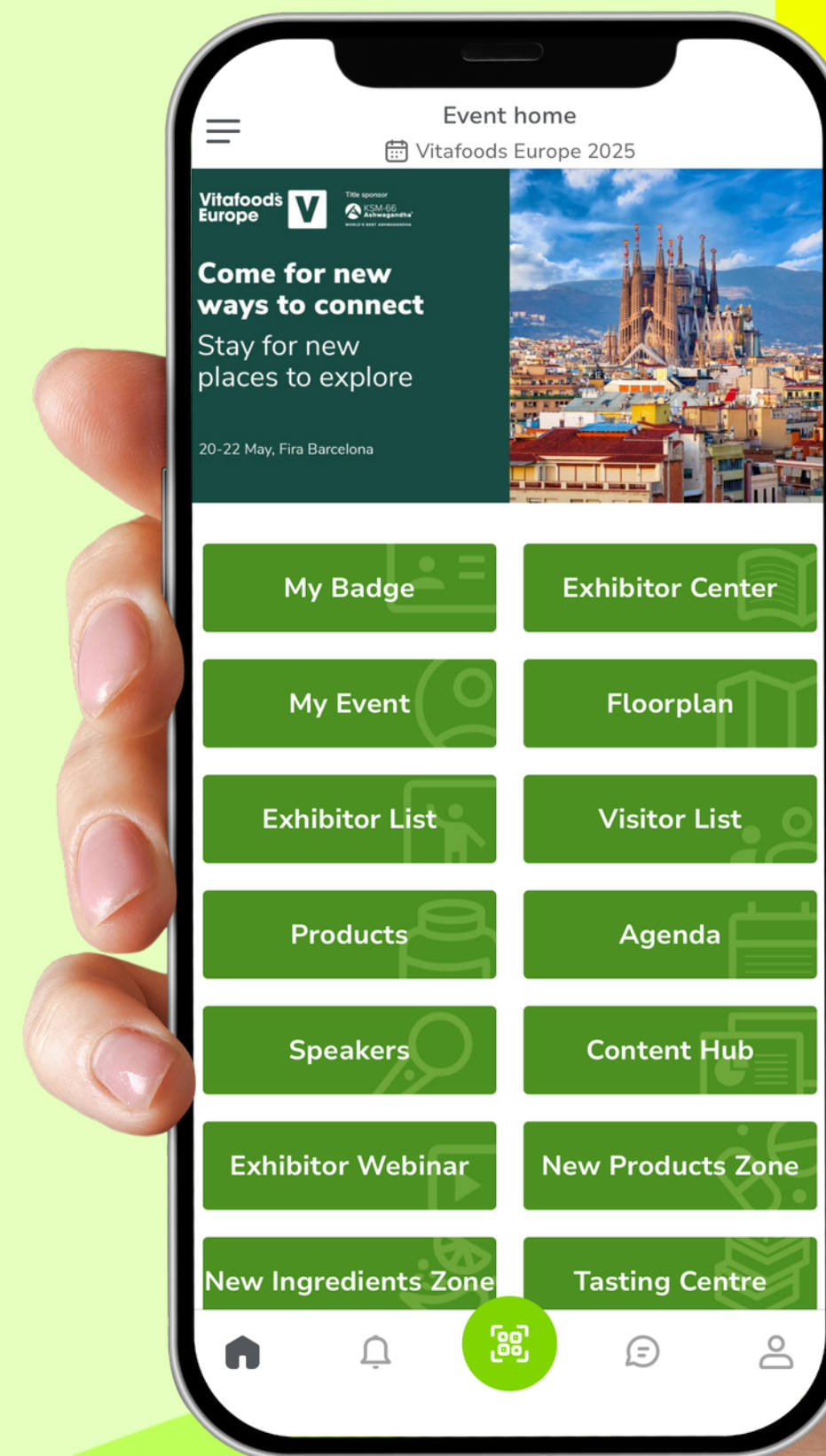




Extra leads. Extra business.

An easy-to-follow instructional guide for exhibitors to scan badges, qualify prospects and capture contact details with ease.



What are the benefits of lead scanning?

Say goodbye to binders

Reduce admin time as everything is digitalised. No paperwork means you can focus on the conversation with your potential new partners and clients.

Don't miss a connection again

Your entire show team onsite can download the app and scan attendee badges during the event.

Personalise your lead qualification

Create qualifying questions that work for your company. Once your team members scan a badge, they can use these to categorise their leads.

Get business done faster

Download your leads in spreadsheets, and share them with your wider team before you've even left the venue

Be more sustainable

Ditch paper and start using the event app to generate less waste & accelerate your business sustainably

What are lead qualifying questions?

A lead is an individual serving as a potential sales prospect for your company. As an exhibitor, you have the option to incorporate specific questions for your leads to respond to, allowing you to categorise them into different groups and take prompt action accordingly.

These questions are customised based on the unique goals, products, or services of your company. By using custom lead qualifying questions, your business can gain deeper insights into a lead's needs, interests, and purchasing intent.



This feature can also be used to add questions for your team to answer after their conversations.

- Is the lead hot, warm or cold?
- Assign a follow-up action (send brochure, send email, set up meeting)



Once a form is used to evaluate a lead, no further changes can be made (e.g., modifying the wording of an answer). Make sure to review the form carefully beforehand, and then you're good to go! In case you run some tests, make sure all your teammates have deleted their responses so you can edit the form before the event.

Examples of lead qualifying questions?



What products are you interested in?



What is your purchasing authority?



When are you looking to place an order?



What is your total budget?

