

EXHIBITOR GUIDE

# TOC Europe App

The Ultimate How-To Guide for Exhibitors





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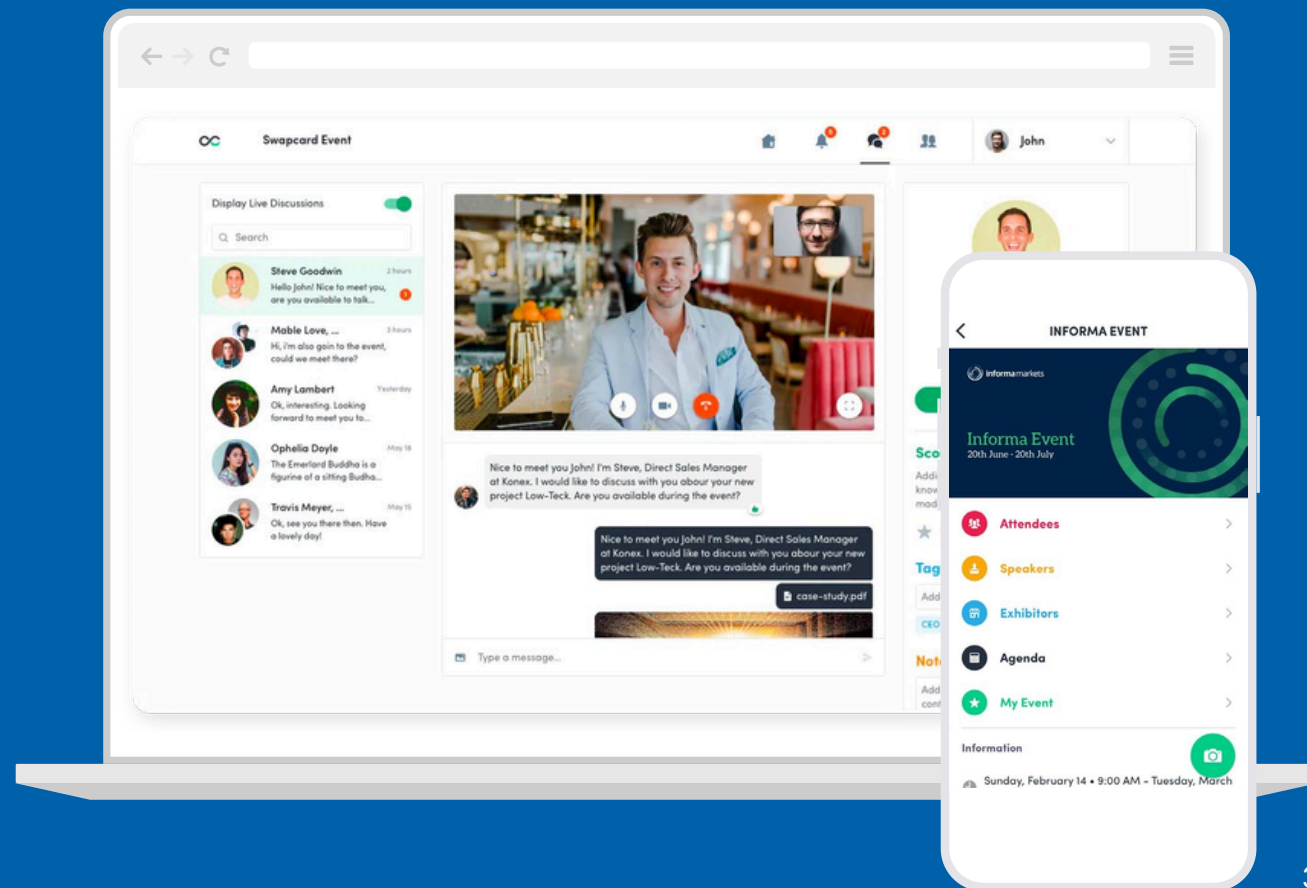


# EXTRA for Exhibitors

Log in to the event online and discover digital extras that extend your sphere of influence, facilitate deeper connections and increase your return on investment. With an online profile, personalised recommendations, participant lists plus messaging and meeting capabilities, you have extra power to plan for success during the show days and beyond.

- Increased brand visibility through a dedicated profile
- More power to identify potential customers with access to the complete visitor list
- Additional time to schedule meetings and network with prospects Effortless lead scanning that saves attendee contact details
- and allows additional notes
- Streamlined lead retrieval with all leads available to download in one place

Read on for information on how to make the most of your extras.



# Log in

## Log in for the first time

**Step 1:** You will receive an email from [marketing@toc-events.com](mailto:marketing@toc-events.com) containing a link to your account. Click the link.

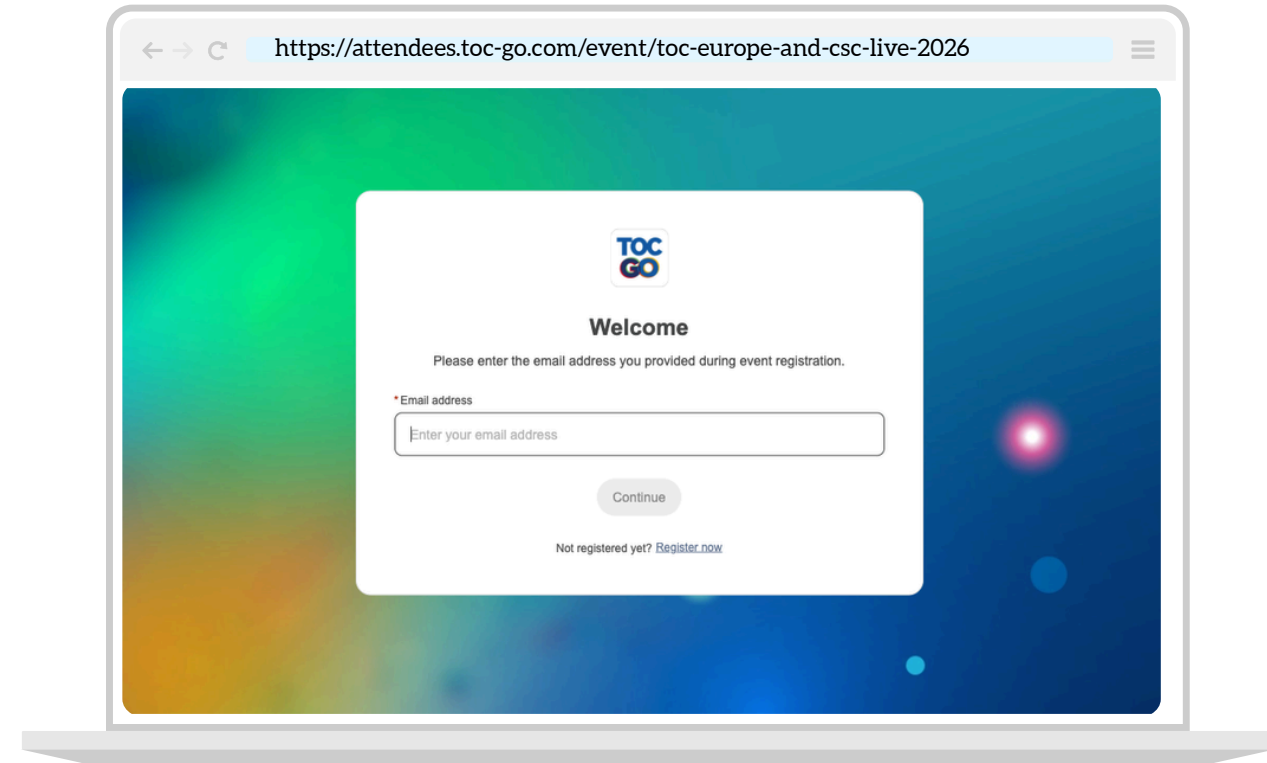
**Step 2:** A window will then prompt you to create a password for your account.

**Step 3:** Once you have created your password, click the arrow to enter the platform.

## Log in to an existing account

**Step 1:** Go to <https://attendees.toc-go.com/event/toc-europe-2026>

**Step 2:** Enter the email you used to register for the event and your password\*\* then click the arrow to log in or select “Email me a one-time code”.



