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!

Information Classification: General

Accessing the Event Platform Mobile App

HOW TO | DOWNLOAD THE INFORMA CONNECT TECH EVENTS APP

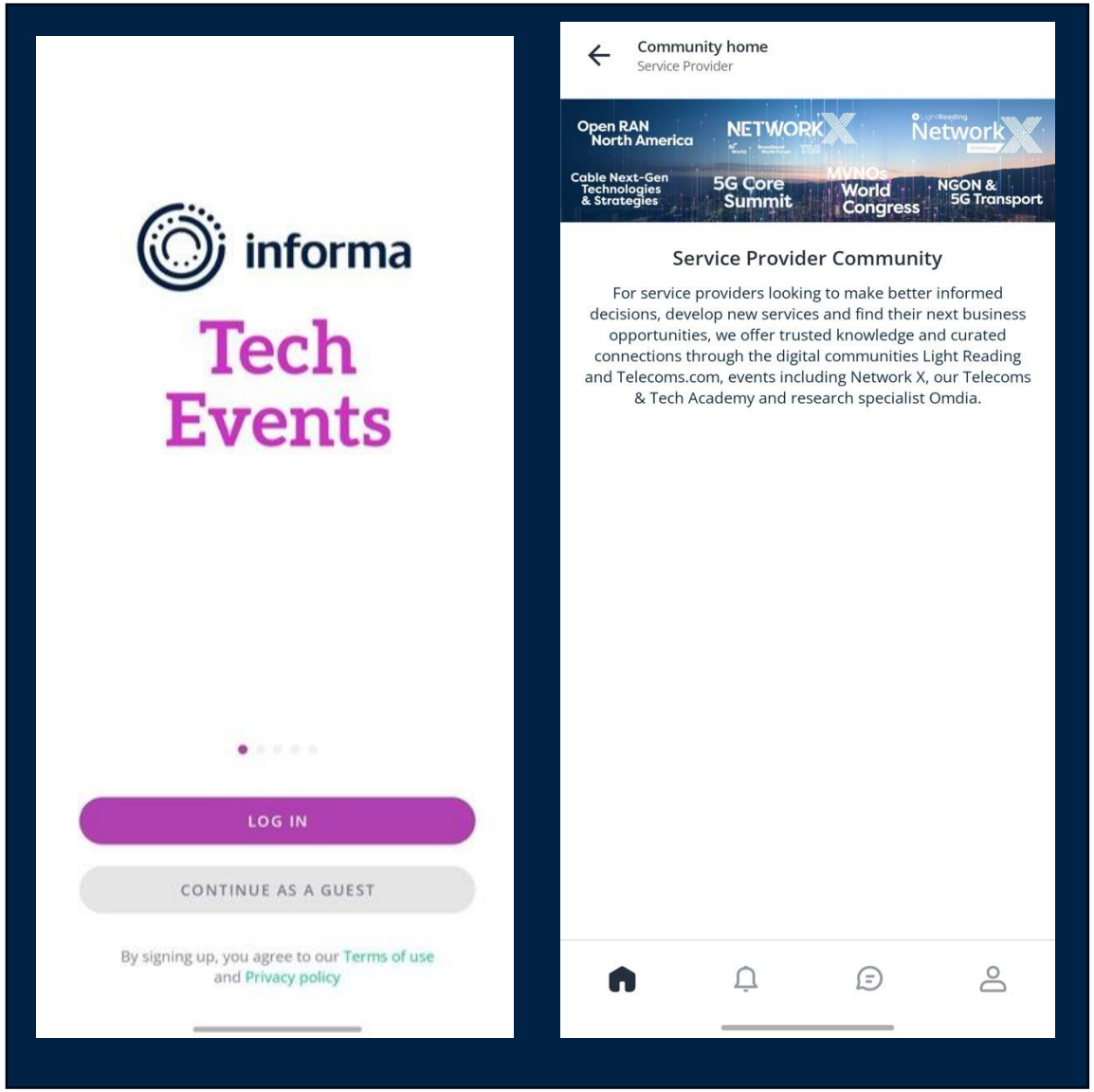
- 2 ways to get the App on your phone:
- Search “Tech Events” in the App Store or the Play Store
- Visit https://page.swapcard.com/app/informa-connect-tech-events/

- 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.

