FHI | Federatie van
technologiebranches

Make the most of your trade show participation

Discover the possibilities of the FHI events app

With the FHI events app, you get more out of your trade show participation. The app increases your visibility, strengthens your network, and helps you collect valuable leads before, during, and after the event. You present your organization with a complete company profile, easily connect with visitors, and schedule meetings at times that suit you. During the event, you also maintain an overview and immediately see who is relevant to you.

The FHI events app supports you at every step. From preparing your participation to following up with new contacts. This way, you make the most of every opportunity and maximize your investment. In this manual, you'll discover what the app offers and how to get started right away.

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Log in & register booth staff

As soon as your organization is registered as an exhibitor, the main contact person known to us automatically receives an email with instructions to activate the account. After logging in, a pop-up with your details appears. Check these and click 'Complete'. This immediately activates your team environment.

After activation, this person can easily register team members in the FHI events app via 'Team'. Go to 'Team members' for an overview of all registered colleagues. Your own name is also listed here. Want to add someone? Click 'Invite members' and enter their details. Adding multiple colleagues? Click 'Add team member' at the bottom left.

Each registered team member will receive a personal invitation by email to access the FHI events app.
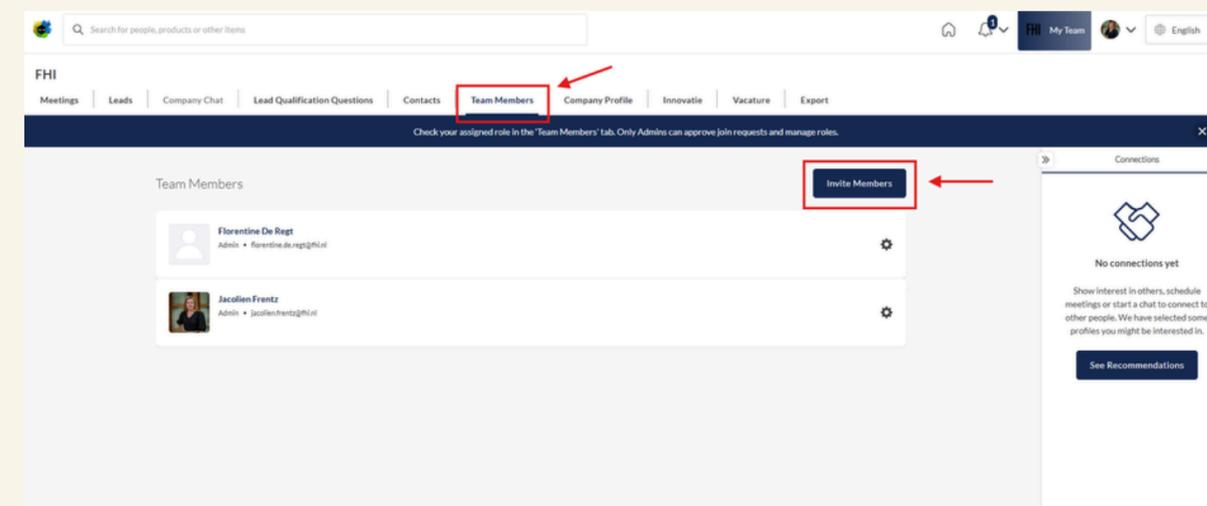
Increase your visibility

Get more out of your participation and complete your online company profile. Show visitors who you are, what you offer, and why your booth is worth visiting.

Add your company information and upload your logo and banner. Visitors often explore the app before the event. This helps you attract the right audience and collect valuable leads. Visitors can also easily contact your organization. The more complete your profile, the greater the chance of relevant connections.

Invite relations

Invite your relations using your unique invitation link in the FHI events app. This increases your reach and encourages targeted booth visits.

Personalize the invitation with your logo and a short welcome message. Explain why visiting your booth is interesting and what visitors can expect. This makes your invitation recognizable and relevant.

Via the 'Personal registration link' button, you open the WoTS 2026 registration page. Copy your unique link and share it directly with your network. Registrations through this link count toward the Marketing Communication Cup 2026. This way, you immediately see the results of your invitations and stay in control.