\*Check your spam folder if you don't get an email in your Inbox from [marketing@toc-events.com](mailto:marketing@toc-events.com)

\*\*If you have forgotten your password, click “send me the magic link” after entering your email. You will receive an email to reset your password.

# Navigate

After your first login, you should land on the Exhibitor Centre. Here you can update your company profile, add products, review meetings, download leads and much more. To access the rest of the event (visitor, product and content lists) and start your networking, you will need to navigate to the main event homepage.

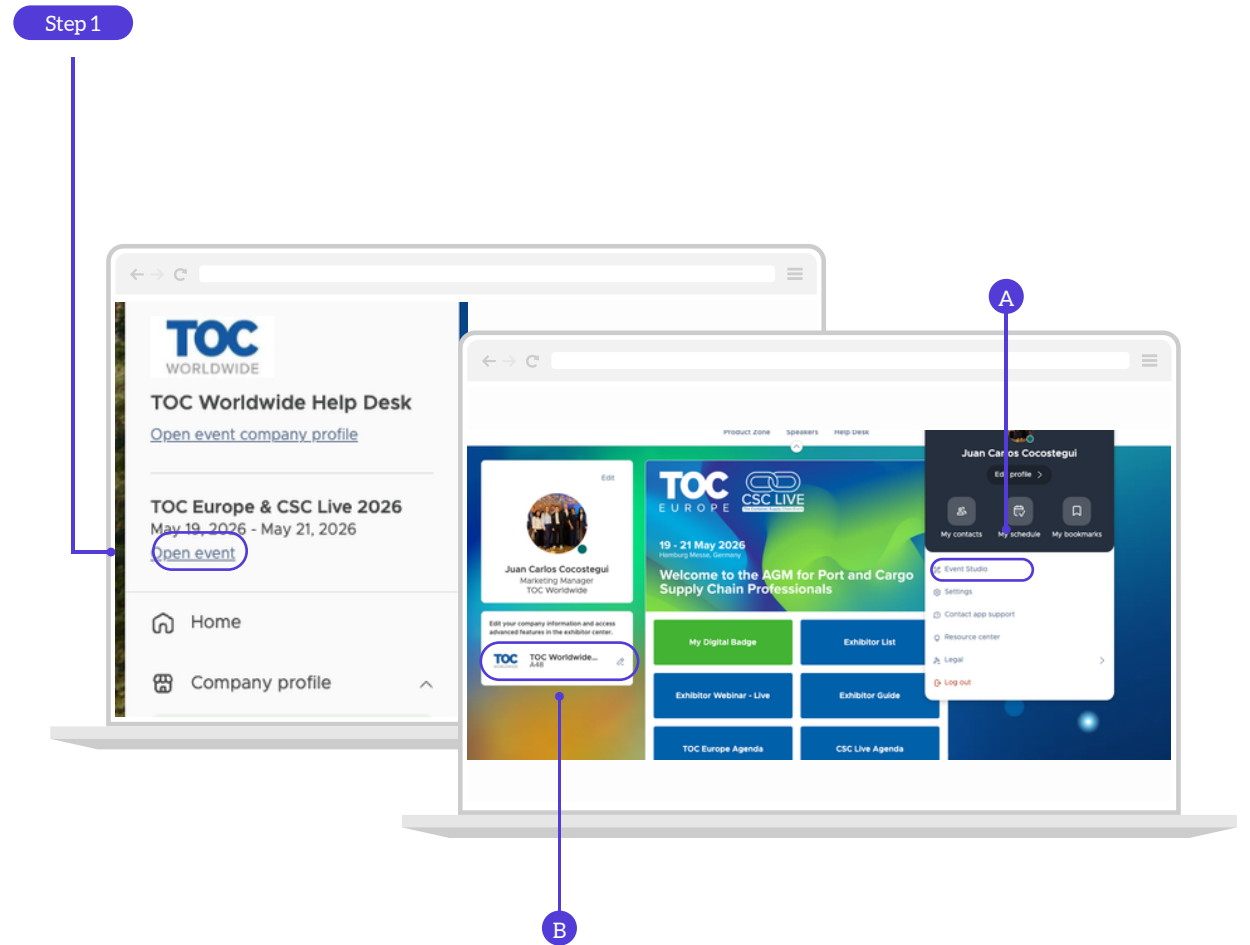
## Access the main event homepage

**Step 1:** Click **“open event”** from the left-hand side of the Exhibitor Centre.

## Access the Exhibitor Centre

There are two ways to access the Exhibitor Centre:

- A** Click your profile picture in the upper right corner and select **“Exhibitor Centre”** from the drop down menu.
- B** Select your exhibitor booth from the left-hand side of the homepage.





# Creating your company profile

Get extra visibility!

# Update your company profile

A complete company profile offers extra visibility and discoverability. Think of it as your online stand and use it to showcase everything you offer!

**73%**

of buyers have said that they are more likely to contact a company that has detailed product and company information!

You can access your company profile from the Exhibitor Centre.

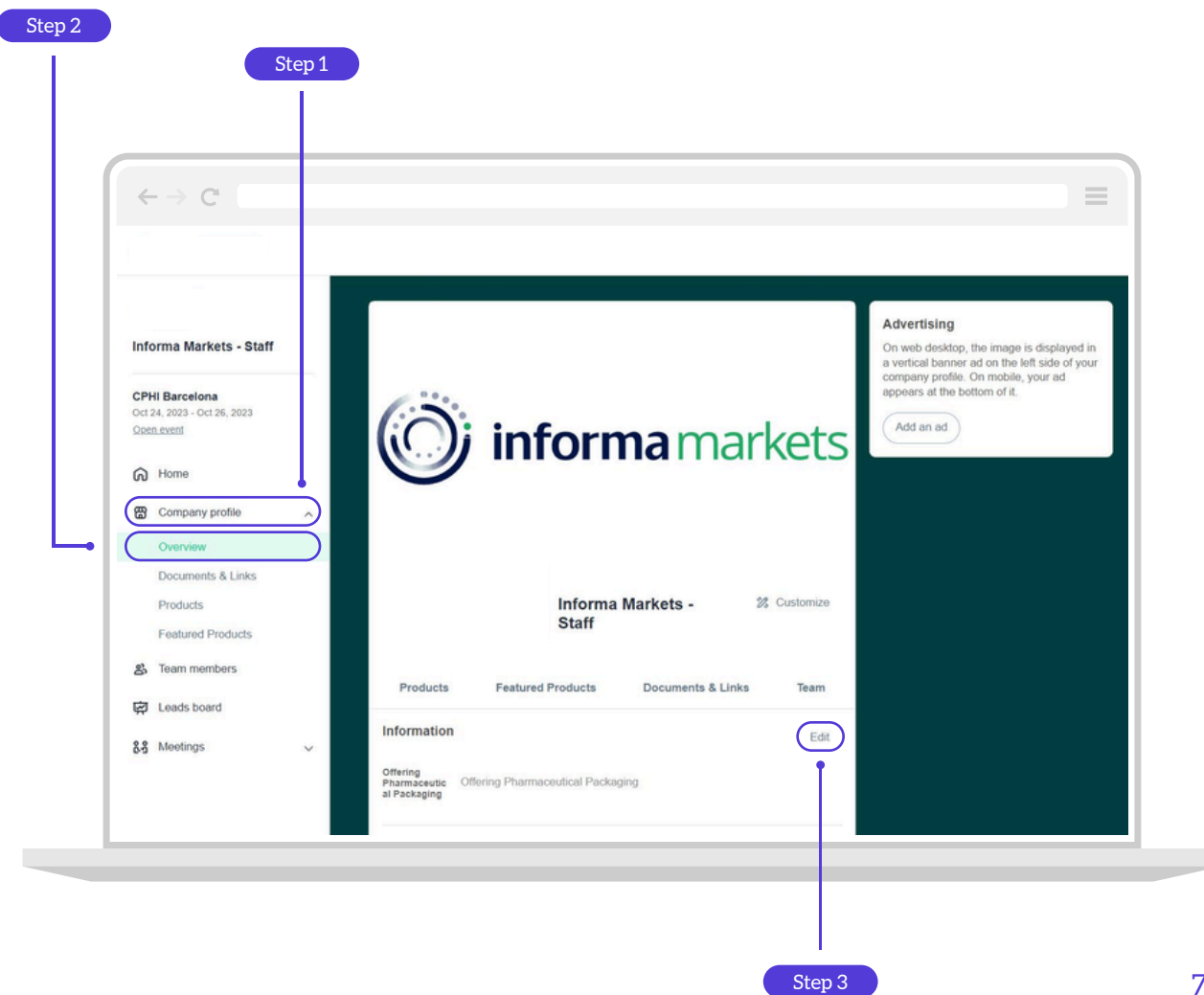
**Step 1:** Click on **“Company Profile”** in the left-hand navigation menu.

