

Sign into <https://app.expogenie.io/> with the email and password you received from no-reply@expo-genie.com



Sign in

Email address *

Password *

Remember me

[Forgot password?](#)



Welcome to ExpoGenie Leads

ExpoGenie Leads is a comprehensive platform designed to assist exhibitors in efficiently managing and coordinating their exhibitions, streamlining the process of organizing and showcasing their valuable data and resources.

Once you sign in, you will be directed to the dashboard page.

Lead Campaigns:

- See report details
- Create/add custom qualifiers
- Add additional booth staff

User Management:

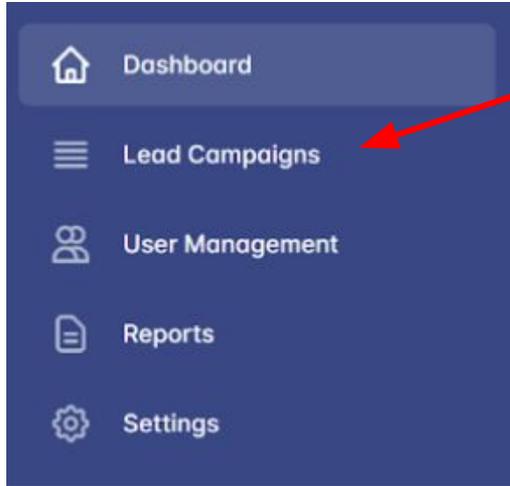
- View list of staff

Reports:

- Download lead reports

The screenshot displays the ExpoGenie dashboard interface. On the left is a dark blue sidebar with the ExpoGenie logo and user information for KateLF Q, TEST SPONSOR, Exhibitor Admin, with email katelftester@gmail.com. The sidebar menu includes Dashboard, Lead Campaigns, User Management, Reports, and Settings. The main content area features a top navigation bar with a hamburger menu, a refresh icon, and dropdown menus for the current campaign and user. A large welcome message 'Welcome back, KateLF Q!' is displayed, along with a 'New Campaign' button. Below this is a campaign selector for 'KubeCon + CloudNativeCon China - Campaign Test'. The dashboard contains four key metric cards: 'Total Staff' (1), 'Exhibitor Admins' (2), 'Leads' (7), and 'Unique Leads' (5). At the bottom, there are two bar charts showing lead counts for 'KubeCon + CloudNat...' (7) and 'TEST SPONSOR' (7).

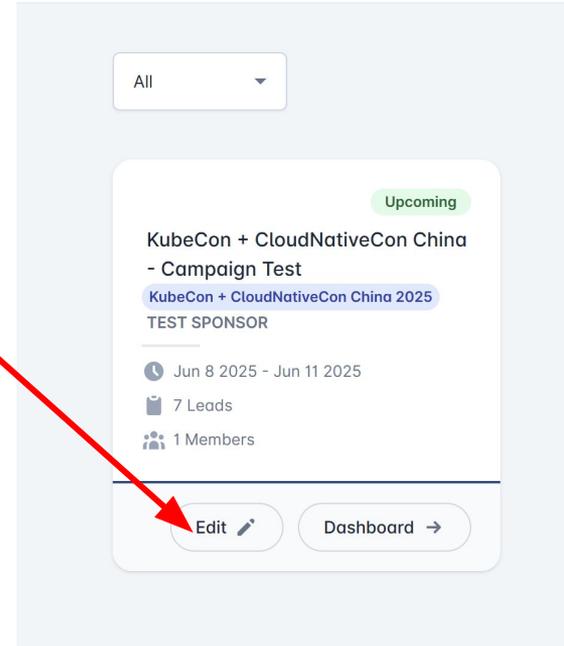
How to Add Booth Staff + Custom Qualifiers



On the dashboard page, click "Lead Campaigns"

Existing Lead Campaigns

The list of all lead campaigns.



