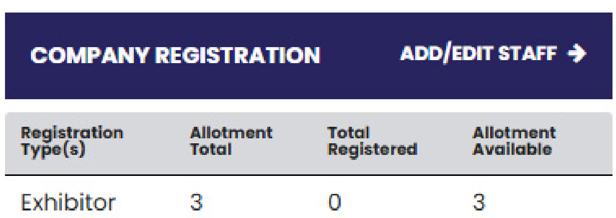
ASDMARKETWEEK
Mobile App & Lead Capture User Guide

You MUST be registered for March 2025 ASD Market Week to access the Mobile App.

Register for ASD Market Week

1. Go to the ASD Market Week [Registration Page]
2. Enter your company name as it appears on your booth contract
3. Enter the password you received in your Booth Confirmation email - should you have questions regarding your password for registration, contact your [Customer Success Manager]
4. Click on "Add/Edit" and follow the prompts on your screen to complete your staff registration


COMPANY REGISTRATION ADD/EDIT STAFF

Registration Type(s)	Allotment Total	Total Registered	Allotment Available
Exhibitor	3	0	3

Each exhibiting company receives 3 badges per 10x10 booth. While we recognize that some companies will require additional badges, please be aware that such requests for additional badges will be reviewed by Show Management and will require approval.

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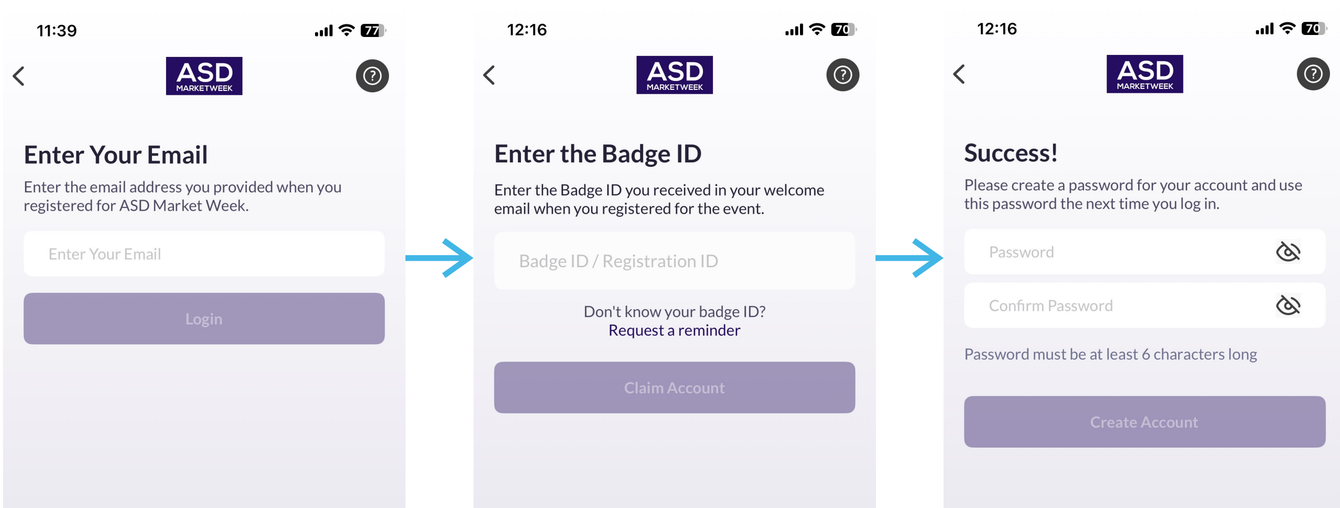
Download the Mobile App

Scan the QR code below or go to the app store and search "ASD Market Week"

SCAN ME

Logging in for the First Time

Enter the email address you used for registration and your badge ID number that you received in the registration confirmation email, then follow the instructions on the screen to create your password.



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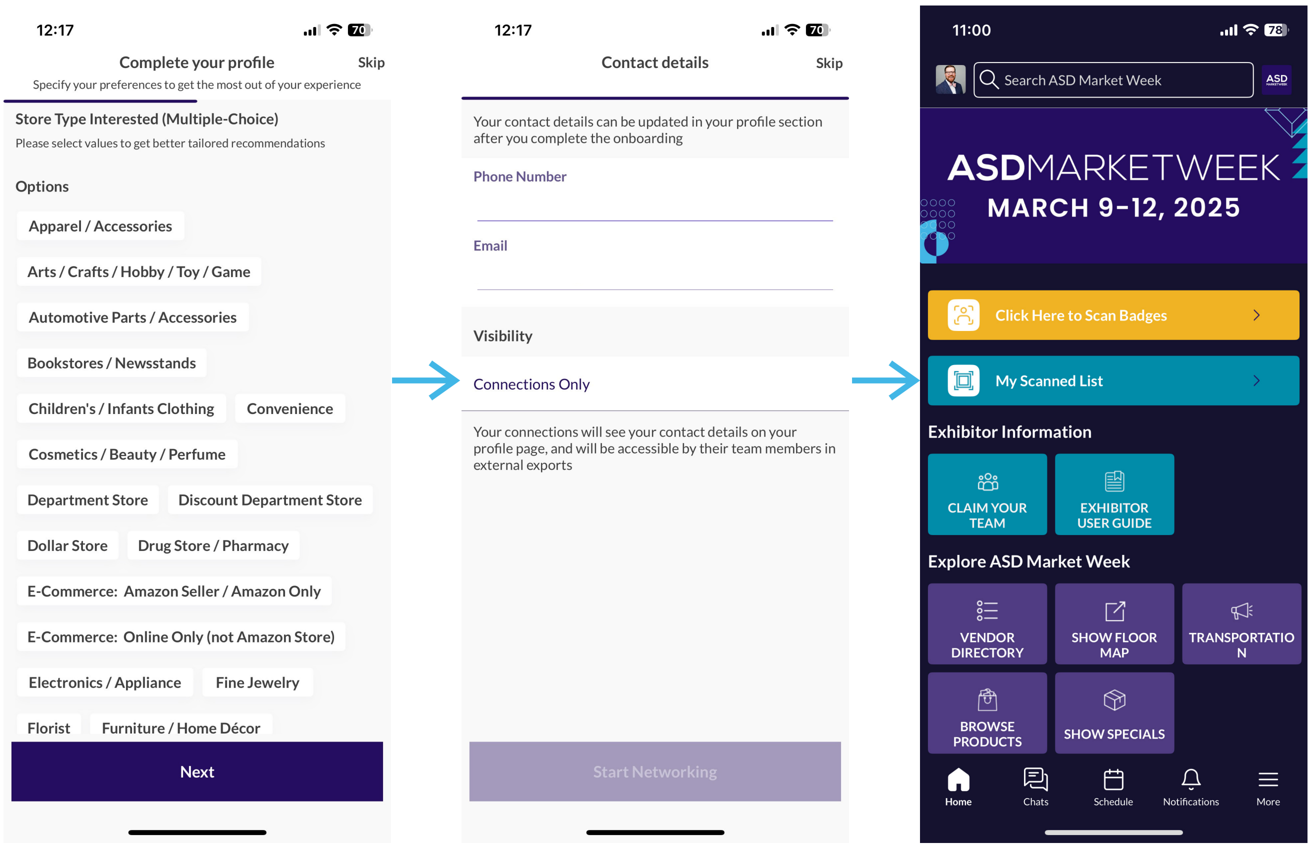
Logging in for the First Time

Complete your profile by selecting your company type and what contact information you want to share.



Entering your store type will enable the Mobile App's built-in AI to generate more relevant attendee suggestions and leads.

