



mipcom[®]
CANNES

COMPANY HUB
User guide
for Company Account Administrators

21-24 October 2024

Palais des Festivals – Cannes, France

TABLE OF CONTENT

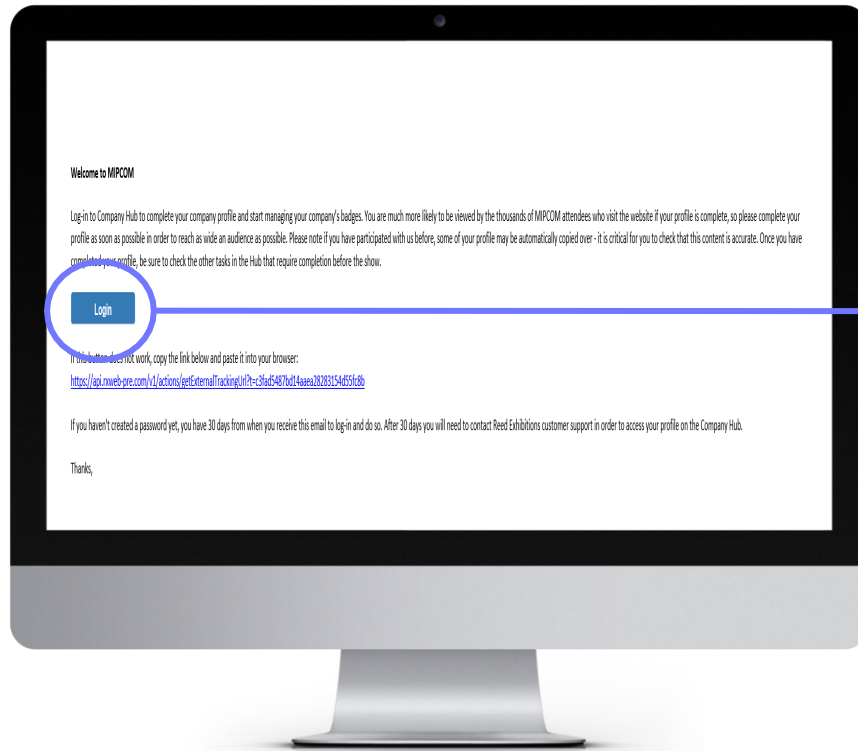
1. Glossary
2. Log into your company account
3. Homepage of your company hub
4. Edit my profile
5. Use your Emperia Lead Generation Solution
6. Allocate your badges & Invite Manager (delegates on your stand / affiliates / Umbrellas)
7. Manage Badges
8. What your delegates see on the company hub
9. E-shop (Purchase additional delegate badges, Content Credits & Dashboard Pro)
10. Upgrade your digital service package (Bronze / Silver / Gold)
11. Manage your Company Entitlements
12. Your Company dashboard analytics

1. GLOSSARY

- ❑ **Affiliates** : Companies or individuals officially attached to the main stand holder, often for the purpose of marketing and sales.
- ❑ **Umbrellas** : participants registered under a main stand holder who is a Pavilion
- ❑ **Dashboard** : Interface where you can monitor your leads and your company page statistics
- ❑ **E-Shop** : An e-commerce feature that allows administrators to purchase additional services online such as content credits or the Dashboard PRO option
- ❑ **Emperia Digital Lead Gen** : A tool for exhibitors to collect online leads when buyers view their content in the MIPCOM digital screening library or when someone send a request for a meeting.
- ❑ **Emperia On-site lead capture** : MIP Markets' mobile app that allows MIPCOM exhibitors to scan visitors' badges at the market and find their contacts in the online dashboard .
- ❑ **Entitlements** : Rights for purchased services (credits for the screening library, etc.).
- ❑ **MIPCOM Digital Screening library** : Only MIPCOM exhibitors have the opportunity to market their programmes & projects in the MIPCOM online digital screening library by purchasing content credits. Then, all buyers can screen those content and reach out to exhibitors.
- ❑ **Primary administrator** : The main contact in your company who prepares for the market, has access to the E-shop to purchase extra services, updates the company page, receives Emperia lead notifications, registers exhibitor delegates, invites affiliates/umbrellas and adds other secondary administrators. Once added, secondary administrators can have the same rights as the primary one (unlimited additional secondary admins).

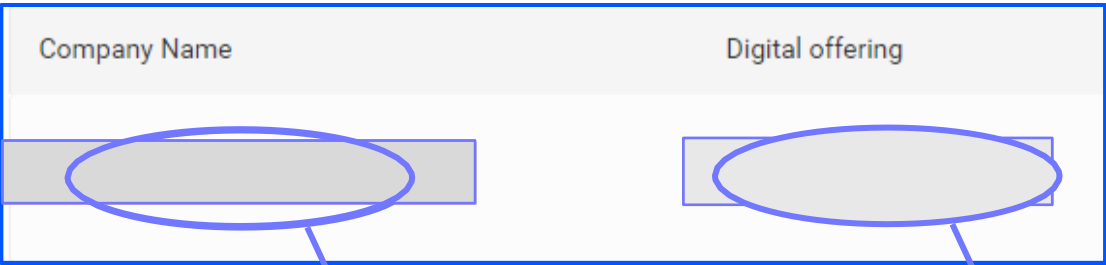
2. HOW TO LOG INTO YOUR COMPANY SPACE

Once your participation is confirmed, you will receive an email from RX Global : no-reply@rxglobal.com
If you have not received it, please contact the [Help Desk](#)



Click on the link received by email and
personalize your password

3. HOMEPAGE OF YOUR COMPANY HUB



Here you will find information about your registration : company name, digital offer, stand number, size of your stand

