

Manual | Inviting clients and prospects in My Easyfairs

Welcome to the second step in My Easyfairs. You have successfully completed the first step in My Easyfairs (Managing your online profile) and based on the information you provided, you can now proceed with the next step; **Inviting clients & prospects**. In this step, you can influence the quality of the visitor yourself. You can invite the target audience that matters to you, you can download the marketing materials to make your participation known at different locations, and you can keep track whether a visitor has registered based on your invitation or on your invitation link.

“Inviting clients & prospects” consists of four steps. You can choose to go through the individual steps separately or you can consult and apply several steps simultaneously. To support step 1, for example, you can use the marketing materials from step 3. Click on the step and view the explanations for each part.

[Step 1: Invitation link](#)

[Step 2: Registered visitors](#)

[Step 3: Paper and Email Invitation service](#)

[Step 4: Marketing materials](#)

Let's go!

Once you are logged into My Easyfairs, click on "manage stand".

The screenshot shows the My Easyfairs dashboard. At the top, there is a dark header bar with the My Easyfairs logo and a green circular icon. Below the header, there are two navigation links: "Events & Stands" and "Manage users". The "Events & Stands" link is underlined, indicating it is the active page. The main content area displays a list of events. The first event listed is "2030", which is highlighted with a yellow background. Below this, there is a card for "TEST COMPANY 2" featuring a blue bird icon and a "GoLeads" button. The card also shows the company name, address (S3), and statistics for products (9), news (3), and job ads (1), each with an "Add" button. Another card for "DEMONorail" is partially visible below it, showing the event date (27/9 > 1/10) and location (Namur Expo). At the bottom of the screen, there are two green buttons: "Manage stand" with a gear icon and "Download leads" with a download icon.

You will be directed to the overview below. You see a timeline with the following steps that are available in My Easyfairs:

- Manage your online profile
- **Invite your clients and prospects**
- Manage your stand
- Track your performance

In this manual we go through the step 'Invite your clients & prospects'. It is divided in four smaller steps.

The screenshot shows the My Easyfairs interface for the event Hardenberg 2022. At the top, there is a navigation bar with the event name, a GoLeads button, and a View packages link. Below the navigation bar, there are four main steps: 'Manage your online profile', 'Invite your clients & prospects', 'Manage your stand', and 'Track your performance'. The 'Manage your stand' step is noted as 'Section not fully active yet'. A red box highlights the 'Invite your clients & prospects' step, and a red arrow points from the explanatory text above to this step. Below these main steps, there are four smaller cards: 'Send your invitations' (with 0/1 tasks), 'Registered visitors' (with a 'View your invitees' button), 'Invitation link' (with a 'Invite your clients' button), and 'Paper and Email Invitation Service' (with an 'Invite your clients' button) and 'Marketing material' (with a 'View documents' button). Each card has a small icon representing its function.

- Manage your online profile
- Invite your clients & prospects**
- Manage your stand
- Track your performance
Section not fully active yet

Send your invitations
Complete all tasks to reach more clients & prospects
0/1

Registered visitors
Keep track of registered visitors
[View your invitees](#)

Invitation link
Get your personal link to invite your clients
[Invite your clients](#)
[I won't invite by personal link](#)

Paper and Email Invitation Service
Invite your clients with a paper mailing or email
[Invite your clients](#)

Marketing material
Get marketing templates
[View documents](#)

Step 1: Invitation link

The step “Invitation link” contains your personal digital invitation link. This link is unique for you as an exhibitor, so you can easily find out which visitor has registered via a digital invitation from you.

Copy this link and paste it, for example, in your email signature, the banners you are using online, on your website, or in a digital invitation you are sending out. Of course, you can use your own materials for this, but Easyfairs also provides materials that you can use for inviting business relations. Would you like to immediately use the materials provided by Easyfairs? View and download the materials in step 4 “Marketing materials”.

Invite clients & prospects

Invite your clients & prospects

Clients and prospects are more likely to attend the event and visit your stand if they have been personally invited.