Under 'Contacts', you'll find visitors who registered via your personal link. Use the correct tag to filter quickly.
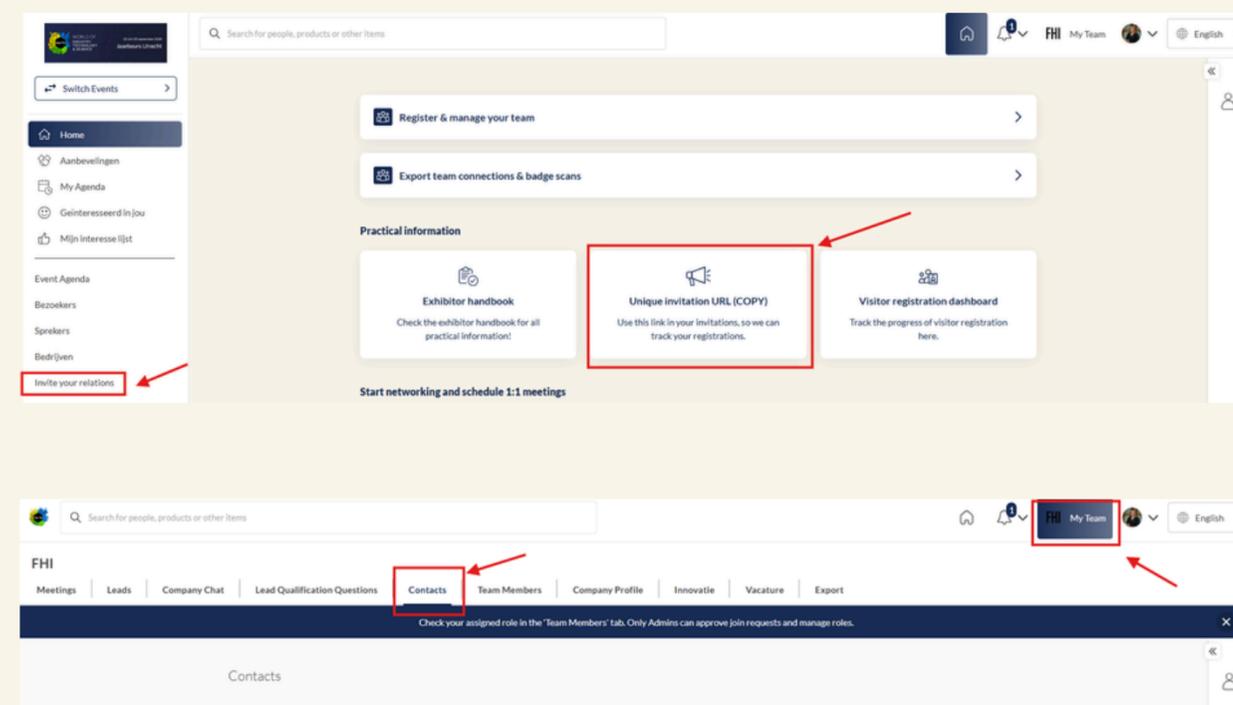
Qualify leads

Prepare your team with standard lead qualification questions and make your leads instantly valuable.

After scanning a visitor, you answer predefined questions. This allows you to qualify leads immediately during the event. It saves time and gives you instant insight into who is interested in which products or services.

