

Manual | Inviting clients and prospects in My Easyfairs

Welcome to the second step in My Easyfairs. You have successfully completed the first step in My Easyfairs (Managing your online profile) and based on the information you provided, you can now proceed with the next step; **Inviting clients & prospects**. In this step, you can influence the quality of the visitor yourself. You can invite the target audience that matters to you, you can download the marketing materials with which you can make your participation known at different locations, and you can keep track whether a visitor has registered based on your invitation or on your invitation link.

“Inviting clients & prospects” consists of four steps. You can choose to go through the individual steps separately. At this step in My Easyfairs, you can consult and apply several steps simultaneously. To support step 1, for example, you can use the marketing materials from step 3. Click on the step and view the explanations per part.

[Step 1: Invitation link](#)

[Step 2: Registered visitors](#)

[Step 3: Invitation service](#)

[Step 4: Marketing materials](#)

Let's go!

Once you are logged into My Easyfairs, you click on "manage stand".



EVENTS & STANDS

MANAGE USERS

INVOICES & PAYMENTS

2020

EMPACK UTRECHT 2020

Stand

31 Mar > 2 Apr 2020

Jaarbeurs Utrecht

MANAGE STAND

You will be directed to the overview below. You see a timeline with the following steps that are available in My Easyfairs:

- Manage your online profile
- **Invite your clients and prospects**
- Prepare your stand
- Track your performance

My Easyfairs > In this manual we go through the step 'Invite your clients & prospects'. It is divided in four smaller steps. [GoPlus](#) [View packages](#) [Switch to old My Easyfairs](#)

Manage your online profile | **Invite your clients & prospects** | Prepare your stand | Track your performance

Invitation link
Get your personal link to invite your clients
[Invite your clients](#)
[I won't invite by personal link](#)

Registered visitors
Keep track of registered visitors
[View your invitees](#)

Invitation Service
Import all your contacts so they receive automatic invitations
[Upload contacts](#)

Marketing material
Get marketing templates
[View documents](#)

Step 1: Invitation link

The step "Invitation link" contains your personal digital invitation link. This link is unique for you as an exhibitor, so you can easily find out which visitor has arrived via a digital invitation from you.

Copy this link and paste it, for example, after your email signature, the banners you are using online, on your website, or after a digital invitation you are sending out. Of course, you can use your own materials for this, but Easyfairs also provides materials that you can use for inviting business relations. Would you like to immediately use the materials provided by Easyfairs? View and download the materials at the third button with the name "Marketing materials".

Invite clients & prospects

Invite your clients & prospects

Clients and prospects are more likely to attend the event and visit your stand if they have been personally invited.

Use the custom registration link below in your digital communication (emails, website, social media, electronic brochures, etc.).

Need some inspiration? Check out the "Marketing Material" card!

Your personal registration link will be displayed here. Note: This link is personalized and unique.

Personalised link <https://registration.n200.com/survey/2w19tuli992cj?actioncode=NTWO000043VEI&partner-contact=1bczfmyj89y30>

COPY LINK

You can create additional custom links via the registration platform (per team member, per channel...)

[Click here to create more links](#) [Click here to get some help](#)

As you can see, you can create more unique links when needed. You will be directed to N200, where the "invite" button lets you add links via the "add " button. When you click on **"click here for help"** in the screen above, you will see the N200 manual on creating unique registration links. You can always consult this for additional information.

Why create extra links?

Creating extra links can be interesting, for example, when you want to be able to measure exactly which online message has generated the most visitors. This way, you can link a unique code to each message and see afterwards whether, for example, the banner in your email signature or the banner on your website has generated the most visitors. This can be interesting information when, for example, you are deciding on your marketing efforts for the next fair participation. To measure is to know!

Step 2: Registered visitors

We continue with the second step in "Inviting Clients and Prospects". By now, you have actively and enthusiastically distributed your unique registration link(s) via various digital channels. Now, it's time to see which of your relations has requested a ticket via the registration link(s) distributed by you. This way, you can already make appointments at your stand with interested visitors, even before the event you are participating in gets started. This way, you already generate interesting leads for your participation!

Registered visitors

Registered visitors

Currently, the number of visitors that have registered via your invitation link(s) or codes is 3. Once there are some pre-registered visitors you will be able to view their registration data. Don't hesitate to plan meetings on your stand at the event.

DOWNLOAD DOCUMENT

Full Name	Email	Company	
Visitor 1	Email address 1	Company 1	28/02/2019 15:28
Visitor 2	Email address 2	Company 2	20/03/2019 12:15
Visitor 3	Email address 3	Company 3	22/03/2019 12:10

You see which of your relations has requested a ticket via the registration link(s) distributed by you

Step 3: Invitation service

Step 3 of 'invite your clients and customers' is intended to make inviting your relations even easier. When this step is available for your exhibition participation, you will see it automatically appear. All you have to do is upload your contact list via the button 'upload contacts' at the step 'invitation service'. Easyfairs does the rest and ensures that your customers receive a personalized invitation on your behalf. This means that you only have to prepare for your exhibition participation and you do not have to worry about inviting relations to the exhibition.

