

## **Manual | Manage stand in My Easyfairs**

Welcome to the third step in My Easyfairs. You have successfully completed the first two steps in My Easyfairs (Manage Profile and Invite clients) and you can now continue with the next and final step before the event starts, the **“Manage stand”** step. In this step, you arrange all important matters for your event participation! Think of additional orders of products and materials or registering your stand personnel. In this step, you can arrange for everything you need prior to the participation so you won't have to worry about it during the event and can focus completely on meeting (potential) business relations!

**“Manage stand”** consists of at least six steps and a maximum of nine steps. That depends on the EasyGo package you've chosen and the documentation added by the event team in My Easyfairs. You have the option of going through the steps separately in My Easyfairs or this manual. You don't have to stick to a specific order. Each step states to which package(s) it applies, so you are sure you won't go through any unnecessary steps.

[Step 1: Stand personnel \(available with all packages\)](#)

[Step 2: Smart Badge technology \(available with all packages\)](#)

[Step 3: Visit Connect \(available with all packages\)](#)

[Step 4: Create SMS alerts \(available with all packages\)](#)

[Step 5: Onsite visibility \(available with GoPremium\)](#)

[Step 6: Webshop & Orders \(available with all packages\)](#)

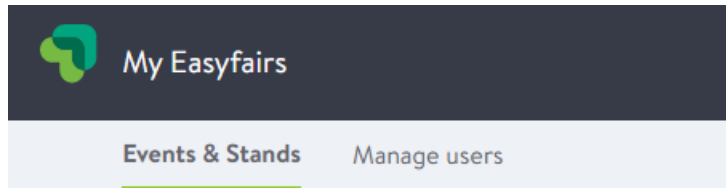
[Step 7 \(optional\): Risk assessment](#)

[Step 8 \(optional\): Booth grid plan](#)

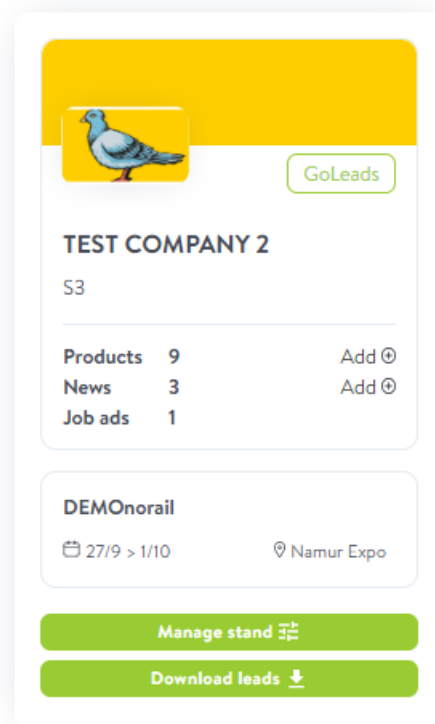
[Step 9 \(optional\): Partner services](#)

## Let's go!

When you're logged in to My Easyfairs, you click 'manage stand'



2030



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

- Manage profile
- Invite clients
- **Manage stand**
- Track performance
- View documents (if available)

Manage profile <sup>2</sup> Invite clients <sup>2</sup> **Manage stand <sup>1</sup>** Track performance View documents Event website

### Stand personnel






Use the Visit Connect Portal to register your stand personnel that is attending the event.

[Manage your personnel](#)

### Smart Badge Technology

Set up your readers, link them to your profile, products or other information you want to share with visitors to your stand

[Manage your readers](#)

				
1- Entree 5 - hostess 3	2- Entree 1 - Hostess 1	3- Entree 1 - Hostess 2	4- Nieuwsbrief	5- Interes

### Visit Connect

Use Visit Connect to capture detailed and qualifying leads during the exhibition.