Click "Edit"

How to Add Booth Staff + Custom Qualifiers

To Add Custom Qualifiers, Click Here

To Add Booth Staff, Click Here



- 1 Event Selection
- 2 Lead Data Fields
- 3 Lead Qualification Form
- 4 Booth Staff

Campaign Title *

KubeCon + CloudNativeCon China - Campaign Test



Event Detail:

Event

KubeCon + CloudNativeCon China 2025

Start Date:

Jun 08 2025

End Date:

Jun 11 2025

Address:

Hopewell Hotel | Wan Chai, Hong Kong, 15 Kennedy Road, Wan Chai, Hong Kong (SAR China)

How to Add Custom Qualifiers

1 Event Selection — 2 Lead Data Fields — 3 Lead Qualification Form — 4 Booth Staff

Save Changes

Create your lead qualification feedback form.

The screenshot displays the 'Lead Qualification Form' editor interface. It features three columns of form fields, each with an 'Enabled' toggle, a trash icon, and a move icon. The first column, titled 'Lead Score (1-5)', has a dropdown menu open showing options: Text Box, Email, Number, Dropdown (highlighted), Checkbox, Radio Button, and New option... The second column, titled 'Lead has purchasing authority?', contains a text box with the label 'Lead has purchasing authority', a help text box, a radio button, and two radio options 'Yes' and 'No'. The third column, titled 'Time Frame for Choosing a Solution.', has a dropdown menu open showing options: 1-3 Months, 3-6 Months, 6-9 Months, > 1 Year, and New option... A red arrow points to the 'Enabled' toggle in the third column.

If you would like to add custom qualifiers after you scan a lead, make sure “Enabled” is toggled ON

Adjust each qualifier as needed with the drop down and input your custom text.

Note: Please make sure to log-out and sign back into the mobile app for newly added qualifiers to appear.

How to Add Booth Staff

 Event Selection —  Lead Data Fields —  Lead Qualification Form — **4** Booth Staff

Add New User

Click "Add New User"

Select Your Booth Personnel

 **KateLF Q**
katelftester@gmail.com

Supervisor 



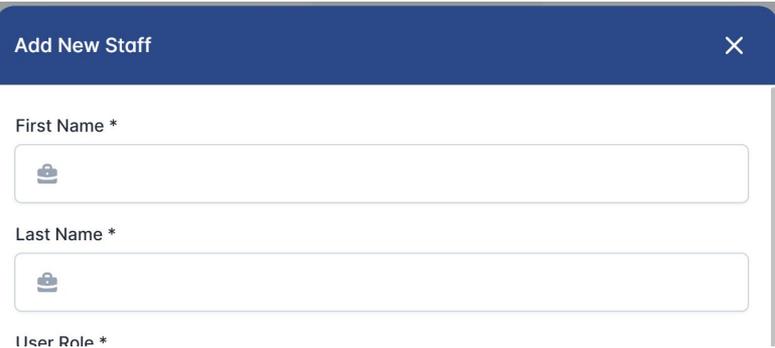
Send Campaign Invitation Email 

Event Campaign Email Template

 Campaign Invite Email Templ... 

Save Changes

How to Add Booth Staff



Add New Staff

First Name *

Last Name *

User Role *

Select User Role:

- Exhibitor Admin: Gains access to web Expo-Genie portal and ability to scan leads through mobile app
- Staff: Only mobile app scanning access

Select Campaign Assignment:

- Supervisor: Can see all leads scanned
- Booth Personnel: Can only see the leads they scanned

Fill in “First Name” and “Last Name” Information



User

Exhibitor Admins

Staff

Campaign Assignment *



Supervisor

Booth Personnel

How to Add Booth Staff

- Fill in email address
- Create password for your staff to use
- Keep Welcome Email and Send Campaign Email toggled on. Your staff will receive emails from <https://app.expogenie.io/> with access information.
- Click “Save” to add booth staff

Email *

Password *

Send Email

Send Welcome Email

Send Campaign Email

Email Template

Email Template

Save

Cancel