



## LEAD SCANNER 2.1 v1 for SIMEI 24

The service is provided and managed by Fiera Milano S.p.A. and is part of the Digital Platform. You can view the Terms and Conditions of Use at this link:

<https://www.fieramilano.it/content/dam/fieramilano/documenti/digital-platform/2024/t%26c/TermsAndConditions-DigitalPlatform.pdf>

The service is available to Exhibitors of Trade Shows who request it.

The service allows Exhibitors to read the visitors' badges and collect their contact information.

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### INTRODUCTION

The digital services of Fiera Milano S.p.A. revolve around the new Digital Platform (Platform) which comprises a total of three touchpoints (Platform/App/Information Totems).

The three touchpoints are based on the same database.

Authentication is required to access both the Platform and the App.

The BASE configuration provides a single access (Admin) for each Exhibitor with services that may change

depending on the setup.

**Simeit provides its Exhibitors with up to 99 accounts.**

## **1 - ACCESS TO THE PLATFORM**

**Why it is recommended to access the Platform even if using the App**

Access to the Platform is via PC and is recommended for:

1. **Managing App users\*.**  
If users can be added by the Admin\*\*.
2. **Downloading scans made through the app.\*\*\***

*\*Users refer to anyone who has access to the App via login and password.*

*\*\*Admin refers to the "Company Representative" communicated by the Organizer, who is effectively the first "user" of the Exhibitor and can add other users (if provided).*

*\*\*\*These activities are also possible through the app, but it is more convenient to perform them via PC.*

### **How access is communicated**

The credentials are communicated via email from "noreply@fieramilano.it."

Access to the Platform is done via browser (PC) with Login and Password.

Credentials are sent to the "Stand Representative," who becomes the (Admin).

The Stand Representative is communicated to Fiera Milano by the Organizer.

### **Access link**

The internet link address will be provided along with the credentials.

### **If you have not received your credentials**

If you have not received the access email, we recommend first checking the SPAM folder of your email. If you do not find the message, please contact your Organizer to verify that they have communicated the correct Representative.

No Fiera Milano employee is authorized to confirm or communicate the name/email of the Stand Representative.

If you do not find the email in the SPAM folder and have verified that the contact sent to us by the Organizer is correct, please write to us at help@fieramilano.it, specifying in the subject line: the name of the Exhibition and the wording "Digital Platform Access."

In the body of the email, please indicate the company name and the email of the "Stand Representative" authorized to access.

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## **2 - USER MANAGEMENT**

### **Available users**

Depending on the configuration (agreed with the Organizer), you have a predefined number of users available.

The number of users is communicated in the email with the credentials.

You may have only ONE user available (Admin).

### **Stand Admin and staff**

The Admin is the one who, if allowed, can ADD users.

Users are "colleagues" of the Admin but without the ability to create other users.

### **Adding a user (if available)**

This action is preferably performed via PC (Platform).

After logging into the Platform, in the menu on the left, under "My Stand," you can access the details of your digital stand.

In the "Representatives" area, a pencil icon will be visible, which, when clicked, will open the list of Users.

From this list, by clicking on the "+" icon, you can add a new user.

If it is not allowed to add users or if the maximum number of allowed users has been reached, the system will display a message.

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## **3 - APP**

### **App download**

The App will be available for download through the Android and iOS stores.

The name of the App will be communicated via email.

### **App access**

Access to the App is done using the same credentials used to access the Platform, both for the Admin and for the users.

### **Reading Leads**

The App allows you, through the smartphone (or tablet) camera, to scan the visitor's QR code and record their information.

Click on the "QR code" button in the App to activate the camera.

Frame the QR code.

The App will immediately open the Lead's data.

After the scan, a notes field will be available for adding comments.

Data registration will be in the cloud.

### **App compatibility**

The App is compatible with the most recent mobile operating systems and works on outdated operating systems up to a certain date.

Please ensure its functionality before making any extra service purchases (if provided).

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## **4 - DATA DOWNLOAD**

### **Downloading data**

Data can be downloaded from the App, but we recommend performing the operation from the PC.

- 1. Log into the Platform via PC with the Admin account.**

Remember that the Admin account allows for the complete download of all scanned Leads, including those of colleagues (Users) who may have been added.

Users will have the ability to download Leads, but the data will be limited to the Leads scanned by the individual user.

- 2. Click on "Scanned Tickets" from the left menu.**

The list of all scanned tickets will open.

- 3. In the top left of the list, click "EXPORT."**

**Downloaded data**

The downloaded file will contain the following information:

- First Name
- Last Name
- Business Email
- Job Title
- Business Activity
- Company Name
- Address
- City
- Province
- Postal Code
- Country
- Business Mobile

**Data availability**

In compliance with GDPR data processing regulations, the data will be available for a limited period of time. The data can be downloaded immediately.

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**5 - ASSISTANCE**

In case of need, you can write to [help@fieramilano.it](mailto:help@fieramilano.it) or call +39.02.49976822.

**6 – TEST qrCode**

MARIOTEST ROSSITEST  
AZIENDA TEST  
Italia

Webcode: Y4X6DP

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