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CANNES

16-19 October 2023
Palais des Festivals – Cannes, France

COMPANY HUB
User Guide
for Company Account Administrators

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16-19 October 2023
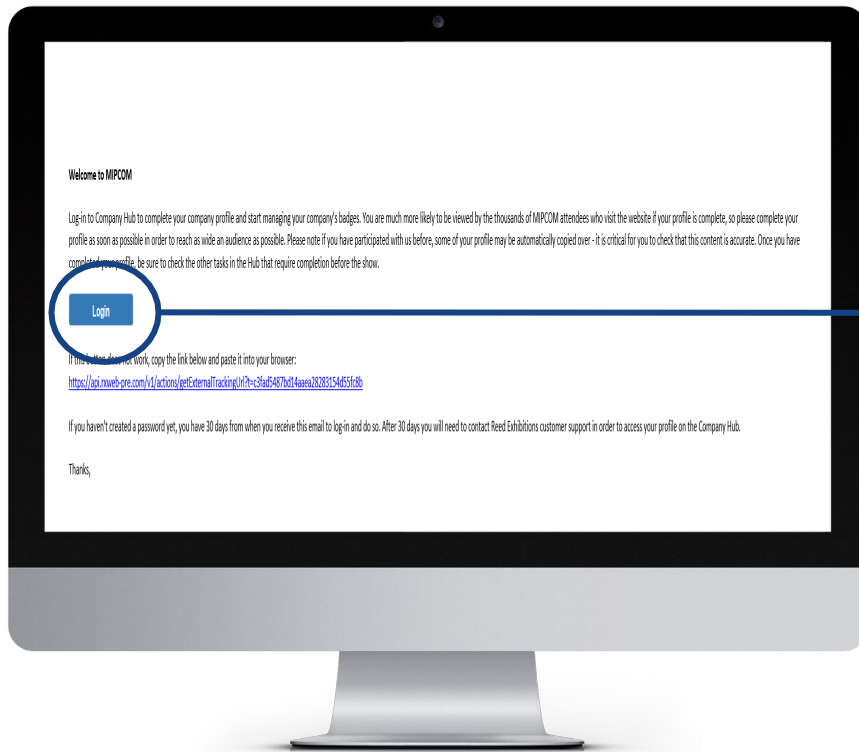**Palais des Festivals – Cannes, France**

Table of contents

1. GLOSSARY

- ❖ **Affiliates :** Companies or individuals officially attached to the main stand holder, often for the purpose of marketing and sales.

- ❖ **Umbrellas :** participants registered under a main stand holder who is a Pavilion

- ❖ **Dashboard :** Interface where you can monitor your leads and your company page statistics

- ❖ **E-Shop :** An e-commerce feature that allows administrators to purchase additional services online such as content credits or the Dashboard PRO option

- ❖ **Emperia Digital Lead Gen :** A tool for exhibitors to collect online leads when buyers view their content in the MIPCOM digital screening library or when someone send a request for a meeting.

- ❖ **Emperia On-site lead capture :** MIP Markets' mobile app that allows MIPCOM exhibitors to scan visitors' badges at the market and find their contacts in the online dashboard .

- ❖ **Entitlements :** Rights for purchased services (credits for the screening library, etc.).

- ❖ **MIPCOM Digital Screening library :** Only MIPCOM exhibitors have the opportunity to market their programmes & projects in the MIPCOM online digital screening library by purchasing content credits. Then, all buyers can screen those content and reach out to exhibitors.

- ❖ **Primary administrator :** The main contact in your company to prepare the market who has access to the E-shop to purchase extra services, update the company page, receive Emperia lead notifications, register exhibitor delegates, invite affiliates/umbrellas and add other secondary administrators. Once added, secondary administrators can have the same rights as the primary one (unlimited additional secondary admins).

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2. HOW TO LOG IN TO YOUR COMPANY SPACE?

Once your participation is confirmed, you will receive an email from RX Global : **no-reply@rxglobal.com**
If you have not received it, please contact the Help Desk

Welcome to MIPCOM

Log-in to Company Hub to complete your company profile and start managing your company's badges. You are much more likely to be viewed by the thousands of MIPCOM attendees who visit the website if your profile is complete, so please complete your profile as soon as possible in order to reach as wide an audience as possible. Please note if you have participated with us before, some of your profile may be automatically copied over - it is critical for you to check that this content is accurate. Once you have completed your profile, be sure to check the other tasks in the Hub that require completion before the show.

Login

If this link does not work, copy the link below and paste it into your browser:
https://api.rxweb-pre.com/v1/actions/getExternalTrackingUrl?t=c3fad5487bd14aaea28283154d55fc8b

If you haven't created a password yet, you have 30 days from when you receive this email to log-in and do so. After 30 days you will need to contact Reed Exhibitions customer support in order to access your profile on the Company Hub.

