

# Maximize your time at Impressions Expo Long Beach



## 1 Manage your availability

Prevent unnecessary rescheduling and meeting conflicts.

Range of daily availability ?  
All times shown in Event Local Time

00:00 to 24:00

Event Days Edit Availability

☒ Monday - April Done

Select the times that you are **unavailable** on this day

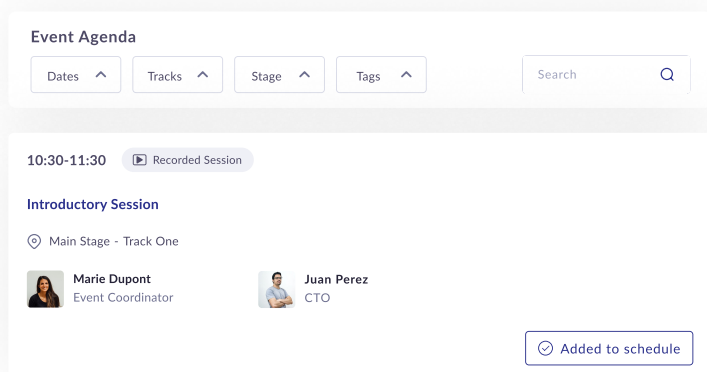
from 11:00 to 12:00

from Select to Select

☒ Tuesday - April

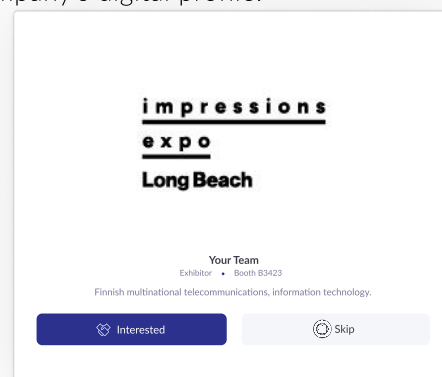
## 2 Build your event experience

Explore the agenda to further customize your event experience.



## 3 Familiarize yourself with My Team

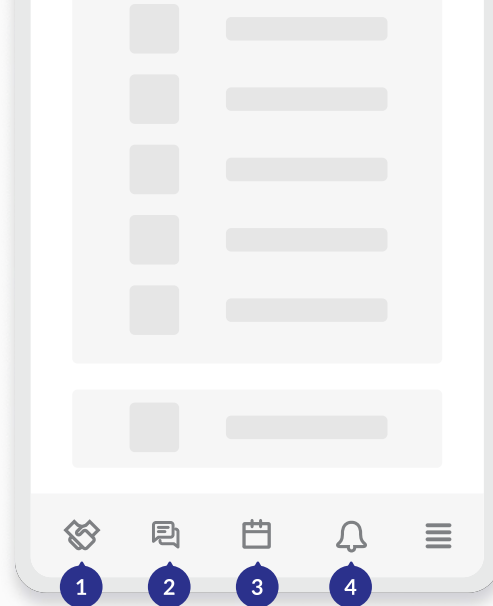
Collaborate with your colleagues to book meetings, review leads, and perfect your company's digital profile.



Images above are mock-ups for illustrative purposes. Actual event platform appearance may vary. We've carefully crafted this guide to help you harness the full potential of our event platform to prepare for Impressions Expo Long Beach. Scan the QR code or [click here](#) for more in-depth resources.



# The Impressions Expo Long Beach Mobile App



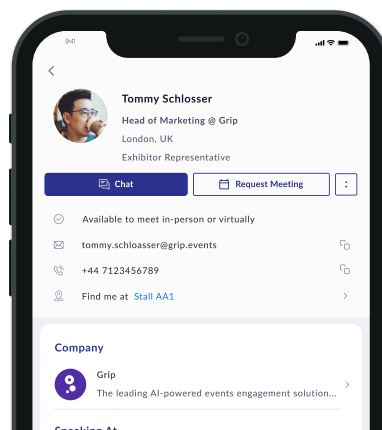
## 1 Discover Impressions Expo Long Beach

Your central hub for Impressions Expo Long Beach. Access essential information and personalized content.



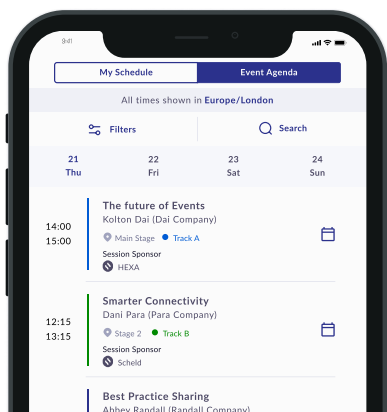
## 2 Chat with connections

Ensure you've made a connection or confirmed a meeting to initiate chats.