Information Classification: General

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

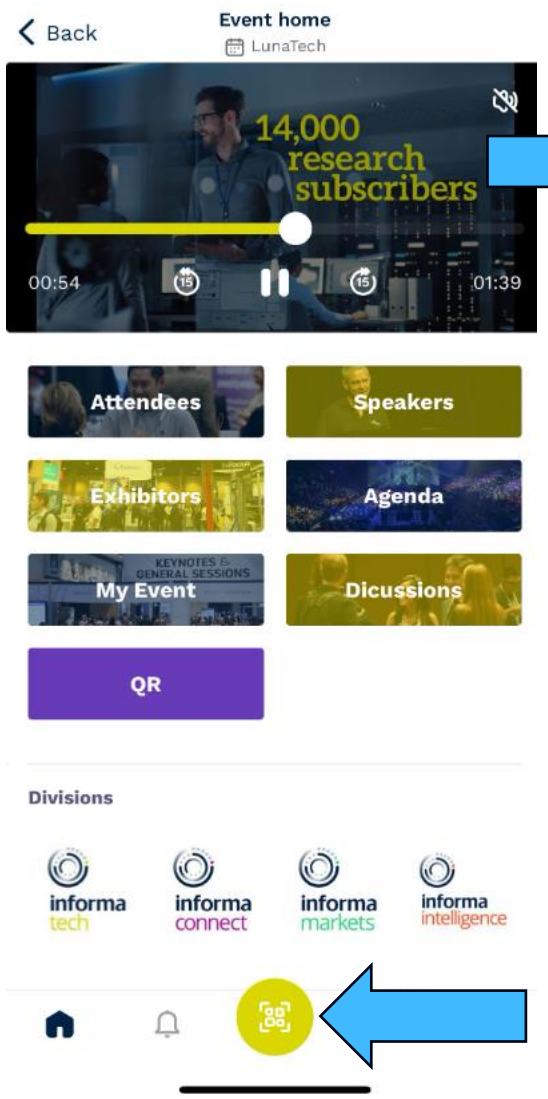


Information Classification: General

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



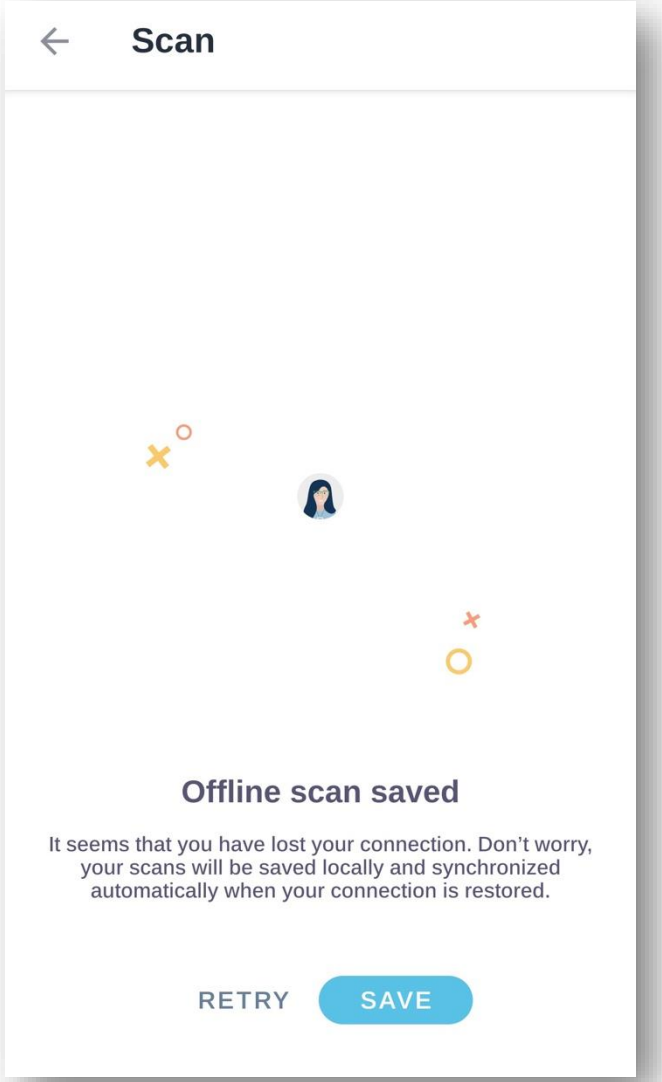
Information Classification: General

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.



Information Classification: General

Syncing Offline Scans

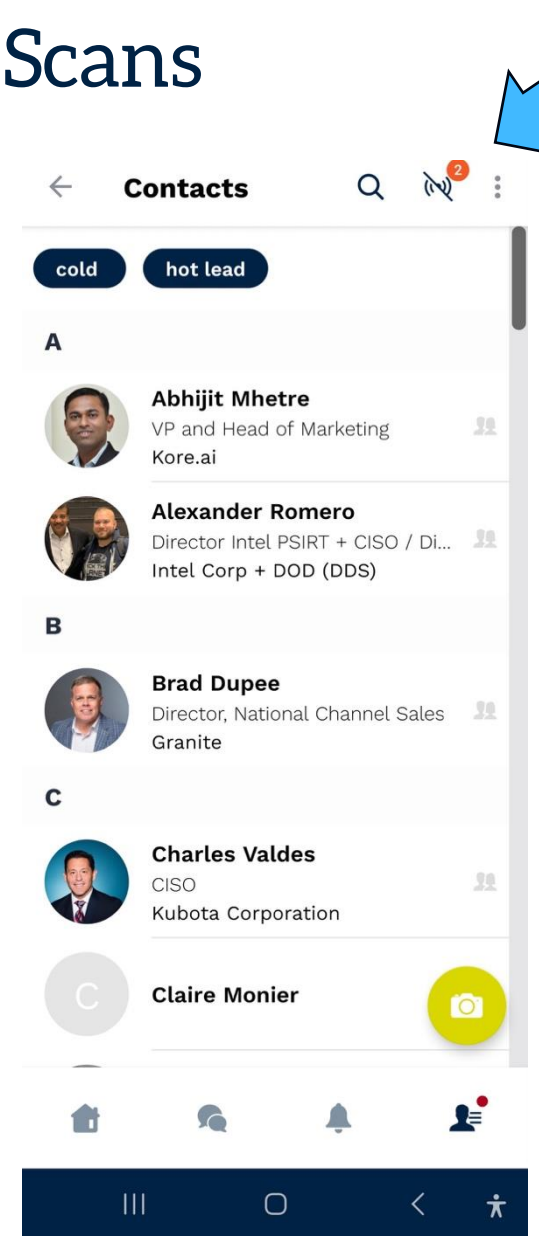
To sync your offline scans go to your contacts.

