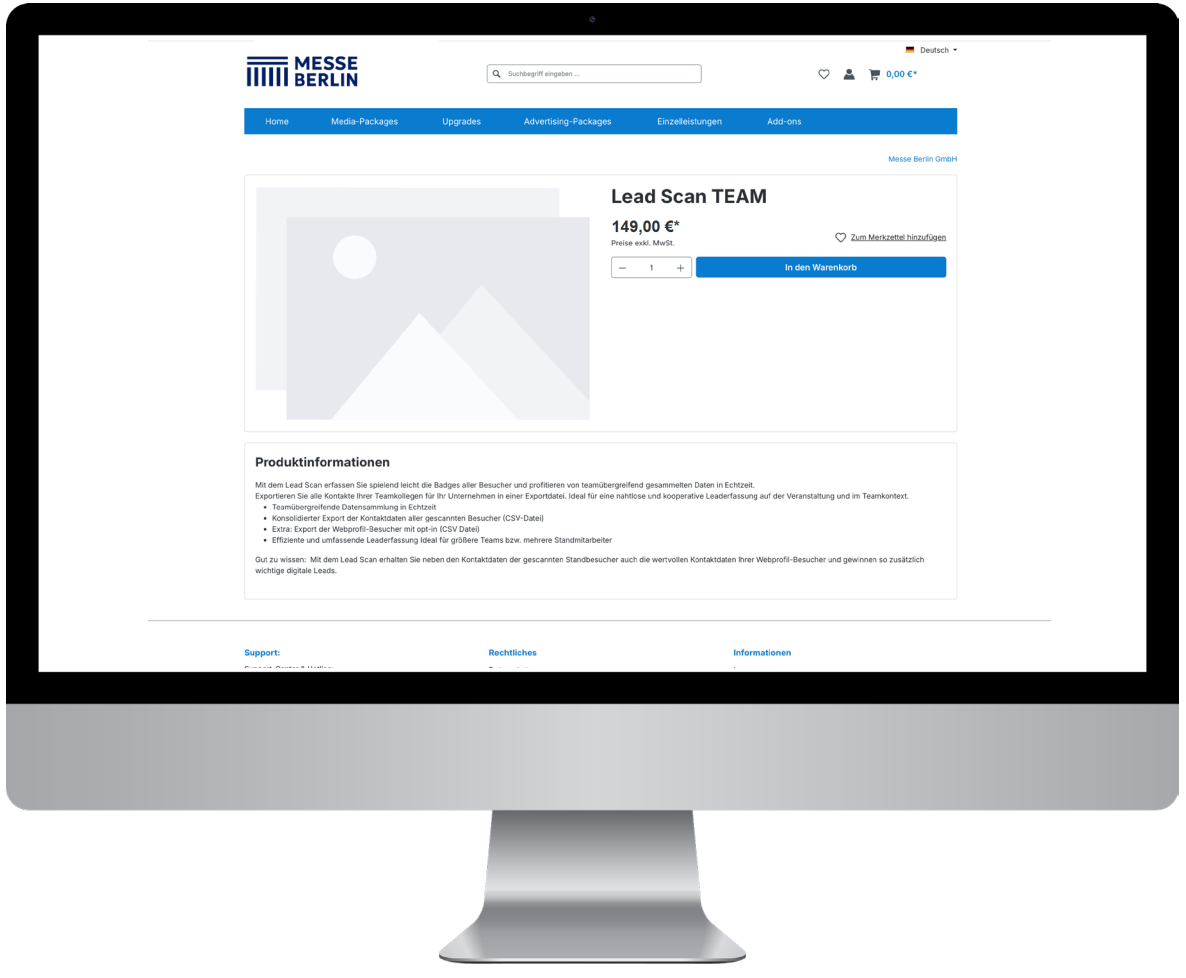
MESSE BERLIN

NEW

For exhibitors
Lead Scan Team

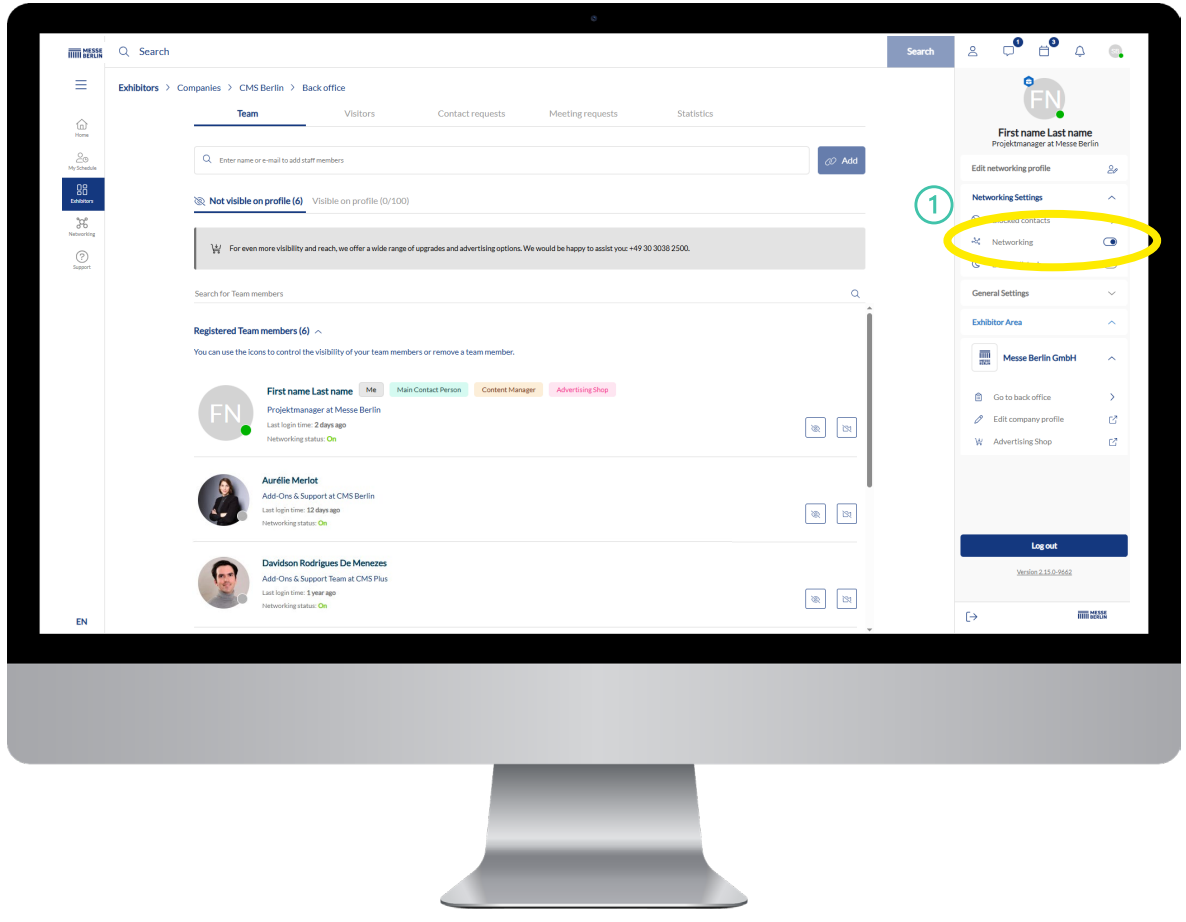
Booking

- „Lead Scan Team“ operates through the Online Platform and the App
- „Lead Scan Team“ becomes available immediately upon booking in the Advertising-Shop
- **An unlimited** number of team members can collaborate and share their contacts **in a lead pool** (real-time) scanning leads collectively as a team.
- **Export:** Download all collected team contacts as a CSV file from the Online Platform / App