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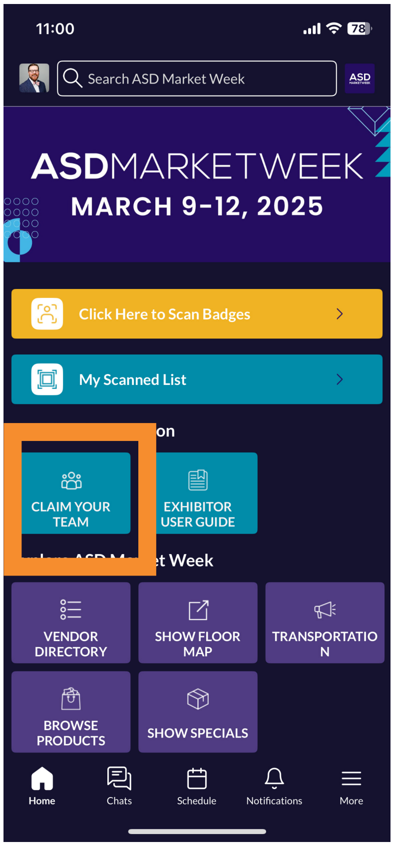
Claiming Your Company Team

Claiming your team unlocks more leads!

When you claim your Team it unlocks Lead Notes and Ratings so your team can prioritize post show follow up and stay organized.

Claiming your Team also allows you to export all of your staff connections and badge scans in one convenient CSV file to upload to your CRM system and continue the conversation.



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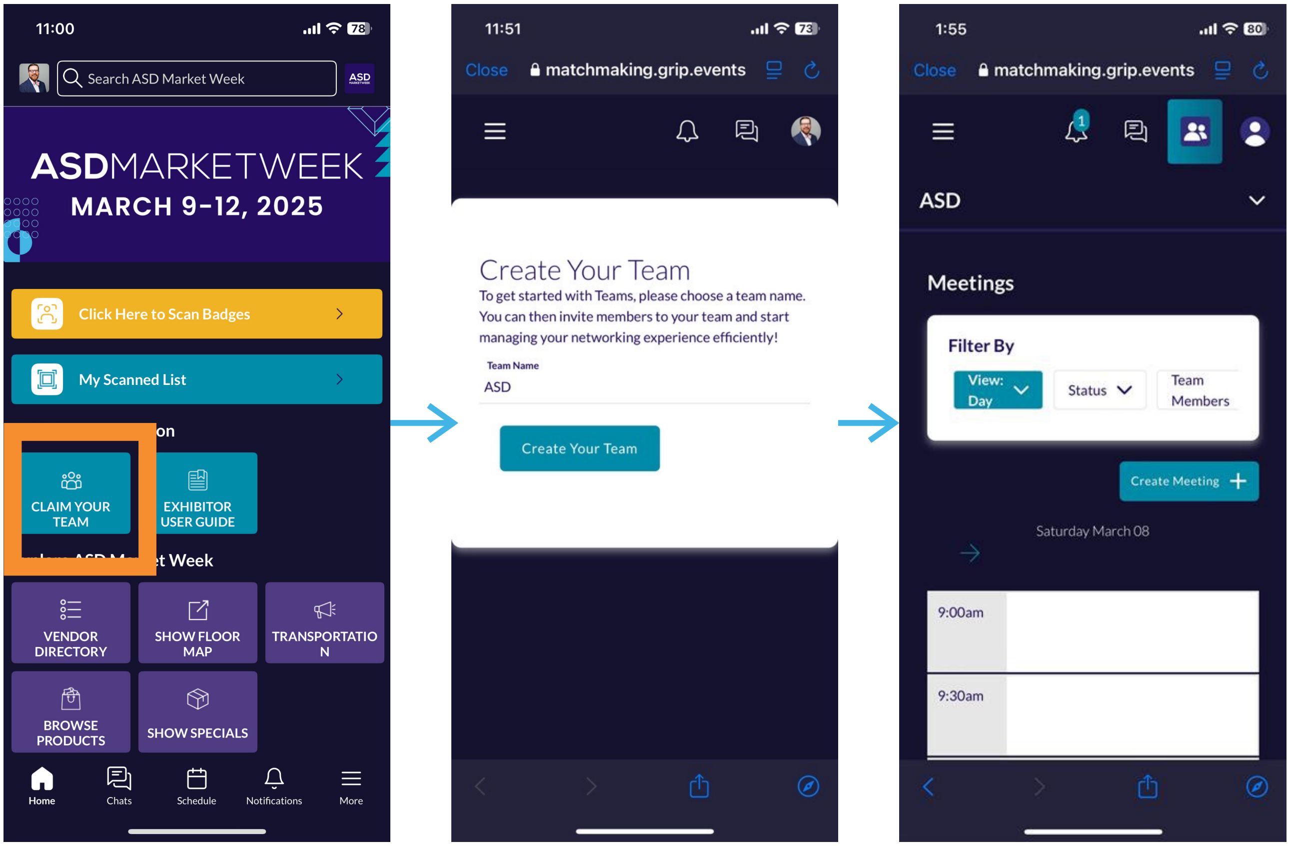
Claiming Your Company Team

The first staff member to login and claim the Team will become the Team admin.



Only Team members can see your Team name

If you would like to adjust which member of your team is the admin, reach out to your Customer Success Manager.

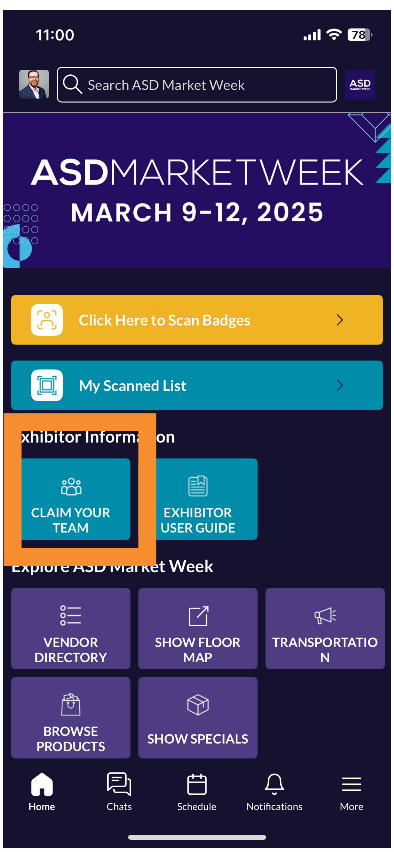
One member from your team needs to claim your team. This allows you to access lead scoring and notes.

