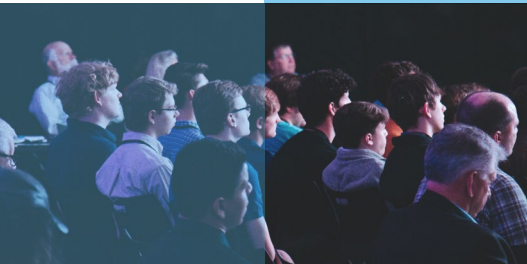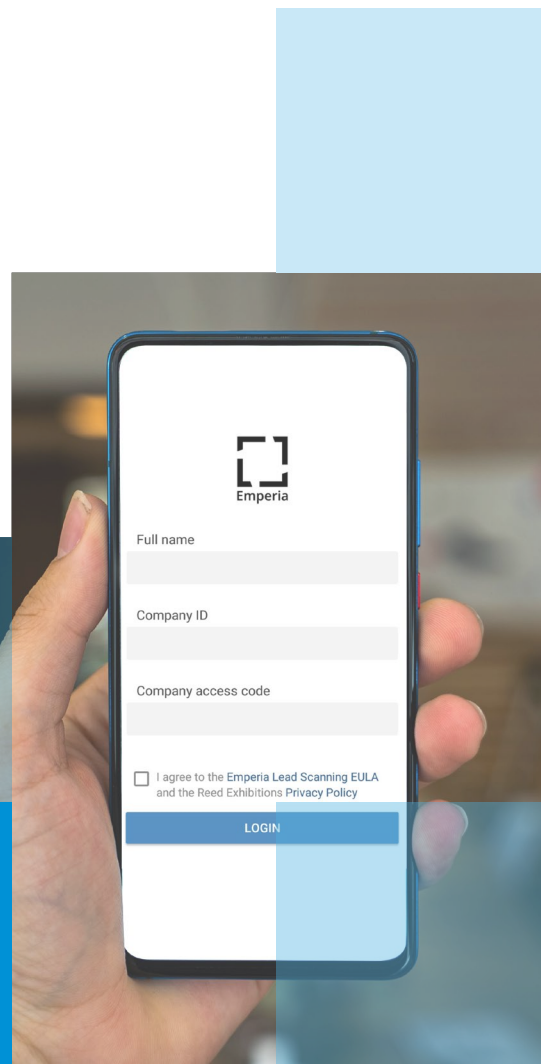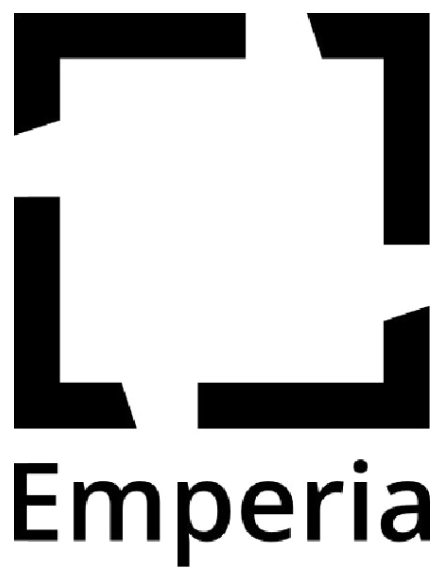# Your Guide
on using

Emperia

Using the EMPERIA Scan App

1. The company admin for your business will log into the Exhibitor Portal and capture the login details for the Emperia App through the Emperia Zone. You will also receive an email with these details a week before the show.

2. Within the Emperia Zone, you can add custom questions to capture further information to help qualify your leads and add custom content to share with leads you have scanned at the event.

   For more details on how to do this, head to our new features section at the end of this step-by-step.

   These additions will be reflected in the app for all company users when they download and start to use the app at the event.

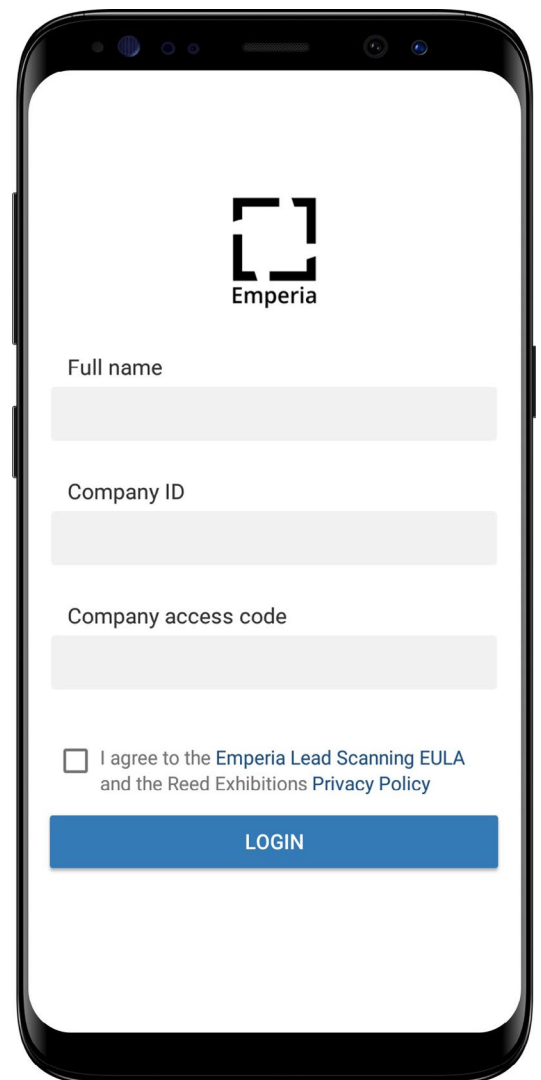3. Download the app from iTunes or Google Play Store. Links can be found here:

   iTunes: https://itunes.apple.com/us/app/emperia/id1441111588?ls=1&mt=8

   Google Play: https://play.google.com/store/apps/details?id=com.reedexpo.emperia

   Note the minimum device requirements:

   iOS: Requires iOS 10.3+ or greater.

   Android OS: Requires OS 5.1.1 or greater and an auto-focus camera.

Note: Only the show point of contact for your company will receive the Emperia Welcome email with the company ID and company access code. As the authorised contact, only they will have access to download the consolidated lead report for your company.

4 **Log in** to Emperia using **your full name** and the **Company Access Code** provided in the Emperia Welcome email.*

If you're the point of contact for the show, you can share the company ID and access code with the colleagues from your company so they can capture leads on their own devices as well.

If you're capturing leads on behalf of your company, ask your point of contact for your company's ID and access code or contact the Exhibitor Services on site for help.

5 You are now **ready to scan.** Click on the scan icon and hover your device camera over the visitor badge QR code to capture visitor details as a lead. Visitor information is automatically saved. You can add notes and a rating.

6 To **view and edit** your lead's details, select the "Leads" icon from the menu. You can then select to view the detail of your lead and should you wish edit or add further notes and adjust your lead scoring. (note: you cannot edit the contact details)

7 **Download your lead report** at anytime, using the **direct link** provided with your Emperia Welcome email.

At the end of each day, check your emails and view your consolidated **lead report** (only available to the show point of contact for your company).

You can also view this in the Emperia Zone in your Exhibitor Portal.
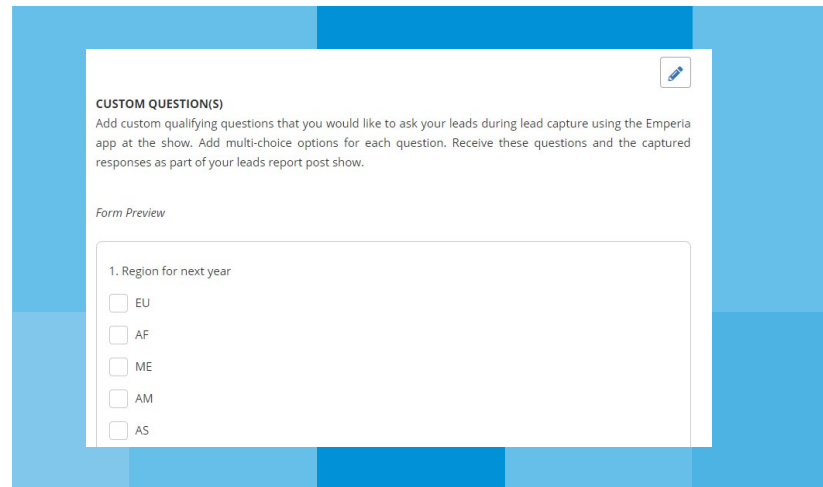
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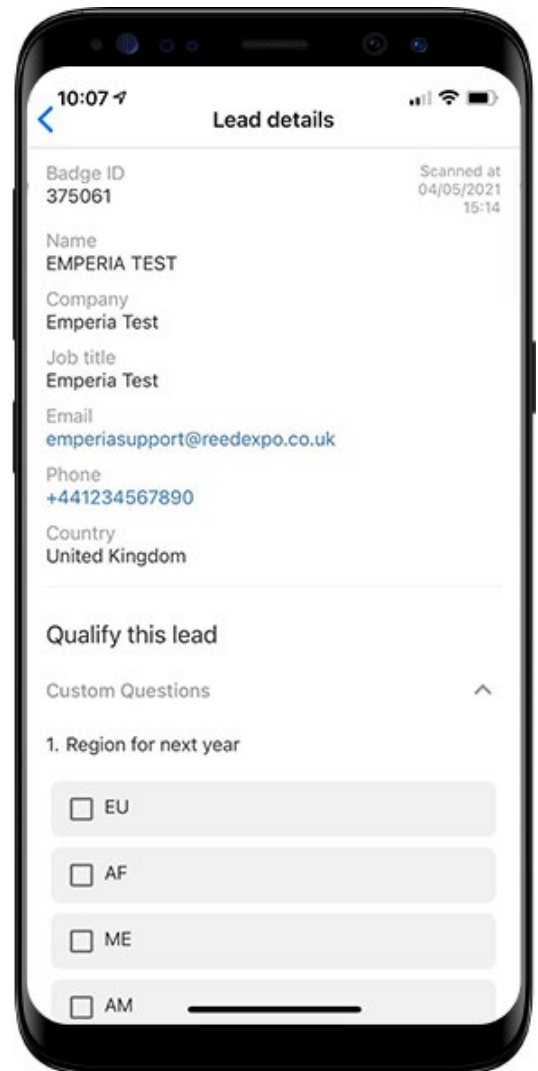
What's new in 2022?