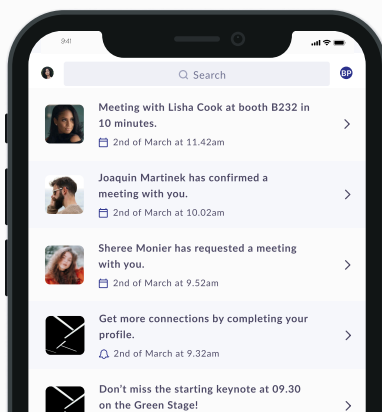
## 3 Follow your schedule

Keep track of your day.



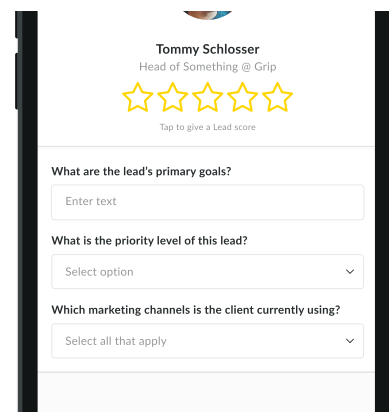
## 4 Get notified

Enable notifications to get event updates.



## 5 Lead qualification and comments

All-in-one view of your leads



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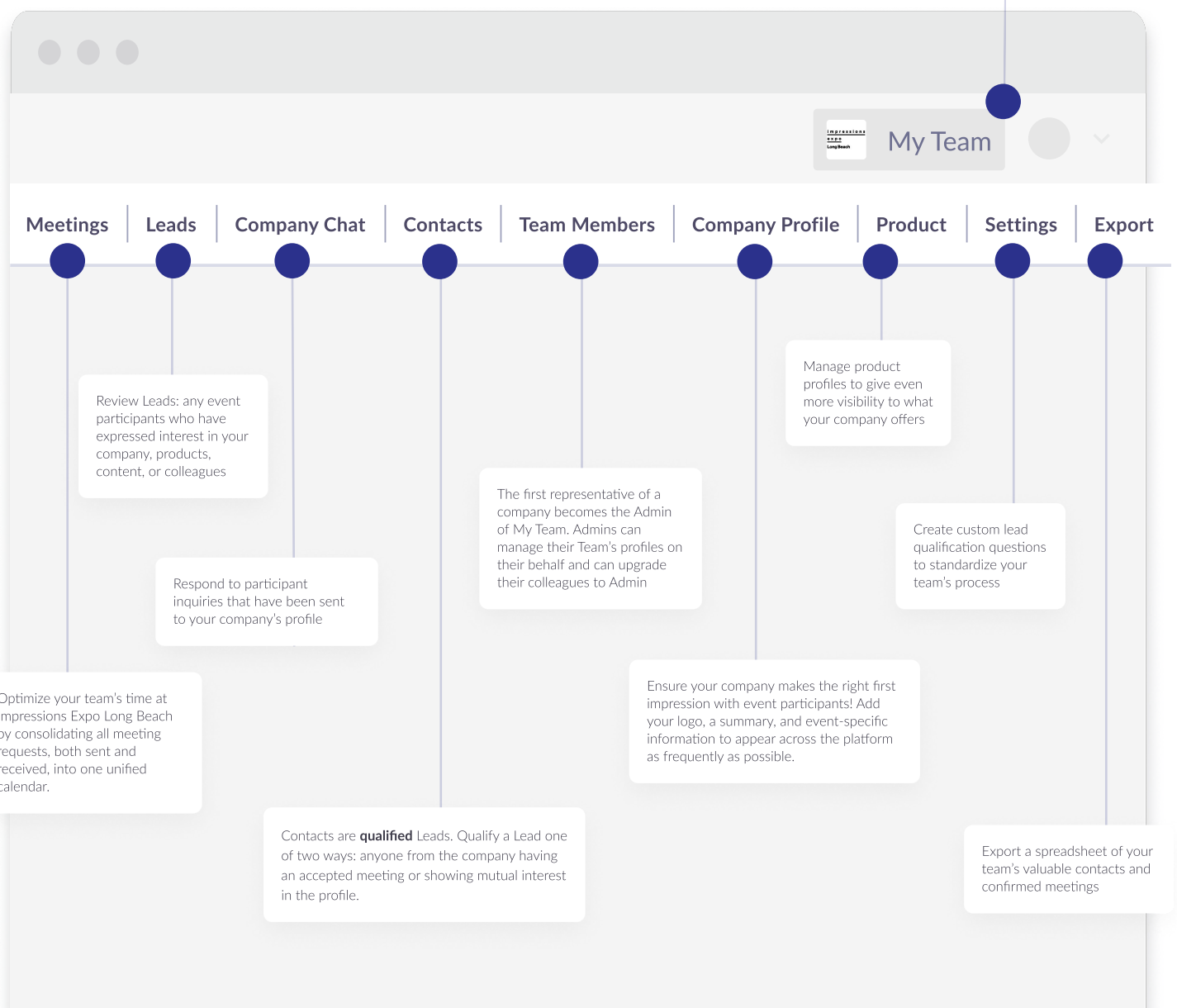
# Manage your company's time at Impressions Expo Long Beach