Thanks,

Click on the link **received by email** and **personalize your password**

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3. HOMEPAGE OF YOUR COMPANY HUB

Company Name	Digital offering

Here you will **find information about your registration** : company name, digital offer, stand number, size of your stand

Here you will find the **name of your company**

Here you will find the name **of your package type**

Edit Profile Page

This information will appear in the show website.

Emperia
Lead Capture Services

A consolidated list of leads.
(Total: 0, New: **0**)

Upgrade your package

Get more out of your digital profile

Invite Manager

Manage invites for attendees and your staff

Shop

Upgrade and promote via digital and the physical show.

Badges and participants

Add & manage badges and participants.

Manage Company entitlements

Manage and share entitlements with your sharers

Exhibitor Dashboard Analytics

No insights available yet, please check back after sometime.

Here are the details of each section of your Company Hub

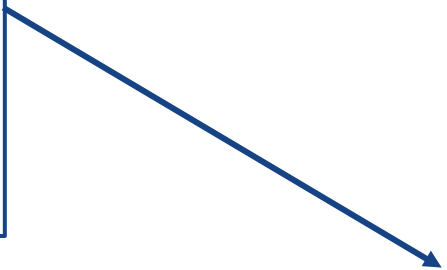**mipcom®**
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4. EDIT MY PROFILE

The profile editing section is made up of two parts, one dedicated to **editing your company profile**, the other to **managing/adding other administrators from your company**.
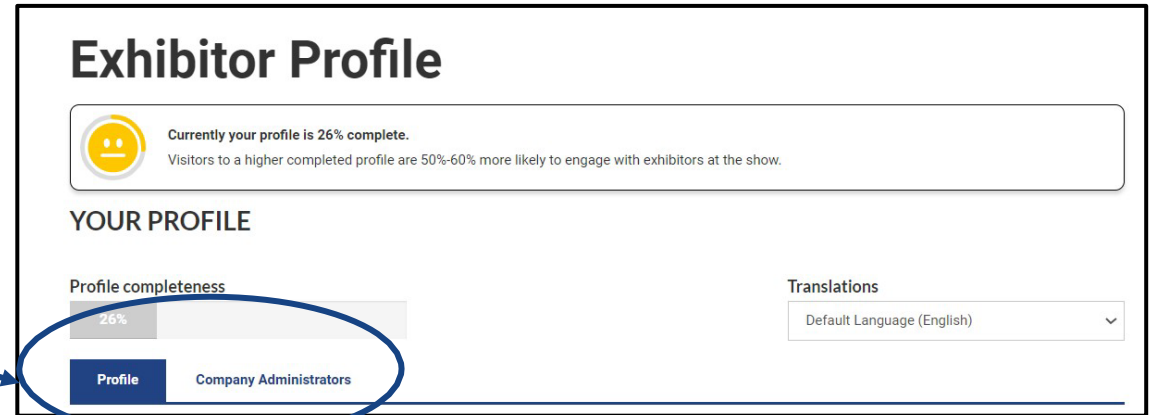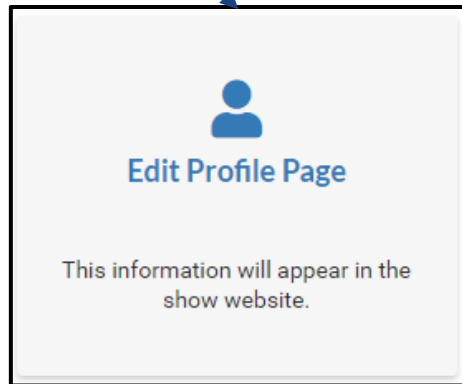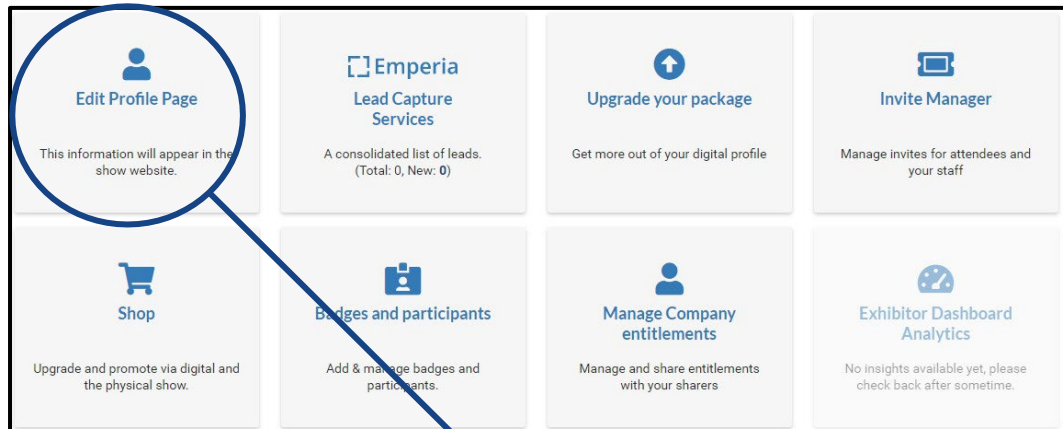
4. EDIT MY PROFILE - PROFILE TAB

Please complete your company profile with as many details as possible !