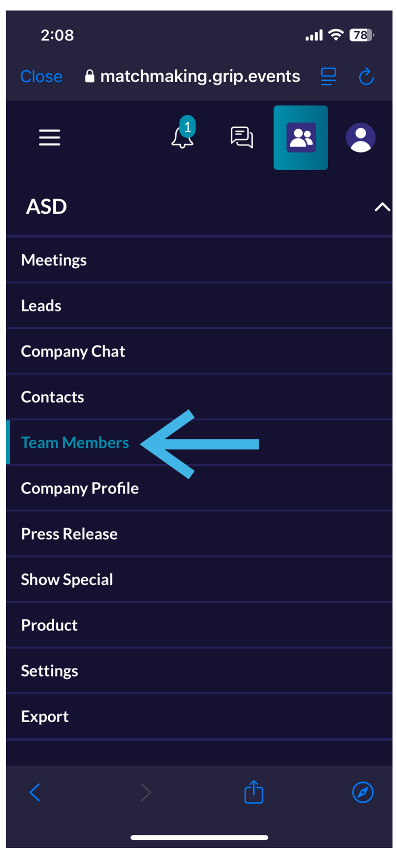
Joining a Team

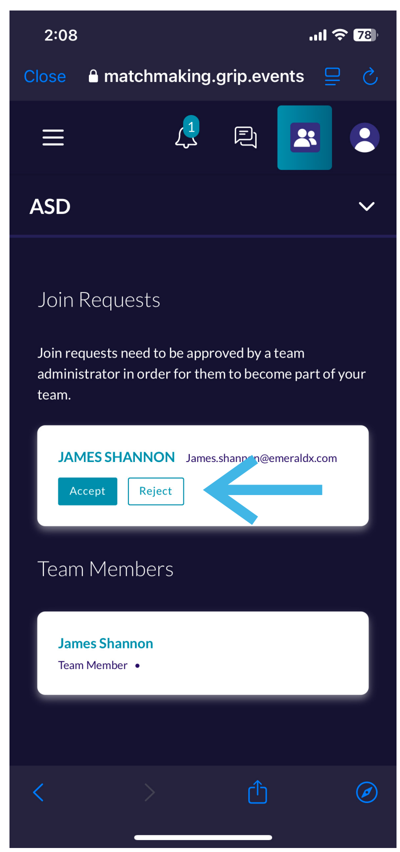
Most staff members will automatically be granted access to the company Team after it has been claimed.

There are circumstances where you will need to accept a staff member to your Team based on when they registered. This function is only available for the Team admin:

Accepting New Team Members







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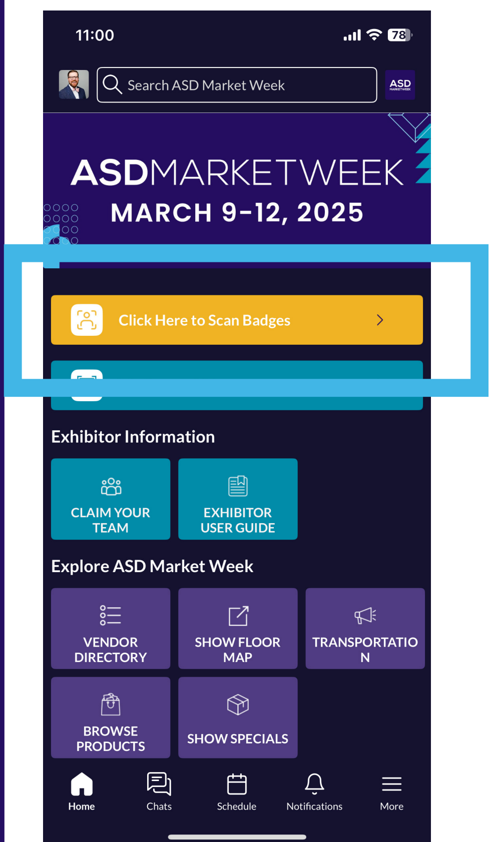
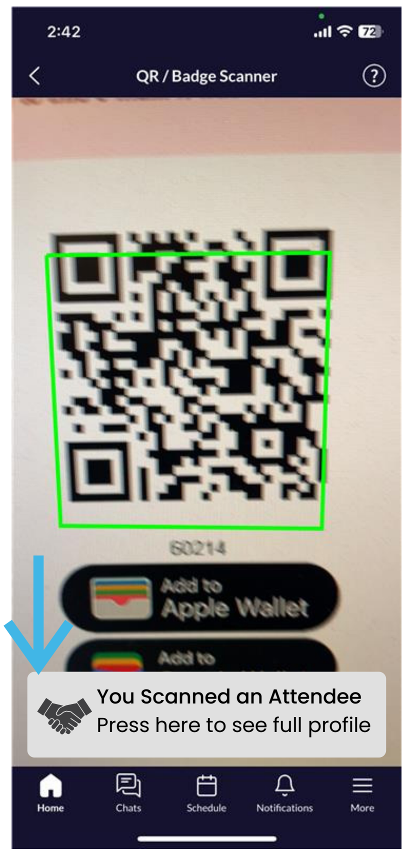
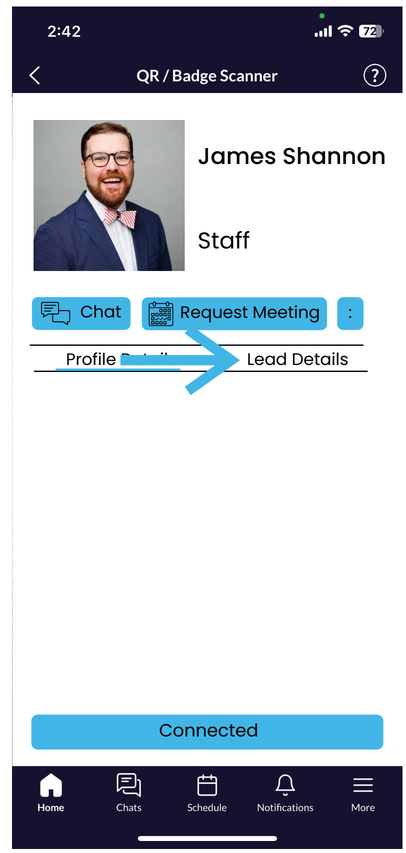
Using the Built in Badge Scanner

Select the Badge Scanning button on the home page, then allow the app permission to access your phone or tablets camera.







Point your camera at the QR code on the buyers badge, the device will vibrate, and you will receive a pop-up at the bottom of the screen. Click the pop-up to open the attendee profile to rate the lead and add notes.

Be sure to click save after you enter your notes.

We collect as much attendee information as possible during the registration process, and the details you see reflect everything we have in our database for that attendee. Please note that some versions of the registration form include fewer questions, which can result in varying levels of data between attendees.

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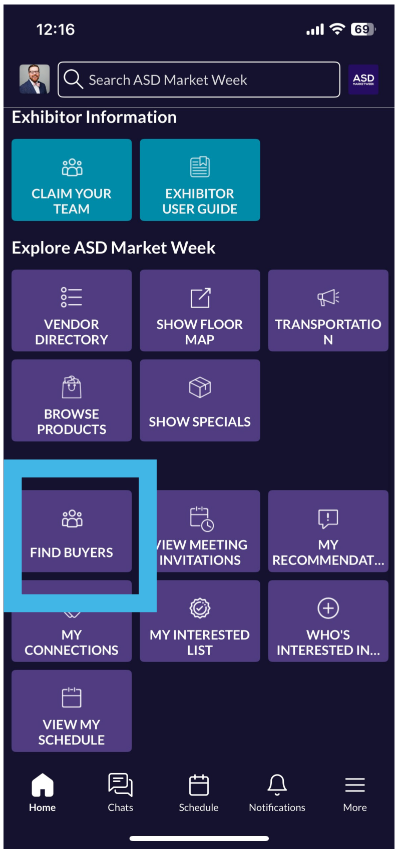
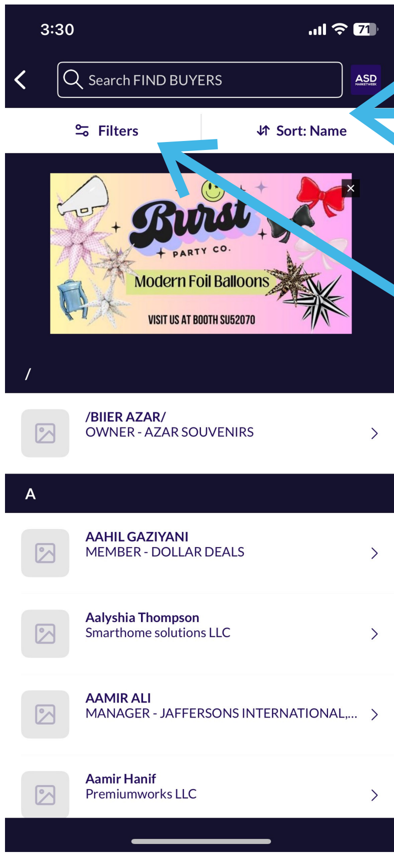
Connecting With Attendees

