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AppsFlyer

MAY 20 – 22, 2025 / MGM GRAND / LAS VEGAS

APP SPONSORED BY:  **ADVERTISING
SOLUTIONS**

MAU VEGAS

MAKE YOUR MOVE



[MAU Vegas 2025](#)

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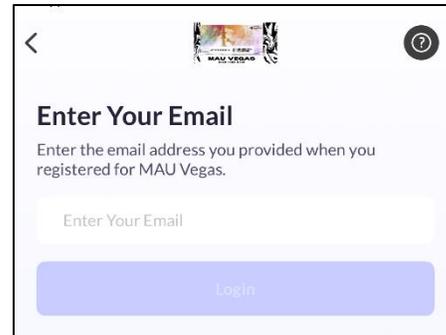
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LOGIN | *Mobile App*

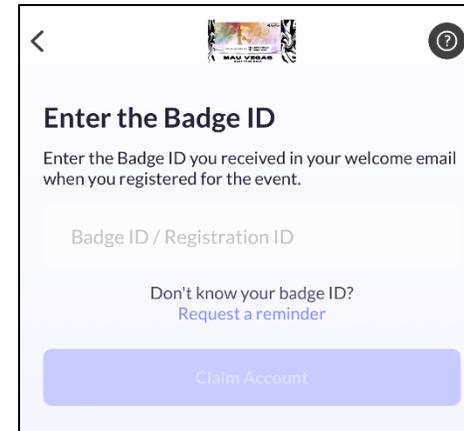
- Open the MAU Vegas mobile app and click “**Login**” to access the mobile app.



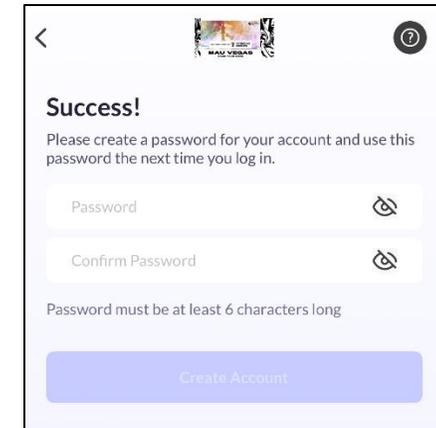
STEP 1 Add your email address



STEP 2 Enter your Badge/Registration ID



STEP 3 Create a password



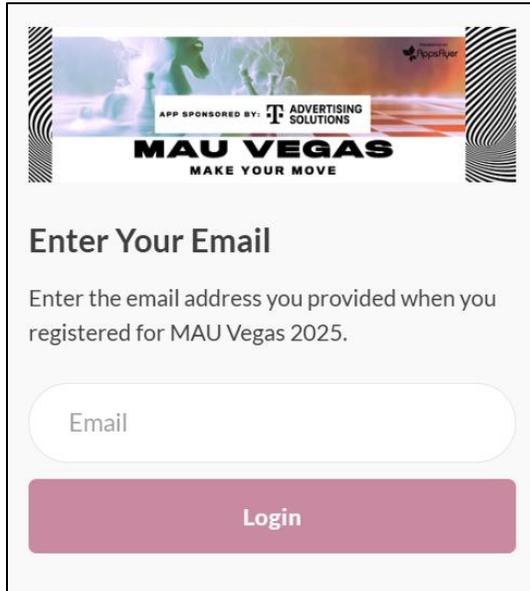
If you have already logged in via your computer, you will just need your email address and password to access the mobile app.

LOGIN | *Web Platform*

- Log into the MAU Vegas web platform and click "**Login**" to access the web platform.

STEP 1

Add your email address



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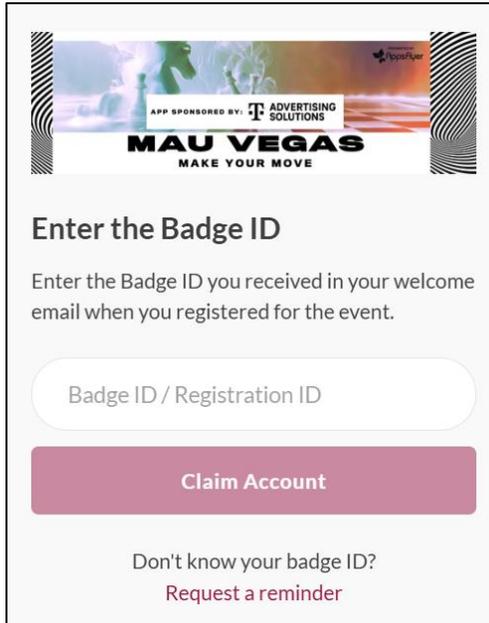
Enter Your Email

Enter the email address you provided when you registered for MAU Vegas 2025.

Login

STEP 2

Enter your Badge/Registration ID



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Enter the Badge ID

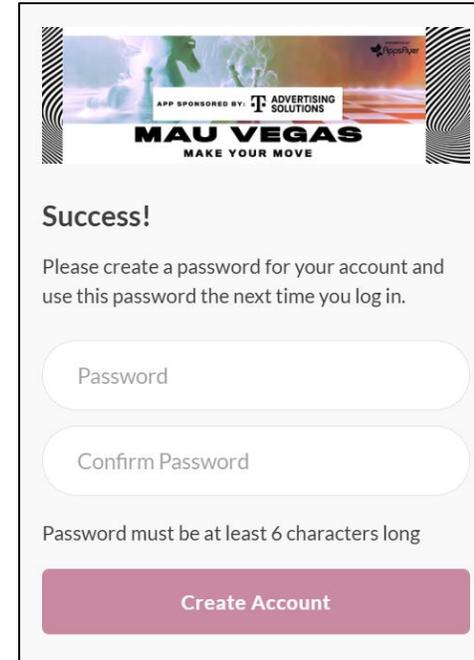
Enter the Badge ID you received in your welcome email when you registered for the event.

