

Informa Connect Tech Events App Lead Retrieval Guide

2026



Onsite Lead Scanning

Increase your ROI by gathering leads onsite using your own device or rental!

Sponsors can purchase lead scanning capabilities through the exhibitor portal.

Badge scanning access is available through the **Informa Connect Tech Events** app using your own device and is available to all registered Booth Staff. There are no additional costs if you use your own device to scan badges.

This guide includes the event app lead scanning features and functionality that will help you utilize the app to capture leads onsite.

If you have any questions about this guide, please contact your Customer Success representative (sp-customersuccess@informa.com). We look forward to seeing you at MVNOs World 2026!

Accessing the Event Platform Mobile App

HOW TO | DOWNLOAD THE INFORMA CONNECT TECH EVENTS APP

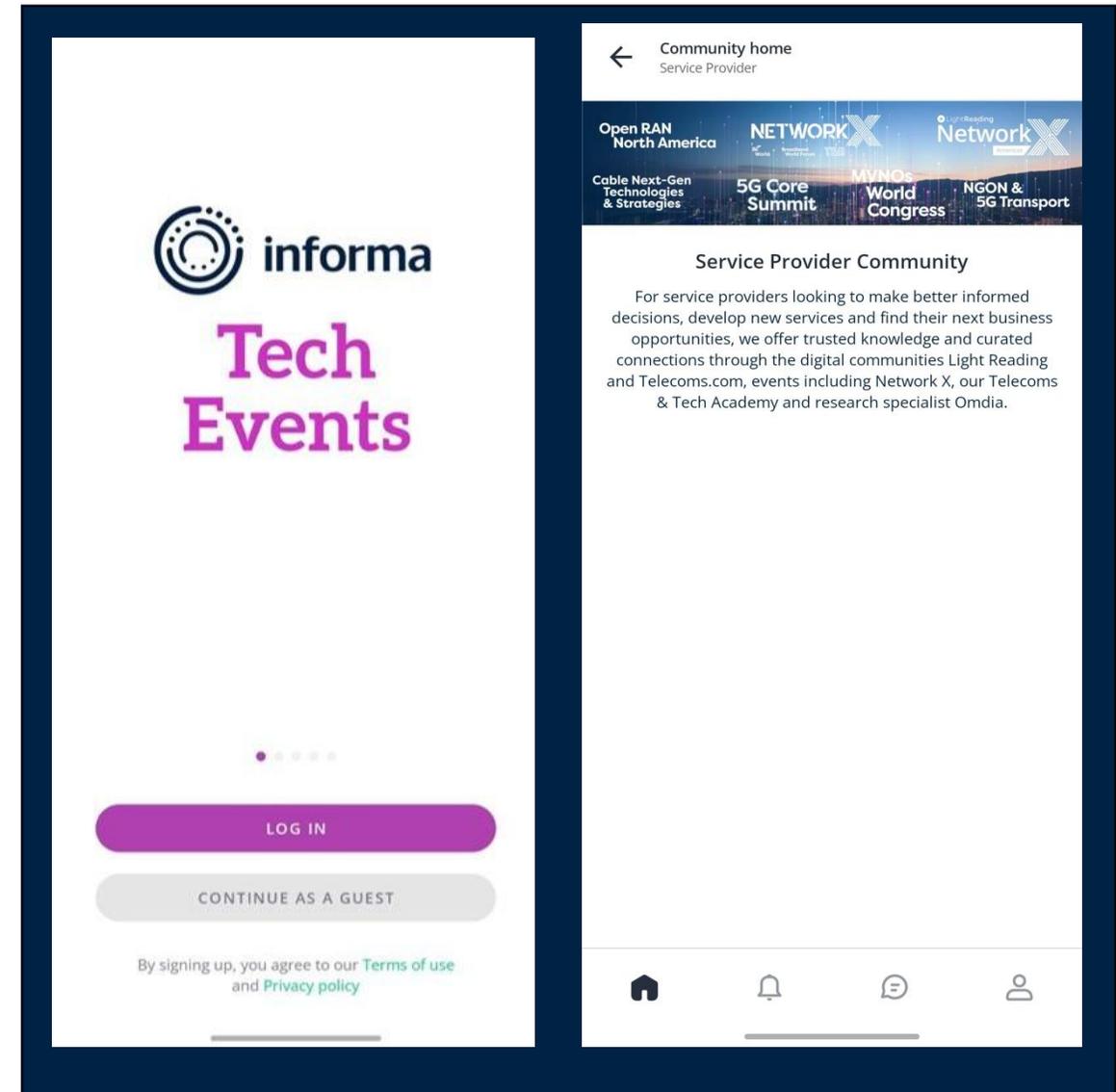
- 2 ways to get the App on your phone:
- Search “Tech Events” in the App Store or the Play Store
- Visit <https://page.swapcard.com/app/informa-connect-tech-events/>

