

TOUCH&COLLECT – STEP-BY-STEP GUIDE

Each exhibitor receives one to three TOUCH&COLLECT RFID readers (depending on the EasyGo package booked) at their stand to enable the digital exchange of visitor contact details* and exhibitor information at the trade show.

The readers will be installed by Easyfairs at each stand on the day of assembly and collected again at the end of the show. On the first day of the exhibition, please make sure your readers are there. Otherwise, please immediately contact the onsite show management team.

Using the readers, you can quickly and easily send visitors the information that you've saved for this purpose in your My Easyfairs account. In return, at the end of the show you'll receive the contact information* as provided by the visitors during registration; this will be available for download as an Excel spreadsheet in your My Easyfairs account.

At the end of each show day, the visitors get an e-mail summarising the information from all the readers they've touched, with links to the respective exhibitor entries on the show website.

The exchange of data is initiated when a visitor touches the reader with their badge. The contact details you receive are compliant with the current data protection guidelines.

Please note: your reader(s) must link to the information in your My Easyfairs account at least 3 weeks before the show begins; after that time, no changes can be made!



ADVANTAGES FOR YOU AS EXHIBITOR

YOU CAN SHARE YOUR COMPANY INFORMATION QUICKLY AND EASILY

Visitors receive your company and product information by e-mail - simply by touching the reader with their badge.

This lets even visitors with whom you had no personal contact can request your information.

YOU AVOID COSTS AND SAVE RESOURCES

When you make your company and product information available digitally, you need fewer brochures, catalogues or other printed materials. This saves you production and transport costs. In addition, visitors collect much less 'stuff' at the show, thus reducing the risk of 'losing' important documents.

YOU PROVIDE YOUR VISITORS A MODERN FORMAT FOR INTERACTIVE COMMUNICATION

Visitors who touch your reader with their badges receive your information digitally. This in turn allows them to easily share that information with colleagues and friends via email or on social networks.

YOU BOOST THE NUMBER OF CONTACTS AND THUS YOUR OPPORTUNITIES

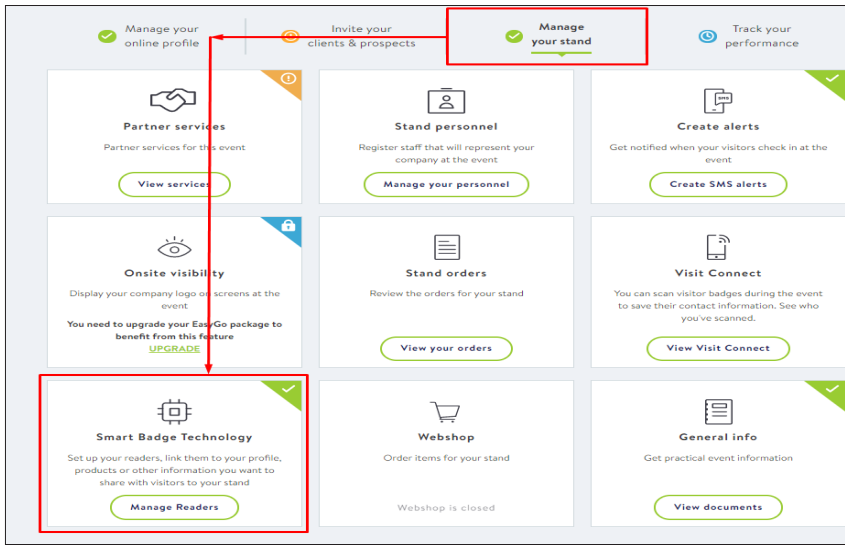
To collect your visitors' contact details, simply have them touch your reader with their badge. In exchange, they receive your exhibitor information. Alternatively, you can scan the visitors' badges using the VISIT connect app (more information can be found [here](#)).