Claim Account

Don't know your badge ID?
[Request a reminder](#)

STEP 3

Create a password



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Success!

Please create a password for your account and use this password the next time you log in.

Password must be at least 6 characters long

Create Account

If you have already logged in via the mobile app, you will just need your email address and password to access the web platform.

CONFIRM your PROFILE

- When you first login, please confirm or adjust your registration information. This will help us recommend participants you can meet with.

MOBILE APP

← Complete your profile
Specify your preferences to get the most out of your experience

Primary Job Role (Multiple-Choice)

× Marketing/Digital Marketing

Options

Ads / Ad monetization Other Growth

Retention User Acquisition Partnerships

Product Development

Data Operations/Analytics

Revenue / Monetization Creative

Customer Experience Product Management

Business Management

Business Development

Next

WEB PLATFORM

Complete your profile

Please complete your profile as thoroughly as possible. The more we know about you, the better we can match you to the best people to meet.

Website
Click to update

* Primary Job Role
Marketing/Digital Marketing 1 (minimum 1)

ⓘ You must select at least 1 options.

* Areas of Interest
Customer Data Platforms 1 (minimum 1)

Next >

CONTACT SHARING

- Confirm how you would like your contact information to appear in the platform. **The platform will default to "Connections Only"**. You can edit your selection at any time by "editing your profile".

MOBILE APP

PRIVATE

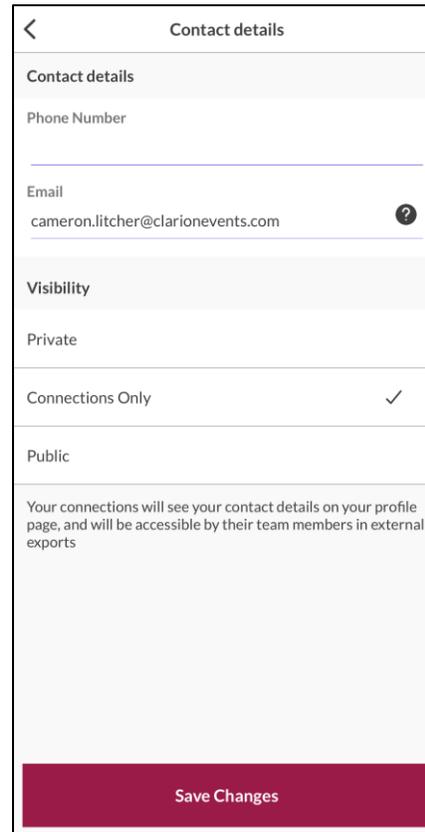
No one can see your contact details

CONNECTIONS ONLY

Participants you've connected with will be able to see your contact details on your profile page, as well as in external exports from the platform

PUBLIC

Contact Details will be displayed on your profile page and available in exports for everyone at the event.



A screenshot of a mobile app interface titled "Contact details". It features a back arrow in the top left. The main content area is divided into sections: "Contact details" (with a sub-section for "Phone Number"), "Email" (with the address "cameron.litcher@clarionevents.com" and a help icon), and "Visibility" (with options "Private", "Connections Only" (selected with a checkmark), and "Public"). A note at the bottom states: "Your connections will see your contact details on your profile page, and will be accessible by their team members in external exports". A red "Save Changes" button is at the bottom.

WEB PLATFORM

Contact Details

These are the contact details that you can share with others in the event. Change your visibility preferences, so that others can see this information on your profile page and their event exports. Your contact details and visibility settings will be always available on your 'Edit Profile' page.

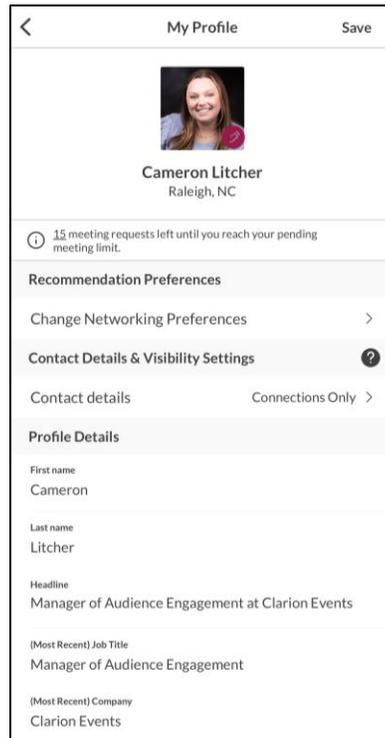
Email	Phone Number	Visibility
cameron.litcher@clarioneve		Connections Only 

EDIT your PROFILE

- You can edit your profile at any point while the platform is active.

