

EXHIBITOR GUIDE

DECOREX

is creating extra opportunities for you to do business.

Extra time. Extra access. Extra value.
Join thousands of industry professionals
getting EXTRA from their event experience.

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Logging in

Step 1 Access the platform.

To do this either:

A. Click on the link sent to you in your Welcome email from app@decorex.com

B. Visit the [Event Platform](#)

C. Download the [Event App](#) from the Apple or Google Play store

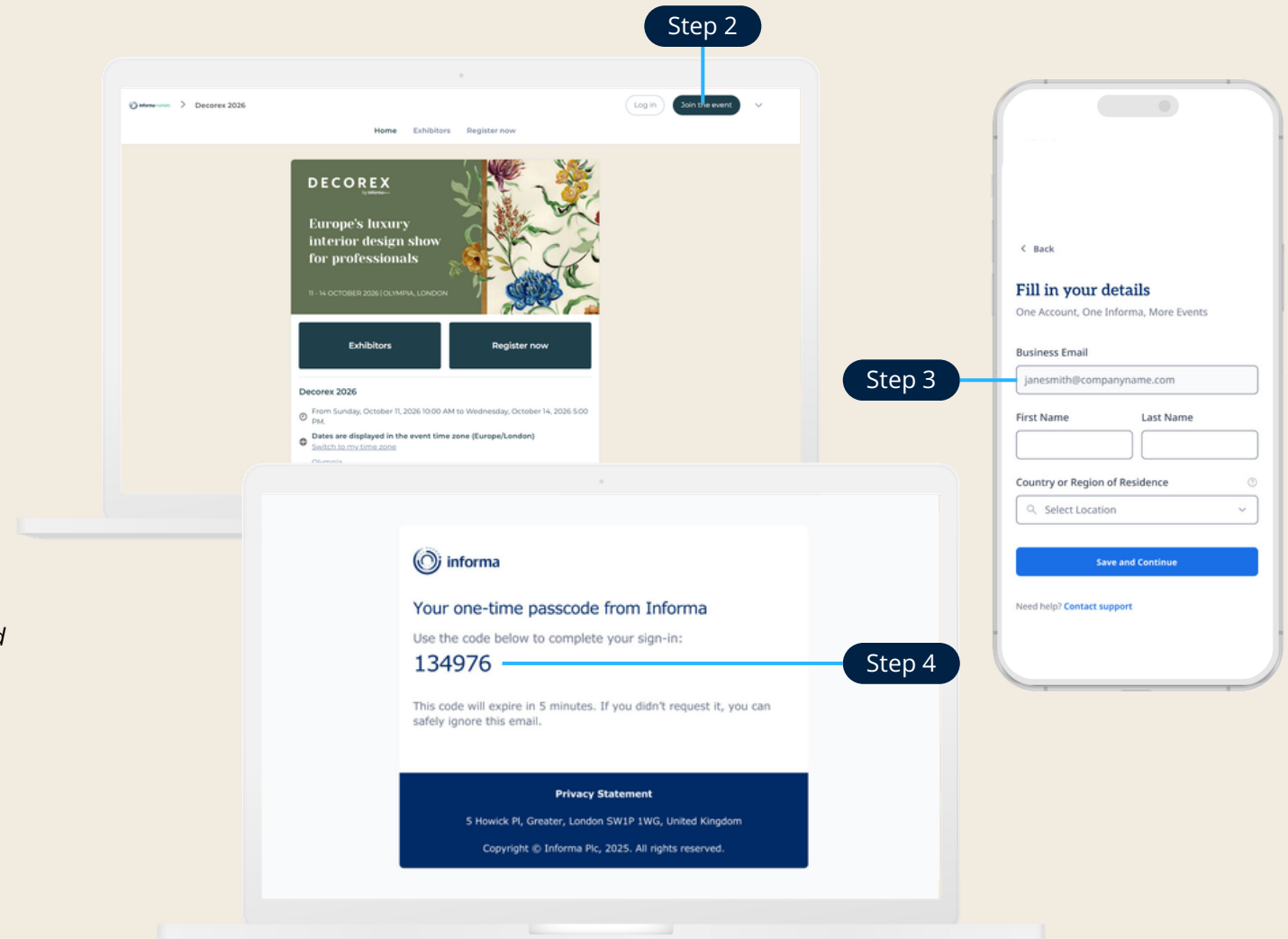


Step 2 Click 'Log in'.

Step 3 Enter the email you used to register for the event then click 'Next'.
If this is your first time creating an account with us, you will be prompted to provide your first name, last name and country of residence and then provide regulatory consent.

