

# Enlit Europe

22 – 24 October 2024 | Milan, Italy

## Exhibitor Hub – Registration & Leads

### QUICK GUIDE

[www.enlit-europe.com/exhibitor-portal](http://www.enlit-europe.com/exhibitor-portal)  
[exhibitor@enlit-europe.com](mailto:exhibitor@enlit-europe.com)

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# Registration Hub

Your **Registration Hub** allows you to register all your colleagues or share a link for them to register, send invites to your network and manage your leads.

You'll be able to **log in without a username or password** simply by clicking on the links available in your [Exhibitor Portal](#) (check out the "Register & Invite" menu).

The screenshot shows the Registration Hub interface. At the top, there is a navigation bar with links: Home, Exhibitor Passes, Promotion Banners, Invite your Network, Orders and Received Invoice, and More. A LOGOUT button is also present. Below the navigation bar, a welcome message reads "Welcome to your Exhibitor Hub." and a link to download a "Quick Guide" is provided. A yellow banner indicates that a SmartScan lead generation licence has been purchased. The main content area features a grid of action buttons: Exhibitor passes (Ordered 4 badges), Build-up & Breakdown Badges, Invite your Network (Tell your network you're exhibiting!), Promotion Banners (Use these assets to promote your presence at the event), Orders and Received Invoice (Review your order and download your receipted invoice here), Set up SmartScan (SmartScan lead generation app), My Leads (Download CSV file(s) after the event), Important Information, Privacy Information (Privacy policy and further information), and Contact Us.

## Register for Exhibitor Passes

Click on the 'Exhibitor Passes' menu / box to register for your Exhibitor Pass and/or to upgrade your Exhibitor Passes to Exhibitor Summit passes.

Home **Exhibitor Passes** Promotion Banners Invite your Network Orders and Received Invoice More ▾ LOGOUT

Welcome to your Exhibitor Hub.

[Click here](#) to download the "Exhibitor Hub - Registration & Leads" Quick Guide for the detailed steps

You have purchased a SmartScan lead generation licence. [Click here](#) to setup your devices.

-   
Exhibitor passes  
Ordered 4 badges
-   
Build-up & Breakdown Badges
-   
Invite your Network  
Tell your network you're exhibiting!
-   
Promotion Banners  
Use these assets to promote your presence at the event

# Register for Exhibitor Passes

## Single Registration

If you want to register yourself or a colleague individually:

- click on the “Create Exhibitor Pass” button;
- fill out the form:
  - choose whether you need a VISA letter, or if you want to upgrade for an Exhibitor Summit pass at the exclusive exhibitor rate of 695€, and submit;
  - If you’re upgrading to an Exhibitor Summit pass, you’ll be taken to the Checkout / Order page, where you will be able to pay for your pass;
- you will see your name or your colleagues’ on the registration list under “Exhibitor Passes”;
- check your inbox or ask your colleagues to check theirs for the confirmation email; a link to the VISA letter will be included in this email if you/they requested it.

### Exhibitor Passes

Exhibitor passes must only be allocated and used by the staff working on your stand or attending the event on your behalf.

You can register yourself or your colleagues by clicking the buttons below, by sending an email to your colleagues from this platform with a link they can use or by copying the link and sending it via your internal comms.

**Free Exhibitor Summit Passes:** If your contract includes Free Exhibitor Summit Passes, please go to the “Free Exhibitor Summit passes” section below and click on “Create Exhibitor Summit Badge”. If you have already registered for an Exhibitor Badge and wish to upgrade to a Free pass, please contact us at [exhibitor@enlit-europe.com](mailto:exhibitor@enlit-europe.com).

Please make sure the email address is unique per ticket and is valid to receive event communications – it is not possible to submit multiple registrations with the same email address.

**Exhibitor Summit passes:** if you wish to upgrade your Exhibitor pass to an Exhibitor Summit pass at the exclusive Exhibitor rate of 695€, please go to the “Exhibitor passes” section below and click on “Create Exhibitor Pass”, and then select ‘Yes’ when asked if you would like to upgrade the registration to a Summit delegate.