Logo, description, cover image... **Boost your business opportunities!**

4. EDIT MY PROFILE - COMPANY ADMINISTRATOR TAB

Edit Profile Page

This information will appear in the show website.

| Profile | Company Administrators |

Profile | **Company Administrators**

Create and manage administrators for your company, including a role. Each administrator will be sent an email with login information, there can be multiple administrators for each role and the same persons details can be entered with multiple roles. There must be one Primary Administrator. Please ensure you have the person's permission to add their details.

+Add Company Administrator

	First name	Last name	Email address	Login roles
☐	Test	SEPC Pavilion	test@sepcpavilion.com	Primary Administrator
☐	EMMANUELLE	GROS	emmanuelle.gros@rxglobal.com	Secondary Admininstrator
☐	Tristan	BOISSIER	tristan.boissier-ext@rxglobal.com	Secondary Admininstrator

Select the Administrators to whom you want to resend the activation email.

Resend activation email

Please add any of your colleagues who should **have access to the company page full set up (including E-shop).**

They will receive an activation email.

Resend the activation email to the company page (in case your colleague did not receive it)

Update your company admins list at anytime

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4. EDIT MY PROFILE - UPLOAD CONTENT (FOR EXHIBITORS ONLY)

MIPCOM Exhibitors can purchase content credits to showcase projects and programmes into the MIPCOM digital screening library and generate leads from buyers

STEP 1

Access the **e-shop** to **purchase content credits**

STEP 2

Add each project or programme you wish to present with a full description and a video file *(if needed)*
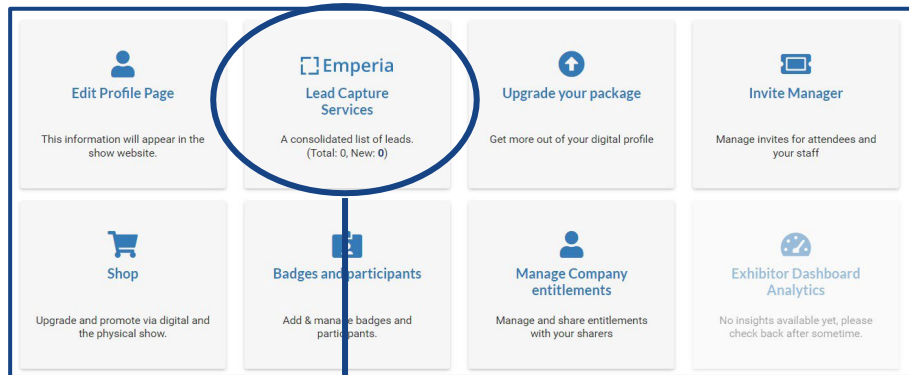
We also recommend you to **upload documents about your company**, such as press releases or other material that may represent your company.

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Gallery of Projects and Programmes

Your company is NOT eligible to add Projects and Programmes.

Add Content

Products added: 0

Interested in adding Content to your company profile?
Click the 'Purchase Content Uploads' button to add Projects and Programmes.

Purchase Content Uploads

MIPCOM - OCTOBER 2023 SPECIFIC

Upload Documents

Select a category (Brochure, Case Study, White Paper, Press Release or Other) and upload the PDF file.

Select a category...

Upload PDF file

Maximum size 5MB per file.

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5. EMPERIA : THE LEAD GENERATION SOLUTION

❖ **Emperia is a Mobile app** to scan visitors' badge at the market. Collect contacts and find them in your online report on your exhibitor dashboard in the company hub.

❖ **Emperia is also tool for exhibitors** to **collect leads online** when buyers screen their content in the digital screening library or when a participant requests contact online.

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5. EMPERIA : THE LEAD GENERATION SOLUTION

5. EMPERIA : THE LEAD GENERATION SOLUTION
Generating leads Online with content

❖ This is a tool for **exhibitors to collect leads online.** Exhibitors can receive **leads when buyers view their content** in the screening library or when a **participant requests contact online.**

5. EMPERIA : THE LEAD GENERATION SOLUTION
Mobile App to scan visitors' badge at the market

GETTING STARTED

MIPCOM is fast approaching. We want to make sure you're prepared for an important part of your experience-collecting leads with the Emperia Lead Retrieval Application. Using the app at the event is easy - simply scan the code on the visitor badge to capture your connection and record their contact details. Here's a simple "Exhibitor's Guide to Emperia" to get you started and answer some commonly asked questions about the Emperia lead scanning tool.

