

mipcom[®]
CANNES

USER GUIDE

FOR COMPANY
ACCOUNT
ADMINISTRATORS

12 – 15 October 2026

Palais des festivals – Cannes, France

TABLE OF CONTENT

1. Glossary
2. Log into your company account
3. Homepage of your company hub
4. Edit my profile
5. Use your RX Lead Manager Lead Generation Solution
6. Allocate your badges & invite manager (delegates on your stand / affiliates / Umbrellas)
7. Manage badges
8. What your delegates see on the company hub
9. E-shop (Purchase additional delegate badges & Content Credits)
10. Upgrade your digital service package (Bronze / Silver / Gold)
11. Your company dashboard analytics

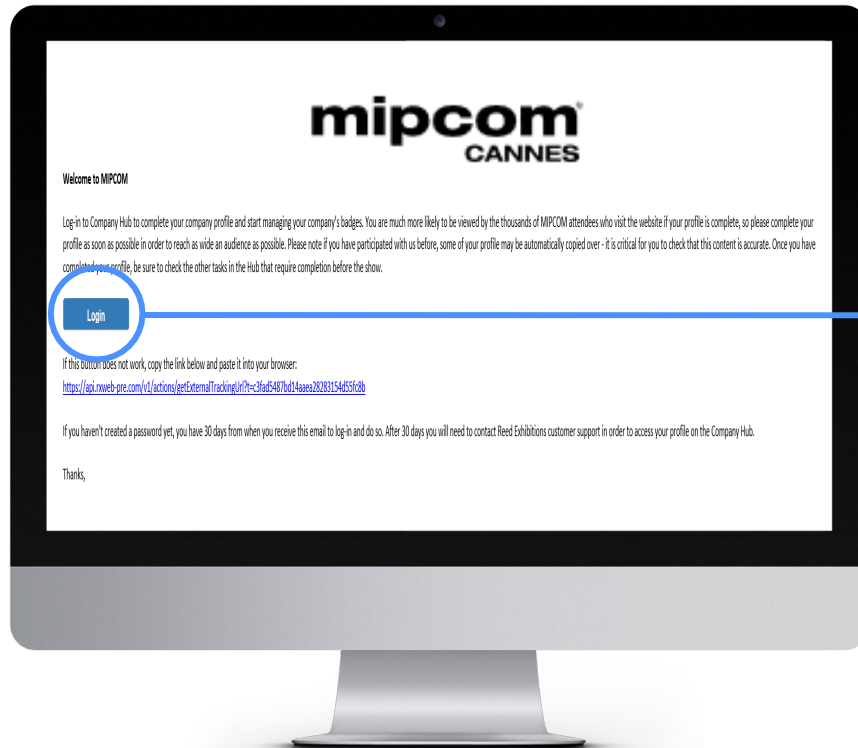
1. Glossary

- ❑ **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).

2. Log into your company account

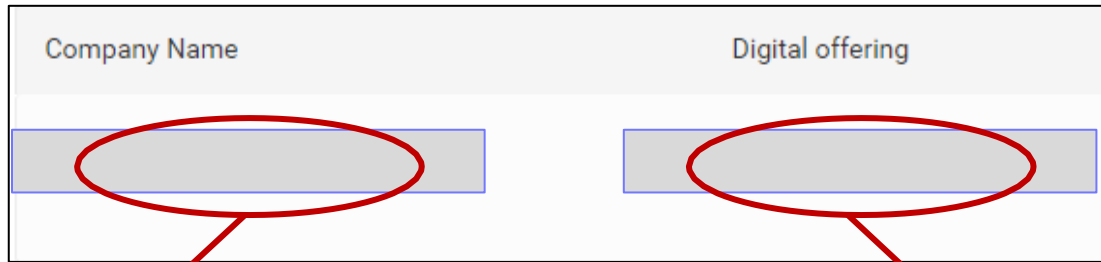
Once your participation is confirmed, you will receive an email from RX Global : no-reply@rxglobal.com