Here you will find the name of your company

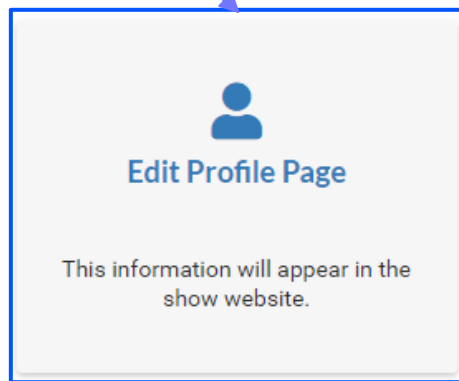
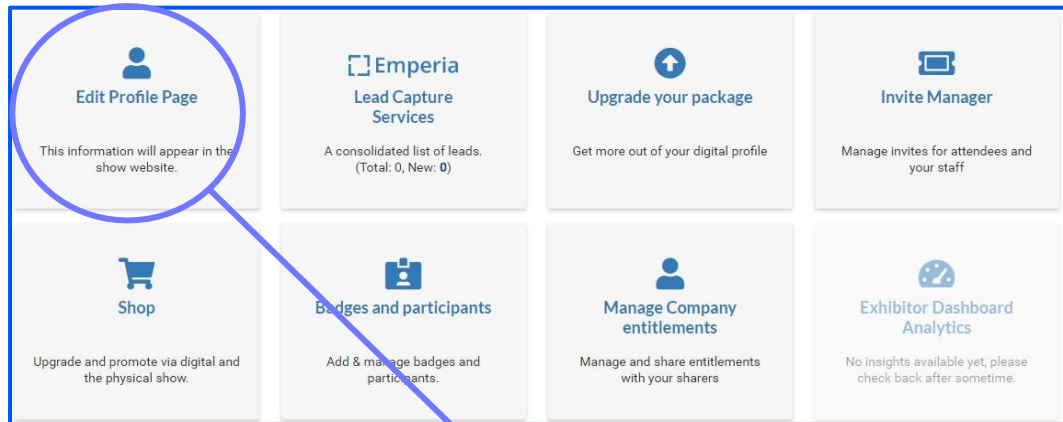
Here you will find the name of your package type

 Edit Profile Page This information will appear in the show website.	 Emperia Lead Capture Services A consolidated list of leads. (Total: 0, New: 0)	 Upgrade your package Get more out of your digital profile	 Invite Manager Manage invites for attendees and your staff
 Shop Upgrade and promote via digital and the physical show.	 Badges and participants Add & manage badges and participants.	 Manage Company entitlements Manage and share entitlements with your sharers	 Exhibitor Dashboard Analytics No insights available yet, please check back after sometime.

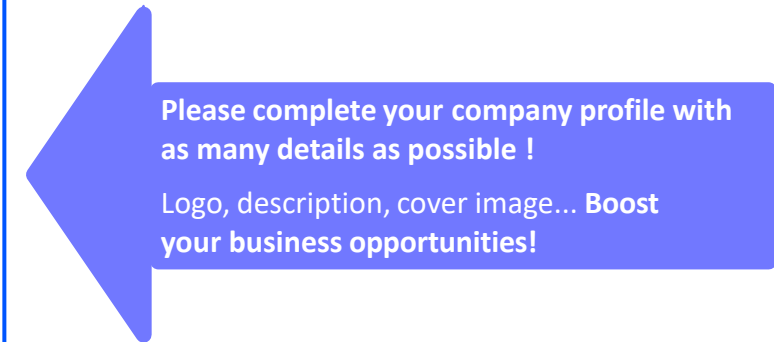
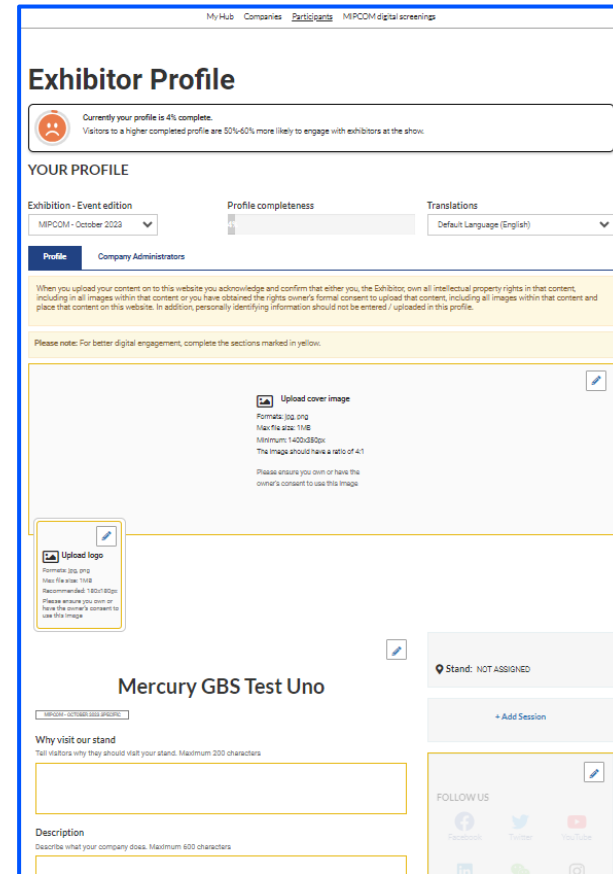
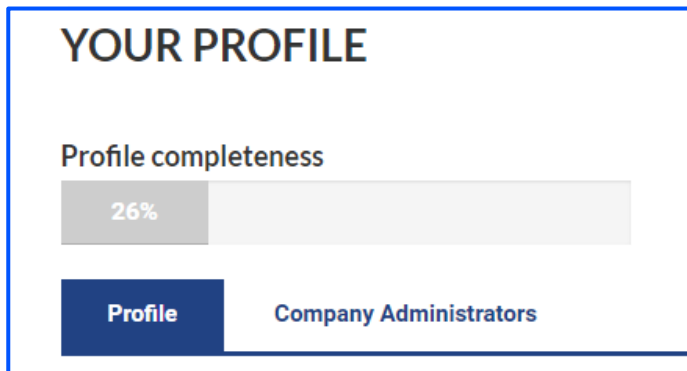
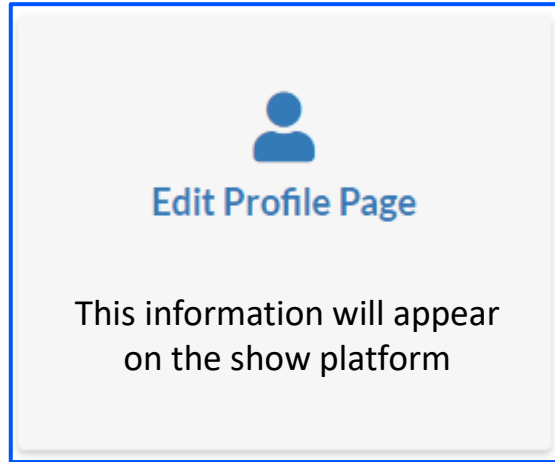
Here are the details of each section of your Company Hub