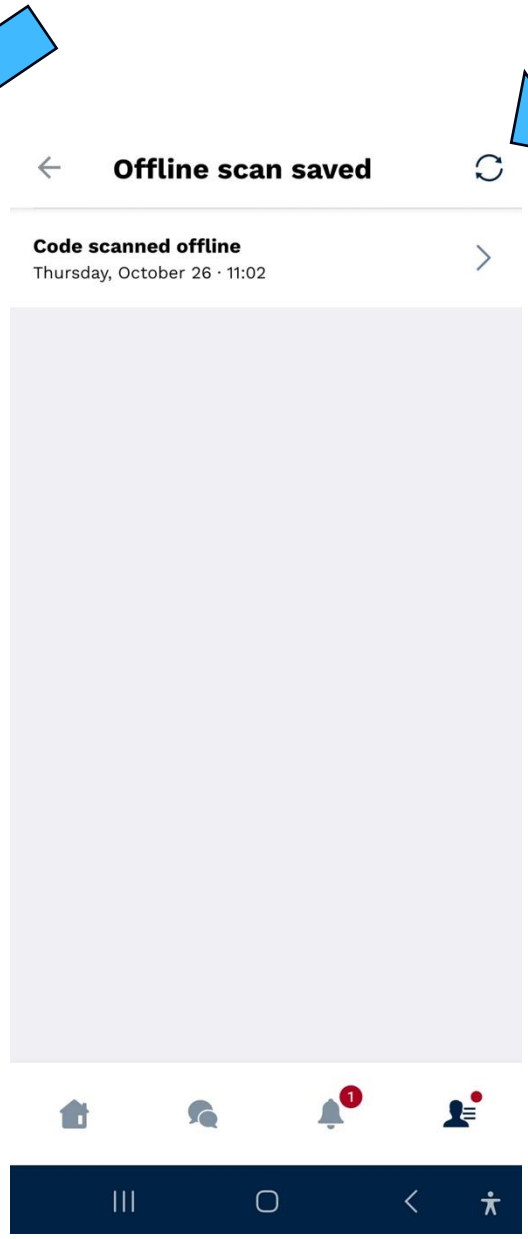
You will see an indicator in the upper right. Click on the icon.

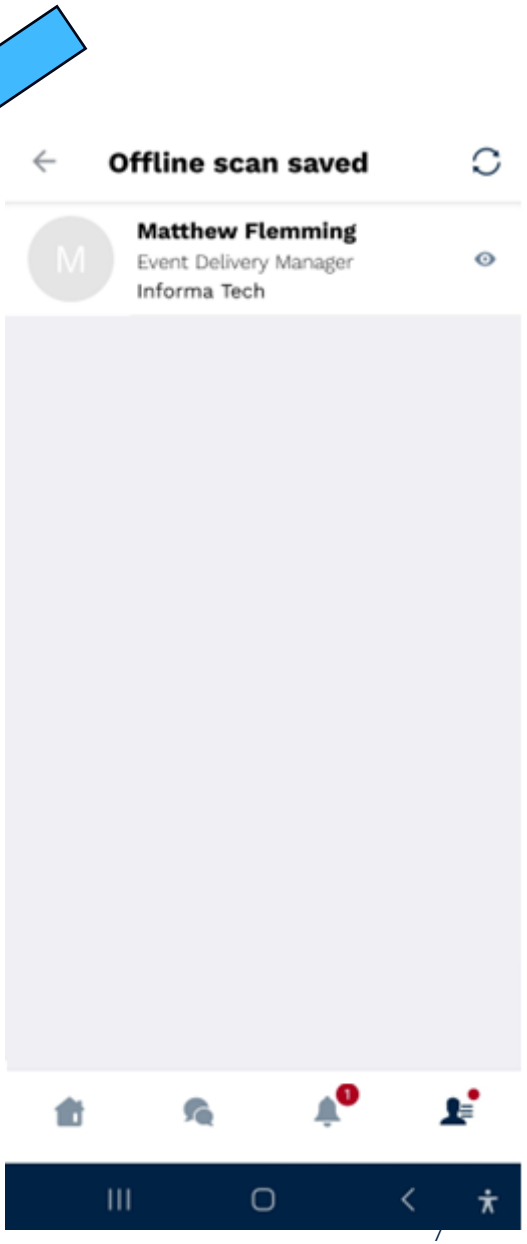
There you will see a confirmation of offline scans.

