



Mobile Application Exhibitor Guide

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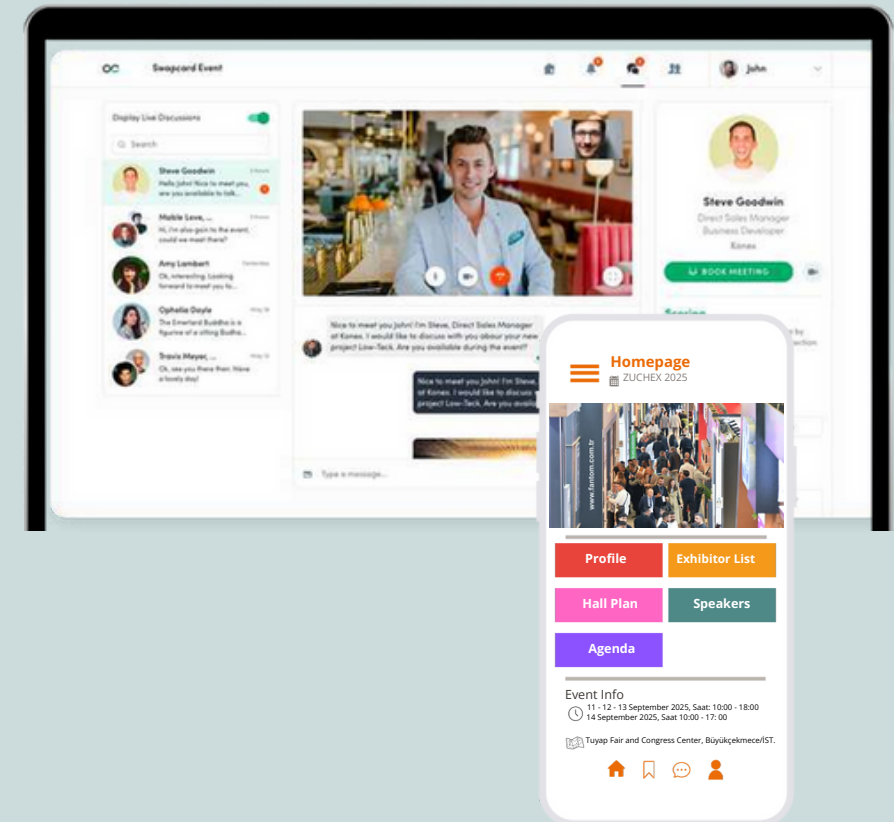
What is the ZUCHEX Mobile App?

With the ZUCHEX mobile application, you can make your connections permanent, stand out in the mobile experience of users interested in your product category, and turn your communication into strong business collaborations.

The digital advantages offered during and after the fair help you capture new business opportunities, meet the right people, and quickly move your business goals forward. In addition, with features such as personalized recommendations, detailed exhibitor and product lists, instant messaging, and meeting scheduling, you can make your fair experience much more efficient and strategic.

What the Mobile Application provides:

- Enhancing brand awareness by editing your company profile
- Ensuring that potential customers interested in your product category can easily find you
- Planning meetings with potential customers and managing your meetings
- Accessing and downloading the information of connected potential customers from a single point
- Identifying more potential customers before, during, and after the fair



Beginning

Log in to the Platform

First-Time Login

Step 1: A login link will be sent from the email address info@zuchex.com.

Click on the link.

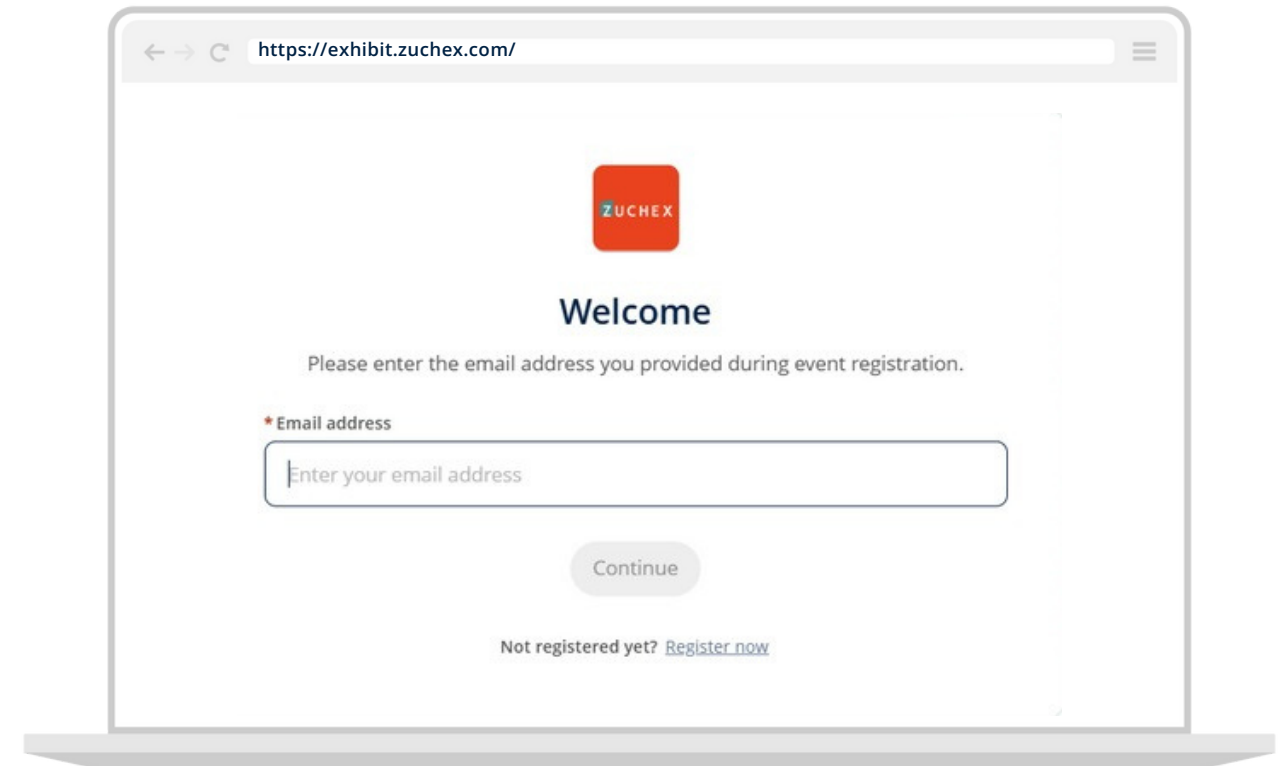
Step 2: You will be redirected to a new page to create a password for your account.

Step 3: After creating your password, click the arrow icon to enter the platform.

Logging in to an Existing Account

Step 1: Visit <https://exhibit.zuchex.com/>

Step 2: Enter the email address and password you used during registration, then click the arrow icon to log in.



If you don't receive an email from info@zuchex.com in your inbox, check your spam (junk) folder. **If you forgot your password, after entering your email address, click the "continue" button and then click the "Email me a one time code" button at the bottom of the newly opened page. You will receive an email to reset your password.