- Be sure to turn on notifications to know when attendees are reaching out to you in real-time. For IOS, you can manage notifications within the app settings. For Android, you can manage the notifications on the phone settings within notifications settings.



Getting Started...

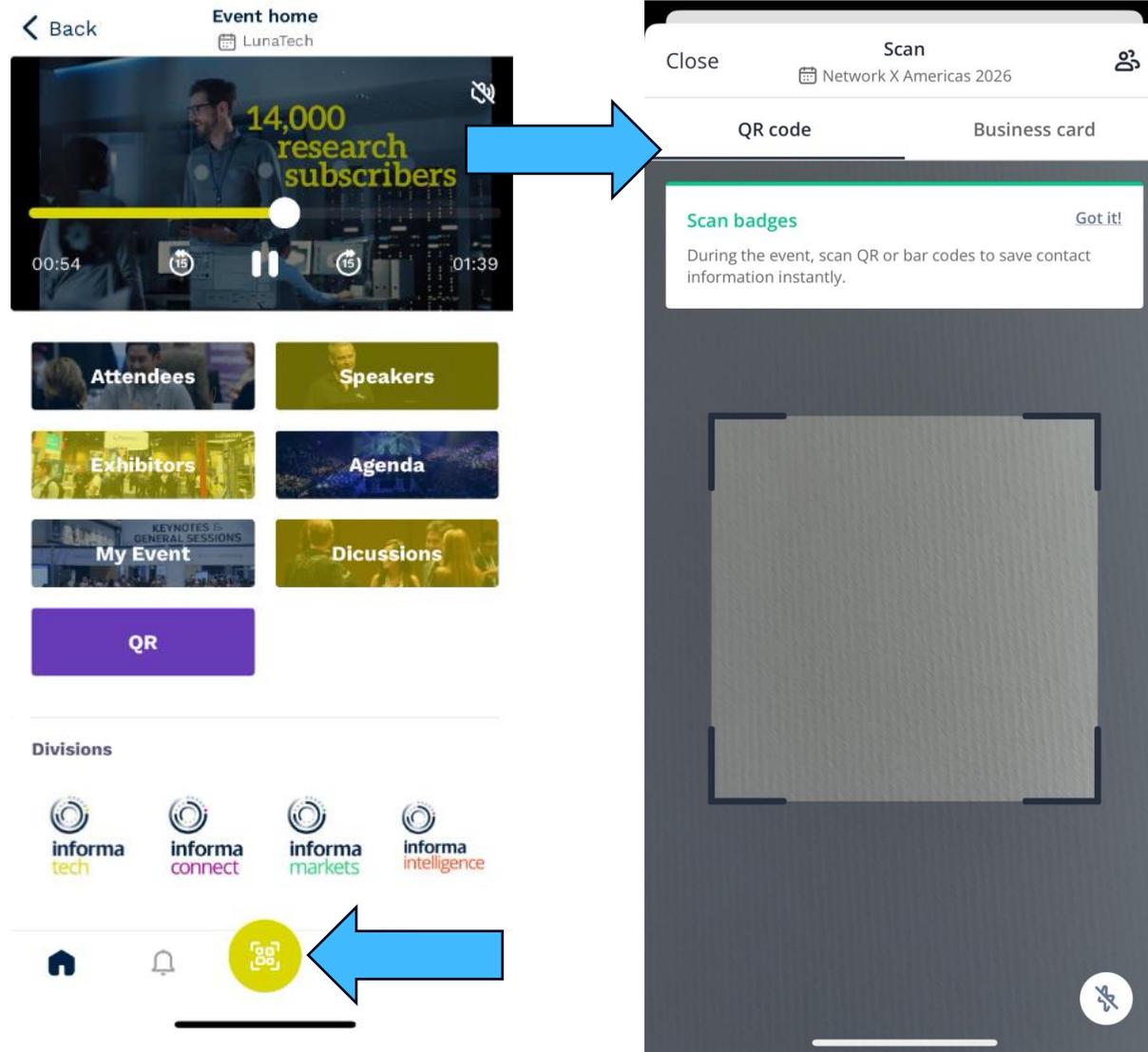
- Open the app on your device
- Log in to the app with your email that you were registered with and password. OR create a new password.
- You can also request a one-time code.
- Check that you're in the Service Provider Community.
- Choose the 2026 event under Upcoming Events



