FAQ

Emperia is a simple lead management app that allows you to quickly capture and effectively follow up with your customers' contact information during trade shows.

Here you can find frequently asked questions & answers to help you set up and use Emperia.

Before the show

How do I use Emperia?

First, visit the App Store or the Google Play Store and install the app on your mobile device. Afterwards, log in with your name and access code. During the trade show, simply scan the QR code on the visitor badge to capture all available information from the customer. The leads collected in this way are available for you to download at any time in the Exhibitor Hub.

Are there any costs for the use?

Whether there are additional costs for using Emperia depends on your booked stand package. If you are unsure whether Emperia is included in your stand package or would like to book the use of the app additionally, please contact your contact person or write an email to emperia@reedexpo.de.

Where can I find my access code?

You will find the access code for your company in the Exhibitor Hub under the "Emperia" section. In addition, the access code will be sent by email to your company's stored main contact shortly before the show.

Can Emperia be used by multiple employees at the same time?

Yes, Emperia can be used by multiple people at the same time. To do so, simply share the access code with all employees who want to capture leads at the trade show. By specifying the name when logging in, you can distinguish which contacts were scanned by which employee.

What steps should I take before the show?

Download the app and log in with your name and the access code for your company. Share the access code and this information about Emperia with all colleagues in your company who want to use the lead scanning tool during the show.

Also, visit the Exhibitor Hub. There you can set questions that you and your staff should ask customers during scanning and upload files that will be automatically shared with all captured leads after the show.

How do I set my custom questions?

To do this, log into the Exhibitor Hub, go to the Emperia section and enter your questions and answer options under "Custom Questions".

Can I automatically send documents to each customer that we have scanned during the show?

Yes, simply log into the Exhibitor Hub, go to your exhibitor profile and upload up to 3 files in PDF format. Then switch to the Emperia section. There you can choose the files you want to share with all captured leads. After the show, your leads will automatically receive an email with your contact details and the documents.

Do you have further questions or need help?
Contact us!
Email: emperia@reedexpo.de

During the show

How do I scan a visitor badge?

Open Emperia and hold the scanner over the QR code on your visitor's ticket. Once the contact is captured, you'll see all the contact information and any custom questions you may have previously set.

Do I need Internet connection?

You must be online to download and log in to Emperia. If you are not connected to the Internet while scanning, the app saves the information of the respective QR code and synchronises it, as soon as you are connected to the Internet again. However, we recommend that you ensure a permanent Internet connection. Why is information missing from my scanned lead? The app can only display information that the visitor has provided during registration.

Can I edit my captured contacts?

After scanning, you can add a note and a rating to the respective contact. The stored contact information cannot be changed. However, you have the option to add your own questions in the Exhibitor Hub, and thus enrich your captured leads with additional information.

What happens when multiple colleagues capture the same lead?

When multiple users from one company scan the same lead, the captured information is merged. In the lead report, you can see who scanned the visitor and when, and what notes were left. Ratings and answers to custom questions can only be submitted once per lead. The information that was entered last appears in the lead report.

Can I scan the QR codes on the visitor badges with another app?

The security of our customer data is our top priority. Therefore, it is not possible to read the lead information via other apps or systems.

After the show

How do I download my lead report?

A consolidated list of all contacts that you and your staff have scanned is available for download in the Exhibitor Hub under "Emperia". We recommend to download it promptly after the show.

Can I upload the lead report to my own CRM?

The lead report can be downloaded as .CSV and .XLSX and then prepared for import into your CRM.

Do visitors receive information from the Emperia lead scanning tool?

After the trade show, each visitor receives an overview of all exhibitors who have scanned their visitor badge. This overview contains your company name and company information from your company profile, the time of the scan and the name of the employee who made the scan. In addition, if you have uploaded documents for automated sharing, these will also be sent to the visitor.

What happens to the leads when I uninstall the app?

When you uninstall Emperia on your mobile device, the captured leads are also removed. Recovery is not possible even after reinstalling the app. Nevertheless, the captured leads are not lost, of course. The full lead report with all captured information is still available for download in the Exhibitor Hub.

.

Do you have further questions or need help?
Contact us!
Email: emperia@reedexpo.de