Then click the sync icon.

Names will then appear confirming a successful sync.

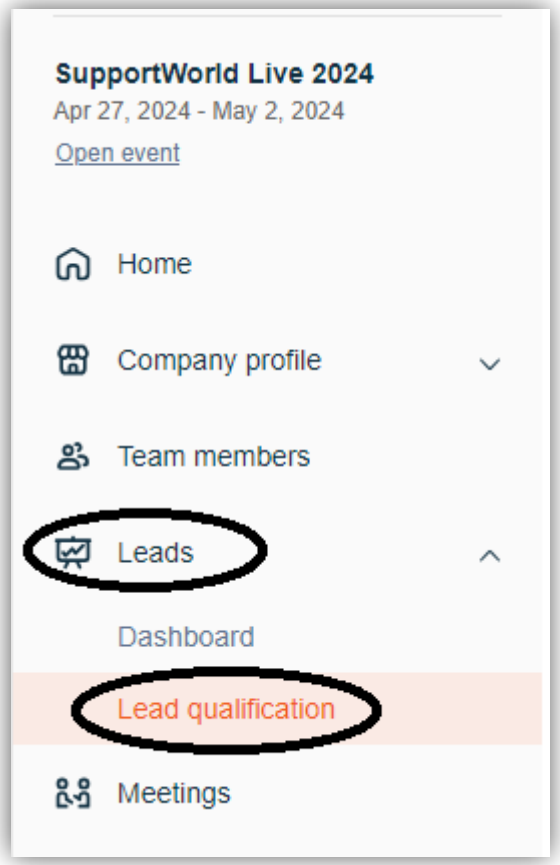






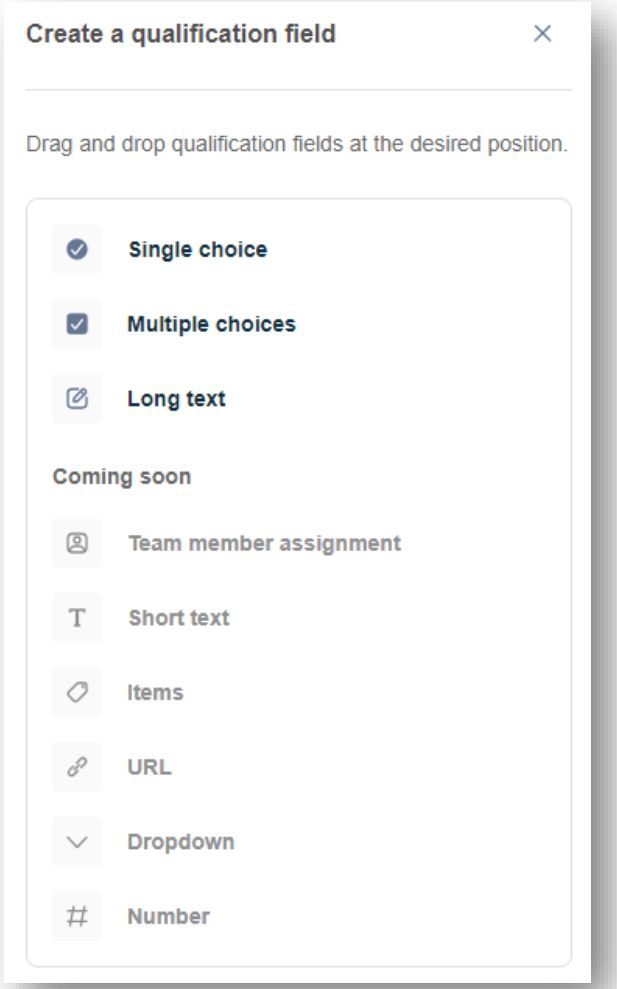
Lead Qualifiers