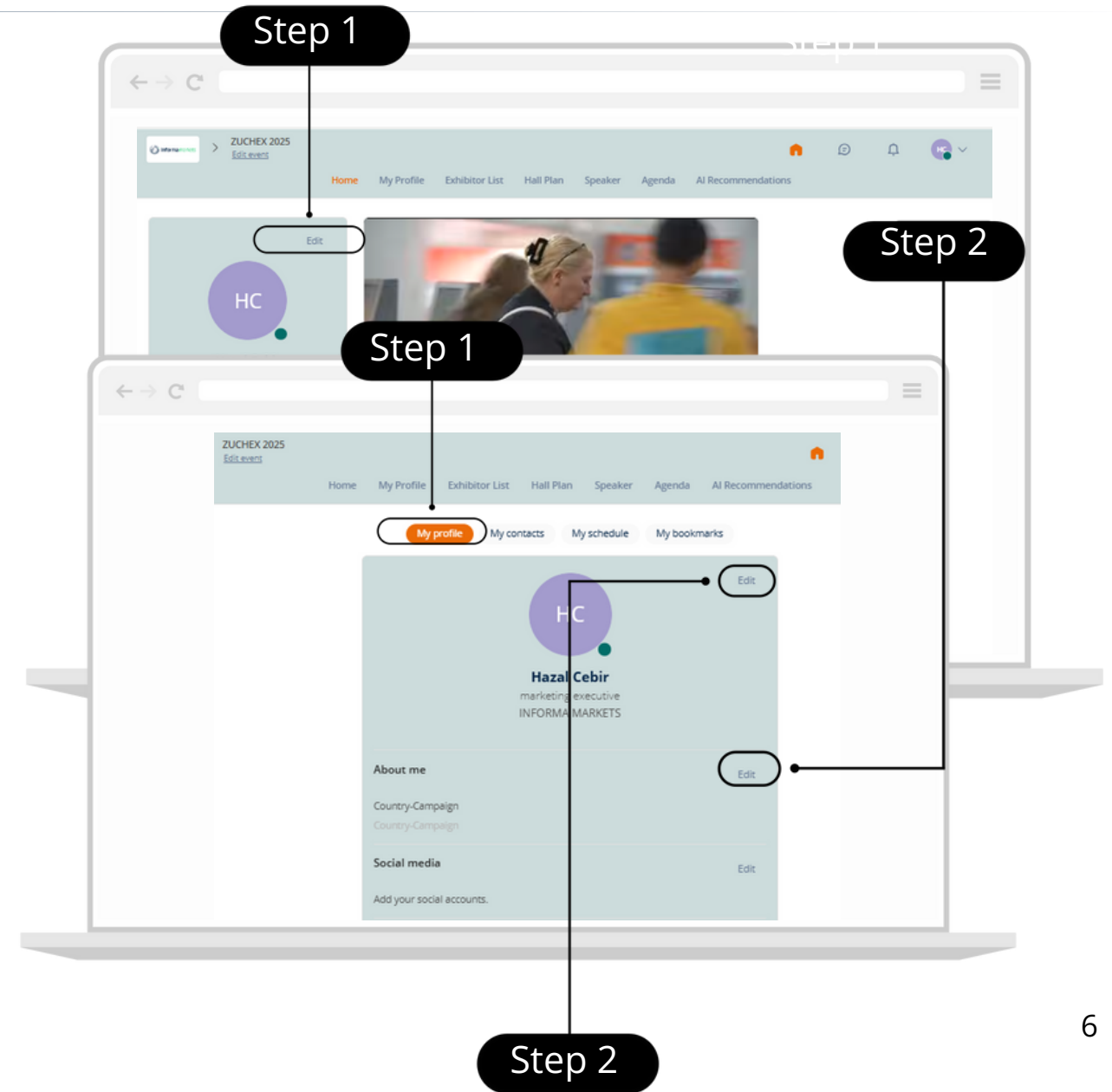
Create Your Own Profile

First impressions matter. Take a few minutes to create your personal profile. A complete profile helps you stand out more and be discovered by potential customers.

Step 1: Access your profile. From the dropdown menu on the right side of the page, click **"My Profile"**, or click **"Edit"** in the top right corner of the profile photo icon.

Step 2: Once in your profile, click the **"Edit"** buttons to make updates.

Step 3: Fill out all sections.



Access

After logging in for the first time, you will reach the Exhibitor Center. In the Exhibitor Center, you can update your profile. To access other tools (product and content lists) and start building your connections, you need to go to the Event Homepage.

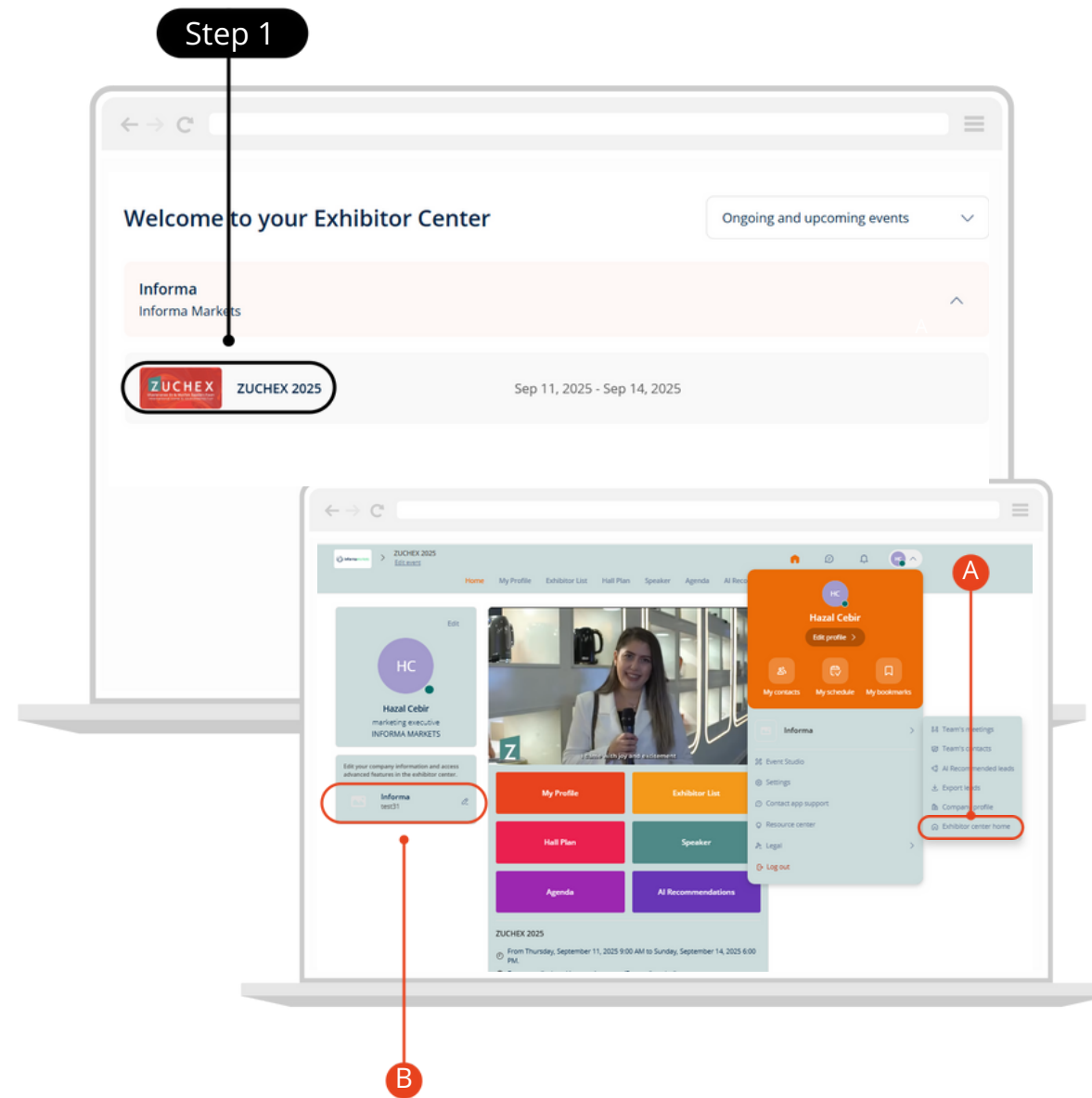
Accessing the Event Homepage

Step 1: Click on the relevant event.