4. EDIT MY PROFILE


The profile editing section is made up of two parts, one dedicated to **editing your company profile**, the other for **managing/adding other administrators from your company**.



4. EDIT MY PROFILE – PROFILE TAB



4. EDIT MY PROFILE – COMPANY ADMINISTRATOR TAB


Edit Profile Page






This information will appear in the show website.

Profile **Company Administrators**

Profile **Company Administrators**

Create and manage administrators for your company, including a role. Each administrator will be sent an email with login information, there can be multiple administrators for each role and the same persons details can be entered with multiple roles. There must be one Primary Administrator. Please ensure you have the person's permission to add their details.

+Add Company Administrator

	First name	Last name	Email address	Login roles	
<input type="checkbox"/>	Test	SEPC Pavilion	test@sepcpavilion.com	Primary Administrator	
<input type="checkbox"/>	EMMANUELLE	GROS	emmanuelle.gros@rxglobal.com	Secondary Administrator	 
<input type="checkbox"/>	Tristan	BOISSIER	tristan.boissier-ext@rxglobal.com	Secondary Administrator	 

Select the Administrators to whom you want to resend the activation email.

Resend activation email

Please add any of your colleagues who should **have access to the company page full set up (including E-shop)**. They will receive an activation email.

Resend the activation email to the company page (in case your colleague did not receive it)

Update your company admins list at anytime

4. EDIT MY PROFILE – UPLOAD CONTENT (FOR EXHIBITORS ONLY)

MIPCOM Exhibitors benefit from 3 content credits. They can purchase extra content credits to showcase projects and programmes into the MIPCOM Digital Content Library and generate leads from buyers

STEP 1

Access the e-shop to purchase content credits

STEP 2

Add each project or programme you wish to present with a full description and a video file *(if needed)*

We also recommend you to **upload documents about your company**, such as press releases or other material that may represent your company.

The screenshot displays two sections of the MIPCOM exhibitor profile interface. The top section, titled "Gallery of Projects and Programmes", includes a sub-header "MIPCOM - OCTOBER 2023 SPECIFIC". Below the title, it states "Your company is NOT eligible to add Projects and Programmes." and features a grey "Add Content" button. Below this, it shows "Products added: 0" and a section titled "Interested in adding Content to your company profile?" with the instruction "Click the 'Purchase Content Uploads' button to add Projects and Programmes." and a blue "Purchase Content Uploads" button. The bottom section, titled "Upload Documents", also has the sub-header "MIPCOM - OCTOBER 2023 SPECIFIC". It instructs the user to "Select a category (Brochure, Case Study, White Paper, Press Release or Other) and upload the PDF file." and includes a dropdown menu labeled "Select a category..." with a downward arrow. Below the dropdown is a blue "Upload PDF file" button. A note at the bottom of this section states "Maximum size 5MB per file." Blue circles and arrows highlight the "Add Content" button, the "Purchase Content Uploads" button, and the "Upload PDF file" button, with arrows pointing from the text boxes on the left to these elements.

5. EMPERIA: THE LEAD GENERATION SOLUTION

- ❑ **Emperia is a Mobile app** to scan visitors' badge at the market. Collect contacts and find them in your online report on your exhibitor dashboard in the company hub.
- ❑ **Emperia is also tool for exhibitors to collect leads online** when buyers screen their content in the digital screening library or when a participant requests contact online.

5. EMPERIA: THE LEAD GENERATION SOLUTION

Edit Profile Page
This information will appear in the show website.

Emperia Lead Capture Services
A consolidated list of leads. (Total: 0, New: 0)

Upgrade your package
Get more out of your digital profile

Invite Manager
Manage invites for attendees and your staff

Shop
Upgrade and promote via digital and the physical show.

Badges and Participants
Add & manage badges and participants.

Manage Company entitlements
Manage and share entitlements with your sharers

Exhibitor Dashboard Analytics
No insights available yet, please check back after sometime.

Emperia Lead Capture Services
A consolidated list of leads. (Total: 0, New: 0)

LEADS REPORT
Generate and then download your leads report

Generate Leads report **Download report**

Total Leads: 3
New Leads: 0

Last generated: 24/01/24, 05:46 PM Last downloaded: 24/01/24, 05:46 PM

GETTING STARTED
MIPTV is fast approaching. We want to make sure you're prepared for an important part of your experience - collecting leads with the Emperia Lead Retrieval Application. Using the app at the event is easy - simply scan the code on the visitor badge to capture your connection and record their contact details. Here's a simple "Exhibitor's Guide to Emperia" to get you started and answer some commonly asked questions about the Emperia lead scanning tool.