**Step 2:** Select **“Overview”**.

**Step 3:** Click **“Edit”** to make relevant changes or updates.

All changes are saved automatically.

Check you have updated all sections of your profile to give your company the representation it deserves.



# Add your company product

Promote your offerings & solutions to the entire show universe by adding products to your company profile. Give your products a name, unique description and image to help them reach your target audience.

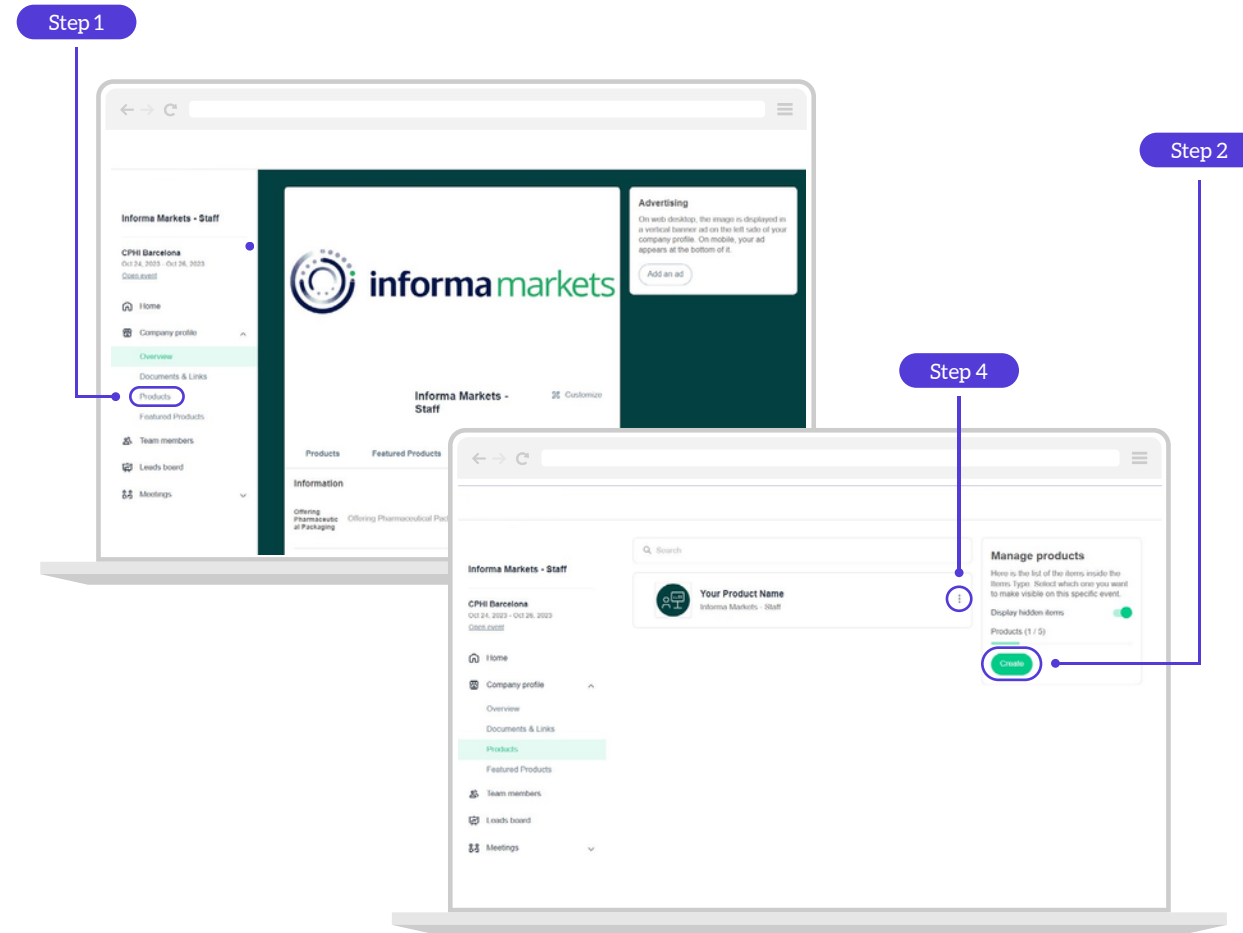
**At previous events, companies who added products to their profile more than DOUBLED their number of leads!**

**Step 1:** Select products from navigation panel.

**Step 2:** To add a product, click on **“Create”** located on the right of the page.

**Step 3:** To edit a product, hover over it in the list and select the **pen icon** to make changes.

**Step 4:** Select the **3 dots** at the side of each product to hide it from attendees.



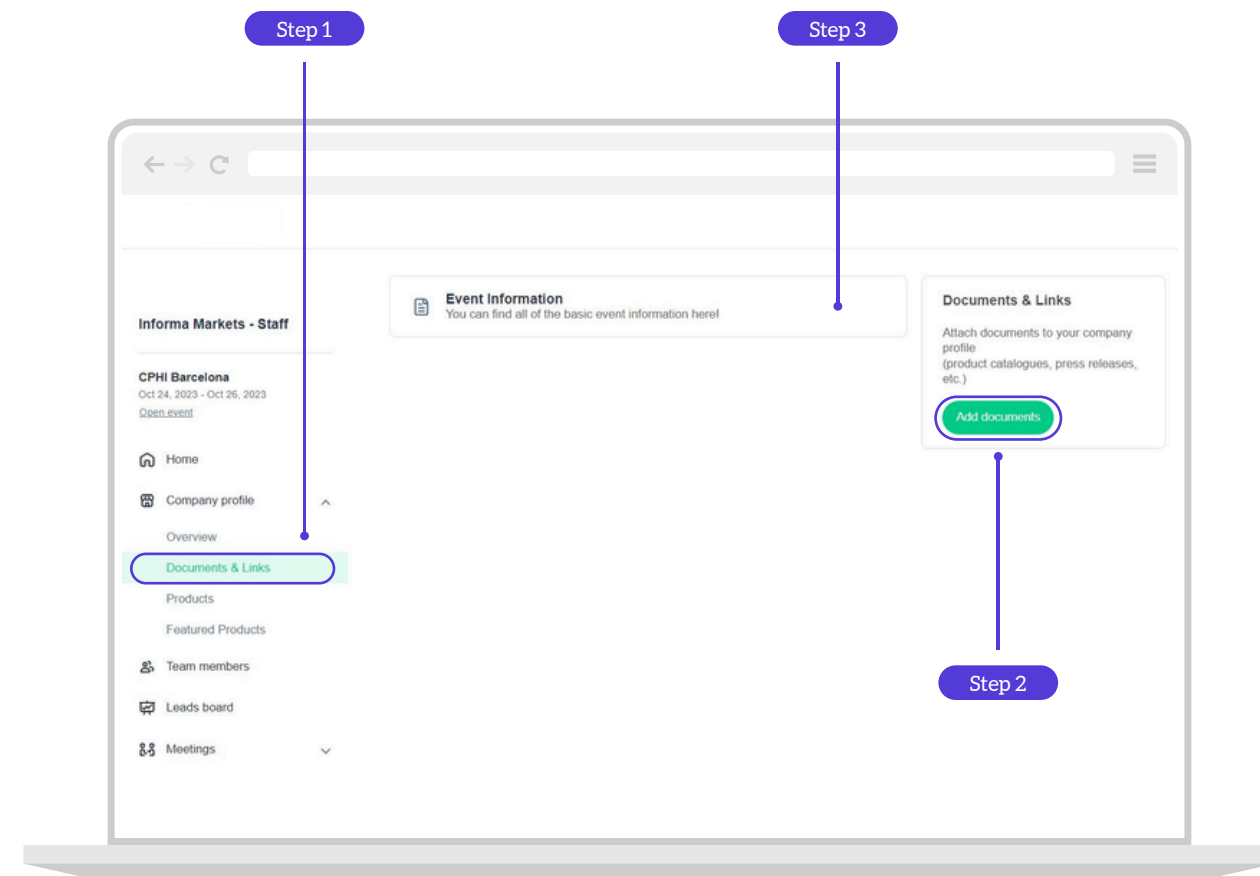
# Add extra promotional material

Give potential clients extra insight into your business by adding promotional material to your company profile. Upload documents such as sales brochures, or provide a link to a video highlighting your newest innovations.

