



**mipcom**<sup>®</sup>  
**CANNES**

**COMPANY HUB**

User guide

for Company Account Administrators

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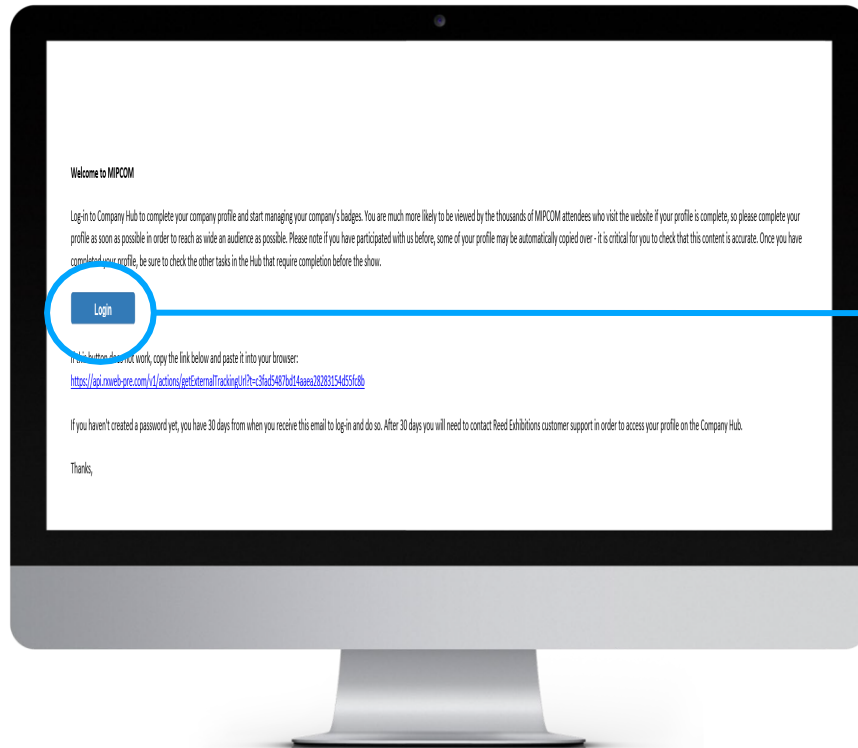
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# 1. Glossary

- ❑ **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
- ❑ **RX Lead Manager** : 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.
- ❑ **RX Lead Manager 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 RX Lead Manager 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. Log into your company account

Once your participation is confirmed, you will receive an email from RX Global : [no-reply@rxglobal.com](mailto: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