Available on app store and play store

LOGIN DETAILS
Use these credentials to login to the app. Share this access code with your colleagues from your company so they can capture leads on their own devices as well.

Company access code
4A48ZN92

DOCUMENT(S) YOU WANT TO SHARE WITH YOUR LEADS
Select up to 3 documents that you want to highlight and share with your leads as part of the end-of-show summary email that the visitors will receive.

CUSTOM QUESTION(S)
Add custom qualifying questions that you would like to ask your leads during lead capture using the Emperia app at the show. Add multi-choice options for each question. Receive these questions and the captured responses as part of your leads report post show.


5. EMPERIA: THE LEAD GENERATION SOLUTION

Mobile app to scan visitors' badge at the market

GETTING STARTED

MIPCOM is fast approaching. We want to make sure you're prepared for an important part of your experience - collecting leads with the Emperia Lead Retrieval Application. Using the app at the event is easy - simply scan the code on the visitor badge to capture your connection and record their contact details. Here's a simple "Exhibitor's Guide to Emperia" to get you started and answer some commonly asked questions about the Emperia lead scanning tool.

Available on app store and play store



LOGIN DETAILS

Use these credentials to login to the app. Share this access code with your colleagues from your company so they can capture leads on their own devices as well.

XXXXXX
KQVH8NAZ

Download the Emperia Mobile app
from the App Store or Google Play

Customize your account by indicating your company access code

DOCUMENT(S) YOU WANT TO SHARE WITH YOUR LEADS

Select up to 3 documents that you want to highlight and share with your leads as part of the end-of-show summary email that the visitors will receive.

CUSTOM QUESTION(S)

Add custom qualifying questions that you would like to ask your leads during lead capture using the Emperia app at the show. Add multi-choice options for each question. Receive these questions and the captured responses as part of your leads report post show.

Upload up to 3 documents about your company sent to the visitors you scan at the market

Add qualification questions that will be asked to the visitors you scan, in order to better know them

5. EMPERIA: THE LEAD GENERATION SOLUTION

Download your leads

EMPERIA

DOWNLOAD LEAD REPORT
Download your consolidated leads in the format of your choice

Total Leads 0 New Leads 0

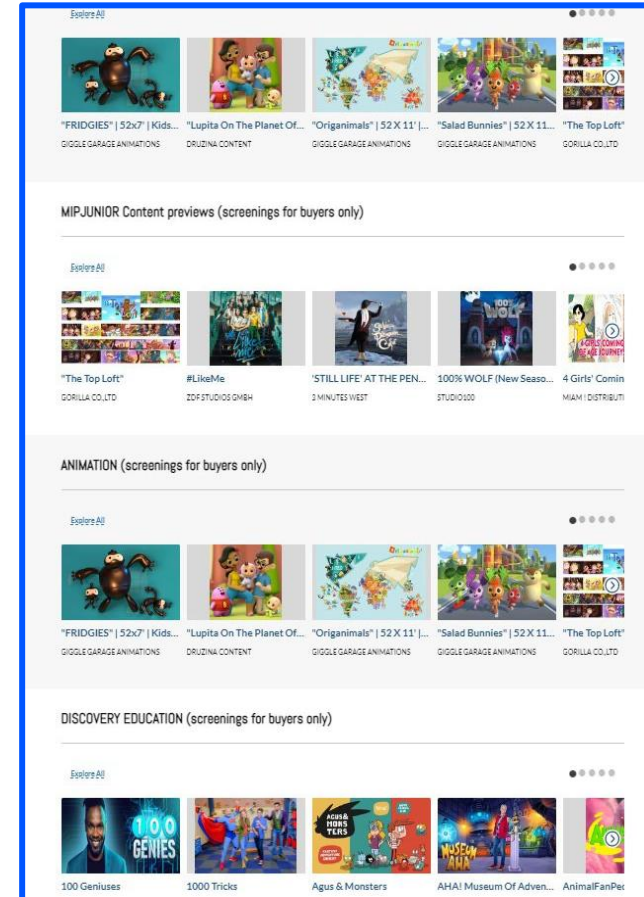
[.CSV](#) [.XLSX](#)

Download the full list of all your online leads and scanned contacts in 1 report available in .csv or .xlsx format