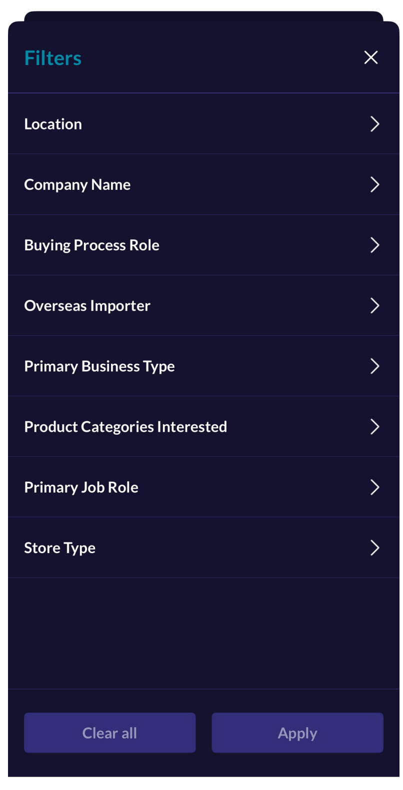
To open the attendee list, select the "Find Buyers" tile on the Home Page navigation.





Adjust how the atendee list is sorted

Add filter criteria to the attendee list



Set criteria based on your ideal customer profile and available filters

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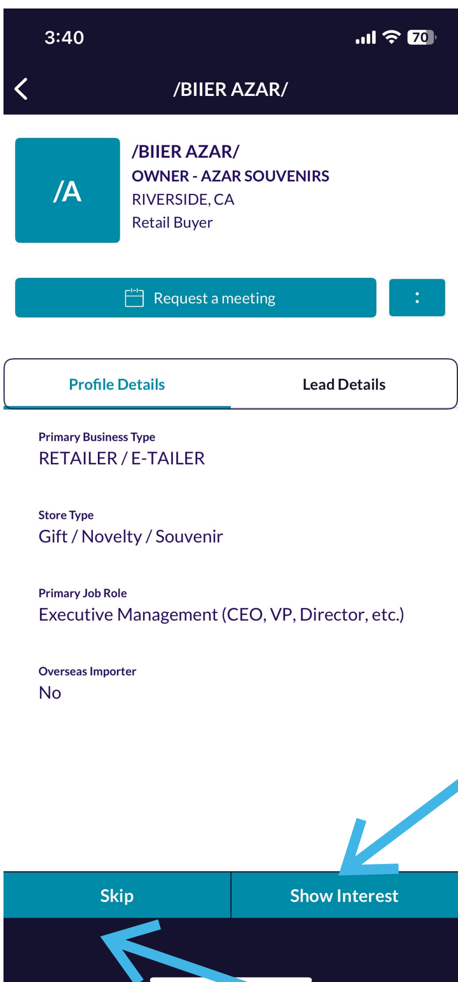
Connecting With Attendees

After identifying an attendee you're interested in, click on their name to open their profile. From the attendee profile page you can skip, show interest in the attendee, and send meeting invites.



Selecting "Show Interest" will notify the attendee you're interested in connecting with them via the "Who's Interested In Me" list on the Home page. If both users show interest, you will form a connection and share contact details.

"Skipping" an attendee will hide them from your recommendations. They will not see that you skipped them.

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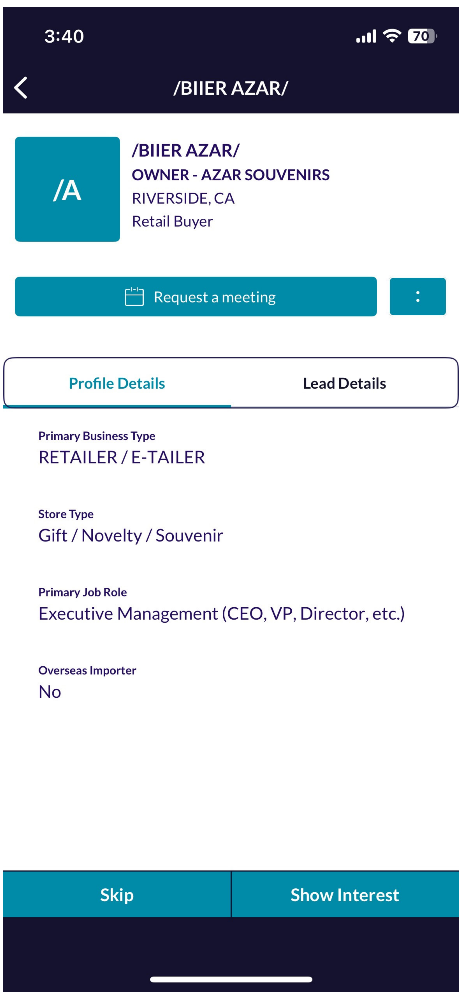
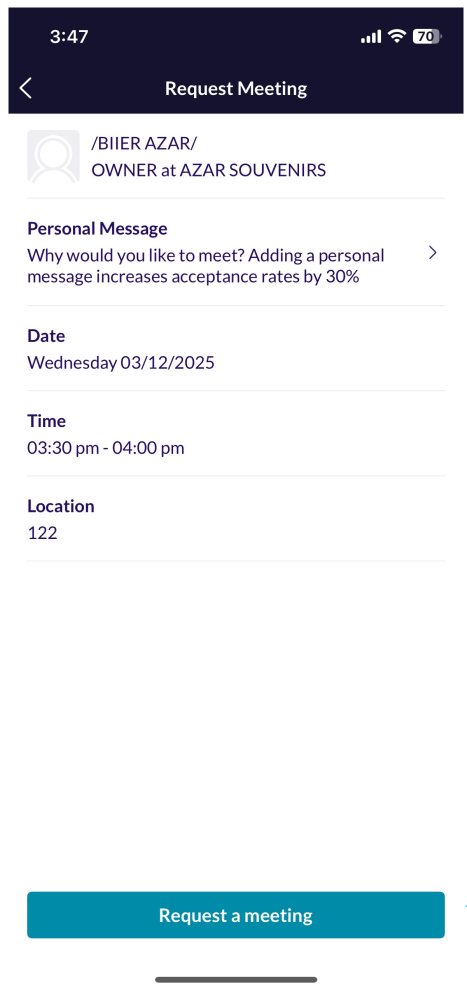
Requesting Meetings With Attendees

You can request meetings with attendees directly from their profiles. Open the attendee profile you're interested in meeting with and follow the instructions below.





