

Registering Visitors, Areas of Interest and Meeting Requests

Quick Guide





FERIA VALENCIA

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1. INTRODUCTION

The present document is a simple guide to basic usage of the Stand Visitor, Areas of Interest and Meeting Request Registration facility.

It comprises two parts: one covering using the App itself and another regarding the Website's Private Zone.

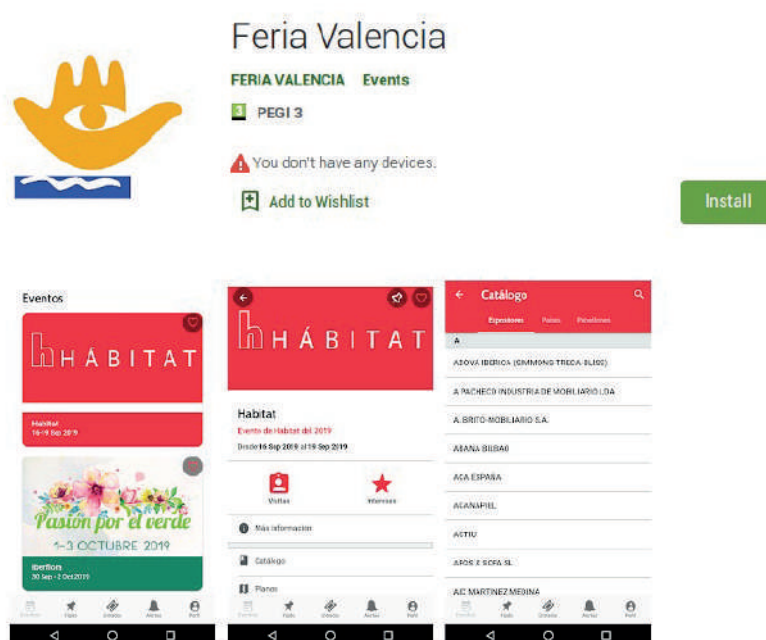
It also contains useful general information about using these applications.

2. INSTALLATION AND USAGE INSTRUCTIONS

2.1 Installing the APP

To be able to use the service it is essential that you install the Feria Valencia App on a mobile Android device. You can search "Feria Valencia" in the Google Play Store or download it via this link:

https://play.google.com/store/apps/details?id=com.feriavalencia.app.general.feria_valencia_general&gl=ES



2.2. Access and authentication within the app

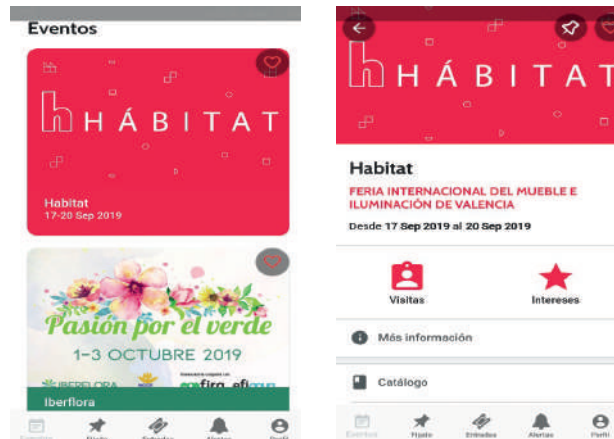


Once the app has been installed, it can be accessed by clicking on this icon:

When the app has been executed and the initial image has appeared, a screen will open up giving a choice of two actions to take: "Login", to connect if you already have a username, or "Register" if you do not already have a username. As an "exhibitor" you will already have a username. The username is the e-mail address you provided when applying to use the service. On the "Login" page you should enter your username/e-mail address and the password provided to you.

Ignore the "Remember password" and "New user" options as these are for "Guest" users. Once your account has been authenticated you will be able to start using the Feria Valencia app. The app offers a number of functions including:

- Links to the lists of events.
- Links to general information.
- Floorplans, opening times, contacts etc.
- Catalogues.
- Access to the Stand Visitor Log and indication of products visitors have expressed interest in.



From the list of fairs and events, click on an event and this will take you straight to the screen that shows details of the event, with the "Visits" and "Interests" functionalities highlighted. Also highlighted are the accesses to "General information", floorplans and catalogues.

Various other functionalities can be accessed from the lower part of the screen, two of which we would like to highlight:


- Profile: Access to the information in your user profile, where you can see that you are connected as an exhibitor.
- "Pinned": enables you to access events you have "pinned". On the screen that gives details of the event, there is an icon in the shape of a drawing pin that, if you activate it for the event, means you will go straight to that event the next time you enter the App, making access faster.