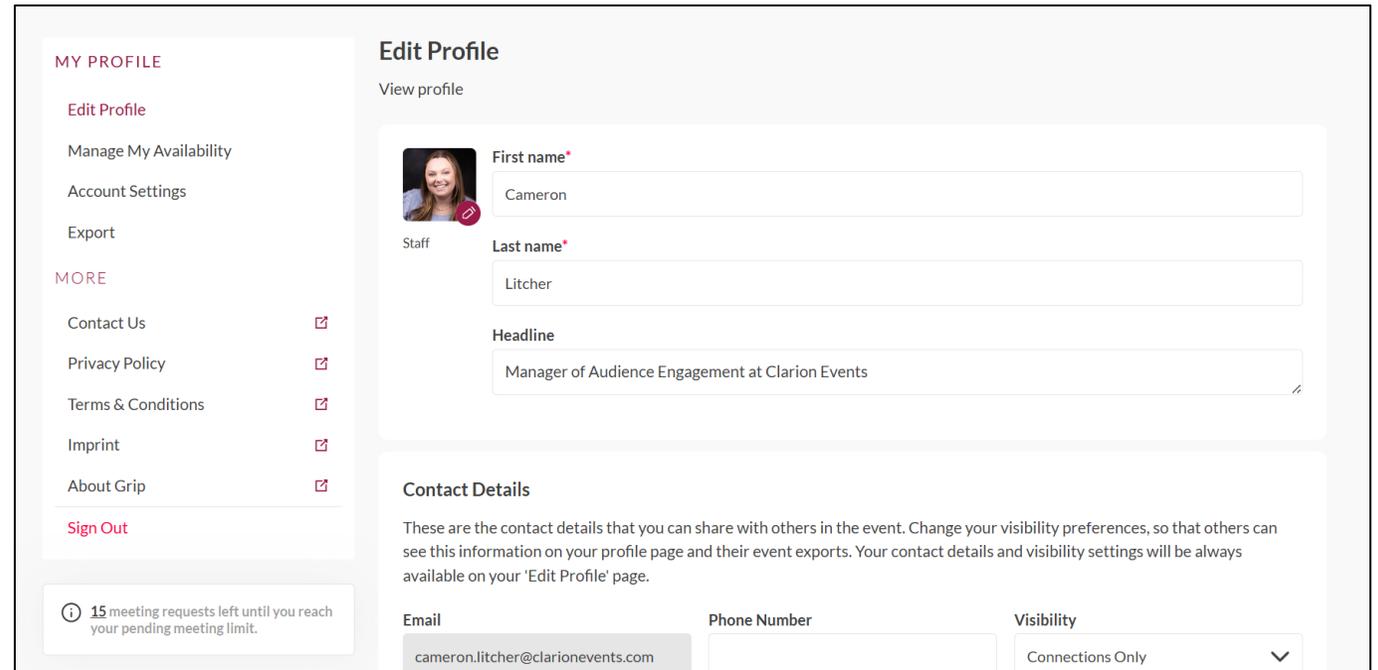
MOBILE APP

Click the icon on the top left of the home page to edit your profile.



WEB PLATFORM

Click the icon on the top right of the home page to edit your profile.



MANAGE CALENDAR AVAILIBILITY | *Web Platform only*

- Click “**Profile**”, then “**Manage My Availability**” on the left navigation bar to update the times you’re available to meet.
 - **Range of Daily Availability:** Easily set up a single range of times for all show days.
 - **Event Days:** Change the times you are available for each day.

MY PROFILE

- Edit Profile
- Manage My Availability**
- Account Settings
- Export

MORE

- Contact Us
- Privacy Policy
- Terms & Conditions
- Imprint
- About Grip
- Sign Out

Manage My Availability

During this event, other users can request meetings with you at times set by the organiser. On this page, you can further personalise your availability so that other users can only send meeting requests for times which are convenient for you.

To start, pick the earliest and latest times at which you'd be available for a meeting during this event. If needed, you can then further customise your availability for each day. [Learn more](#)

Range of daily availability ?

All times shown for **America/Los_Angeles**

12:00am to Midnight [Reset availability.](#)

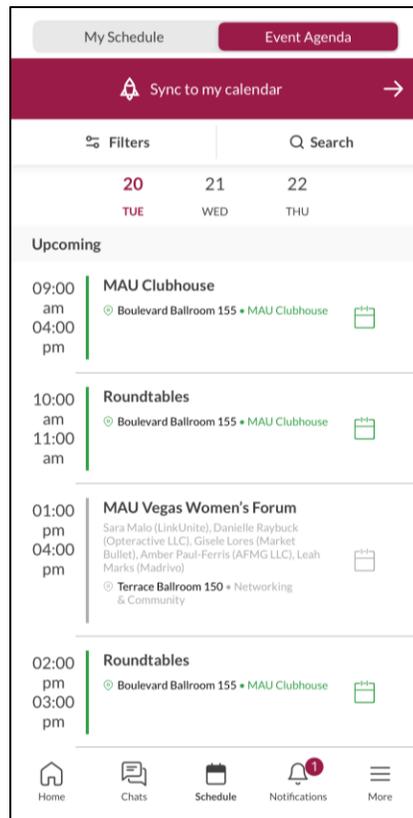
Event Days	Edit Availability
Tuesday - May 20	
Wednesday - May 21	
Thursday - May 22	

15 meeting requests left until you reach your pending meeting limit.