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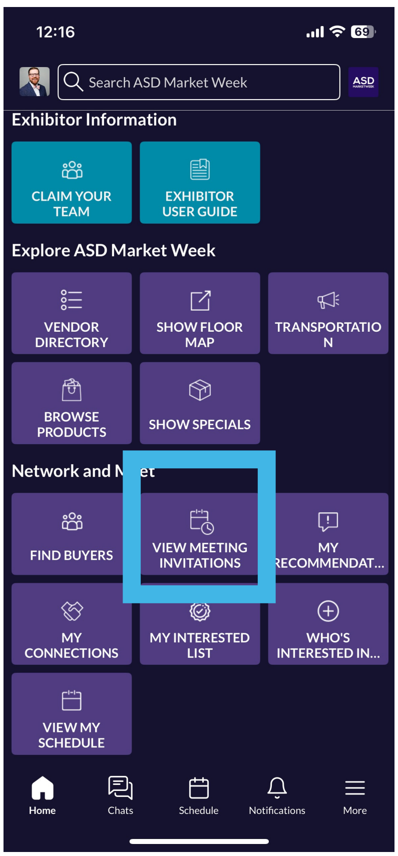
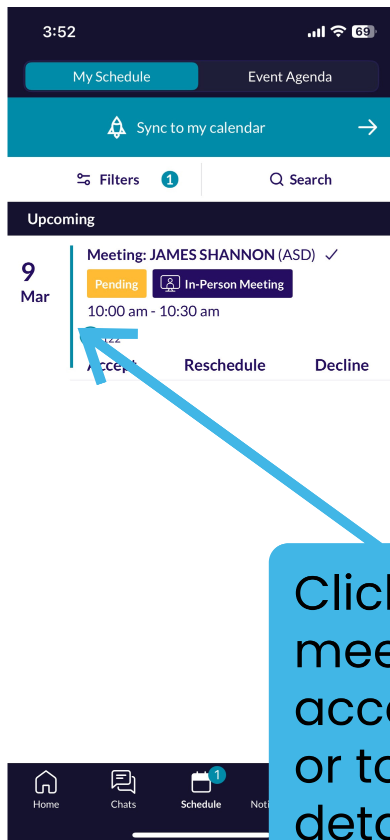
View Your Pending Meetings

You can request meetings with attendees directly from their profiles. Open the attendee profile you're interested in meeting with and follow the instructions below.





Click on the meeting request to accept the meeting, or to show/edit the details

Team admins can set and manage team members availability via the Team portal on a laptop/desktop device.

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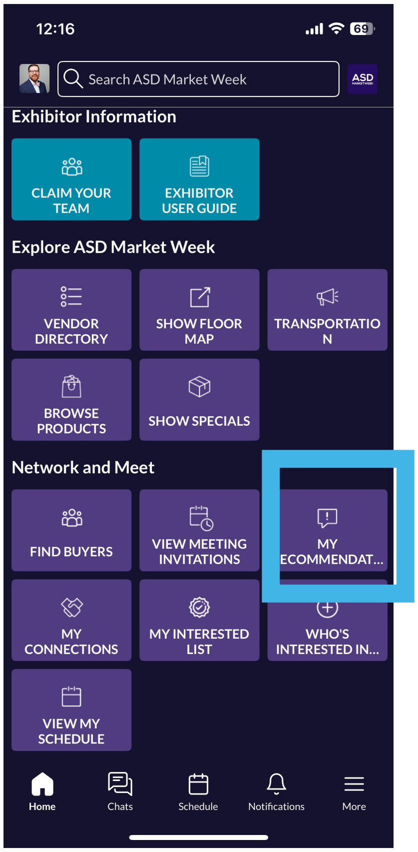
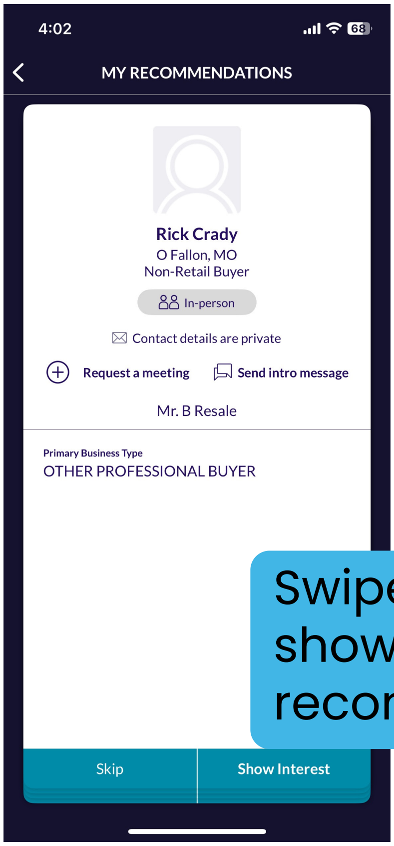
View Recommended Attendees

Your recommendations are unique to you based on the information you provided during registration and when joining the Mobile App.



If you and the other user both show interest in each other, you will become connections and will share contact details.

Swipe LEFT to skip the recommendations. Users won't know you've skipped them



Swipe RIGHT to show interest in this recommendation

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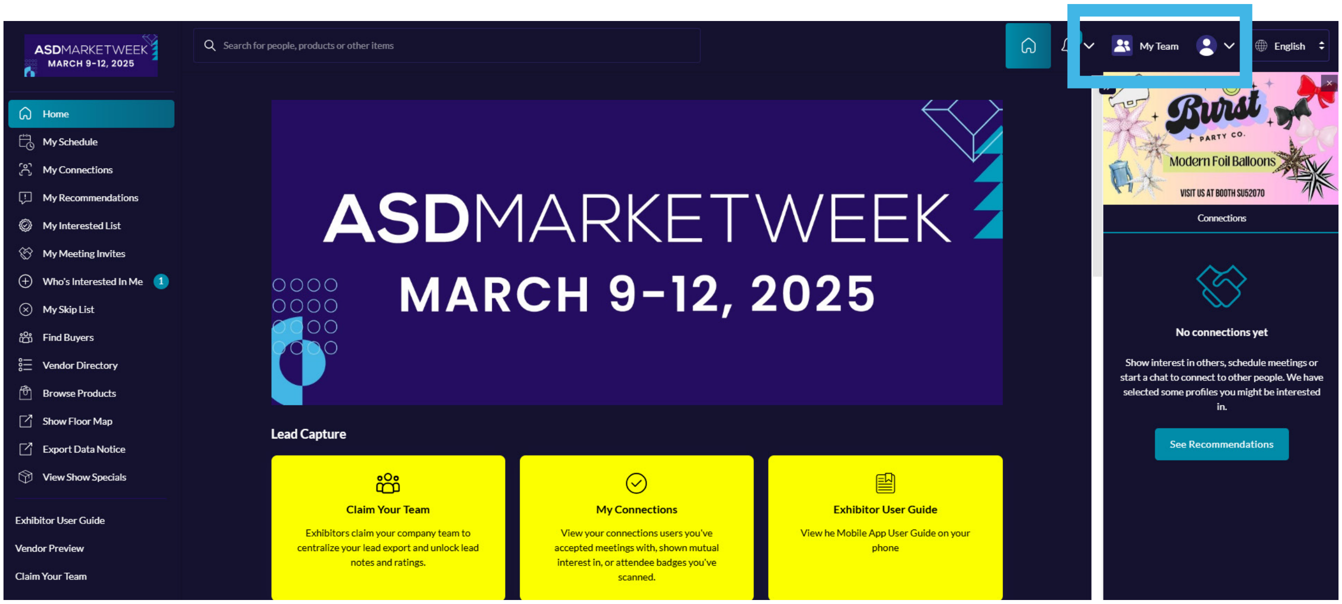
Exporting Leads & Connections After the Show

You can export your Team's leads and connections data at any point from a laptop/desktop device.

1. Go to app.asdonline.com
2. Login using the same username/password for the Mobile App
3. Go to your Team portal via the button in the top right corner



All files export in a CSV or Excel format only. It is strongly encouraged to export leads on a desktop/laptop device - not on mobile.