Available on app store and play store

LOGIN DETAILS

Use these credentials to login to the app. Share this access code with your colleagues from your company so they can capture leads on their own devices as well.
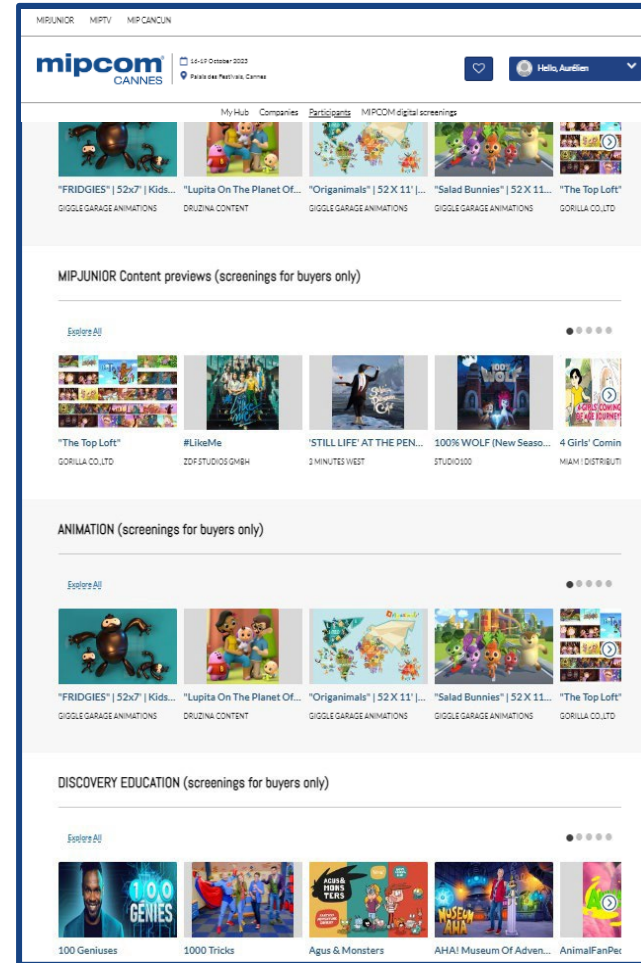
Company access code

XXXXX

Download the Emperia Mobile app from the App Store or Google Play

Customize your account by indicating your company access code

DOCUMENT(S) YOU WANT TO SHARE WITH YOUR LEADS

Select up to 3 documents that you want to highlight and share with your leads as part of the end-of-show summary email that the visitors will receive.

Upload up to 3 documents about your company sent to the visitors you scan at the market

CUSTOM QUESTION(S)

Add custom qualifying questions that you would like to ask your leads during lead capture using the Emperia app at the show. Add multi-choice options for each question. Receive these questions and the captured responses as part of your leads report post show.

Add qualification questions that will be asked to the visitors you scan, in order to better know them

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Download the full list of all your online leads and scanned contacts in 1 report available in .csv or .xlsx format

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6. ALLOCATE BADGES
Managing delegates registrations in your stand quota

Company Badges

⑦ **Help**

Upload Multiple Badges | Create Single Badge ← | Invite Your Colleagues

Select Badge Type

Delegate Badge (40 Badges Remaining) ▾ | ⬇ **Download template**

Select the badge type that you want to allocate. You can only allocate one badge type at a time

Privacy Notice

☐ Please ensure you have notified the listed individuals in your file that you have submitted their registration in line with our Privacy Policy. [All Registered attendees will be notified of the name and contact details of those who submitted a registration request on their behalf.]

File upload:

Select a file (Excel) | **Browse**

5mb maximum file size. Emails must be unique for each badge holder

CLICK HERE if you want to create a single Badge

Create New Badge ✕

First Name | Last Name

Email | Onsite Mobile Phone (optional)

Job Title | Badge Product
| Delegate Badge

Save & Create Another | Cancel | **Save**

Use this template to upload multiple delegates at the same time

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6. INVITE MANAGER
Managing delegates, umbrellas and affiliates' registrations

In this section, you will find the **registration links to be sent to the delegates of your stand quota, affiliates and umbrellas**

IMPORTANT :
- **Pavilion must use only Umbrellas links (mandatory)**
- **Stand holder must use only Affiliate links (mandatory)**

Manage Invites

View and manage your invites. Simply copy the links below and insert them into your email and social network campaigns.

