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USER GUIDE
FOR COMPANY ACCOUNT ADMINISTRATORS

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Built by
RX
In the business of
building businesses

TABLE OF CONTENT

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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

❑ **RX Lead Manager 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.

❑ **RX Lead Manager 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 who prepares for the market, has access to the E-shop to purchase extra services, updates the company page, receives RX Lead Manager lead notifications, registers exhibitor delegates, invites affiliates/umbrellas and adds other secondary administrators. Once added, secondary administrators can have the same rights as the primary one (unlimited additional secondary admins).
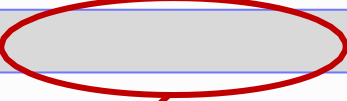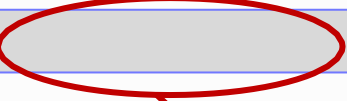
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2. Log into your company account

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

Click on the link received by email and personalize your password

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 on the show platform

Exhibitor Dashboard

Measure performance and get critical data to boost your event strategy

Lead Manager App
(formerly Emperia)
Lead Capture Services

A consolidated list of leads scanned at the show with Lead Manager App (formerly Emperia).
(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.

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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 for **managing/adding other administrators from your company**.
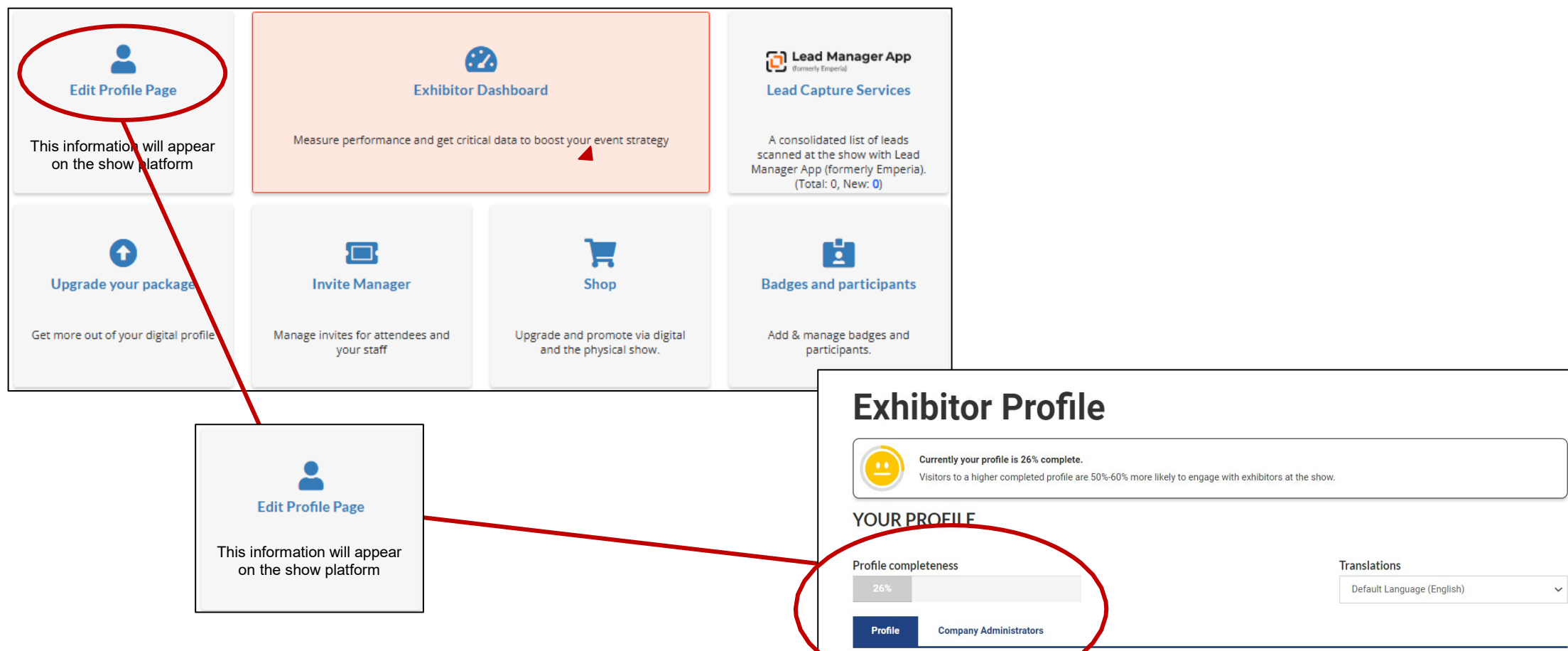
4. Edit my profile: profile tab

The profile editing section is made up of two parts, one dedicated to **editing your company profile**, the other for **managing/adding other administrators from your company**.

