FIERA MILANO · DIGITAL PLATFORM

Lead Scanner
Lead Scanner Plus

Turn every visitor to your booth into a qualified contact: scan the QR code on their badge, add your notes, export everything to Excel.

User manual for Exhibitors — from setting up your users to exporting the data.



BEFORE · ON PC

Set up

Authorise everyone working on your booth: each person becomes a user allowed to scan.

AT THE SHOW · IN THE APP

Scan

Point your phone at the QR code on the visitor's badge and add your note straight away.

AFTER · ON PC

Export

Download the full list of leads as a single Excel file, ready for your CRM.

GETTING STARTED

What Lead Scanner does

It is the digital service that lets you collect visitors' details simply by pointing your smartphone at the QR code printed on their entrance badge. It is part of the Digital Platform services that Fiera Milano provides for the events hosted at its exhibition centre.

How this manual is organised

1 **Set up your users** — On PC, before the show — p. 3
2 **The invitation email** — What your staff has to do — p. 6
3 **Scan with the app** — At the show, on your booth — p. 7
4 **Customise the Legend** — Lead Scanner Plus only — p. 8
5 **Export the data to Excel** — On PC, during and after the show — p. 9
6 **Checklist and common issues** — To check before doors open — p. 10

Lead Scanner or Lead Scanner Plus?

Both versions work in exactly the same way: what changes is **how many fields you have to profile the lead**. Which version is active depends on the default settings requested by the Event Organiser.

FEATURE	LEAD SCANNER	LEAD SCANNER PLUS
Scanning the QR code on the badge	Yes	Yes
Visitor's personal details	Yes	Yes
Free-text note on the contact	Yes	Yes
Additional profiling fields	Not available	5 text strings + 1 yes/no field
Custom Legend for the fields	Not available	Yes, in Italian and English
Export to Excel	Yes	Yes

Three words worth knowing

Admin

That's you. The account you use to log in to the Digital Platform, create the booth users and export the data.

FieraID

The single identifier that gives access to the whole digital world of Fiera Milano. On some platforms it is mandatory.

Lead

A visitor you scanned on your booth, together with their details and the notes you attached to them.

PART 1 · ON PC, BEFORE THE SHOW

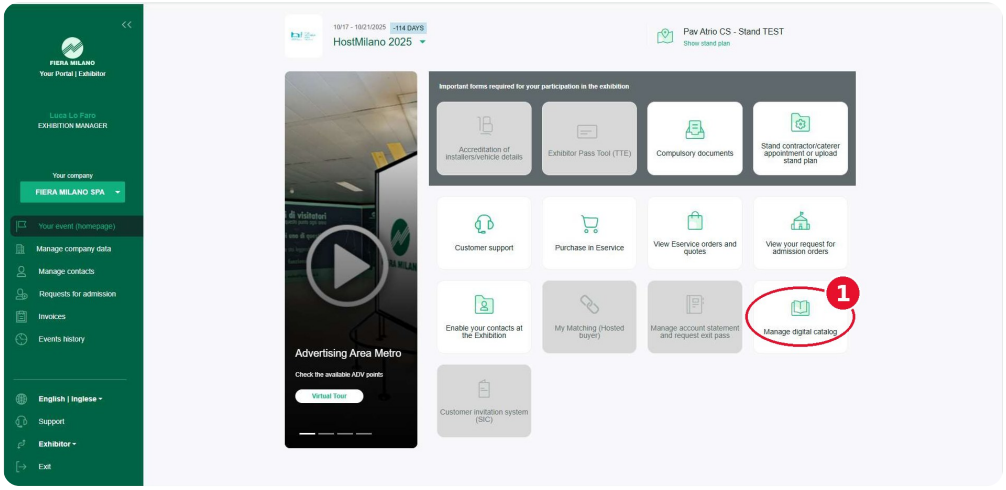
Set up your users

Everyone who will scan on your booth must first be added as a user of your Digital Stand. The number of users you can create depends on the package you purchased.