5. EMPERIA: THE LEAD GENERATION SOLUTION

Generating leads online with content

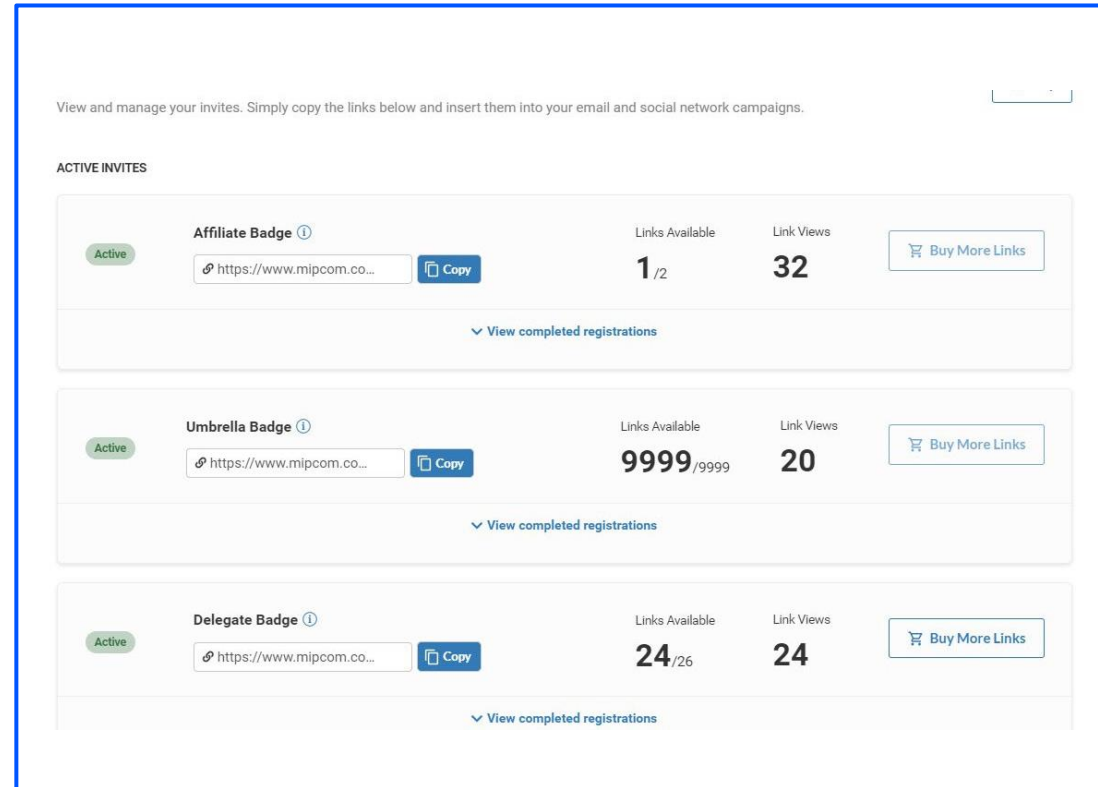
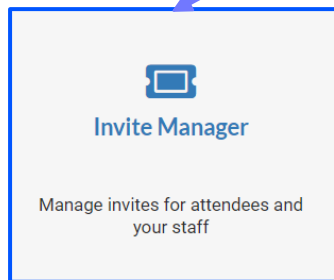
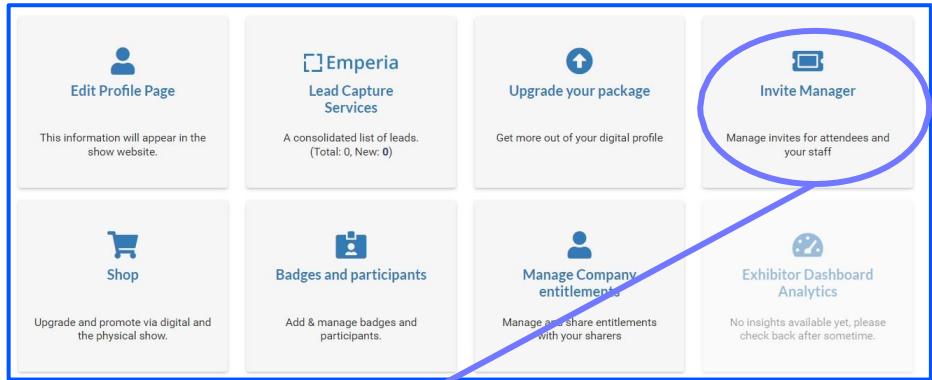
- ❖ This is a tool for **exhibitors to collect leads online**. Exhibitors can receive leads when **buyers view their content** in the screening library or when a **participant requests contact online**.



6. INVITE MANAGERS

Managing delegate, umbrellas and affiliates' registrations

In this section, you will find the **registration links to be sent to the delegates of your stand quota, affiliates and umbrellas**




IMPORTANT :
- Pavilion must use only Umbrellas links (mandatory)
- Stand holder must use only Affiliate links (mandatory)

6. INVITE MANAGERS

Managing umbrellas and affiliates' registrations out of your quota

The screenshot shows the 'Manage Invites' section of a web application. At the top, there is a 'Help' button. Below it, a sub-header reads 'View and manage your invites. Simply copy the links below and insert them into your email and social network campaigns.' Underneath, the 'ACTIVE INVITES' section contains one entry: 'Umbrella Badge'. To its left is a green 'Active' status tag. The entry features a link field containing a URL, a copy icon, and a 'Buy Links' button. To the right of the link field are two metrics: 'Links Available' with an infinity symbol and 'Link Views' with the number '3'. A 'Hide Used Links' link is located below the entry.

Indicates the number of **registrations** available.

Copy the link using the button 
Send this link to your umbrellas and affiliates for them to register

Indicate the **number of people** who have clicked on the link but **have not completed the registration**.

You can find the list of **people who registered with your personalized link** just below.

Name	Initials de profile	Société	Email
test register	test register	test register	testregister@gmail.com

A 'View all Invites' button is located to the right of the table.

6. INVITE MANAGERS

Preview of the invitation link

By clicking on the link, your delegates, affiliates or umbrellas will get access to the dedicated page to **order their badge**

They will find the name and number of your stand

They can order their badge

The screenshot displays the MIPCOM CANNES invitation management interface. At the top, the event details are shown: MIPCOM CANNES, 16-19 October 2023, Palais des Festivals, Cannes. A navigation menu includes: What is MIPCOM?, Attending Participants, Conferences and Events, Co-Production & Content Market, and Practical Info. Below the menu, a message states: "View and manage your invites. Simply copy the links below and insert them into your email and social network campaigns." The main section is titled "ACTIVE INVITES" and contains three rows of invite details:

Badge Type	Status	Link	Copy	Links Available	Link Views	Action
Affiliate Badge	Active	https://www.mipcom.co...	Copy	1/2	32	Buy More Links
View completed registrations						
Umbrella Badge	Active	https://www.mipcom.co...	Copy	9999/9999	20	Buy More Links
View completed registrations						
Delegate Badge	Active	https://www.mipcom.co...	Copy	24/26	24	Buy More Links
View completed registrations						

7. MANAGE YOUR COMPANY BADGES

Allocate badges for your company

A grid of eight dashboard tiles. The 'Badges and participants' tile is circled in blue. The tiles are: Edit Profile Page, Emperia Lead Capture Services, Upgrade your package, Invite Manager, Shop, Badges and participants, Manage Company entitlements, and Exhibitor Dashboard Analytics.