Ready to scan...

- Once logged in select the current event.
- Click on the QR code icon on the bottom menu bar.
- Be sure to select QR Code. Then align the QR Code within the square.
- You will need to give the app permission to access your camera in order to scan attendee badges
- Every member of your booth staff has scanning ability with their account. If they are not registered as booth staff they will not be able to scan badges.

*Every member should be logging in with their own account to scan. Attempting to log in multiple times with one account can result in previous log ins to be logged out of the platform and scans not saved



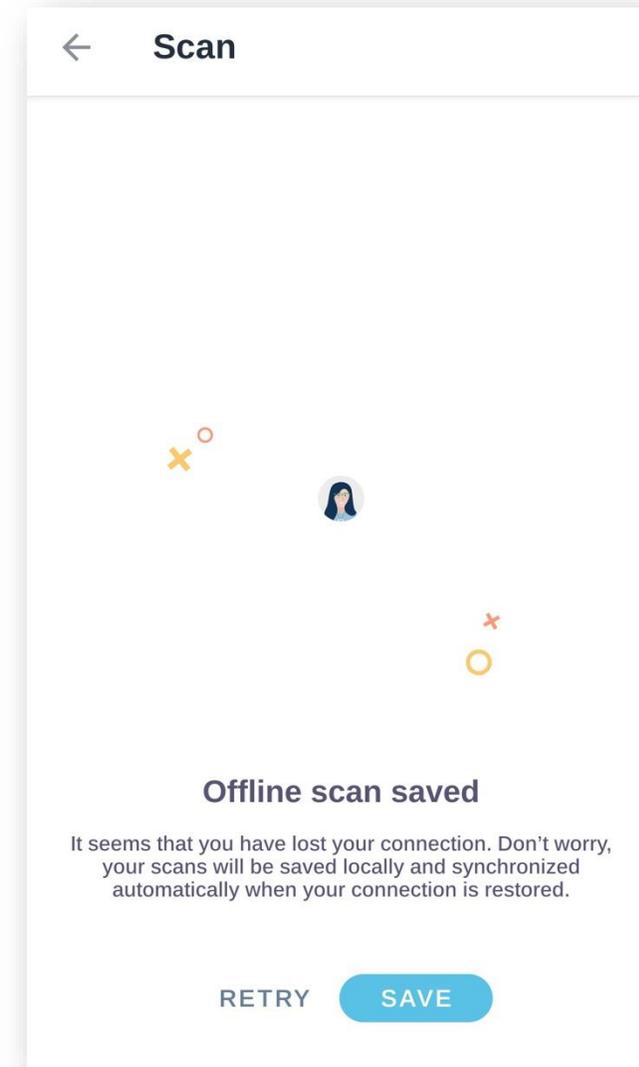
Test your scanner

Scan the sample QR code below to test your badge scanning functionality



Offline Scanning

Scanning is still available if your device is offline; continue scanning and once your connection returns, your leads will appear in your Exhibitor Center when device resyncs.