The screenshot displays a dashboard with four main sections under the heading 'Invite your clients & prospects'. The sections are:

- Manage your online profile**: Includes an 'Invite your clients' button and a note: 'I won't invite by personal link'.
- Registered visitors**: Includes a 'View your invitees' button.
- Invitation Service**: Includes an 'Upload contacts' button, which is highlighted with a red arrow.
- Marketing material**: Includes a 'View documents' button.

The 'Invitation Service' section is currently active, as indicated by the red arrow pointing to the 'Upload contacts' button.

When you click on 'upload contacts' you will enter the screen below where it is explained until when the contact list can be uploaded. The format of the contact list is also available here so that you can immediately upload the correct file. Finally, the processor agreement is also available here, which you can sign digitally directly by ticking the box 'I am authorized and accept the processor agreement'. The invitation service functionality is fully GDPR proof. We will sum up for you how we deal with the relationship list you upload:

- The data is only used to invite your relations on your behalf.
- This data will not be used for other purposes than for purposes related to the invitation service.
- You upload your contact list(s) in a secure environment.
- Your relation lists are deduplicated. The organization that provides this is GDPR proof.
- Your data will only be provided to the mailing handler who uses the data to send the invitations. They do not retain the data after this.
- The data will be destroyed immediately after the exhibition. Your relations will only be included in our database if they themselves give permission for the use of their data.

Invitation Service

You have until the 2020-07-27 to upload your files, so we have time to properly process your invitations. If you want to make use of this and/or if you want more information, please contact

Upload list of contacts

On this page you may upload your list of contacts. See the example file for the upload instructions. Make sure to specify your user languages in the excel file.

File format [Download example](#)

Statement [Processor Agreement](#)

I am authorised and I accept the Processor agreement

After completing the above steps, you will arrive at the screen below where your file can be uploaded immediately.

Invitation Service

You have until the 2020-07-27 to upload your files, so we have time to properly process your invitations. If you want to make use of this and/or if you want more information, please contact

Upload list of contacts

On this page you may upload your list of contacts. See the example file for the upload instructions. Make sure to specify your user languages in the excel file.

File format [Download example](#)

Statement [Processor Agreement](#)

Date of agreement 24-03-2020

Upload contact files

 Drag file here

When the file has been uploaded you will see this file in the overview below and you also have the opportunity to add additional comments by clicking on the speech cloud.

Invitation Service

You have until the 2020-07-27 to upload your files, so we have time to properly process your invitations. If you want to make use of this and/or if you want more information, please contact

Upload list of contacts

On this page you may upload your list of contacts. See the example file for the upload instructions. Make sure to specify your user languages in the excel file.

File format [Download example](#)

Statement [Processor Agreement](#)

Date of agreement 16-01-2020

Upload contact files

 Drag file here

Available files [Aanha Uitnodiging Maritime beurs 2020.xls](#) 

[Aanha Uitnodiging Maritime beurs 2020.xls](#) 



Remark contact list ×

Note

255

Step 4: Marketing materials

At the heading "Marketing materials", you can download the marketing materials provided by Easyfairs. These include digital invitation cards, banners, and other digital marketing materials. You can use these materials in combination with your personal registration link that you can find at "Invitation".

Marketing material

Marketing material

Discover tips & tricks to promote your participation

In the marketing material overview you will find all available marketing materials produced by the marketeers of the show.

Name	Actions to be taken	Deadline	Status
Social media template nl	Social Media plan	03/03/2019	!
Social media template en	Social Media plan	03/03/2019	!
nieuwsbrief template	Nieuwsbrief sturen naar klanten en relaties	15/03/2019	!
Newsletter template en	Newsletter to invite relations to your stand	15/03/2019	!
Logo	Plaats het logo op uw website, in een nieuwsbrief of in uw handtekening	None	!
Banner bezoek onze stand		None	!
Banner bezoek onze stand smal		None	!

When you click on the materials in the list, you will be directed to the overview below, in which it is clearly described which action you need to take and what the current status of that action is.

Marketing material

Newsletter template en

Example newsletter to invite customers and relations to your stand



Actions to be taken: Newsletter to invite relations to your stand

Deadline: 15/03/2019

Status:  To do

Step 1: Download the document

Download the document by clicking the button below

DOWNLOAD

Step 2: Upload your version

Upload the completed and/or signed document by using the field below



Drag file here

Select file...

UPLOAD DOCUMENT