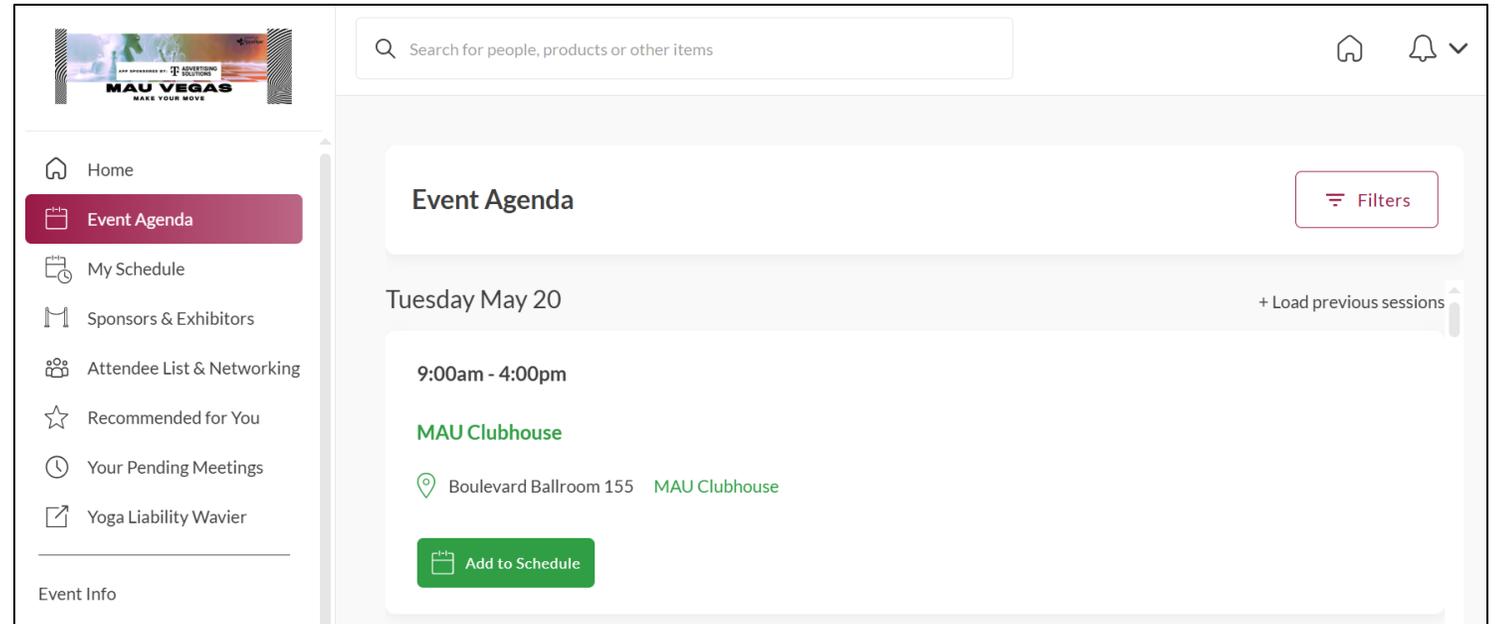
EVENT/CONFERENCE AGENDA

- Create your personal schedule by reviewing the agenda and adding sessions by clicking "**Add to Schedule**" or the calendar icon.

MOBILE APP

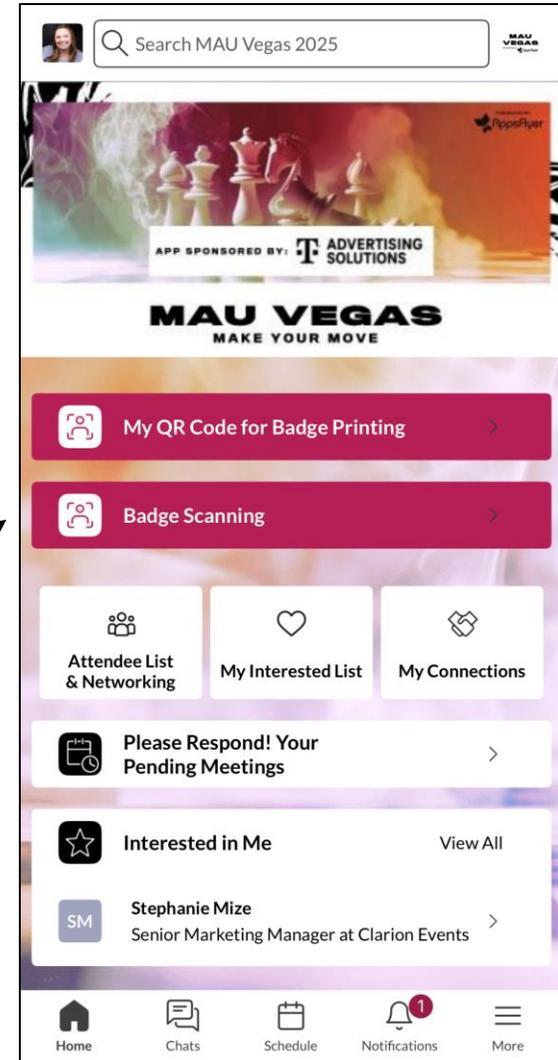


WEB PLATFORM



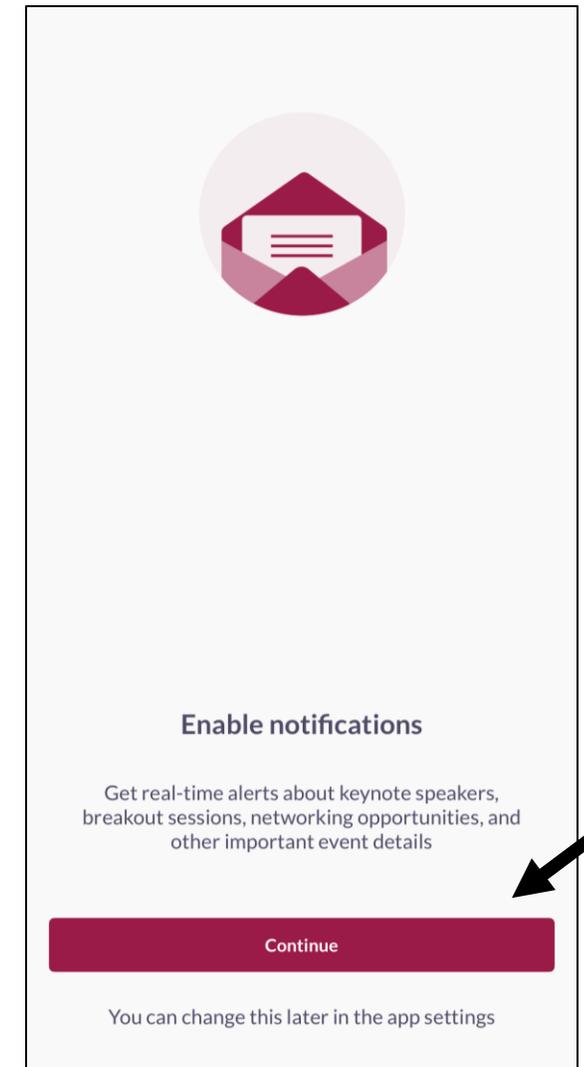
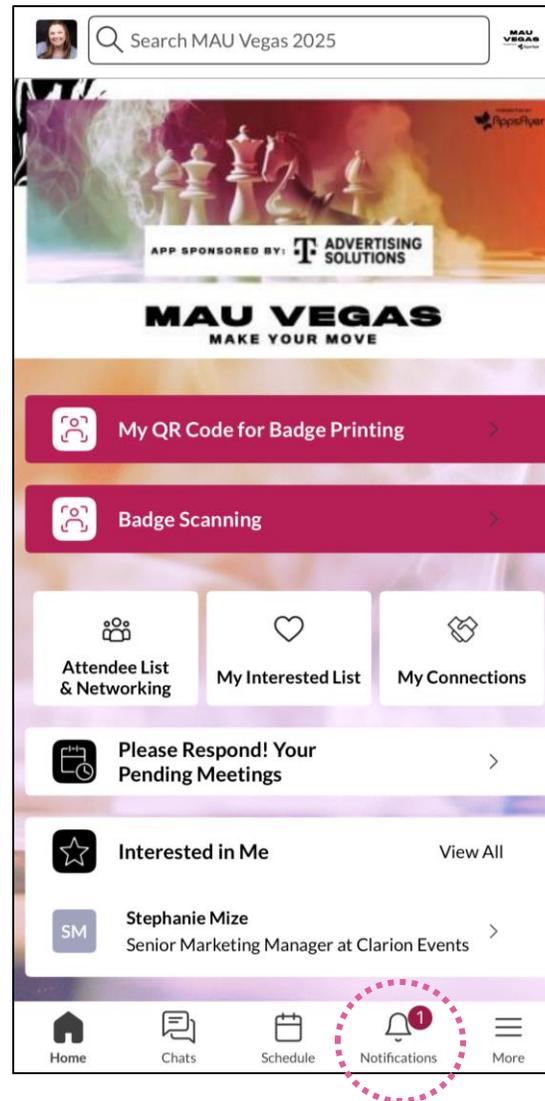
CONNECT INSTANTLY BY SCANNING BADGES | *Mobile App only*

