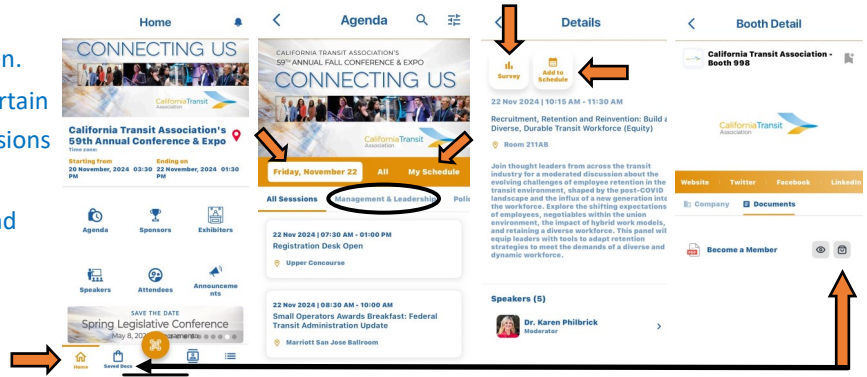


CONFERENCE APP USER GUIDE

Below is some useful information about the conference app, which is the primary resource for the conference

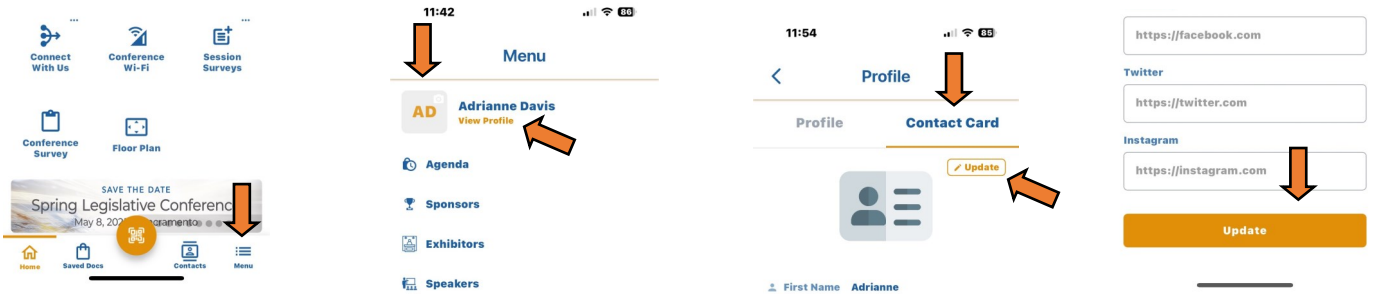
- Navigate the different areas of the app from the Home screen.
- The Agenda will show you All Sessions happening under a certain day, or you can filter by session track. You can also show sessions saved to your personal schedule under 'My Schedule'.
- In session detail you can add the session to 'My Schedule' and you can complete the session survey, if attended.
- Materials available within the app can be viewed or downloaded to 'Saved Docs' to view later.



UPDATE YOUR CONTACT CARD

You can update your contact card with the information you want to share with others

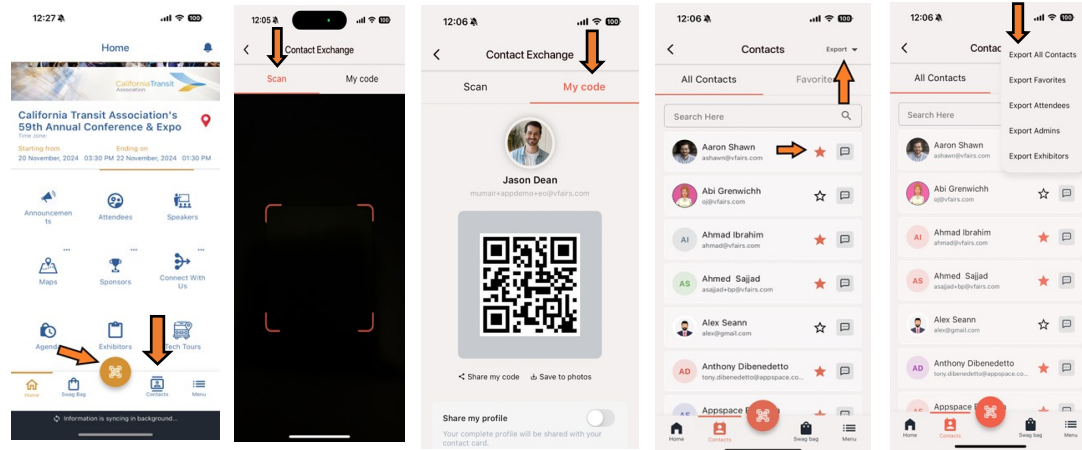
- Click on the menu in the bottom right
- Click on the icon to the left of your name to add a photo
- Click on View Profile under your name > click on the Contact Card tab > click on the Update link to edit/add information
- Click Update at the bottom when finished



LEAD RETRIEVAL/CONTACT CAPTURE

Every attendee and exhibitor representative that has checked into the conference and downloaded the conference app will have the ability to build a **contact list** utilizing the built in **QR Code** and **Contact Capture** feature. Easily build your professional network or capture possible leads by just a few clicks on the app.

- Click the orange QR icon in the bottom center of your app home screen to scan a QR Code or share your QR Code.
- When a QR Code is scanned, information from that person's contact card is stored in 'Contacts'.
- Contacts can be marked as 'favorites' and contacts can be exported out of the app for easy use back at the office.



DIGITAL EXPO PASSPORT GAME - VISIT BOOTHS & WIN PRIZES!

Each time you visit an exhibitor or sponsor, scan the booth's unique QR Code using the QR capture in the app.

You will automatically be awarded points in the **Digital Expo Passport Game**.

Sponsor booths are worth 200 points each and exhibitor booths are worth 100 points each.

Points accumulate and can be seen in the **Expo Leaderboard** on your app home screen.

Accumulate 5,200+ points to be entered to win a \$500 American Express Gift Card

Accumulate 6,600+ points to be entered to win a \$1,000 American Express Gift Card

Drawing will be held after the Expo Hall closes and you will be notified via email. Need not be present to win.