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

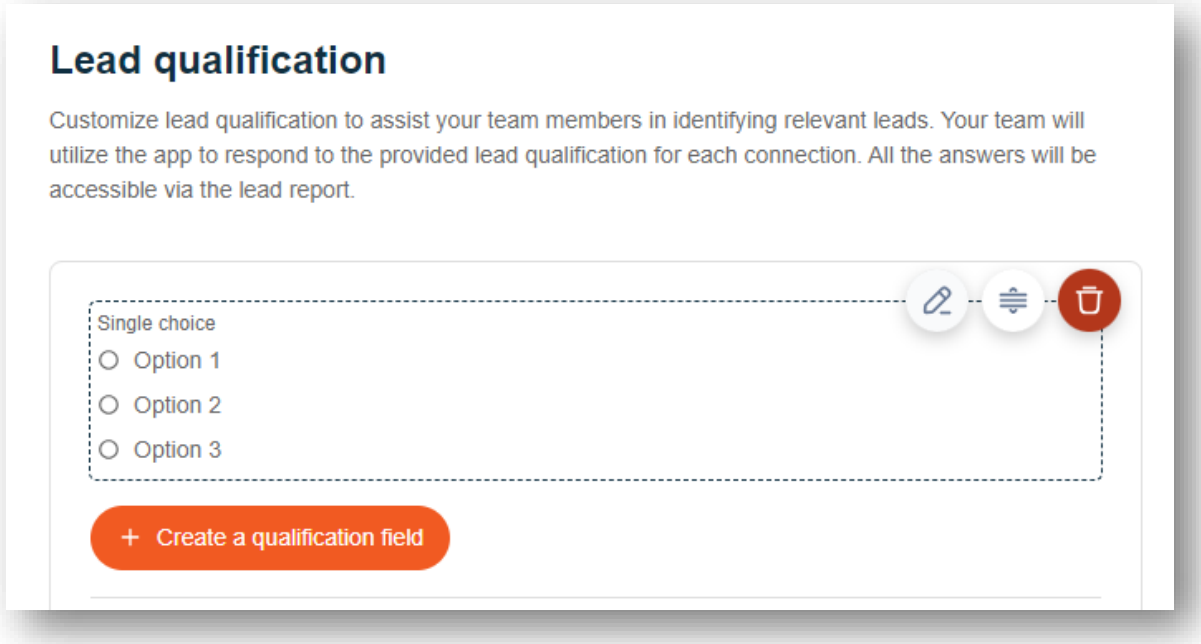


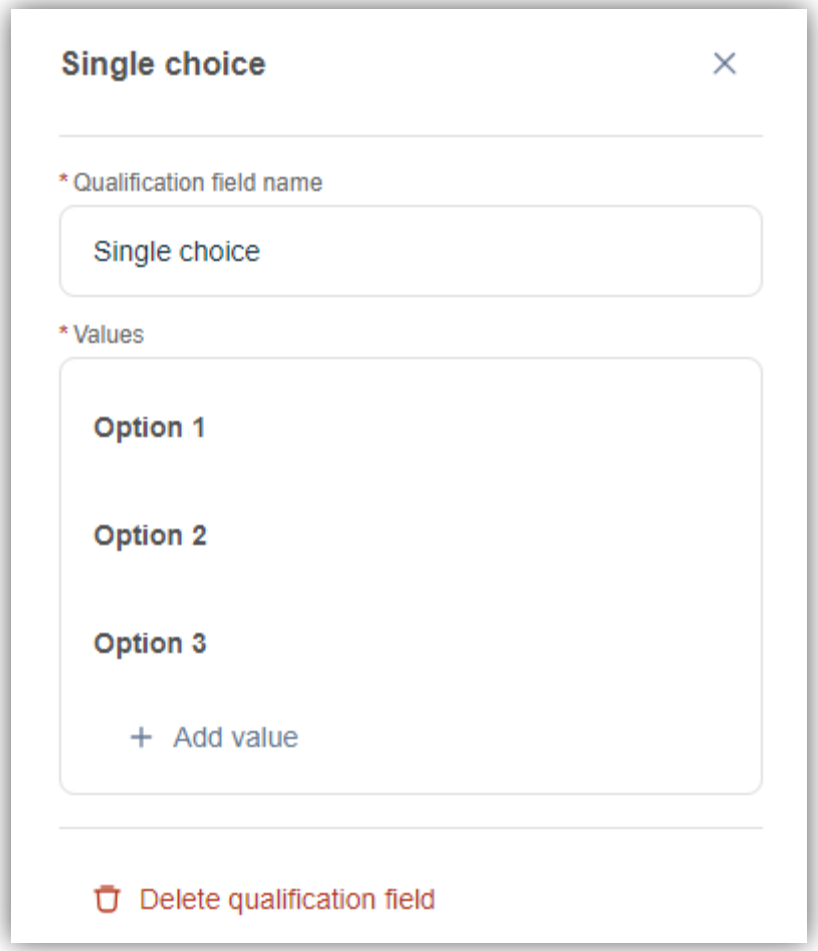
Information Classification: General

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.



