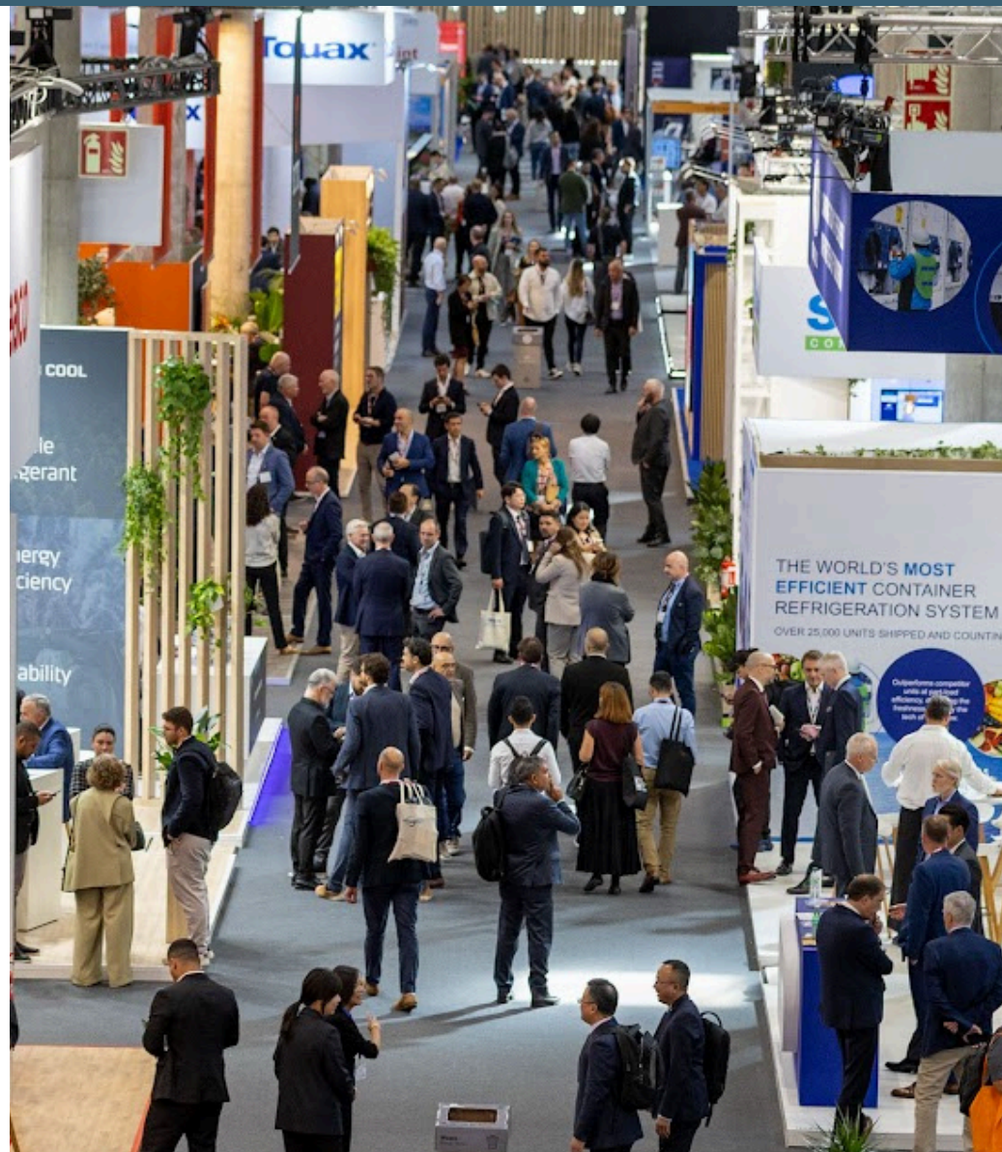
EXHIBITOR GUIDE

INTERMODAL EUROPE

is creating extra opportunities for you to do business.

Extra time. Extra access. Extra value.
Join thousands of industry professionals
getting EXTRA from their event experience.