⌄ Help

ACTIVE INVITES

Active

Umbrella Badge ⓘ

🔗 https://www.mipcom.com/en-gb/register.html?code... ▢

Links Available
∞

Link Views
3

Buy Links

⌃ Hide Used Links

Indicates the number of **registrations available**.

Copy the link using the button ▢
Send this link to your umbrellas and affiliates for them to register

Indicate the **number of people** who have clicked on the link but **have not completed the registration.**

Nom	Intitulé de poste	Société	Email	
test imposant	test imposant	ENTRANCE	testimposant@popmail.com	Faire une demande

You can find the list of **people who registered with your personalized link** just below.

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By clicking on the link, your delegates, affiliates or umbrellas will get access to the dedicated page to **order their badge**

They will find the name and number **of your stand**

They can order their badge

Exhibiting Delegate Registration

Please select your chosen number of badges from the list below. Registration can be completed in a few quick and simple steps!

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You've been invited to share a stand with
MIPCOM TEST - SEPC Pavilion on stand

By accepting the invite you understand that MIPCOM TEST - SEPC Pavilion will be informed of your registration.

Exhibitor
€795 Excl. Tax

- 4 days exhibition market in Cannes, France
- Your account on MIPCOM.com digital platform in early July 2023 to prepare your market and connect to all participants...

More info

1 ▾

1 badge(s) selected...

Clear selection   Register

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7. MANAGE YOUR COMPANY BADGES

Edit Profile Page
This information will appear in the show website.

Emperia
Lead Capture Services
A consolidated list of leads. (Total: 0, New: 0)

Upgrade your package
Get more out of your digital profile

Invite Manager
Manage invites for attendees and your staff

Shop
Upgrade and promote via digital and the physical show.

Badges and participants
Add & manage badges and participants.

Manage Company entitlements
Manage and share entitlements with your sharers

Exhibitor Dashboard Analytics
No insights available yet, please check back after sometime.

Here you can find the Payment status of the badge

Badges are available for download and printing **15 days before the market**. However, you must have **properly completed your profile in its entirety** in advance in order to access your badge.

DON'T FORGET TO ADD A PHOTO FOR YOUR BADGE (MANDATORY)

Badge manager
View your badges and allocate them to your staff

Allocate badges   **Your company badges (2)**

Here you can find the exhibitor badges **you have uploaded**

Company Badges: 2/0 Allocated   To allocate new badges, use the template upload feature in the Allocate Badges tab

Badge Status
All

Name	Badge Status	Job Title	Badge Product	Payment Status
Marie Puate	Active	Sales	Exhibitor Badge	Free Badge
Coumba SECK	Active	CDP	Exhibitor Badge	Free Badge

Anne JACOB   Anne JACOB

7. MANAGE YOUR COMPANY BADGES

Badge manager
View your badges and allocate them to your staff

Allocate badges | **Your company badges (2)**

Company Badges: 2/0 Allocated   To allocate new badges, use the template upload feature in the Allocate Badges tab

Badge Status
[All ▼]

Name	Badge Status	Job Title	Badge Product	Payment Status		
👤 Marie Puate	Active	Sales	Exhibitor Badge	Free Badge	🖨	✏
👤 Coumba SECK	Active	CDP	Exhibitor Badge	Free Badge	🖨	✏

You can modify them

(with the exception of the email address)If you modify the badge, you will need to **re-print** as the previous one will no longer be valid.

⚠ Once a badge is edited, a new version will be created. The previous badge will be deactivated.
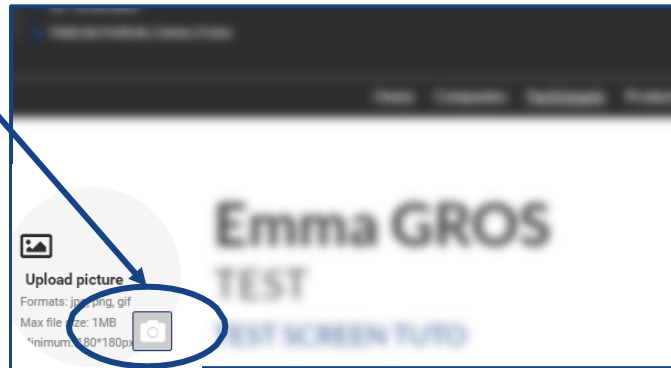
First name
[Steven]

Job title
[Tester]

Surname
[Building Smith]

Email
[sbd360+notest@gmail.com]

