

Exhibitor Guide

Maximize Your Lead Capture with Zoho Backstage

Empowering Exhibitors with Insights & Leads



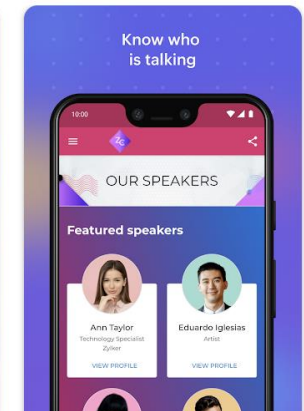
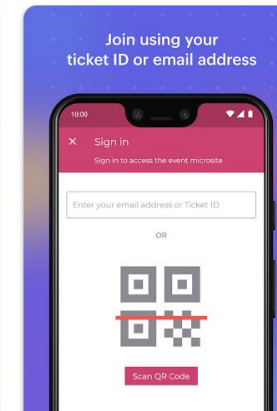
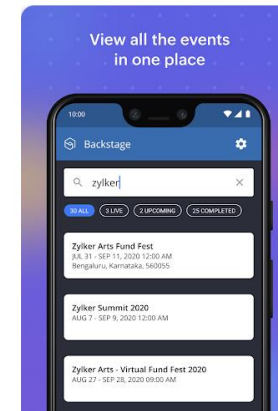
Download the App

1 Download

Get Zoho Backstage from [App Store](#) or [Play Store](#)

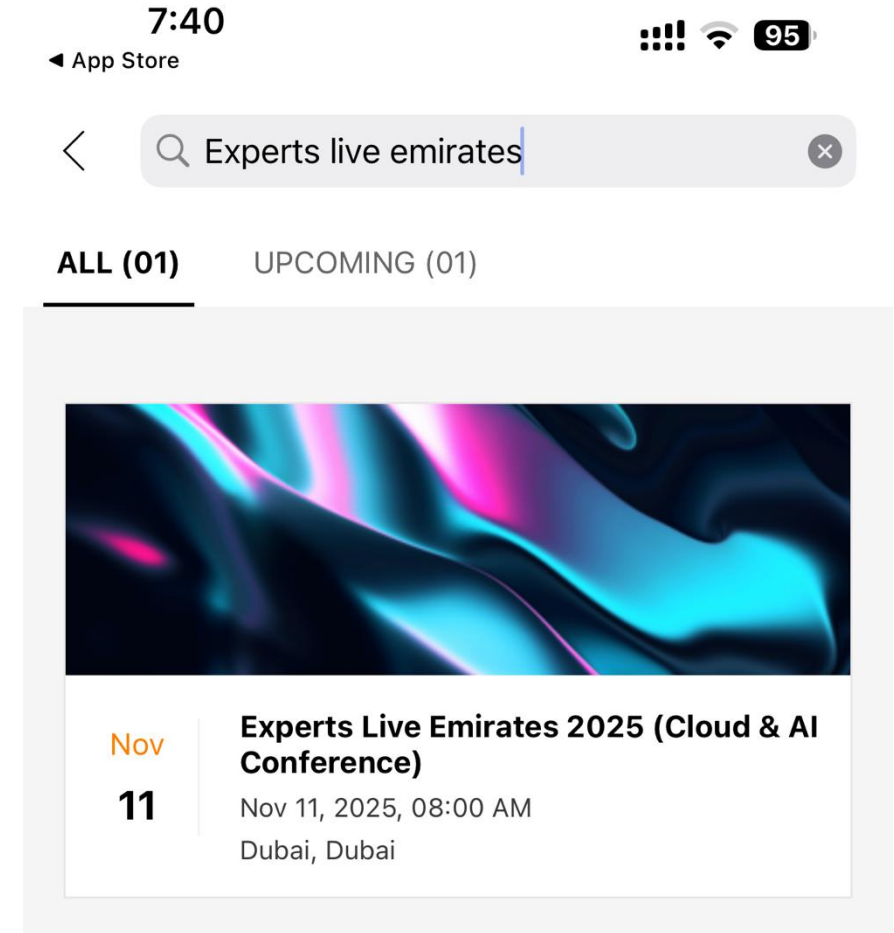
2 Launch

Open the app after installation



Find the Event

- 1 Search Events**
Tap "**Search Events**" on the app home screen
- 2 Enter Event Name**
Type "**Experts Live Emirates**" in the search bar
- 3 Select Event**
Choose the first result from the search list