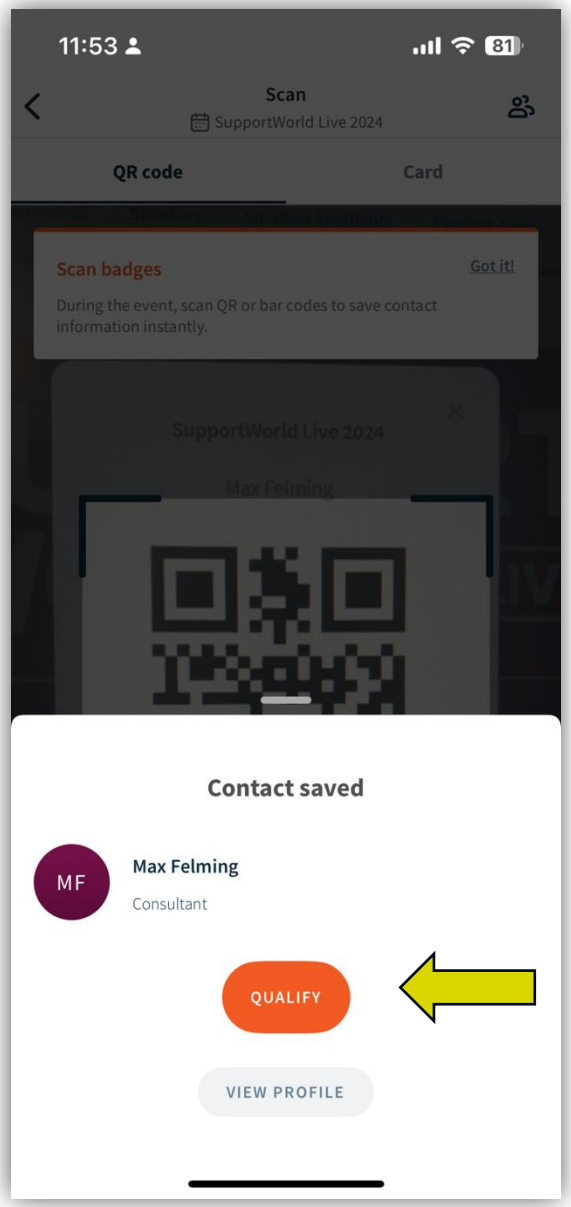


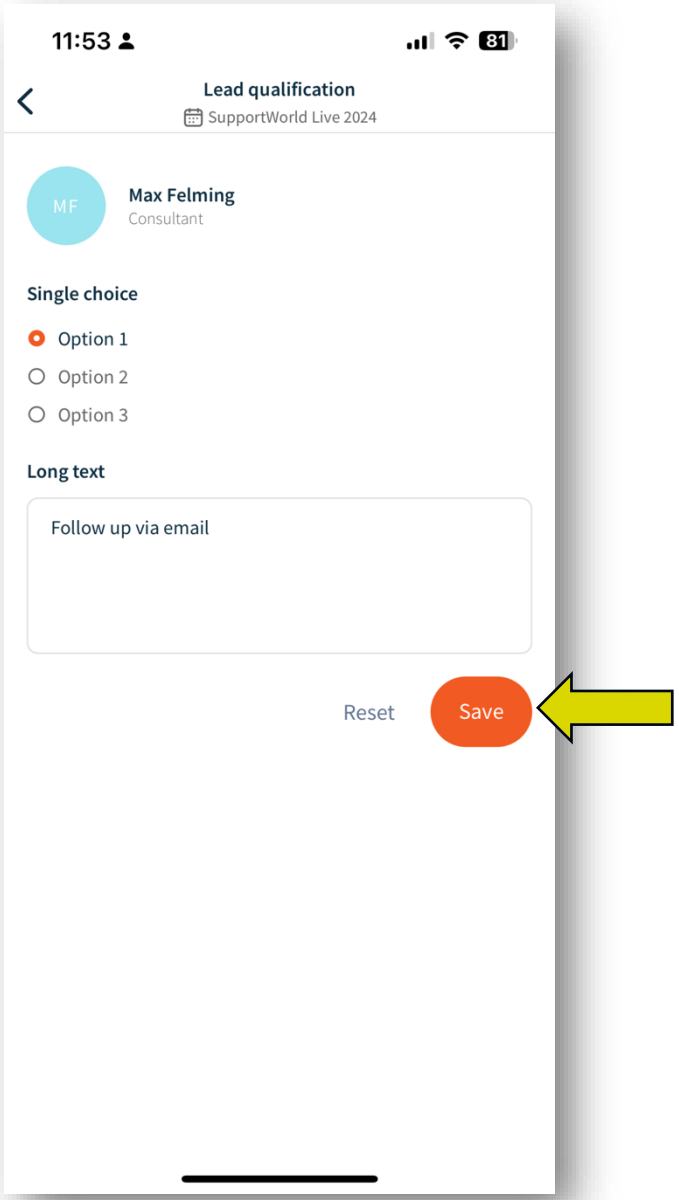
Information Classification: General

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.