For example, use these questions to quickly get to the point:
- Project need: what challenge does the visitor want to solve with your product or service?
- Urgency: is the visitor looking for a solution in the short, medium, or long term?
- Budget: is there an indication of the available budget?
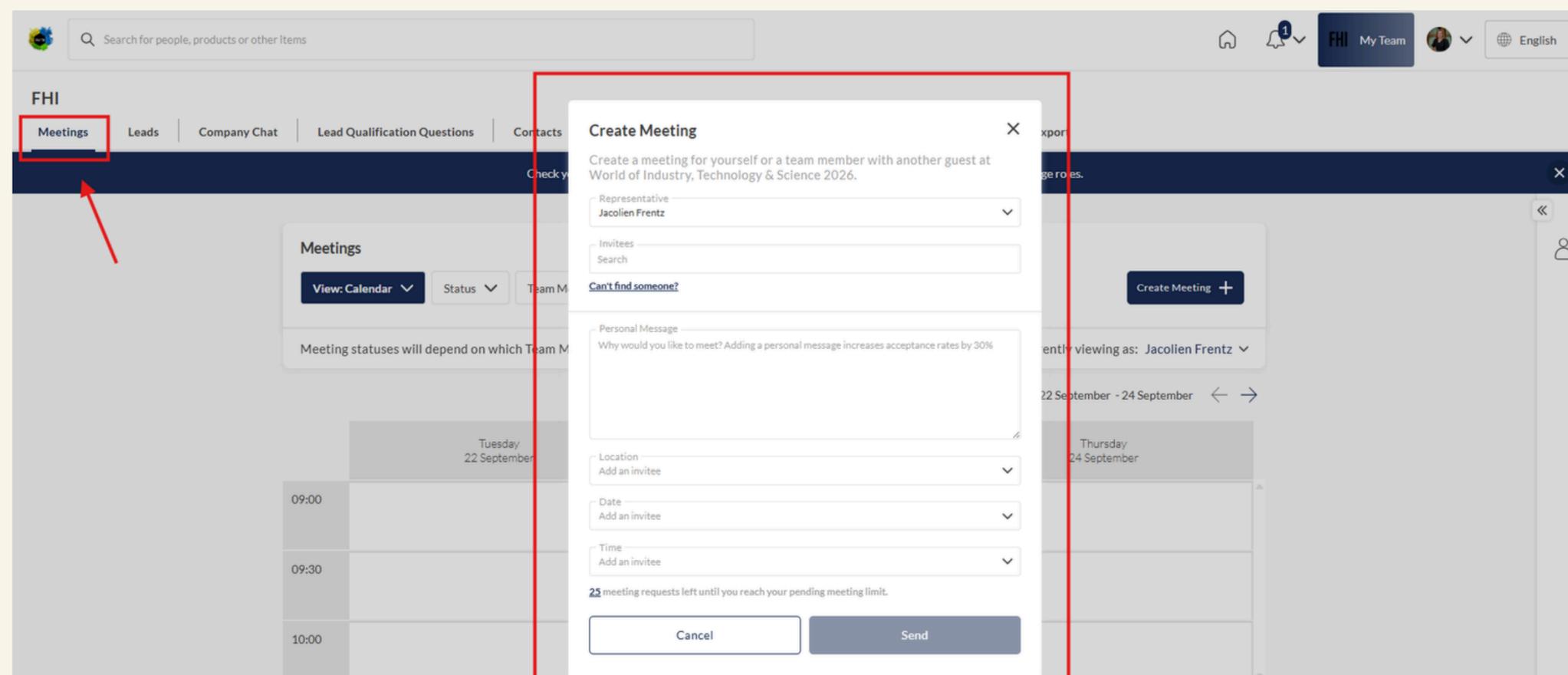- Follow-up: how does the visitor want to be contacted after the event?

Click here for a detailed explanation of setting up lead qualification questions.
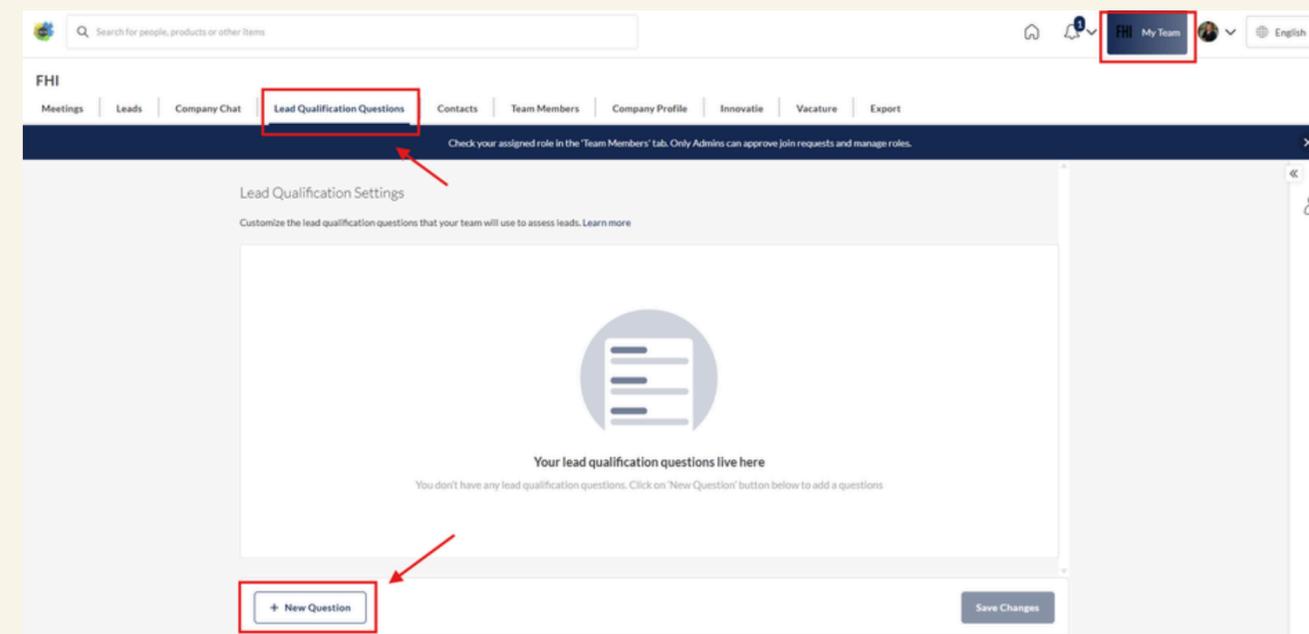
Meetings & messages