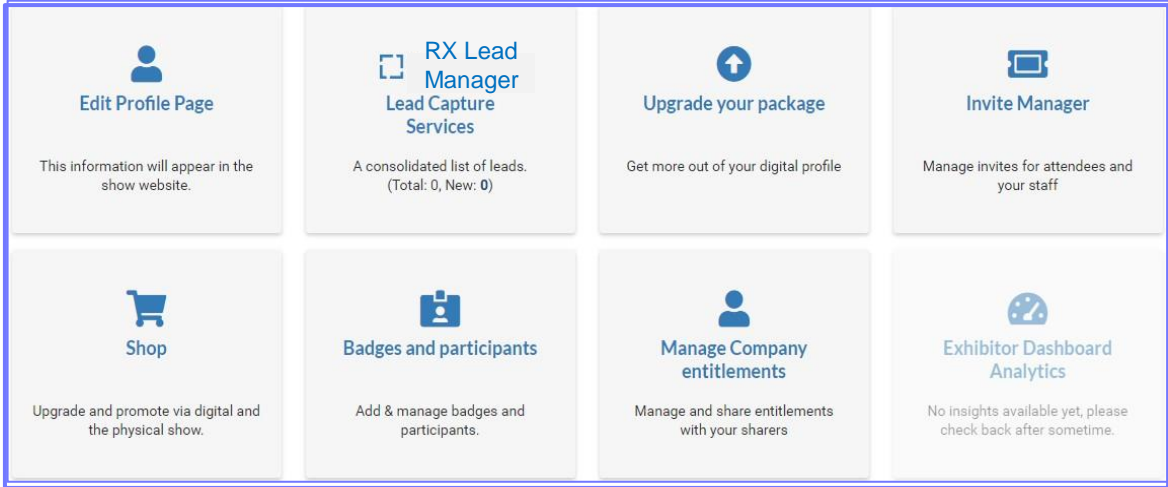
# 3. Homepage of your company hub



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

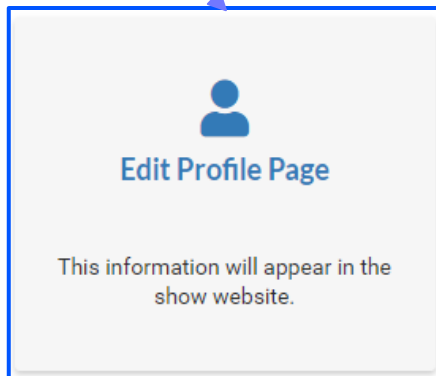
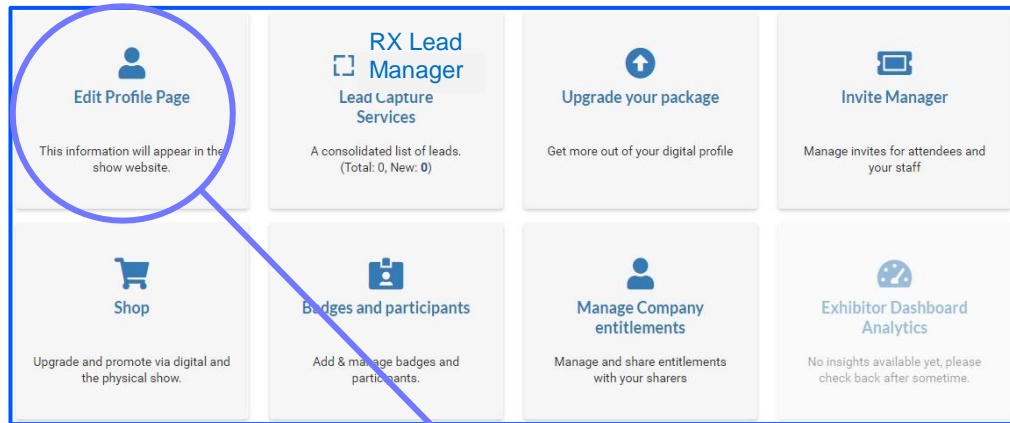
Here you will find the **name of your company**

Here you will find the **name of your package type**



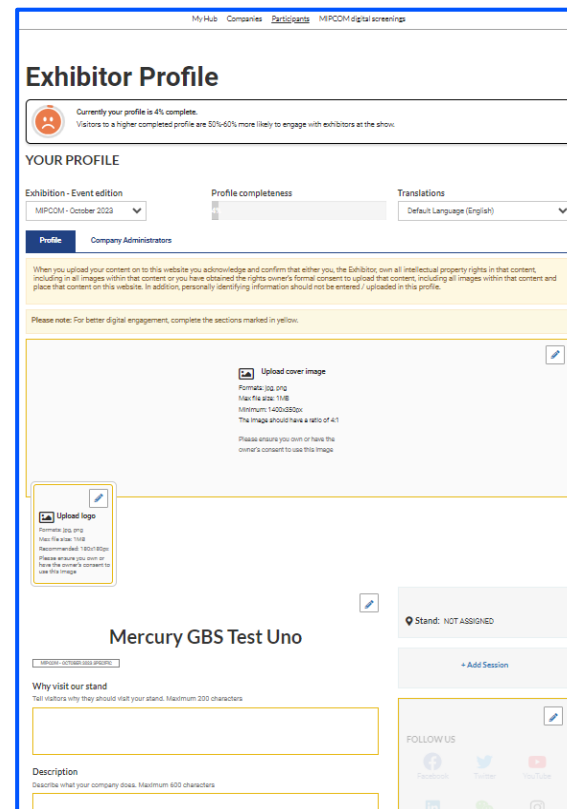
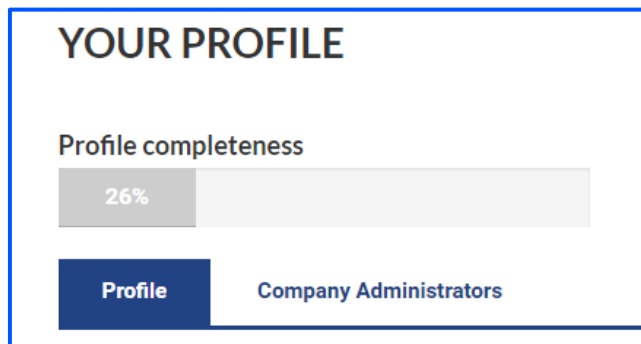
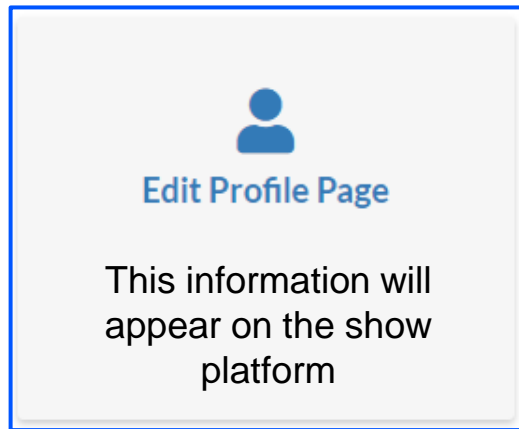
# 4. Edit my profile

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

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**.