[Get started](#)

### Create SMS alerts <sup>0/3</sup>

Get notified when your visitors check in at the event

[Create alerts](#)

### Onsite visibility

Display your company logo on screens at the event

[Upgrade](#)

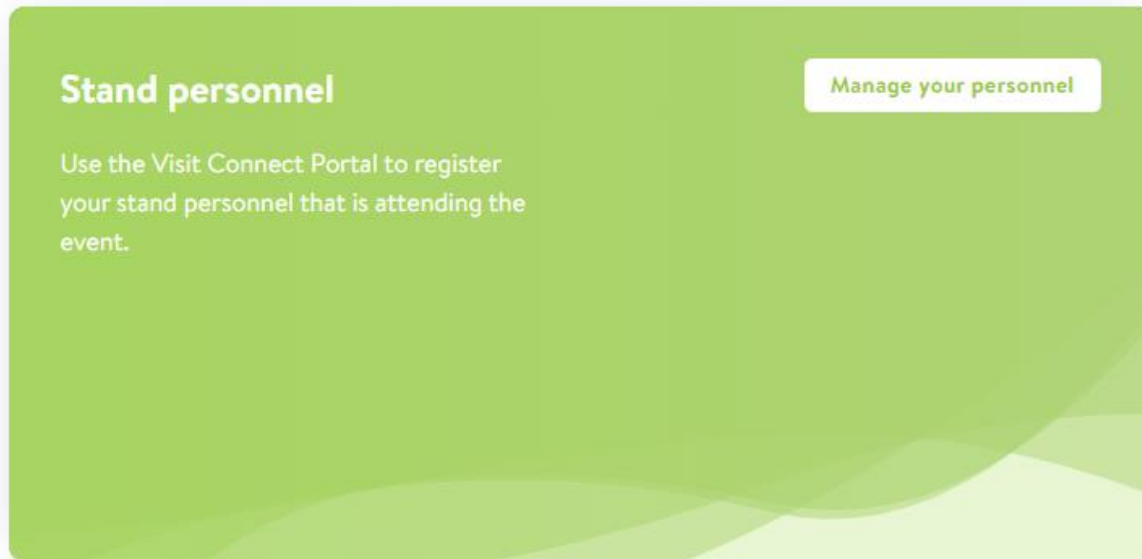
### Webshop & Orders

Webshop is closed

## Step 1: Stand personnel (available with all packages)

In this step, you register the employees who will be working at your stand during the event. You do this via the registration portal in Visit. Registering stand personnel can be done when the visitor registration is open and the visitors can register for a visit to the event.

Click on “Manage your personnel” and thereafter “Visit Connect” to go to Visit.



Then click on the "Team" tab on the left. Here you can register your stand personnel. Click on the "Add staff" button to add a person.

The stand staff will receive their voucher by e-mail. You can also print the vouchers from Visit by clicking on the "Actions" button and then "Print staff vouchers".

The screenshot shows the Connect interface for the event "Rundvee en Mechanisatie Vakdagen Hardenberg 2022" (25 okt. 2022 - 27 okt. 2022). The user is logged in as "Elseline deJongh". The left sidebar has the "Team" tab selected, indicated by a red arrow. The main content area shows a table of registered staff members. The "Add staff" button is highlighted with a red arrow.

connect WITH VISIT

Rundvee en Mechanisatie Vakdagen Hardenberg 2022  
25 okt. 2022 - 27 okt. 2022

Start tour Elseline deJongh

Search Total registered staff: 11 (unlimited) ?