- To connect with event participants at the show and share your contact details, you can use the QR code on the printed badge.
- Using the mobile app, click "**Badge Scanning**", then use your camera to scan the QR code on the event participant's badge. After scanning, their name will pop-up at the bottom on your screen to view their profile. You will be connected with that event participant and can chat through the platform.



ENABLE PUSH NOTIFICATIONS | *Mobile App only*

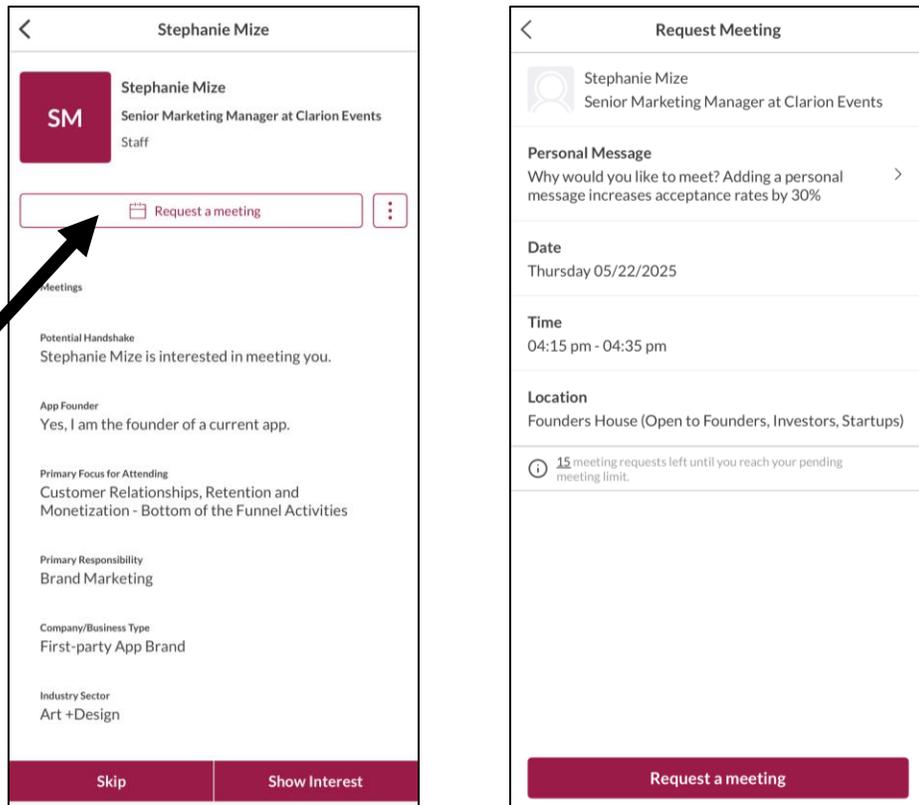
- Stay informed while at the show by enabling push notifications to your device. Using the mobile app, click "**Notifications**" at the bottom, then "**Turn on Notifications**". A box will pop-up asking you to "Allow" notifications on your device.