[Deactivate]   [Cancel] [Submit]
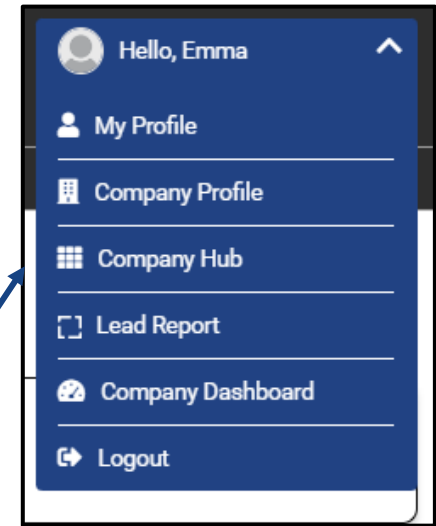
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As soon as they are registered the **delegate will receive an automatic e-mail** to connect to their profile

Delegate will connect to their profile and will **have access to upload their picture to receive the badge** *(available 2 weeks before the event)*

Access the MIPCOM Company Hub and Start Promoting Your Profile

no-reply@rxglobal.com

Welcome to MIPCOM

Log-in to Company Hub to complete your company profile and start managing your company's badges. You are much more likely to be viewed by the thousands of MIPCOM attendees who visit the website if your profile is complete, so please complete your profile as soon as possible in order to reach as wide an audience as possible. Please note if you have participated with us before, some of your profile may be automatically copied over - it is critical for you to check that this content is accurate. Once you have completed your profile, be sure to check the other tasks in the Hub that require completion before the show.

Login

Emma GROS
TEST

Upload picture
Formats: jpg, png, gif
Max file size: 1MB
minimum 180*180px

Hello, Emma

My Profile

Company Profile

Company Hub

Lead Report

Company Dashboard

Logout

This section, located at the top right of the screen, allows them to **navigate between their company profile and their personal profile.**

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9. E-SHOP SECTION

Edit Profile Page	**Emperia** **Lead Capture Services**	**Upgrade your package**	**Invite Manager**
This information will appear in the show website.	A consolidated list of leads. (Total: 0, New: **0**)	Get more out of your digital profile	Manage invites for attendees and your staff
Shop	**Badges and participants**	**Manage Company entitlements**	**Exhibitor Dashboard Analytics**
Upgrade and promote via digital and the physical show.	Add & manage badges and participants.	Manage and share entitlements with your sharers	No insights available yet, please check back after sometime.

Shop

Upgrade and promote via digital and the physical show.

Exhibitor Dashboard Pro
€400
Access the MIP market data and compare your online performance with competitors thanks to the optimized dashboard Pro.
🛒 Add to basket

Credit for a Project
€60
Buy extra credit(s) to upload new project(s) into the MIPJUNIOR dedicated screenings library (KIDS & young adults content only).
🛒 Add to basket

Credit for a Programme
€170
Buy extra credit(s) to upload new programme(s) into the MIPCOM main screenings library (any content genres).
🛒 Add to basket

Delegate Badge
€575
Exhibitor badges Description
🛒 Add to basket

You can **purchase additional services** here, such as:

- **Additional delegates registration** out of your quota stand

- **Exhibitor Dashboard Pro** *(benefit from extra features on your company dashboard to monitor your profile performance)*

- **MIPCOM credits for content to showcase programmes and projects in the MIPCOM digital screening library**

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Purchase additional delegates badges from your quota stand

Purchase **additional delegates badges** by **adding them to your basket** and proceeding to payment shop.

Anyone can buy extra delegates badges on top of their quota.

Purchase digital services

Purchase **additional services** by **adding them to your basket** and proceeding to payment shop

Get 20% of programmes by purchasing 3 or more (discount at check out)

You can **use filters** by **product type and price** in order to choose the products that best meet your needs.

Filter

Search

Features ^

☐ Exhibitor Dashboard (1)

☐ Directory Products - Other (1)

☐ Product showcase (1)

Price ^

☐ €0 - €500 (3)

☐ €501 - €1,000 (0)

☐ €1,001 - €5,000 (0)

☐ Over €5,000 (0)

€ ___ to € ___ →

Showing **3 products**

Exhibitor Dashboard Pro
🛒 Add to basket
€400
Access the MIP market data and compare your online performance with competitors thanks to the optimized dashboard Pro.

Credit for a Project
🛒 Add to basket
€60
Buy extra credit(s) to upload new project(s) into the MIPJUNIOR dedicated screenings library (KIDS & young adults content only).

Credit for a Programme
🛒 Add to basket
€170
Buy extra credit(s) to upload new programme(s) into the MIPCOM main screenings library (any content genres).