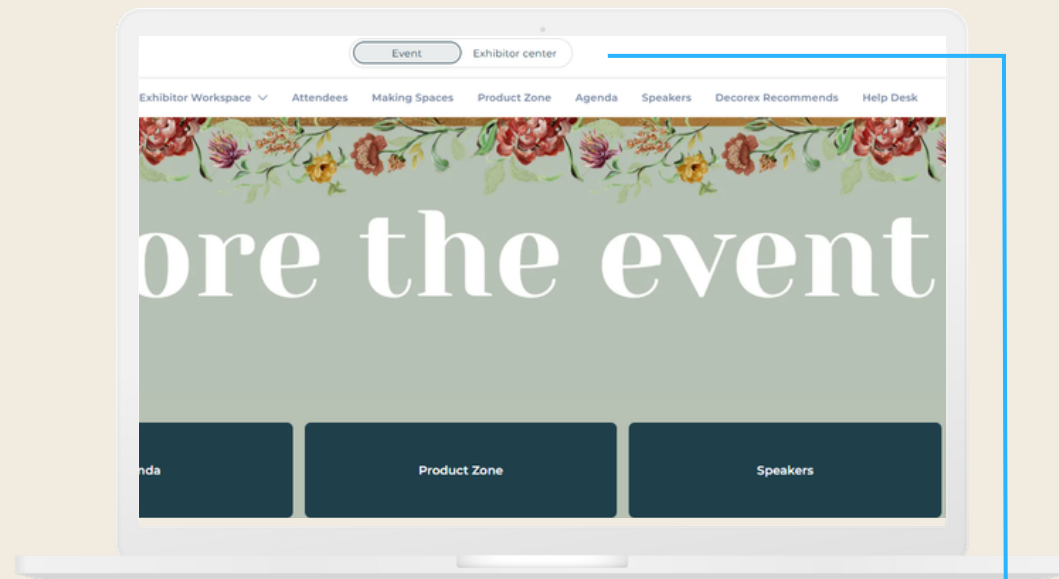
Step 4 You will be sent a **6-digit one-time code** to your email from noreply@informa.com. The code is active for five minutes.

Step 5 Enter this to access your account.



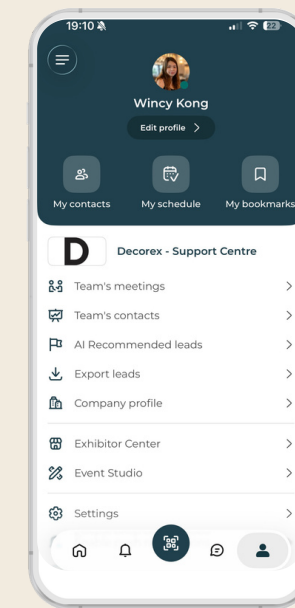
Accessing your Exhibitor Centre

The Exhibitor Centre is your company's hub. Here, you can update your company profile, add products and marketing content, review meetings, see who has been interacting with you online and so much more.



On the Web

Click 'Exhibitor Center' on the top of the home page.



On the App

Click your profile in the bottom right corner and click 'Exhibitor Center'.

Enrich your company profile

Think of your company profile as your online booth and use it to showcase everything you offer*. A complete company profile offers extra visibility.

Step 1 In your Exhibitor Centre, click 'Company Profile' then 'Overview'.

Step 2 Click 'Edit' to make relevant changes or updates. All changes are saved automatically.

Products & Documents

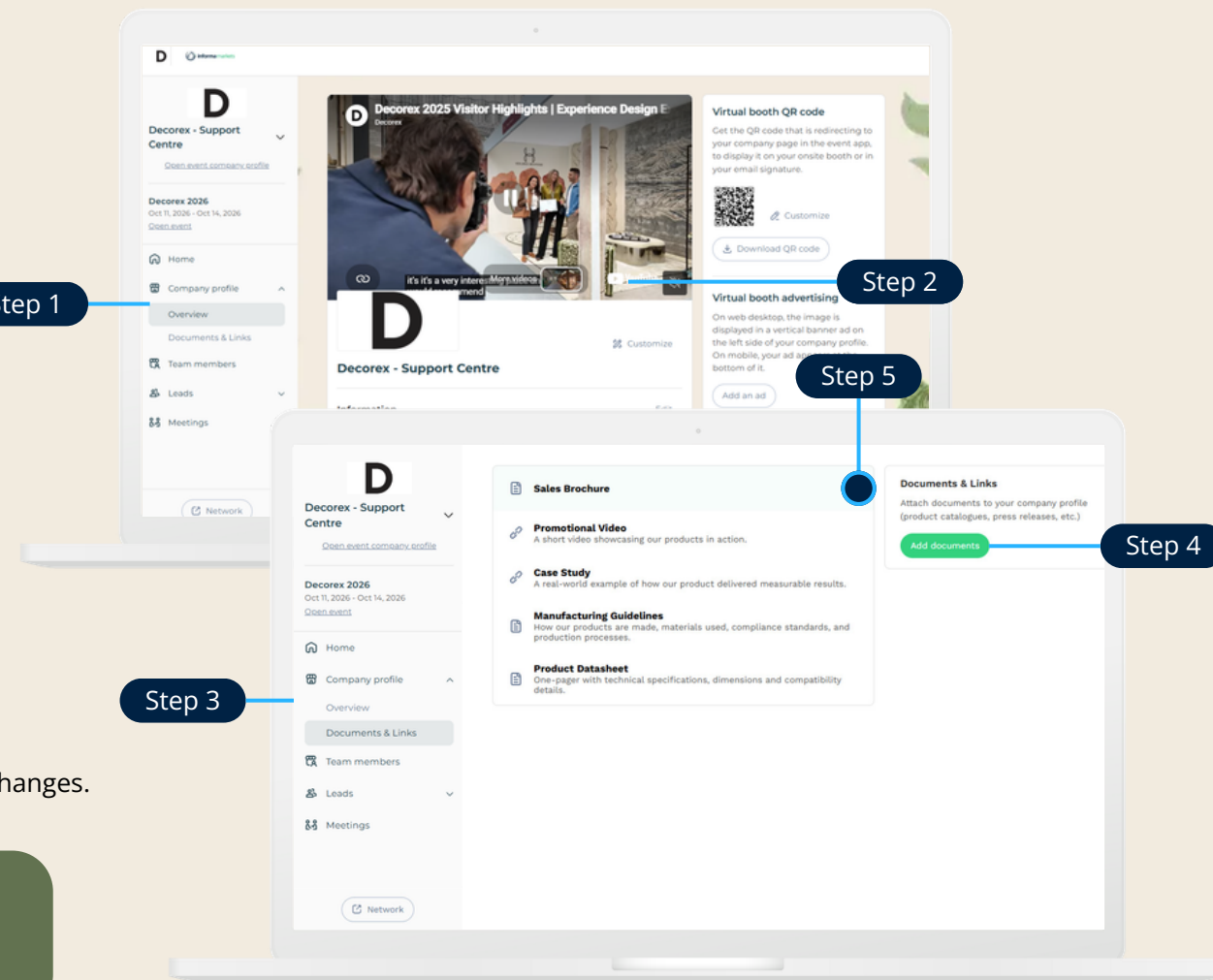
Step 3 Click 'Products' or 'Documents & Links' from the left navigation menu.