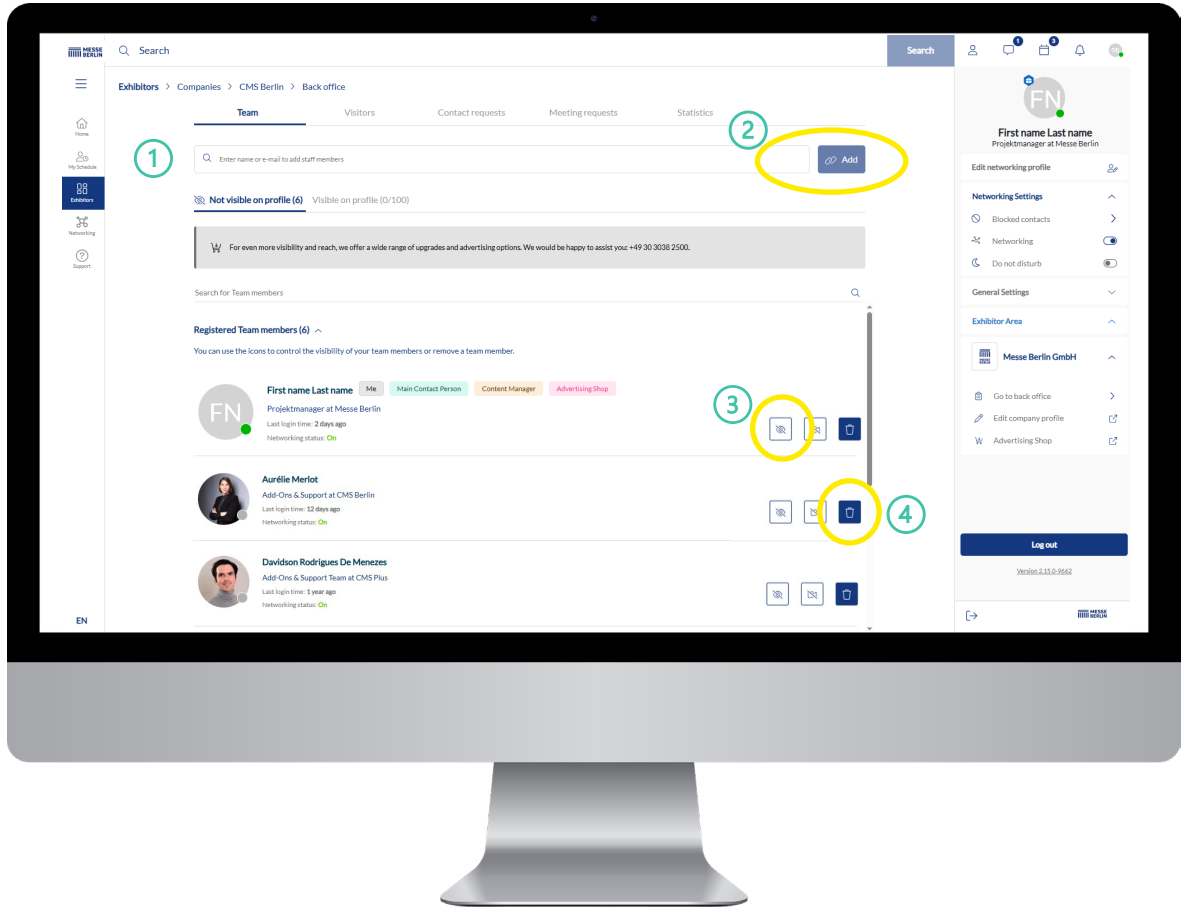
Back office of the Online Platform

- The management of **team members authorised to scan** leads is handled through the exhibitor's back office on the Online Platform.
- The **main contact person** is automatically assigned to the "Contact Person" from the stand registration. This person, along with other team members, can add additional members.
- Anyone who wishes to scan leads must create a profile on the Online Platform, using the same email address linked to their exhibitor pass registration.
- The **networking function of the personal profile** must be activated to become a team member (①).