Sign In Process

1

Enter Email

Use your **ticket email** and tap **GET SIGN-IN EMAIL**

2

Verify OTP

Copy the **6-digit code** from your email and tap **VALIDATE OTP**

3

Alternative

If email is slow, use the **QR code option** to scan your ticket

9:09 5G 72

SIGN IN

Sign in to the website to participate in the event

Email Address or Ticket ID*

GET SIGN-IN EMAIL

----- or sign in with -----

QR code

9:10 5G 72

< Back

CHECK YOUR INBOX

We've just sent an email to **saleh.elnaggar@gmail.com** with an OTP and an option to sign in

OTP

731165

Didn't Receive the OTP? [Resend](#)

VALIDATE OTP

Done

Finding the Scanner

1

Open Menu

Tap the  **menu icon** in the top-left corner

2

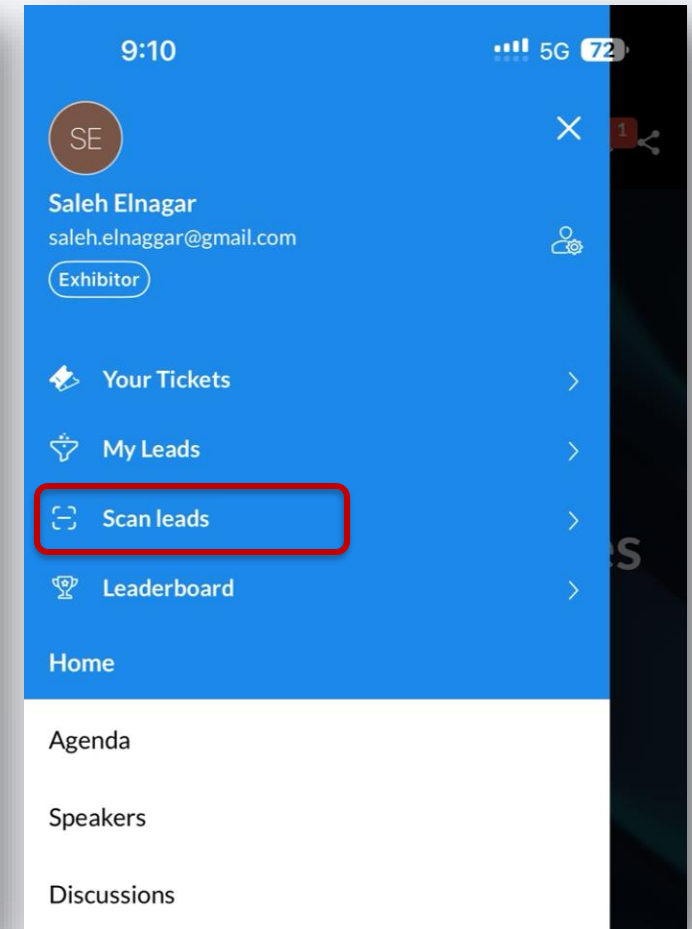
Select Scanner

Choose **Scan Leads** to open the badge scanner

3

Other Tools

Access **My Leads** to view captured contacts



Scanning Badges



Quick Scan

Fastest way to capture. Adds contact to your list immediately. Perfect for busy periods.