Via 'Meetings', you schedule appointments during the exhibition week and easily organize conversations at your booth.

In this section, you manage your team's calendar. You can clearly see all team members' appointments. You can also schedule a meeting for a colleague, for example if you already have an appointment at that time. A meeting that has not yet been accepted appears in grey in the calendar. Once both parties accept, the color changes.

Collect leads

Use the QR scanner in the app via the 'Badge / QR Scanner' button to scan visitor badges.

After scanning, the visitor's 'Profile details' tab appears immediately. You will also see the 'Lead details' tab, where you can complete qualification questions or add notes.
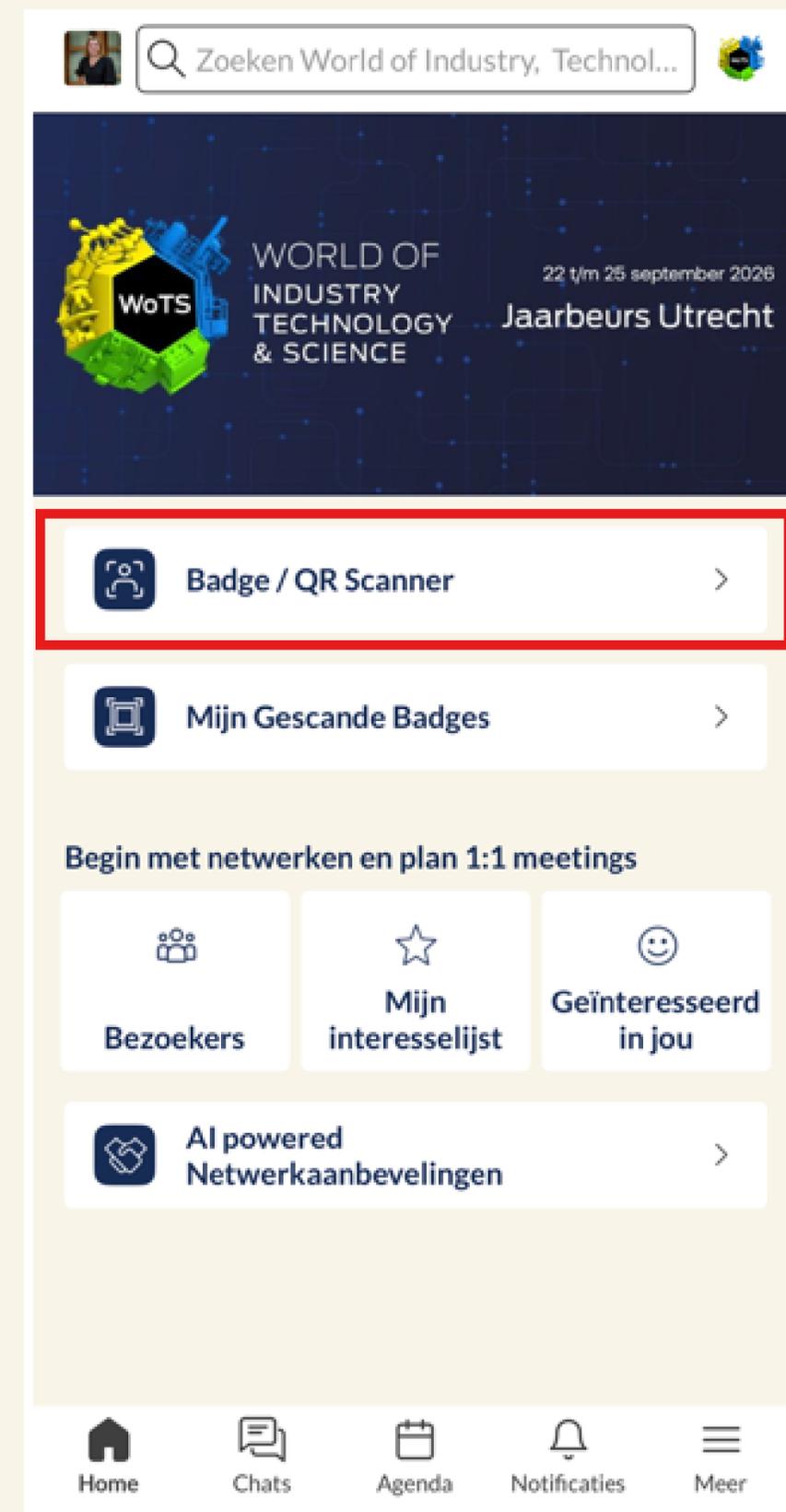
Follow up on leads