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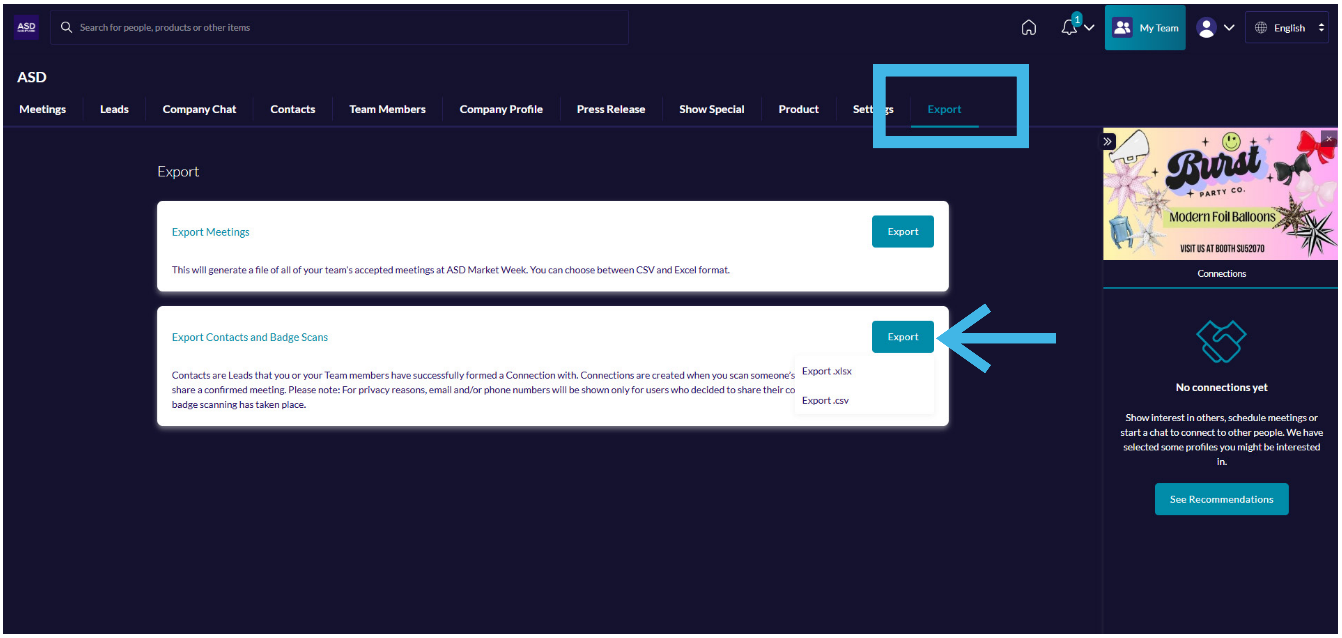
Exporting Leads & Connections After the Show

Once in the Team portal, go the the "Export" tab to the far right and select which data you would like to export.



If a staff member joins a company Team, their leads and connections will automatically transfer over to the Team.

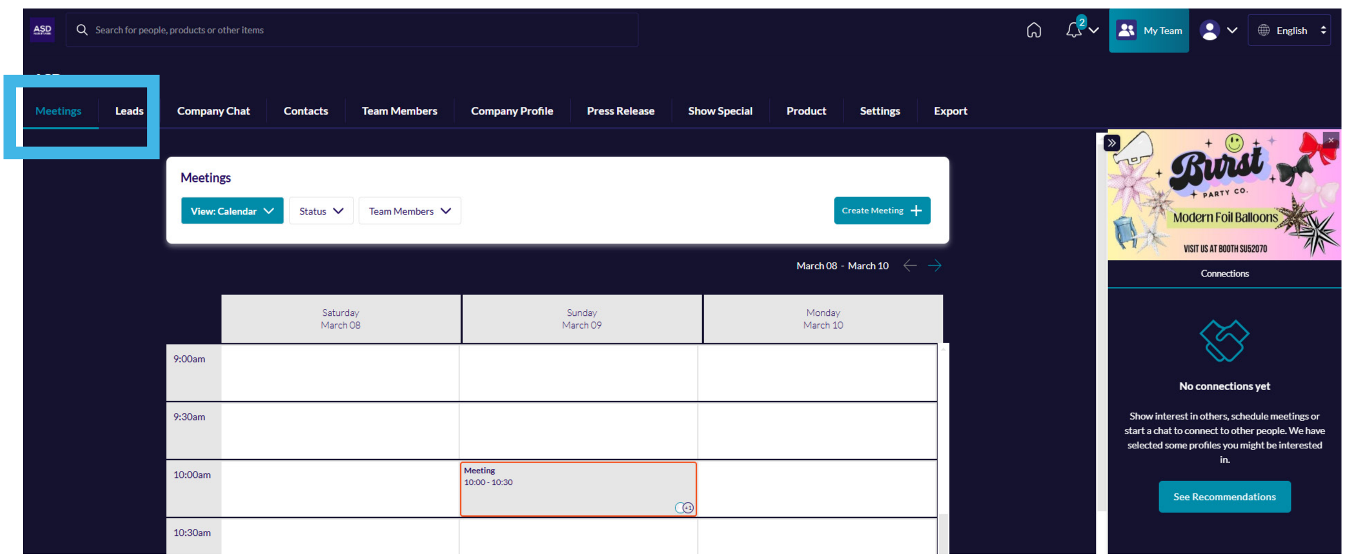
All files export in a CSV or Excel format only. It is strongly encouraged to export leads on a desktop/laptop device - not on mobile.

Please note mailing addresses will not be displayed in the report. To request this information, please contact mobileapp@emeraldx.com.

Utilizing The Team Portal

The Team Portal brings together all of the leads, meetings, and messages your comapny receives in the Mobile App. It is best accessed on a desktop/laptop device.

Meetings Section



Users can view, accept, and adjust all of their meetings from the Home Page by selecting "View My Schedule" under "Network and Meet" or from the Team Portal.

Team Admin members can view, respond and adjust meetings for all team members through the Team portal.

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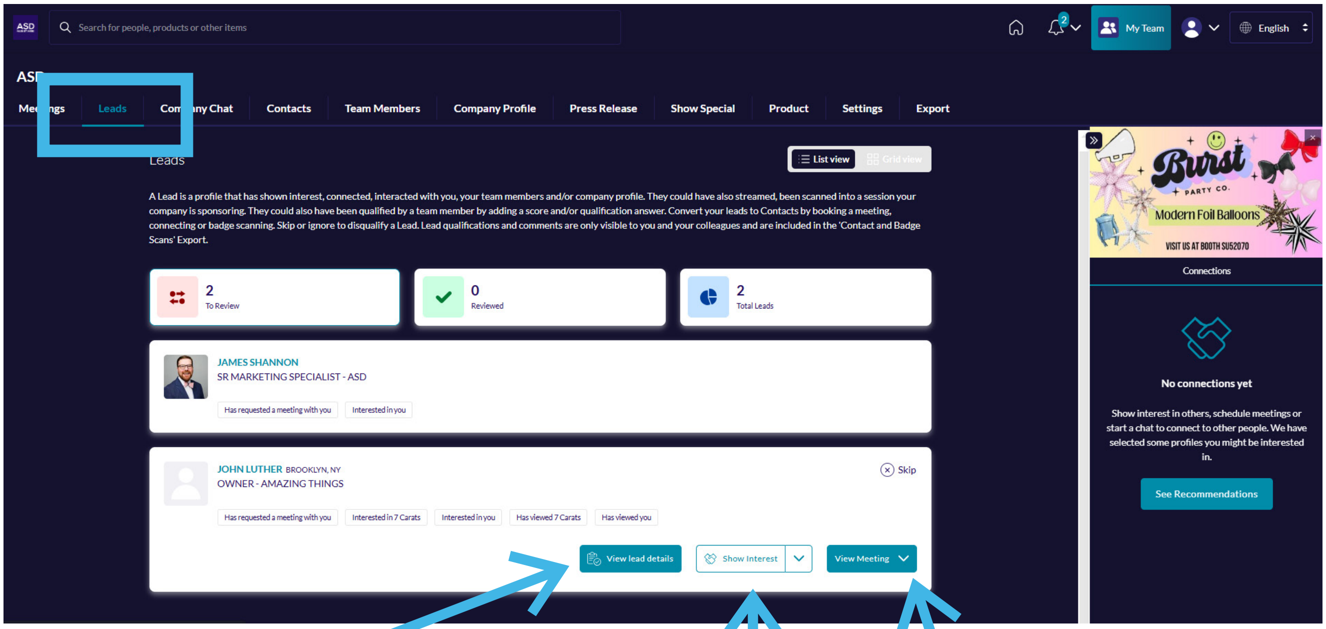
Leads Section

View and qualify all of your teams leads in one convenient place.