**Confirmation:** After submitting your registration or a colleague’s registration, a confirmation email will be sent to the email address used for each individual Exhibitor badge.

Exhibitor passes

 CREATE EXHIBITOR PASS

EMAIL PASS LINK TO STAND STAFF

Link <https://enlit-europe-2024-exhibitor.reg.buzz> COPY

## Register for Exhibitor Passes

### Share the registration link with your colleagues

- Send them an email from the platform
  - Click on “Email pass link to stand staff”
  - Fill out the email addresses of your colleagues (one at the time) and click on “Send Invite”
  - Your colleagues will receive an email invitation and they only need to click on “Complete Registration”
- Copy the registration link and share the link with your colleagues yourself
  - Click on “Copy” next to the link and share it with your colleagues via email, message, etc.

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**Confirmation:** After submitting your registration or a colleague’s registration, a confirmation email will be sent to the email address used for each individual Exhibitor badge.

Exhibitor passes

 CREATE EXHIBITOR PASS

EMAIL PASS LINK TO STAND STAFF

Link

<https://enlit-europe-2024-exhibitor.reg.buzz>

COPY

# Register for Exhibitor Passes

## Registering for Free Exhibitor Summit Passes

If you have free Exhibitor Summit passes included in your contract, you can claim them under the “Free Exhibitor Summit Passes” section.

- check how many free passes you have left;
- click on the “Create Exhibitor Summit Pass” button
- fill out the form
- choose whether you need a VISA letter, and submit;
- you will see your name or your colleagues’ on the registration list under “Free Exhibitor Summit Passes”;
- check your inbox or ask your colleagues to check theirs for the confirmation email; a link to the VISA letter will be included in this email if you/they requested it.

### Free Exhibitor Summit Passes

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+ CREATE EXHIBITOR SUMMIT PASS EMAIL PASS LINK TO STAND STAFF Link <https://enlit-europe-2024-exhibitor.reg.buzz> COPY

Customer	Email	Pass type	
Exhibitor Name		Exhibitor Summit	<a href="#">Edit</a> <a href="#">Resend email</a>

1 Free Exhibitor Summit Passes remaining out of 2

## Register for Exhibitor Passes

### Additional notes:

- You can edit details on your registration or your colleagues' by clicking "Edit";
- You can resend the confirmation email by clicking "Resend email";
- You can download your VISA invitation letter or your colleagues' by clicking "View visa";

### Exhibitor Passes

 **CREATE EXHIBITOR PASS**

**EMAIL PASS LINK TO STAND STAFF**

Link

<https://enlit-europe-2024-exhibitor.reg.buzz>

**COPY**

**Customer**

**Email**

**Pass type**

Exhibitor

 **Edit or upgrade**  **Resend email**

## Promotion Banners

Additionally to the banners available on your [Exhibitor Portal](#), which you can customise with your company logo, you will also find ready-to-use banners in the exhibitor hub – including your stand number.



Download the banners and use them in your communications promoting your participation at the event. You can also embed the banners on your website by copying the HTML code available on the same page. And don't forget to link the banners to your custom invitation link (see next slide).

# Invite your Network

You can invite your clients and network using the custom invitation link available in the exhibitor hub.

Your guests will be able to register for a free Expo Pass or for a Summit Pass at a 25% discount.

Use the email invitation tool to send a custom email to your contacts directly from the platform.

You can also copy the link to include in your email communications to your contacts, your social media posts or other communications promoting your presence at the event.

Tracking your Invitations: Once someone you have invited accepts the invitation and registers, or someone uses your invitation link to register, you will see their email address on the ‘Sent Invites’ section.

**Invite Visitor**

SEND INVITE TO EMAIL ADDRESS
Link <https://enlit-europe-2024.reg.buzz/?exhibitor=1234567890>
COPY AND SHARE LINK
QR Code GET QR CODE TO SHARE

**Sent invites**

Enter the email to search

Recipient	Invite Type	Registration Type	Method	Status
invitee@email.com	Visitor	Expo Pass	website	Registered
invitation@email.com	Visitor	N/A	email	Sent ( resend )

# Orders

Under “Orders and Receipted Invoice” you will be able to see what you have ordered so far, including Exhibitor Summit Passes and SmartScans, and you will be able to download the corresponding order confirmations or invoices.