Please complete your company profile with as many details as possible !  
Logo, description, cover image... Boost your business opportunities!

# 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.

MIPCOM - OCTOBER 2023 SPECIFIC

### Gallery of Projects and Programmes

Your company is not eligible to add Projects and Programmes.

**Add Content**

Products added: 0

Interested in adding Content to your company profile?  
Click the 'Purchase Content Uploads' button to add Projects and Programmes.

**Purchase Content Uploads**

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MIPCOM - OCTOBER 2023 SPECIFIC

### Upload Documents

Select a category (Brochure, Case Study, White Paper, Press Release or Other) and upload the PDF file.

① Select a category... ▼

② **Upload PDF file**

Maximum size 5MB per file.

# 5. RX Lead Manager: The Lead Generation Solution

- >>> **RX Lead Manager 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.
- >>> **RX Lead Manager 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. RX Lead Manager: The Lead Generation Solution

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

**RX Lead Manager 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.

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

**LEADS REPORT**  
Generate and then download your leads report

Total Leads: 3  
New Leads: 0

**Generate Leads report** **Download report**

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. RX Lead Manager: The Lead Generation Solution

*Mobile app to scan visitor's 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

Download on the App Store

GET IT ON Google Play

**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.

XXXXX  
RQVR6NAZ

**Download the RX Lead Manager 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**

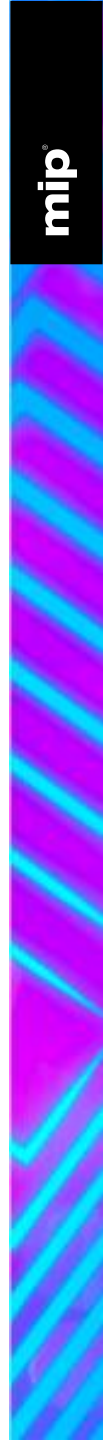
Select up to 3 documents that you want to highlight and share with your leads as part of the end-of-show summary email that the visitors will receive.