Edit Profile Page

This information will appear on the show platform
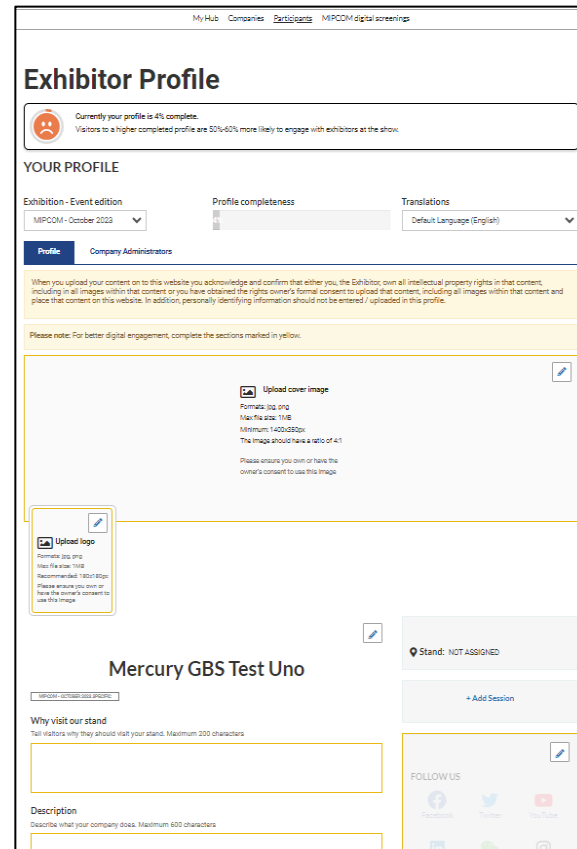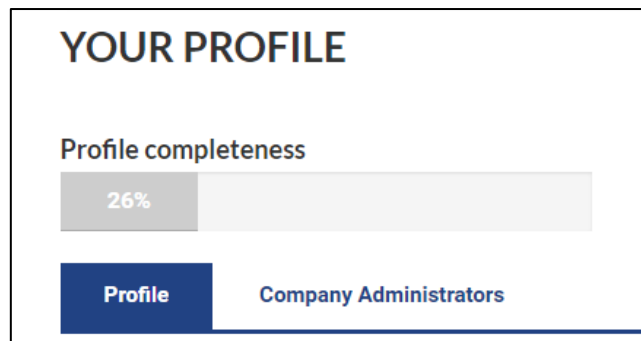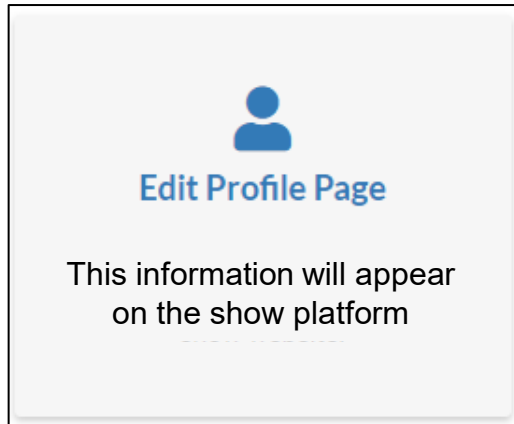
Please complete your company profile with as many details as possible !

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
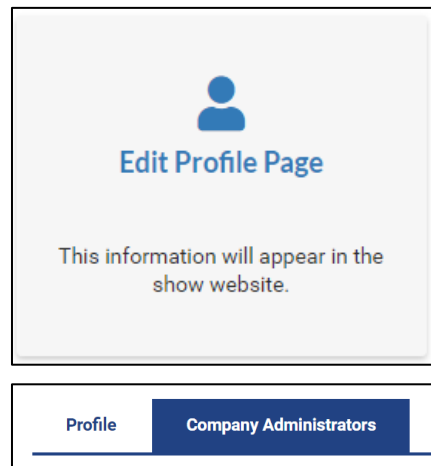
Profile   **Company Administrators**