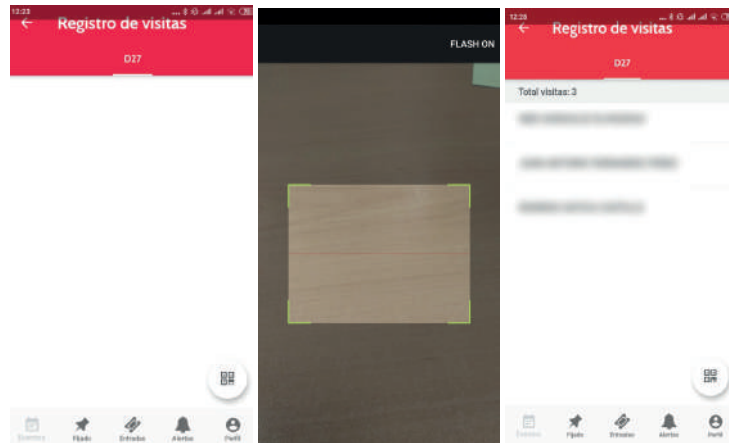
2.2. Stand Visitor Registration

To Access this functionality, click on the "Visitors" icon:

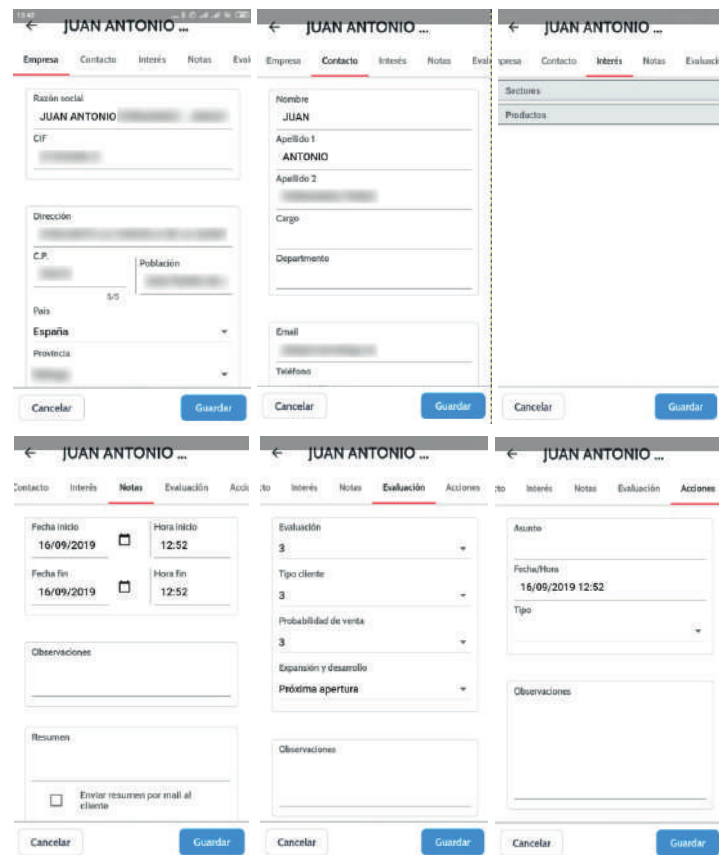


Clicking on the icon takes you straight to the list of visitors to your stand, so it is normal that it is blank the first time you go to it.

To register a visitor, you need to scan the QR code that is on the pass they show at the ticket desk or on the accreditation the visitors bring with them. To do this, click on the icon that activates the camera  and focus it on the QR code: the details will be picked up automatically. Should the visitor's details not be picked up because the visitor has not provided prior accreditation (when they come with a card), they can be collected manually. Automatically collected details can be changed and stored.



Below are screenshots of the visitor log:



The screenshots show the following fields and sections for the visitor 'JUAN ANTONIO':

- Empresa:** Razón social (JUAN ANTONIO), CIF, Dirección, C.P., Población, País (España), Provincia.
- Contacto:** Nombre (JUAN), Apellido 1 (ANTONIO), Apellido 2, Cargo, Departamento, Email, Teléfono.
- Interés:** Sectores, Productos.
- Notas:** Fecha inicio (16/09/2019), Hora inicio (12:52), Fecha fin (16/09/2019), Hora fin (12:52), Observaciones, Resumen, Enviar resumen por mail al cliente.
- Evaluación:** Evaluación (3), Tipo cliente (3), Probabilidad de venta (3), Expansión y desarrollo (Próxima apertura), Observaciones.
- Acciones:** Asunto, Fecha/Hora (16/09/2019 12:52), Tipo, Observaciones.