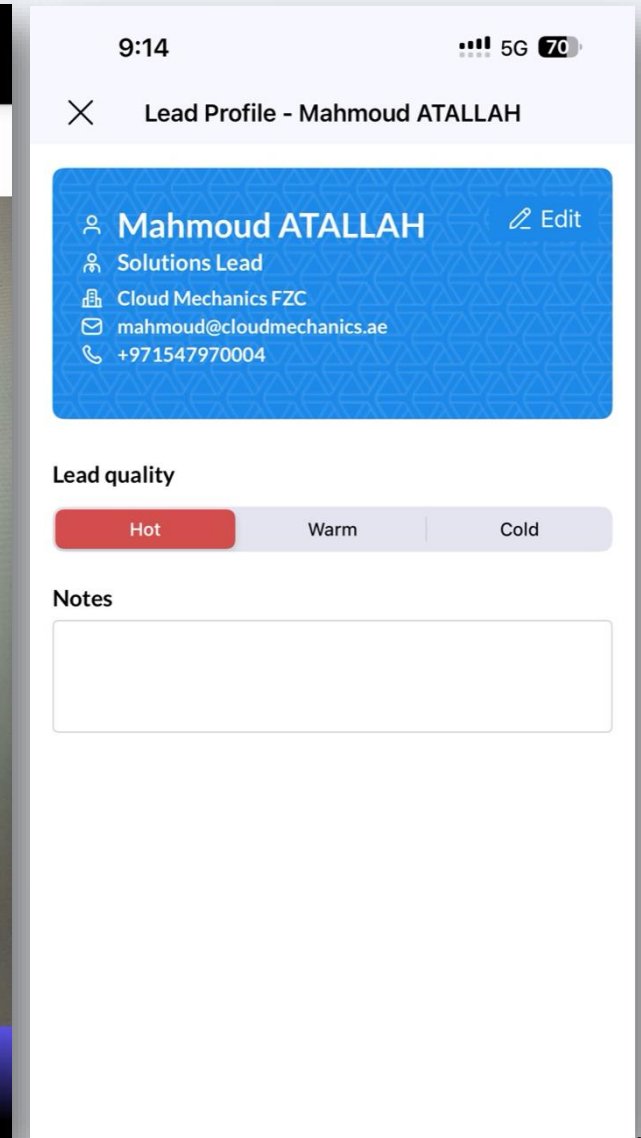
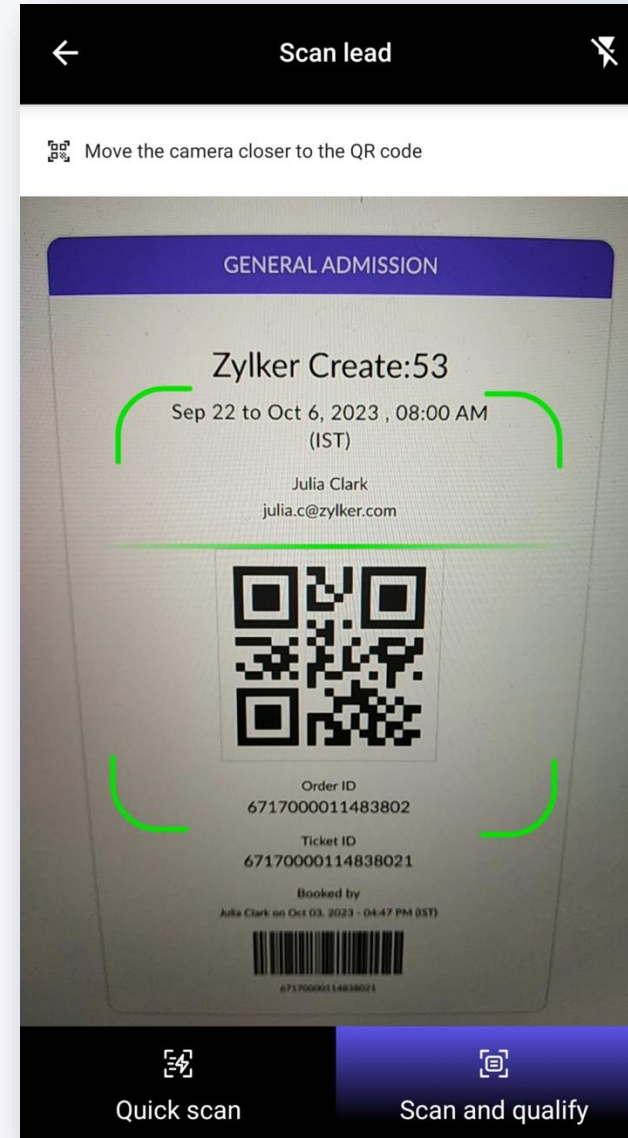


Scan & Qualify

After scanning, view contact profile to score and add notes on the spot.

Scanning Tips

-  Use **flash icon** for low light conditions
-  If focus is soft, move phone back **20-30 cm** and try again
-  Switch modes based on queue length and time available



Qualifying Leads

★ Lead Quality



Hot

Immediate need,
budget approved,
short timeline



Warm

Interest expressed,
evaluation phase



Cold

Information
gathering, long-
term potential

Structured Note Format

-  **Need:** Customer pain point
-  **Product Fit:** Solution match
-  **Next Step:** Follow-up action

Zylker Create:53

Lead quality

All leads

10

Hot

5

Cold

1

Warm

4

Your leads

1

Hot

1

Cold

0

Warm

0

Leads by booth members

Esther James (You)

1

Scan leads

Overview

Members

Leads

Zylker Create:53

Leads(3)

Export

+ Add Lead

Search leads

Holly Summers

Export lead list

Export generated lead list to your email

Send leads from

All booth members

Added by you

Select lead quality

Select all

Hot

Warm

Cold

☒

☐

☐

Leads will be emailed to

esther.james@zylker.com

SEND EMAIL

experts.live/ae/faq

(7)

Reviewing Leads



Manage Captured Contacts

View all leads in **My Leads** section. Edit notes or quality scores as needed.