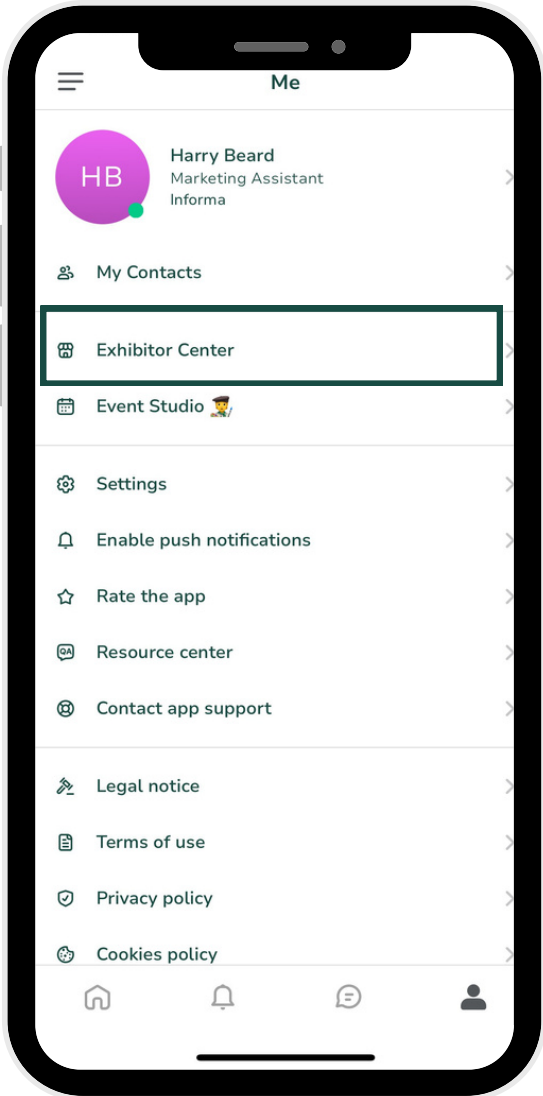


What is your preferred method of contact?



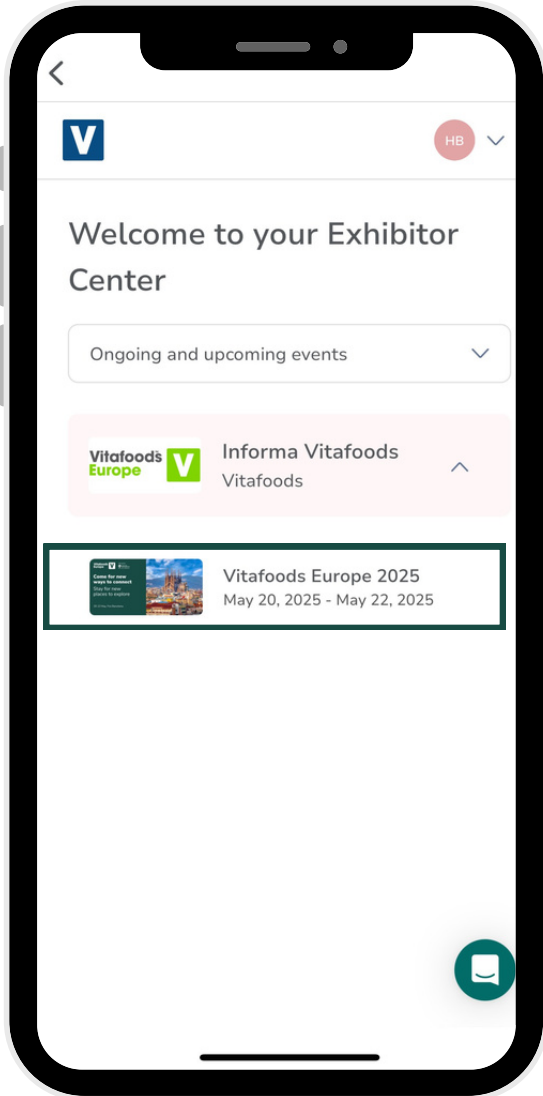
Setting custom lead qualifying questions

Setting custom lead qualifying questions



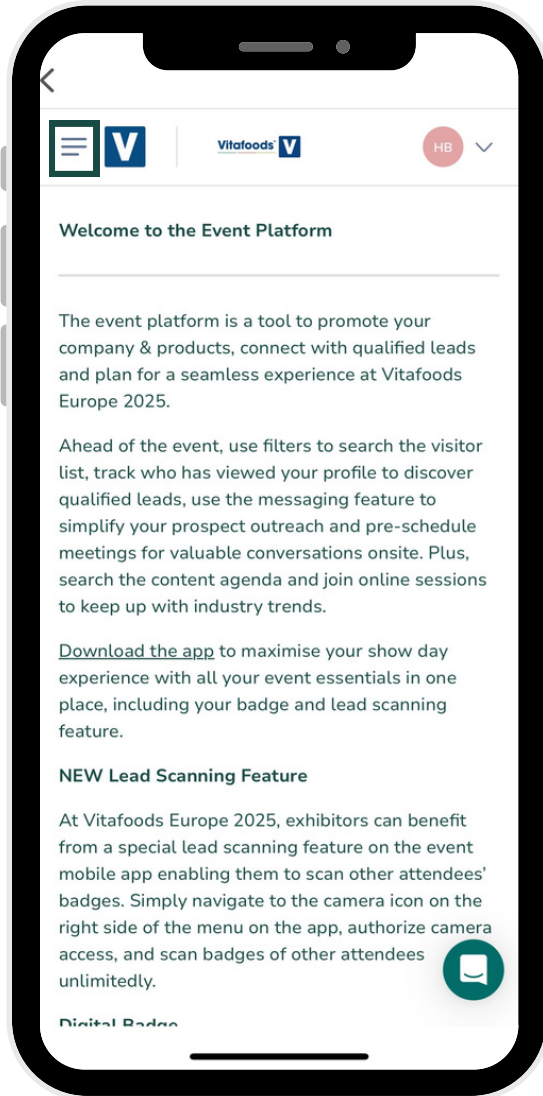
Step 1:

Click on ‘Exhibitor entre’



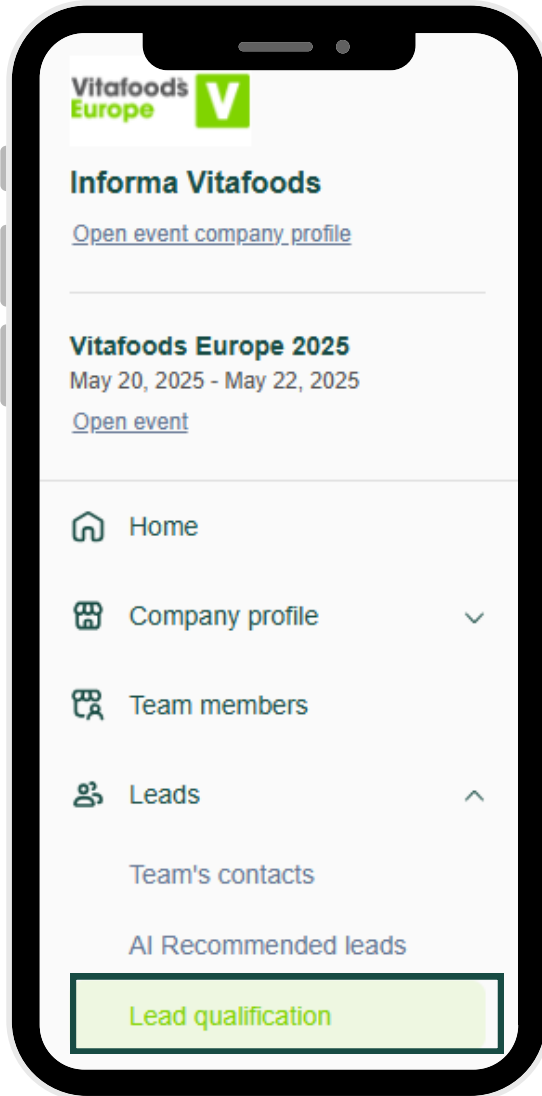
Step 2:

Select Vitafoods Europe 2025



Step 3:

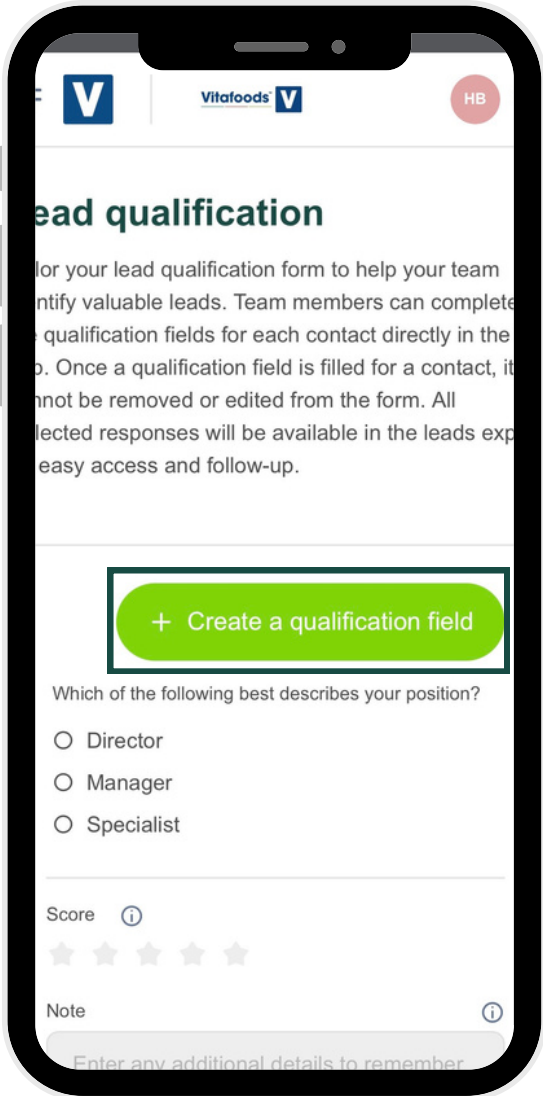
Click on the **menu icon** in the top left



Step 4:

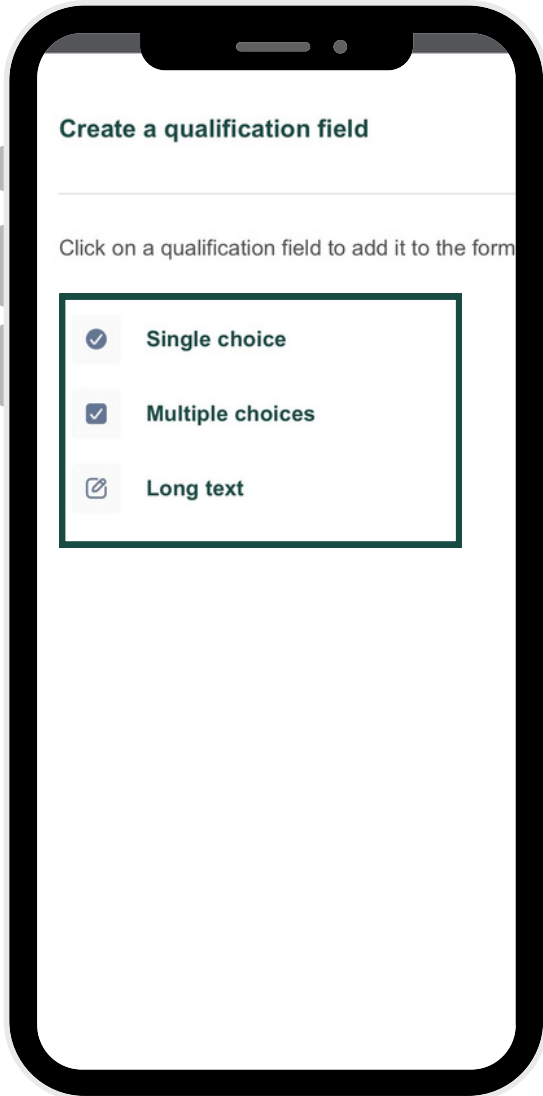
Click on ‘Lead qualification’ under leads

Setting custom lead qualifying questions



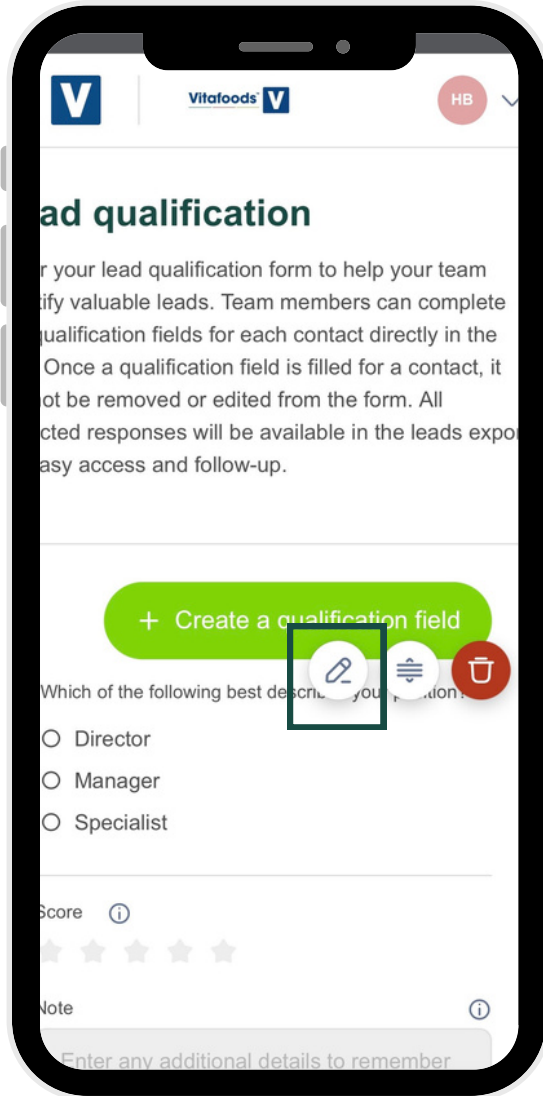
Step 5:

Click on
'Create qualification field'



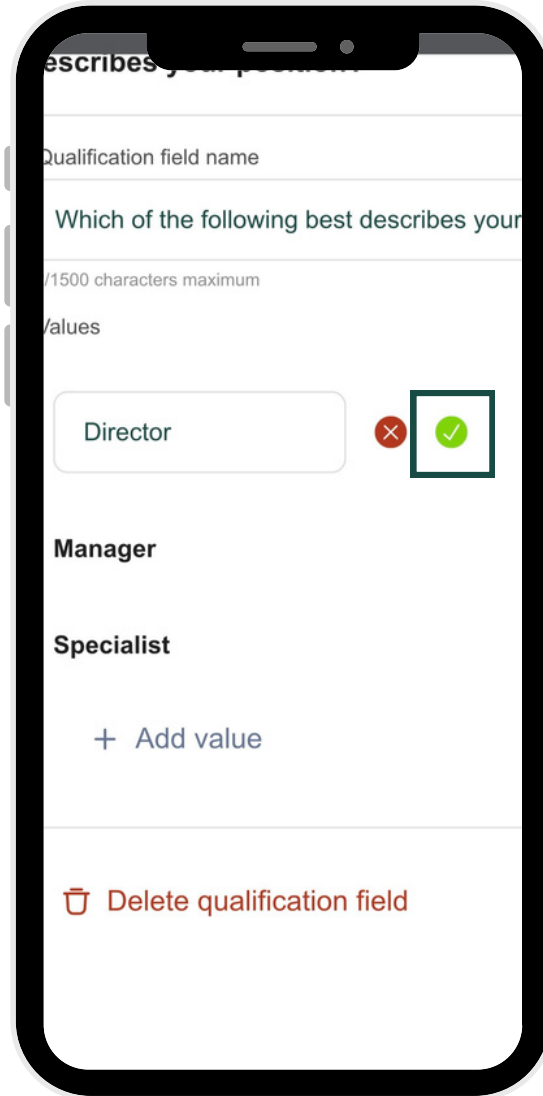
Step 6:

Choose the **preferred type of question**



Step 7:

Click on the
pen icon to edit



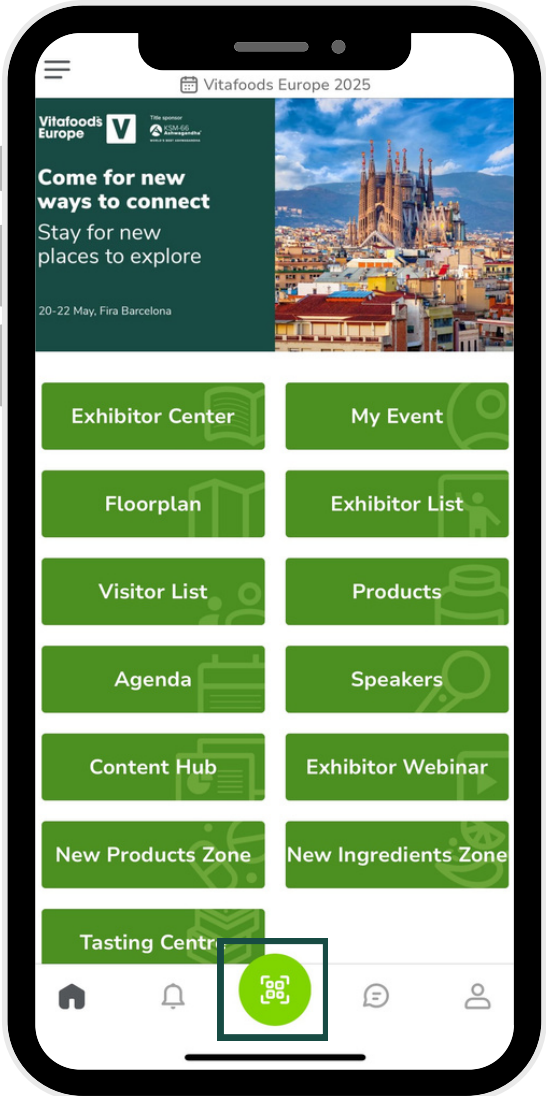
Step 8:

Click on **green tick box to save**, and then click on the
cross on top right



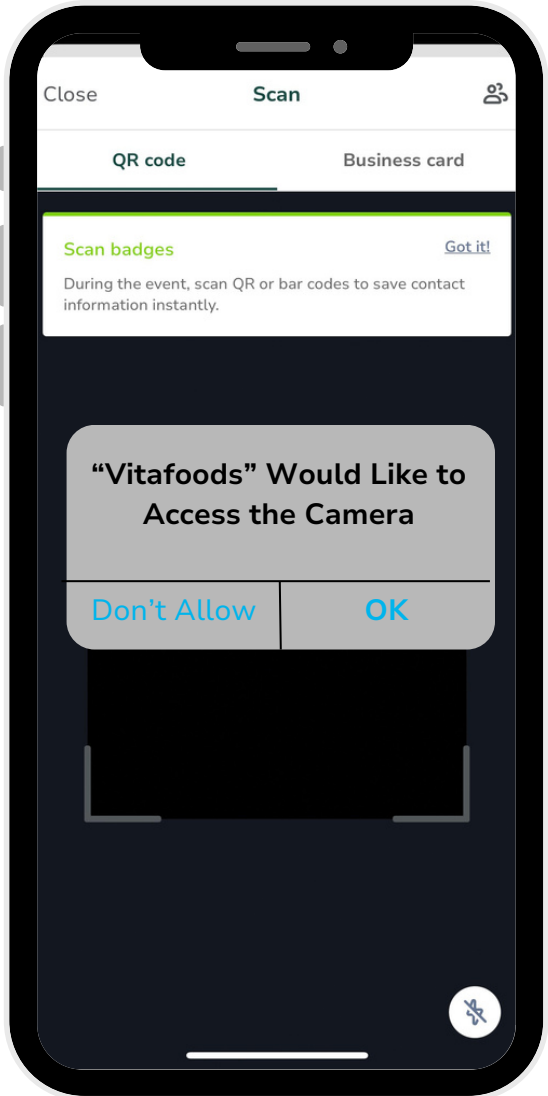
Scanning badges on-site

Scanning leads at the show



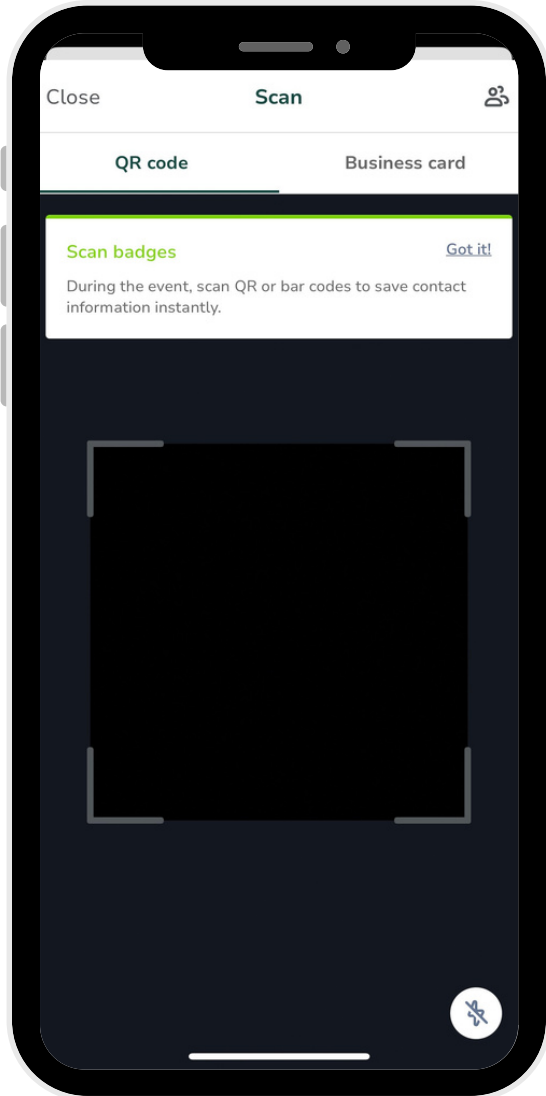
Step 1:

Click on **camera icon** at the bottom



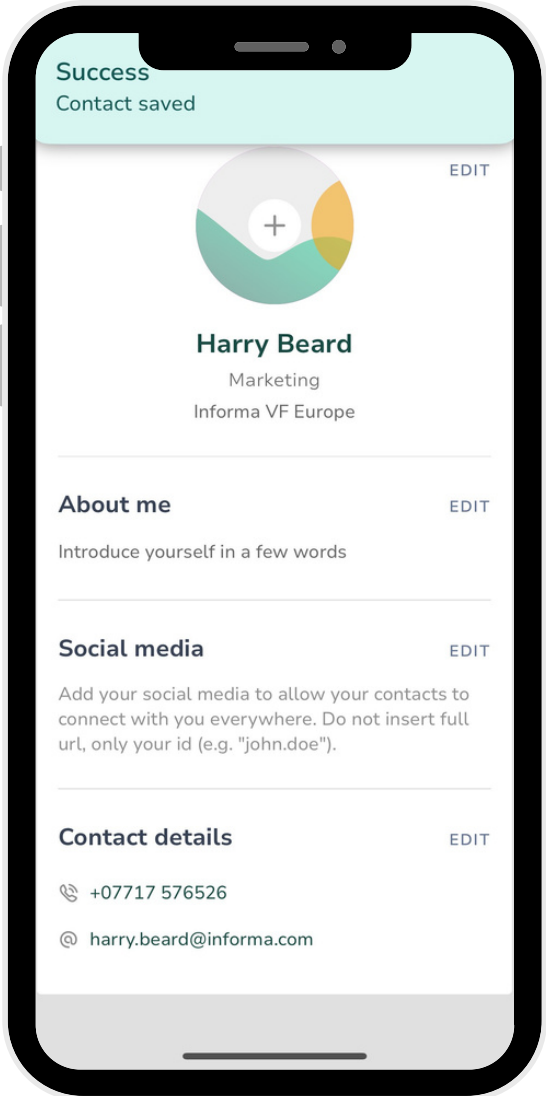
Step 2:

Grant camera **permissions**



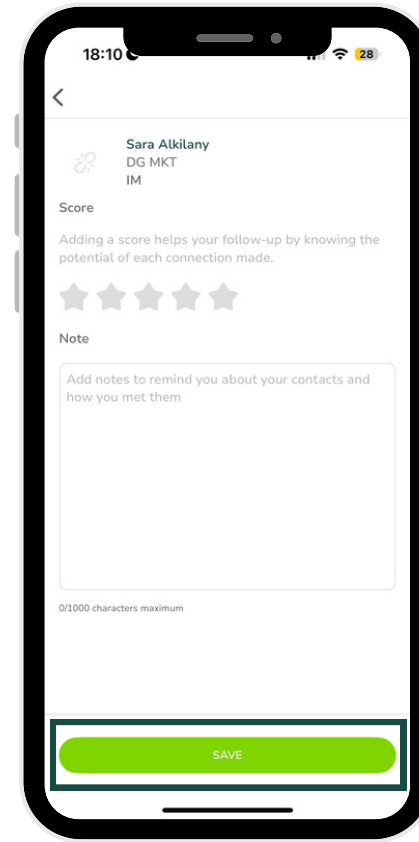
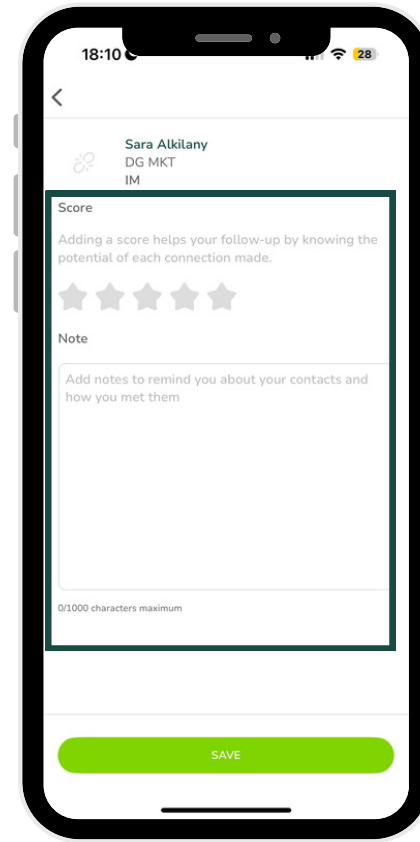
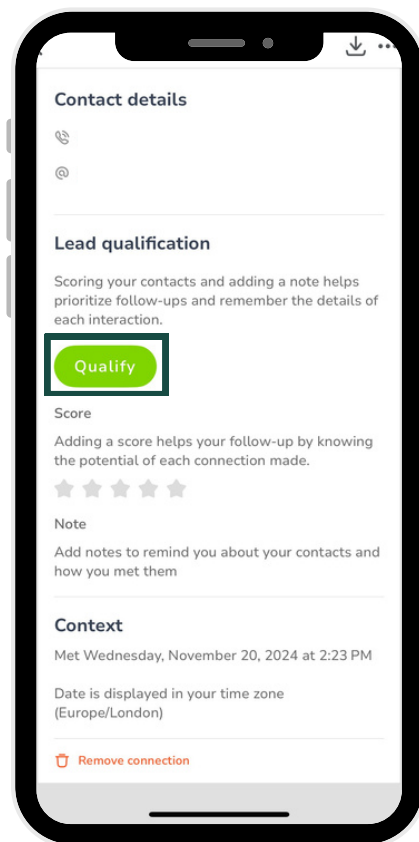
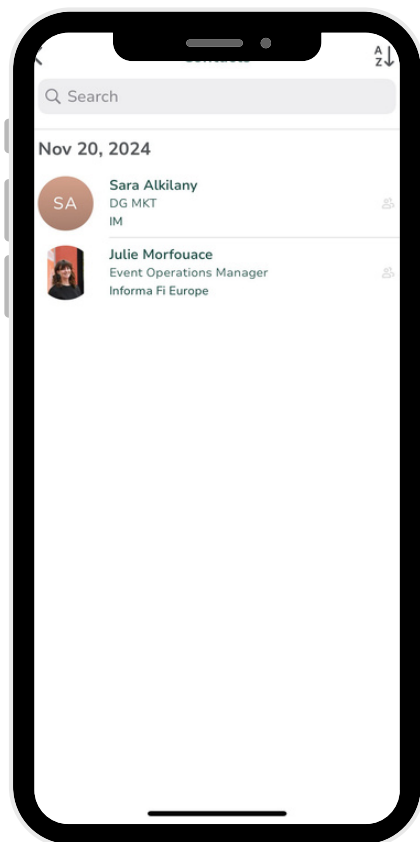
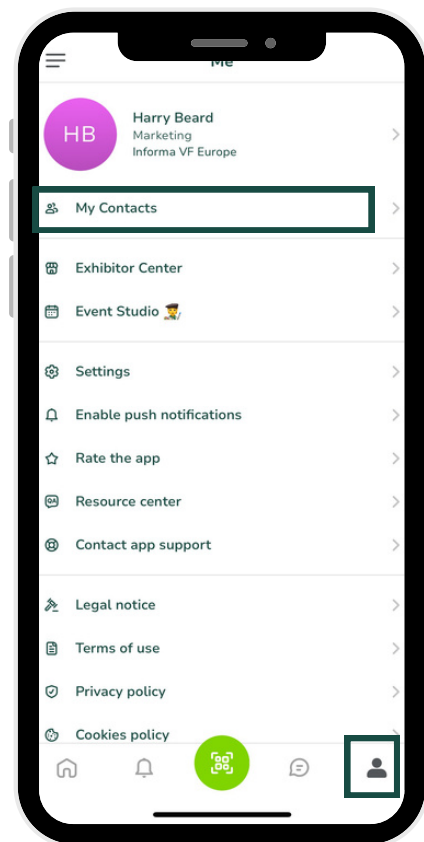
Step 3:

Point the camera at a badge...



and you have successfully captured your lead's contact details!

Scoring leads generated at the show



Step 1:

Click on the **profile icon** in the bottom right corner and select **‘My Contacts’**

Step 2:

Select your **contact**

Step 3:

Select **‘Qualify’**

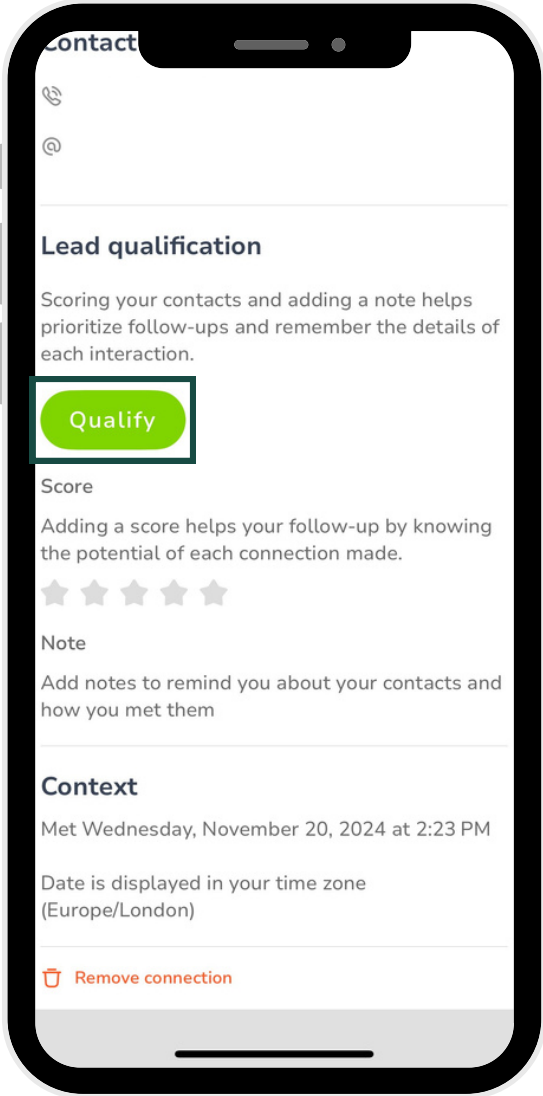
Step 4:

Score your lead and add **notes**

Step 5:

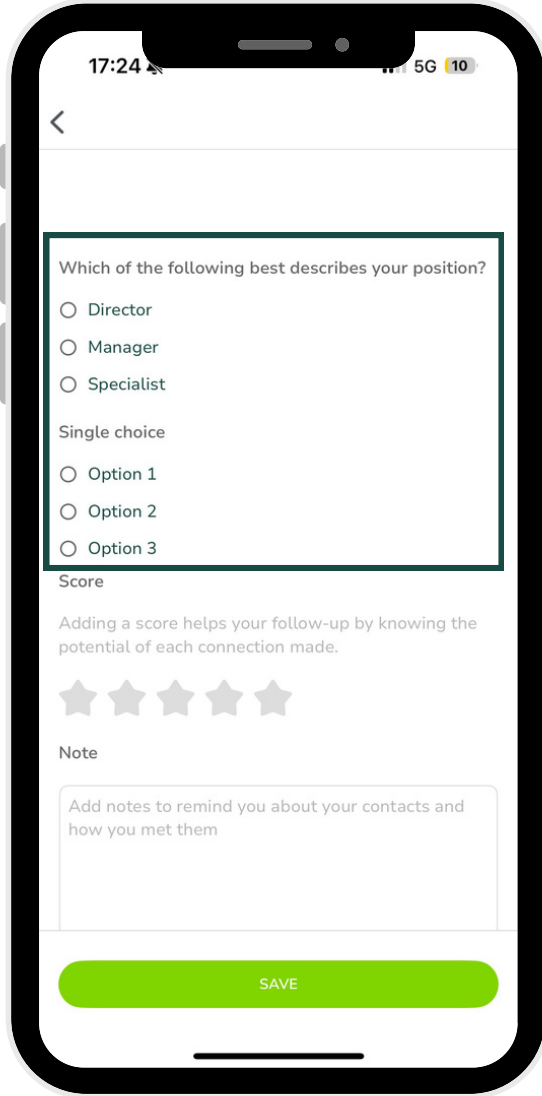
Click **‘SAVE’**

Qualifying leads generated at the show



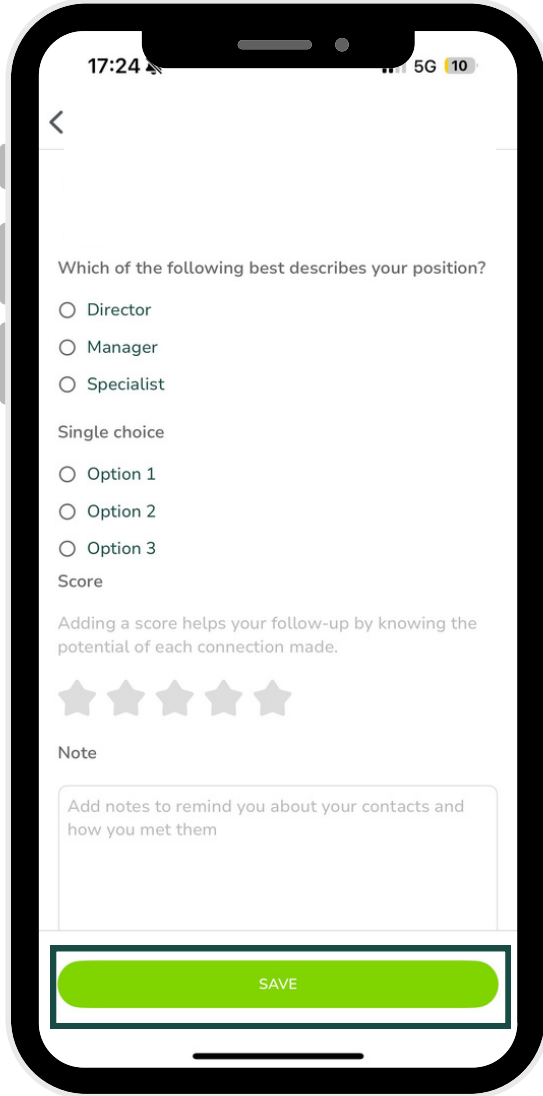
Step 1:

Scroll down to click on ‘Qualify’



Step 2:

Select answers to qualify the lead



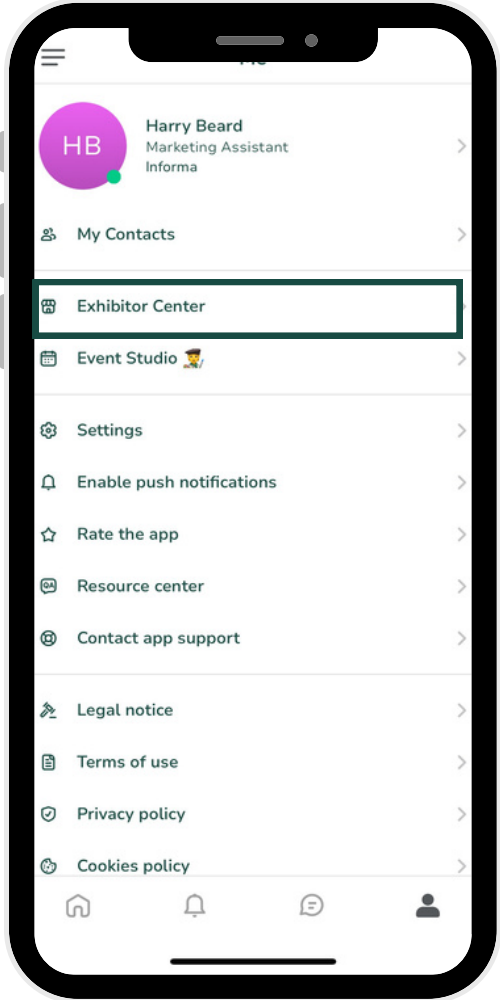
Step 3:

Click ‘Save’