View lead details.

Show mutual interest. This wil create a connection and share contact information.

View Meeting request, if that is how the lead came in.

When a lead becomes a connection, you will both share contact information with each other. If you do not see it in the Mobile App, the user has not logged in yet; contact details will still appear in the exported files.

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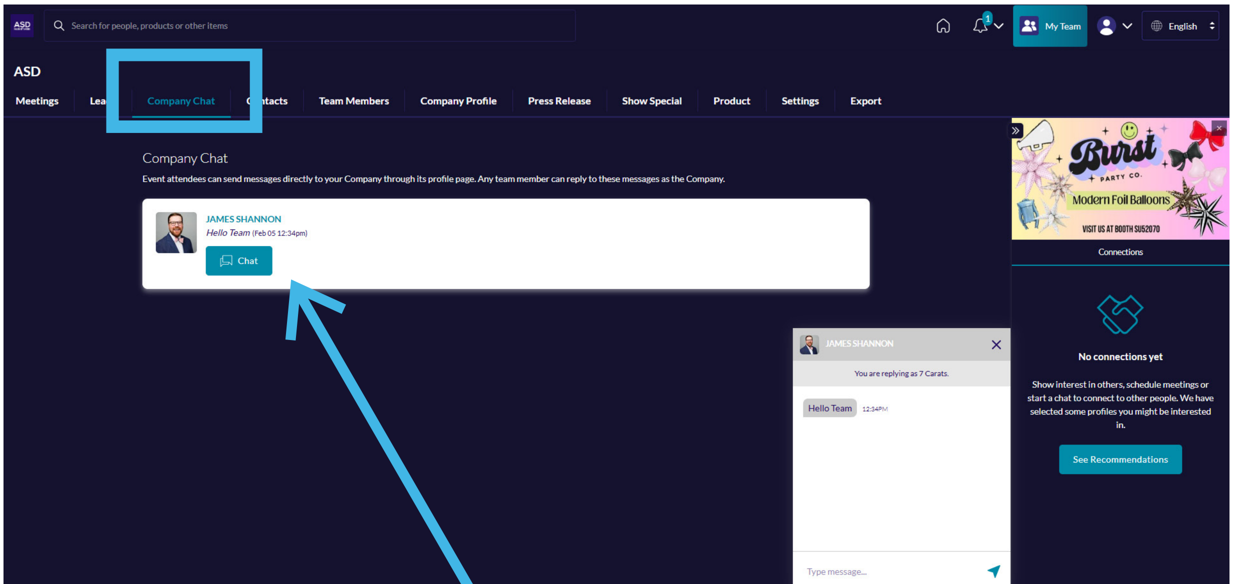
Company Chat

View and qualify all of your teams leads in one convenient place.



Respond to messages sent to your company page by selecting "Chat" then typing in the pop-up window. Note any Team member can comunicate through the Company Chat feature.

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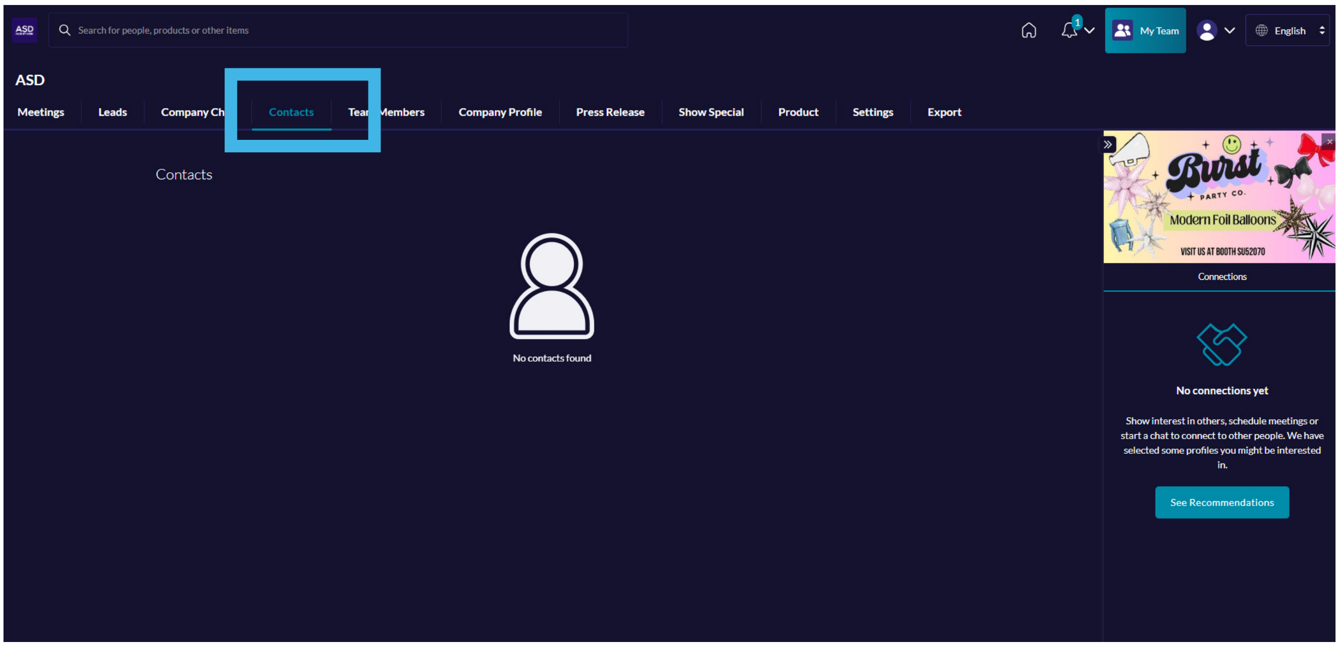
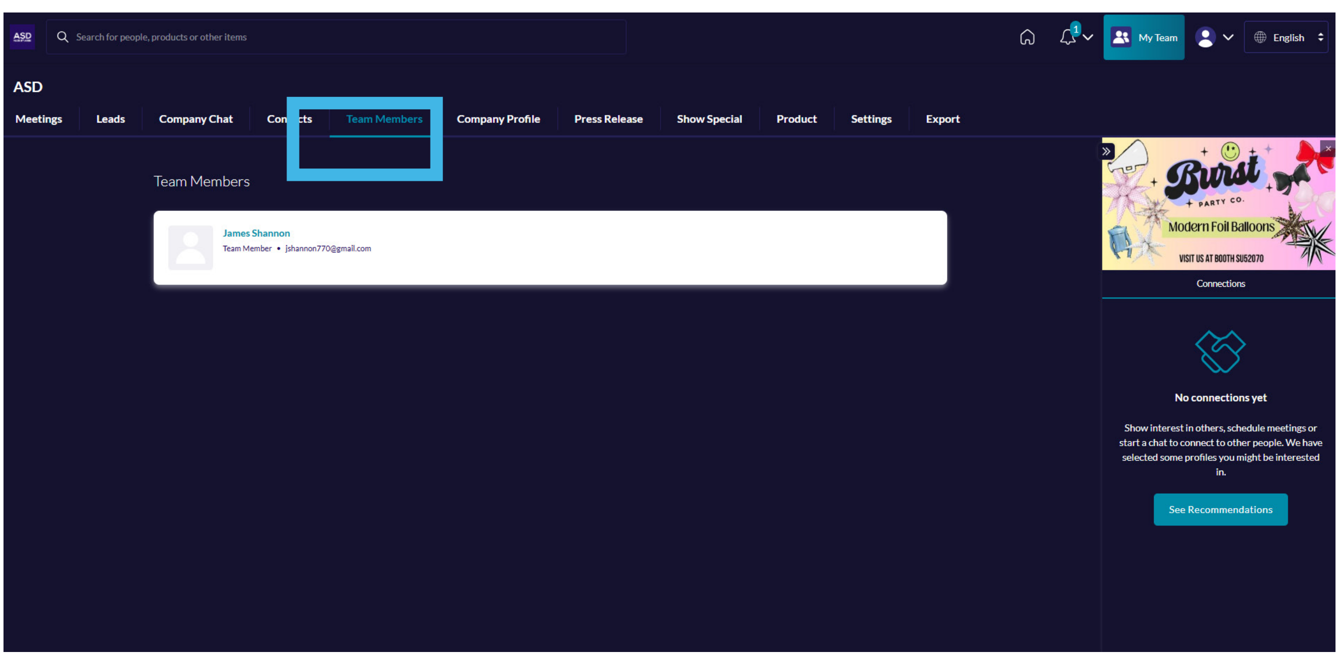
Contacts