INTERMODAL EUROPE 2026



Logging in

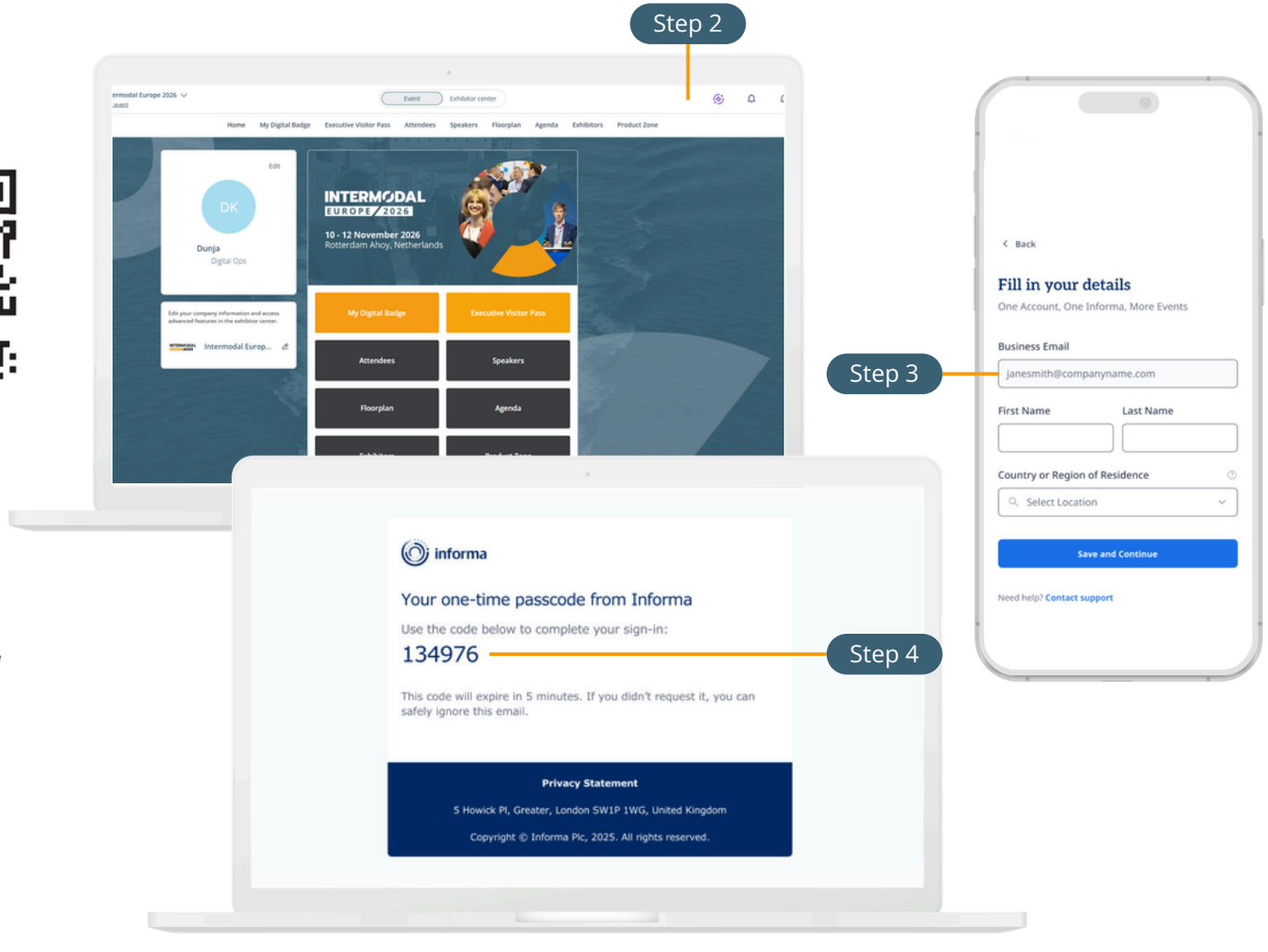
Step 1 Access the platform.