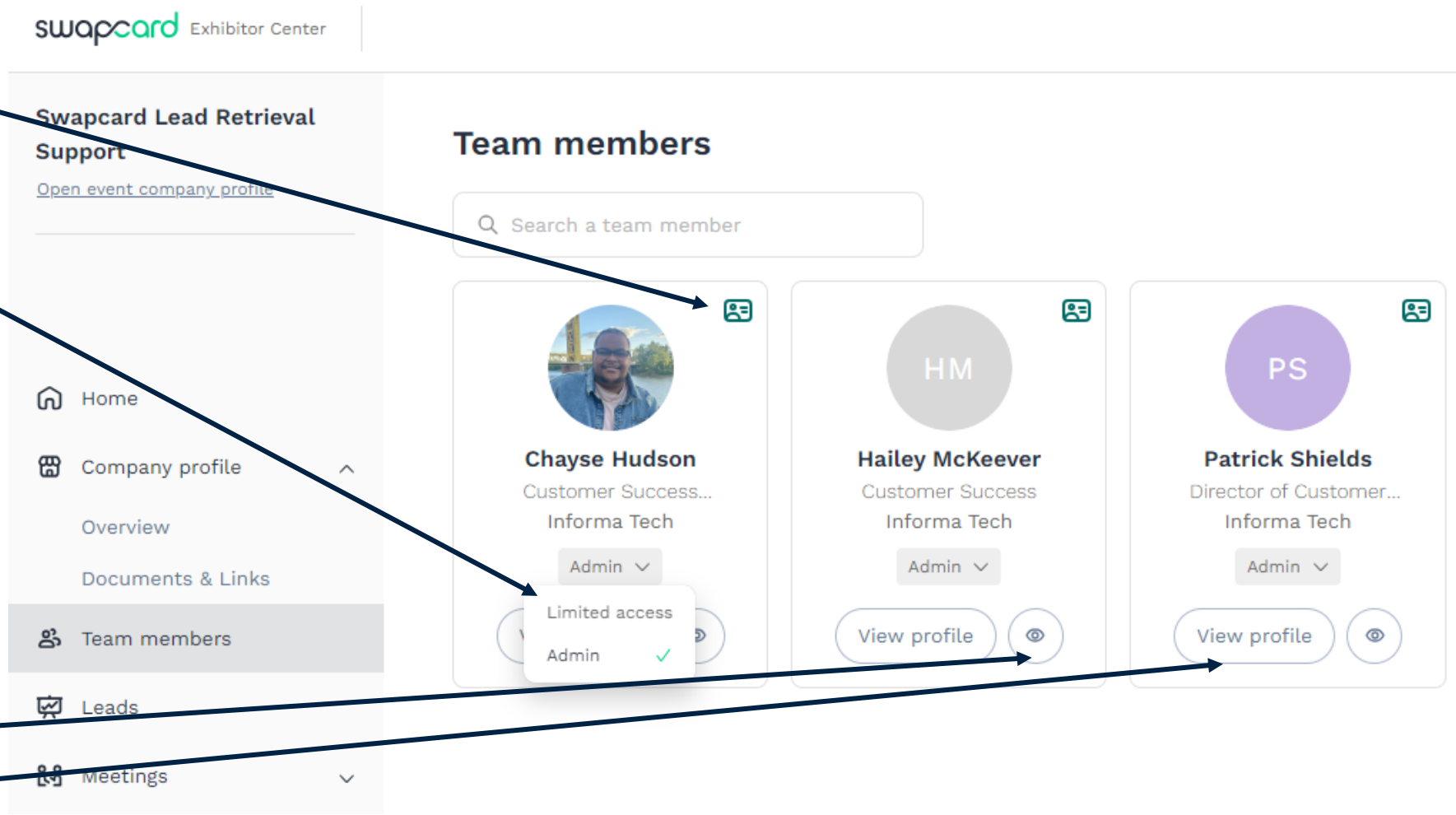


Information Classification: General

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.