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).**
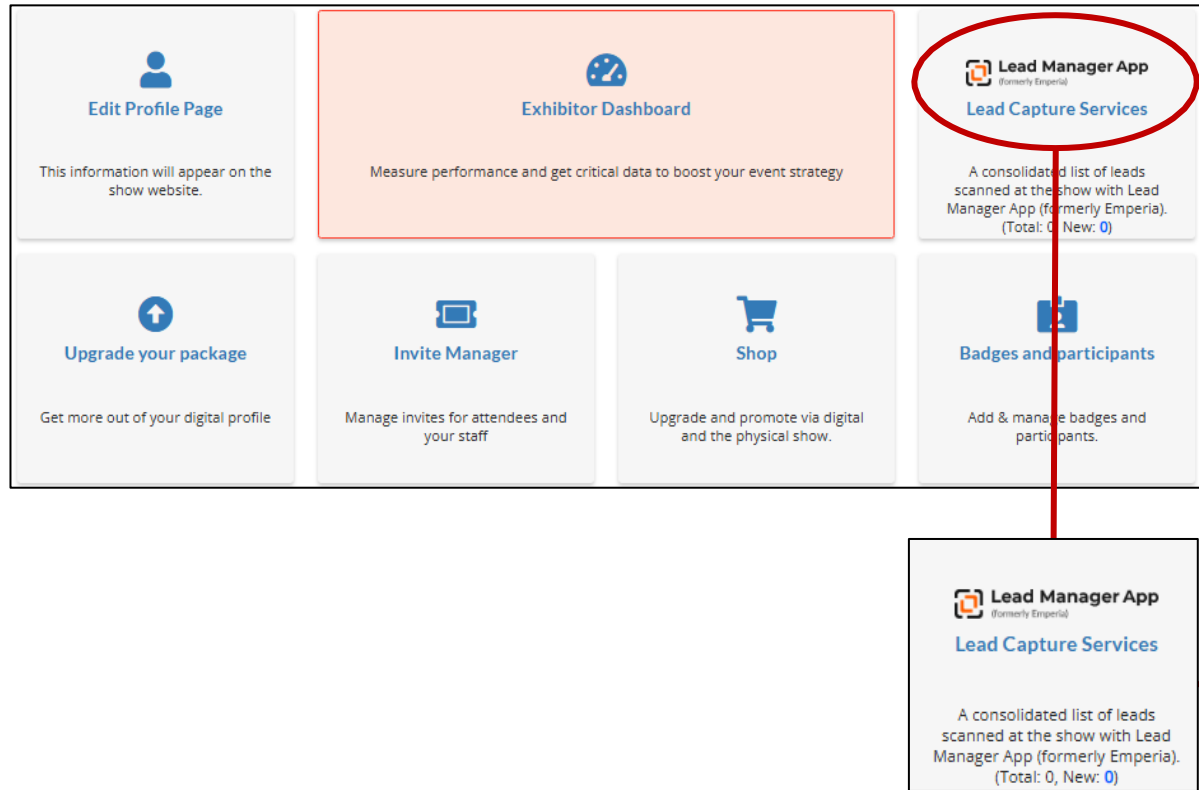
They will receive an activation email.

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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5. RX Lead Manager: The Lead Generation Solution

- **RX Lead Manager 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.

- **RX Lead Manager 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. RX Lead Manager: The Lead Generation Solution

5. RX Lead Manager: The Lead Generation Solution

Mobile app to scan visitor's 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 Lead Manager App (formerly 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 Lead Manager App (formerly Emperia)" to get you started and answer some commonly asked questions about the Lead Manager App (formerly Emperia) lead scanning tool.

Available on app store and play store

We also have web version of Lead manager app (LMA)

LMA via browser

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

XXXXXXXXX

Customize your account by indicating your company access code

Download the RX Lead Manager Mobile app from the App Store or Google Play

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 Lead Manager App (formerly Emperia) 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