Add staff Actions

<input type="checkbox"/>	<input type="checkbox"/>	Name	Email	Type	State	Attendance	Permissions
<input type="checkbox"/>	<input type="checkbox"/>	Jasper Aardenburg	jasper.aardenburg@e...	Stand personnel	Registered	No show	
<input type="checkbox"/>	<input type="checkbox"/>	Karin De Visser	karin.devisser@easyf...	Stand personnel	Registered	No show	
<input type="checkbox"/>	<input type="checkbox"/>	Yannick Hulink	yannick.hulink@easyf...	Stand personnel	Registered	No show	
<input type="checkbox"/>	<input type="checkbox"/>	Sacha Louwen	sacha.louwen@easyf...	Stand personnel	Registered	No show	
<input type="checkbox"/>	<input type="checkbox"/>	Stefan Manning	stefan.manning@easyf...	Stand personnel	Registered	No show	
<input type="checkbox"/>	<input type="checkbox"/>	Marleen Nijland	marleen.nijland@eas...	Stand personnel	Registered	No show	
<input type="checkbox"/>	<input type="checkbox"/>	Maaike Scherpen	maaike.scherpen@easyf...	Stand personnel	Registered	No show	
<input type="checkbox"/>	<input type="checkbox"/>	Femke Stulp	femke.stulp@easyfair...	Stand personnel	Registered	No show	
<input type="checkbox"/>	<input type="checkbox"/>	Ger Van Der Wal	ger.vanderwal@easyf...	Stand personnel	Registered	No show	
<input type="checkbox"/>	<input type="checkbox"/>	Linn Van Dijk	linn.vandijk@easyfair...	Stand personnel	Registered	No show	
<input type="checkbox"/>	<input type="checkbox"/>	Lucas Van't Hof	lucas.vanthof@easyfa...	Stand personnel	Registered	No show	

5.0.117

## Step 2: Smart Badge technology (available with all packages)


With the Smart Badge technology, you can connect your Smart Badge readers (number depends on the EasyGo package you've chosen) to specific subjects. For instance, it's possible to connect a reader to a product, to specific information about a service, or to a vacancy, for instance. This allows you to share the right information with the right visitor and easily follow up on these leads after the event. After all, you know exactly which visitor has shown interest in what subject and in this way, you can immediately hold interesting conversations after the event. You can connect the readers as follows.

Click "Manage your readers".


### Smart Badge Technology<sup>®</sup>

Set up your readers, link them to your profile, products or other information you want to share with visitors to your stand

[Manage your readers](#)




Does Bread Shops






Does Bread Shops

You will be directed to the screen below where you can automatically see the number of readers included in your package. With GoLeads, you will receive one reader, with GoPlus two readers and with GoPremium, you will receive three readers. If you want more readers, you can always order these separately in the online shop! By clicking “Modify”, you can connect every reader as you wish!

 Important: all readers must be set up at least 3 weeks prior to the event.

### Manage your readers

Take full advantage of our Smart Badge Technology and configure your reader (s) according to your needs. You can link each reader to either your company profile, a specific product, service, news item or job offer; each reader can be linked to a different content. After the event you will receive all the leads of the visitors who have touched your readers, according to your EasyGo package. This might require to upgrade to another package, if this is not included in your current one.

 <p><b>Does Bread Shops</b> Does Bread Shops</p> <p><a href="#">Modify</a></p>	 <p><b>Does Bread Shops</b> Does Bread Shops</p> <p><a href="#">Modify</a></p>	 <p><b>Order a new reader</b></p> <p>Webshop is closed</p>
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When you click “Modify”, you'll see the screen below that explains how you can connect reader(s). Of course, you can choose to connect the readers later. However, take into account that the readers must be connected at least two weeks before the start of the event.

## Smart Badge Technology



### Manage your readers

Our Smart Badge readers can be placed anywhere on your stand and allow your visitors to easily collect more information about your company or products while they visit the event. You can link each reader to either your company profile, a specific product, service, news item or job offer; each reader can be linked to a different content. After the event you will receive all the leads of the visitors who have touched your readers.

Start

I'll do this later

When you click “Start”, you can choose what you'd like to connect your reader to. If you don't choose anything, the readers are automatically connected to your company profile.



## Smart Badge Technology

Select an item to link

Company profile





Job Ads



In this example, we choose to connect to the company profile. Fill in a reader name, to be able to distinguish the different readers later in the leads overview.

## Smart Badge Technology

### Set up your reader

Reader Name (choose a relevant name) \*

[Apply](#)

## Smart Badge Technology



### **Congratulations**

Your reader is now configured. All visitors that touched this reader will receive the information specifically linked to it at the end of the day.

At the end of the event, you will receive the list of all visitors that have touched this reader.