## PRO TIP

My Team is accessible exclusively via web browser. Access My Team before Impressions Expo Long Beach to collect as many Leads as possible.

## My Team

Centralize your team's engagement with event participants to maximize insights and return on your time at Impressions Expo Long Beach.



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# Lead qualification at Impressions Expo Long Beach

## Settings

Create custom questions to help your team qualify leads consistently, in a structured and efficient manner. Lead qualification data is included on My Team exports.

The screenshot shows the 'Lead Qualification Settings' page. At the top, there's a navigation bar with tabs: Meetings, Leads, Company Chat, Contacts, Team Members, Company Profile, Product, Settings (highlighted), and Export. Below the navigation bar, the page title is 'Lead Qualification Settings' with a subtitle 'Customize the lead qualification questions that your team will use to assess leads. [Learn more](#)'. The main content area contains three question cards. The first card is 'What are the lead's primary goals?' with a 'Paragraph' type and a text input field. The second card is 'What is the priority level of this lead?' with a 'Single Select' type and a dropdown menu showing options: High, Medium, Low, and 'Other' option. The third card is 'Which marketing channels is the lead currently using?' with a 'Multi Select' type and a list of checkboxes: Social Media, Email Marketing, Content Marketing, SEO, PPC, Affiliate Marketing, and 'Other' option. At the bottom, there are buttons for '+ New Question', 'Preview', and 'Save Changes'.

My Team

Meetings | Leads | Company Chat | Contacts | Team Members | Company Profile | Product | **Settings** | Export

### Lead Qualification Settings

Customize the lead qualification questions that your team will use to assess leads. [Learn more](#)

What are the lead's primary goals?

Paragraph

Paragraph text

What is the priority level of this lead?

Single Select

High × Medium × Low × |Add new option

☐ "Other" option

Note: Options will appear in the order you add them. Please add them in your desired sequence.

Which marketing channels is the lead currently using?

Multi Select

Social Media × Email Marketing × Content Marketing × SEO × PPC × Affiliate Marketing ×

Traditional Advertising × |Add new option

☒ "Other" option

Note: Options will appear in the order you add them. Please add them in your desired sequence.

+ New Question

Preview

Save Changes



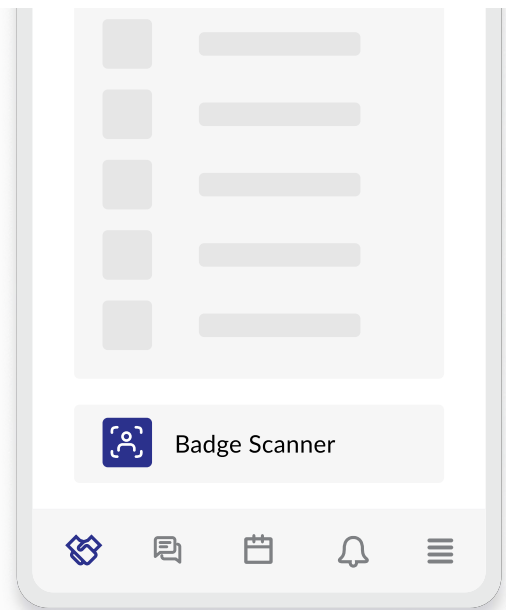
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# Badge Scanning at Impressions Expo Long Beach

## 1 Scan

Quickly scan a QR code to exchange contact information; be mindful that badge scans will share your email and phone number, even if you've opted to keep those private.

A mockup of a mobile application interface showing a lead qualification form. At the top, it displays the name 'Tommy Schlosser' and title 'Head of Something @ Grip' above five yellow stars. Below the stars is a prompt 'Tap to give a Lead score'. The form contains three sections: 'What are the lead's primary goals?' with a text input field labeled 'Enter text'; 'What is the priority level of this lead?' with a dropdown menu labeled 'Select option'; and 'Which marketing channels is the client currently using?' with a dropdown menu labeled 'Select all that apply'.