After scanning visitors, all your leads are immediately available in the FHI events app. Export all scanned badges, including notes and lead qualifications, for a complete overview of your team's results. This helps you maintain control and integrate leads directly into your existing workflow. Please note: you can only download this overview via the desktop version of the app.

Go to 'My Team' and then to the 'Export' tab. Click the Export button next to 'Export contacts and badge scans' to view the file with all scanned badges.

Immediate follow-up pays off
Because leads are visible in real time, you can take action immediately. Quick follow-up increases the chance of a successful outcome and keeps visitor interest high.
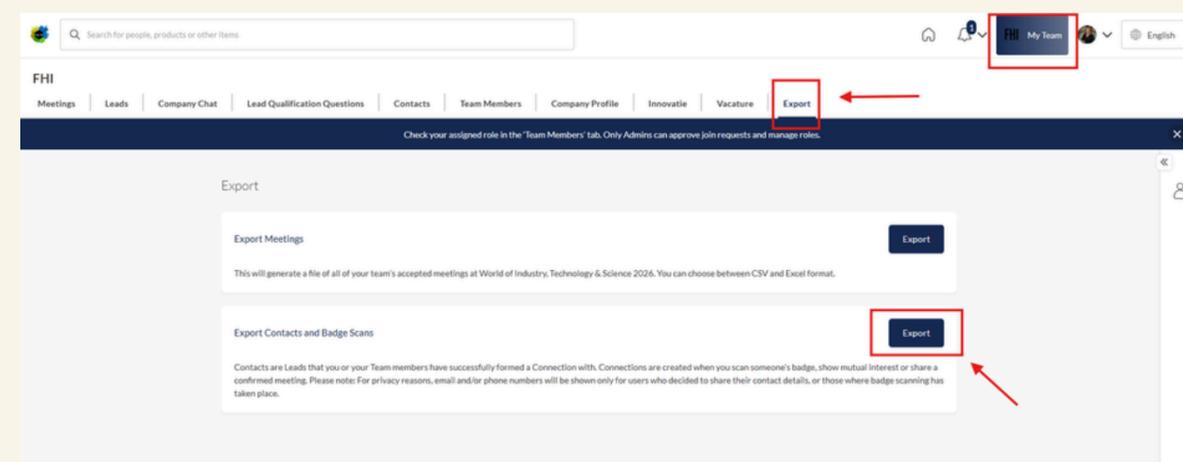
Questions?

We are happy to help. Contact Florentine de Regt: florentine.de.regt@fhi.nl