CLICK HERE if you want to create a single Badge

The 'Company Badges' management interface. It features a 'Create Single Badge' button circled in blue. Below it is a 'Select Badge Type' dropdown menu showing 'Stand Quota Badge (15 Badges Remaining)' and a 'Download template' button. A 'Privacy Notice' section contains a checkbox and text. At the bottom, there is a 'File upload:' section with a 'Select a file (Excel)' input and a 'Browse' button.

Use this template to upload multiple delegates at the same time

The 'Create New Badge' form. It includes fields for First Name, Last Name, Email, Onsite Mobile Phone (optional), Job Title, and Badge Product (with 'Delegate Badge' selected). There are 'Save & Create Another', 'Cancel', and 'Save' buttons.

Once you have fill in the template, upload your file and click on browse

7. MANAGE YOUR COMPANY BADGES

Purchase additional delegate badges from your quota stand

The image illustrates the process of purchasing company badges through a three-step sequence:

- Dashboard Overview:** A grid of management options. The 'Badges and participants' option, which includes the subtext 'Add & manage badges and participants', is highlighted with a blue circle.
- Badge Manager Interface:** A page titled 'Badge manager' with the subtitle 'View your badges and allocate them to your staff'. It features two tabs: 'Allocate badges' (selected) and 'Your company badges'. Under 'Allocate badges', there is a 'Buy Badges' button, which is circled in blue.
- Buy Badges Modal:** A pop-up window titled 'Buy Badges' with a close button (X) in the top right. It lists 'Exhibitor Buyer registration' for €540. A quantity selector is set to 0, with minus and plus buttons on either side, and this selector is circled in blue. Below the list, the total price is shown as €0 (excl tax), €0 (tax), and €0 (total). 'Cancel' and 'Checkout' buttons are at the bottom.

7. MANAGE YOUR COMPANY BADGES

Dashboard grid with 8 tiles:

- Edit Profile Page: This information will appear in the show website.
- Emperia Lead Capture Services: A consolidated list of leads. (Total: 0, New: 0)
- Upgrade your package: Get more out of your digital profile
- Invite Manager: Manage invites for attendees and your staff
- Shop: Upgrade and promote via digital and the physical show.
- Badges and participants**: Add & manage badges and participants.
- Manage Company entitlements: Manage and share entitlements with your sharers
- Exhibitor Dashboard Analytics: No insights available yet, please check back after sometime.

Badges are available for download and printing 15 days before the market. However, you must have properly completed your profile in its entirety in order to access your badge.

DON'T FORGET TO ADD A PHOTO FOR YOUR BADGE (MANDATORY)

Here you can find the payment status of the badge

Here you can find the exhibitor

Badge manager

View your badges and allocate them to your staff

Allocate badges **Your company badges (2)**

Company Badges: 2/0 Allocated To allocate new badges, use the template upload feature in the Allocate Badges tab

Badge Status: All

Name	Badge Status	Job Title	Badge Product	Payment Status	
Marie Puate	Active	Sales	Exhibitor Badge	Free Badge	[Print] [Edit]
Coumba SECK	Active	CDP	Exhibitor Badge	Free Badge	[Print] [Edit]







7. MANAGE YOUR COMPANY BADGES

Badge manager
View your badges and allocate them to your staff

Allocate badges | **Your company badges (2)**

Company Badges: 2/0 Allocated To allocate new badges, use the template upload feature in the Allocate Badges tab

Badge Status: All

Name	Badge Status	Job Title	Badge Product	Payment Status	
Marie Puate	Active	Sales	Exhibitor Badge	Free Badge	 
Coumba SECK	Active	CDP	Exhibitor Badge	Free Badge	 

You can modify them

(with the exception of the email address) If you modify the badge, you will need to **re-print** as the previous one will no longer be valid.

Warning: Once a badge is edited, a new version will be created. The previous badge will be distributed.

First name	Job title
<input type="text" value="Steven"/>	<input type="text" value="Tour"/>
Surname	Email
<input type="text" value="Building Smith"/>	<input type="text" value="steven@company.com"/>

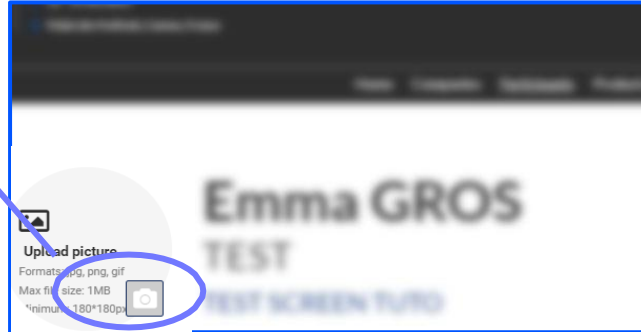
8. YOUR DELEGATES VIEW AND ACTIONS

What does your delegates access on the company hub?

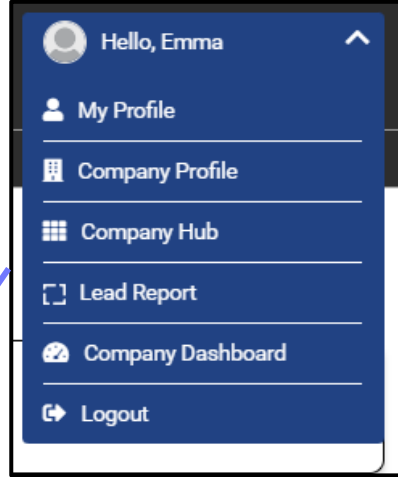
As soon as they are registered the delegate will receive an automatic e-mail to connect to their profile




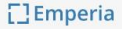






Delegate will connect to their profile and will have access to upload their picture to receive the badge (sent by email a few days before the market)








This section, located at the top right of the screen, allows them (only admin) to navigate between their company profile and their personal profile.



