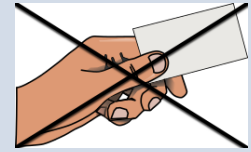


ePoint Lead Management facilitates the contact between Visitors and Exhibitors and makes traditional Business Cards and Interview Forms redundant.



In the onLine Catalog the Visitors can add the Exhibitors they are interested in, to their Favorites on myList.

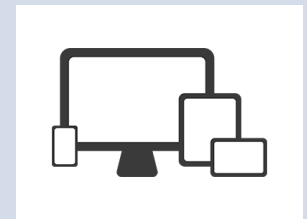
By doing this the Visitor sends his electronic Business Card to ePoint where the Exhibitor can see it.

### myList

- NNNNNNNNN  
- NNNNNNNNN  
- NNNNNNNNN  
- NNNNNNNNN  
- NNNNNNNNN

The System works cross-platform which means that the Visitors can start at home on their Computer and continue on Smartphone or Tablet at the Event.

The Visitors can bring their personal programme and during the Event add Exhibitors that they find interesting to their myList, and thereby indicate that they are interested in being contacted.



Exhibitors can identify Visitors by scanning the QR-code on the Guest Card with their Smartphone or Tablet.

Doing this opens the Interview Form, and the Sales Rep. can now ask his predifines Questions and select the Answers, formulated at the Exhibitor Forum. Comments can be added too.

This makes the Customer Dialog and Data Collection far more efficient.



Existing Customer:  Yes  No  
 Purchase Volume:  < 1 mill.  1 - 5  > 10 mill.  
 Product Groups:  
 Bits  
 Pieces  
 Round  
 Square  
 X-treme  
 Dimensions:   
 Colour:

Once the Event is over the Exhibitor gets electronic Business Cards as well as data from the Interview Forms in a Data File.



All your downloads of the e-Point App is included in the stand rental. The App is only available for iPhones or iPads from Apple.

# ePoint Guide

*ePoint Lead Management facilitates the contact between Visitors and Exhibitors.*



*ePoint works with IOS.*

*You download the app Claris FileMaker Go from AppStore.*

*Then open the file ePoint\_launcher v2 which you have received by Email.*

*You can also get it at the ExhibitorForum.*

*The Interview Form is set up at the ExhibitorForum.*

Below is an example of the Interview Form:

Existing Customer:  Yes  No

Purchase Volume:  < 1 mill.  1 - 5 mill.  5 - 10 mill.  > 10 mill.

Product Groups:  Bits  
 Pieces  
 Round  
 Square  
 X-treme

Dimensions:

Colour:

Comments:

The Form contains a number of Questions with predefined Answer Options. This is speeding up the Interview Process and minimizing the need for manual text input.

The time it takes to build a well structured Interview Form is well spend.

On the following pages we will examine how the Form is build using various Field Types.

# The Interview Form is setup at the Exhibitor Forum in the ePoint Module.

For the first 2 Questions the Field Type "RadioButton" is used.

A RadioButton is characterized by allowing you to select only one of the answer options.

RadioButtons are used when there are relatively few options.

The Answer Options are created in the window to the right which will become active when clicking the individual Questions.

Sort No.	Question	Field Type	
1	Existing Customer	RadioButton	✕
2	Purchase Volume	RadioButton	✕
3	Product Groups	CheckBox	✕
4	Dimensions	Text	✕
5	Colour	SelectBox	✕
			✕

Purchase Volume	
Answers	
< 1 mill.	✕
1 - 5 mill.	✕
5 - 10 mill.	✕
> 10 mill.	✕
	✕

For Question no. 3 the Field Type “CheckBox” is used.  
A CheckBox is characterized by allowing you to select several of the answer options.

Sort No.	Question	Field Type		Product Groups	Answers	
1	Existing Customer	RadioButton	✕		Bils	✕
2	Purchase Volume	RadioButton	✕		Pieces	✕
3	Product Groups	CheckBox	✕		Round	✕
4	Dimensions	Text	✕		Square	✕
5	Colour	SelectBox	✕		X-treme	✕
			✕			✕

For Question no. 4 a Text field is applied.  
Here there are no predefined Answer Options, so the answer must be input manually.  
The use of this field type should be limited.

For general / supplementary Comments there is a standard comments field, so you shall not create one yourself.

For Question no. 5 the Field Type “SelectBox” is used.

A SelectBox is - like a RadioButton - characterized by allowing you to select only one of the answer options.

Sort No.	Question	Field Type	
1	Existing Customer	RadioButton	✕
2	Purchase Volume	RadioButton	✕
3	Product Groups	CheckBox	✕
4	Dimensions	Text	✕
5	Colour	SelectBox	✕
			✕

Colour Answers	
Red	✕
Yellow	✕
Green	✕
Blue	✕
Orange	✕
Purple	✕
White	✕
Black	✕
	✕

Once You are done setting up the Interview Form, You can see the result by downloading the ePoint app from app Store or Google Play.

When opening the app you must first scan the QR-Code on your **Exhibitor Card**, and enter your Company Password (same as ExhibitorForum).

**The app is now ready**

When scanning the QR-Code on the **Guest Card**, the Guest Report opens with the Guests contact information. You can now ask your questions and select the predefines answers and ad your Comments.

Click **SAVE** to save the Report.

You can see the generated reports at the ExhibitorForum under ePoint / Registrations.