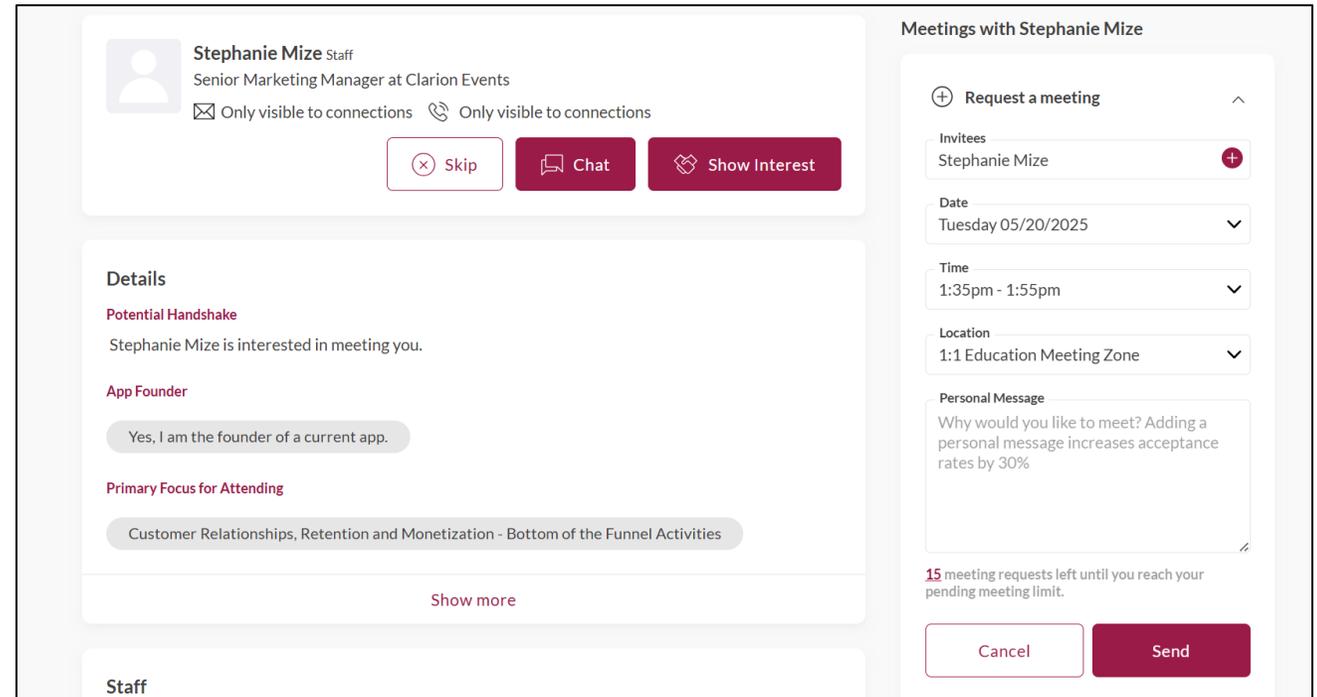
MEETINGS | *Requesting*

- Once you find someone you would like to meet with, click **“Request Meeting”** next to their name. Add the date/time and location, as well as a personal message, then click **“Request Meeting”**. They will receive an email/push notification that they received a meeting request. Once a meeting is confirmed, you will receive a notification.