The visitor details that can be filled in include:

- Company: basic information about the visitor that is usually collected automatically.
- Contact details: also collected automatically.
- Areas of interest: products and sectors: where the information is included in the automated system, the visitor's interest in that item/area can be registered at the time of their visit.
- Notes: the App enables notes of the meeting to be made and a summary emailed to the visitor.
- Evaluation: the App offers a facility to make internal evaluations of visits that can be reviewed later.
- Actions: action points can be recorded regarding an upcoming visit, call, remittance of new information etc.

All of the above information is stored on the Feria Valencia cloud and can be accessed not just from the Feria Valencia App but also from a web-based administrative function in the Private Zone, which you access using the same username/email address and password, from the following address:

<https://apps.feriavalencia.com>

3. ACCESSING THE PRIVATE ZONE FROM THE WEBSITE

As well as the Feria Valencia App, a website-based app is available where you can check and manage different aspects of your participation in Feria Valencia's fairs and events, including:

-**Catalogue:** Self-manage the basic information you wish to feature, as an exhibitor, in the Website-based Online Catalogue and in the App-based Catalogue.

-**Visitor Registration:** check the visitor details logged via the Feria Valencia App.

-**Interest:** As well as the visitor details logged via the Feria Valencia App you can check those obtained via both the website-based and the App-based catalogues.

3.1 Accessing the Private Zone on the Website

The Private Zone is accessed via this address:

<https://apps.feriavalencia.com>




You will be asked for your username and password, which are the same as those used to access the Feria Valencia App. This same username will in fact be valid for performing tasks on any app that Feria Valencia makes available in the future.

A screen like the one below will appear, from where you will be able to perform any of the tasks currently available.

These functions are split into four headings that are accessed through the menu bar on the left-hand side of the screen:



Visits: takes you to the Visits menu. Shows the list of visits to your stand.



Interests: takes you to the Interests menu. Shows two options: one to see the what the visitors have indicated they are interested in with regard to your company and another that will show which products they have indicated they are interested in.



Catalogue: shows two options: "Exhibitor Catalogue", where you can check and alter the information you wish to appear in the online catalogue (App and Web versions) – products, brands, what the company does, sectors of industry etc. – and "Product Catalogue". Whilst you can also access the Product Catalogue via the Exhibitor Catalogue, it also has its own direct access facility from this menu.



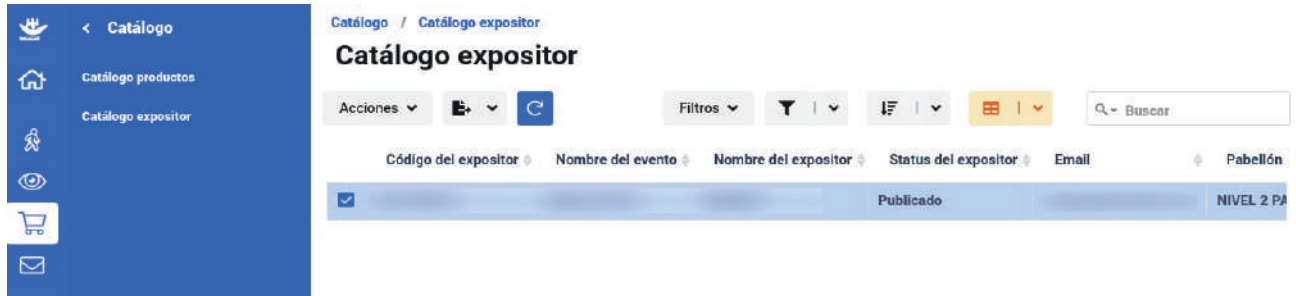
Contact: contact Feria Valencia here for any queries you may have.