Accessing the Exhibitor Center

There are two ways to access the Exhibitor Center:

- A** Click on your profile photo in the top right corner and select **Exhibitor Center** from the dropdown menu.
- B** On the right side of the homepage, click on your **company profile**.



Creating Your Company Profile

Stand Out in the App!

Creating Your Company Profile

A complete company profile makes it easier for visitors to reach you and increases your brand awareness.

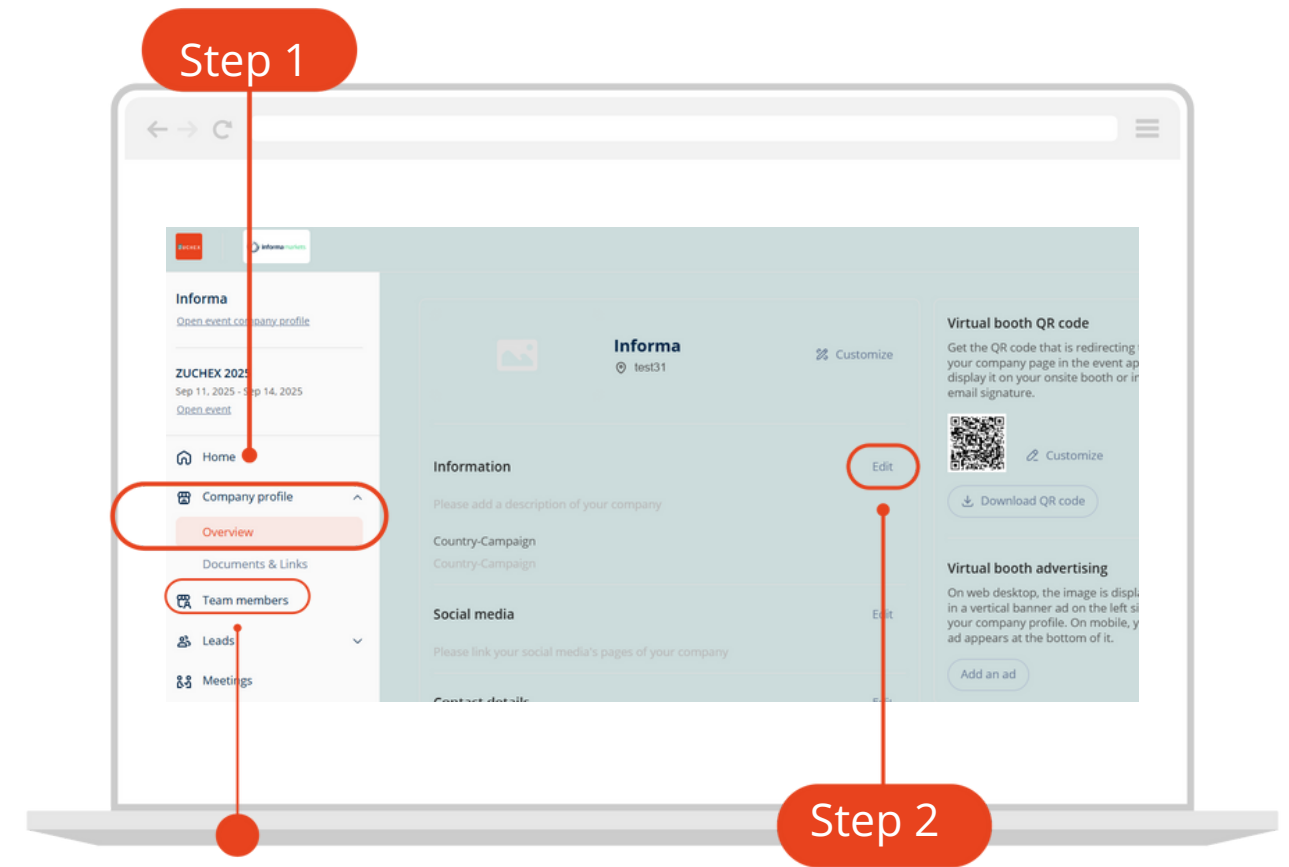
The navigation bar on the left helps you access different sections of the Exhibitor Center.

Step 1: To create your company profile: Click “Company Profile” from the navigation bar on the left. Then click “Overview.”

Step 2: To make updates, click “Edit” on the right side of each section.

The platform automatically saves your changes.

Make sure to review all the information you update to represent your company accurately.



A Each team member assigned to your booth will be designated as an “Admin” on your company profile and will be able to manage your company information, connections, and meetings. To restrict team members’ access, click “Team Members” from the navigation bar on the right, then change their access from “Admin” to “Limited” in their profiles.

Customize Your Company Profile

Step 1: Click “Customize”

A Add a promotional/header image to your company profile:

You can add a promotional/header image or video for your company! We recommend using a file **no larger than 1 MB in size with 1200x675px dimensions (16:9 ratio)**. For videos, first upload them to YouTube, Vimeo, or another video provider, then paste the ID or src link.

B Add a background image to your company profile:

Upload a background image to make your brand more visible (desktop version only). We recommend using an image no larger than **1 MB with 2560x1600 pixels (16:10 ratio)**.

C Add a logo to your company profile:

Make your company more memorable by adding your logo. We recommend using an image **sized 400x200px (2:1 ratio) and no larger than 1 MB**.



