

Maximize your time at NY NOW Winter Market



1 Update your profile

Make the best first impression with a profile picture and powerful headline.

NAVIGATION

Edit Profile

Manage My Availability

Account Settings

MORE

2 Manage your availability

Prevent unnecessary rescheduling and meeting conflicts.

Range of daily availability ?

All times shown in Event Local Time

00:00 to 24:00

Event Days

Edit Availability

Monday - April

Done

Select the times that you are **unavailable** on this day

from 11:00 to 12:00

from Select to Select

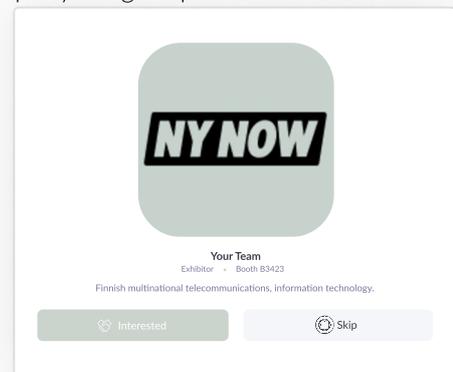
Tuesday - April

3 Build your event experience

Manage your meeting invites and schedule for all days of the show.

4 Familiarize yourself with My Team

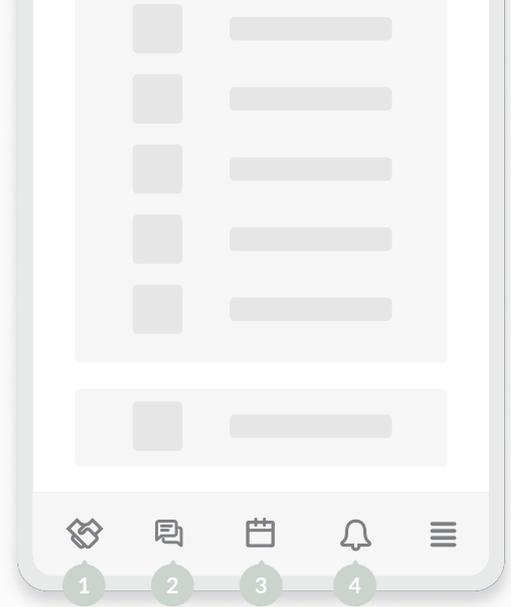
Collaborate with your colleagues to book meetings, review inbound leads, and perfect your company's digital profile.



Images above are mockups for illustrative purposes. Actual event platform appearance may vary. We've carefully crafted this guide to help you harness the full potential of our event platform to prepare for NY NOW Winter Market. Scan the QR code or [click here](#) for more in-depth resources.



The NY NOW Winter Market Mobile App



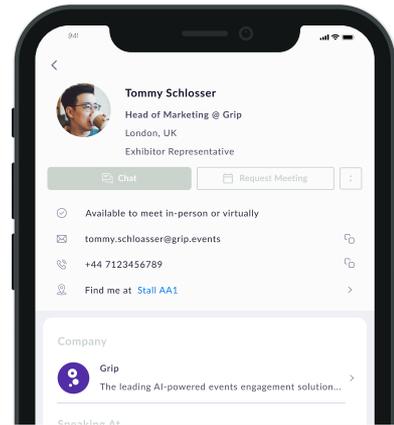
1 Discover NY NOW Winter Market

Your central hub for NY NOW Winter Market. Access essential information and personalized content.



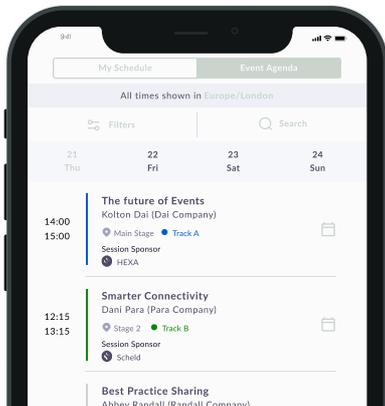
2 Chat with connections

Ensure you've made a connection or confirmed a meeting to initiate chats.