Use the custom registration link below in your digital communication (emails, website, social media, etc.).
Need some inspiration? Check out the "Marketing Material" card!

Your personal registration link will be displayed here. Note: This link is personalized and unique.

Personalised link

<https://registration.n200.com/survey/2w19tuli992cj?actioncode=NTWO000043VEI&partner-contact=1bczfmj89y3>

COPY LINK

You can create additional custom links via the registration platform (per team member, per channel...)

[Click here to create more links](#) [Click here to get some help](#)

As you can see, you can create more unique links when needed. You will be directed to Visit, where the "Guests > Registration links" tab lets you add links via the "add" button. When you click on '**click here to get some help**' in the screen above, you will see the Visit manual on creating unique registration links. You can always consult this for additional information.

Why create extra links?

Creating extra links can be interesting, for example when you want to be able to measure exactly which online message has generated the most visitors. This way, you can link a unique code to each message and see afterwards whether, for example, the banner in your email signature or the banner on your website has generated the most visitors. This can be interesting information when you are deciding on your marketing efforts for the next event participation, for example. To measure is to know!

Step 2: Registered visitors

We continue with the second step in “Inviting Clients and Prospects”. By now, you have actively and enthusiastically distributed your unique registration link(s) via various digital channels. Now, it's time to see which of your relations has requested a ticket via the registration link(s) distributed by you. This way, you can already make appointments at your stand with interested visitors, even before the event you are participating in gets started. This way, you already generate interesting leads for your participation!

Registered visitors

Registered visitors

Currently, the number of visitors that have registered via your invitation link(s) or codes is 3. Once there are some pre-registered visitors you will be able to view their registration data. Don't hesitate to plan meetings on your stand at the event.

[DOWNLOAD DOCUMENT](#)

You see which of your relations has requested a ticket via the registration link(s) distributed by you

Full Name	Email	Company	
Visitor 1	Email address 1	Company 1	28/02/2019 15:28
Visitor 2	Email address 2	Company 2	20/03/2019 12:15
Visitor 3	Email address 3	Company 3	22/03/2019 12:10

Step 3: Paper and Email Invitation Service

Step 3 of “Invite your clients and customers” is intended to make inviting your relations even easier. When this step is available for your exhibition participation, you will see it automatically appear. All you have to do is upload your contact list. Easyfairs does the rest and ensures that your customers receive a personalized invitation on your behalf. This means that you only have to prepare for your exhibition participation and you do not have to worry about inviting relations to the exhibition.

The screenshot shows the Easyfairs platform interface with the following sections:

- Manage your online profile**: Includes a building icon and a link to "Manage your online profile".
- Invite your clients & prospects**: Includes an envelope icon and a link to "Invite your clients & prospects".
- Manage your stand**: Includes a booth icon and a link to "Manage your stand". A note says "Section not fully active yet".
- Track your performance**: Includes a magnifying glass icon and a link to "Track your performance".

A green progress bar is positioned between the first two sections.

Send your invitations:
Complete all tasks to reach more clients & prospects
0/2

⚠️ [Invite your clients with a personal link](#)
⚠️ [Invite your clients with a mailing or email](#)

Registered visitors:
Keep track of registered visitors
[View your invitees](#)

Invite your clients with a personal link:
Get your personal link to invite your clients
[Invite your clients](#)
[I won't invite by personal link](#)

Paper and Email Invitation Service:
Invite your clients with a paper mailing or email
[Invite your clients](#)
[I won't invite by paper or email](#)

Marketing material:
Get marketing templates
[View documents](#)

A red arrow points from the text "Paper and Email Invitation Service" in the bottom-left box towards the "Paper and Email Invitation Service" section in the bottom-left box.

When you click on 'Invite your clients' you will enter the screen below where it is explained until when the contact list can be uploaded. The format of the contact list is also available here so that you can immediately upload the correct file. Finally, the processor agreement is also available here, which you can sign digitally directly by ticking the box 'I am authorized and accept the processor agreement'. The invitation service functionality is fully GDPR proof. We will sum up for you how we deal with the relationship list you upload:

- The data is only used to invite your relations on your behalf.
- This data will not be used for other purposes than for purposes related to the invitation service.
- You upload your contact list(s) in a secure environment.
- Your relation lists are deduplicated. The organization that provides this is GDPR proof.
- Your data will only be provided to the mailing handler who uses the data to send the invitations. They do not retain the data after this.
- The data will be destroyed immediately after the event. Your relations will only be included in our database if they themselves give permission for the use of their data.