## 2 Lead qualification and comments

Qualify leads on-the-spot to capture initial impressions, aiding in future follow-ups. All lead qualification data from badge scanning is included on My Team exports.

## 3 Continue the conversation

Don't just collect contacts—scanning a QR code connects you in the app, allowing you to quickly book a meeting unlocking the ability to continue conversations via chat.

### PRO TIP

Badge scans will be available on your My Team export by default!



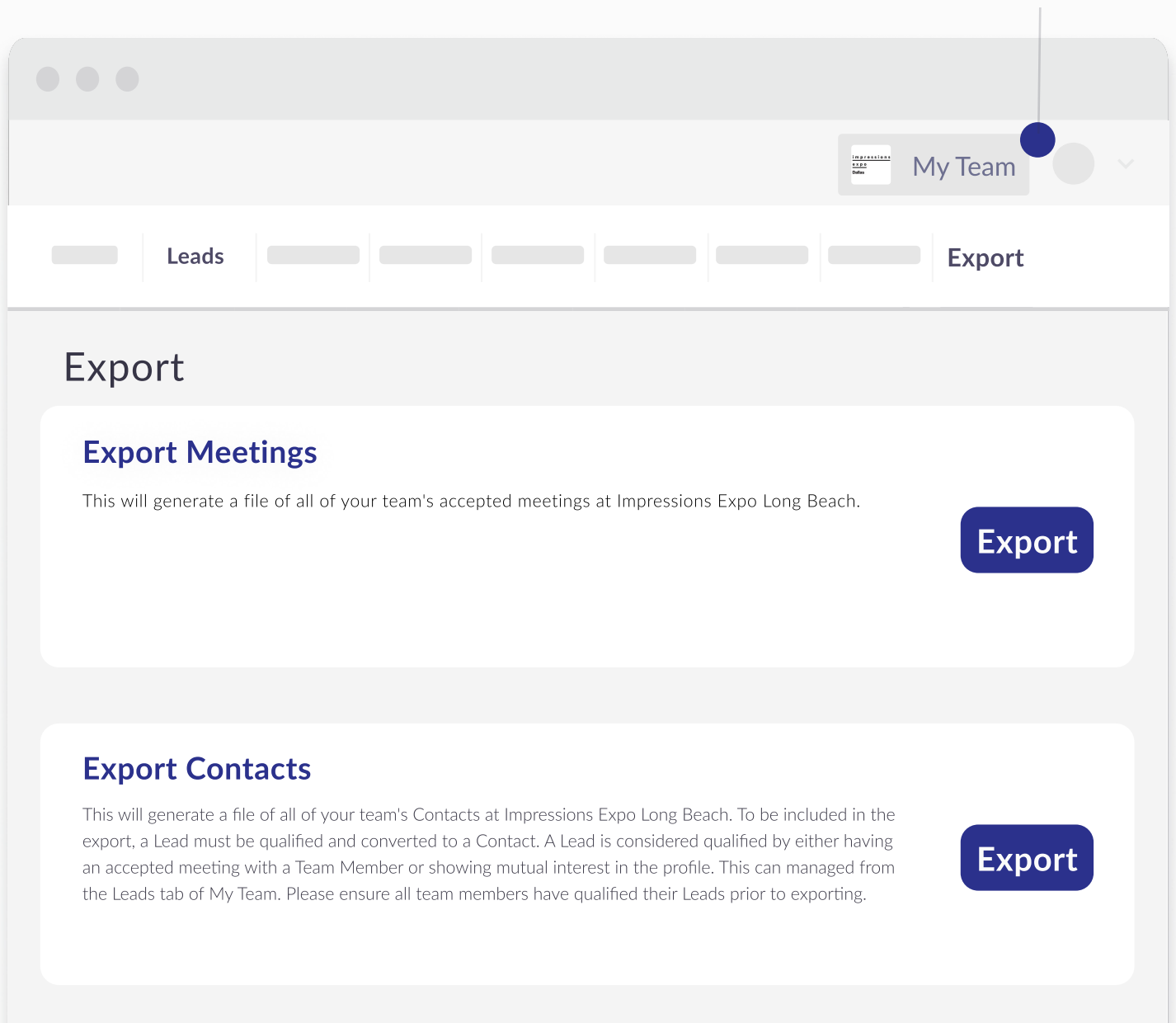
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# What to do after Impressions Expo Long Beach

## Team Exports

Download your team's contacts and accepted meetings for post-event review and targeted follow-ups.



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