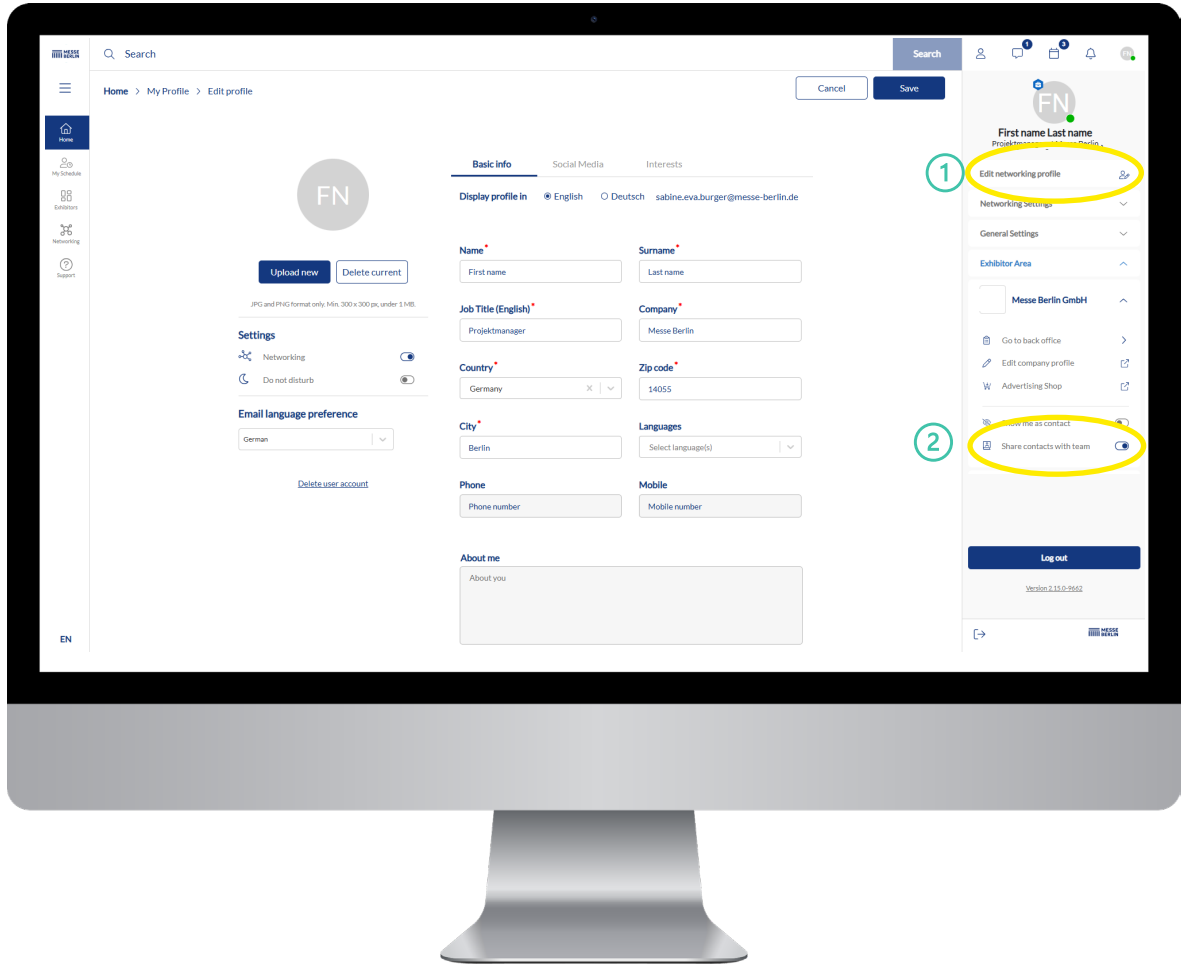
Add team members

- That’s how it works:
  - Search for the team **member’s name or email address** (①) and add them (②)
- Visibility of team members can be managed in the company profile (③)
- Team members can include **any event participants**, such as exhibition staff, agency members, etc.
- Any member using a **company domain email address** (e.g. "@messe-berlin.de") will automatically share their contacts with the team.
- Team members can be removed using the bin icon (④)



Share contacts with the team

- Any member using a **company domain email address** (e.g. "@messe-berlin.de") will automatically share their contacts with the team.
- For all others, contact sharing must be manually enabled.
- That’s how it works:
  - Select 'Edit networking profile‘ (①)
  - Activate 'Share contacts with team’ (②)

