WORLD DAIRY EXPO MOBILE EVENT APP

TRADE SHOW EXHIBITOR FEATURES:

1. Easy, free lead retrieval
2. Attendee demographic information
3. Meeting scheduling with attendees
4. Complete WDE schedule

ATTENDEE FEATURES:

1. Custom itinerary building
2. Meeting scheduling with the experts
3. Personalized interactive maps
4. Easy contact sharing

Download and explore features for yourself to learn more about Expo's mobile event app!
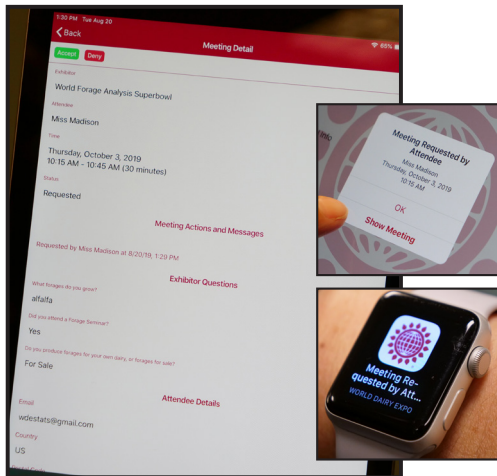
EXHIBITOR CONNECT

After downloading the WDE mobile app and creating an account linked to the email address associated with your name badge, scan attendee QR codes and receive free contact and demographic information. Explore the information available by scanning this QR code in the app.

Administrators of your company WDE account must enter individual email addresses when requesting name badges to take advantage of this powerful free tool. Data collected through the app (names, email addresses, demographic information and custom notes) is available for free export at anytime through your WDE company account.

SCHEDULING MEETINGS

Collect additional demographic information from attendees while connecting them with your company experts by scheduling meetings inside of Expo's free mobile app. Here is how this tool works:

1 When viewing your company in the Trade Show Search or Maps feature, attendees will see "Request Meetings" after you have entered your availability. App users will be asked to complete a form that includes your personalized questions when requesting a meeting. By requesting a meeting, attendees agree to share their contact information with you!

2 Individuals selected to receive meeting requests by your company's WDE website admin will receive a notification that a meeting request has been made. This request includes the answers to your personalized questions along with their contact information and demographics that Expo has already collected.
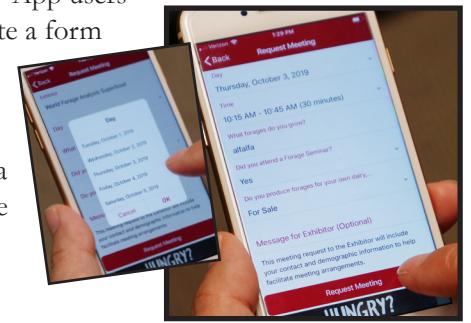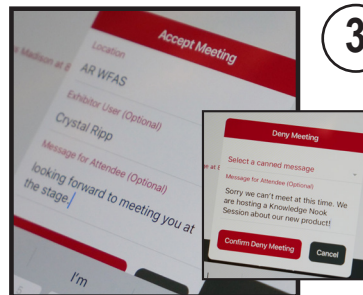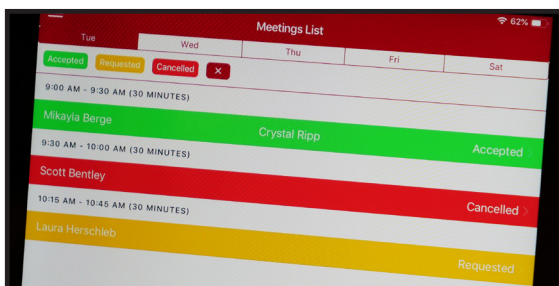
3 Accept, deny or later cancel the meeting request with a simple tap of the screen or send a personalized note with it. The attendee will then receive a notification alerting them to the status of the meeting.

4 Review your requested, approved, canceled and denied meetings in one place with Review Meetings, found on the home screen and in the sidebar menu.

Attendees will also see confirmed meetings appear in their personal Expo schedule!
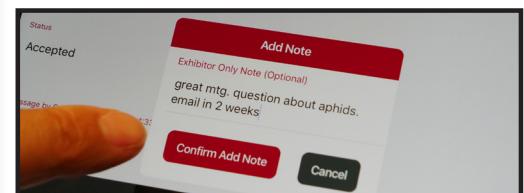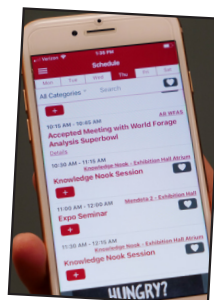
5 At the end or during your meeting, take notes that can be easily exported in a post-show report for follow-up.

USING WDE'S FREE MOBILE EVENT APP!

1. Add unique email addresses when entering information for name badges to grant QR code scanning permission to team members for easy lead retrieval. Be sure to also grant individuals the ability to accept meeting requests.

		GENERAL	USERS	MEETINGS	NEW PRODUCTS	BOOTHS
FIRST NAME	**LAST NAME**	**E-MAIL**		**NAME BADGE**	**FULL ADMIN**	**ACCEPT MEETINGS**
Katie	Schmitt	kschmitt@wdexpo.com		Yes	Yes	Yes

2. Create a meeting schedule that works for your staff. Pick the days and times staff are available and how many individuals are free to take meetings.

	GENERAL	USERS	MEETINGS	NEW PRODUCTS	BOOTHS

Meetings

Requests Close: At requested time ▼ [?]

DAY	DURATION	MEETINGS START	MEETINGS END	MAX CONCURRENT
Tuesday, October 1, 2019	30 Minutes	9:00 AM	4:30 PM	2
Wednesday, October 2, 2019	30 Minutes	10:00 AM	12:00 PM	1
Wednesday, October 2, 2019	30 Minutes	1:00 PM	5:00 PM	3

+ Add Times

3. Ask a few questions during the scheduling process to ensure the right person is available for the meeting. In addition to the responses to the questions you ask, you will also recieve the answers to Expo's questions (reason for attending, role in the industry, number of cows) and contact information of the attendee.

	GENERAL	USERS	MEETINGS	NEW PRODUCTS	BOOTHS

QUESTION	ANSWERS
Is there a specific product you would like to know more about?	Free Text
Do you currently own any Expo equipment?	Yes/No
I'm looking for products that help with:	Metabolic Issues, Hoof Health, Calf Care, General Cow Comfort

4. Be sure your full team has the WDE app downloaded, available through Google Play and the App Store or by scanning this QR code. Your staff members will need to create a free account using the email address associated with their name badge to gain access to exhibitor exclusive features. These include the ability to send messages to attendees with scheduled meetings and collect user demographics in the booth with the exhibitor connect feature.

5. At any time, you can export information gathered using the WDE mobile app through your company's Expo account for free. Personalized notes added to an attendee's information is also included in this export. Save time by collecting your information digtally!

For more details on scheduling meetings through Expo's new online system, refer to page 5 of your SEUS guide or contact tradeshow@wdexpo.com