**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. RX Lead Manager: The Lead Generation Solution

*Download your leads*

## RX LEAD MANAGER

### DOWNLOAD LEAD REPORT

Download your consolidated leads in the format of your choice

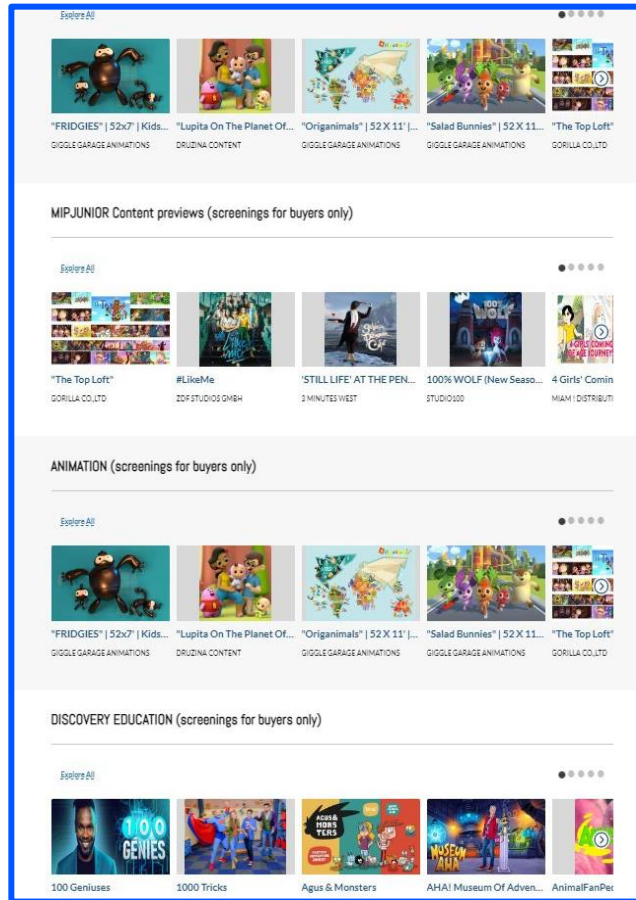
Total Leads 0    New Leads 0

↓ .CSV

↓ .XLSX

# 5. RX Lead Manager: The Lead Generation Solution

*Generating leads online with content*

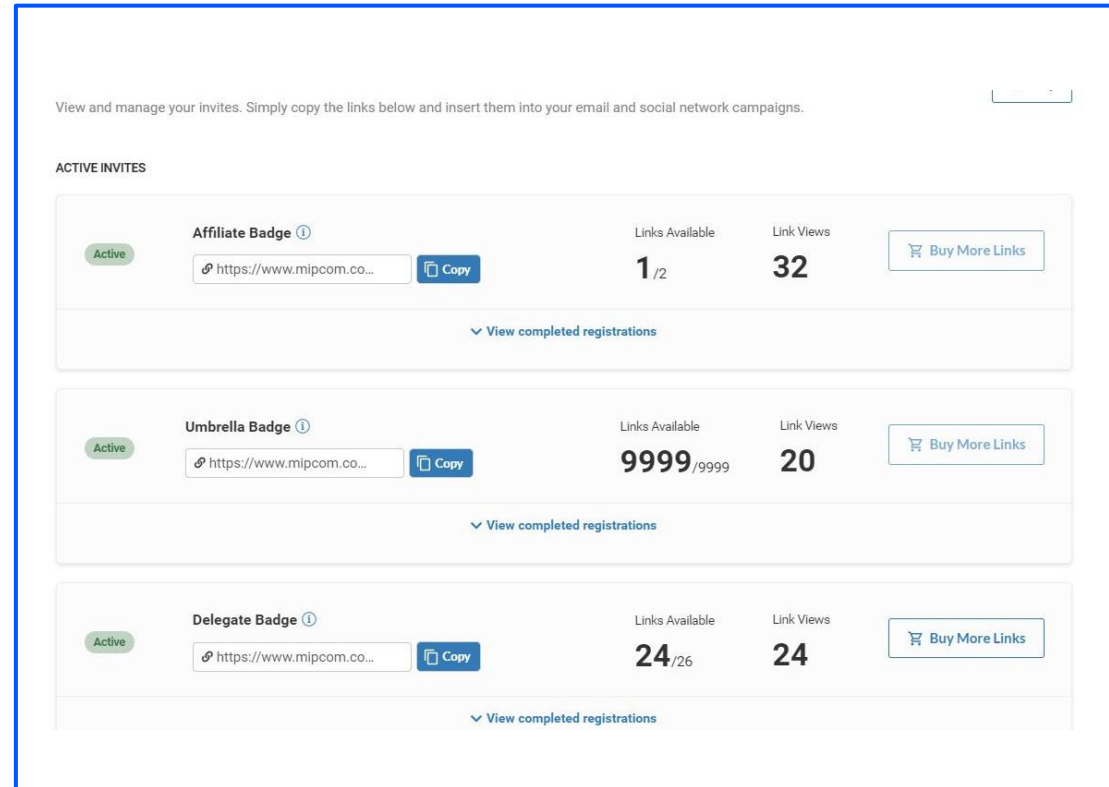
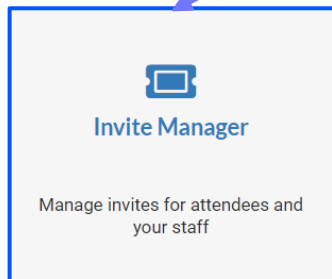
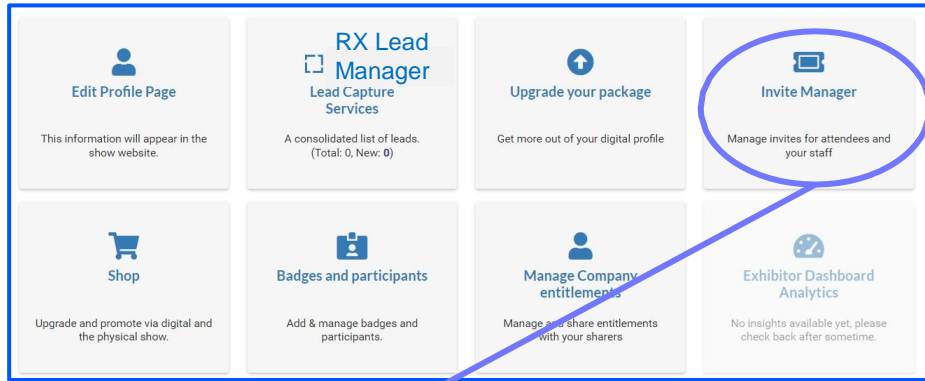


- »» This is a tool for **exhibitors to collect leads online.**
- »» Exhibitors can receive **leads when buyers view their content** in the screening library or when a **participant requests contact online.**

# 6. Invite Manager

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

# 6. Invite Manager

Managing umbrellas and affiliates' registrations out of your quota

The screenshot shows the 'Manage Invites' section of a web interface. It includes a 'Help' button, a description of the feature, and a table of 'ACTIVE INVITES'. One invite is shown as 'Active' with a link to 'https://www.mipcom.com/en-gb/register.html?code...'. The interface also displays 'Links Available' as an infinity symbol and 'Link views' as the number 3. A 'Buy Links' button is visible on the right.