OK

When you've completed the steps above, you will see the connected reader in the Smart Badge reader overview.

### Step 3: Visit Connect (available with all packages)

In this step, you can set up the Visit Connect tool so you can use this tool during your event participation to collect your visitors' information and turn this into a valuable resource. With this helpful tool, you can scan the visitor's badge yourself. In doing so, you easily record the information of visitors with whom you've had a productive conversation at your stand. You can add information and remarks yourself, allowing you to easily follow up after the event. With Visit Connect, you're in the lead and you can note any details about the conversation. This is different from the Smart Badge technology where the visitor is in the lead and you can't add notes or remarks. The use of the Visit Connect tool in combination with the Smart Badge technology creates the ideal situation for both you and the visitor.

#### Visit Connect

Use Visit Connect to capture detailed and qualifying leads during the exhibition.

Get started

When you click on “Get started” and thereafter on the “Visit Connect” button, you can set up the tool. For example, you can add questions that the stand staff can easily fill in during a conversation with a visitor.

Your registered stand personnel are automatically assigned as a Visit Connect user. They will receive their Visit Connect access link in the registration confirmation email.

### Visit Connect

Use Visit Connect to capture detailed and qualifying leads during the exhibition.

#### Visit Connect App



Your registered stand personnel will be automatically assigned as a Visit Connect user and they have received their personalised Visit Connect Access Link in their registration confirmation email.

You can assign your stand personnel different permission rights in Visit Connect. To manage and upgrade their permissions visit the Visit Connect Portal via the link below; go to 'team' and click on the 'edit' icon behind their name to adjust their permissions. Via the Visit Connect Portal you can also assign additional stand personnel as Visit Connect ADMIN to co-manage Visit Connect with you at this exhibition.

[Visit Connect App >](#)

#### Visit Connect contact

Email [lisan.zoon@easyfairs.com](mailto:lisan.zoon@easyfairs.com)

Click on the dropdown, to assign another person as Visit Connect contact person for your company. Please note, that by changing the Visit Connect contact person, this will be changed for all events your company is participating at.

▼

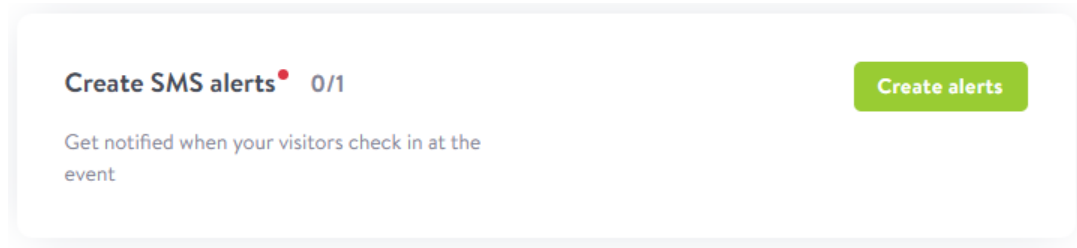
#### PDF document

📄 [Visit Connect Guide \(PDF\)](#)

📄 [Frequently Asked Questions \(PDF\)](#)

## Step 4: Create SMS alerts (available with all packages)

This feature gives a real-time notification when a certain business relation enters the event, so you'll be alerted even when you're busy speaking with visitors.



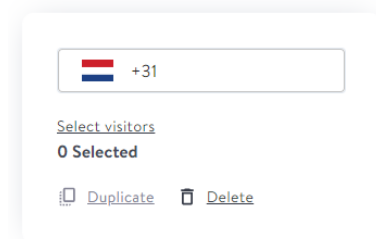
When you click 'Create SMS alerts', you 'll be directed to the overview below, where you can easily add phone numbers of colleagues at the stand who should receive a notification when a certain visitor enters the event. Here, you can select a specific visitor to connect to a specific colleague at your stand. This means that you are sure you don't miss important business relations during their visit to the event.

### Create SMS alerts

Add stand personnel who should be notified via SMS when a visitor checks in at the event. You can add as many phone numbers as your package allows. The list of visitors will be updated each time somebody registers through your personal registration link.