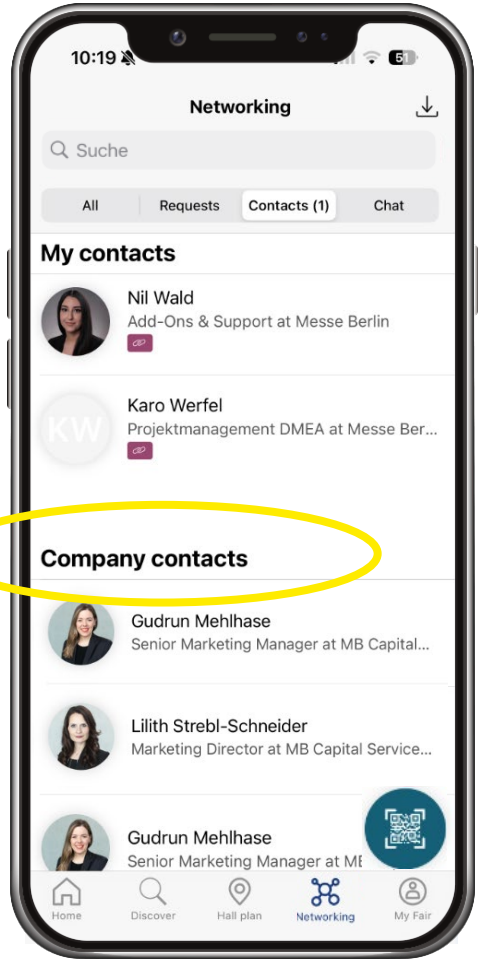


Scanning in the App

- Download the App from the store:

GET IT ON Google Play Download on the App Store

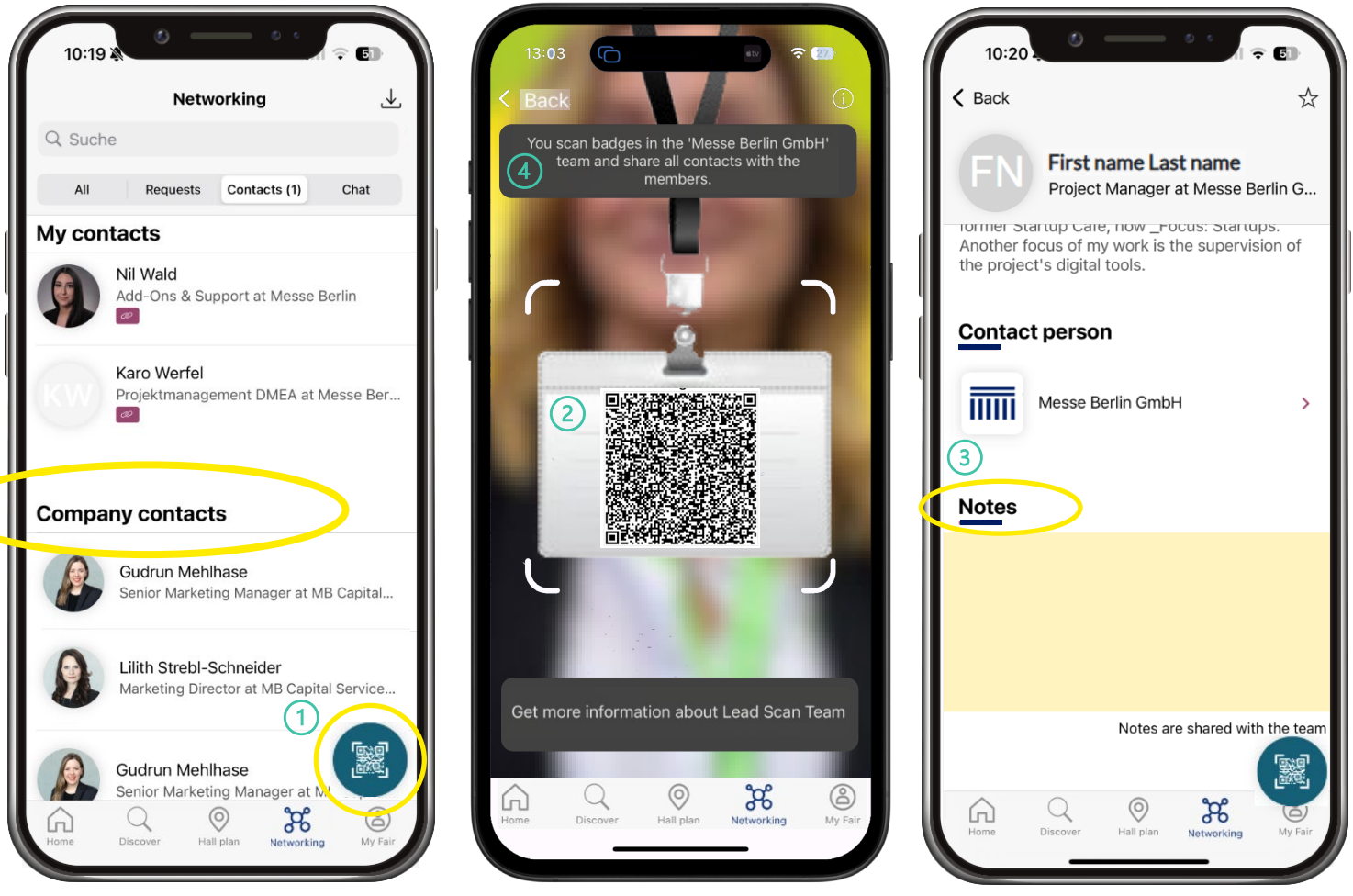
- **Log in** using the email address you used to generate your exhibitor pass and create your profile on the Online Platform.
- **Team members** invited via the platform's back office can start collecting contacts right away - **no license codes needed.**
- All team members **share their contacts within the team** (if 'Share contacts with team' is activated), and these are visible to all team members in the app.