Step 4 Click 'Add' located on the right of the page.

Step 5 To edit a product or document, hover over it in the list and click the **pen icon** to make changes.

73%

of buyers said they are more likely to contact a company that has detailed company and product information



Digital Concierge

Sherlock, our **Decorex AI assistant** is on hand to answer your questions and point you towards the people, products and sessions worth your time.

Open your concierge

- (A) On the web, click the purple  icon in the top right corner.
- (B) On the app, click the purple  icon in the bottom right corner.

Ask a question

- Step 1** Type your own question, or choose one of the suggested prompts to get started.
- Step 2** Ask follow-ups questions in the same chat. The concierge keeps track of each conversation.
- Step 3** Start a new chat for a new topic. You can keep several chats running at once.

Recommendations are matched to your profile using the details you gave at registration. The more complete your profile, the sharper the answers.

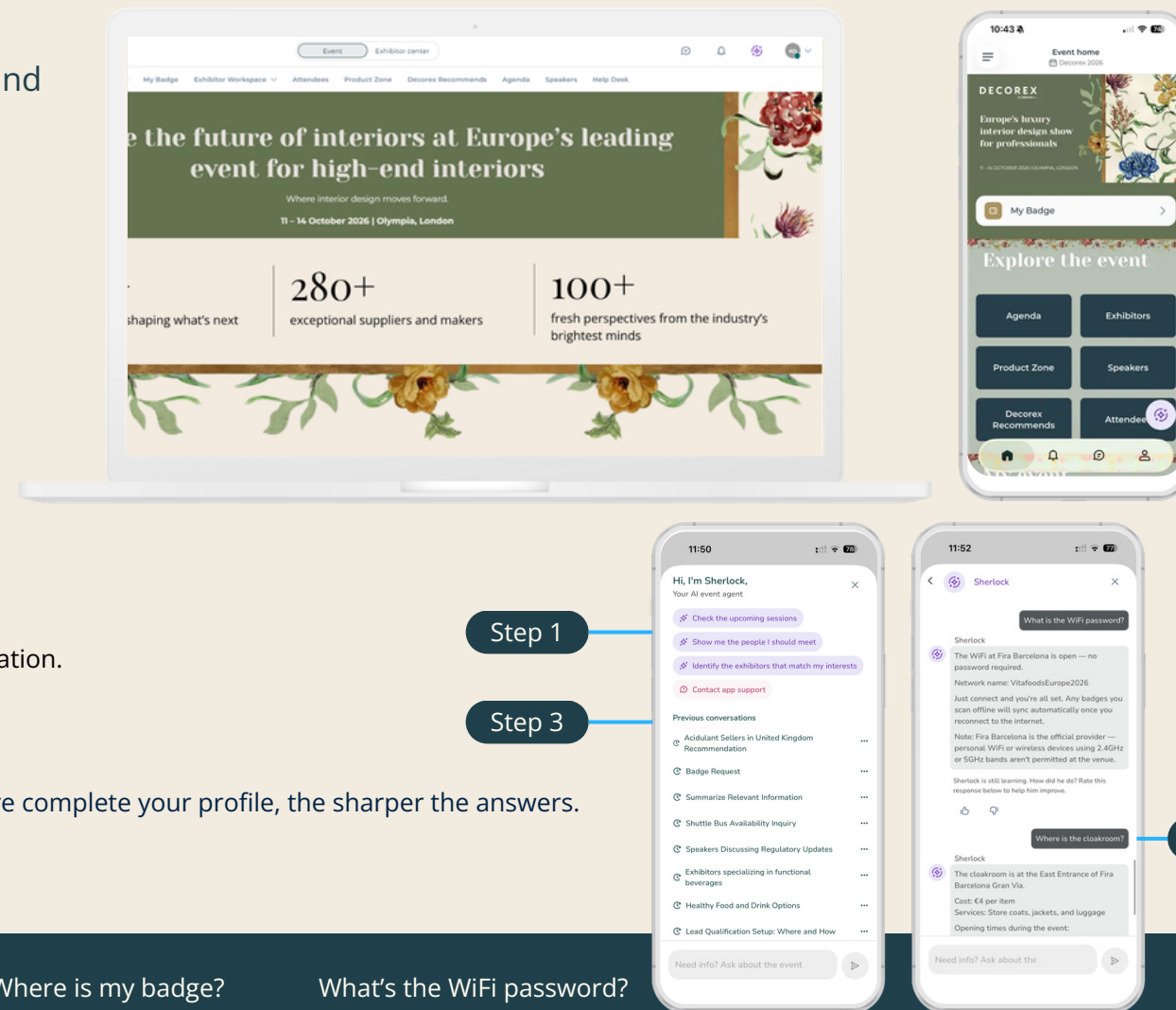
Try asking...