For Exhibitor Summit Passes not paid yet, you can choose to pay by Credit Card on this page.

## Orders and Receipted Invoice

Review your order and download your receipted invoice here

[GDPR Regulations on Data](#)

Order	Date	Amount	Status
#ORDCONF-ENLIT-EUROPE24-C0-54	2024-05-09 09:27:19	€ 847.90	 Pay now! <a href="#">DOWNLOAD RECEIPTED INVOICE</a>

# Lead Capture: Complimentary license

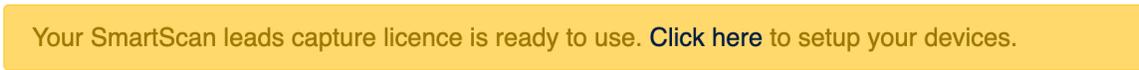
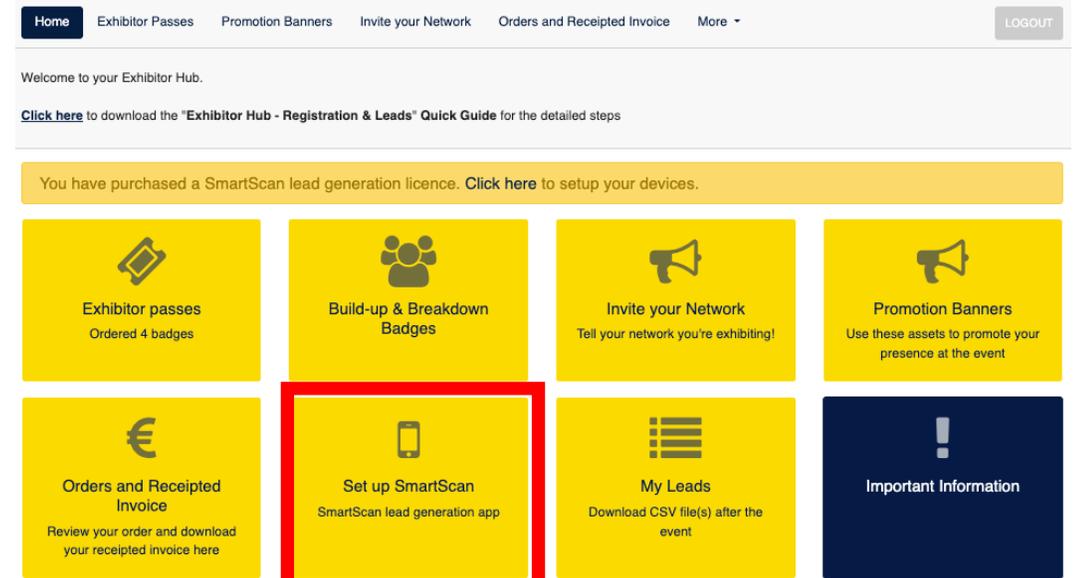
## SmartScan License

You only need one license to be able to use the lead capture app on multiple devices (mobile phones or tablets) on-site in Milan.

## Complimentary License

If you have a free license included in your contract, you will see this yellow banner in the Exhibitor hub.

You just need to retrieve your activation code to set up your devices (go to [slide 13](#)).



If you don't have a free license included in your contract, [check out the next slide](#).

If you have a free license included in your contract, [skip to slide 13](#).

# Lead Capture: Order SmartScan

## Purchasing a License

- Once you are on the Order SmartScan page, click on the yellow button “Order SmartScan Now”
- On the next screen, read the Terms & Conditions and click on the blue button “Submit”
- On the checkout page, fill out your details, your company details and choose Credit/Debit Card as a payment option
- Click on the green button “Place Order” and enter your payment details
- Once you have successfully paid, you can review your order confirmation.

Welcome to your Exhibitor Hub, where you can register for your Exhibitor passes, manage your lead scanners and invite your network to join you in Milan.

