

# HOW TO MAKE THE MOST OUT OF THE BADGE READER

Turn your visitors into  
highly qualified leads



# WHAT IS THE BADGE READER?



All exhibitors receive one reader, part of their EasyGo package, to enhance the overall visitor experience.

The reader is a wireless sensor placed on your stand that delivers the digital product and company information you uploaded to My Easyfairs.

# WHAT DO YOU NEED TO DO?

1. Come to the Business Point / Organiser's Office to pick up your ready-to-use badge reader on the build-up day.
2. Determine the best spot to place the reader: it should be easy for your visitors to access (very visible, neither too high nor too low, reachable from outside your booth). We're happy to help you!
3. Apply the green sticker onto the wall or counter where you'd like to place the reader.
4. Remove the backing from the adhesive pad on the back of the reader and attach it to the green sticker. You are welcome to use your own removable adhesive.
5. There is no need to charge the reader throughout the event.
6. Return the reader at the Business Point / Organiser's Office at the end of the last day of the event.
7. If you have **GoLeads** or **GoPlus**, you get the data of everyone who touched your reader(s) with their badge. Just log in to My Easyfairs to download the list.

**Only GoVisibility?** Visitors were able to collect your information when touching your reader(s) but you need to upgrade to GoPlus to get their data. You can do so via My Easyfairs.



# HOW DOES IT WORK?

When visitors touch the reader with their badge, they collect all the information about your company and products that you uploaded to your My Easyfairs account. This information will be sent to them in a visit summary email at the end of day.



## THE VISITOR TOUCHES THE READER WITH THEIR BADGE



**The green light glows and the reader beeps - OK**  
Data collection is successful



**The green light doesn't glow - NOT OK**  
Try again or contact Poken support staff

## NOTICE ANYTHING UNUSUAL?

Please contact a member of the Poken support team onsite: at the Business Point / Organiser's Office during build-up and event days.



N.B. Badge readers are rented and remain the property of Poken SA. Unreturned readers will be charged at €500.

# BENEFITS FOR YOU AS AN EXHIBITOR

## DISTRIBUTE YOUR COMPANY INFORMATION EASILY AND WIDELY

Visitors can easily get your company and product information just by touching the reader with their badges. They will receive this information by email. Even visitors you didn't speak to may have collected some information on your stand.

## REDUCE COSTS AND WASTE

If you provide some of your company and product information in digital format, you'll need fewer hard-copy brochures, catalogues and other materials, saving you some printing and transport costs. Plus, visitors don't have to carry heavy documents around the event, so there's less risk they'll 'lose' it.

## PROVIDE AN ENGAGING EXPERIENCE TO YOUR VISITORS

Visitors who touch your reader with their badges at your stand get your information in a digital format, which makes it easy for them to share with colleagues and friends via email or social media.

## MORE CONTACTS AND OPPORTUNITIES

You can scan visitor badges with the Visit Connect App, but should also suggest that they touch the reader with their badge to collect your digital marketing documents and company information.

And with **GoLeads** or **GoPlus**, you'll get a listing of all the visitors who do so!

## SIMPLIFY THE POST-EVENT FOLLOW-UP

Included in **GoLeads** or **GoPlus**, you'll get an electronic listing of everyone who collected your info. No more time-consuming import of business cards or contact forms.

*“Great system to track and measure our impact.”*

Exhibitor Futurizz Madrid, Spain

*“Possibility of making contact, even at a busy stand.”*

Exhibitor Transport & Logistics Antwerp, Belgium