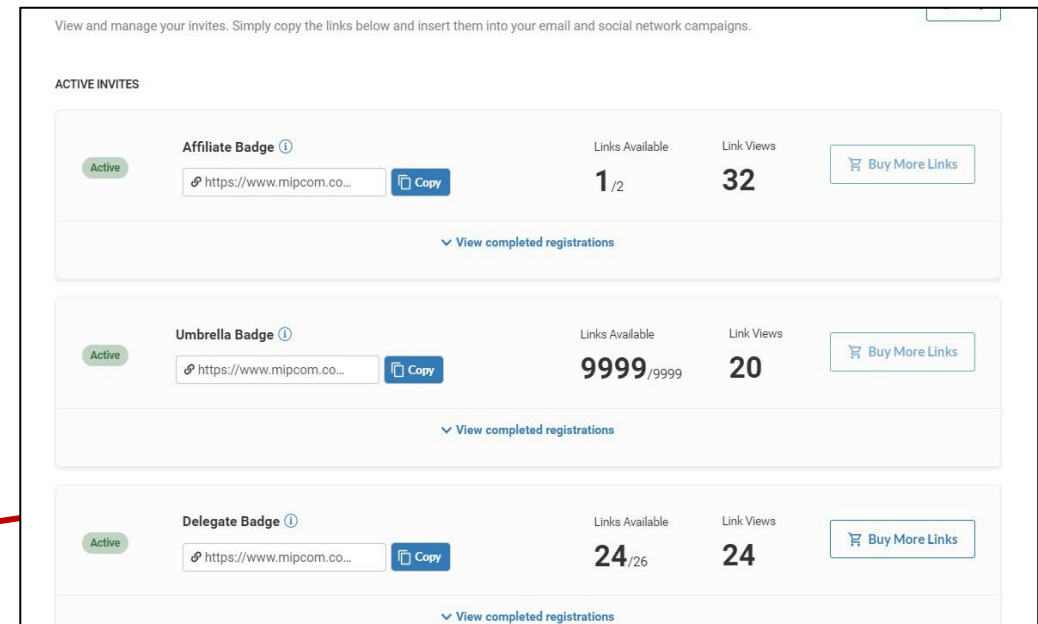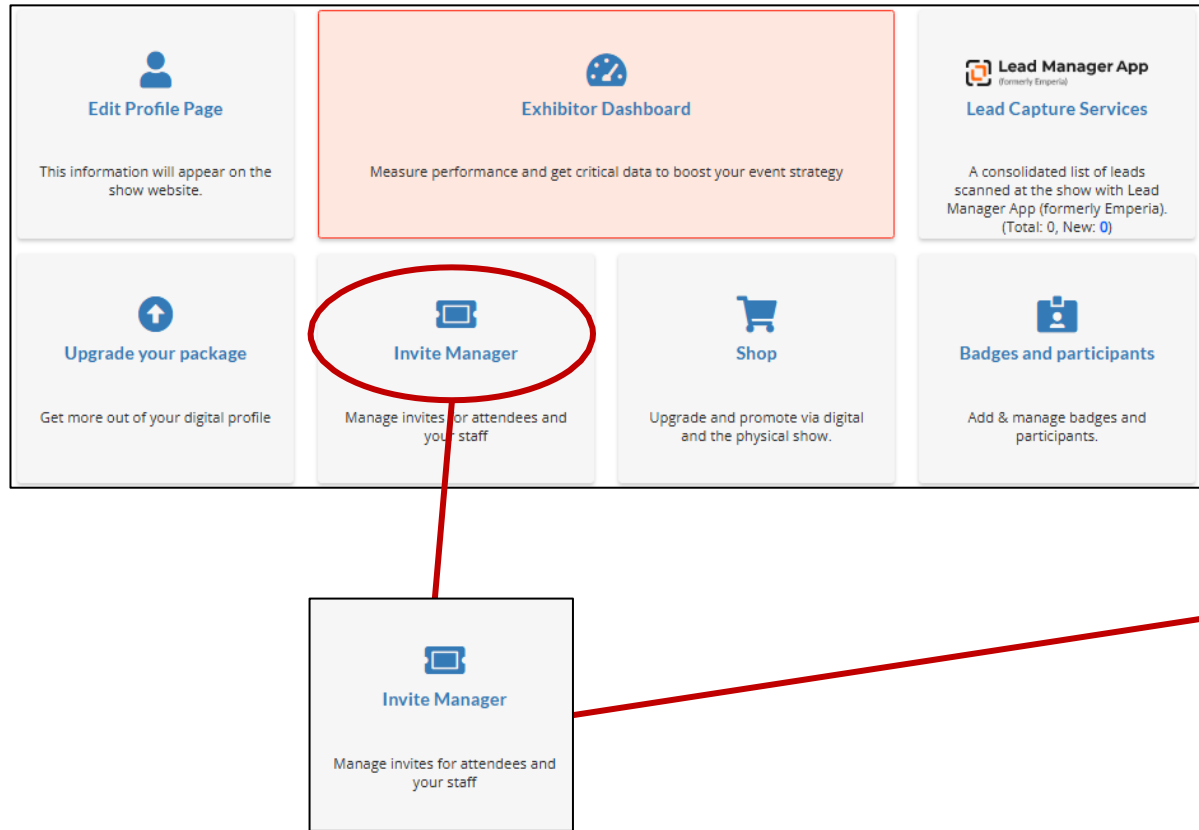# 5. RX Lead Manager: The Lead Generation Solution

Download your leads

6. Invite managers

Managing delegate, 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 Stand holder must use **only** Affiliate links (mandatory)

- Must use **only** Umbrellas links (mandatory)

6. Invite managers

Managing umbrellas and affiliates' registrations out of your quota

Manage Invites

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

ACTIVE INVITES

Active · Umbrella Badge

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

Links Available ∞

Link Views 3

Buy Links

Indicates the number of **registrations available**.