10. UPGRADE YOUR PACKAGE: INCREASE YOUR VISIBILITY

Get **more visibility** by upgrading your digital package. Get your company page promoted on top of everyone else

Feature title	Bronze Essentials	Silver Standard	Gold Premium
Pricing	€ 0	€ 1,500 Select	€ 2,500 Select
Basic Directory Listing Your name, description and a logo.	✓	✓	✓
Premium Listing Stand out with more space and company images including your company contact details and a product carousel.	✗	✓	✓
Sponsored Filter Category Appear at the top of a filter category results list and be identified as the sponsor.	✗	✗	✓
Home Page Promotion Get showcased as an event sponsor on the home page of the event.	✗	✗	✓

YOUR CURRENT PLAN

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10. UPGRADE YOUR PACKAGE

The mention **"your current plan"** indicates the offer already included in your online services package

Choose the package of your choice by adding it to your basket before proceeding to payment

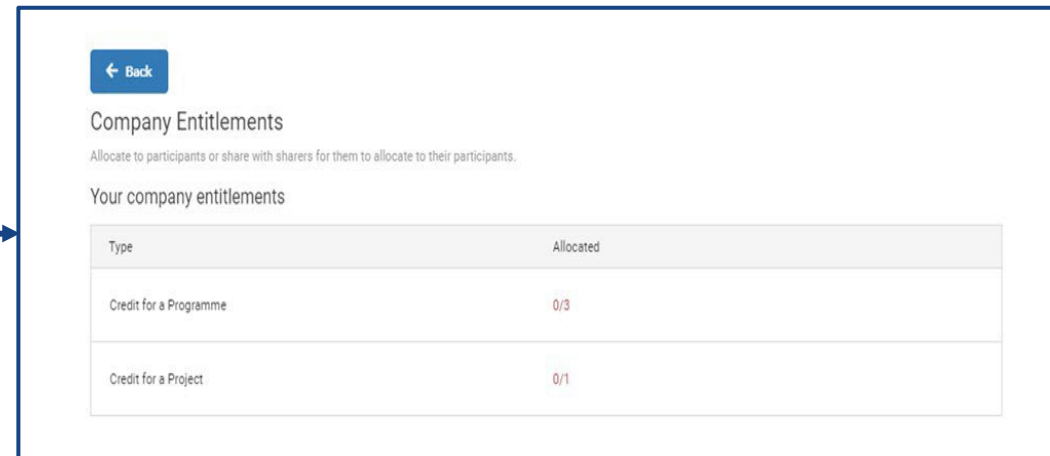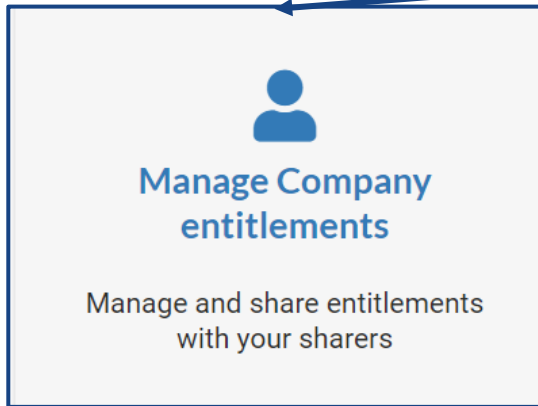On the left, you will find all the **explanations about the various options available**

YOUR CURRENT PLAN

Feature title	Bronze Essentials	Silver Standard	Gold Premium
Pricing	€ 0	€ 1,500 Select	€ 2,500 Select
Basic Directory Listing Your name, description and a logo.	✓	✓	✓
Premium Listing Stand out with more space and company images including your company contact details and a product carousel.	✗	✓	✓
Sponsored Filter Category Appear at the top of a filter category results list and be identified as the sponsor.	✗	✗	✓
Home Page Promotion Get showcased as an event sponsor on the home page of the event.	✗	✗	✓

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Please find below your available purchased **credits and entitlements for your additional services**.
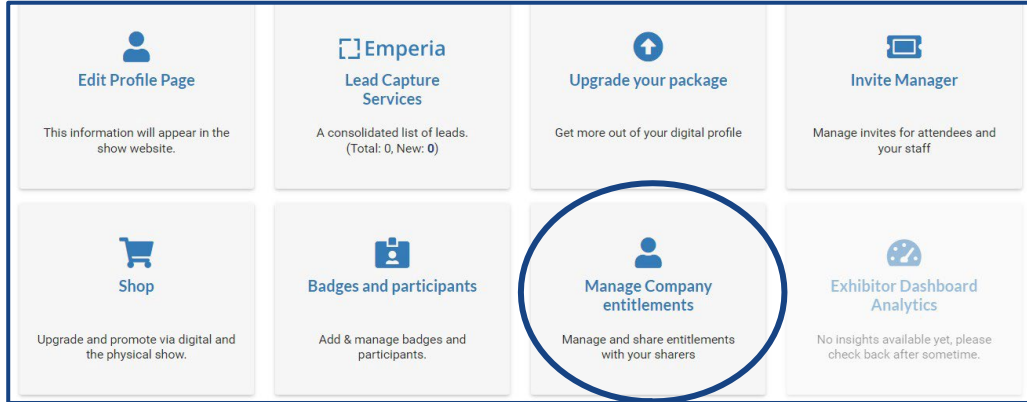
Thanks to your credits, you can then upload your content into the screening library in your company page (scroll down to "Gallery of Projects and Programmes").