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	Mobile No	Social	Email
Not assigned	Not assigned	Not assigned	Not assigned@gmail.com



# 6. Invite Manager

Preview of the invitation link

The screenshot displays the MIPCOM CANNES Invite Manager interface. At the top, the MIPCOM CANNES logo is visible, along with the event dates (16-19 October 2023) and location (Palais des Festivals, Cannes). A navigation menu includes links for 'What is MIPCOM?', 'Attending Participants', 'Conferences and Events', 'Co-Production & Content Market', and 'Practical Info'. Below the menu, a heading reads 'View and manage your invites. Simply copy the links below and insert them into your email and social network campaigns.'

The 'ACTIVE INVITES' section contains three rows of invite details:

Invite Type	Link	Copy	Links Available	Link Views	Buy More Links
Affiliate Badge	<a href="https://www.mipcom.co...">https://www.mipcom.co...</a>	Copy	1/2	32	Buy More Links
Umbrella Badge	<a href="https://www.mipcom.co...">https://www.mipcom.co...</a>	Copy	9999/9999	20	Buy More Links
Delegate Badge	<a href="https://www.mipcom.co...">https://www.mipcom.co...</a>	Copy	24/26	24	Buy More Links

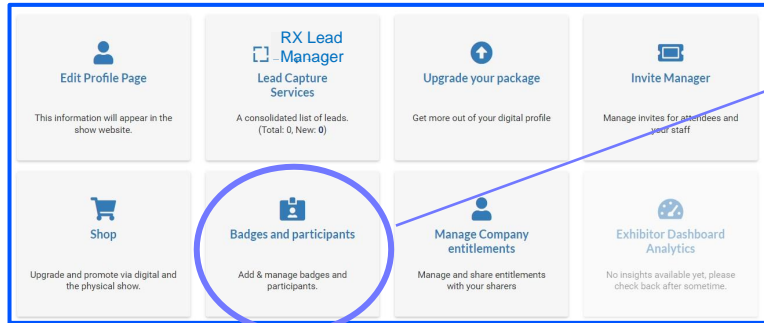
Each row also includes a 'View completed registrations' link.

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.

# 7. Manage your Company Badges

Allocate badges for your company



CLICK HERE if you want to create a single Badge

A screenshot of the 'Company Badges' management page. The 'Create Single Badge' button is circled in blue. A blue arrow points from this button to the 'Create New Badge' form in the next screenshot. Another blue arrow points from the 'Download template' button to the right-hand text.

>>> Use this template to upload multiple delegates at the same time

A screenshot of the 'Create New Badge' form. It includes input 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 at the bottom.

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

# 7. Manage your Company Badges

*Purchase additional delegate from your quota stand*

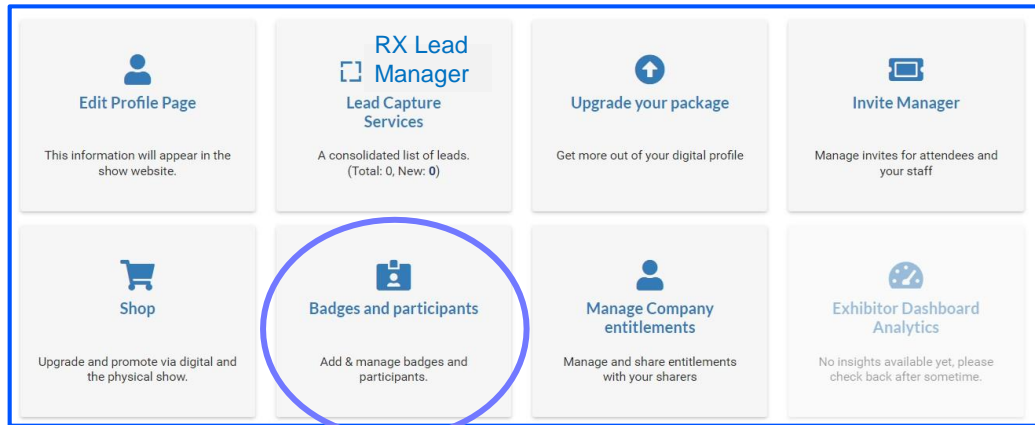
A dashboard overview with eight tiles. The 'Badges and participants' tile is circled in blue. The tiles are: Edit Profile Page, RX Lead Manager, Upgrade your package, Invite Manager, Shop, Badges and participants, Manage Company entitlements, and Exhibitor Dashboard Analytics.

The 'Badge manager' interface. It has two tabs: 'Allocate badges' and 'Your company badges'. Under 'Your company badges', there is a 'Buy Badges' button circled in blue. Below it, there are sections for 'Company Badges', 'Sharer Badges', and a table for 'Badges Used'.

The 'Buy Badges' modal dialog. It shows 'Exhibitor Buyer registration €540' with a quantity selector set to 0. Below, it shows 'Total (exl tax): €0', 'Tax (based on billing address): €0', and 'Total: €0'. There are 'Cancel' and 'Checkout' buttons.