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



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

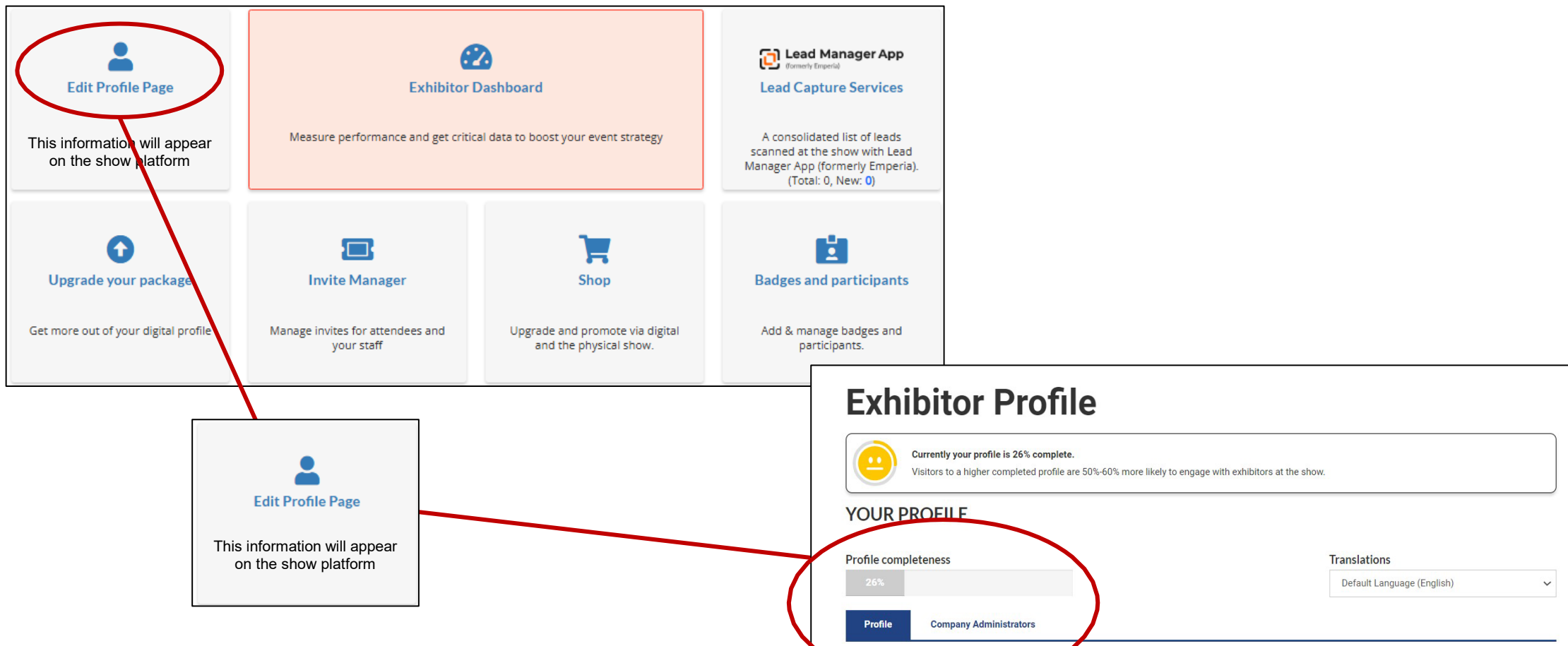
Here you will find the **name of your company**