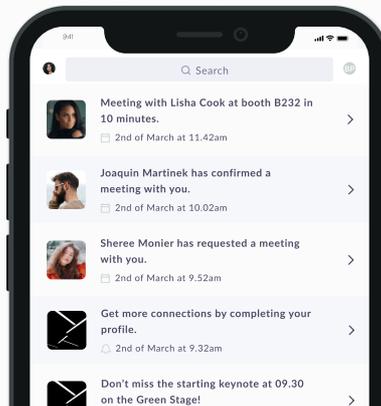
3 Follow your schedule

Keep track of your day.



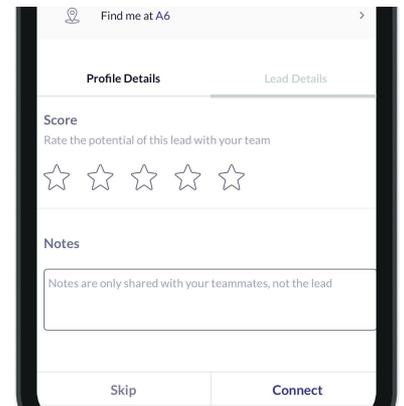
4 Get notified

Enable notifications to get event updates.



5 Lead scoring and notes

All-in-one view of your leads



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Manage your company's time at NY NOW Winter Market

My Team

Centralize your team's engagement with event participants to maximize insights and return on your time at NY NOW Winter Market.

The screenshot shows a web browser window with the 'My Team' interface. The navigation bar includes: Meetings, Inbound Leads, Company Chat, Contacts, Team Members, Company Profile, Product, and Export. The 'My Team' header is visible in the top right corner. Several callout boxes provide detailed information about the features:

- Meetings:** Optimize your team's time at NY NOW Winter Market by consolidating all meeting requests, both sent and received, into one unified calendar.
- Inbound Leads:** Review Inbound Leads: any event participants who have expressed interest in your company, products, content, or colleagues.
- Company Chat:** Respond to participant inquiries that have been sent to your company's profile.
- Contacts:** Contacts are **qualified** Inbound Leads. Qualify an Inbound Lead one of two ways: anyone from the company having an accepted meeting or showing mutual interest in the profile.
- Team Members:** The first representative of a company becomes the Admin of My Team. Admins can manage their Team's profiles on their behalf and can upgrade their colleagues to Admin.

PRO TIP
My Team is accessible exclusively via web browser. Access My Team before the event to collect as many Inbound Leads as possible.



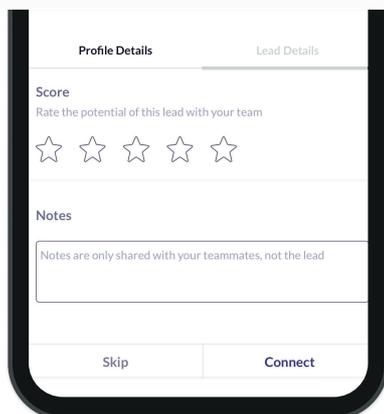
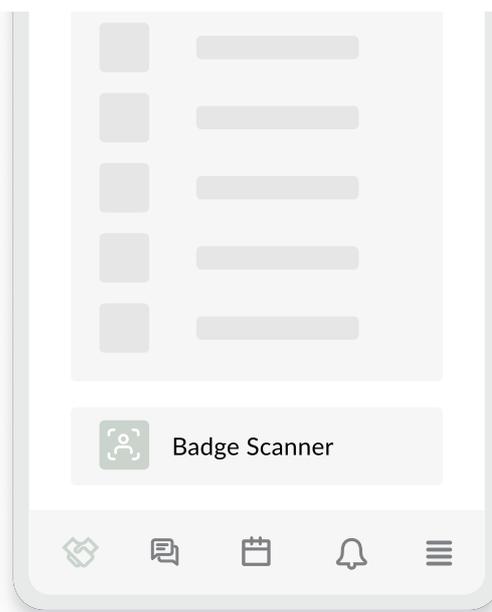
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Badge Scanning at NY NOW Winter Market

1 Scan

Quickly scan a QR code to exchange contact information; be mindful that badge scans will share your email and phone number, even if you've opted to keep those private.



2 Rate

Score leads on-the-spot to capture initial impressions, aiding in future follow-ups. All scores and notes from badge scans are included in your Contact export via My Team.