# 7. Manage your Company Badges

*Purchase additional delegate from your quota stand*



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 exhibitor badges you have uploaded

**Badge manager**  
View your badges and allocate them to your staff

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

Company Badges: 2/0 Allocated

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

Here you can find the payment status of the badge







# 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.

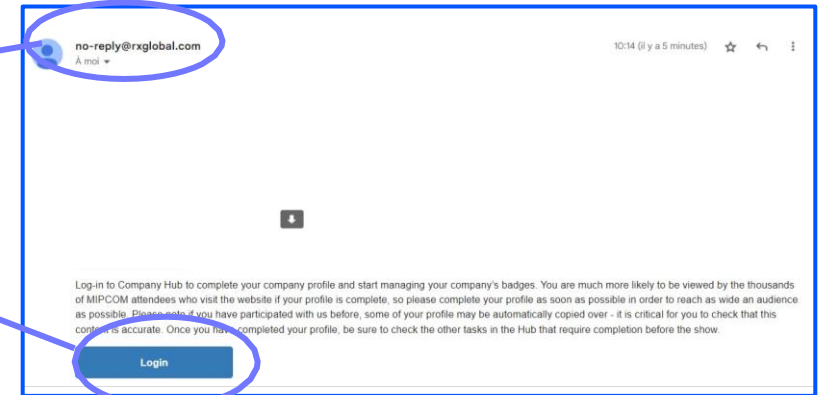
Once a badge is edited, a new version will be created. The previous badge will be deactivated.

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

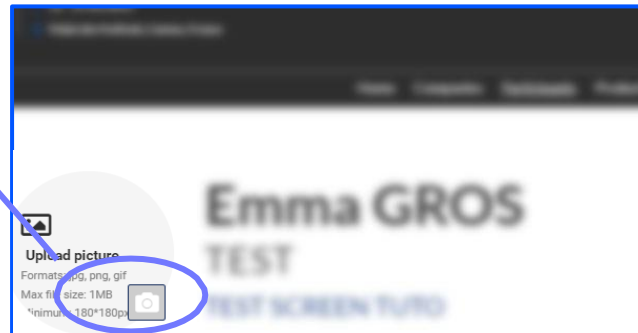
# 8. Your Delegates View and Actions

What does your delegates access on the company hub?

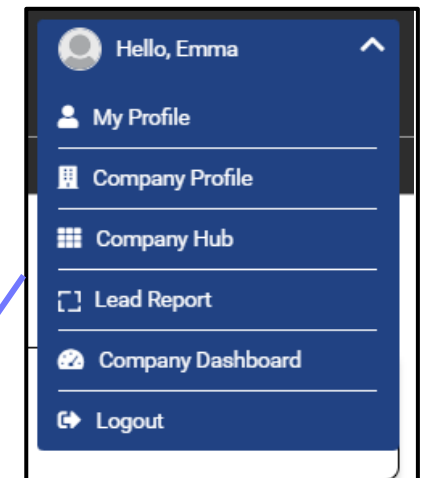
As soon as they are registered the delegate will receive an automatic e-mail to connect to their profile



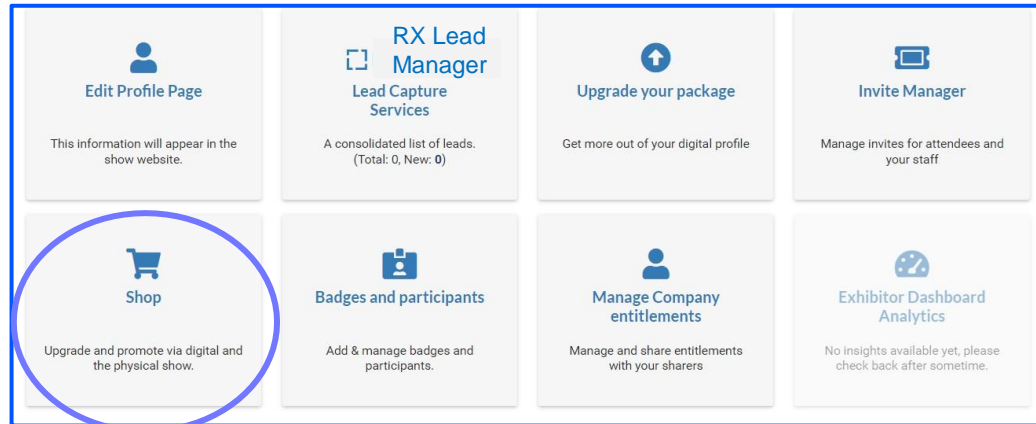
Delegate will connect to their profile and will have access to upload their picture to receive the badge (sent by email a few days before the market)