1 **Exhibitor Portal**

Log in to the Exhibitor Portal and click Manage digital catalog

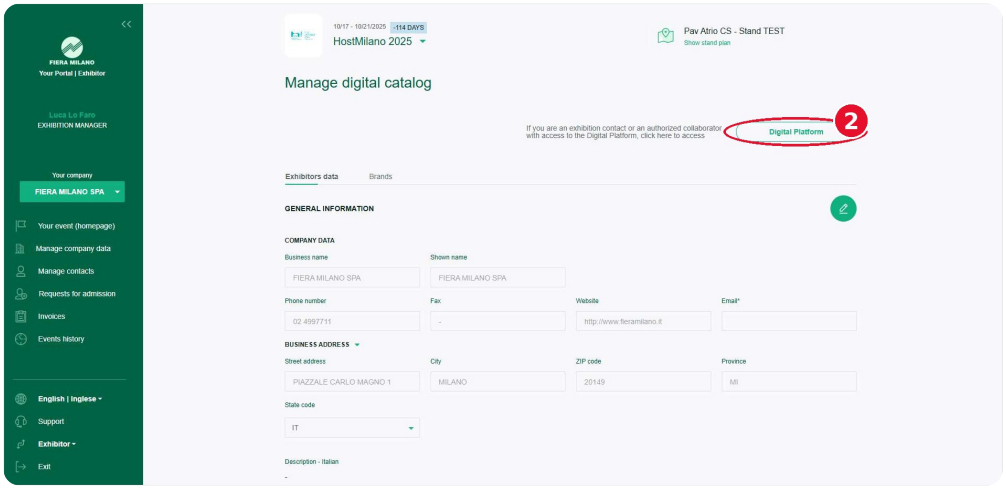
It is one of the tiles on the home screen. The buttons available may vary depending on the Event: if you can't spot it right away, look for the tile with the catalogue icon.



2 **Digital catalog**

Click the Digital Platform button in the top right

You enter the Digital Platform as an **Admin**. At the top left you will see your company name: that's your confirmation you are in the right place.

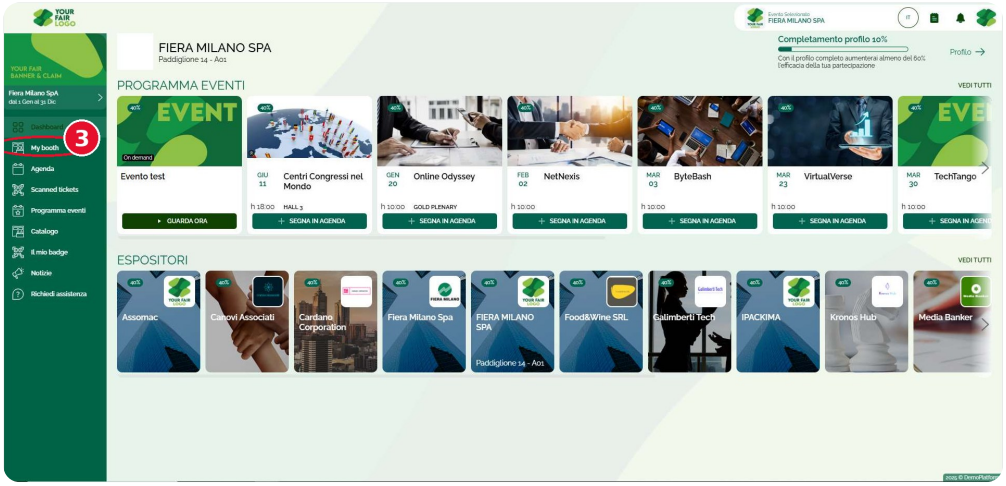


> ¡ **Your dashboard may look different from the screenshots.** Contents, colours and menu items depend on how the Organiser configured each individual Event. The logic of the steps, however, is always the same.