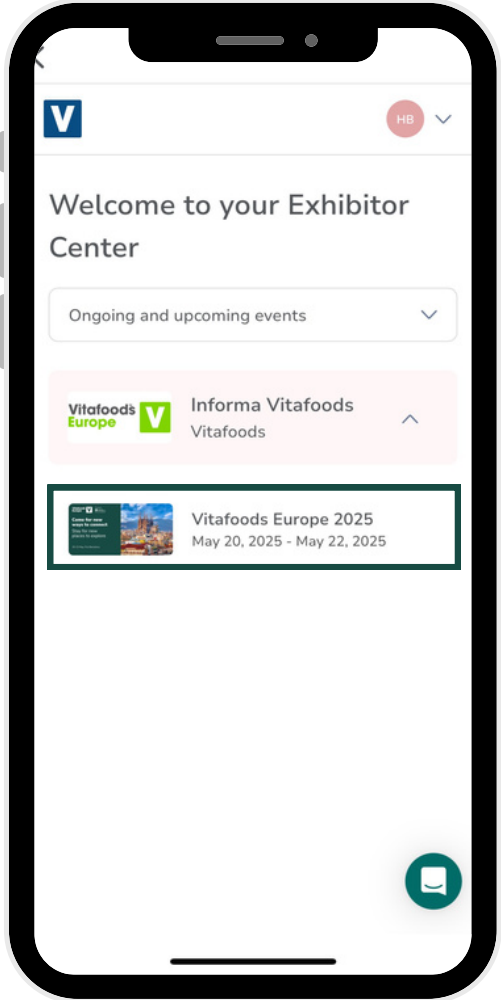
Downloading leads generated at the show

Downloading leads generated at the show



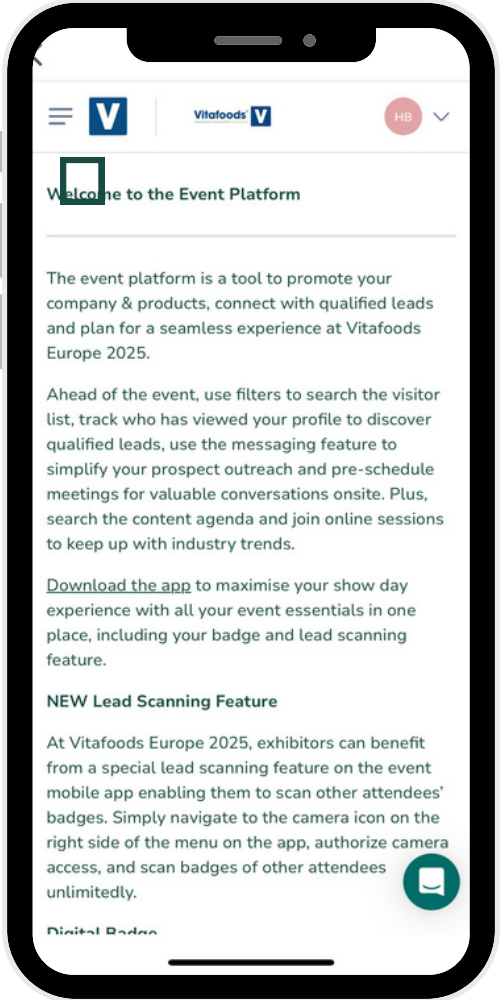
Step 1:

Click on
‘Exhibitor Centre’



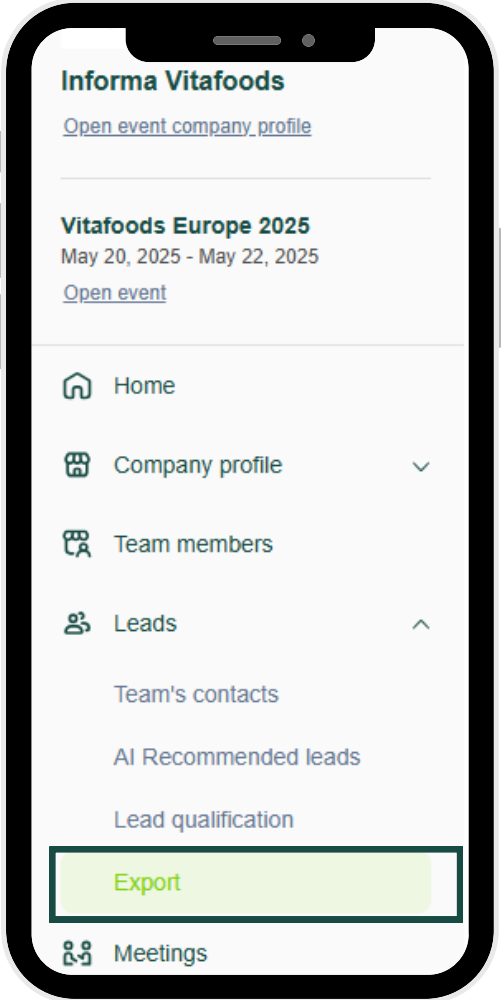
Step 2:

Select **Vitafoods Europe 2025**



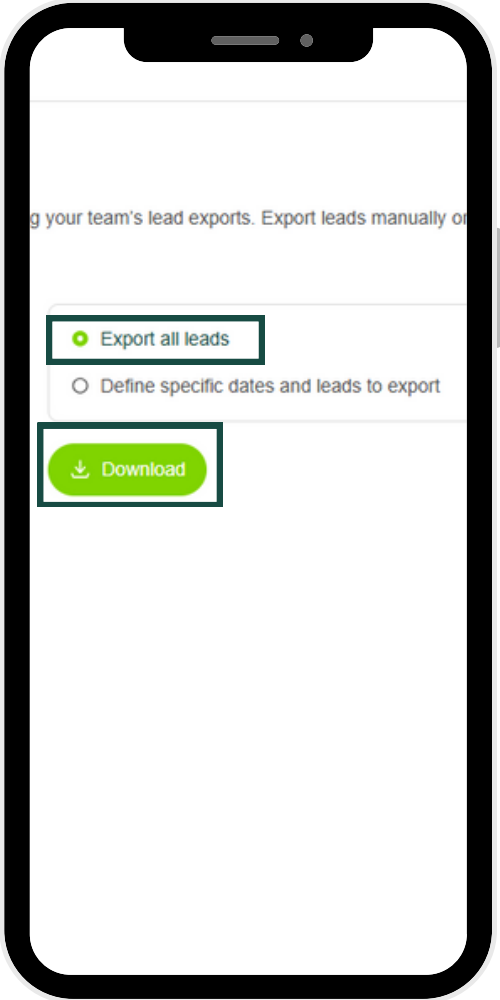
Step 3:

Click on the **menu icon** on the top left



Step 5:

Click on **‘Export’**
under **‘Leads’**



Step 6:

Select **‘Export all leads’** and click
‘Download’



Download the Vitafoods Europe 2025 app to begin scanning!



Need assistance?

Contact the Vitafoods Europe 2025 customer service team on
vitafoodscs@informa.com