Use Consistent Hashtags

Add tags to notes for easy filtering after the event.

#AI

#Azure

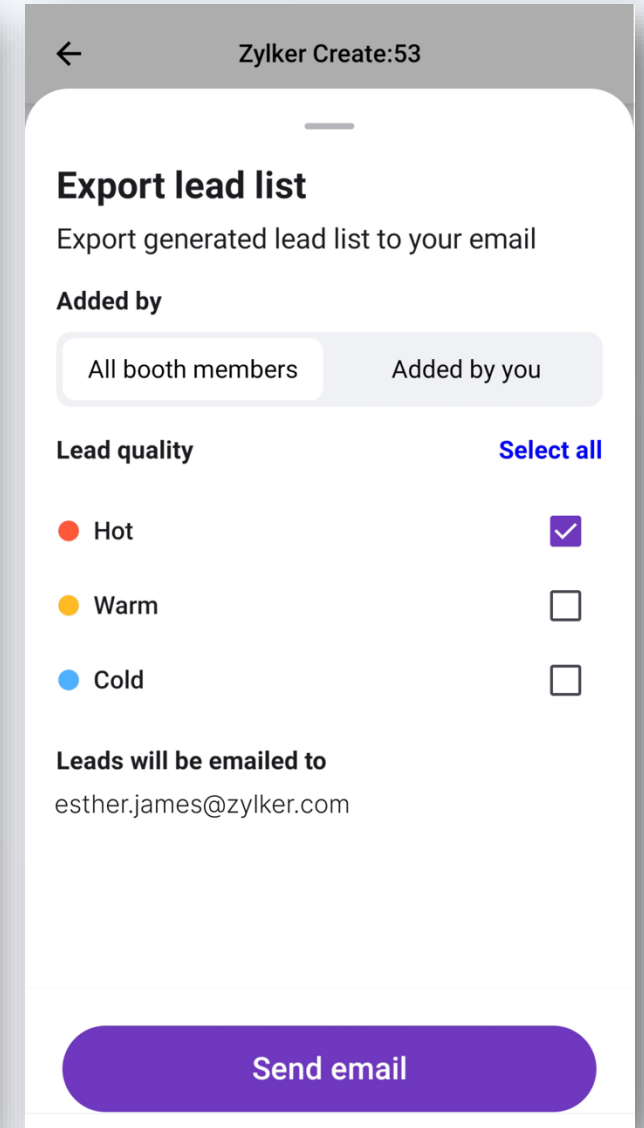
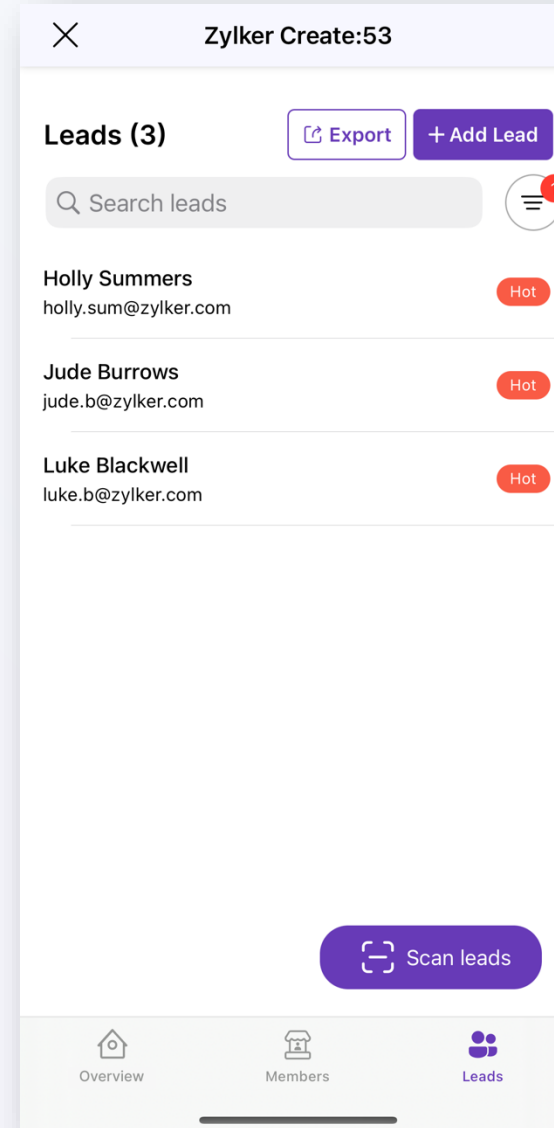
#M365