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

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

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

6. Invite managers

Preview of the invitation link

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

7. Manage your company badges

Allocate badges for your company
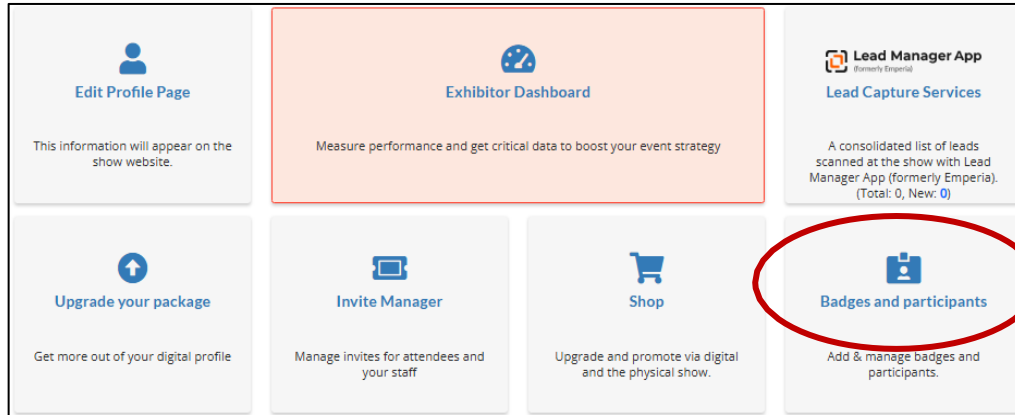
CLICK HERE if you want to create a single Badge

Once you have fill in the template, upload your file and click on browse

Use this template to upload multiple delegates at the same time

7. Manage your company badges

Purchase additional delegate from your quota stand

7. Manage your company badges

Purchase additional delegate from your quota stand

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		

Here you can find the exhibitor badges you have uploaded
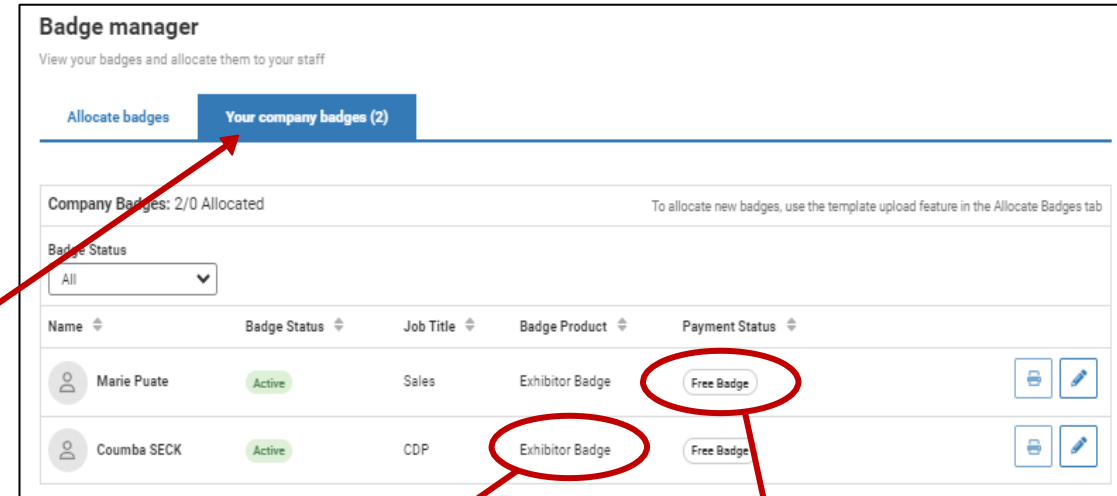
Badges are available for download and printing 15 days before the market. However, you must have properly completed your profile in its entirety in order to access your badge.

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

Here you can find the payment status of the badge

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.