MOBILE APP



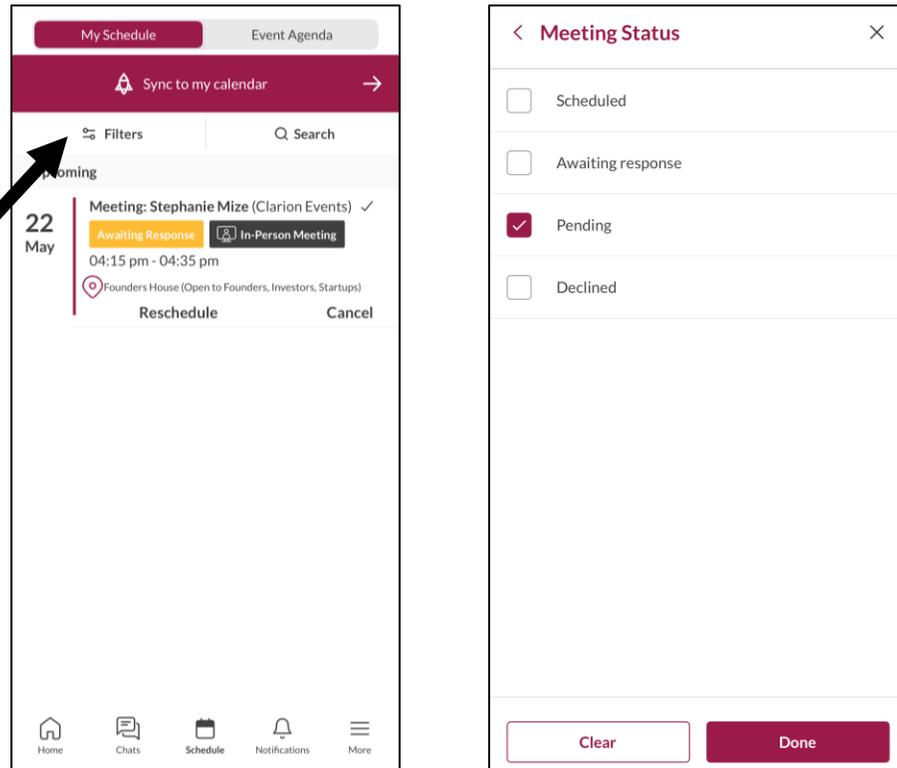
WEB PLATFORM



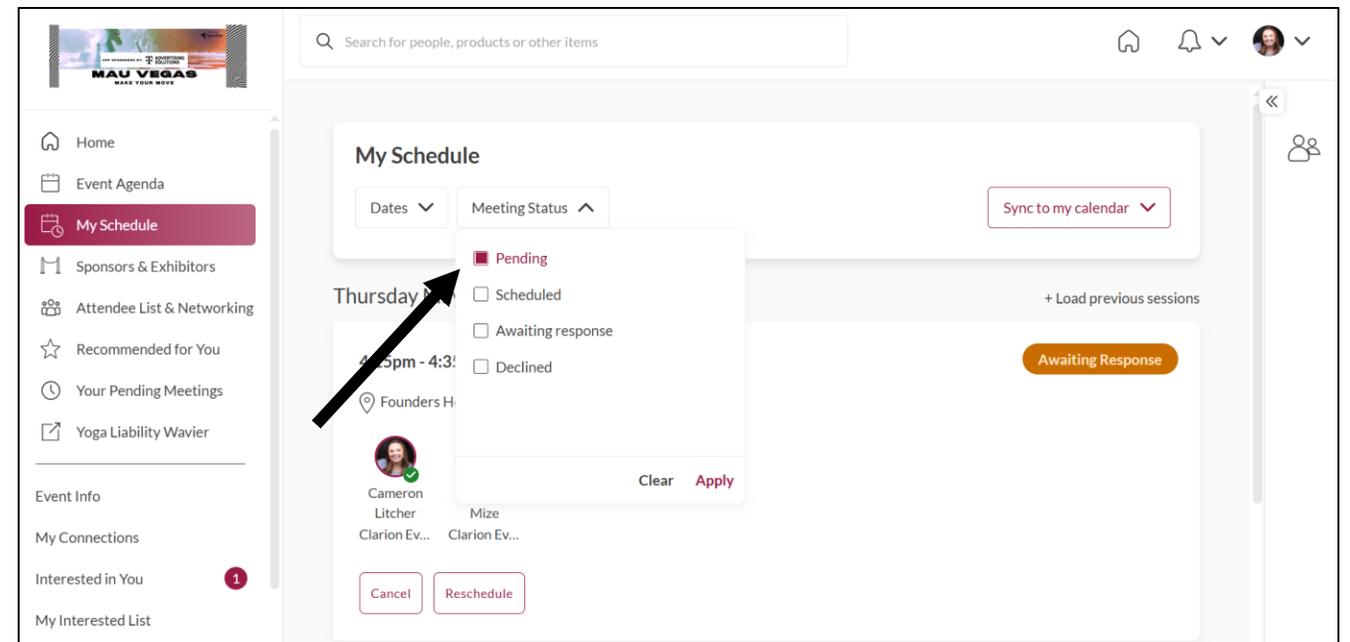
MEETINGS | *Accepting*

- If someone sends you a meeting request, you will receive an email/push notification with the meeting details. You can confirm via the “Accept Meeting” in the email or via the app. To filter your full list of meetings, click “**My Schedule**”, then “**Meeting Status**” to filter on pending meetings.

MOBILE APP



WEB PLATFORM



MY TEAM Dashboard

For sponsors only

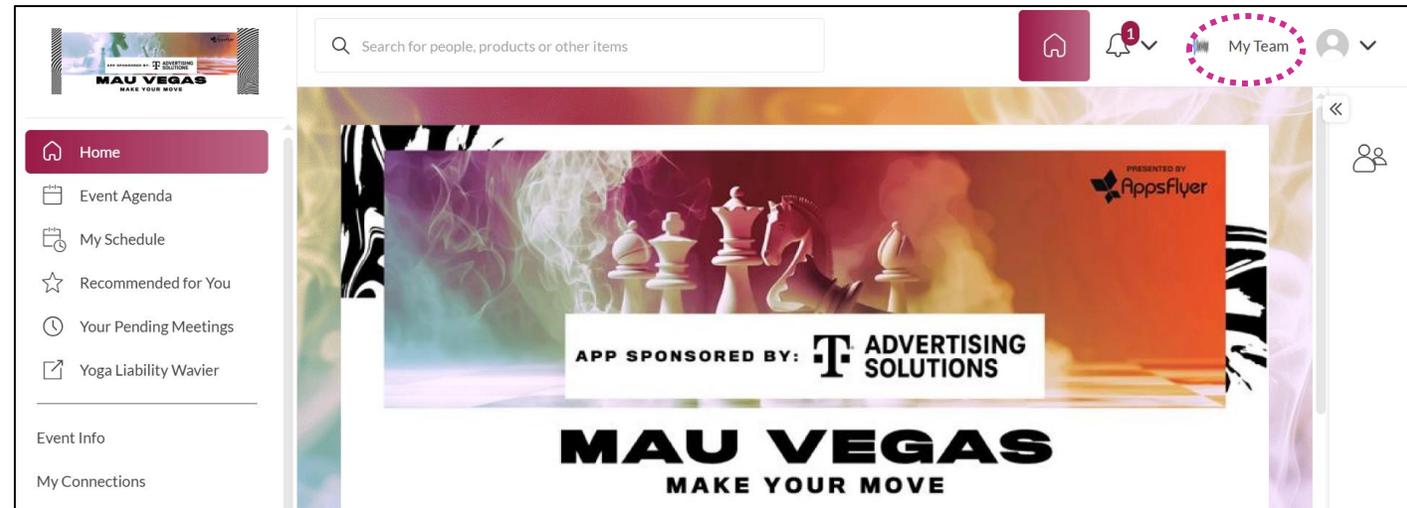
The screenshot displays the 'MY TEAM Dashboard' interface. At the top, there is a search bar with the placeholder text 'Search for people, products or other items'. To the right of the search bar are navigation icons: a home icon, a notification bell with a '1' indicator, and a 'My Team' profile icon with a dropdown arrow. The left sidebar contains a navigation menu with the following items: 'Home' (highlighted), 'Event Agenda', 'My Schedule', 'Recommended for You', 'Your Pending Meetings', and 'Yoga Liability Wavier'. Below the menu are sections for 'Event Info' and 'My Connections'. The main content area features a large banner for 'MAU VEGAS MAKE YOUR MOVE'. The banner includes the text 'APP SPONSORED BY: T ADVERTISING SOLUTIONS' and 'PRESENTED BY AppsFlyer'. The background of the banner shows chess pieces on a board.

Available only via the web platform

MY TEAM

For sponsors only

- As a Sponsor, you and your team have access to a dashboard accessible via the web platform (top-right). From here, you can manage meetings for your Team Members, view your Inbound Leads, and Export the Contacts for your entire Team.
- The first person to sign in via the web platform will create your Team and become the Admin for the Team.
- If you registered as an attendee, you will not be connected to your team. Please contact [Mobile App Support](#) and we can add you to your company's Team.
- Please create your Team prior to arriving on-site to ensure all contacts will be included on your Team Export.



INBOUND LEADS

For sponsors only

- As a Sponsor, you can view interactions event attendees have made with you, your company, or your team members. Click **"My Team"** at the top right of the home page, and then **"Leads"**.

- Event Participants that interact with you, your company, or your team members will appear in your **"Inbound Leads"**. This includes:
 - Profile Views
 - Connections/Interests
 - Badge Scanning
 - Session Registrations
- You can add **"Lead Notes"** for visibility across your team.
- Connections** for your entire team can be exported via **"Export"**. If they allowed contact sharing, their contact details will appear in this export.