Who should I meet today?

Which sessions fit my role?

Where is my badge?

What's the WiFi password?



Finding prospects

Decorex provides you with the full list of event attendees, helping you build a pipeline of valuable contacts. This list will be available from 18th August.

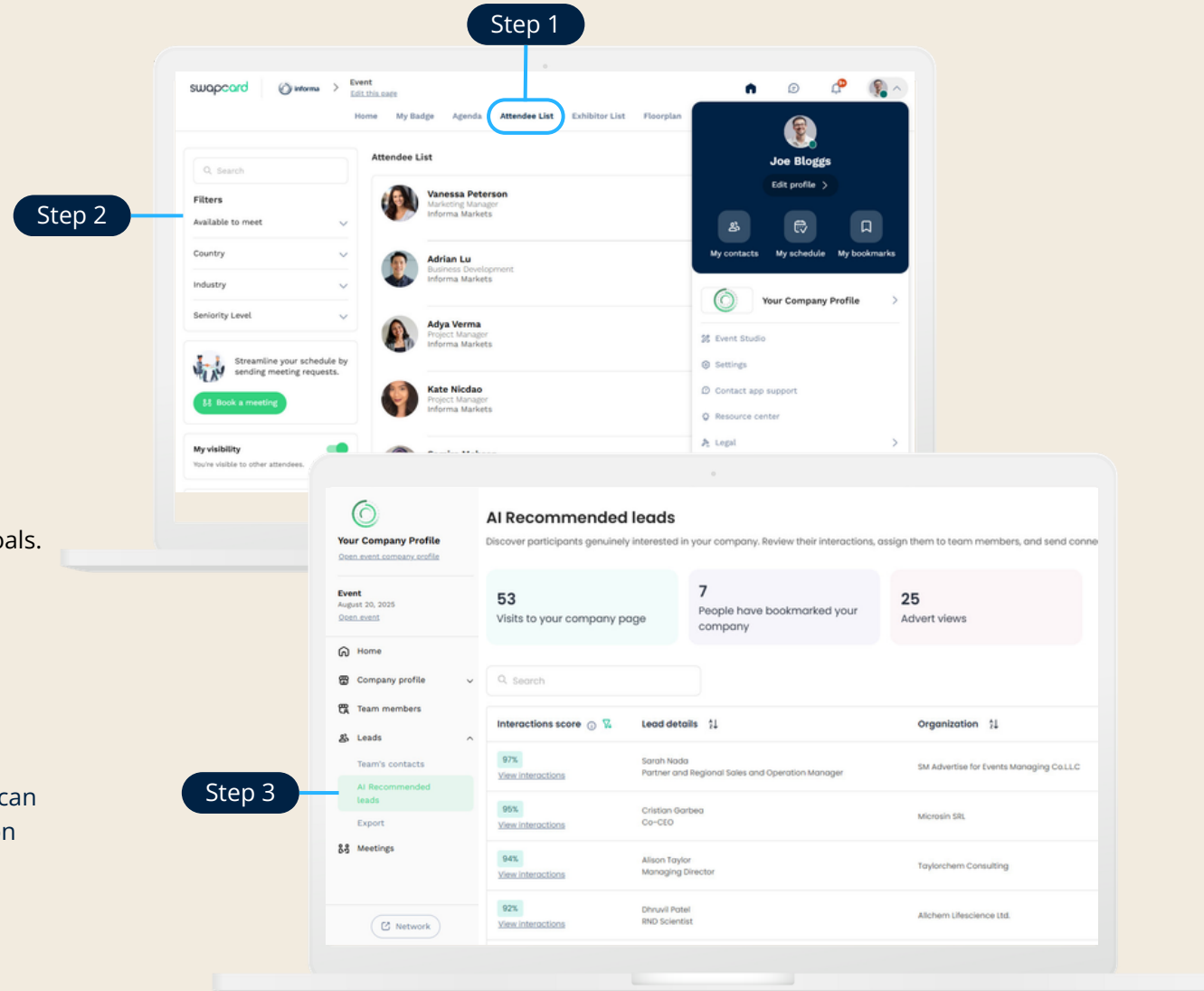
Via the Attendee List

- Step 1** Click 'Attendee List' from the top navigation menu.
- Step 2** Use the filters and AI recommendations to find prospects that align with your goals.

Via the 'Recommended Leads Dashboard'*

- Step 3** In your Exhibitor Centre, click 'Leads' then 'AI Recommended Leads'.

Your recommended leads show who is interacting with your company on the platform. This can include anything from a profile view to a meeting request. Each lead is given a score based on the quantity, quality and recency of their interactions. Click on the attendee to connect and convert them to your leads list.



*Depending on your package, you may be able to enhance your profile with additional elements, such as a company video or advertisement. To learn more, contact your account manager.

Connecting with prospects

Once you have identified your prospects, it's time to convert them to a lead. To do this, you need to send a connection request or arrange a meeting.