**Step 1:** Select **“Documents & Links”** in the left-hand menu.

**Step 2:** Click **“Add documents”** on the right of the page.

**Step 3:** To edit a document, hover over it in the list and select the **edit icon** that appears.





# Networking

Make extra connections!

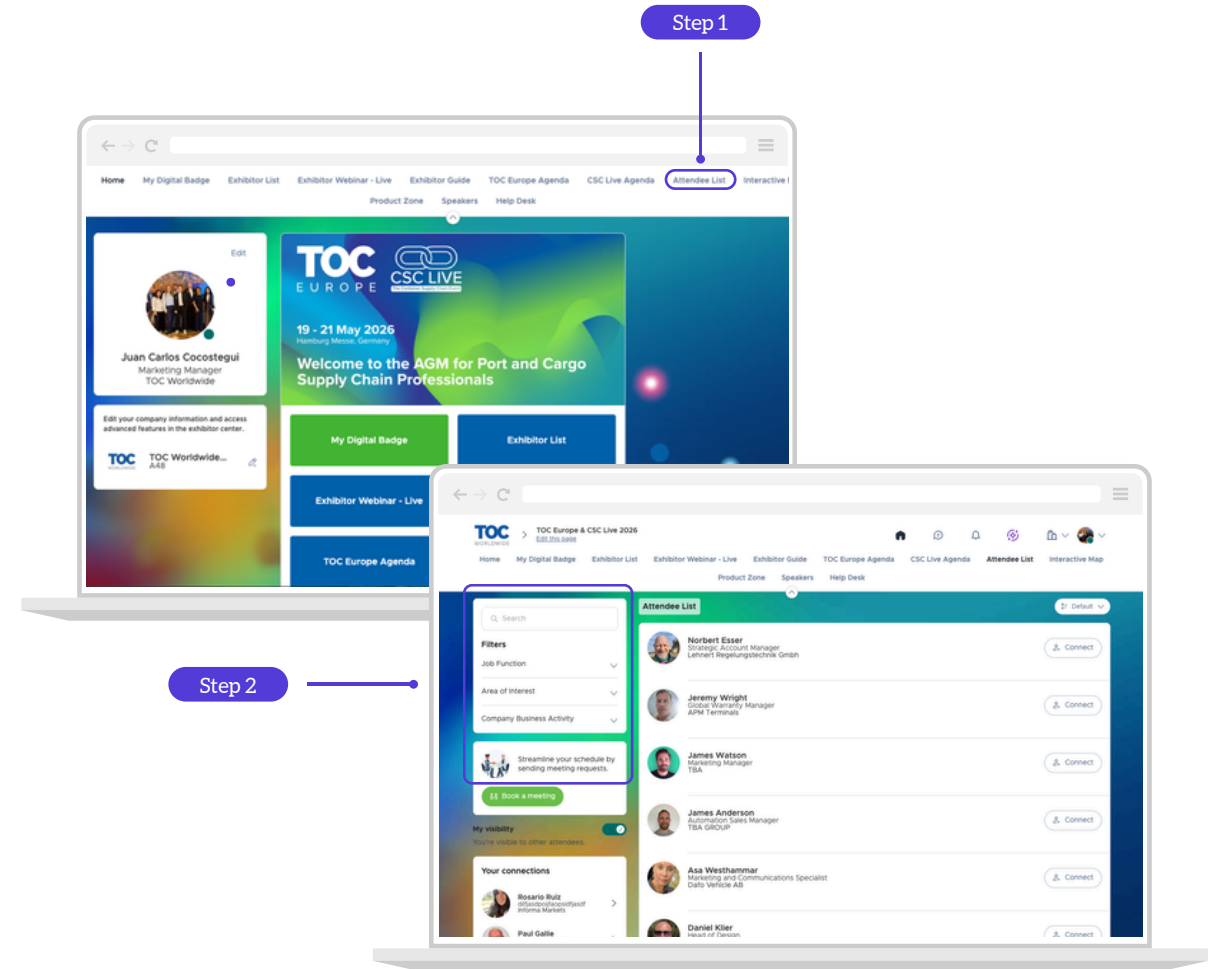
# Search for new leads on the attendee list

TOC Europe provides you with access to the full list of event attendees. This is the place to start building your pipeline of future valuable contacts. Make sure to brief your teams on how to use filters to search through attendees and find extra promising new leads!

**Step 1:** Select **“Attendee List”** from the top navigation bar.

**Step 2:** Search the list for visitors that align with your business goals using the filters on the left-hand side of the screen.

**Step 3:** Click on an attendee profile to find out more about them and start networking by sending a connection request or booking a virtual meeting.





# Send a connection request

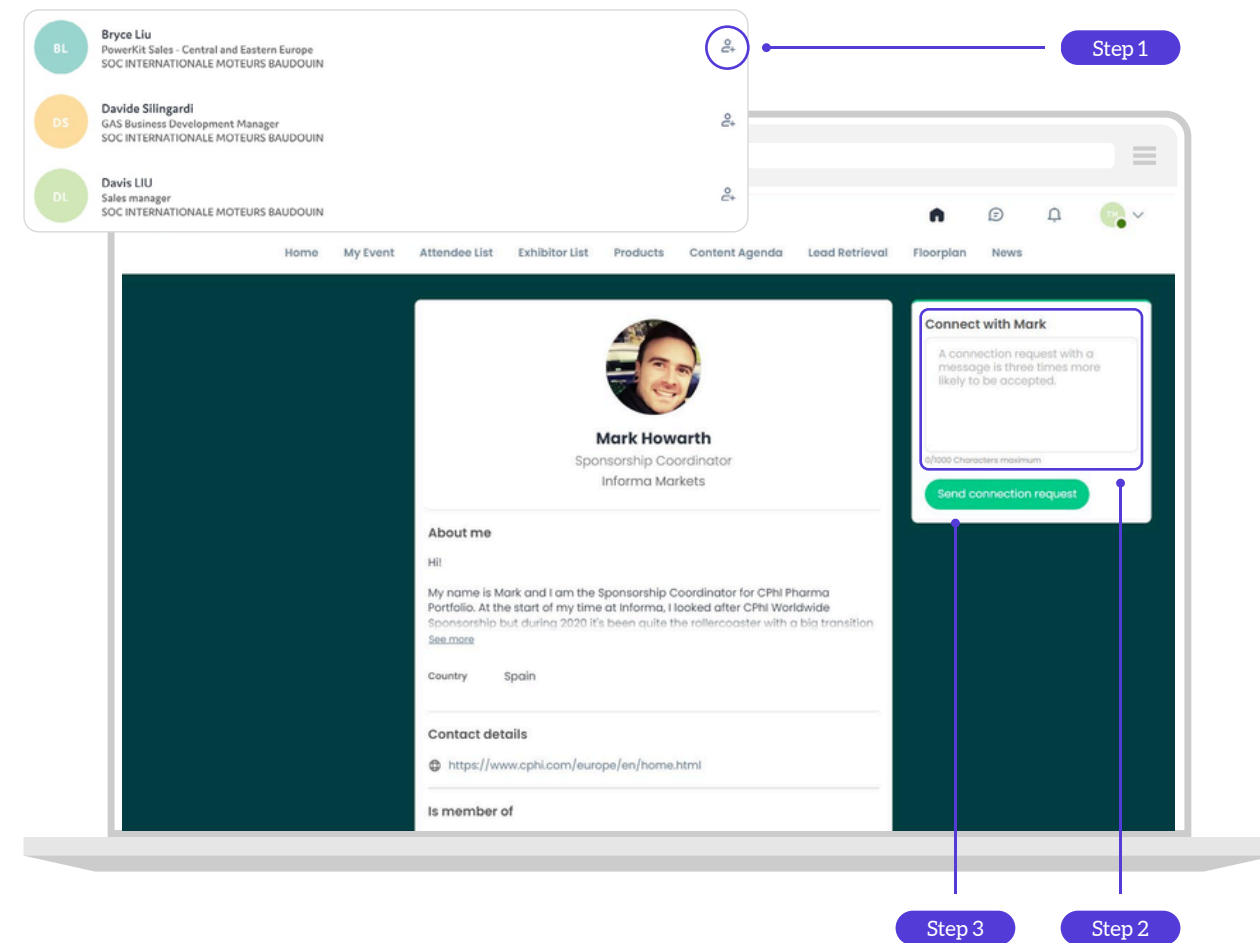
You can send a connection request to a speaker, exhibitor team member, or sponsor. Once someone has accepted your request, you will be able to exchange messages on the platform and find them easily in your list of contacts.