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

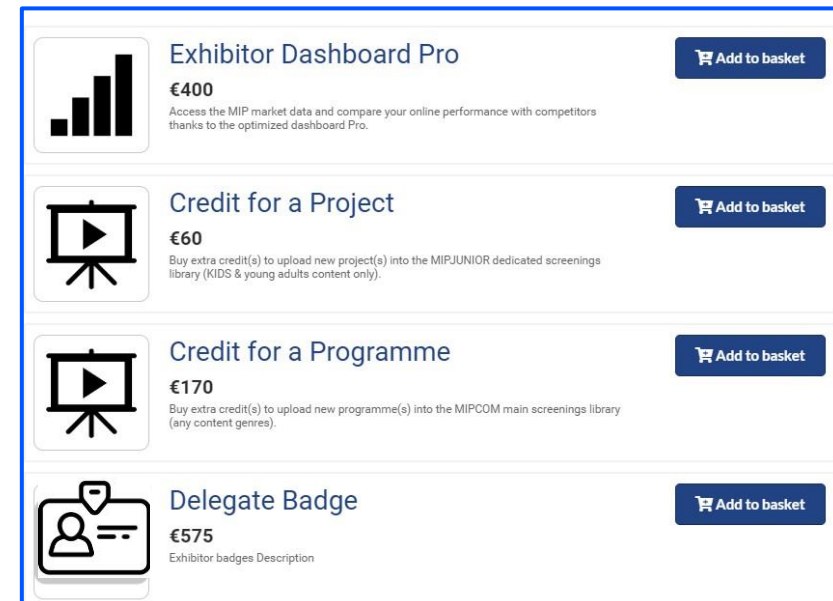
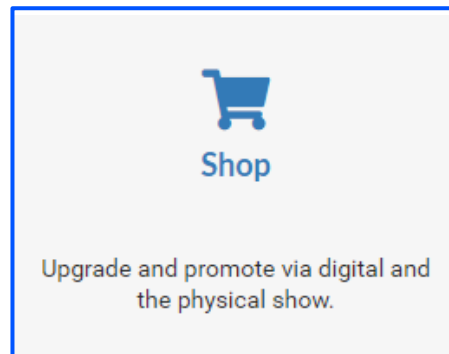


# 9. E-shop Section



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*

The screenshot displays three digital service options in a list format:

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

>>> 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)



# 10. Update your Digital Package: Increase your Visibility

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

**RX Lead Manager**  
 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 and 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 <a href="#">Select</a>
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. Update your Digital Package: Increase your Visibility

Feature title	Bronze Essentials	<b>YOUR CURRENT PLAN</b> Silver Standard	Gold Premium
Pricing	€ 0	€ 0	€ 1,300 <b>Select</b>
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.	×	×	✓

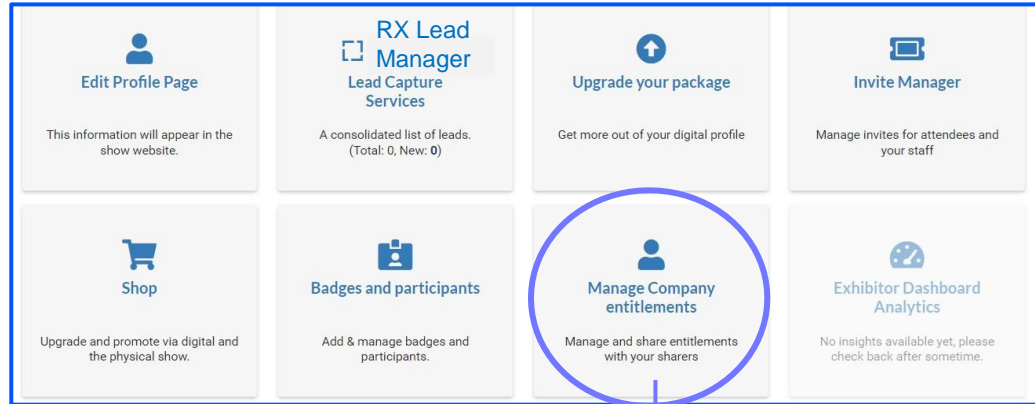
The mention "**your current plan**" indicates the offer already included in your online services package.

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

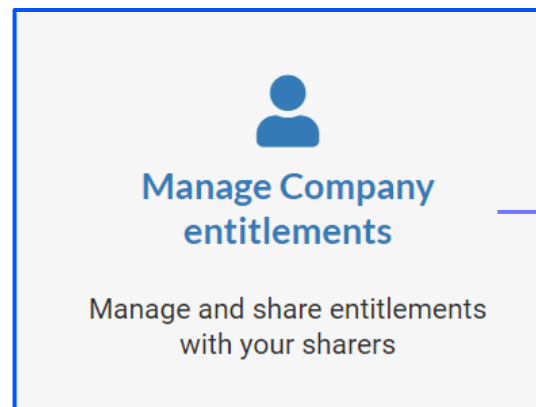
On the left, you will find all the **explanations about the various options available**

# 11. Manage Company Entitlements

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



>>> 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*”).