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

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

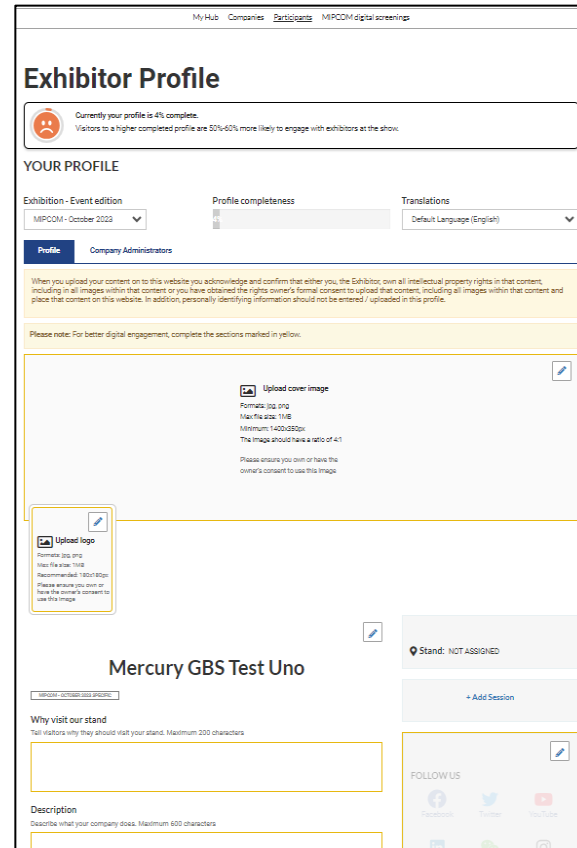
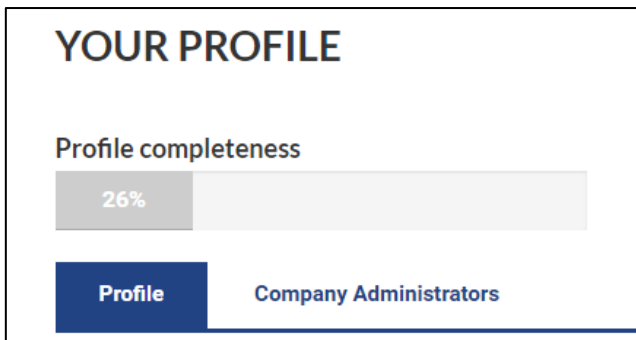
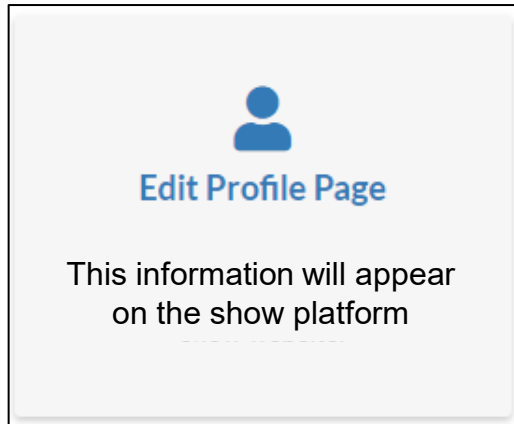
4. Edit my profile

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**.



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	
<input type="checkbox"/>	Test	SEPC Pavilion	test@sepcpavilion.com	Primary Administrator	
<input type="checkbox"/>	EMMANUELLE	GROS	emmanuelle.gros@rxglobal.com	Secondary Administrator	 
<input type="checkbox"/>	Tristan	BOISSIER	tristan.boissier-ext@rxglobal.com	Secondary Administrator	 

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

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.

5. RX Lead Manager: The Lead Generation Solution

The Exhibitor Dashboard navigation menu includes the following items:

- Edit Profile Page**: This information will appear on the show website.
- 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.

Lead Manager App
(formerly Emperia)
Lead Capture Services

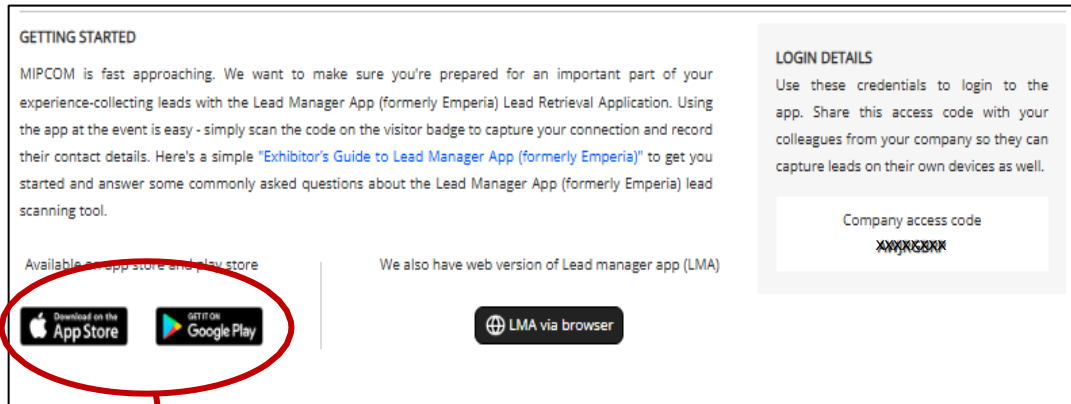
A consolidated list of leads scanned at the show with Lead Manager App (formerly Emperia). (Total: 0, New: 0)