Invitation service

i You have until the 26-09-2022 to upload your files, so we have time to properly process your invitations. If you want to make use of this and/or if you want more information, please contact exhibitoractivation@easyfairs.com

Invite customers & prospects to the event

By uploading a list of contacts, we can send a custom invitation on your behalf.
Potential visitors are more likely to register for an event if they have been personally invited by you, as an exhibitor, rather than being invited by Easyfairs only.

GDPR Agreement

We want to make sure you feel safe about uploading your contacts to *My Easyfairs*.
That's why we need your approval to process your data.
They will be processed and used according to GDPR rules.

GDPR Documents

[NL_DE Rahmenvertrag zur Datenverarbeitung.pdf](#) [NL_NL Verwerksovereenkomst.pdf](#) [NL_EN Framework Agreement Data Processing.pdf](#)

I am authorised and I accept the Processor agreement

[Continue](#)

After clicking on the 'Continue' button, the screen below appears where your file can be uploaded immediately.

(i) You have until the 26-09-2022 to upload your files, so we have time to properly process your invitations. If you want to make use of this and/or if you want more information, please contact exhibitoractivation@easyfairs.com

Invite customers & prospects to the event

By uploading a list of contacts, we can send a custom invitation on your behalf. [Preview](#)

Potential visitors are more likely to register for an event if they have been personally invited by you, as an exhibitor, rather than being invited by Easyfairs only.

Upload contacts

 Add Contact List
.xlsx

To get your list on our database faster, download our template and fill it in with your data. You can also upload any other excel file exported from your crm or database.

[Download our template](#) ↴

Add comment

Optionally, add here any instructions about your contact list that we should know about.

0/500

Uploaded files

You have 0 uploaded file(s)

Uploaded contacts

0/ contacts

Search +

| Company name | First name | Last name | Gender | Street name | Street number | Street box | Postal code | City | Country | Lan

When the file has been uploaded you will see this file in the overview below and you also have the opportunity to add additional comments in the field on the right.

Upload contacts

 Add Contact List
.xlsx

To get your list on our database faster, download our template and fill it in with your data.
You can also upload any other excel file exported from your crm or database.

[Download our template](#)

Add comment

Optionally, add here any instructions about your contact list that we should know about.

0/500

Uploaded files

You have 2 uploaded file(s)

 Uitnodiginglijst reacreatiebeurs 2022 verzenden.xlsx	
 Uitnodiginglijst reacreatiebeurs 2022 verzenden.xlsx	



Step 4: Marketing materials

At the heading “Marketing materials”, you can download the marketing materials provided by Easyfairs. These include digital invitation cards, banners, and other digital marketing materials. You can use these materials in combination with your personal registration link,

Marketing material

Marketing material

Discover tips & tricks to promote your participation

In the marketing material overview you will find all available marketing materials produced by the marketeers of the event.

Name	Actions to be taken	Deadline	Status
Social media template nl	Social Media plan	03/03/2019	
Social media template en	Social Media plan	03/03/2019	
nieuwsbrief template	Nieuwsbrief sturen naar klanten en relaties	15/03/2019	
Newsletter template en	Newsletter to invite relations to your stand	15/03/2019	
Logo	Plaats het logo op uw website, in een nieuwsbrief of in uw handtekening	None	
Banner bezoek onze stand		None	
Banner bezoek onze stand smal		None	

When you click on the materials in the list, you will be directed to the page below. Click on 'Open' to open the file and easily save it.

Marketing material

Banner - Bestel uw tickets 250 x 250

Banner - Bestel uw tickets 250 x 250



Step 1: Download the document

Open and download the document by clicking the button below

Open

Status: ! To do