Digital Platform

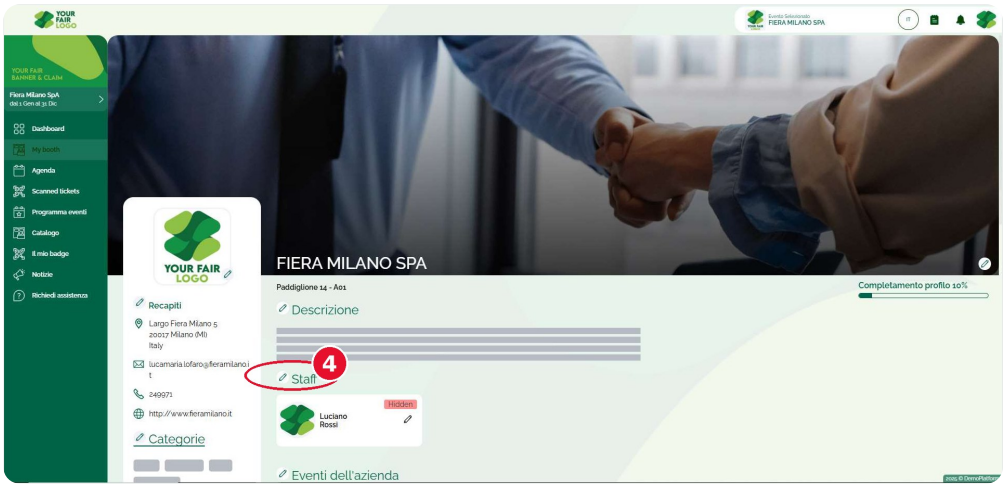
From the left-hand menu open My Booth

This is your Digital Stand: the showcase visitors see on the platform, and the place from which the connected services — Lead Scanner included — are managed.



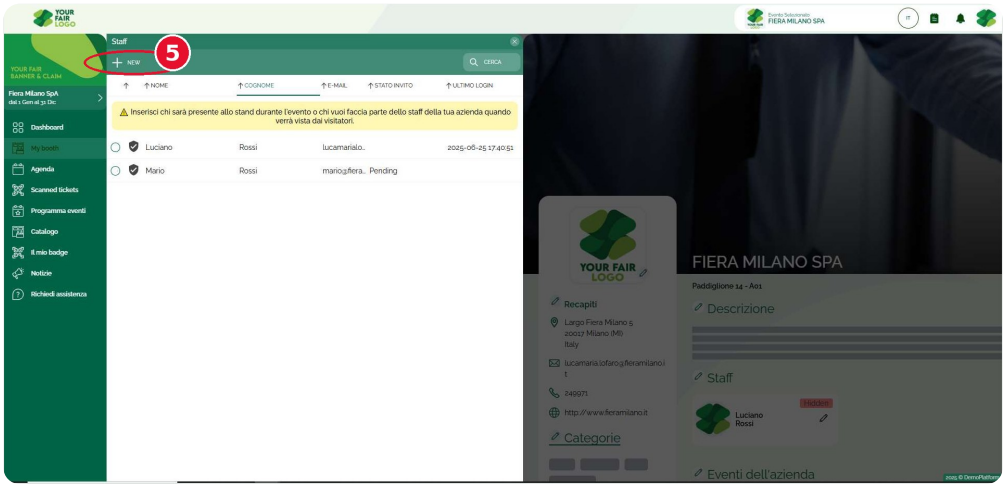
Click the pencil next to «Staff»

This opens the list of people linked to your booth: those who appear as company contacts and who will be able to use the active services.