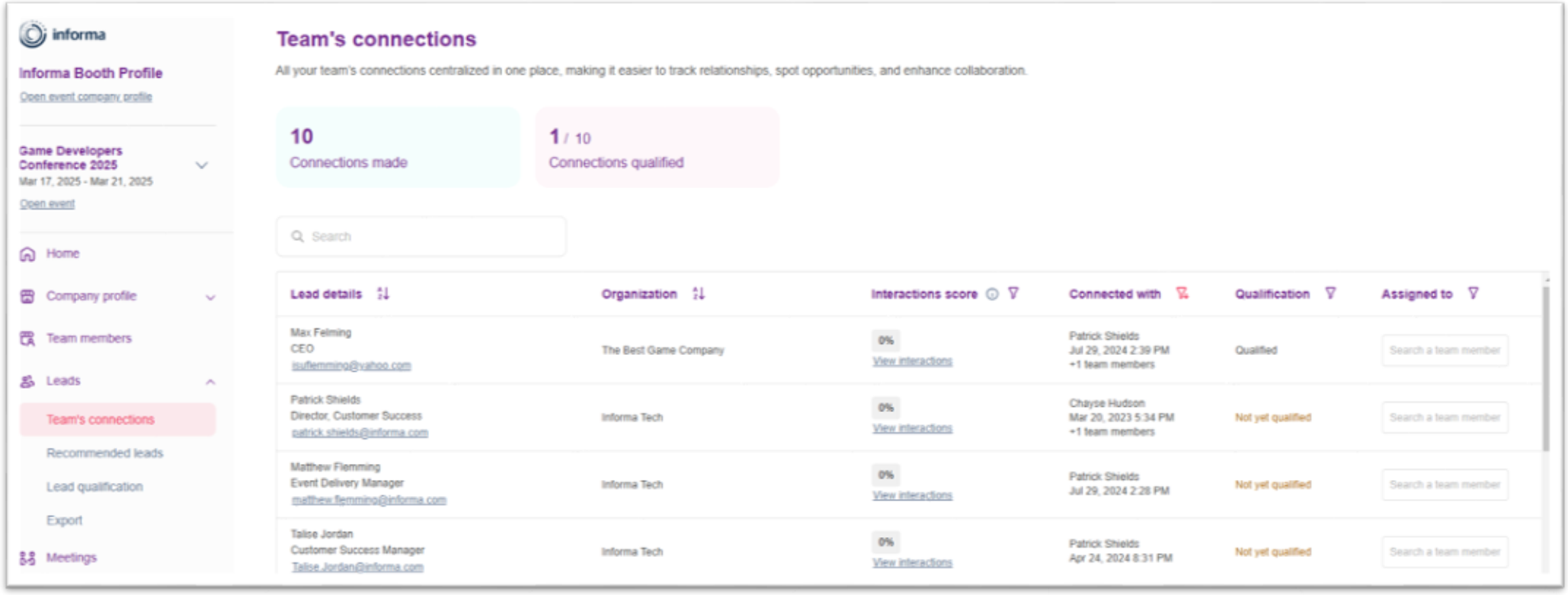


Information Classification: General

Exhibitor Center

HOW TO | ACCESS YOUR LEADS

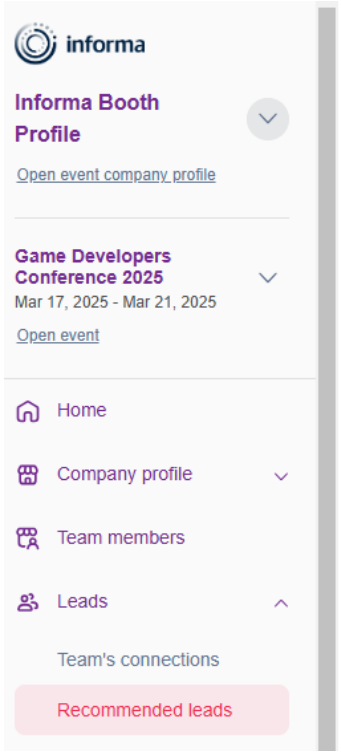
- All your team members' connections are centralized in one place: "Team's Connections"
- You can view interaction scores and assign leads to team members, improving lead management.

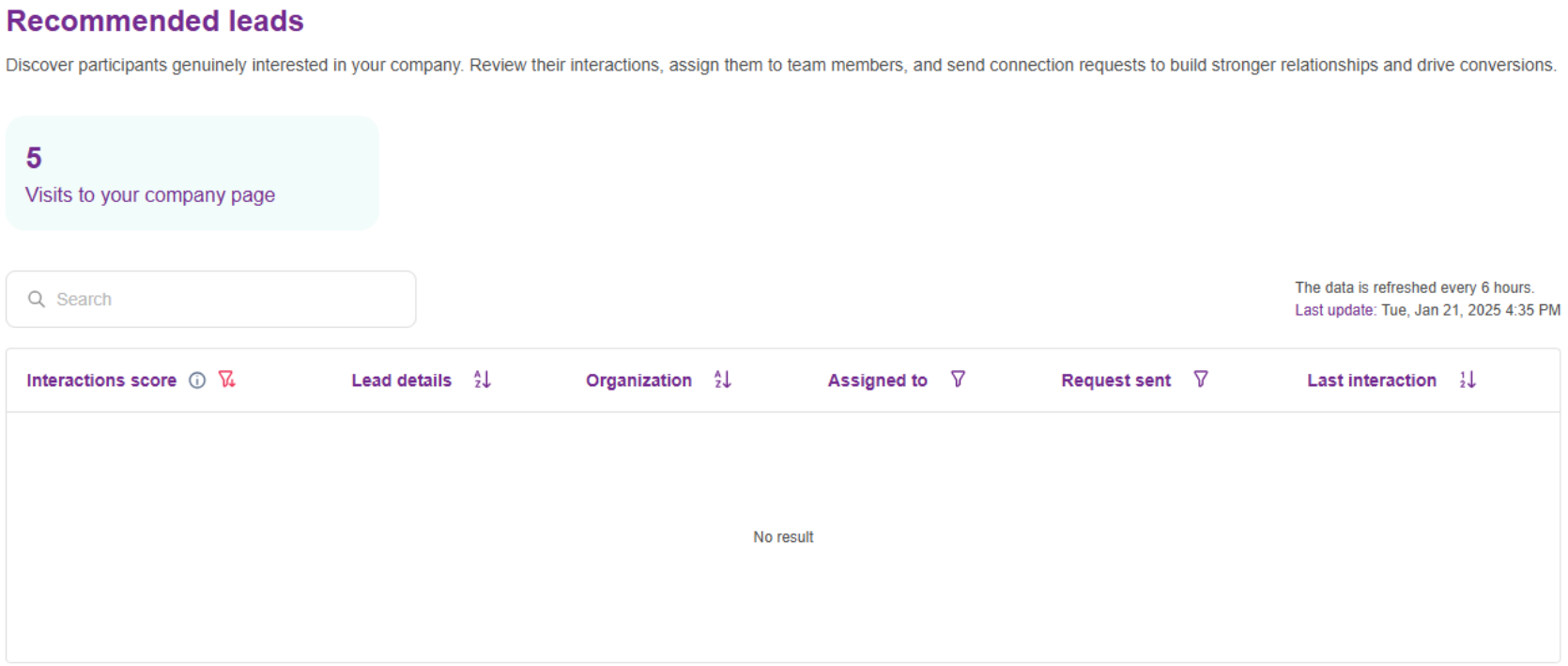


Information Classification: General

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.





Information Classification: General