#FinOps

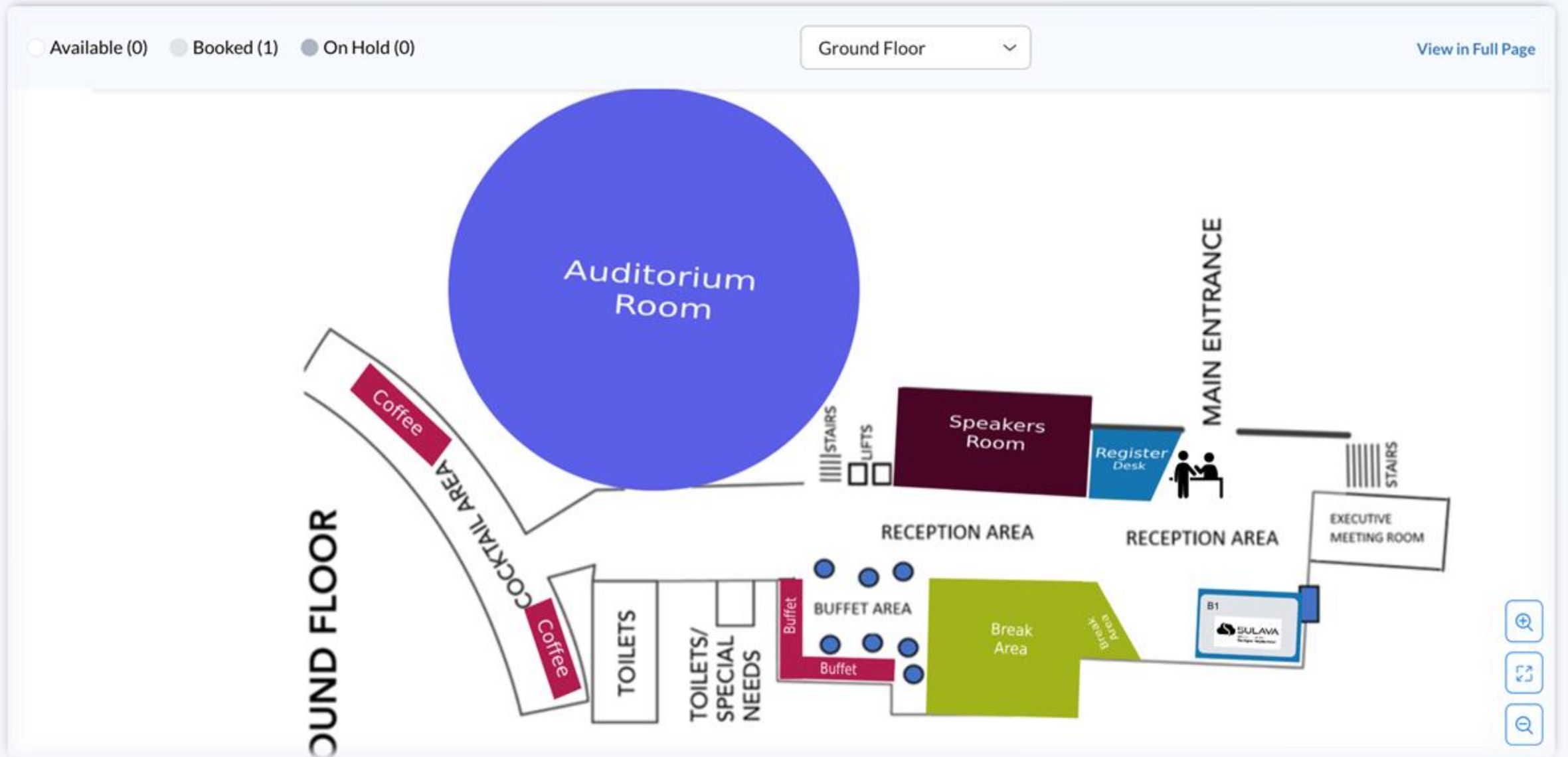


Export Your Leads

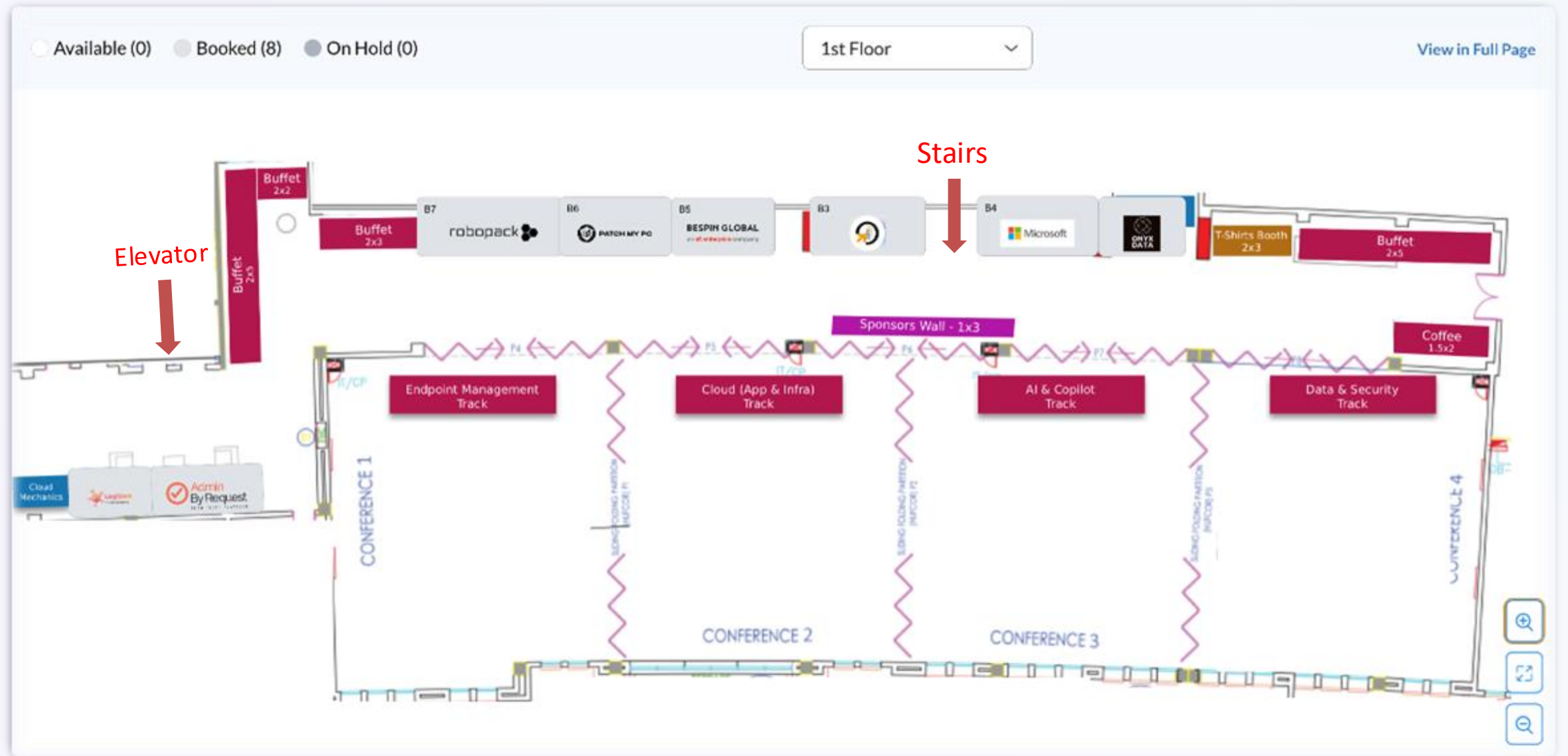
Export or receive a copy from the organizer after the event. Options vary by event configuration.



Venue Map – Ground Floor



Venue Map – 1st Floor



Thank You

Enjoy your **Experts Live Emirates** experience!



Experts Live
Emirates