8. Your delegates view and actions

What does your delegates access on the company hub?
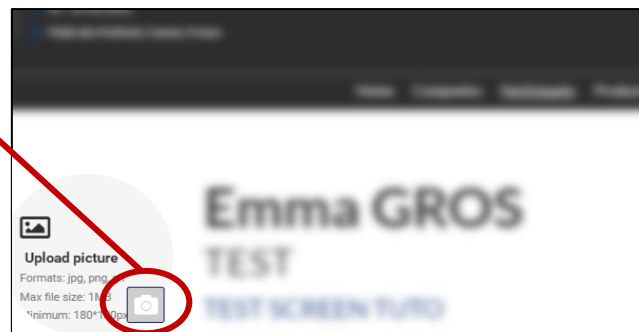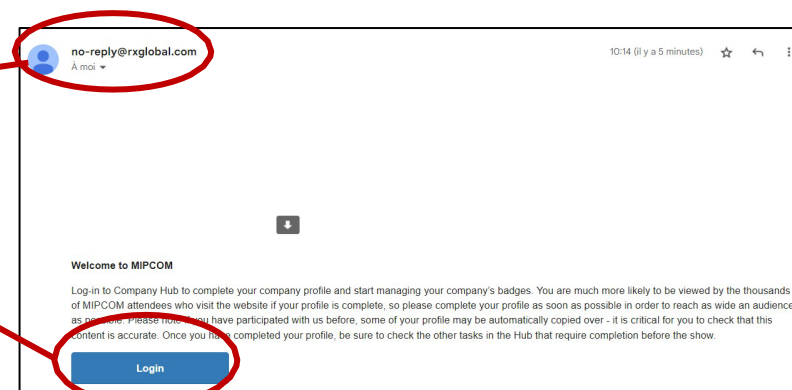
As soon as they are registered the delegate will receive an automatic e-mail to connect to their profile

no-reply@rxglobal.com
À moi

10:14 (il y a 5 minutes)

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

Delegate will connect to their profile and will **have access to upload their picture to receive the badge** *(sent by email a few days before the market)*

Upload picture
Formats: jpg, png
Max file size: 1M
inimum: 180

Emma GROS
TEST
TEST SCREEN TUTO

Hello, Emma

👤 My Profile

🏢 Company Profile

▦ Company Hub
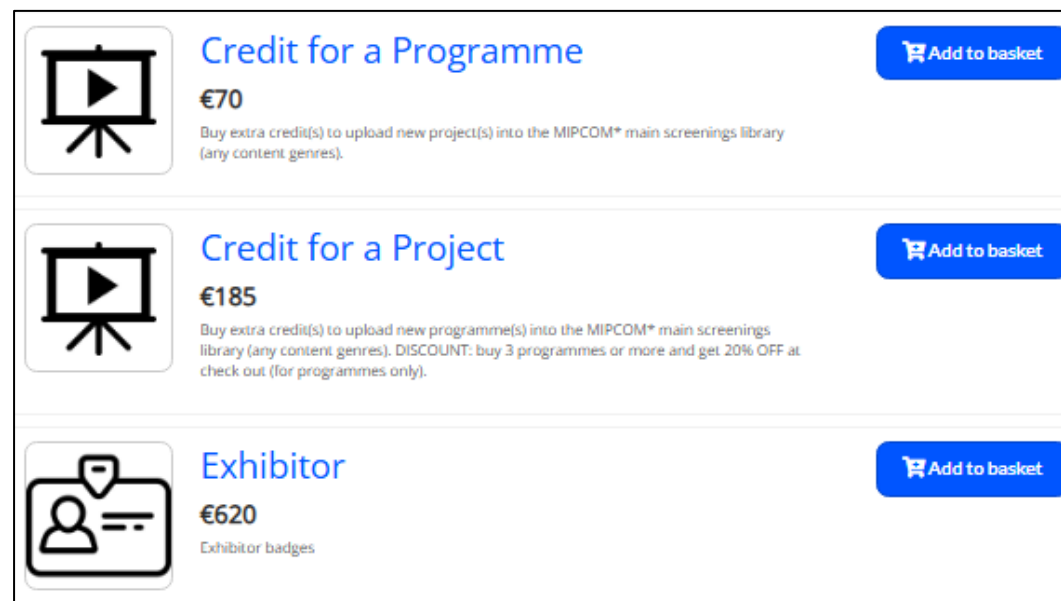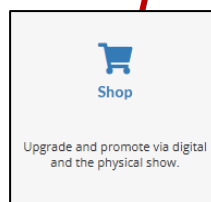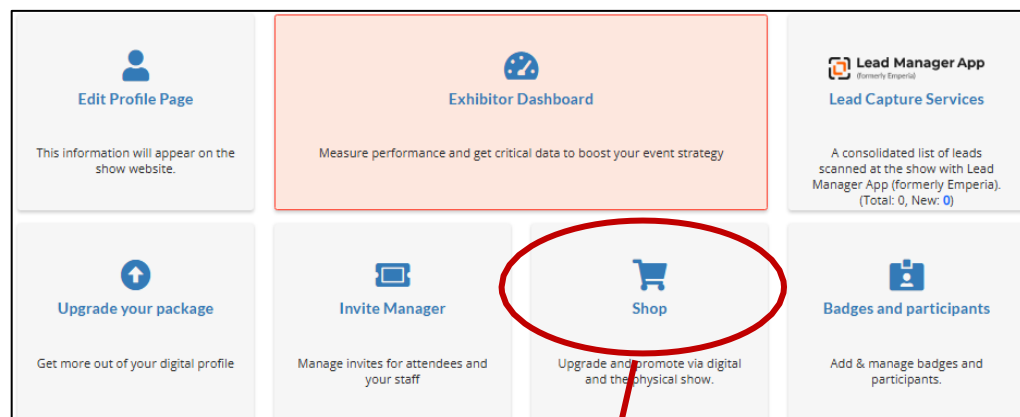
[] Lead Report