YOU SIMPLIFY YOUR SHOW FOLLOW-UP EFFORTS

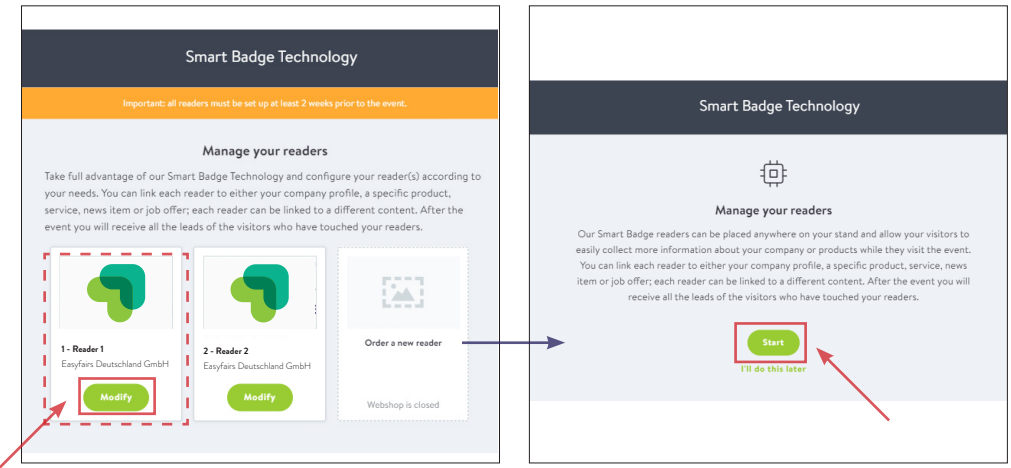
If you use GoLeads, GoPlus or GoPremium, you'll receive an electronic listing of all the visitors who requested your information. This saves you the time-consuming entry of business cards or contact sheets!.

You can specify in your My Easyfairs account which of the information stored in the exhibitor catalog (= general company information, products, jobs, news) you'd like to link with your various reading devices. You'll find a brief explanation below.

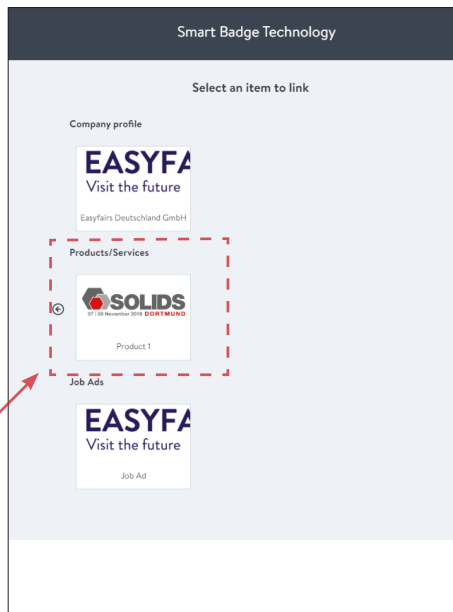
1 In your My Easyfairs account, select “Plan your stand” in the top menu bar and then “Smart Badge Technology”:



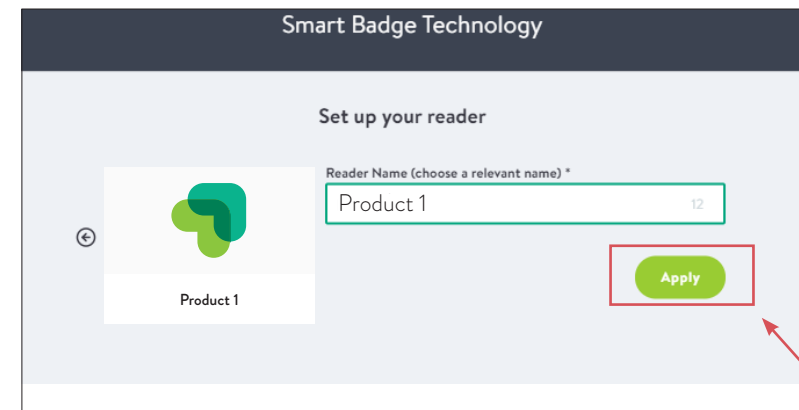
2 Select the reader(s) you want to link (starting with GoPlus, you get 2 readers, and with GoPremium, you get 3):



3 Now select what information that reader should transmit to visitors:



4 Now name the reader and finish the process::



By default, all your readers refer to your company information as you have it in the exhibitor catalogue on the show website..

Done!

*Visitors' contact details are automatically available for download after the show in your My Easyfairs account if you've booked a GoLeads, GoPlus or GoPremium package. If you have a GoVisibility package, you'll need to upgrade to at least GoPlus if you want to receive visitor data. Please contact the Easyfairs sales department for assistance. Contact details can be found on the show website.