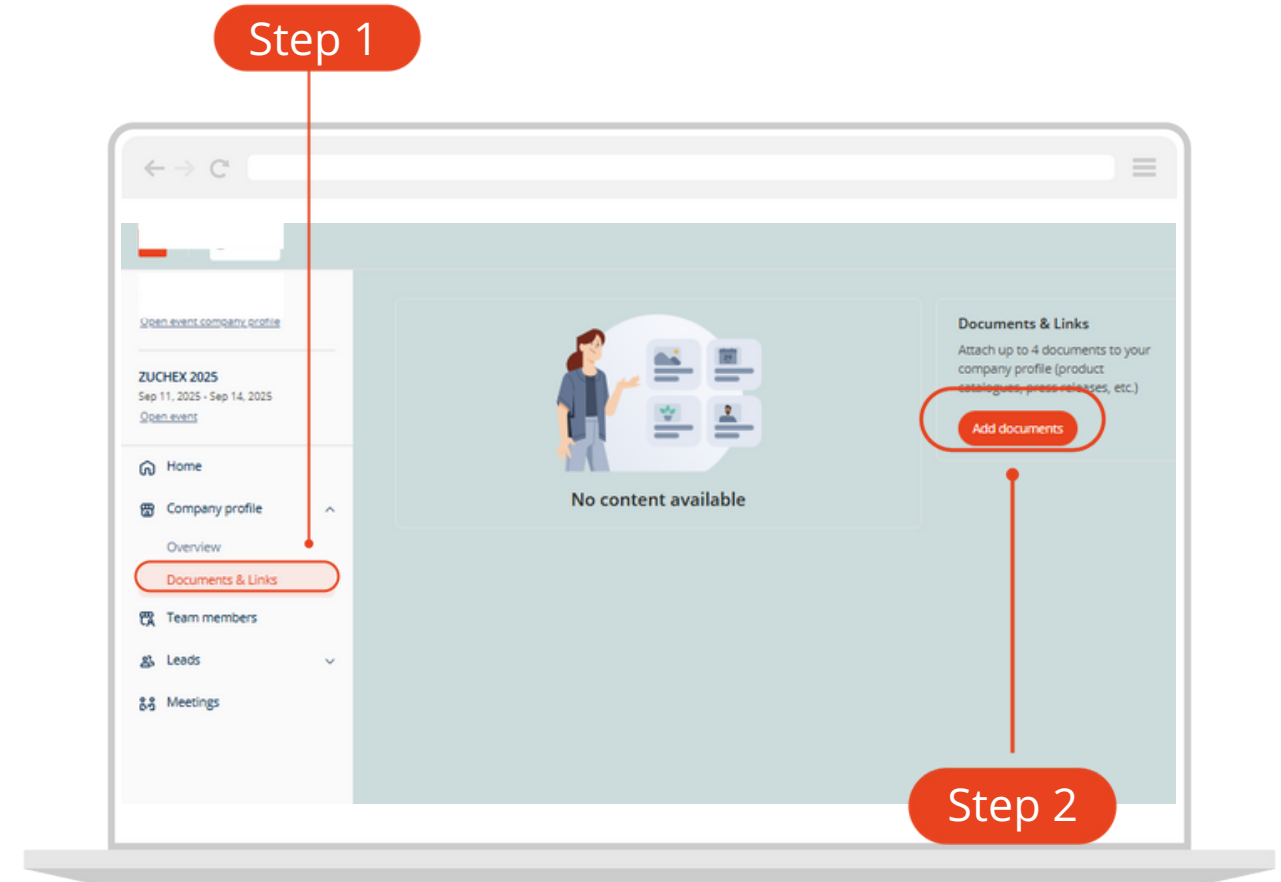
Add Extra Promotional Materials

Easily promote your business to potential customers by adding marketing materials such as sales brochures and product catalogs to your company profile.

Step 1: From the navigation bar on the left, select “Documents & Links”

Step 2: Click the “Add Documents” button on the right.

Step 3: To edit a document, hover over the item in the list and click the “**Pencil Icon**” to make changes.



Networking

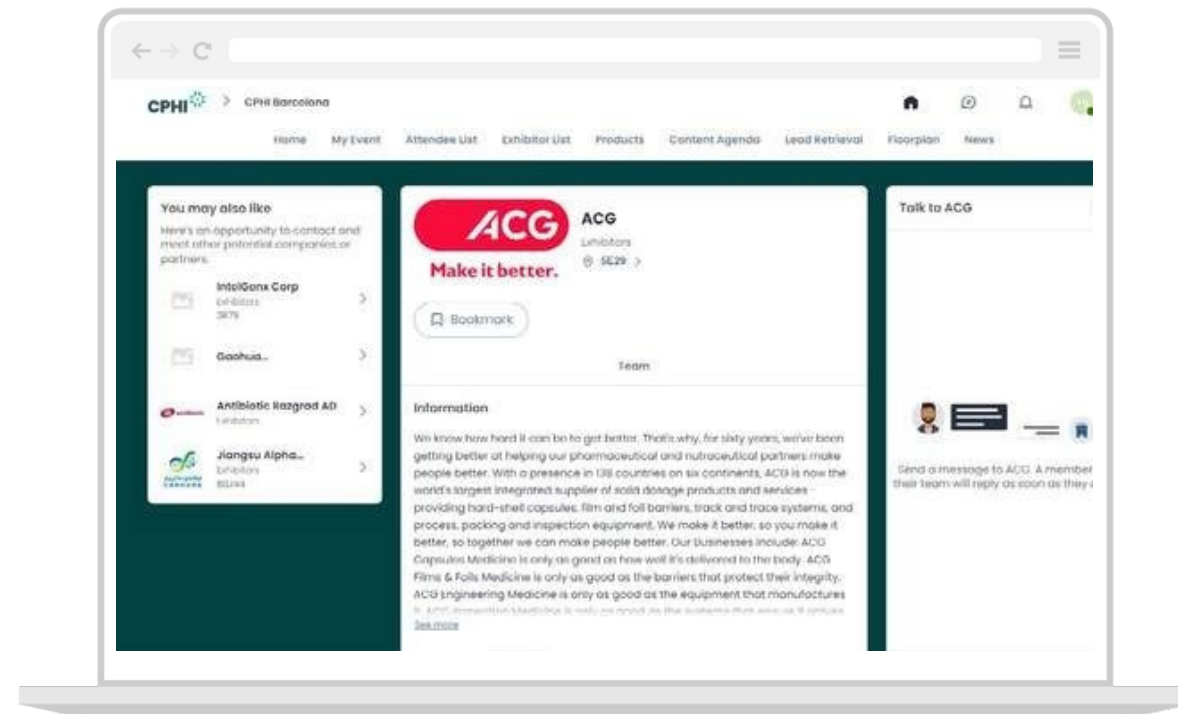
Build Lasting Connections!

Send a Message

To activate this feature, you first need to scan badges using the badge scanning function available in the fair application. After connecting with your potential customers, you can start engaging by sending messages. Don't forget to check your inbox to respond to message requests! It's a great way to keep track of conversations during the fair and follow up on topics after meeting in person.

Step 1: Go to the profile of the person you want to message.

Step 2: On the right side of the profile, you will see a chat box. Type your message here and click the send icon.