The screenshot shows the Lead Manager App interface with the following sections:

- Lead Manager App (formerly Emperia)**
- LEADS REPORT**: Generate and then download your leads report. Total Leads: 0, New Leads: 0. Buttons: **Generate Leads report**, **Download report**.
- 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). Download on the App Store, GET IT ON Google Play, 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: **AWJRGBRP**.
- 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.
- 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.

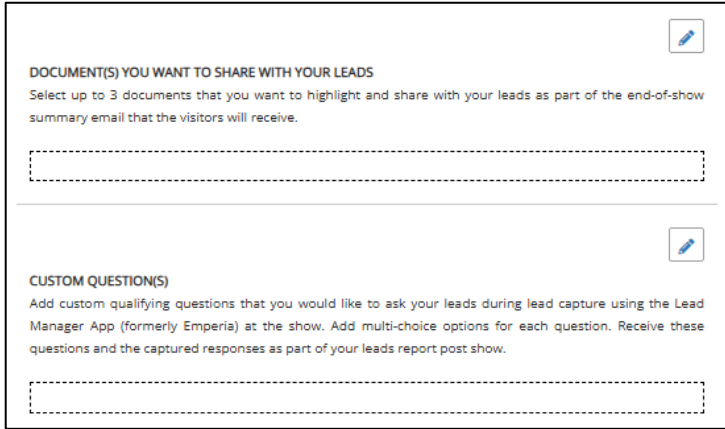
5. RX Lead Manager: The Lead Generation Solution

Mobile app to scan visitor's badge at the market



Customize your account by indicating your company access code

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



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

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

RX LEAD MANAGER

DOWNLOAD LEAD REPORT

Download your consolidated leads in the format of your choice

Total Leads 0 New Leads 0

↓ .CSV

↓ .XLSX

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**

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

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.

Invite Manager
Manage invites for attendees and your staff

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

ACTIVE INVITES

Badge Type	Links Available	Link Views	Action
Affiliate Badge ⓘ Active 🔗 https://www.mipcom.co... <input type="button" value="Copy"/>	1 / 2	32	<input type="button" value="Buy More Links"/>
▼ View completed registrations			
Umbrella Badge ⓘ Active 🔗 https://www.mipcom.co... <input type="button" value="Copy"/>	9999 / 9999	20	<input type="button" value="Buy More Links"/>
▼ View completed registrations			
Delegate Badge ⓘ Active 🔗 https://www.mipcom.co... <input type="button" value="Copy"/>	24 / 26	24	<input type="button" value="Buy More Links"/>
▼ View completed registrations			

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 Help

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	Links Available	Link Views	Buy Links
	https://www.mipcom.com/en-gb/register.html?code...	∞	3	

[Hide Used 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.

Name	Initials de profile	Country	Email	
Test registrant	Test registrant	ENGLAND	testregistrant@gmail.com	View all details

6. Invite managers

Preview of the invitation link

The screenshot shows the 'ACTIVE INVITES' section of the mipcom CANNES website. It features three rows of badge information, each with a status indicator, a link to copy, and statistics for links available and link views.