0/1

+ Add



## Step 5: Onsite visibility (available with GoPremium)

In this step, you can upload your logo so it's shown in prominent locations during the event. This provides extra exposure outside your own stand.

### Onsite visibility

Display your company logo on screens at the event




Increase onsite visibility

You'll be directed to the screen below where you can upload a logo and add a name that's displayed together with your logo. You also see an example of how your logo will be shown at the event.

#### Onsite logo visibility

Display a high-quality, high-impact image to enhance your visibility at the event. Your logo or advert will appear on screens placed in high traffic areas (such as the entrance, registration area, restaurants/bars and seminar rooms).


#### Basic information

 **Advert Or Logo\***  
L-STIHL\_LOGOBG-IC-001.jpg  

Display name  
It will appear under your advert or logo on screens at the event

16/40

#### Preview



Andreas Stihl NV 740

For more information you can contact [femke.stulp@easyfairs.com](mailto:femke.stulp@easyfairs.com)

## Step 6: Webshop & Orders (available with all packages)

In this step, you can see exactly which orders you've placed and you can go to the webshop to place (extra) orders for your stand. This way you are sure you don't forget anything you need for your event participation.

### Webshop & Orders

[Webshop](#)

Order items for your stand or check the list of orders made  
Open from 10-10-2022 to 30-12-2022









Name	Reference	Description	Quantity	Unit of measurement
Carpet tiles - anthracite	NL-EASY-CARPET-TILEG	Carpet tile - antraciet	190	sqm
Exhibitor badge	NL-EASY-EXHBADGE	Exhibitor badge	2	pcs
Entrance to the exhibitor restaurant	NL-EASY-EXHBADGE2	Entrance to the exhibitor restaurant	2	pcs
Catering voucher all days	NL-CATE-DINNERALL	Catering voucher per person, all days	9	pcs
WiFi	NL-EASY-WIFI	WiFi	1	pcs
Invitation service	NL-EASY-INVIT	Invitation service	1	pcs
Cleaning	NL-EASY-CLEANING	Cleaning	1	pcs
Space only	00-EASY-STAND-SQM	Space only	1	sqm
Internet, wired 15Mbps	NL-EASY-INTERNETKB	Internet wired, 15/15Mbps. Connection ...	1	pcs
Power supply (3F + N + GROUND 63A)	NL-EASY-KRACHTST63	Power supply (3F + N + GROUND 63A)	1	pcs
EasyGo - GoPremium	00-EASY-EASYGO-4000	EasyGo - GoPremium	1	pcs



Once you click on the button “Webshop”, you'll automatically be directed to the online shop where you can place orders.

**All Categories**

- Standbouw en toebehoren**
  - Standbouw
- Furniture**
  - Tafels
  - Stoelen en krukken
  - Vitrines en sokkels
- Technische uitrusting**
  - Audiovisueel materiaal
  - Elektrische aansluitingen
  - Verlichting
  - Internet
- Services**
  - Standbeveiliging
- Badges, parking en tickets**

<b>Bergruimte incl. gordijn, per m<sup>2</sup></b>  <b>EASYFAIRS</b> Visit the future € 208.00 / PCS	<b>Bergruimte incl. afsluitbare deu...</b>  <b>EASYFAIRS</b> Visit the future € 273.00 / PCS	<b>Extra standwand, per meter</b>  <b>EASYFAIRS</b> Visit the future € 32.50 / PCS	<b>Statafel regular</b>  <b>EASYFAIRS</b> Visit the future € 32.50 / PCS
<b>Statafelhoes</b>  <b>EASYFAIRS</b> Visit the future € 22.75 / PCS	<b>Tafel rechthoekig 180x80x75cm</b>  <b>EASYFAIRS</b> Visit the future € 32.50 / PCS	<b>Tafel rechthoekig 120x80cm</b>  <b>EASYFAIRS</b> Visit the future € 26.00 / PCS	<b>Tafel klein</b>  <b>EASYFAIRS</b> Visit the future € 15.00 / PCS

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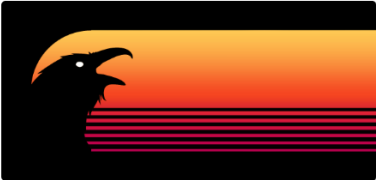
## Step 7 (optional): Risk assessment

When applicable to the event you're participating in, you can download the 'risk assessment' in 'View documents' or upload a risk assessment. However, this isn't relevant for every event. When this doesn't apply to your participation, you won't see this document.