Manage Your Messages

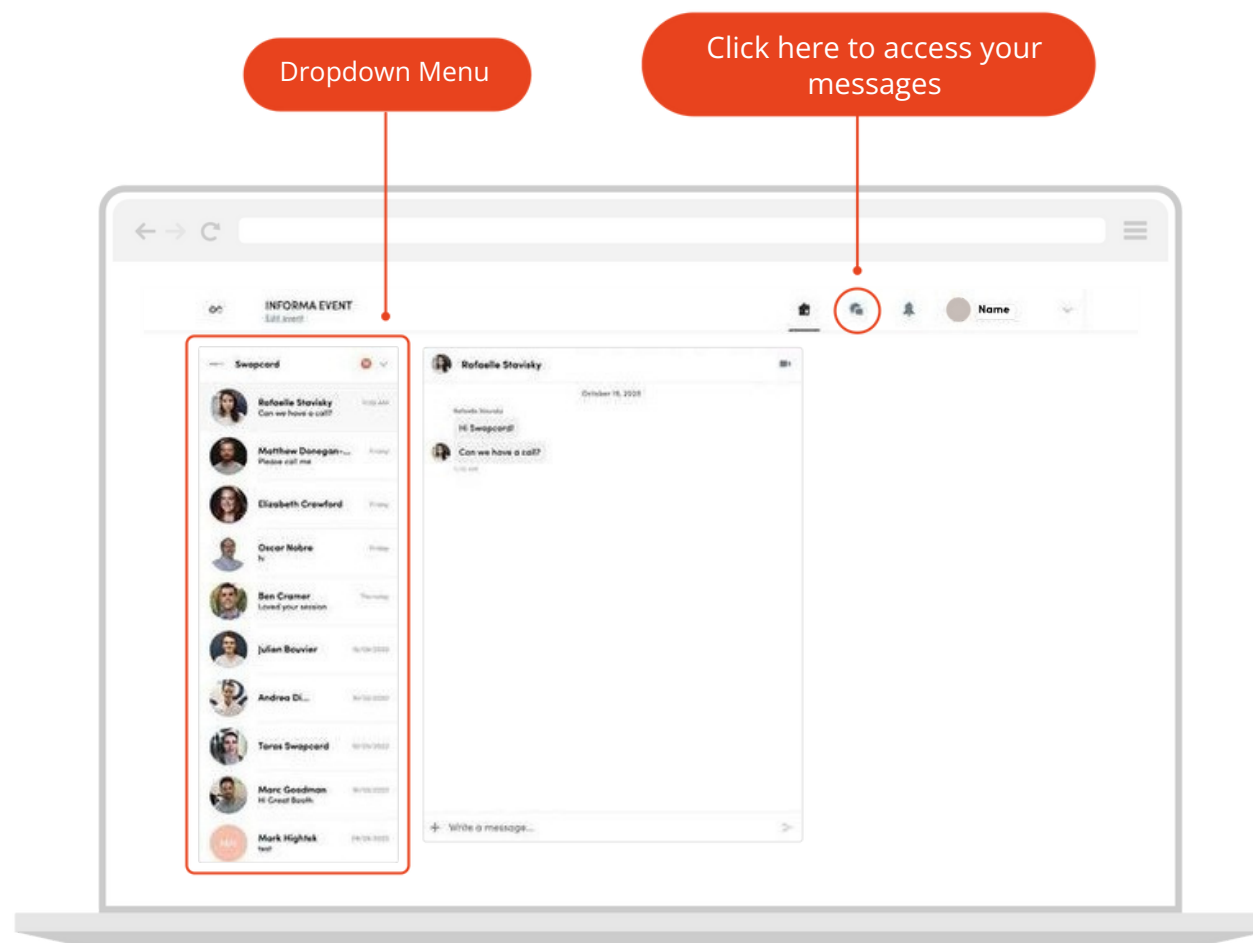
Step 1: When you receive a new message, a red circle will appear on the speech bubble icon at the top of the screen.

Step 2: Click the speech bubble icon  to view your inbox.

Step 3: Use the dropdown menu at the top of your messages to switch between your personal inbox and your company inbox.

Step 4: To view and reply to a message, click on the message.

Note: To activate this feature, you first need to scan badges using the badge scanning function available in the fair application.



Send a Connection Request

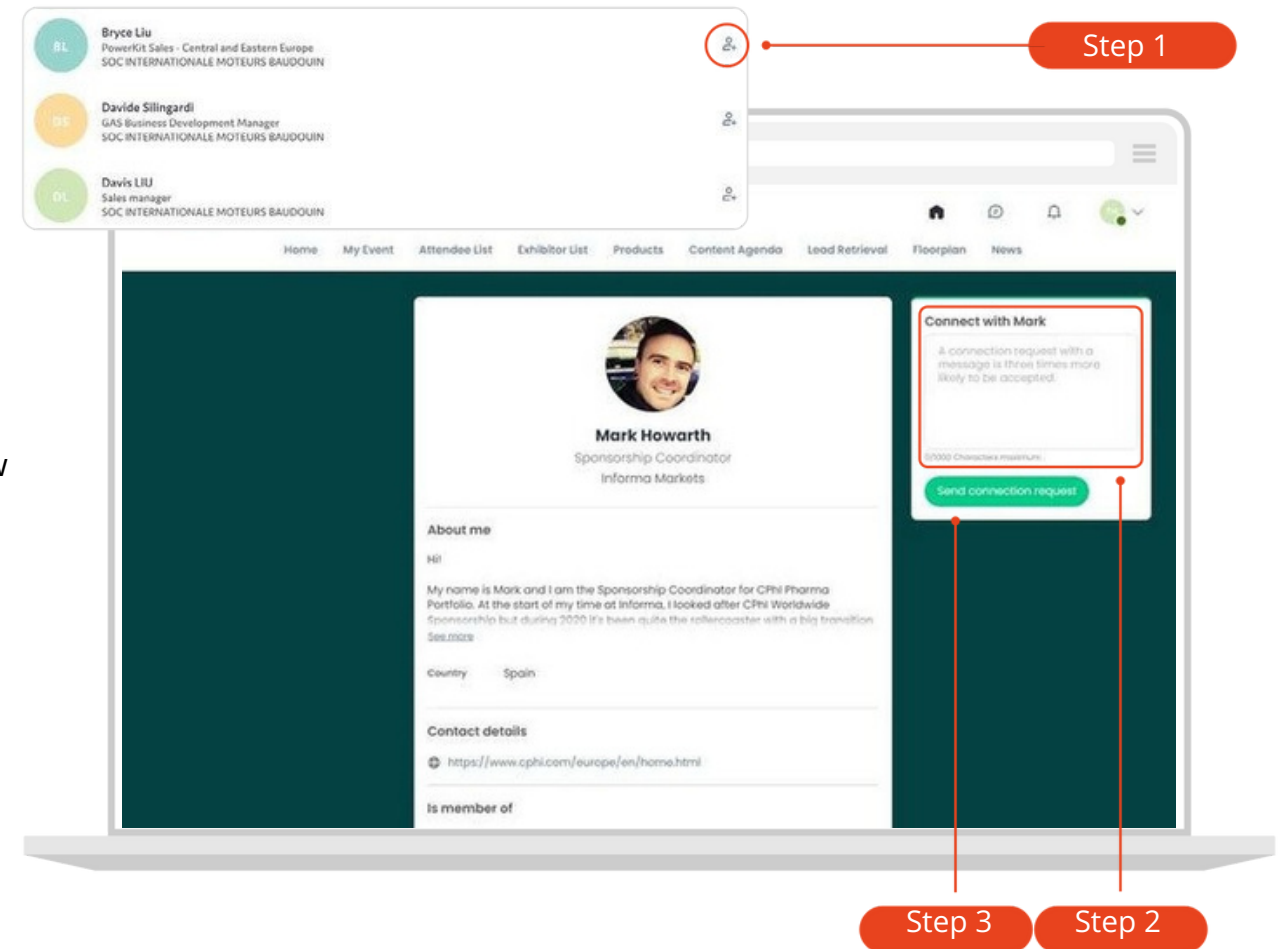
You can send connection requests to users. Once someone accepts your request, you will be able to message them through the platform and easily find them in your contacts list.

Step 1: Click the connection icon next to the user you want to connect with.

Step 2: Start with an introductory message about yourself, your company, and how you think you can support potential customers. Add your message in the box on the right side of the page.

Step 3: Click “Send Connection Request.”

Note: To track your connection requests, click “Agenda” from the top navigation bar and find the “My Connections” section.



Create a Group Chat

You can create a group chat with up to 10 people. Send messages, share files, and set up group video calls.

Step 1: Click the speech bubble icon. 

Step 2: At the top of your messages, click the new message  icon.