9. E-SHOP SECTION

 Edit Profile Page This information will appear in the show website.	 Emperia Lead Capture Services A consolidated list of leads. (Total: 0, New: 0)	 Upgrade your package Get more out of your digital profile	 Invite Manager Manage invites for attendees and your staff
 Shop Upgrade and promote via digital and the physical show.	 Badges and participants Add & manage badges and participants.	 Manage Company entitlements Manage and share entitlements with your sharers	 Exhibitor Dashboard Analytics No insights available yet, please check back after sometime.

 Shop Upgrade and promote via digital and the physical show.
--

	Exhibitor Dashboard Pro €400 Access the MIP market data and compare your online performance with competitors thanks to the optimized dashboard Pro.	Add to basket
	Credit for a Project €60 Buy extra credit(s) to upload new project(s) into the MIPJUNIOR dedicated screenings library (KIDS & young adults content only).	Add to basket
	Credit for a Programme €170 Buy extra credit(s) to upload new programme(s) into the MIPCOM main screenings library (any content genres).	Add to basket
	Delegate Badge €575 Exhibitor badges Description	Add to basket

You can **purchase additional services** here, such as:

- **Additional delegates registration** out of your quota stand
- **Exhibitor Dashboard Pro** (*benefit from extra features on your company dashboard to monitor your profile performance*)
- **MIPCOM credits for content** to showcase programmes and projects in the MIPCOM digital screening library

9. E-SHOP SECTION

Purchase digital services

Purchase additional services by adding them to your basket and proceeding to payment shop

Get 20% of programmes by purchasing 3 or more (discount at check out)

The screenshot displays three digital service items in a list:

- Credit for a project**: €60. Description: Buy extra credit(s) to upload new project(s) into the MIPTV Digital Content Library / MIPDOC Screenings Library. Button: Add to basket.
- Credit for a programme**: €140. Description: Buy extra credit(s) to upload new programme(s) into the MIPTV Digital Content Library / MIPDOC Screenings Library. Button: Add to basket.
- Exhibitor Dashboard Pro**: €500. Description: Upgrade to Exhibitor Dashboard Pro to get access to more in-depth performance data before and after the event. Button: Add to basket.

A blue callout box on the left contains the text: "Purchase additional services by adding them to your basket and proceeding to payment shop" and "Get 20% of programmes by purchasing 3 or more (discount at check out)". A blue arrow points from this box to the "Add to basket" button for the "Exhibitor Dashboard Pro" item.

10. UPGRADE YOUR DIGITAL PACKAGE: INCREASE YOUR VISIBILITY

Edit Profile Page
This information will appear in the show website.

Emperia Lead Capture Services
A consolidated list of leads. (Total: 0, New: 0)

Upgrade your package
Get more out of your digital profile

Invite Manager
Manage invites for attendees and your staff

Shop
Upgrade and promote via digital and the physical show.

Badges and participants
Add & manage badges and participants.

Manage Company entitlements
Manage and share entitlements with your sharers

Exhibitor Dashboard Analytics
No insights available yet, please check back after sometime.

Upgrade your package
Get more out of your digital profile

Get more visibility by upgrading your digital package. Get your company page promoted on top of everyone else

	YOUR CURRENT PLAN		
Feature title	Bronze Essentials	Silver Standard	Gold Premium
Pricing	€ 0	€ 0	€ 1,300 Select
Basic Directory Listing Your name, description and a logo.	✓	✓	✓
Premium Listing Stand out with more space and company images including your company contact details and a product carousel.	✗	✓	✓
Sponsored Filter Category Appear at the top of a filter category results list and be identified as the sponsor.	✗	✗	✓
Home Page Promotion Get showcased as an event sponsor on the home page of the event.	✗	✗	✓

10. UPGRADE YOUR PACKAGE: INCREASE YOUR VISIBILITY

The mention "your current plan" indicates the offer already included in your online services package

Choose the package of your choice by adding it to your basket before proceeding to payment

On the left, you will find all the explanations about the various options available

Feature title	Bronze Essentials	Silver Standard	Gold Premium
Pricing	€ 0	€ 0	€ 1,300 Select
Basic Directory Listing Your name, description and a logo.	✓	✓	✓
Premium Listing Stand out with more space and company images including your company contact details and a product carousel.	✗	✓	✓
Sponsored Filter Category Appear at the top of a filter category results list and be identified as the sponsor.	✗	✗	✓
Home Page Promotion Get showcased as an event sponsor on the home page of the event.	✗	✗	✓

11. MANAGE COMPANY ENTITLEMENTS

Please find below your available purchased **credits and entitlements for your additional services.**

The image shows a grid of eight service tiles. The 'Manage Company entitlements' tile is circled in blue. The tiles are:

- Edit Profile Page**: This information will appear in the show website.
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- Upgrade your package**: Get more out of your digital profile
- Invite Manager**: Manage invites for attendees and your staff
- Shop**: Upgrade and promote via digital and the physical show.
- Badges and participants**: Add & manage badges and participants.
- Manage Company entitlements**: Manage and share entitlements with your sharers
- Exhibitor Dashboard Analytics**: No insights available yet, please check back after sometime.


Based on your credits, you can then upload your content into the screening library in your company page (scroll down to “Gallery of Projects and Programmes”).