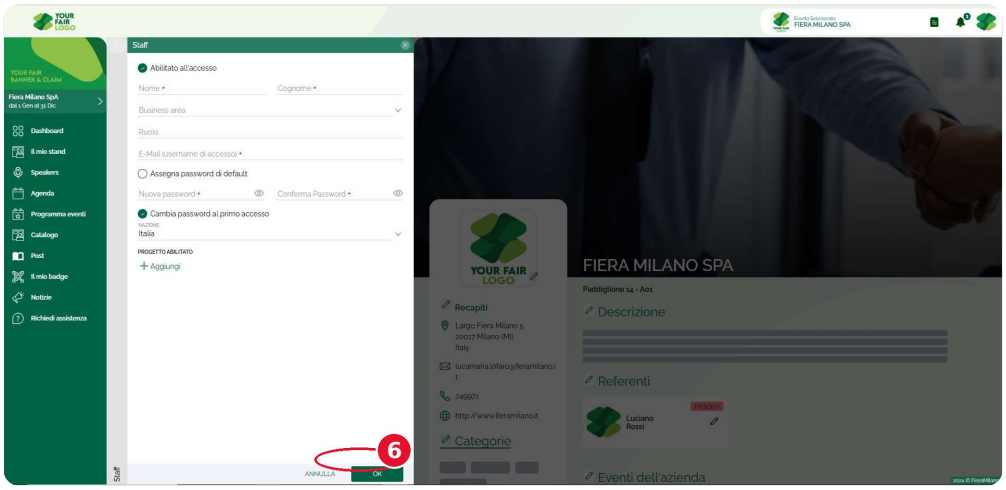
Click + NEW to add a person

Add whoever will be on the booth during the event, or anyone you want to appear as part of the staff visible to visitors.



6 Fill in the requested information and confirm with OK

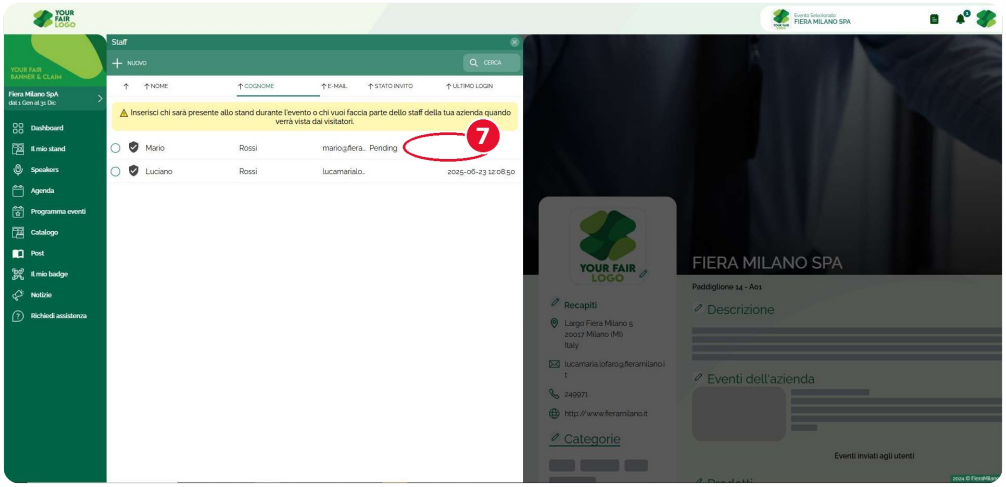
You need first name, last name and above all the **email address**, which also acts as the login username. Double-check the spelling: that is where the invitation will be sent.



> ✔ **The user you create is authorised for every service activated on your digital stand**, Lead Scanner and Lead Scanner Plus included. No further activation is needed.

7 Check that the person appears in the list

The **Invitation status** column will read **Pending**: that is normal, it simply means they have not logged in for the first time yet. The status updates by itself after their first login.



A CONCRETE EXAMPLE

You bought a 3-user package and your booth will be staffed by Mario (sales), Chiara (marketing) and a hostess service. Create three separate users — **mario.rossi@company.com**, **chiara.bianchi@company.com**, **hostess@company.com** — so each of them scans from their own phone and, when you export, you know who collected which contact.

PART 2 · WHAT HAPPENS TO THE PEOPLE YOU ADDED

The invitation email

Everyone you add receives a welcome email from **noreply@fieramilano.it** with instructions on how to log in. Depending on how the platform is configured, one of the following two cases applies.

CASE 1

Access with FieraID

Some platforms require a **FieraID**, the single identifier for the whole digital world of Fiera Milano.

Already has a FieraID? They can access the purchased services immediately, with no further steps.