12. COMPANY DASHBOARD ANALYTICS

This page only becomes accessible **90 days before the market.** However, it is possible to make a specific request to unlock access earlier if necessary.

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12. COMPANY DASHBOARD ANALYTICS

The Exhibitor Dashboard allows you to access a **wealth of data regarding your performance at the exhibition**. This dashboard synthesizes your leads generated via your screening library and your scans during the *market (with Emperia app)*.
Its pro version also allows you to **compare yourself with your competitors.**

A large amount of **data** is available to help you understand **the typology of your leads**, your **strengths, and areas for improvement** for your next exhibition.
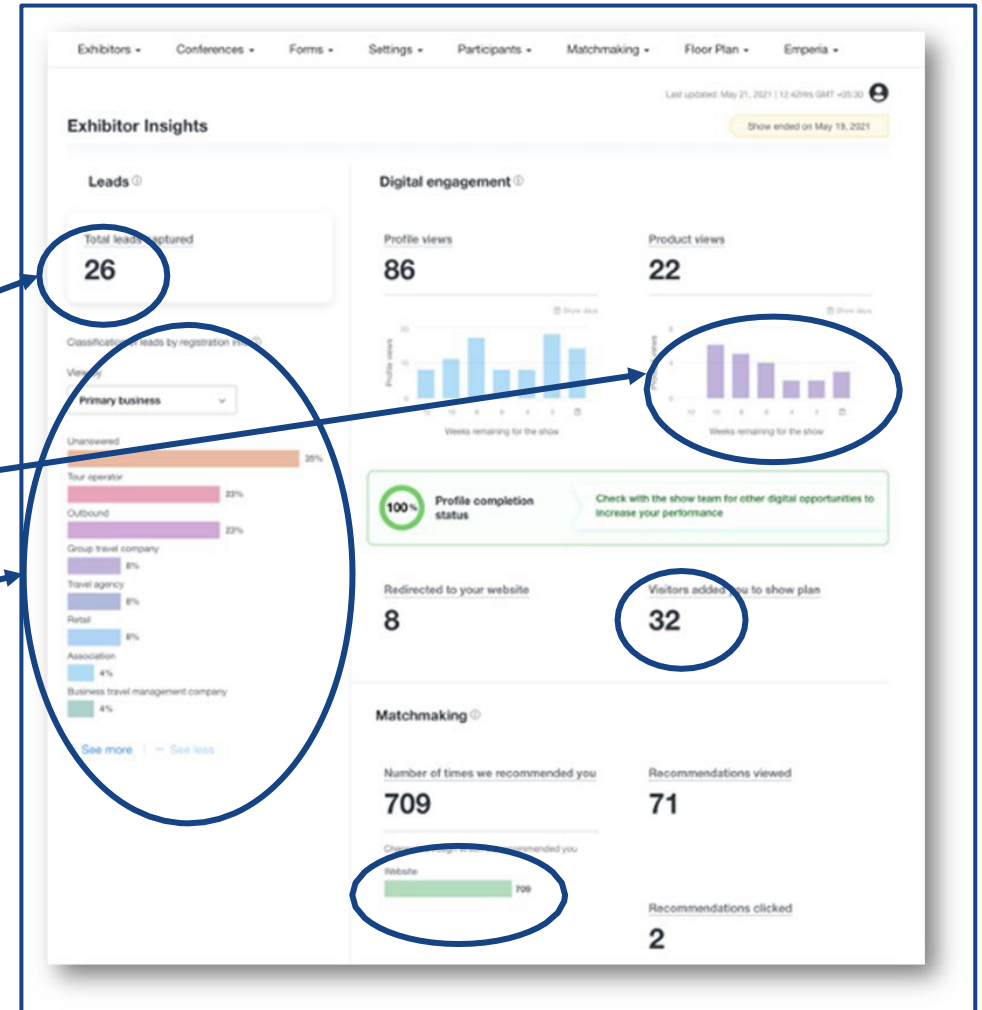
NEED ANY ASSISTANCE?

Contact our Customer Helpdesk :

By phone : (+33) 1 47 56 51 01.

Our telephone service is open from Monday to Friday, 9am to 6pm CET.

- [By form](#)
- [Read the FAQ](#)

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