Badge Type	Status	Link	Links Available	Link Views	Action
Affiliate Badge	Active	https://www.mipcom.co...	1/2	32	Buy More Links
Umbrella Badge	Active	https://www.mipcom.co...	9999/9999	20	Buy More Links
Delegate Badge	Active	https://www.mipcom.co...	24/26	24	Buy More Links

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

CLICK HERE if you want to create a single Badge

Allocate badges for your company

A dashboard overview with several tiles. The 'Badges and participants' tile is circled in red. Other tiles include 'Edit Profile Page', 'Exhibitor Dashboard', 'Lead Manager App', 'Upgrade your package', 'Invite Manager', and 'Shop'.

The 'Company Badges' management page. The 'Create Single Badge' button is circled in red. Below it, there is a 'Select Badge Type' section with a dropdown menu showing 'Stand Quota Badge (15 Badges Remaining)' and a 'Download template' button. A 'Privacy Notice' section is also visible, along with a 'File upload' section containing a text input field and a 'Browse' button.

A 'Create New Badge' form with fields for 'First Name', 'Last Name', 'Email', 'Onsite Mobile Phone (optional)', 'Job Title', and 'Badge Product'. The 'Badge Product' dropdown is set to 'Delegate Badge'. There are 'Save & Create Another', 'Cancel', and 'Save' buttons at the bottom.

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

The diagram illustrates the process of purchasing company badges through the MIP system. It begins with the user's dashboard, where the 'Badges and participants' option is highlighted. This leads to the 'Badge manager' interface, specifically the 'Buy Badges' section. From there, the user is directed to the 'Buy Badges' checkout screen, which displays the cost of the badges and provides options to cancel or proceed to checkout.

Dashboard:

- Edit Profile Page
- Exhibitor Dashboard**
- Lead Manager App (Formerly Emperia) Lead Capture Services
- Upgrade your package
- Invite Manager
- Shop
- Badges and participants**

Badge manager:

- Allocate badges
- Your company badges
- Buy Badges
- Buy more badges
- Buy Badges
- Company Badges (Help)
- Sharer Badges
- Sharer Company
- Badges Used

Buy Badges:

- Exhibitor Buyer registration €540
- Total (exl tax): €0
- Tax (based on billing address): €0
- Total: €0
- Cancel
- Checkout

7. Manage your company badges

Purchase additional delegate from your quota stand

The dashboard overview includes several sections: 'Edit Profile Page', 'Exhibitor Dashboard' (highlighted in red), 'Lead Manager App', 'Upgrade your package', 'Invite Manager', 'Shop', and 'Badges and participants' (circled in red). The 'Badges and participants' section is described as 'Add & manage badges and participants.'

The 'Badge manager' interface shows 'Your company badges (2)' with a table of allocated badges. The table has columns for Name, Badge Status, Job Title, Badge Product, and Payment Status. Two badges are listed: Marie Puate (Sales, Exhibitor Badge, Free Badge) and Coumba SECK (CDP, Exhibitor Badge, Free Badge). The 'Free Badge' and 'Exhibitor Badge' text in the table are circled in red.

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.

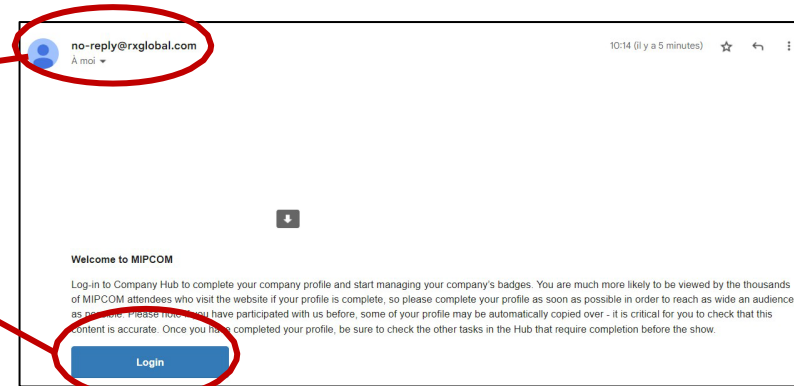
Warning: Once a badge is edited, a new version will be created. The previous badge will be distributed.