The screenshot shows the 'Leads' dashboard for 'STACKADAPT'. At the top, there is a search bar with the text 'Search for people, products or other items'. To the right of the search bar are icons for home, notifications (with a red '1' badge), and 'My Team'. Below the search bar, the 'STACKADAPT' logo is visible, followed by a navigation menu with tabs for 'Meetings', 'Leads' (which is highlighted), 'Contacts', 'Team Members', 'Company Profile', 'Settings', and 'Export'. The main content area is titled 'Leads' and includes a toggle for 'List view' and 'Grid view'. A descriptive paragraph explains that a lead is a profile showing interest or interaction, and provides instructions on how to convert leads to contacts. At the bottom, there are three summary cards: '0 To Review' (with a red icon), '0 Reviewed' (with a green checkmark icon), and '0 Total Leads' (with a blue plus icon).

MEETINGS | *Requesting on behalf of a Team Member*

For sponsors only

- To request a meeting on behalf of one of your Team Members, navigate to "My Team" at the top right of the home page. Then click "Create a Meeting". Then indicate the Team Member to request the meeting on their behalf. You can also navigate to the profile of who will receive the meeting request and click "View As" to change the person requesting the meeting to a Team Member.

The screenshot shows the MAU Vegas 2025 dashboard. At the top, there is a search bar and navigation icons for home, notifications (1), and "My Team". Below the search bar, the "STACKADAPT" logo is visible, followed by a navigation menu with "Meetings" (highlighted), "Leads", "Contacts", "Team Members", "Company Profile", "Settings", and "Export". The "Meetings" section includes a "View: Calendar" dropdown, "Status" and "Team Members" dropdowns, and a calendar grid for Tuesday, May 20 and Wednesday, May 21. The calendar shows time slots for 9:00am and 9:30am. A "Create Meeting" modal is open, displaying the following fields: Representative (Omer Fazal), Guest (Type here), Date (Choose a date), Time (Choose a time), Location (Choose a location), and Personal Message (Why would you like to meet? Adding a personal message increases acceptance rates by 30%).

Create Meeting

Create a meeting for yourself or a team member with another guest at MAU Vegas 2025.

Representative
Omer Fazal

Guest
Type here

Date
Choose a date

Time
Choose a time

Location
Choose a location

Personal Message
Why would you like to meet? Adding a personal message increases acceptance rates by 30%

Meetings with Cameron Litcher

View As: [Melissa Gallagher](#)

+ Request a meeting

Invitees
Cameron Litcher

Date
Wednesday 05/24/2023

Time
3:20pm - 3:40pm

Location
Meeting Zone

Personal Message
Why would you like to meet? Adding a personal message increases acceptance rates by 30%

15 meeting requests left until you reach the pending meeting limit.

[Cancel](#) [Send](#)

MEETINGS | *Accepting on behalf of a Team Member*

For sponsors only

- To accept a meeting on behalf of one of your Team Members, navigate to "My Team" at the top right of the home page. Then click "Pending" under "Status" at the top. After clicking on the Meeting, you'll be directed to the organizers profile. Then click "Accept". Both parties will receive an email confirmation of the meeting.

The screenshot shows the STACKADAPT interface. At the top, there is a search bar and navigation icons. Below the search bar, the 'STACKADAPT' logo is visible, followed by a navigation menu with options: Meetings (highlighted), Leads, Contacts, Team Members, Company Profile, Settings, and Export. The main content area is titled 'Meetings' and includes a 'View: Calendar' dropdown, a 'Status' filter dropdown (which is open), and a 'Team Members' dropdown. The status filter dropdown shows the following options: Scheduled (0), Pending (0), Awaiting response (0), and Declined (0). A 'Create Meeting +' button is located to the right of the filters. The calendar view shows dates for Wednesday, May 21, and Thursday, May 22. A black arrow points to the 'Pending' option in the status filter dropdown.

The screenshot shows the 'Meetings with Amanda Gochee' interface. At the top, it says 'View As: Cameron Litcher'. Below this, there is a '+ Request a meeting' button. The main content area is titled 'Pending Meetings (1)' and shows a meeting scheduled for 'Thu May 25th 2023' from '12:20pm - 12:40pm (America/Los_Angeles)'. The meeting location is 'Meeting Zone'. The organizers are listed as 'Amanda Gochee (Organizer)' and 'Cameron Litcher (Invitee)'. There is an 'Add Invitee +' button. Below the meeting details, there is a large purple 'Accept*' button. To the right of the 'Accept*' button are two buttons: 'Message Organizer' and 'Reschedule*'. Below these buttons is a 'Decline*' button with a dropdown arrow. At the bottom, there is a note: '*Acting on behalf of Cameron Litcher'.

EXPORT CONTACTS

For sponsors only

- As a Sponsor, you can export the "Contacts" for your entire team. "Contacts" include connections your or your team has made through:
 - **Scanning** a badge
 - Having a **Meeting**
 - Marking each other as **Interested**

- Included in the export is Name, Title, Company, Lead Notes, and Registration Information.
- **Due to GDPR email and/or phone numbers will be shared only for the users who decided to share their contact details.**

The screenshot shows the STACKADAPT user interface. At the top, there is a search bar and navigation icons. Below the search bar, the 'Export' tab is selected in the main navigation menu. The 'Export' section contains two main options:

- Export Meetings**: A button labeled 'Export' next to the text: "This will generate a file of all of your team's accepted meetings at MAU Vegas 2025. You can choose between CSV and Excel format."
- Export Contacts and Badge Scans**: A button labeled 'Export' next to the text: "Contacts are Leads that you or your Team members have successfully formed a Connection with. Connections are created when you scan someone's badge, show mutual interest or share a confirmed meeting. Please note: For privacy reasons, email and/or phone numbers will be shown only for users who decided to share their contact details, or those where badge scanning has taken place."

An arrow points to the 'Export' button for 'Export Contacts and Badge Scans'.