🎨 Company Dashboard

↪ Logout

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

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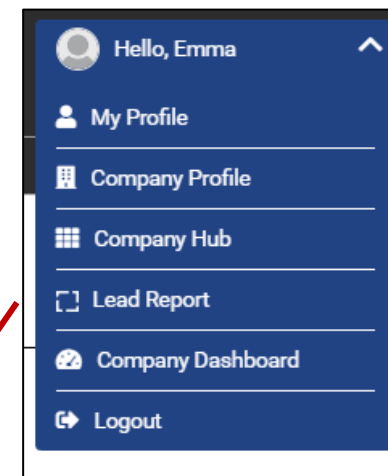
9. E-Shop section

Purchase digital services

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

9. E-Shop section

Purchase digital services

Credit for a Programme
🛒 Add to basket

€70

Buy extra credit(s) to upload new project(s) into the MIPCOM* main screenings library (any content genres).

Credit for a Project
🛒 Add to basket

€185

Buy extra credit(s) to upload new programme(s) into the MIPCOM* main screenings library (any content genres). DISCOUNT: buy 3 programmes or more and get 20% OFF at check out (for programmes only).

Exhibitor
🛒 Add to basket

€620

Exhibitor badges

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)

10. Upgrade your digital package:

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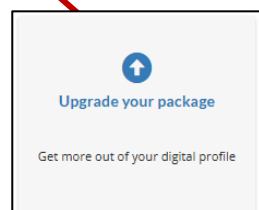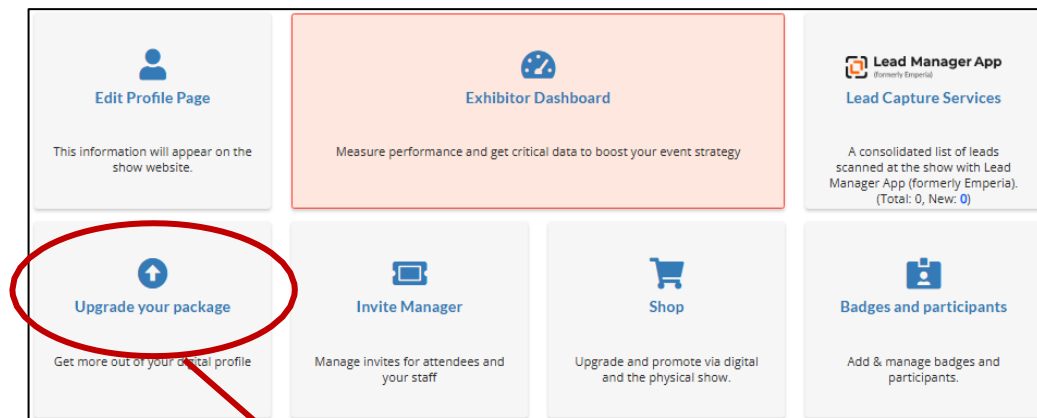
Get more visibility by upgrading your digital package.
Get your company page promoted on top of everyone else.

Feature title	YOUR CURRENT PLAN		
	Bronze Essentials	**Silver** Standard	**Gold** Premium
Pricing	€ 0	€ 1,550 Select	€ 2,550 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.	✕	✕	✓