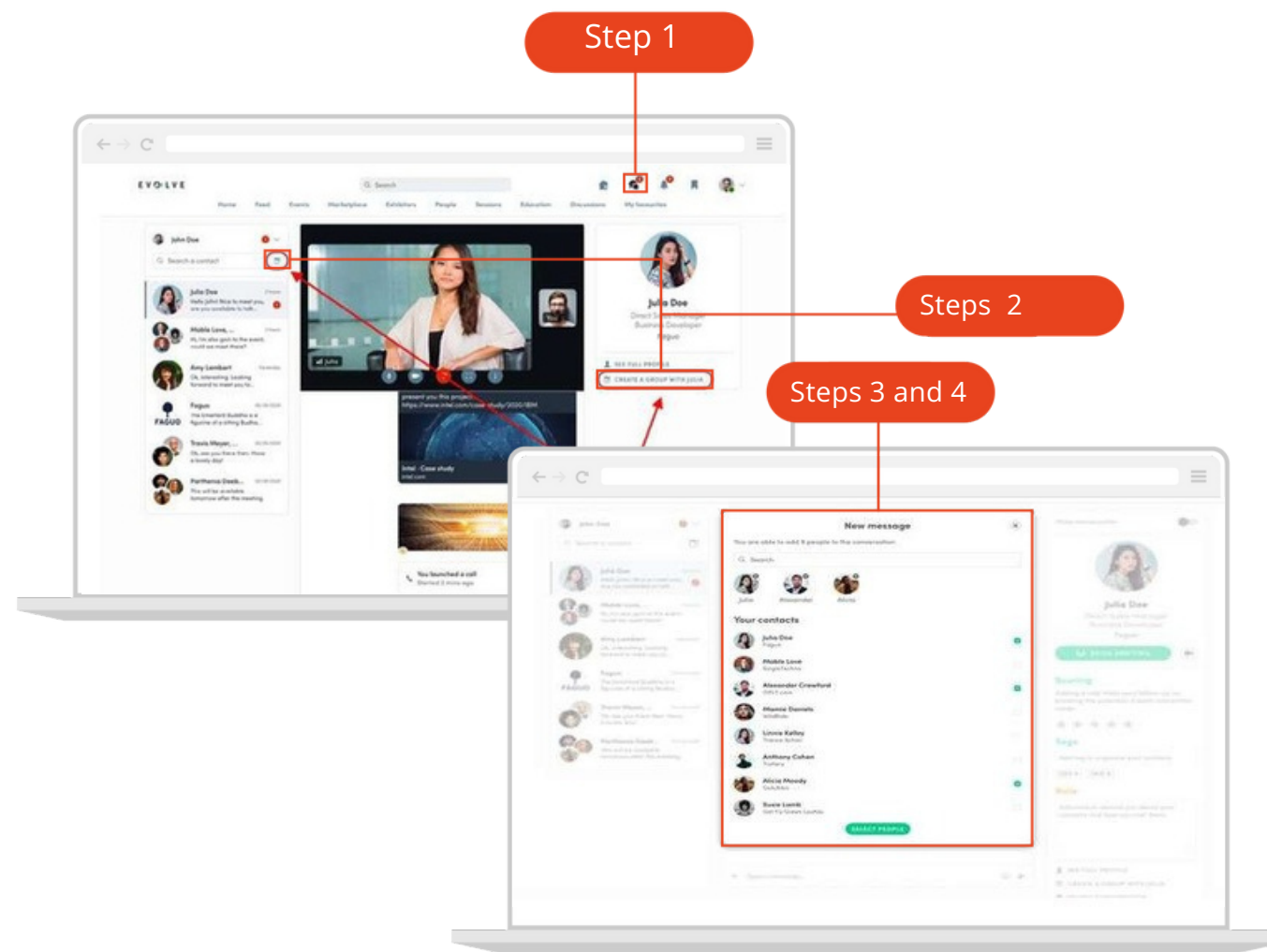
Step 3: Add connections from your contact list by selecting the checkbox next to their names.

Step 4: Click “Next” to start your conversation.

By default, the person who creates the group chat is the administrator.

The group administrator can:

- Add and remove members
- Assign and remove new administrators
- End the conversation



Creating a group chat is not available for mobile use. After creating a group chat from the desktop, you can use it through the mobile application.

Manage Your Personal Meetings

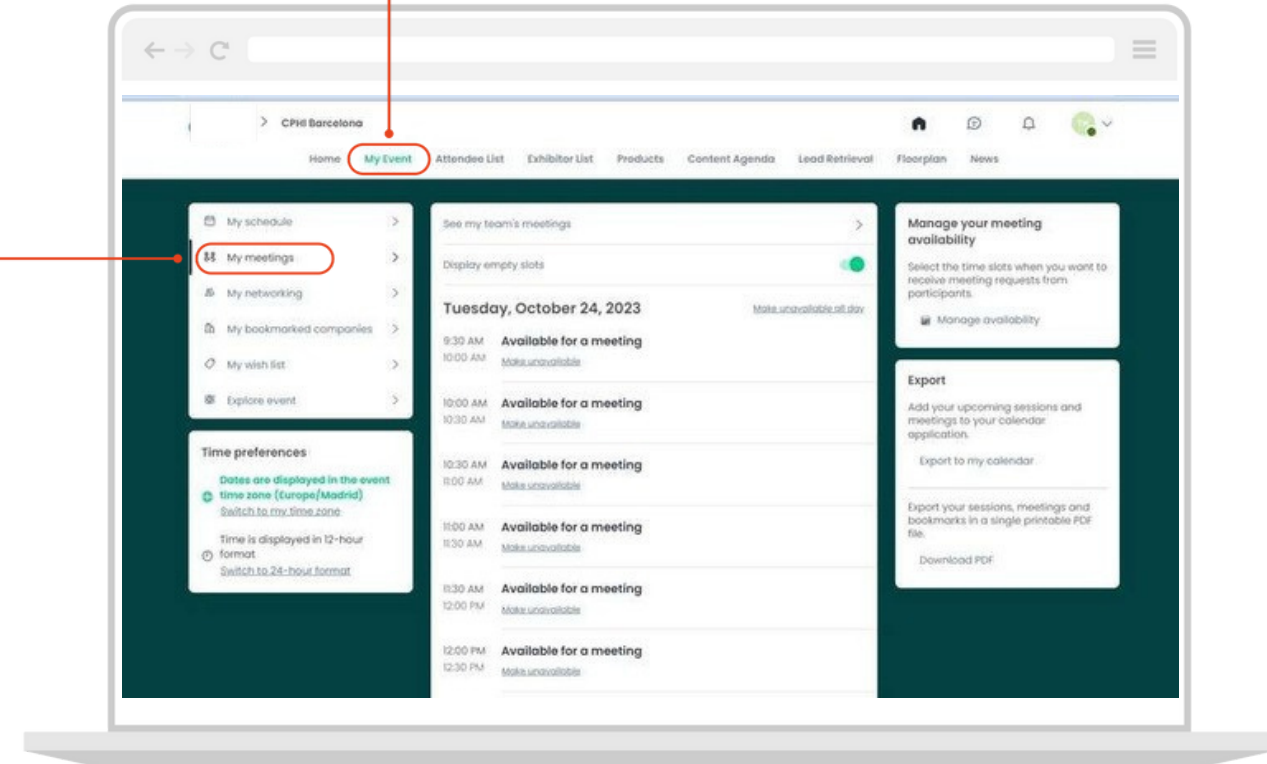
Step 1: From the top navigation bar, click **“Agenda.”**

Step 2: From the left navigation bar, click **“My Meetings.”**

Step 3: From here, you can manage all your meetings. To edit, approve, or cancel a meeting, click the edit icon.