Syncing Offline Scans

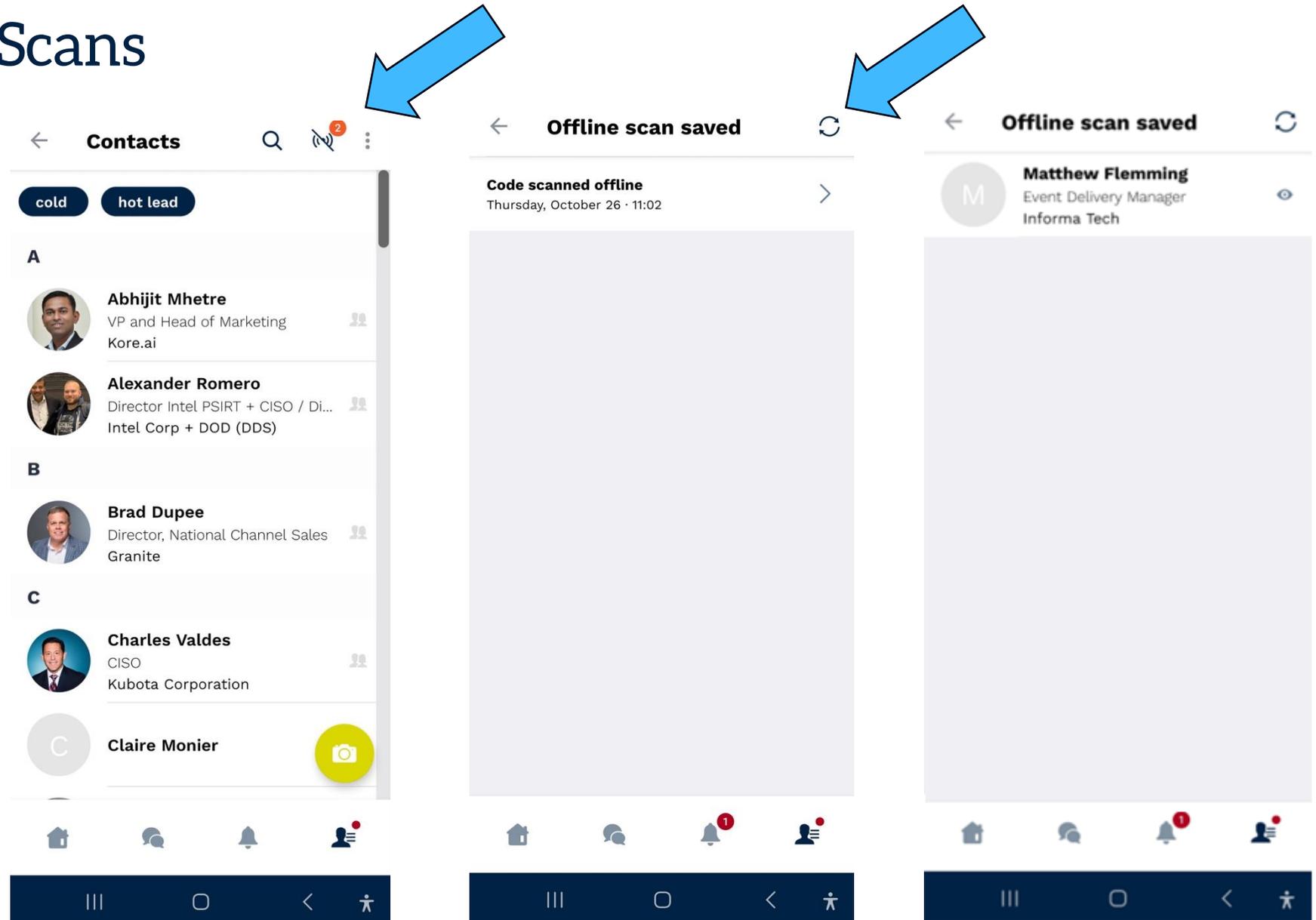
To sync your offline scans go to your contacts.

You will see an indicator in the upper right. Click on the icon.

There you will see a confirmation of offline scans.