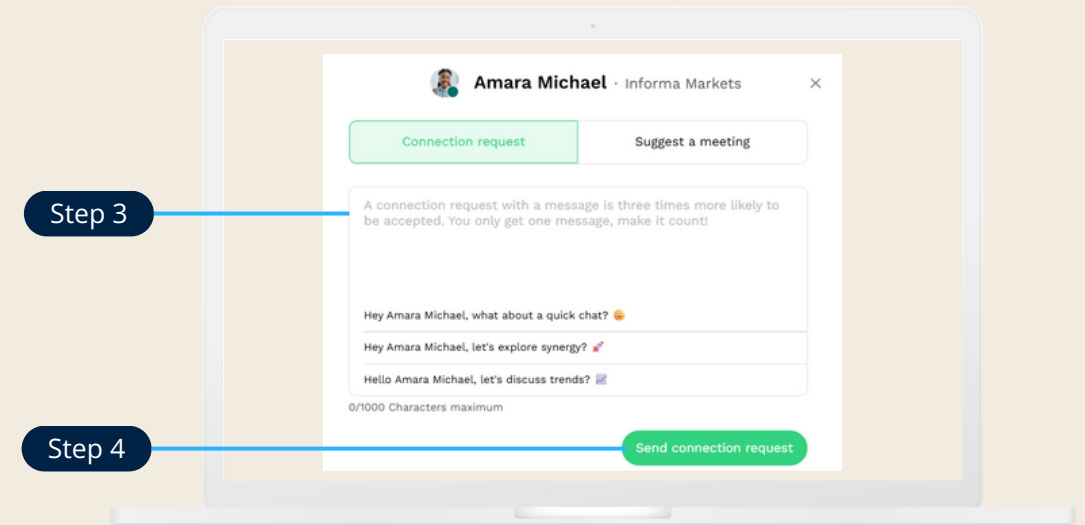
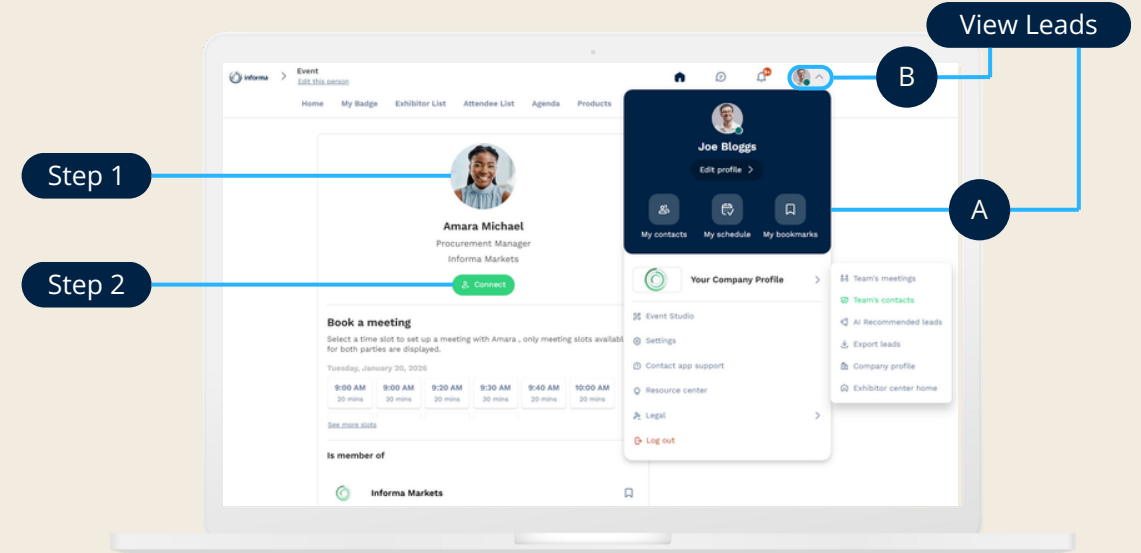
- Step 1 Click on the person you want to connect with.
- Step 2 Click on the **'Connect'** button.
- Step 3 Start by sending an introductory message about yourself, your company and why you wish to connect.
- Step 4 Click **'Send connection request'**.
Connection requests will remain pending until accepted.

View your Leads

- A To find your company's leads, go to your **Exhibitor Centre** and click **'Leads'** then **'Team contacts'**.
- B To find your individual contacts, click **your picture** in the top right corner and then click **'My contacts'**.

Exhibitors who used the messaging feature at a previous event increased their number of leads by more than

300%



Meetings

Make extra time for those all-important face-to-face discussions.