**Step 1:** Click on the connection icon next to the attendee, speaker or team member you wish to connect with.

**Step 2:** Start with an introductory message about yourself, your company and how you think you can help potential prospects. Add your message in the box on the right side of the page.

**Step 3:** Click **“SEND CONNECTION REQUEST”**

Note: To keep track of your connection requests, click **“My Event”** from the top navigation bar and find the **“My Contacts”** section.





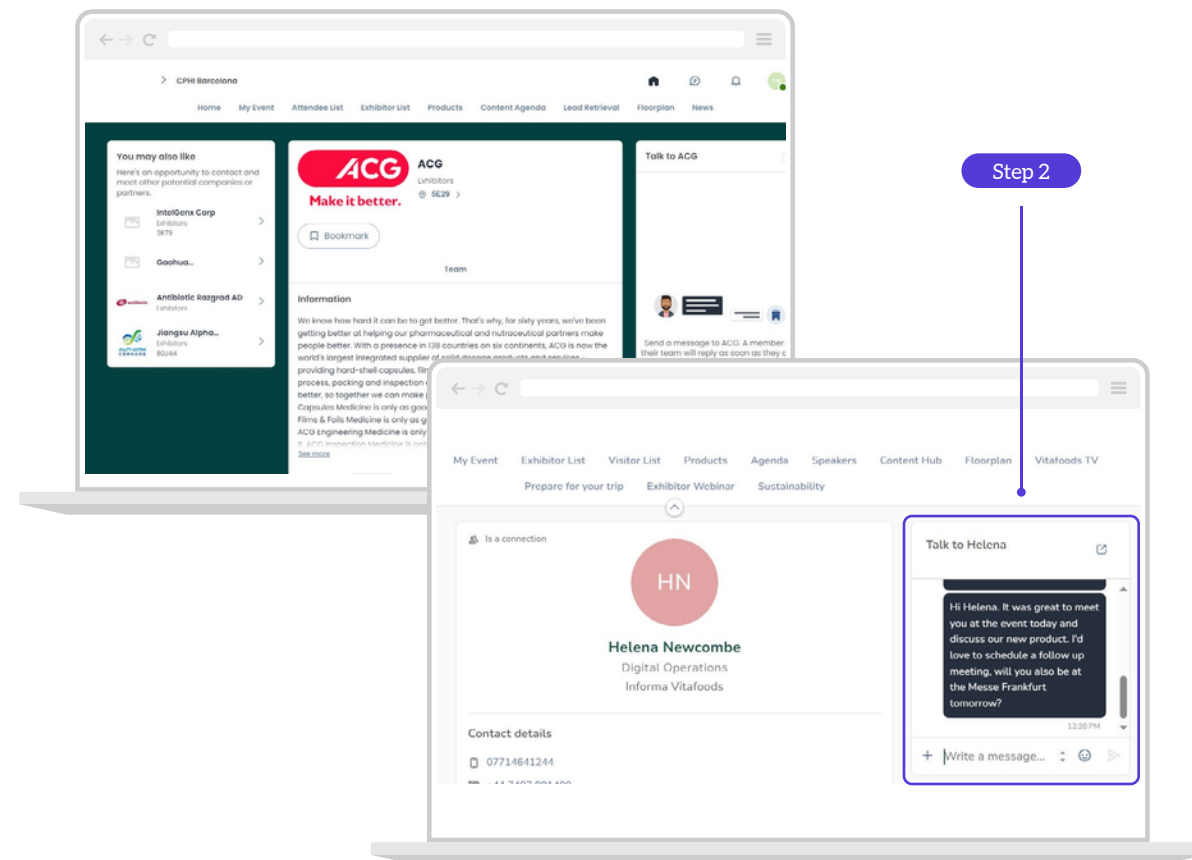
# Send a message

Engage with prospective clients by sending and responding to messages. It's a great way to check-in during the event and follow-up on any outstanding issues after you've met in-person.

**Exhibitors who used the messaging feature at a previous event increased their number of leads by more than 300%.**

**Step 1:** Head to the profile of the exhibitor or team member you wish to message.

**Step 2:** On the right-hand side of their profile, you will find a chat box. Type your message here and click the send icon ➤



\*You can only send messages to attendees who have accepted your connection request.

# Manage your messages

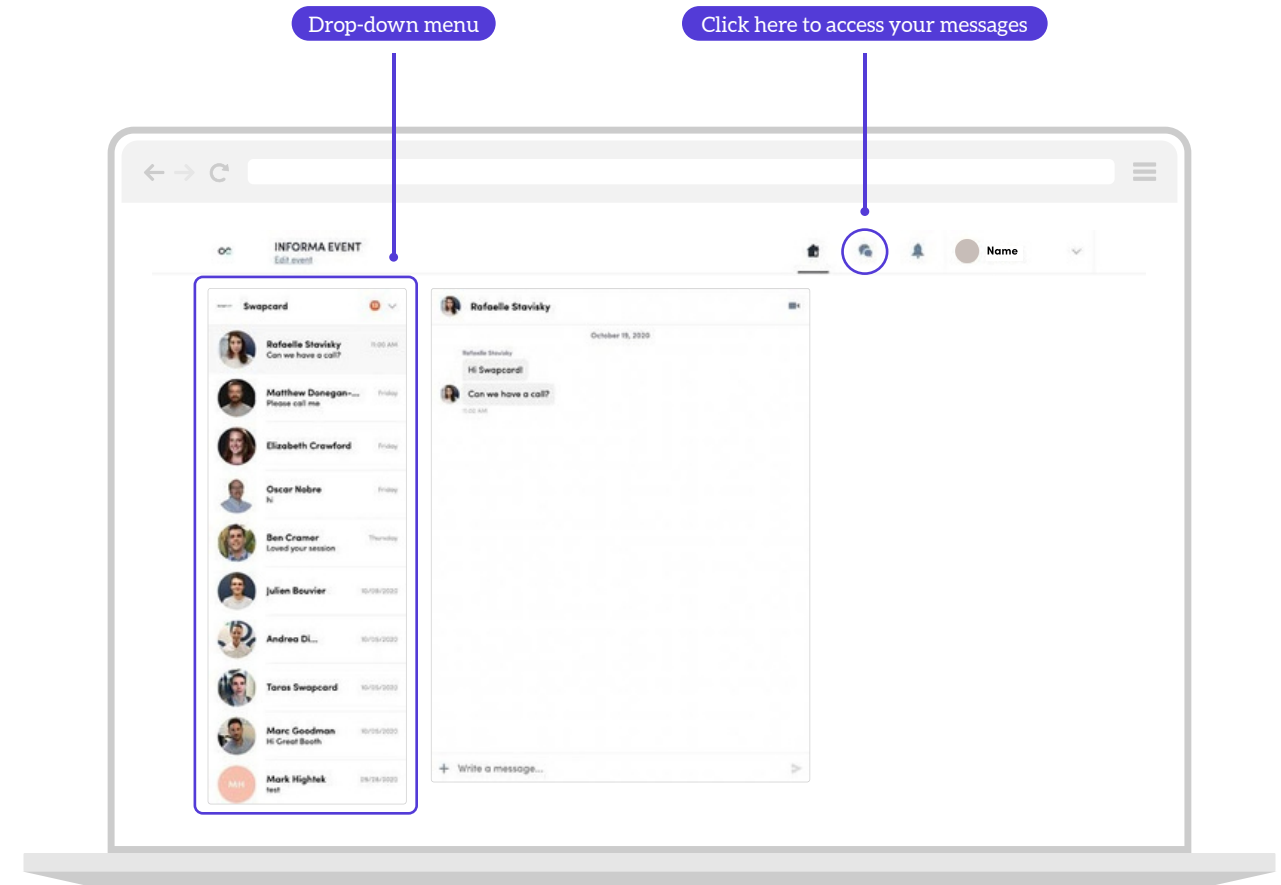
**Step 1:** When you receive a new message, a red circle will appear

over the chat bubble icon along the top of the screen.