View contact details of your entire Teams connections.



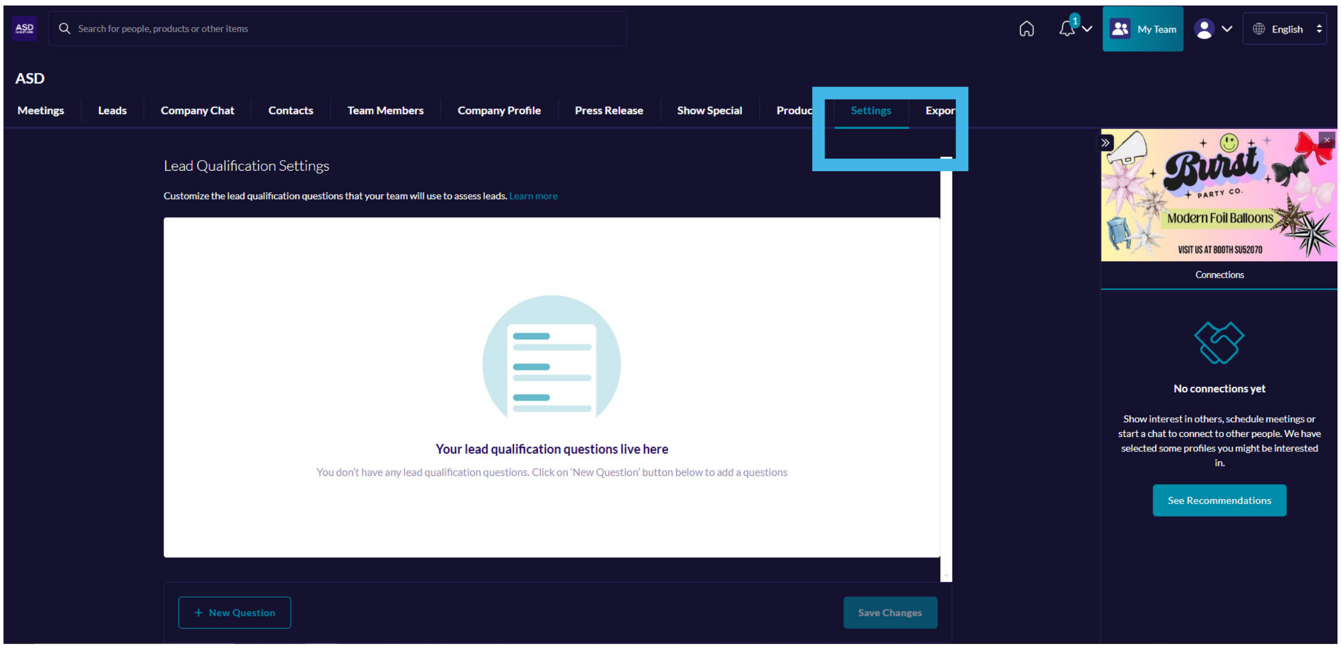
Team Members

View and manage all active team members



Settings

Build a lead qualifying survey to prioritize your follow up post show.



These are not required to utilize the Badge Scanner or Lead generation tools within the Mobile App, but provide additional context for your team post event. Only your Team members will see these results.

You can create Short Answer, Single Select, or Multi Select type questions.

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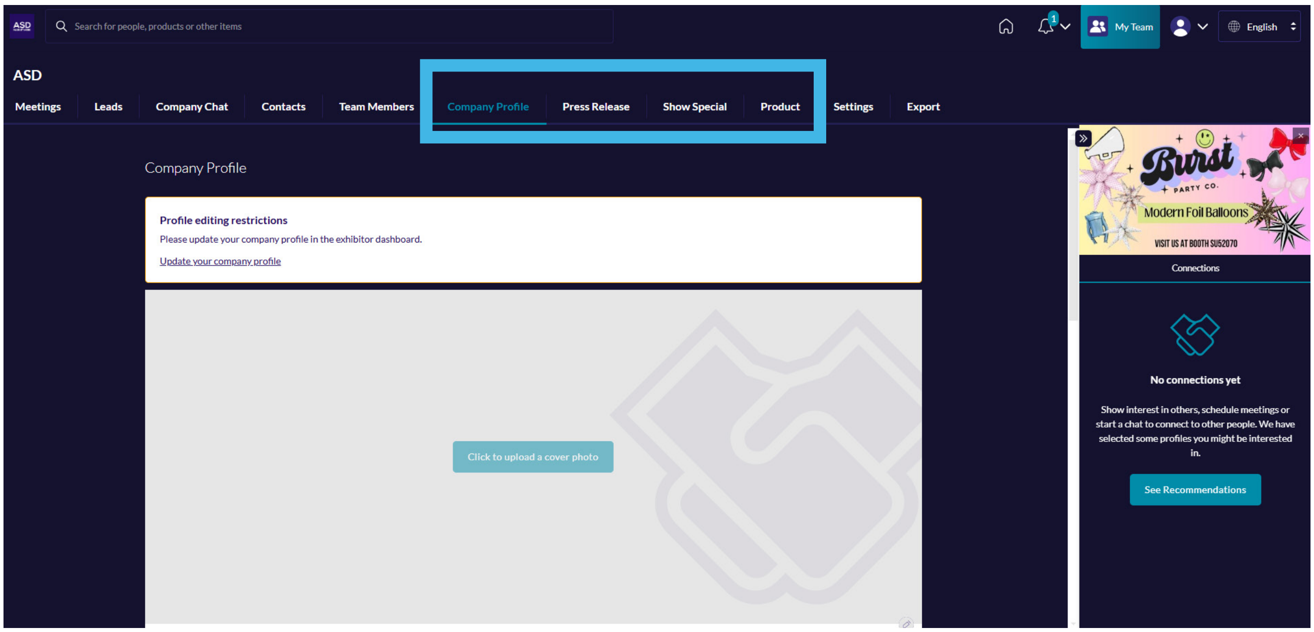
Unused Tabs

The Company Profile, Press Release, Show Special, and Product tabs are not used.



To make changes to your company profile, please go to the [Exhibitor Dashboard.]() Changes made there will sync to the mobile app regularly.

Scan the QR code to the right to access instructions on how to update your Exhibitor Dashboard. Or click here.