3 Continue the conversation

Don't just collect contacts—scanning a QR code connects you in the app, allowing you to quickly book a meeting unlocking the ability to continue conversations via chat.

PRO TIP

Badge scans will be available on your My Team export by default!



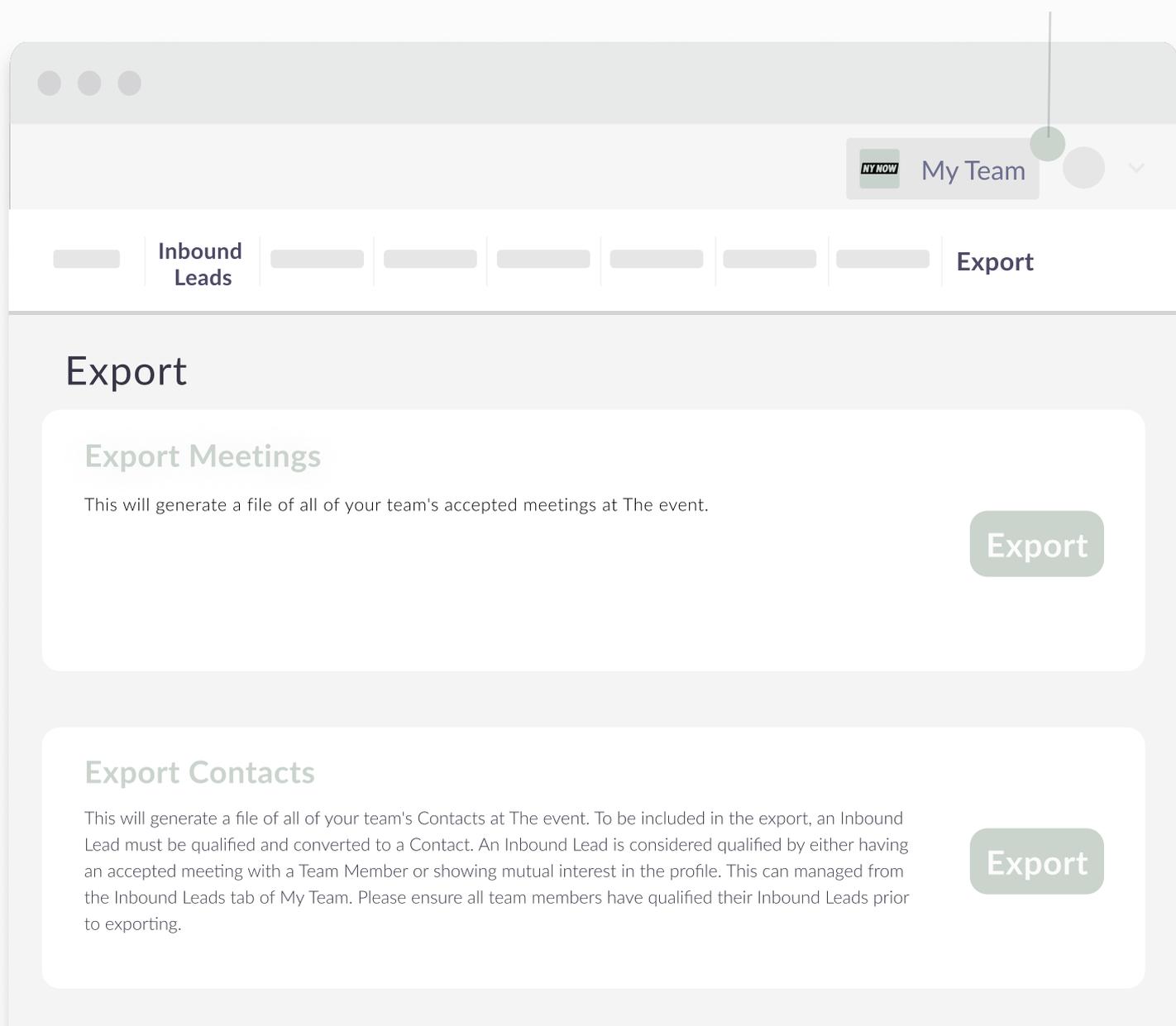
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What to do after NY NOW Winter Market

Team Exports

Download your team's contacts and accepted meetings for post-event review and targeted follow-ups.



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