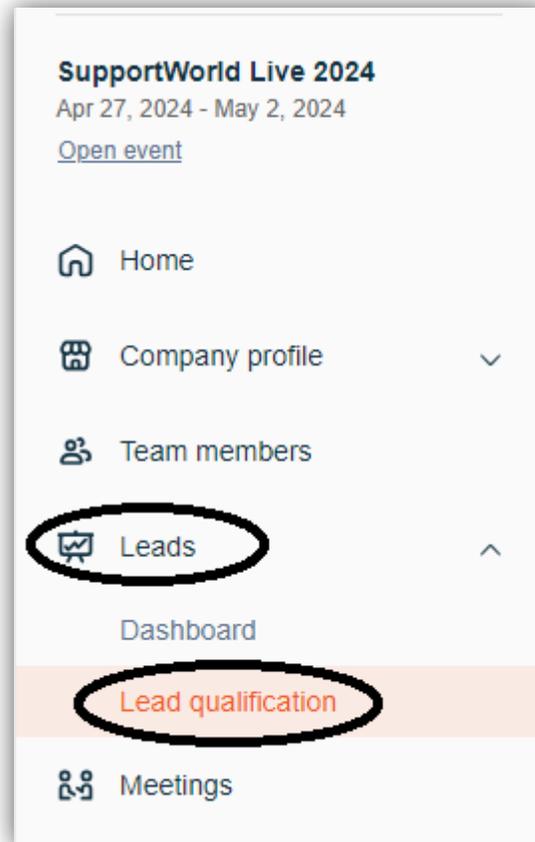
Then click the sync icon.

Names will then appear confirming a successful sync.



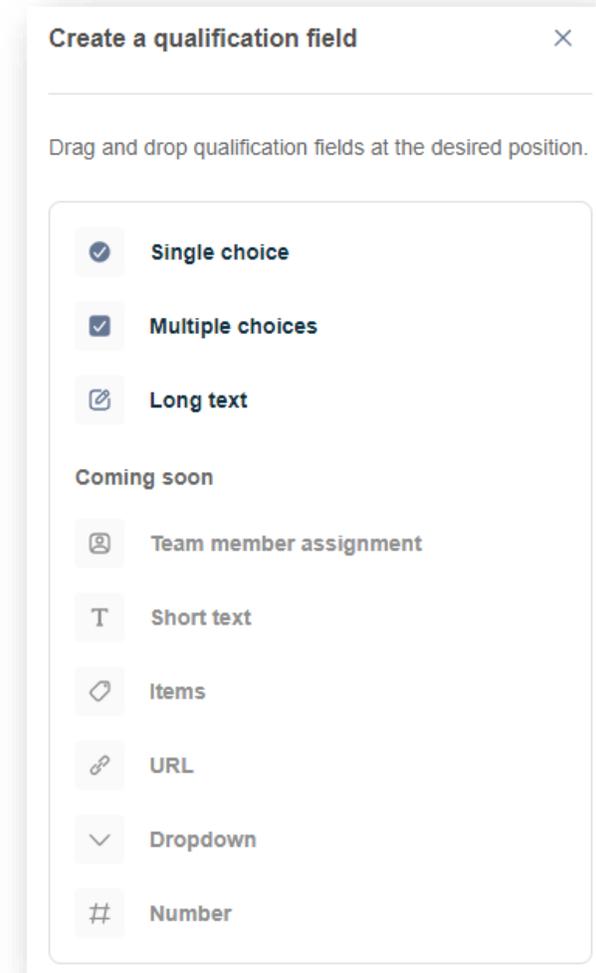
Lead Qualifiers

In the exhibitor center under “Leads” select “Lead Qualification”. From there you can create qualifying questions that will appear after scanning a badge.



Currently there are the options of:

- Single Choice
 - Select 1 Answer
- Multiple Choices
 - Select Multiple Answers
- Long text
 - Add text response



Lead Qualifiers

Creating Questions

Click on “Create a qualification lead” then drag over the type of question you wish to add. Then click on the pencil to edit. If you wish to reorder the questions use the icon in the middle. If you wish to delete a question use the trash icon in the middle.

Lead qualification

Customize lead qualification to assist your team members in identifying relevant leads. Your team will utilize the app to respond to the provided lead qualification for each connection. All the answers will be accessible via the lead report.