Step 2

Step 1



Manage Your Company Meetings

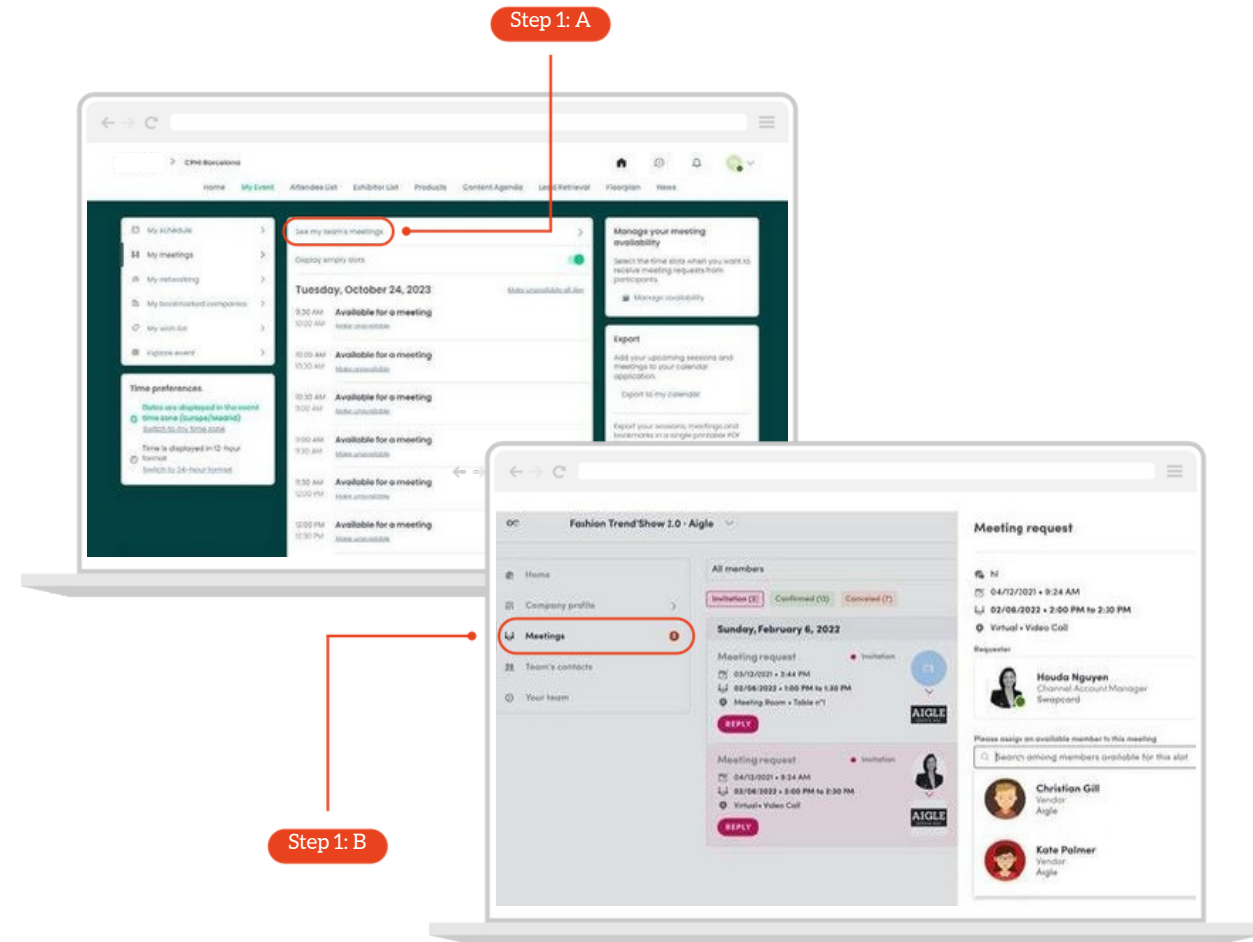
A Step 1: There are two ways to view your company meetings: At the top of the My Meetings page, click “View My Team Meetings.”

Log in to the Exhibitor Center and select “Meetings” from the left navigation bar.

B Step 2: Here, you can manage all meeting requests sent to your company. To edit, approve, or cancel a meeting, click the edit icon.

Step 3: When you click on a meeting, you can use the search bar titled “Participants” to find your team members and assign the meeting to them.

Step 4: To manage your company’s meeting calendar, select the “Manage Meeting Calendar” option on the right side of the page.



Finding and Acquiring Potential Customers

Turn Connections into Business Opportunities!

Your Potential Customers in One Place

With the in-app badge scanning system, you can find your potential customers within the application and send them a connection request. Afterwards, you can send messages and schedule meetings.



Scan to Download

TO FIND YOUR POTENTIAL CUSTOMERS BY SCANNING THE QR CODES ON VISITORS' BADGES AT THE FAIRGROUND, ACCESS THEIR INFORMATION, AND DOWNLOAD IT AFTER THE FAIR, YOU NEED TO DOWNLOAD THE MOBILE APPLICATION!



Scan Visitor Badges

To start scanning visitor badges, you will need to download the application.

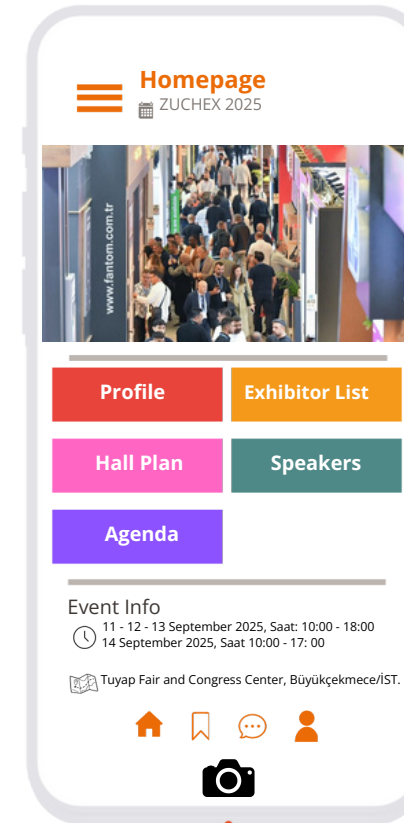
Step 1: Log in and select the camera icon at the bottom right corner.

Step 2: Select “QR Code.”

Step 3: Align the camera with the badge.



The application will ask for permission to access your camera. Please allow access to scan badges.



