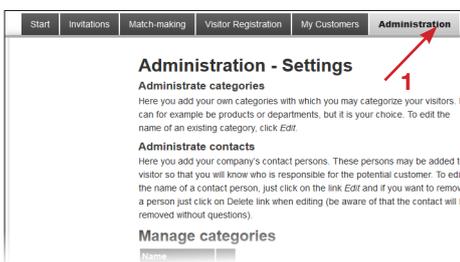# Get started with the Leads tool in Elmia Plus
For iOS (iPhone)

Elmia

The start fee to activate the Leads tool is SEK 1,495 (excluding VAT) per exhibiting company. The fee includes up to five user licences. After all five licences have been activated you can add more.
Each extra licence costs SEK 195 (excluding VAT).
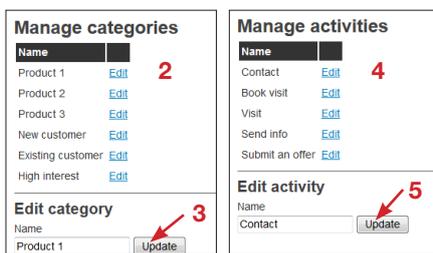

Settings
Check your settings so you can easily keep track of your leads at the fair.
To change your settings, log onto the fair website and go to "My Pages". Select "My Leads" in the menu and then "Administration" (1).

NB! The settings you select here will govern the app for all users in your company.

Manage the categories
To easily keep track of your visitors you can sort them into six different categories. These categories have been assigned standard names that you can easily change by clicking on the "Edit" link (2) for each category. Name the category and click "Update" (3) to save it.
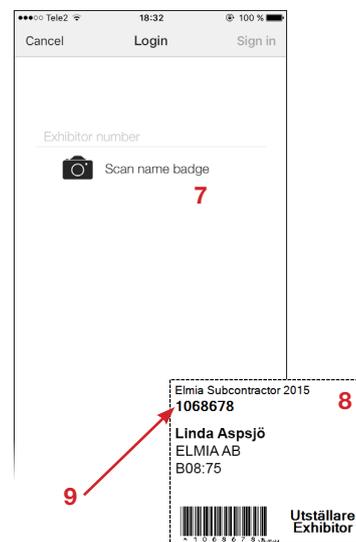
Manage your activities
To easily keep track of your activities so you can follow up meetings at your stand, you can access five different activities. These categories have been assigned standard names that you can easily change by clicking on the "Edit" link (4) for each activity. Name the activity and click "Update" (5) to save it.
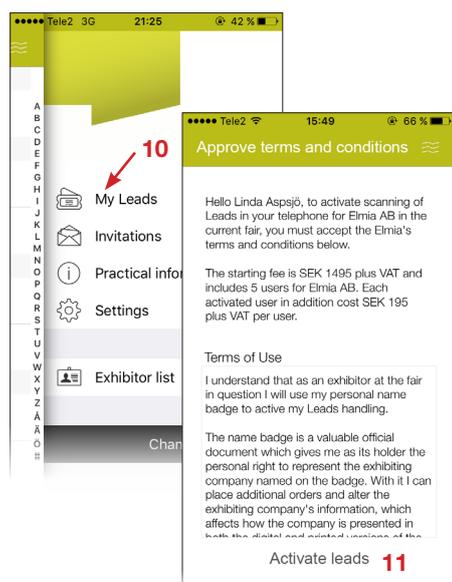
Manage your contacts
You can add the names of your contacts and thereby link them to your own visitors to the stand so that your company will know who is responsible for a particular lead. Fill in the names of your contacts under "Manage your contacts" and then select "Edit/create" (6) to save them.
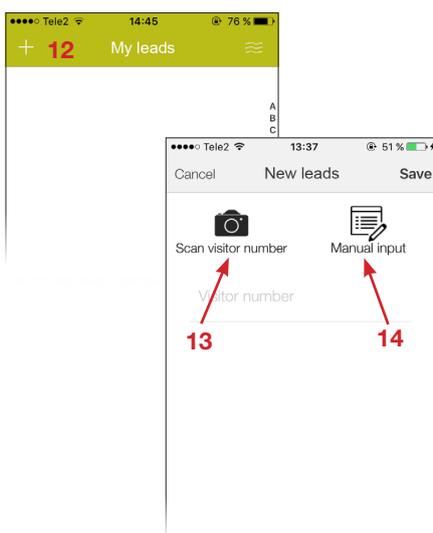
Log in as an exhibitor
Download the latest version of Elmia Plus, open the app and select the fair.