In 2022, we have two new features coming to the Emperia app.

Custom questions

You will now be able to add your own questions to the lead capture form within the Emperia app so that you can collect all the information you need to create a quality lead capture, based on your particular needs.

You can add unlimited custom questions to your lead capture form through the Emperia Zone in the Exhibitor Portal. Simply create a question & provide all answer options for your leads to choose from.
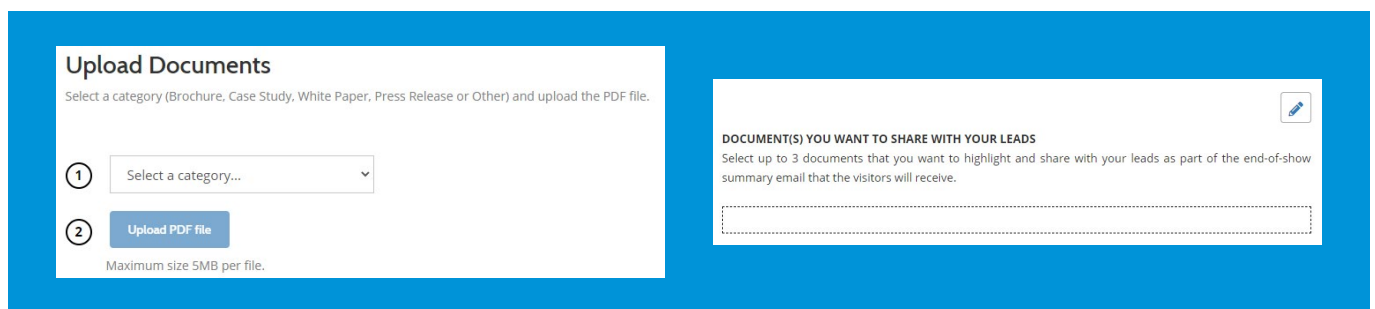

Share Custom content

You will also be able to upload your own sales brochures and other promotional content to the app through your Exhibitor dashboard and send it directly to leads once you've scanned their badge. This way, you can distribute your brochures digitally, meaning you don't have to distribute or collect printed brochures.

You can add new documents to share with your leads by uploading documents to your Exhibitor Portal, through the section "Edit Profile Page" section.

You can then select these documents in the Emperia Zone under the "documents you want to share" section to add to your app, and can share them within the app when you scan a new lead at the show.

Frequently Asked Questions

Does Emperia come with a cost?
In 2022, as we restart live events in a safe and secure way and prioritise new standards of safety, we are recommending that all exhibitors use Emperia as the best, most efficient and safest way to collect data. From just £175+vat it's an affordable tool that will help you qualify, score and easily download visitor badge data.

How many of my team can use it?
As many as you need. The Company ID and Access Code provided can be used by multiple people across multiple devices.

Where is my login information?
This can be found in the Emperia Welcome email which is sent to the show point of contact for your company. The email contains the unique Company ID and Access Code and a direct link to access the lead report. Check your inbox and junk/spam folders for an email from your show team. If you can't find your Company ID and Access Code, contact your Sales Rep or visit Exhibitor Services on site.

Why have I not received the Emperia registration email?
Access to Emperia and all related registration information is only sent to the authorised point of contact for your company. If you're capturing leads on your company's behalf, speak with your point of contact to receive your Company ID and Company Access Code or contact the Exhibitor Services on site for help accessing Emperia.

Downloading Lead Report

How do I download my leads report?
You can download a consolidated list of all of the leads that have been scanned by your colleagues at anytime using the direct link provided in your Emperia Welcome email.
Note, this consolidated report will only be accessible to the authorised point of contact for your company. Other app users from your company will only be able to see the leads they have scanned themselves on their own device.

General application usage

Does Emperia work with a poor internet connection? offline?
Yes. You must be online to download and log in to Emperia and for leads to synchronise.
Scanning and editing can be done offline and will automatically synchronise when the network connectivity is restored.

Scanning Leads

Can I edit my scanned lead?
You can edit the notes and rating after you scanned your lead but not the lead's personal information.

Why is my lead missing phone / email / other information?
The app only captures information the visitors provided when they registered.

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