Book a Meeting

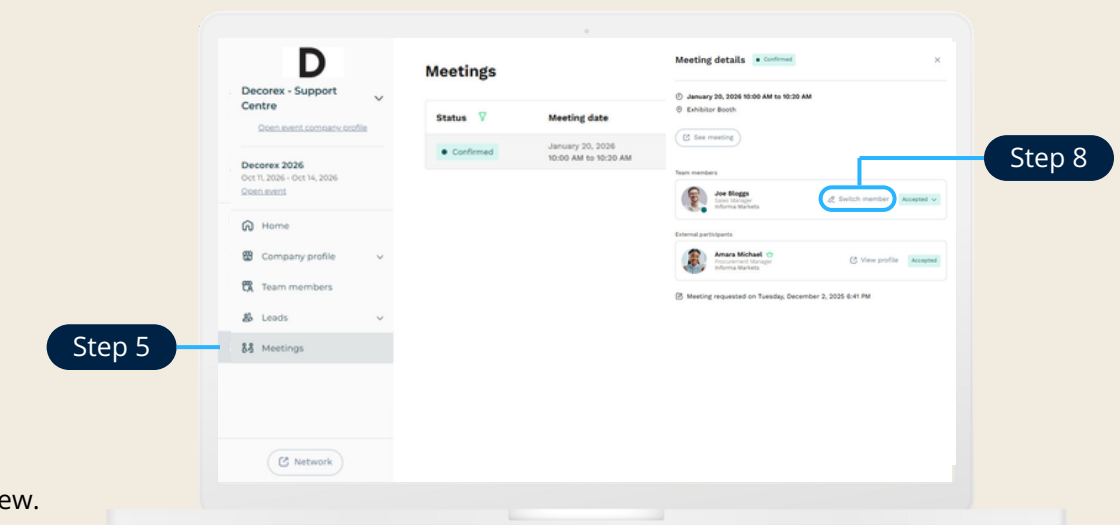
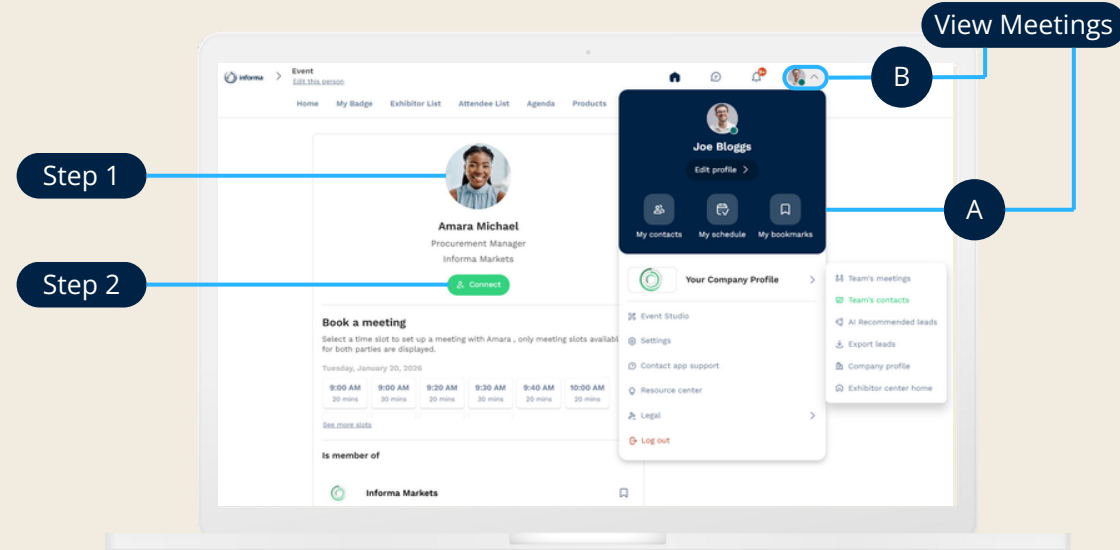
- Step 1 Visit an attendee profile.
- Step 2 Click one of the suggested time slots.
- Step 3 Select a meeting location, add details and invite more participants if required.
- Step 4 Send your meeting request. Once your meeting request is accepted, it will be put into your schedule.

Assign Team Meetings

- Step 5 In your **Exhibitor Centre**, click '**Meetings**'.
- Step 6 Click on the meeting you want to assign.
- Step 7 Click '**Assign member**' and select the team member best suited to take the meeting.
- Step 8 If the assigned team member is unable to attend, click '**Switch member**' and assign someone new. Please note: if the assigned team member declines the meeting, it will be cancelled.

View your Meetings

- A Meetings that have been booked with your wider company will appear in '**Team meetings**' in your **Exhibitor Centre**.
- B Meetings that have been booked with you or assigned to your profile will show under '**My schedule**'. Once confirmed, all participants will become a lead.



Lead qualification

Bring consistency to your lead qualification with customisable qualifying questions.

How can I qualify my leads?

As an exhibitor, you have the option to add customised questions to help you qualify leads. These questions can help you unlock deeper insights into your lead's needs, interests, and buyer intent. This information will also help you organise your leads for efficient follow up.