Log in by scanning the bar code (7) on your name badge (8) or filling in your seven-digit exhibitor number (9).
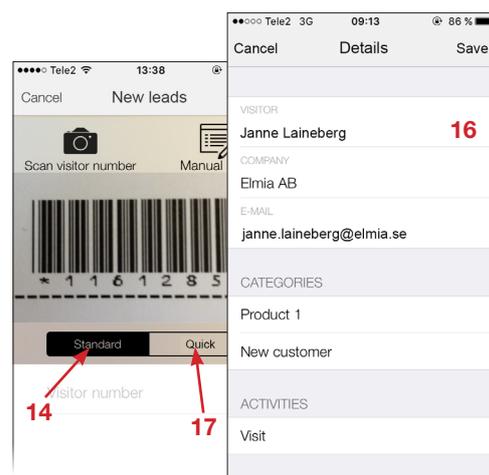
Leads
Activate the Leads tool by selecting the menu item "My leads" (10).
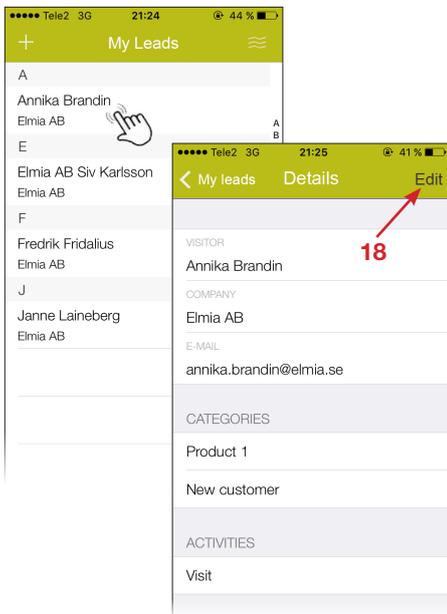Read the user conditions. Scroll down and accept the conditions by clicking on "Activate leads" (11).

Now you can get started and scan leads by pressing "+" (12) and then "Scan visitor number" (13).
You can also add leads manually without scanning the barcode by clicking "Manual input" (14) and then fill in the visitor's information and save.
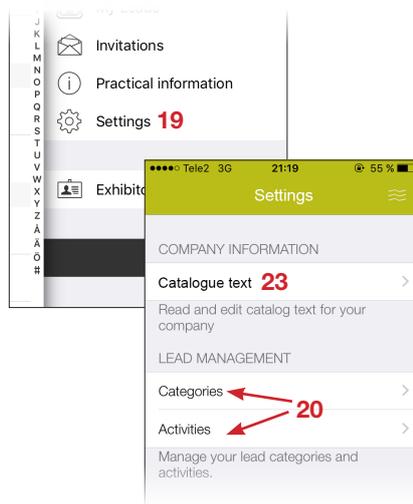
The "Standard" (15) option means that immediately after having scanned the visitor's barcode you can select the categories and activities and assign contacts (16). You can also add your own notes.

Use the "Quick" (17) option if you want to quickly scan several visitors right after each other and fill in the information about each lead afterwards.

Edit your leads

You can edit the information about your leads at any time by selecting the menu item "My leads" and choose which lead in the list you want to edit. Then select "Edit" (18). After you have finished editing, select "Save".
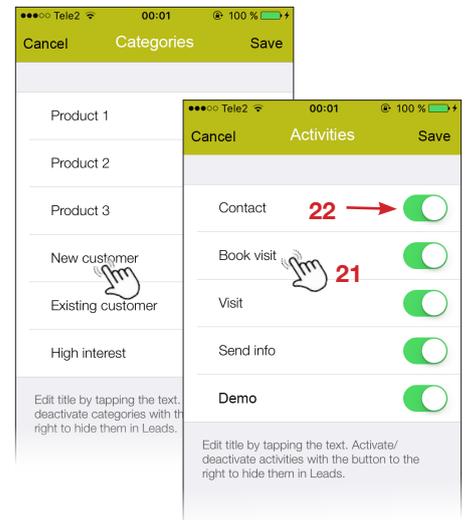
Settings in the app

You can also change the name of the categories and activities directly in the app by going in under "Settings" (19) and choose what you want to change (20). Then click on the text (21), edit and save.
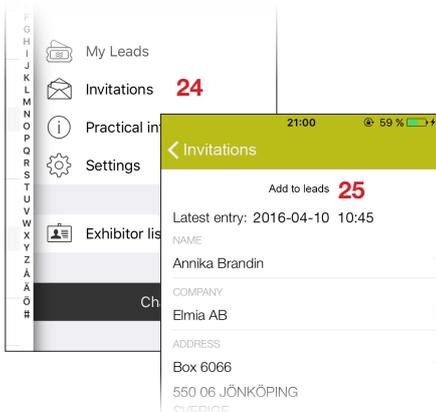
To activate or deactivate the categories or activities in leads handling, use the buttons to the right (22).

NB! The settings you make here will govern the app for all users in your company.

Catalogue text

Under the menu selection "Catalogue text" (23) you can see, add or edit the catalogue text that is visible in the list of exhibitors in the app and in the online fair catalogue.
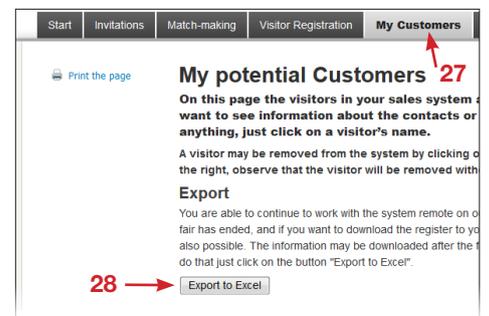
Invitations

If you have used Elmia's printed invitation cards or digital invitation codes to invite people to the fair, you can turn them into leads.

Select "Invitations" (24) in the menu. Here you will see which of your invited guests has registered. Select the person you want to add to your leads. Here you can see if and when your guest has entered the fair. Select "Add to leads" (25) and then "Save".

Customer base after the fair

To access your customer base after the fair, log onto "My Pages" on the fair website and select "My leads" (26) in the menu.

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In the app each user will only see the leads they have personally scanned but under "My Pages" at the fair website your company's complete list of leads and customer base will be available for download or export.

Export to Excel

Select the tab "My customers" (27) to export your leads to Excel (28).