Doesn't have one? They will have to register one: the invitation email explains how.

CASE 2

Access without FieraID

The invitation email contains the login credentials directly.

A **temporary password** is provided, which must be changed at first login.

From then on, the user logs in normally with their email address and the new password.

! **If the email doesn't arrive, ask them to check the SPAM folder.** By far the most common cause of "I didn't get anything". Worth checking a few days ahead, not on the morning of the opening.

Who does what

YOU · ADMIN

Set up and monitor

You create the users, check the invitation statuses, configure the Legend (Plus version) and export the Excel file at the end of each day.

STAFF · INVITED USER

Log in and scan

They activate their access from the email, install the app, authorise the camera and collect leads on the booth.

PRACTICAL TIP

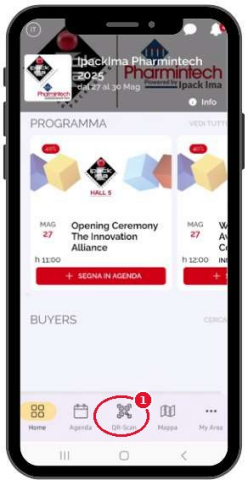
Schedule the first login for your whole team **at least a week before** the opening. If someone is still «Pending» on build-up day you still have time to resend the invitation or fix a wrong address; on day one of the show, you don't.

PART 3 · AT THE SHOW, ON YOUR BOOTH

Scan with the app

The service runs on a smartphone. The sequence is always the same: open the scanner, frame the QR code on the visitor's badge, add your note and save.

> ! **The app is a work tool.** On first launch, allow **notifications** and authorise the use of the **camera**: without camera permission the app cannot read QR codes.



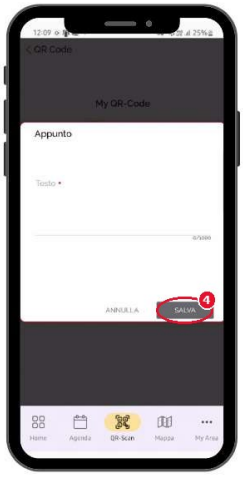
1 · Open the scanner
After logging in, tap the scan icon in the bottom menu.



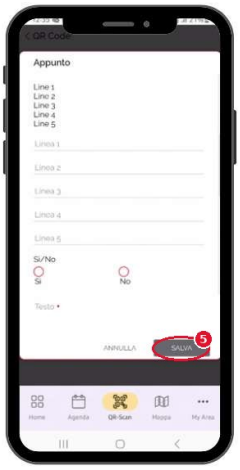
2 · Frame the QR code
Point the camera at the QR code on the entrance badge.



3 · Add note
The lead's data appears at once: tap «Add note».



4 · Lead Scanner
Write the free-text note and press «Save».



5 · Lead Scanner Plus
Also fill in the 5 lines and the yes/no field, then «Save».

> ¡ **If the app is not in the stores yet**, don't worry: you will receive a communication with the download link and a test QR code, so you can try everything out before the Event starts.

WHAT A GOOD NOTE LOOKS LIKE

```
Retail buyer, looking for a private-label supplier.
Wants the price list by Friday. Follow-up: Chiara.
```

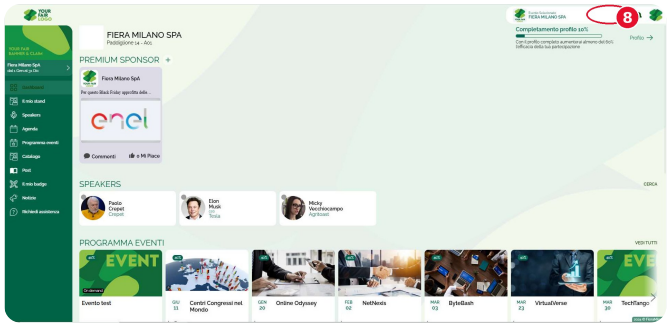
A useful note answers three questions: **who they are**, **what they need**, **who takes the next step**. Write it right after the scan: by the end of the day all the faces blur together.