Go to Exhibitor Passes to manage your staff registration, claim your free Exhibitor Delegate passes (if they're included in your contract) or upgrade Exhibitor passes to Exhibitor Delegate passes at the exclusive Exhibitor rate of 695€.

Go to Invite your Network to send invites to your prospects so they can register for a free Expo Pass or a Summit pass with a 25% discount. Check the page often to track who registered using your custom invitation link.

If your contract includes a SmartScan complimentary license (lead scanner), all you need to do is activate it; click on “Set Up Smart Scan” below to start. If your contract doesn't include a license, you can purchase one by clicking on “Order SmartScan” below.

[Click here](#) to download the "Exhibitor Hub - Registration & Leads" Quick Guide for the detailed steps.

 <b>Exhibitor Passes</b> Ordered 6 badges	 <b>Build-up &amp; Breakdown Badges</b>	 <b>Invite your Network</b> Tell your network you're exhibiting!	 <b>Promotion Banners</b> Use these assets to promote your presence at the event
 <b>Orders and Received Invoice</b> Review your order and download your receipted invoice here	 <b>Order SmartScan</b> SmartScan Leads Capture App	 <b>My Leads</b> Download CSV file(s) after the event	 <b>Important Information</b>

## Lead Capture: Set up SmartScan

### Using your License

Whether you have purchased a license or have a complimentary license, you will see a message on the “Order SmartScan” page like the ones to your right:

Clicking on this message will take you to the “Set up SmartScan” page.

On this page you can:

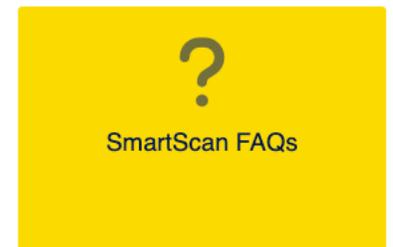
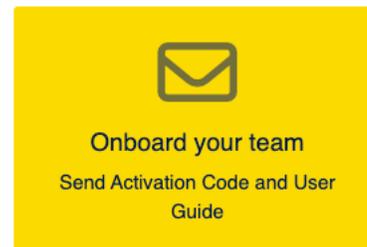
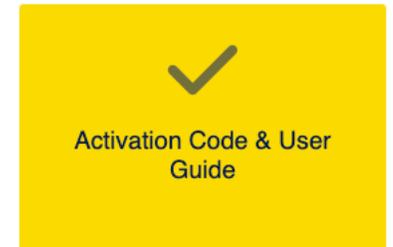
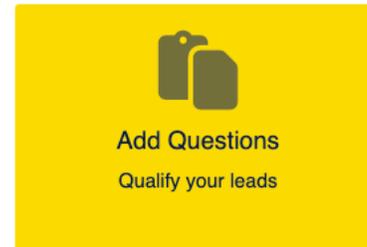
- Retrieve your activation code
- Set up & manage a Questionnaire
- Onboard your team
- Read the FAQs

**Activation Code:** Download the “SmartScan” app from your app store and enter the activation code on the app, on as many devices as you need. The app is ready to start scanning at Enlit Europe.

**Questions:** Create as many questions as you wish to ask your leads during the event or for your team to answer when scanning leads. Sync your devices to access the questionnaire. It will be accessible every time you scan a badge.

You have purchased SmartScan leads capture licence. [Click here](#) to setup your devices.

Your SmartScan leads capture licence is ready to use. [Click here](#) to setup your devices.



# Lead Capture: Using SmartScan app

## Using the SmartScan app on site

Once your device is set up, you just need to click on “Scan” to start scanning badges during the event.

## Tracking your leads

You can keep track of your leads or download all of them post-event on the page ‘My Leads’.

Remember to sync your devices (on each device, open the app, go to Leads and click on Sync) so all the leads from your colleagues become available online.

Check the “**Set up SmartScan**” page in your Exhibitor hub for detailed information on how to use your SmartScan.

# Exhibitor Hub - Registration & Leads



Questions?

Email us at [exhibitor@enlit-europe.com](mailto:exhibitor@enlit-europe.com).