Scanning in the App

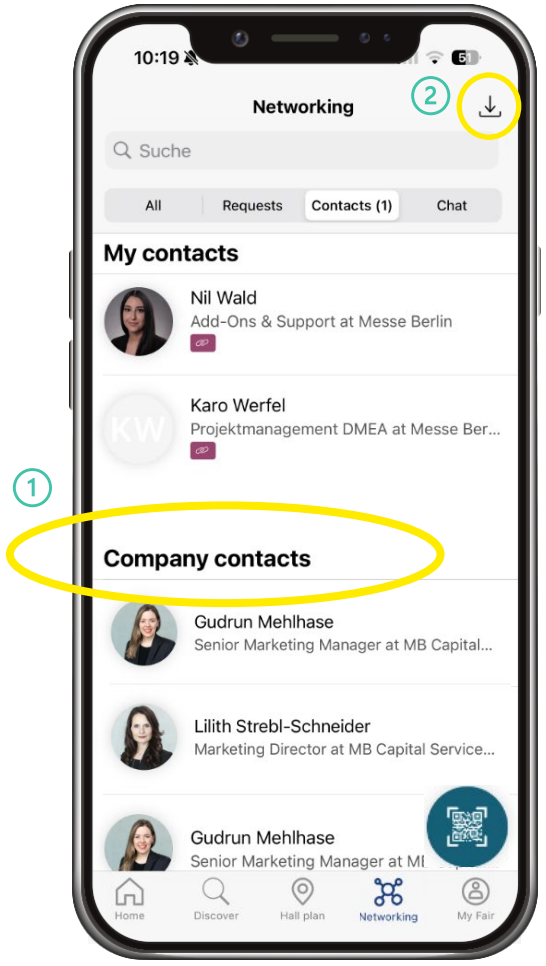
- That’s how it works:
  - Select QR code icon (①)
  - Scan participant badge (②)
  - Add notes as required, which are part of the export (③)

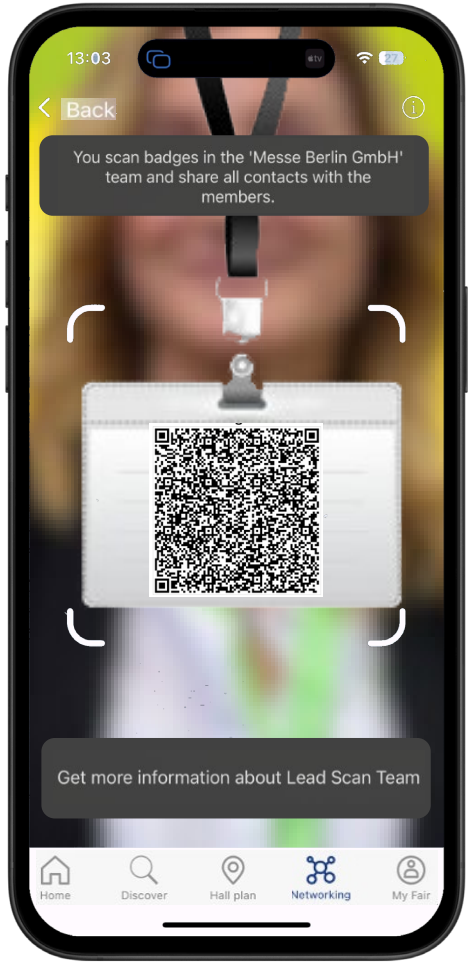
Note: You can see whether the contacts are shared with the team when you open the QR code scanner (④).