PART 4 · LEAD SCANNER PLUS ONLY

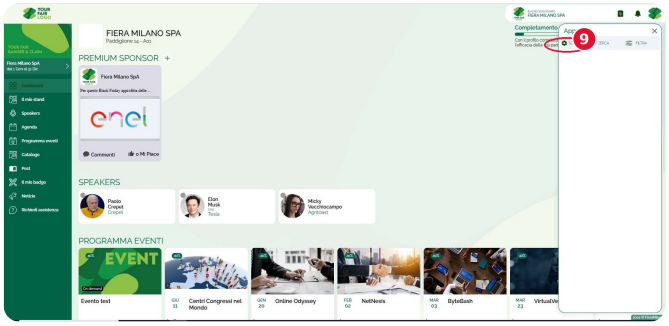
Customise the Legend

The 5 text lines in the Plus version are free fields: on their own they tell the person filling them in nothing. The **Legend** is the instruction shown above the form in the app, explaining line by line what to write. You set it up once, on PC, with the Admin account.

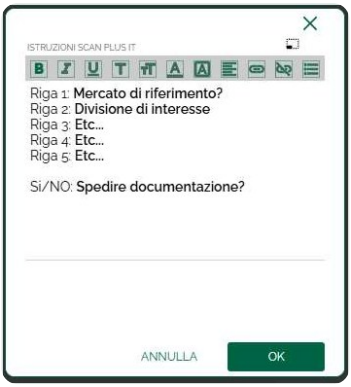
8 From the Dashboard click the icon in the top right that opens the Notes



9 In the panel that opens, click the SCAN icon



10 Write the Legend in both areas — Italian and English — and confirm with OK



From now on, every time a user adds a note they will see the Legend above the form: no more trying to remember what goes in each line. Fill in the English version too. International visitors walk your booth and your staff is often international as well: a Legend in Italian only translates into empty fields.

EXAMPLE OF A WELL-WRITTEN LEGEND

```
Line 1: Target market (e.g. Retail, Ho.Re.Ca., Wholesale)
Line 2: Product line of interest (e.g. Line A / Line B)
Line 3: Indicative budget
Line 4: Purchase timing (e.g. Q1, Q2, over 6 months)
Line 5: Next step agreed
Yes/No: Send documentation?
```

The benefit is twofold: whoever is scanning doesn't have to invent what to write, and in the final Excel file every column holds consistent data, so you can actually filter it. Without a Legend, the same column will contain "Retail", "large retailers" and "not sure, maybe wholesale".

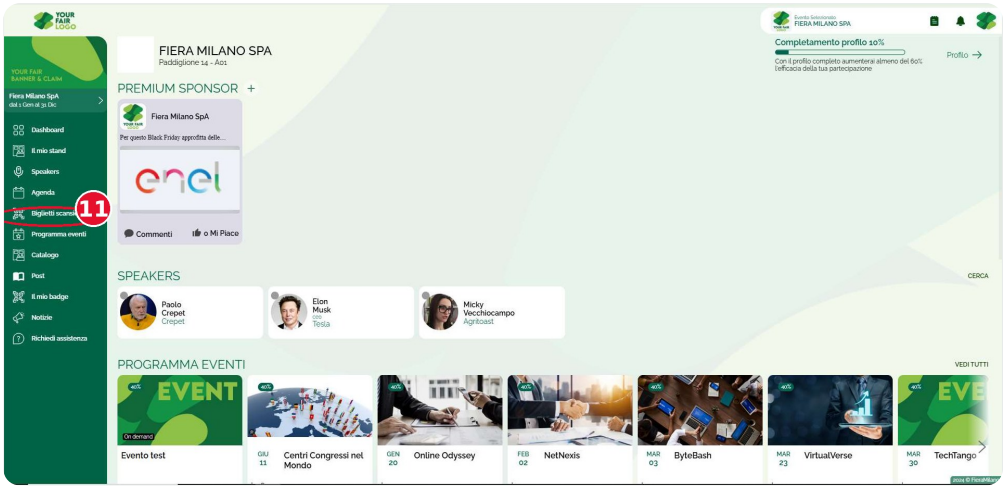
PART 5 · ON PC, DURING AND AFTER THE SHOW

Export the data to Excel

Data can also be downloaded from the app, but we recommend doing it **from a PC** through the Digital Platform, logged in with the Admin account.