A box containing the 'Manage Company entitlements' tile, which includes a person icon, the title 'Manage Company entitlements', and the subtitle 'Manage and share entitlements with your sharers'.

The screenshot shows the 'Company Entitlements' page with a 'Back' button and the following table:


Type	Allocated
Credit for a Programme	0/3
Credit for a Project	0/1

12. COMPANY DASHBOARD ANALYTICS




Edit Profile Page

This information will appear in the show website.




Emperia Lead Capture Services

A consolidated list of leads. (Total: 0, New: 0)




Upgrade your package

Get more out of your digital profile




Invite Manager

Manage invites for attendees and your staff




Shop

Upgrade and promote via digital and the physical show.




Badges and participants

Add & manage badges and participants.



Manage Company entitlements

Manage and share entitlements with your sharers



Exhibitor Dashboard Analytics

No insights available yet, please check back after sometime.

Exhibitors • Conferences • Forms • Settings • Participants • Matchmaking • Floor Plan • Emperia
Last updated: May 21, 2021 | 12:42PM GMT +05:30

Exhibitor Insights

Leads 📄

Total leads captured

26

Classification of leads by registration into 📄

View by: Primary business

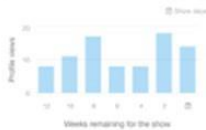
Unanswered	38%
Your operator	23%
Outbound	23%
Group travel company	8%
Travel agency	8%
Retail	8%
Association	4%
Business travel management company	4%

[+ See more](#) | [- See less](#)

Digital engagement 📄


Profile views

86



Product views

22



100% **Profile completion status**

Check with the show team for other digital opportunities to increase your performance

Redirected to your website

8

Visitors added you to show plan

32

Matchmaking 📄

Number of times we recommended you

709

Recommendations viewed


71

Channels through which we recommended you

Website 709

Recommendations clicked

2



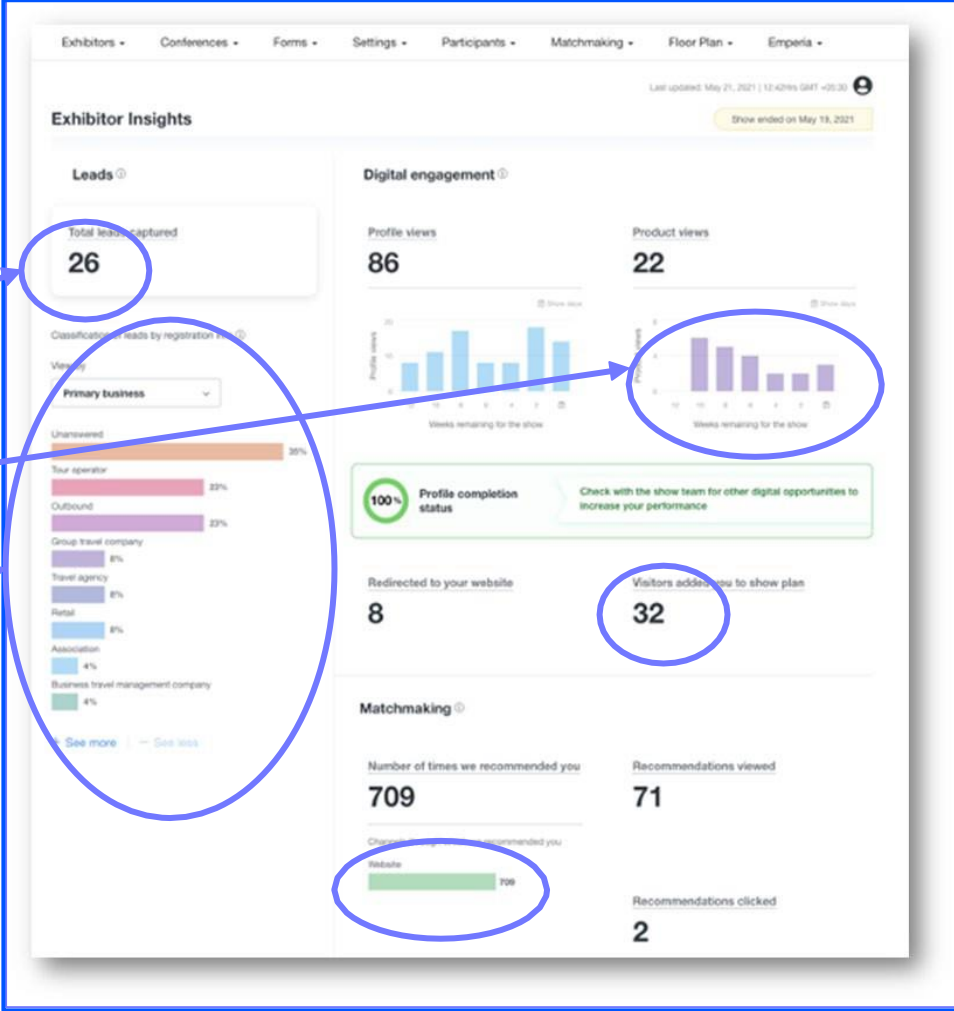
Exhibitor Dashboard Analytics

No insights available yet, please check back after sometime.

12. COMPANY DASHBOARD ANALYTICS

The Exhibitor Dashboard allows you to access a **wealth of data regarding your performance at the exhibition**. This dashboard synthesizes your leads generated via your screening library and your scans during the *market (with Emperia app)*. Its pro version also allows you to **compare yourself with your competitors**.

A large amount of **data** is available to help you understand **the typology of your leads, your strengths, and areas for improvement** for your next exhibition.



NEED ANY ASSISTANCE

- Contact our Customer Helpdesk :

- By phone : (+33) 1 47 56 51 00

Our telephone service is open from Monday to Friday, 9am to 6pm CET.

- [By form](#)
- [Read the FAQ](#)