# 10. Upgrade your digital package:

Increase your visibility

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

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

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

11. Company dashboard analytics
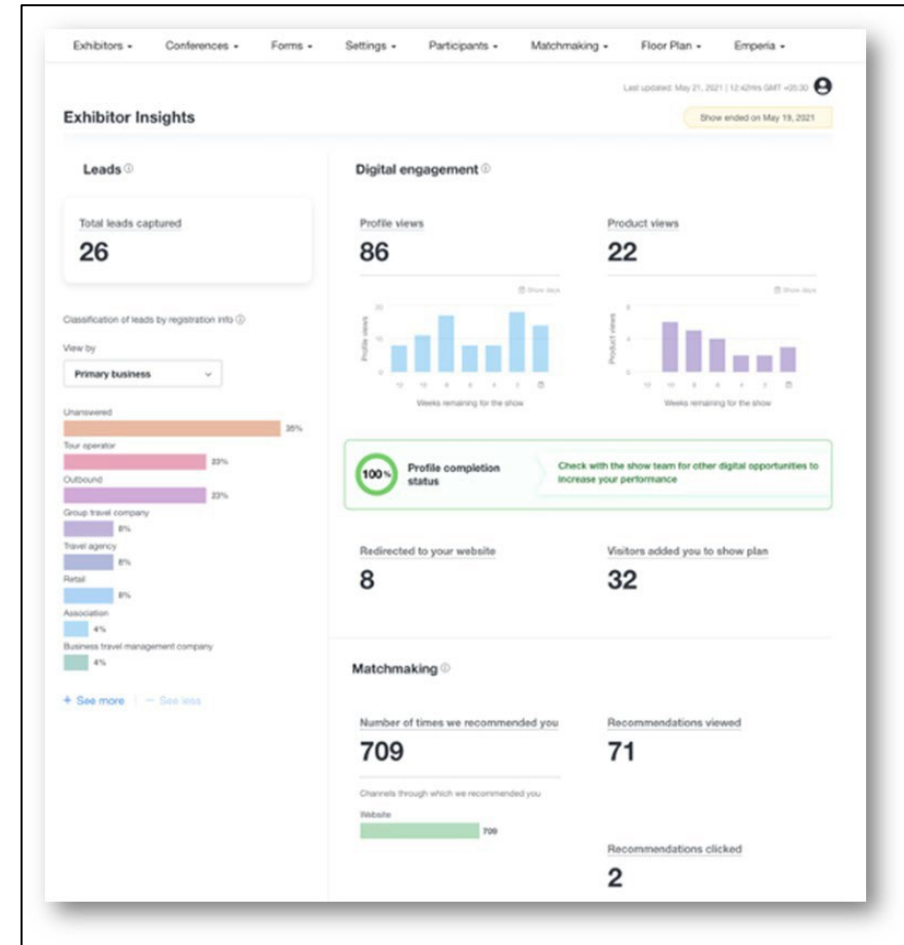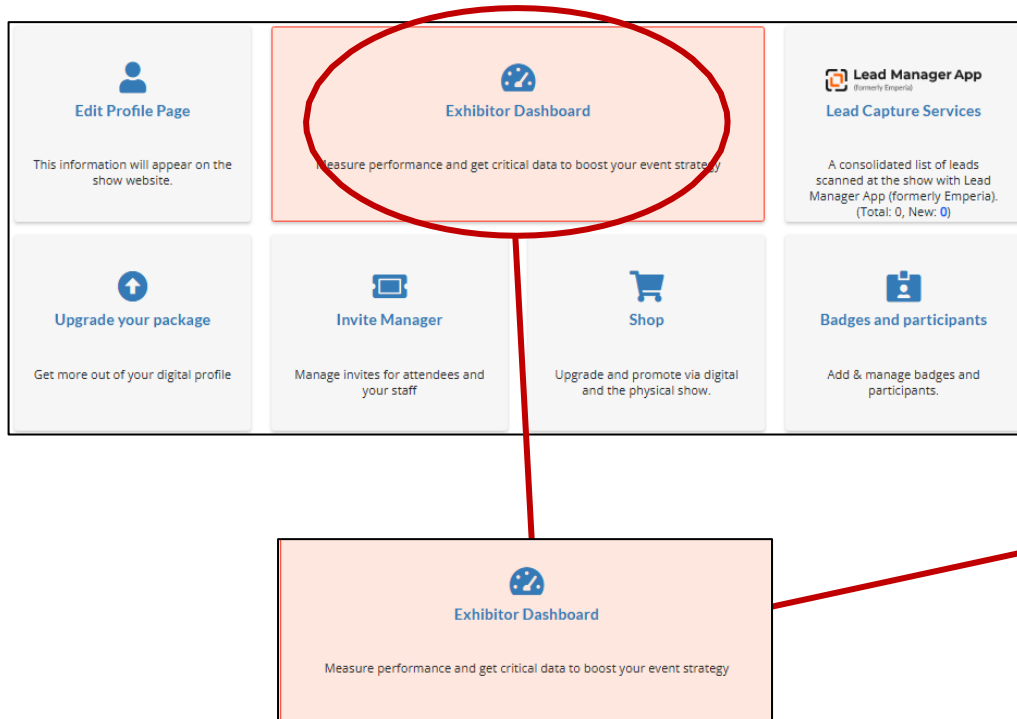
NEED ANY ASSISTANCE

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Contact our Customer Helpdesk :
- By phone : (+33) 1 47 56 51 00

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

- By form
- Read the FAQ

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