Risk assessment <sup>*</sup>				
	Name	Actions to be taken	Deadline	Status
	<b>Mandatory</b> <a href="#">Le risque</a>		None	<b>To-do</b>

When clicking on the name of the document, you will be directed to the following overview. Here you can open the risk assessment and, if needed, upload your file.

Le risque **Mandatory**




est il assésé ?  
Status : **To do** ⓘ

**Step 1: Download the document**

Open and download the document by clicking the button below

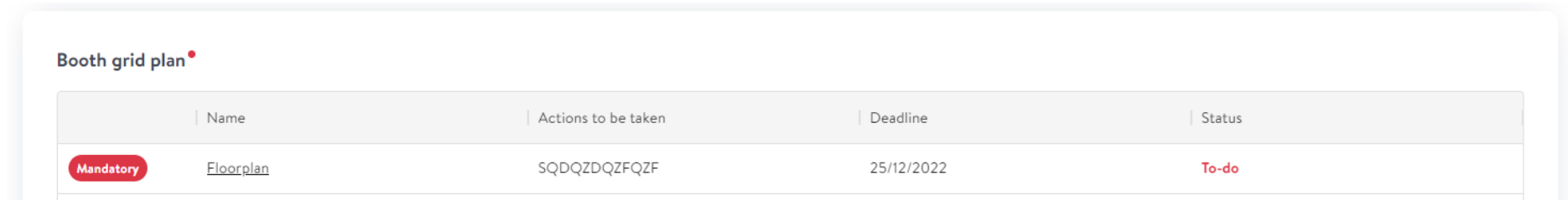
**Open**

**Step 2: Upload your version**

 **Add PDF Document**  
Maximum size 10mb

## Step 8 (optional): Booth grid plan

When applicable to the event you participate in, you will see 'Booth grid plan' in 'View documents'. When you have your own stand design during the event, you will see the possibility to upload your stand design.



The screenshot shows a table titled "Booth grid plan" with a red notification dot. The table has five columns: "Name", "Actions to be taken", "Deadline", and "Status". The first row contains the text "Mandatory" in a red pill-shaped button, the name "Floorplan" (which is underlined), the alphanumeric string "SQDQZDQZFQZF", the date "25/12/2022", and the status "To-do" in red text.

	Name	Actions to be taken	Deadline	Status
<b>Mandatory</b>	<u>Floorplan</u>	SQDQZDQZFQZF	25/12/2022	To-do

When you click on the name of the document, a new screen opens in which you can upload your stand design.

## Step 9 (optional): Partner services

Finally, we have the last optional step 'Partner services'. When applicable, you can find the documents in 'View documents'. These are generally documents of parties the event collaborates with. For instance, think of collaborations with media or parties that can help you set up or design your stand. The collaboration agreements are stored under 'partner services'. Would you like to use one of the offered services? You can download, sign, and upload the agreements. It doesn't get much easier than this!

Partner Services				
	Name	Actions to be taken	Deadline	Status
<b>Mandatory</b>	<a href="#">Graphics</a>	Upload your graphics	31/12/2020	✓

When you click one of the services, you'll be directed to the following overview, where you can download documents and re-upload signed documents.

Graphics Mandatory



Upload your graphics for your stand

**Actions to be taken** : Upload your graphics

**Deadline** : 31/12/2020

**Status** : Done ✓

**Step 1: Download the document**

Open and download the document by clicking the button below

Open

**Step 2: Upload your version**



PDF Document



Events\_Terminology\_OnePager\_Final.pdf