**Step 2:** Click on the chat bubble icon  to view your inbox.

**Step 3:** You can switch between your personal inbox and the company inbox using the drop-down menu at the top of your messages.

**Step 4:** Click on a message to view it and respond.



# Request a meeting

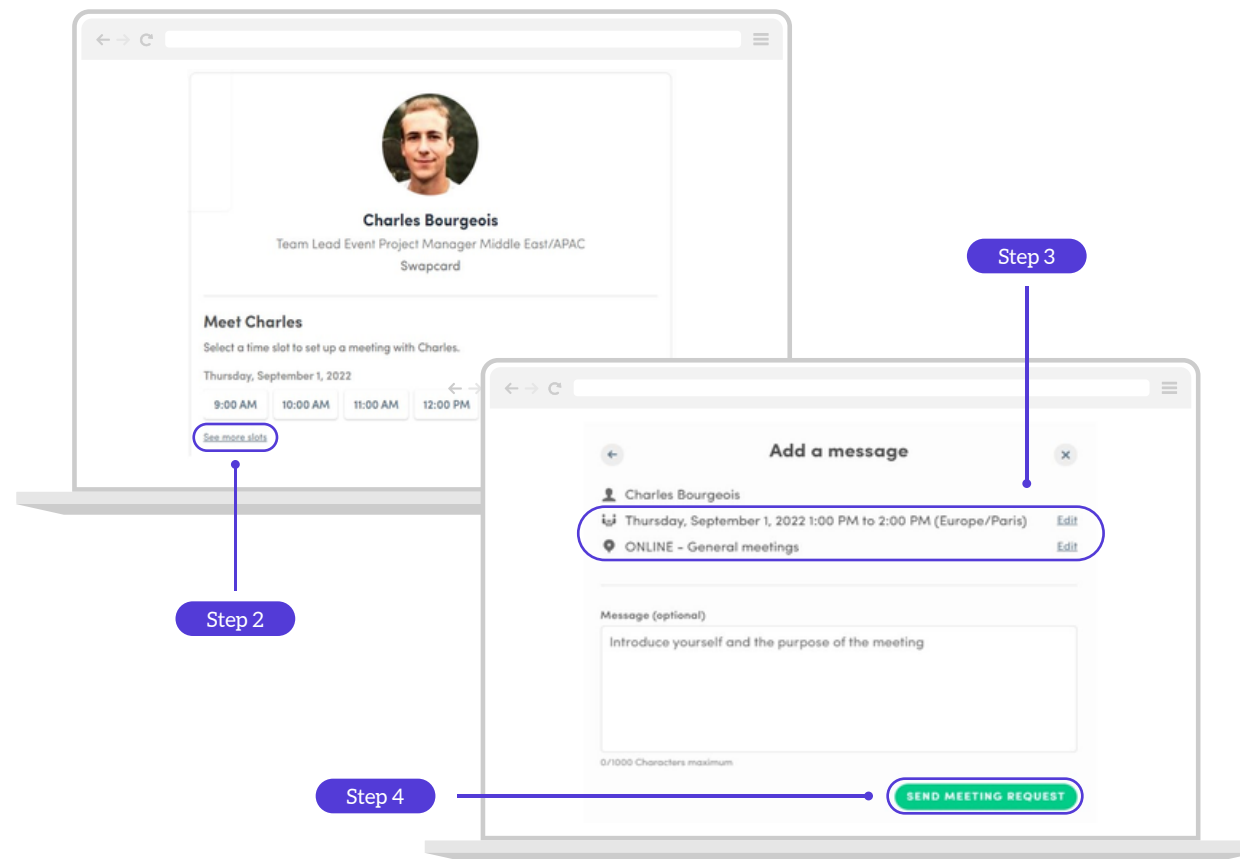
Move your business relationship further and make extra time for those important face-to-face discussions. Meetings can be held online or in-person at the show. Anyone who accepts your meeting request will be added to your list of leads.

**Step 1:** Visit an attendee profile.

**Step 2:** Select one of the suggested time slots or click **“see more slots”** for all available times.

**Step 3:** Select a meeting location, and add participants if required.

**Step 4:** Add a message and send your meeting request.



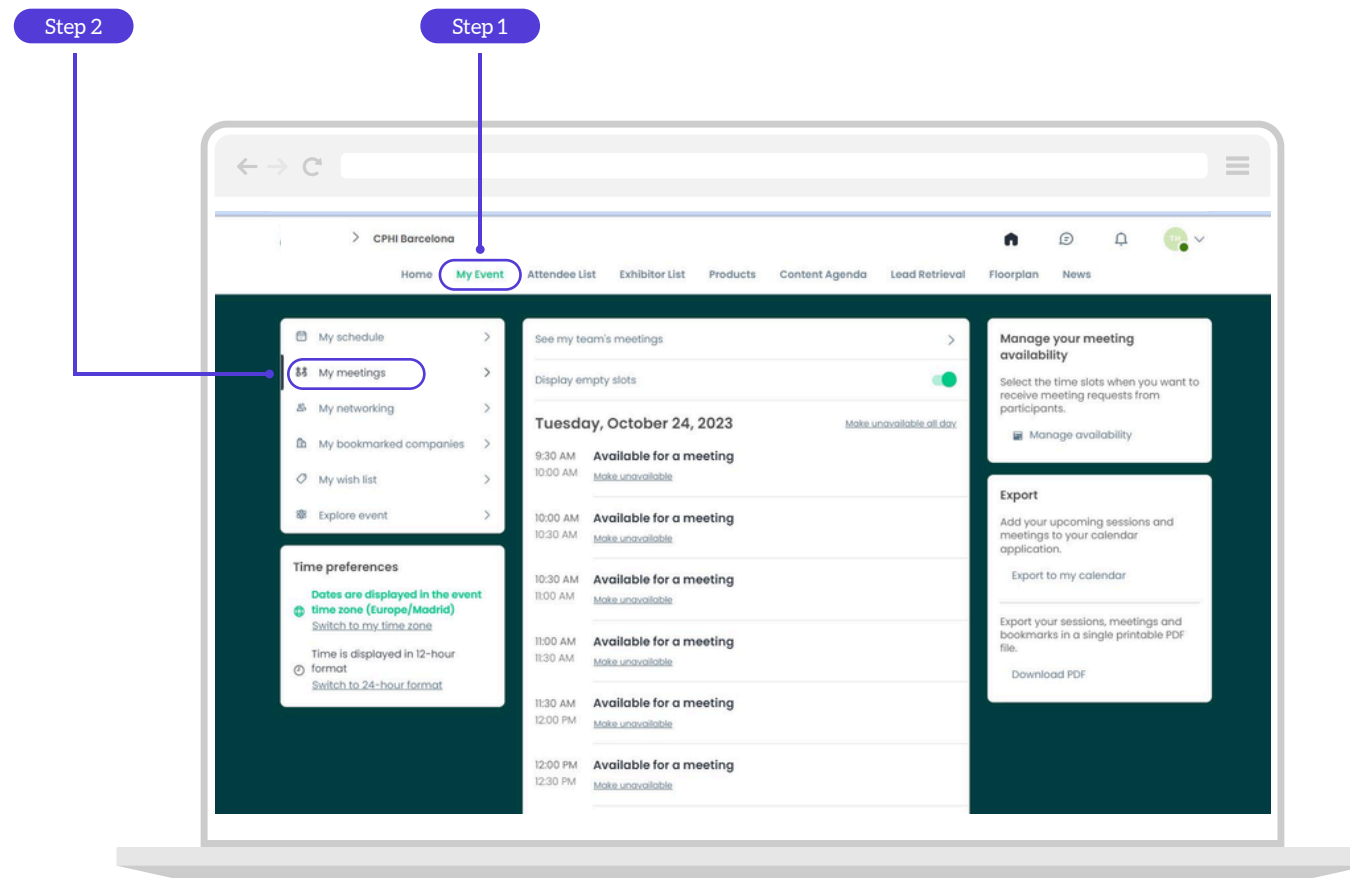


# Manage your personal meetings

**Step 1:** Click on **“My Event”** in the top navigation menu.

**Step 2:** Select **“My Meetings”** in the left navigation bar.

**Step 3:** Here you can manage all the meetings that have been assigned to you. To edit, confirm or cancel a meeting, click on the **edit icon**.