# 12. Company Dashboard Activities

- Edit Profile Page**: This information will appear in the show website.
- RX Lead Manager**: 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.

**Exhibitor Dashboard Analytics**

No insights available yet, please check back after sometime.

Exhibitors - Conferences - Forms - Settings - Participants - Matchmaking - Floor Plan - Emperia

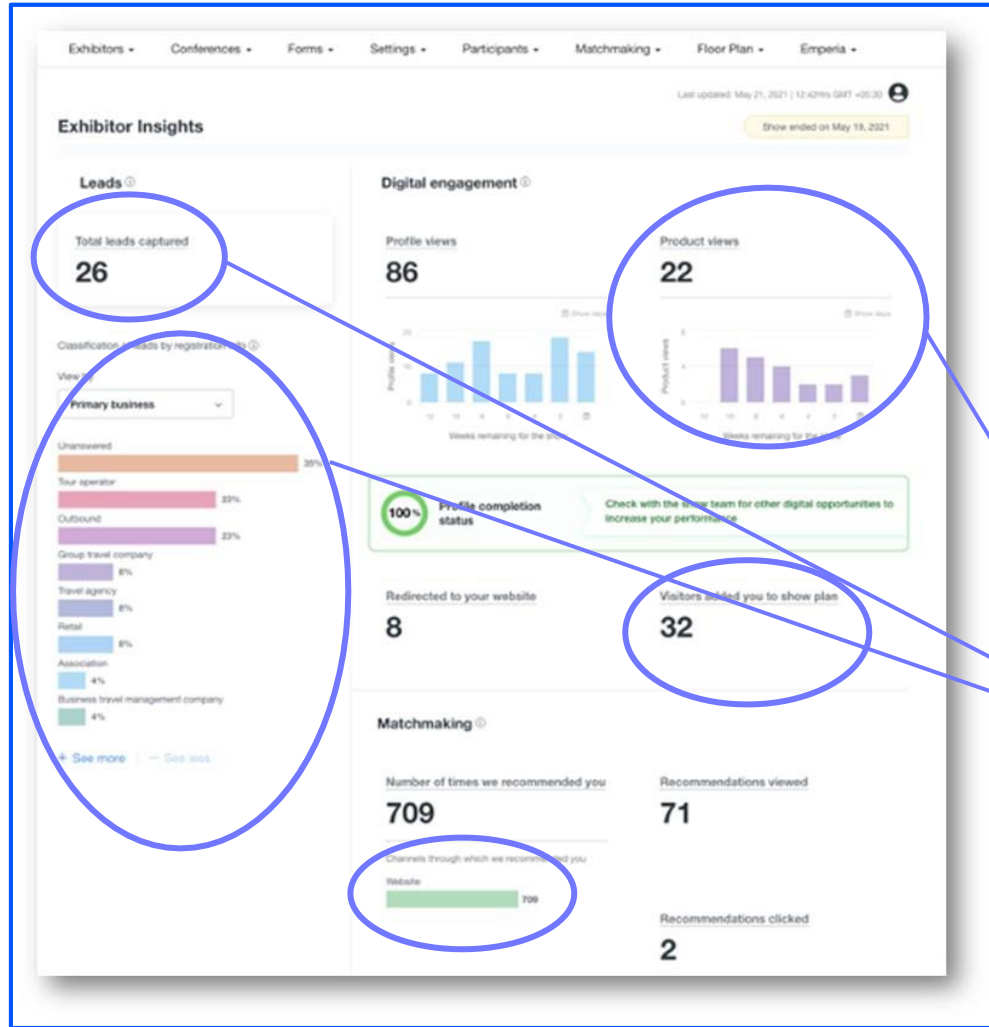
Last updated: May 21, 2021 | 12:42PM GMT +01:00

Show ended on May 19, 2021

### Exhibitor Insights

- Leads**: Total leads captured: **26**
- Digital engagement**: Profile views: **86**; Product views: **22**
- Classification of leads by registration into**: View by: Primary business
  - Unanswered: 38%
  - Tour operator: 23%
  - Outbound: 23%
  - Group travel company: 8%
  - Travel agency: 8%
  - Rental: 8%
  - Association: 4%
  - Business travel management company: 4%
- Profile completion status**: 100%. 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**; Recommendations clicked: **2**

# 12. Company Dashboard Analysis



»» 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 RX Lead Manager 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](#)



# Thank you

## 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**
- **T. +33 (0)6 00 00 00 00**

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CANNES

Palais des Festivals:  
Cannes, France

21 → 24  
OCT. 2024