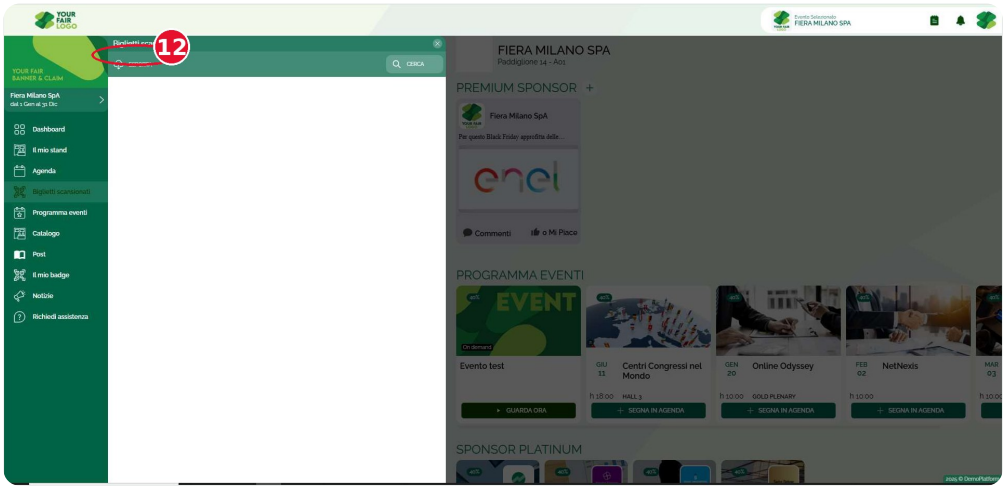
11 In the left-hand menu click Scanned tickets

You get the full list of the leads collected by your staff, updated in real time.



12 In the top left click Export

The system generates the Excel file with the visitors' details, the notes and — if you are on the Plus version — all the profiling fields.



✔ **Export every evening, not just on the last day.** You get a running backup, you can pass hot contacts to your sales team while the show is still open, and you spot problems immediately — for instance a staff member with zero scans because they never managed to log in.

BEFORE DOORS OPEN

Checklist and common issues

- [ ] **All the users included in the package have been created** — with the correct email address
- [ ] **Nobody is still showing as «Pending»** — everyone has logged in at least once
- [ ] **The app is installed on every person's phone** — not only on the team leader's
- [ ] **Notifications and camera have been authorised** — no camera, no scanning
- [ ] **The Legend is filled in, in Italian and English** — Lead Scanner Plus only
- [ ] **A test scan has been made with the test QR code** — better to find a problem now
- [ ] **The team knows what to write in the notes** — five minutes of briefing are worth dozens of usable contacts

Frequently asked questions

The person I invited never received the email.

Almost always it went to SPAM: have them check there first. If it isn't there, check in the list that the address is spelled correctly.

The list shows «Pending» — did I do something wrong?

No. «Pending» only means that person has not logged in for the first time yet. The status updates by itself after login.

In the app I only see the note, not the 5 extra lines.

Your booth has the basic Lead Scanner active. The profiling fields belong to the Plus version, and which version is activated depends on the settings requested by the Organiser.

My dashboard doesn't look like the screenshots.

That's expected: contents and menu items change according to how the Organiser configured the Event. The steps stay the same.

The app isn't in the stores.

It may not have been published yet. You will receive a communication, the download link and a QR code to run your tests before the Event starts.

Can I download the data straight from the app?

Yes, but we recommend doing it from a PC with the Admin account: exporting from the Digital Platform is easier and gives you the complete Excel file.

ℹ **Need help?** Use the **«Request support»** item in the Digital Platform menu, or contact your Event account manager.