# Manage your company meetings

**Step 1:** There are two ways to view your company meetings:

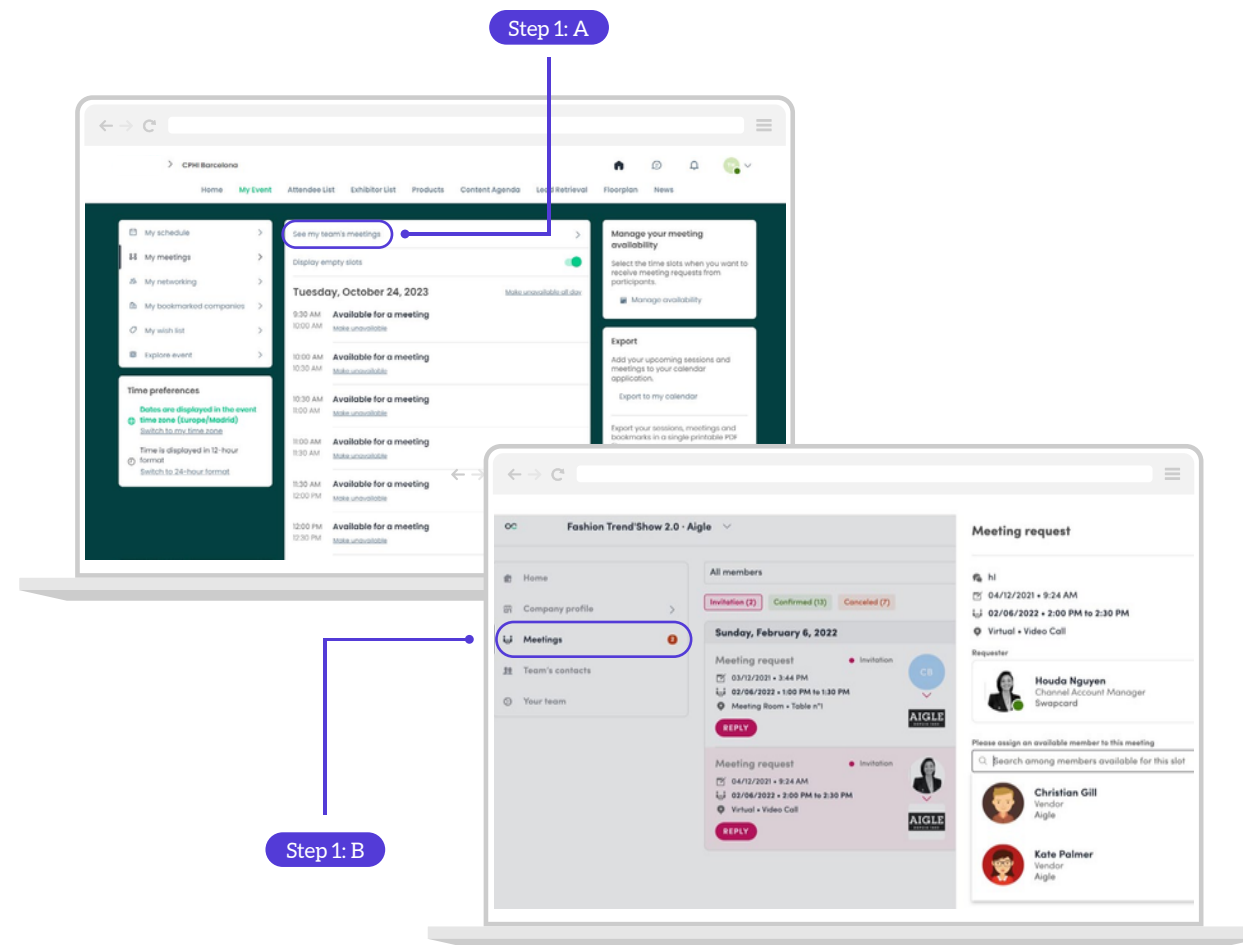
**A** From the top of your personal meetings page, select **“See my team’s meetings”**.

**B** Enter the Exhibitor Centre (see page 8) and select **“Meetings”** from the left navigation bar.

**Step 2:** Here you can manage all the meetings requests sent to your company. To edit, confirm or cancel a meeting, click on the **edit icon**.

**Step 3:** Once you have clicked on a meeting, you can use the search bar titled **“Participants”** to find your team members and assign the meeting to them.

**Step 4:** To manage your company's meeting availability, select **“Manage availability”** from the right hand side of the page.





# Lead capture and retrieval

Generate extra ROI with ease



# New this year: All your leads in one place.

TOC Europe is giving you extra power to grow your business and transform your connections into new business partnerships. Every connection that you make online plus all your scanned leads from onsite will be available in one place.





# Scan attendee badges onsite

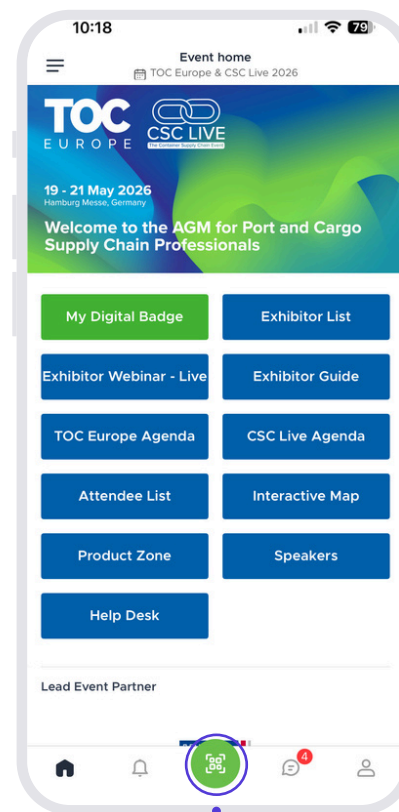
To start scanning badges onsite, you will need to download the app.

**Step 1:** Log in and select the qr code icon in the bottom center of the menu

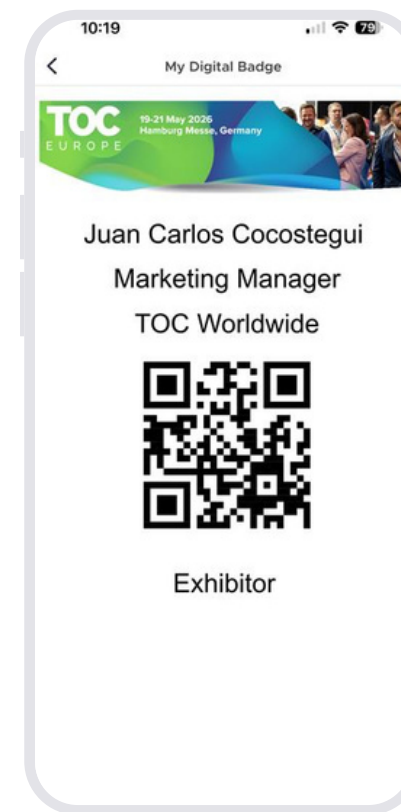
**Step 2:** Align the square camera with the attendee badge.



The app will prompt you to allow access to your camera. Please agree in order to scan badges.