Single choice

- Option 1
- Option 2
- Option 3

+ Create a qualification field

Single choice
×

* Qualification field name

Single choice

* Values

Option 1

Option 2

Option 3

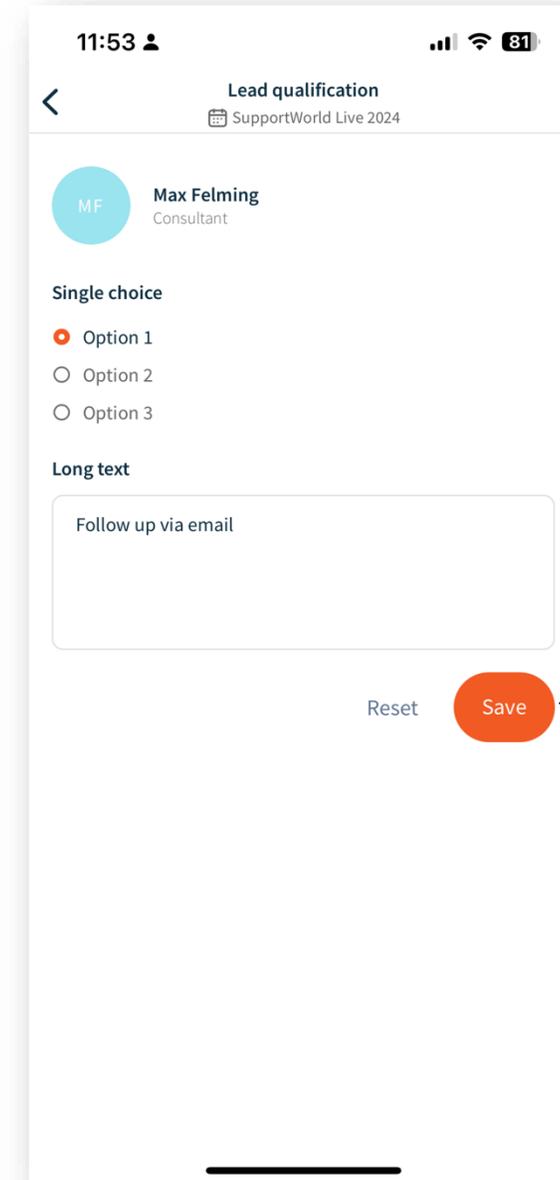
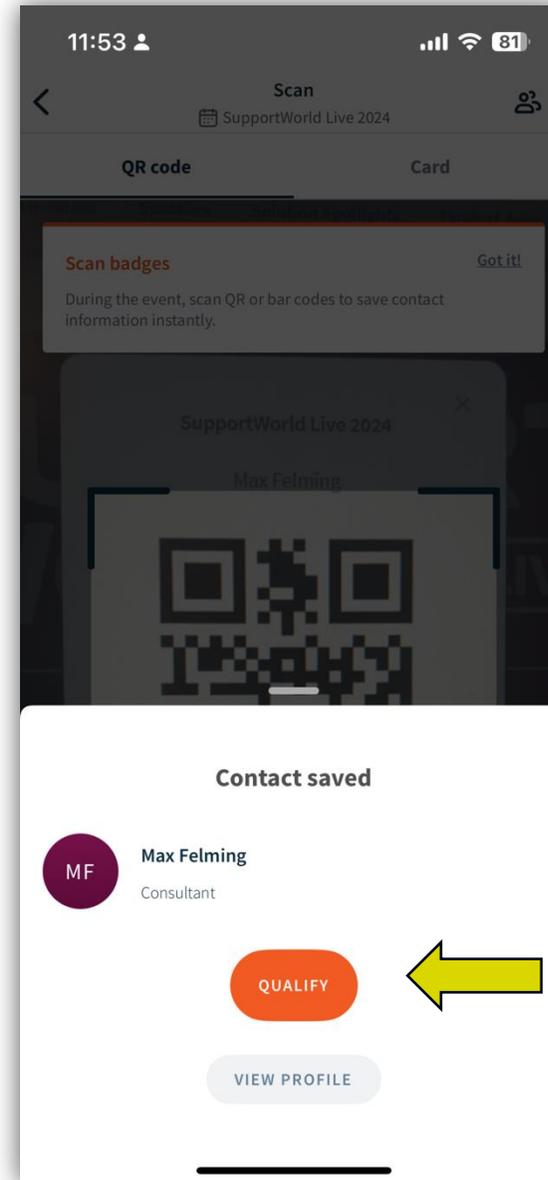
+ Add value

Delete qualification field

Lead Qualifiers

Scanning badges and completing qualifiers.