Step 1



Step 2

Step 3

Add Notes and Tags

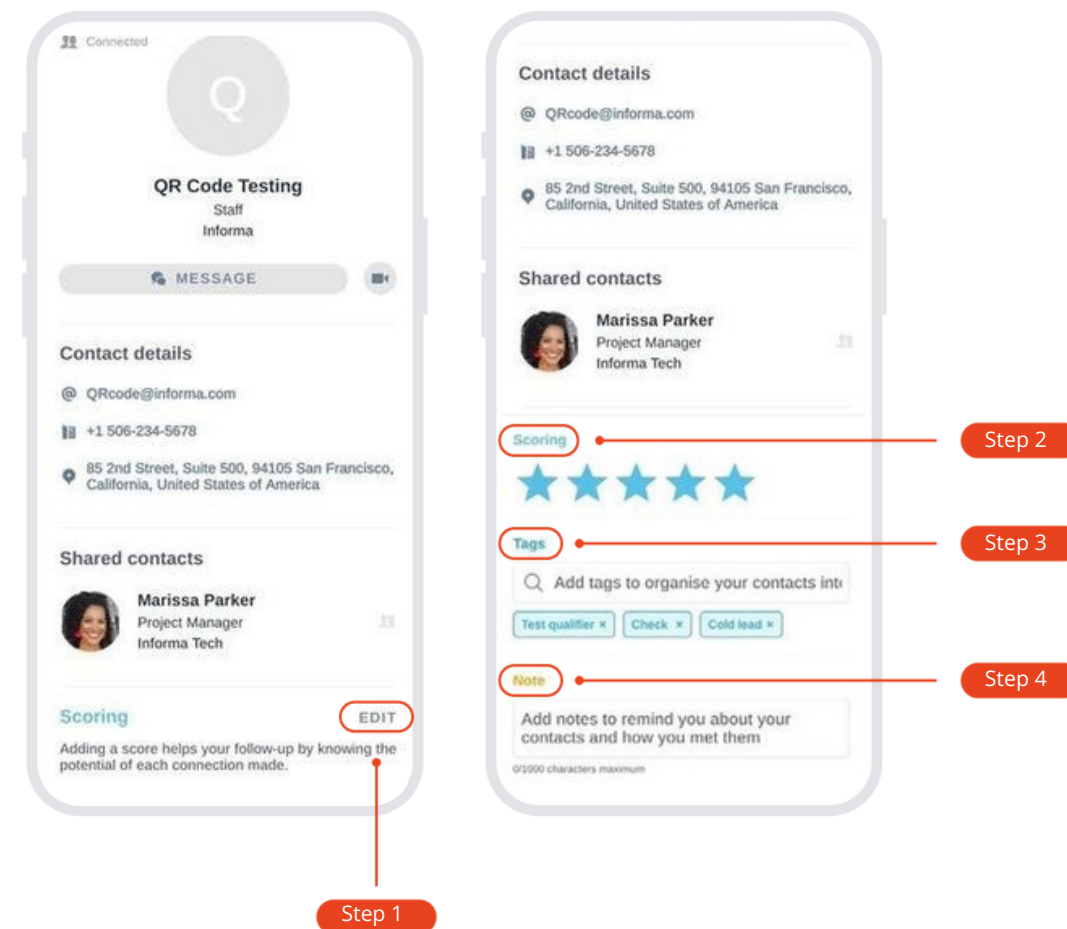
When a badge is scanned, you will be able to see the person's contact information and add your own notes to their profile.

Step 1: Click **"Edit"** to start adding your own notes.

Step 2: Rate visitors on a scale of 1 to 5.

Step 3: Add tags to visitors.

Step 4: Add your notes.



Download Your Potential Customers' Information After the Fair

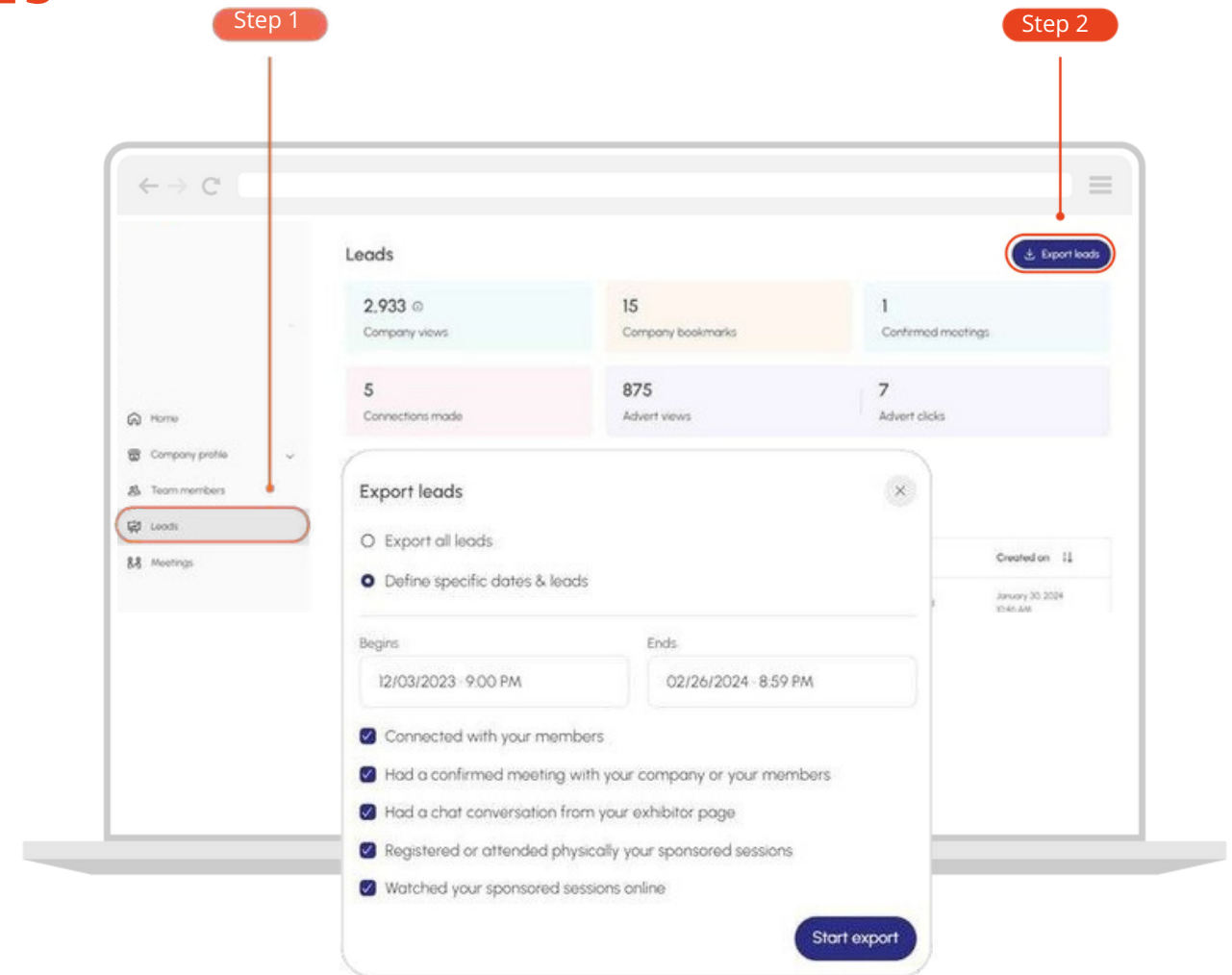
The download will include the information of all scanned badges, all connections made online, and everyone who interacted with your sponsored content.

Step 1: Log in to the web platform and go to your Exhibitor Center.

Step 2: From the menu on the left, select "Data."

Step 3: Click the "Export" button on the right.

Step 4: You can download all your potential customers' information at once. You can also filter by specific dates and sources before exporting the data.



Are you ready to use the Mobile Application?



Fuar deneyiminden daha fazlasını elde etmek için
Log in today to get more out of your fair experience.
For any questions, you can contact our Customer Service team:



Phone: +90 212 808 05 90

WhatsApp: +90 530 525 42 10

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