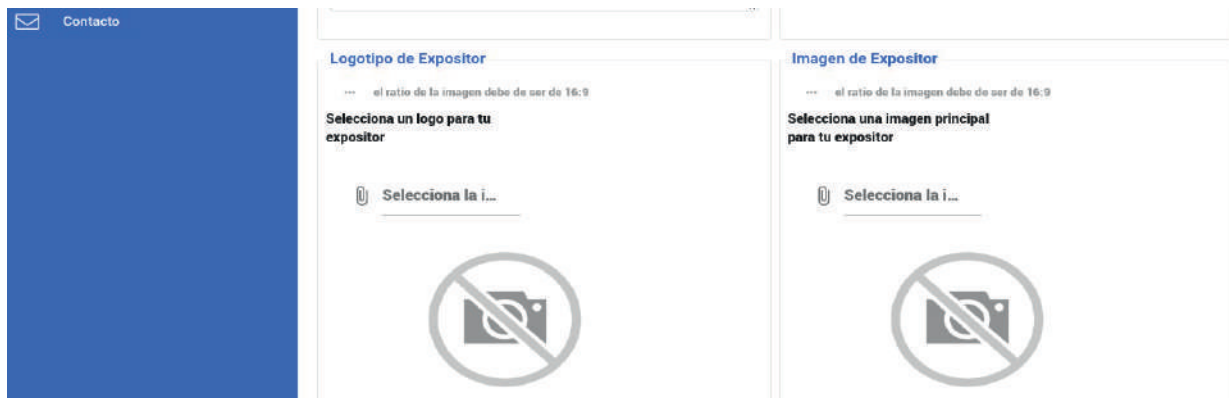
3.2 Managing Catalogue details

When you open the Catalogue menu, two options appear. Click on “Exhibitor catalogue” and this takes you to an entry that refers to you as an exhibitor taking part in a specific fair or event. Notes: If you are participating in several events or have more than one stand, more than one entry will appear.

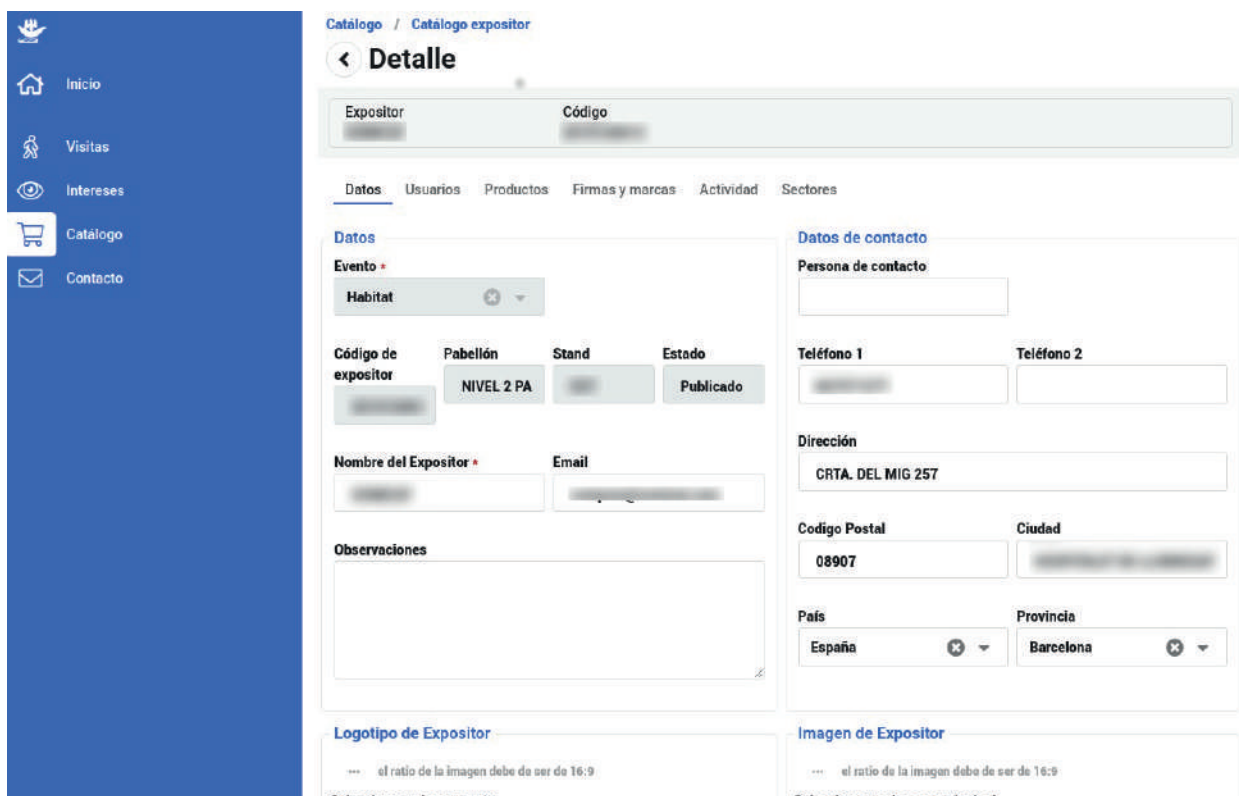
By double clicking, you can check and edit your information.