Simply scan the attendee badge like in the past. Once the scan is complete you will be prompted to “qualify”. Click on the button. Then complete the pre-populated questions and click save.



Exhibitor Center

HOW TO | MANAGE YOUR TEAM

- The Contact Card icon indicates that they are sharing leads/contacts to show on reports.
- Change team member access to leads:
 - Admin means they can see all leads and pull leads reports.
 - Limited means they can only see their own leads, and cannot edit your company profile.
- Check to see if your team member has a visible or hidden profile.
- View a team member's profile.

The screenshot displays the 'swapcard Exhibitor Center' interface. On the left is a sidebar with navigation options: Home, Company profile, Overview, Documents & Links, Team members (highlighted), Leads, and Meetings. The main area is titled 'Team members' and contains a search bar and three team member cards. Each card includes a profile picture, name, title, company, and an 'Admin' dropdown menu. A tooltip for Chayse Hudson shows 'Limited access' and 'Admin' with a checkmark. Arrows from the text on the left point to specific UI elements: the Contact Card icon, the Admin dropdown, the visibility toggle, and the View profile button.

Exhibitor Center

HOW TO | ACCESS YOUR LEADS

- All your team members' connections are centralized in one place: "Team's Connections"
- You can view interaction scores and assign leads to team members, improving lead management.

Team's connections
All your team's connections centralized in one place, making it easier to track relationships, spot opportunities, and enhance collaboration.

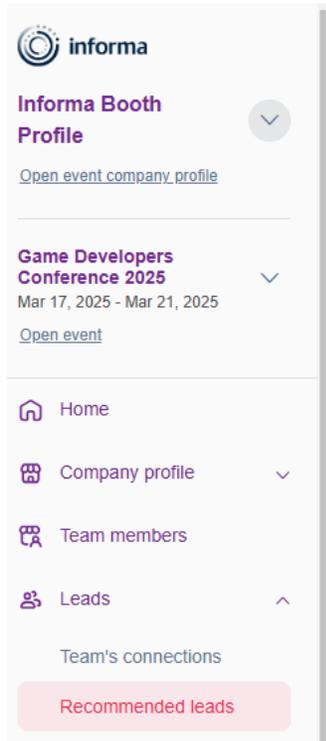
10 Connections made | 1 / 10 Connections qualified

Search

Lead details	Organization	Interactions score	Connected with	Qualification	Assigned to
Max Fleming CEO jsuffemingo@yahoo.com	The Best Game Company	0% View interactions	Patrick Shields Jul 29, 2024 2:39 PM +1 team members	Qualified	<input type="text" value="Search a team member"/>
Patrick Shields Director, Customer Success patrick_shields@informa.com	Informa Tech	0% View interactions	Chayse Hudson Mar 20, 2023 5:34 PM +1 team members	Not yet qualified	<input type="text" value="Search a team member"/>
Matthew Fleming Event Delivery Manager matthew_flemming@informa.com	Informa Tech	0% View interactions	Patrick Shields Jul 29, 2024 2:28 PM	Not yet qualified	<input type="text" value="Search a team member"/>
Talise Jordan Customer Success Manager Talise_Jordan@informa.com	Informa Tech	0% View interactions	Patrick Shields Apr 24, 2024 8:31 PM	Not yet qualified	<input type="text" value="Search a team member"/>

Reviewing your Recommended Leads in the Exhibitor Center

- Recommended leads are leads based on attendee interactions with your company but have not yet been connected via request or badge scan.
- Here you can review interactions, assign team members, and send connection requests to nurture relationships and drive conversions.



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Informa Booth Profile ▼

[Open event company profile](#)

Game Developers Conference 2025 ▼

Mar 17, 2025 - Mar 21, 2025

[Open event](#)

Home

Company profile ▼

Team members

Leads ▲

Team's connections

Recommended leads

Recommended leads

Discover participants genuinely interested in your company. Review their interactions, assign them to team members, and send connection requests to build stronger relationships and drive conversions.

5
Visits to your company page

Search

The data is refreshed every 6 hours.
Last update: Tue, Jan 21, 2025 4:35 PM

Interactions score 📄 🔽	Lead details ↕	Organization ↕	Assigned to ▼	Request sent ▼	Last interaction ↕
No result					