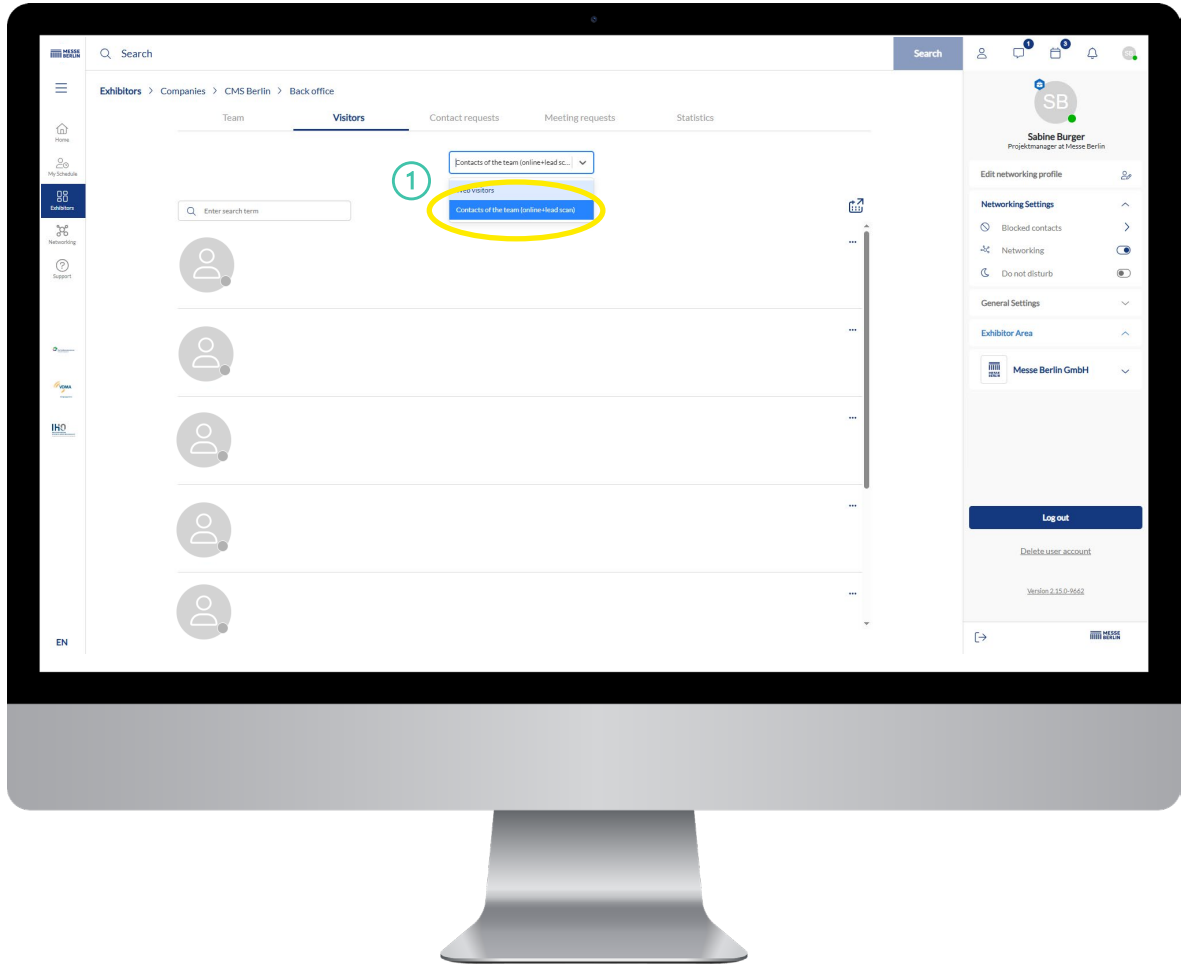
Download in the App

- The collected contacts—both individual and team-wide (①) - are always accessible through your profile in the App and on the Online Platform
- The export file shows **which team member scanned each contact**
- Leads can also be **downloaded in real-time** on mobile devices using the **download function** (②)
- Data included in the export (* if provided in by the participant):
  - Company / Organization
  - Salutation, first name, last name, address
  - Email address and telephone number*
  - Job title, department* / function*, sector
  - Languages, interests*
  - Notes





Download in the Online Platform

- The leads scanned by the team (①) using the DMEA App can be downloaded in the exhibitor's back office.

- The leads of visitors (with consent), who have visited the exhibitor's page on the Online Platform, can be downloaded under 'Web visitors'.