Set up Qualifying Questions

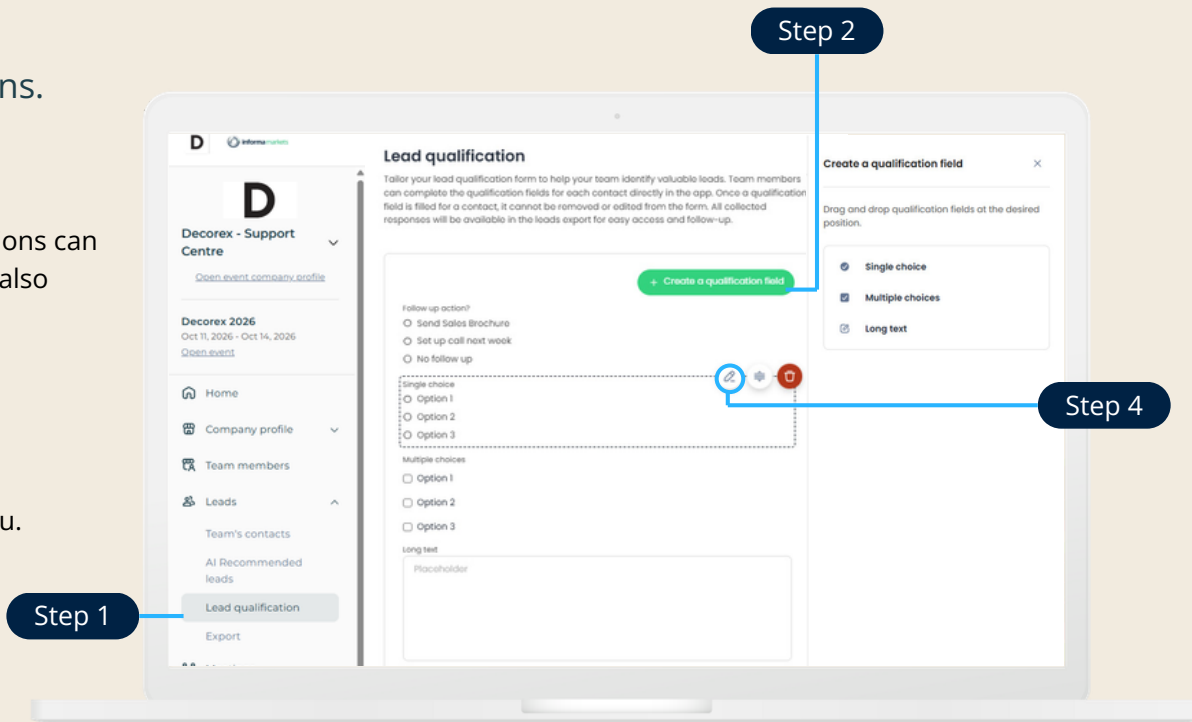
Step 1 In your **Exhibitor Centre**, click 'Leads' then 'Lead Qualification' from the left navigation menu.

Step 2 Click '+ Create a lead qualification field'.

Step 3 Drag and drop your preferred question type into the lead qualification form.

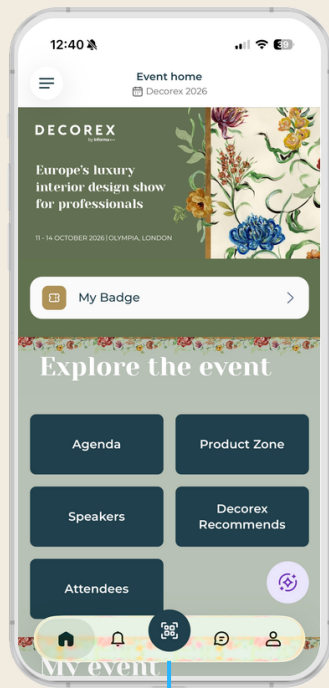
Step 4 Hover over the question and select the **pen icon** to edit the question and answers.

We suggest one team member takes responsibility for adding questions before the show. Make sure to review the questions and answers carefully. Once a qualifying field has been used, it cannot be deleted or edited.



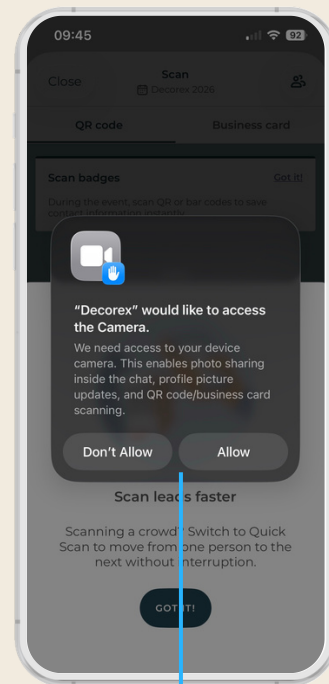
Lead capture

Building your list of leads has never been easier. The platform & app ensures that every interaction you have online and at Decorex is saved as a lead.



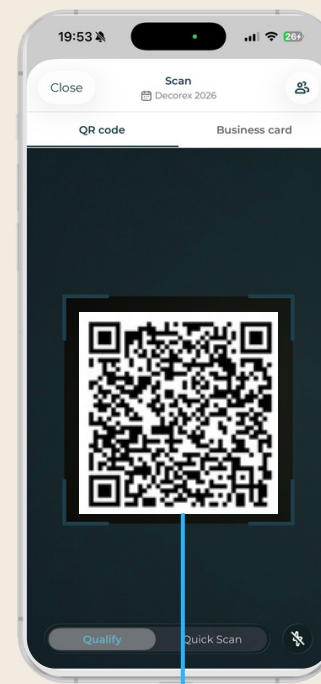
Step 1

Click the QR code icon in the bottom centre.



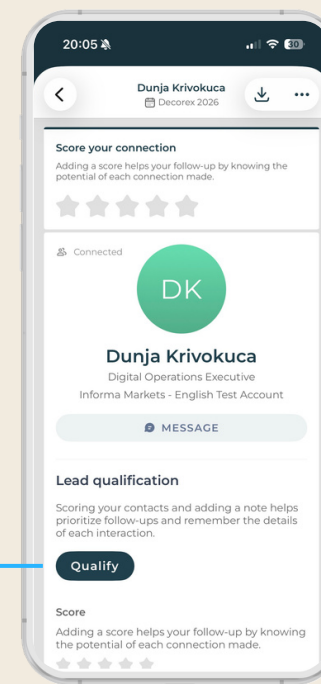
Step 2

Allow access to your camera.