Step 1



Step 2

# Add notes and tags

Once a badge has been scanned, you'll be able to see their contact details and annotate their profile with your own notes.

**Step 1:** Click "Edit" to start adding your own annotations.

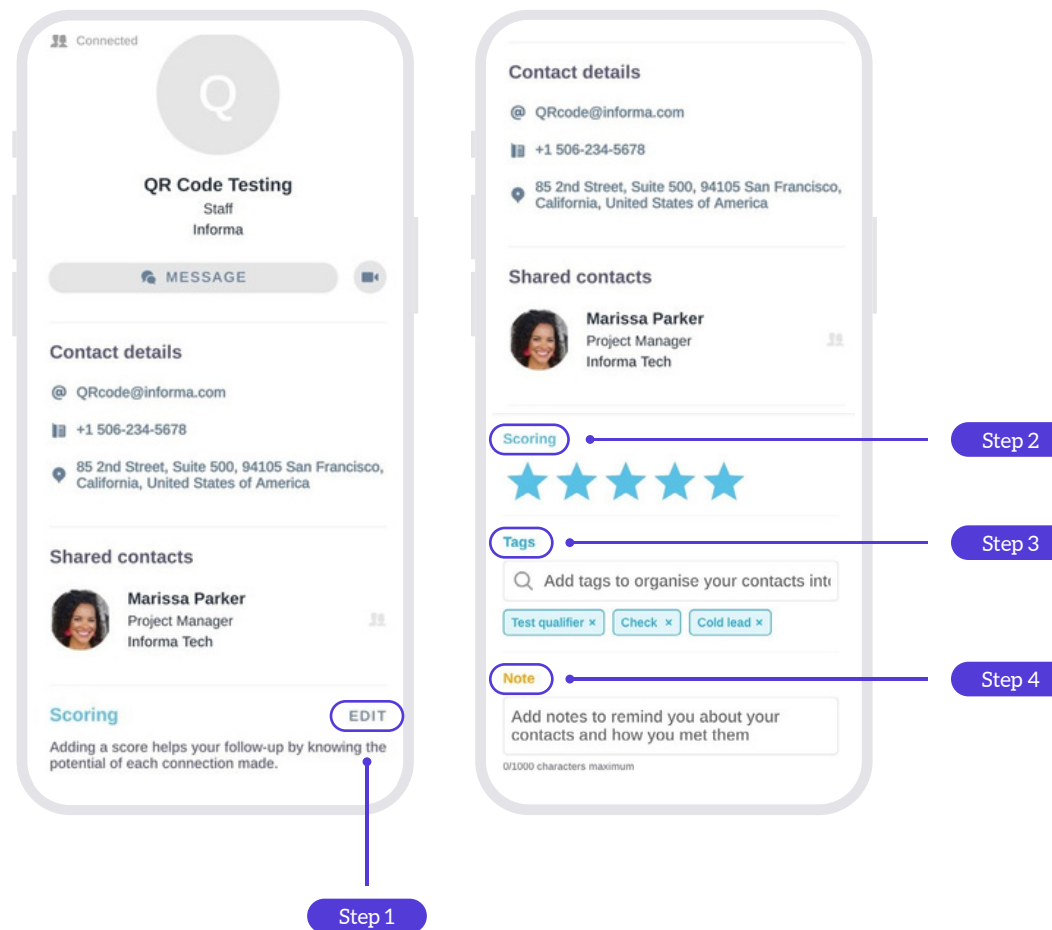
**Step 2:** Give your lead a score out of 5 based on their potential.

**Step 3:** Add tags to enable easy filtering of leads (pre-populate possible tags with your team before the event to ensure you are on the same page).

**Step 4:** Add your own additional notes about the lead.

## Top Tip

Use the Lead qualification tool to contextualise data by using personalised surveys to collect specific information that helps you qualify the potential of each lead.



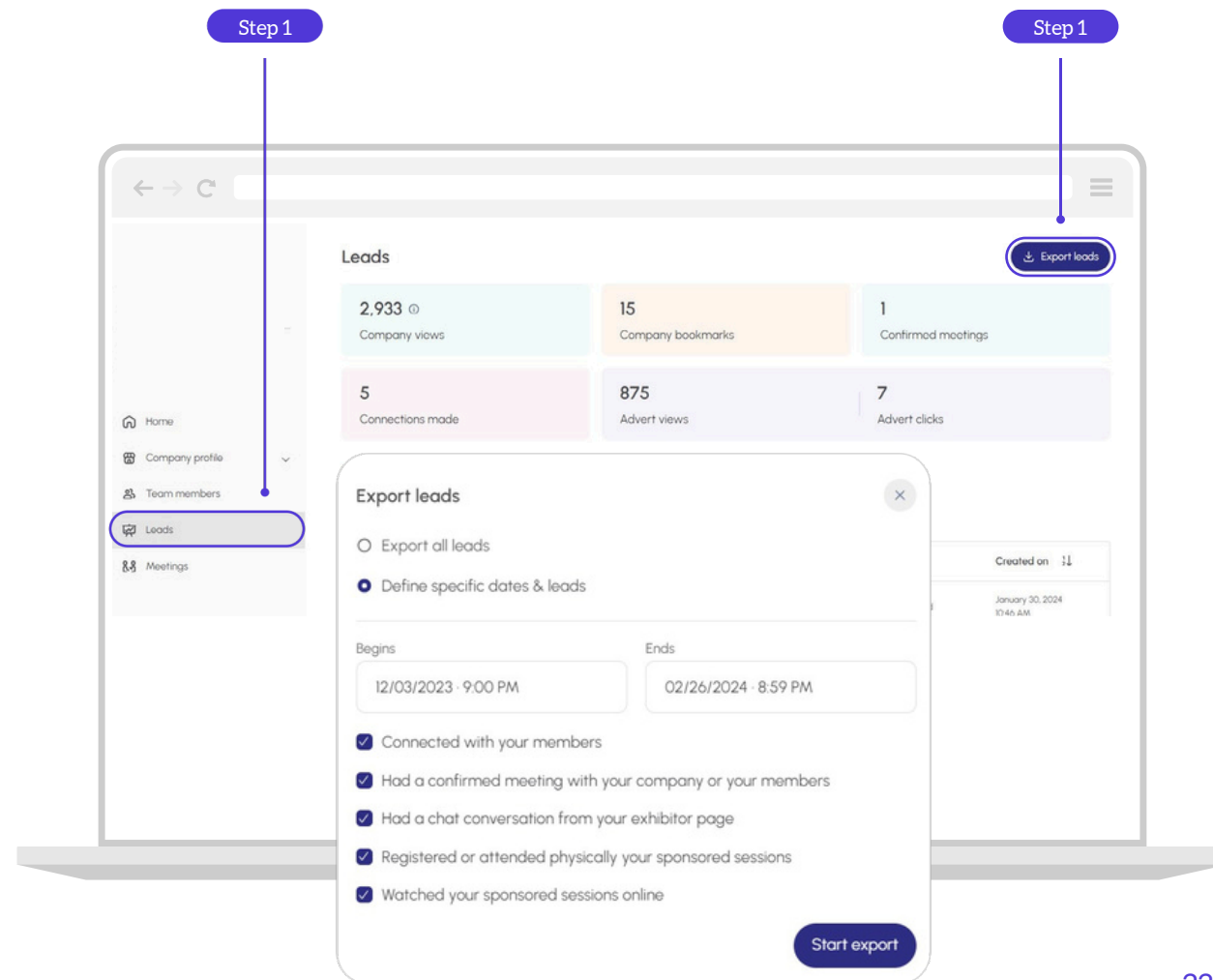
# Download your leads post-event

The download will include the information of all your scanned badges, any connections made online.

**Step 1:** Log in to the web and head to your **Exhibitor Centre**.

**Step 2:** Select **Leads Board** from the left-hand menu.

**Step 3:** Click **“Export Leads”** from the top right corner.





An introduction

Getting started

Create your company profile

Networking

Lead capture and retrieval

# Extra time. Extra access. Extra value.

➤ Log in today to get extra from your event experience.

➤ For any additional questions or support,  
please contact customer service on [toceuropecs@informa.com](mailto:toceuropecs@informa.com)