The following is a screenshot showing how the information appears:

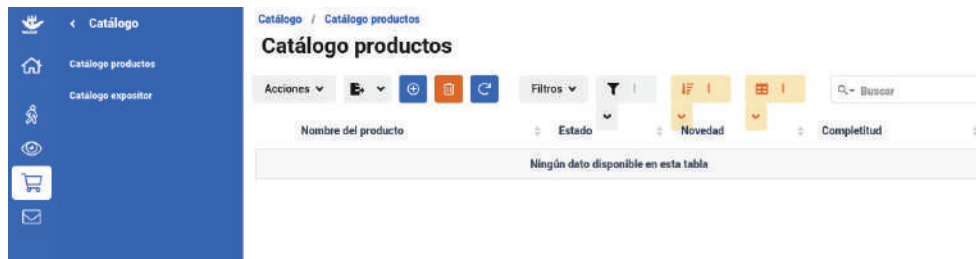


Towards the bottom of the form, you will see an option to upload a main image, which will appear in both the App and the catalogue, and also the company's logo.



There is no need to click on the “Save” button when you upload an image, but if you want to alter the information, you will need to click the “Save” button. The fair organisers will check any information that has been altered and once validated, it will be published again.

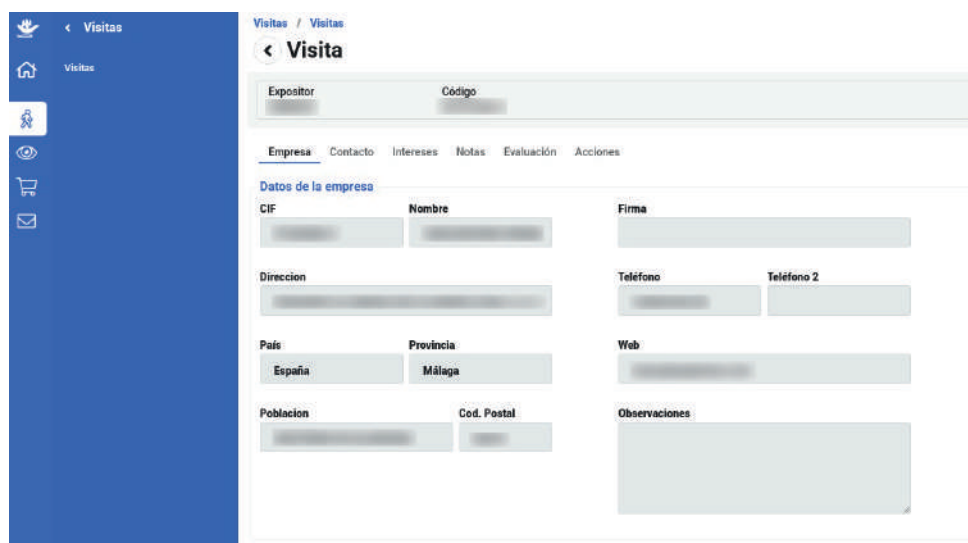
The “Product catalogue” option offers the facility to upload and publish details of products so that they can be seen in the catalogue, provided the catalogue is available to be viewed.



3.3 Checking the Visitor Register

In line with the previous screens, when you click on the “Visitors” icon and then on the “Visitors” menu, this will take you straight to the list of Visitors.

If there have been no visitors, the list will be empty. When there have been visitors, clicking on any of the “visitors” will take you to the detailed information about that visitor.



NOTE: The online administrator will ‘only’ allow you to alter ‘Notes’ and your evaluation of the visit.


As with the App, you can access more sections regarding the visit and make any necessary changes to your notes or your evaluation.



3.4. Reviewing Customer Interest

You can review what visitors have indicated interests them about you as an exhibitor and what products they are interested in, if they have indicated any.

In both instances a list will be retrieved that can be exported as a PDF, CSV or MS Excel spreadsheet.



The screenshot displays the 'Interés en expositores (expositor)' page. The sidebar on the left contains icons for home, interests, products, and other functions. The main area has a header with 'Interés en expositores (expositor)' and a sub-header '(expositor)'. Below this are filter buttons for 'Acciones', 'Filtros', and 'Edición', along with a search bar labeled 'Buscar'. A table lists visitor interests with columns: 'Nombre del evento', 'Año del evento', 'Nombre del Expositor', 'Stand', 'Email Visitante', 'Nombre del Visitante', and 'Em'. The first row shows 'Habitat' for the year '2019'.

	Nombre del evento	Año del evento	Nombre del Expositor	Stand	Email Visitante	Nombre del Visitante	Em
<input checked="" type="checkbox"/>	Habitat	2019					

4. FINAL NOTES

Feria Valencia is endeavouring to provide the best tools for both EXHIBITORS and VISITORS to be able to achieve the most productive outcome possible from attending the fair.

Feria Valencia is committed to adding new functionalities and improving existing ones to make them increasingly useful and user-friendly.



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