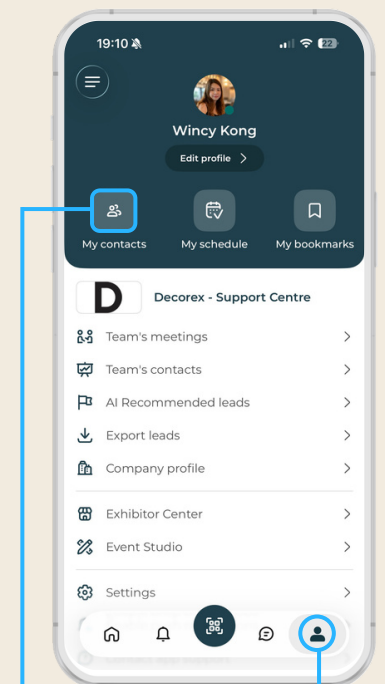
Step 3

Scan the badge.



Step 4

Click 'Qualify'.



Step 5

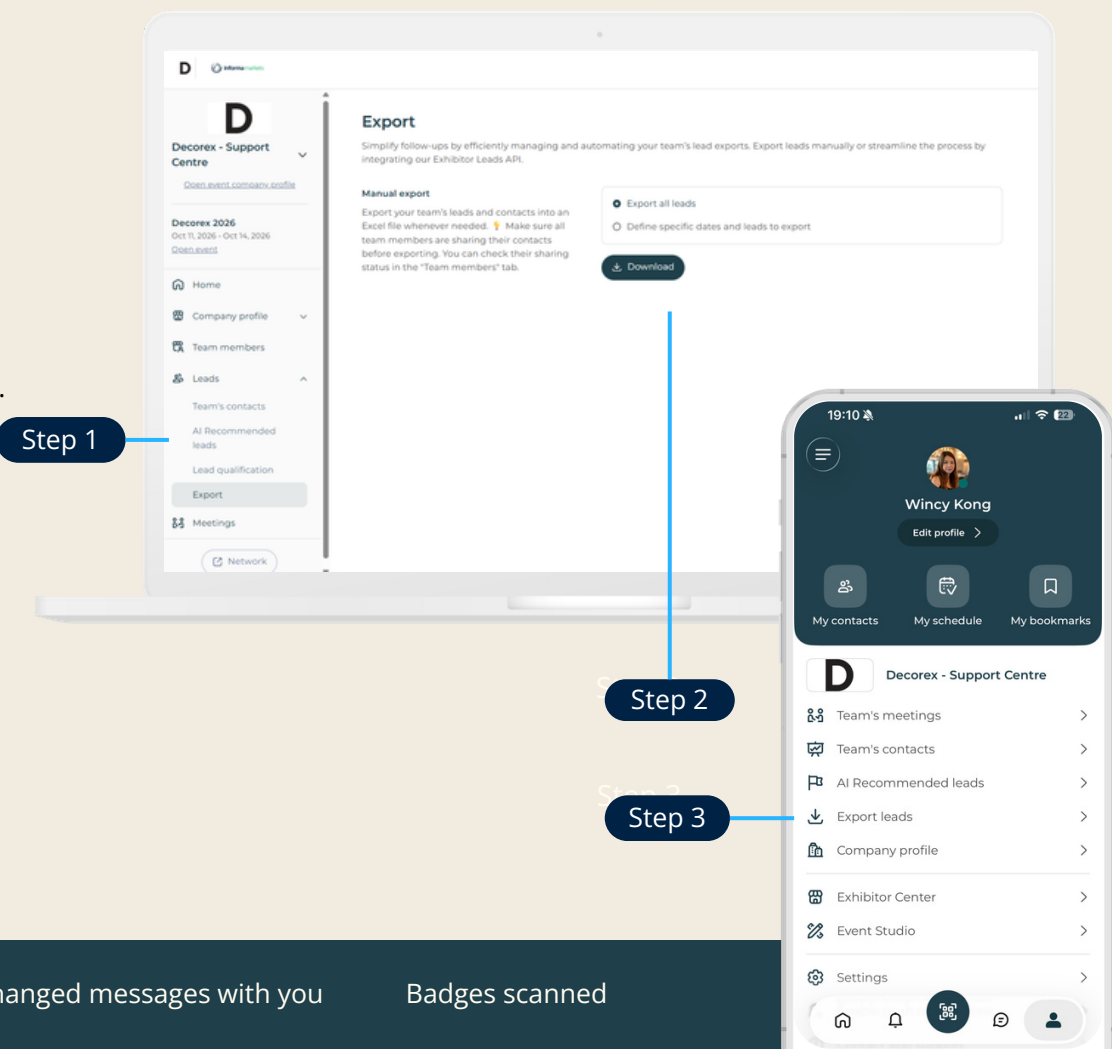
You can find your leads under 'My contacts', if you need to message or re-qualify them.

Lead retrieval

This download includes the details of every connection you make at the show and online

- Step 1** In your **Exhibitor Centre**, click '**Leads**' then '**Export**' from the left navigation menu.
- Step 2** Click '**Download**'. You can download all your leads at once or select specific dates and content.
- Step 3** You can also download your leads from the app by going to your profile and clicking 'Export leads'.

For Recommended Leads to be included in this download, you should connect with them first.



Extra time.
Extra access.
Extra value.

➤ Log in today to get extra from your event experience



➤ For any additional support, please contact customer service:

Email: Decorexcares@informa.com

Phone: +44 (0)20 7921 8166

WhatsApp: +44 (0)20 7921 8166

Support hours: Available Monday - Friday 09.00 - 17.00 UK Time