First name Steven	Job title Tester
Surname Building Smith	Email steven@company.com

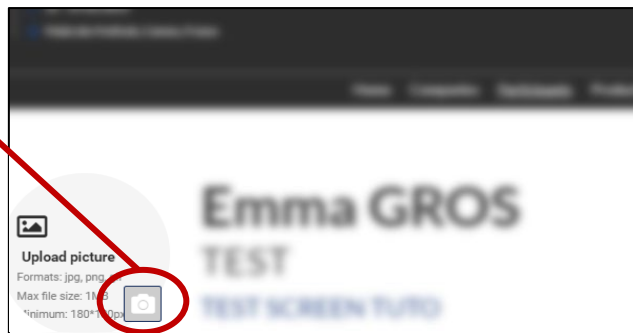
8. Your delegates view and actions

What does your delegates access on the company hub?

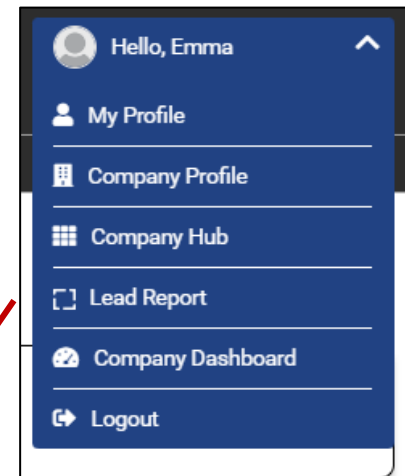
As soon as they are registered the delegate will receive an automatic e-mail to connect to their profile



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)



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



9. E-Shop section

Purchase digital services

The screenshot shows a grid of seven dashboard tiles. The 'Exhibitor Dashboard' tile is highlighted with a light orange background. The 'Shop' tile, located in the bottom row, second column, is circled in red. A red arrow points from this 'Shop' tile to a separate 'Shop' tile below it.

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

Shop
Upgrade and promote via digital and the physical show.

The screenshot shows three product cards in a list. Each card includes an icon, a title, a price, a description, and an 'Add to basket' button.




	Credit for a Programme €70 Buy extra credit(s) to upload new project(s) into the MIPCOM* main screenings library (any content genres).	Add to basket
	Credit for a Project €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).	Add to basket
	Exhibitor €620 Exhibitor badges	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

9. E-Shop section

Purchase digital services

	Credit for a Programme €70 Buy extra credit(s) to upload new project(s) into the MIPCOM* main screenings library (any content genres).	Add to basket
	Credit for a Project €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).	Add to basket
	Exhibitor €620 Exhibitor badges	Add to basket

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

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

Exhibitor Dashboard
Measure performance and get critical data to boost your event strategy

Lead Manager App
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.

Upgrade your package
Get more out of your digital profile

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

	YOUR CURRENT PLAN		
Feature title	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

	YOUR CURRENT PLAN		
Feature title	Bronze Essentials	Silver Standard	Gold Premium
Pricing	€ 0	€ 1,550 <input type="button" value="Select"/>	€ 2,550 <input type="button" value="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.	✗	✗	✓

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

11. Company dashboard analytics

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

Exhibitor Dashboard
Measure performance and get critical data to boost your event strategy.

Lead Manager App
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.

Exhibitor Dashboard
Measure performance and get critical data to boost your event strategy

Exhibitors - Conferences - Forms - Settings - Participants - Matchmaking - Floor Plan - Emperia

Last updated: May 21, 2021 | 12:42PM GMT +02:00

Exhibitor Insights

Leads 26

Digital engagement 86 Profile views, 22 Product views

Classification of leads by registration info

View by: Primary business

Registration Info	Percentage
Unanswered	30%
Tour operator	23%
Outbound	23%
Group travel company	8%
Travel agency	8%
Retail	8%
Association	4%
Business travel management company	4%

100% Profile completion status

Redirected to your website: 8

Visitors added you to show plan: 32

Matchmaking

Number of times we recommended you: 709

Recommendations viewed: 71

Channels through which we recommended you: Website (709)

Recommendations clicked: 2

NEED ANY ASSISTANCE

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](#)