To do this either:

A. Click on the link sent to you in your Welcome email from marketing@intermodal-events.com

B. Visit the Event Platform

C. Download the Event App from the Apple or Google Play store



Step 2 Click '**Log in**'.

Step 3 **Enter the email** you used to register for the event then click '**Next**'.
If this is your first time creating an account with us, you will be prompted to provide your first name, last name and country of residence and then provide regulatory consent.

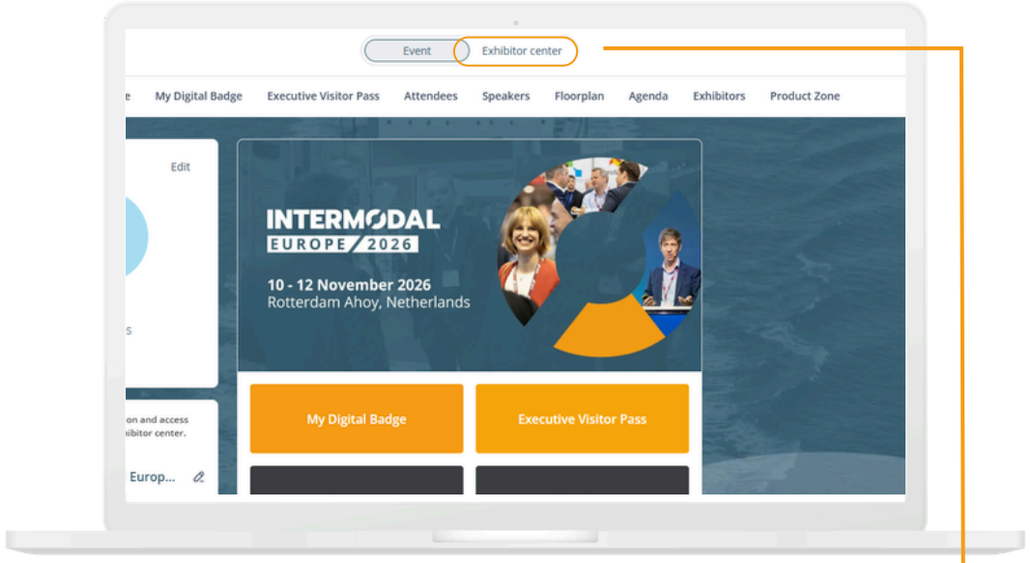
Step 4 You will be sent a **6-digit one-time code** to your email from noreply@informa.com. The code is active for five minutes.

Step 5 Enter this to access your account.

If you don't see the welcome email or your one-time code in your inbox, please check your spam folder for an email from marketing@intermodal-events.com and noreply@informa.com

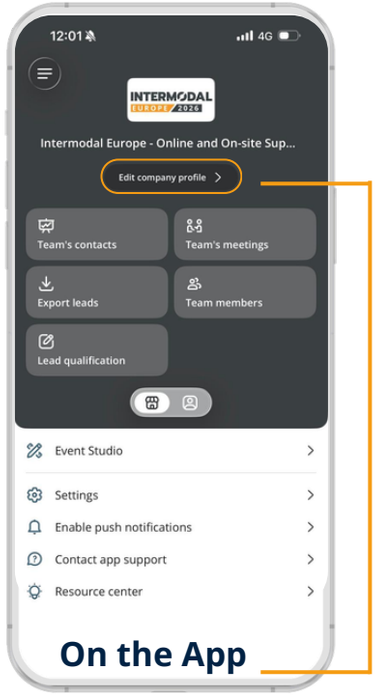
Accessing your Exhibitor Centre

The Exhibitor Centre is your company's hub. Here, you can update your company profile, add products and marketing content, review meetings, see who has been interacting with you online and so much more.



On the Web

Click '**Exhibitor Center**' on the top of the home page.



On the App

Click your profile in the bottom right corner and click '**Edit Company Profile**'.

Enrich your company profile

Think of your company profile as your online booth and use it to showcase everything you offer*. A complete company profile offers extra visibility.

Step 1 In your **Exhibitor Centre**, click '**Company Profile**' then '**Overview**'.

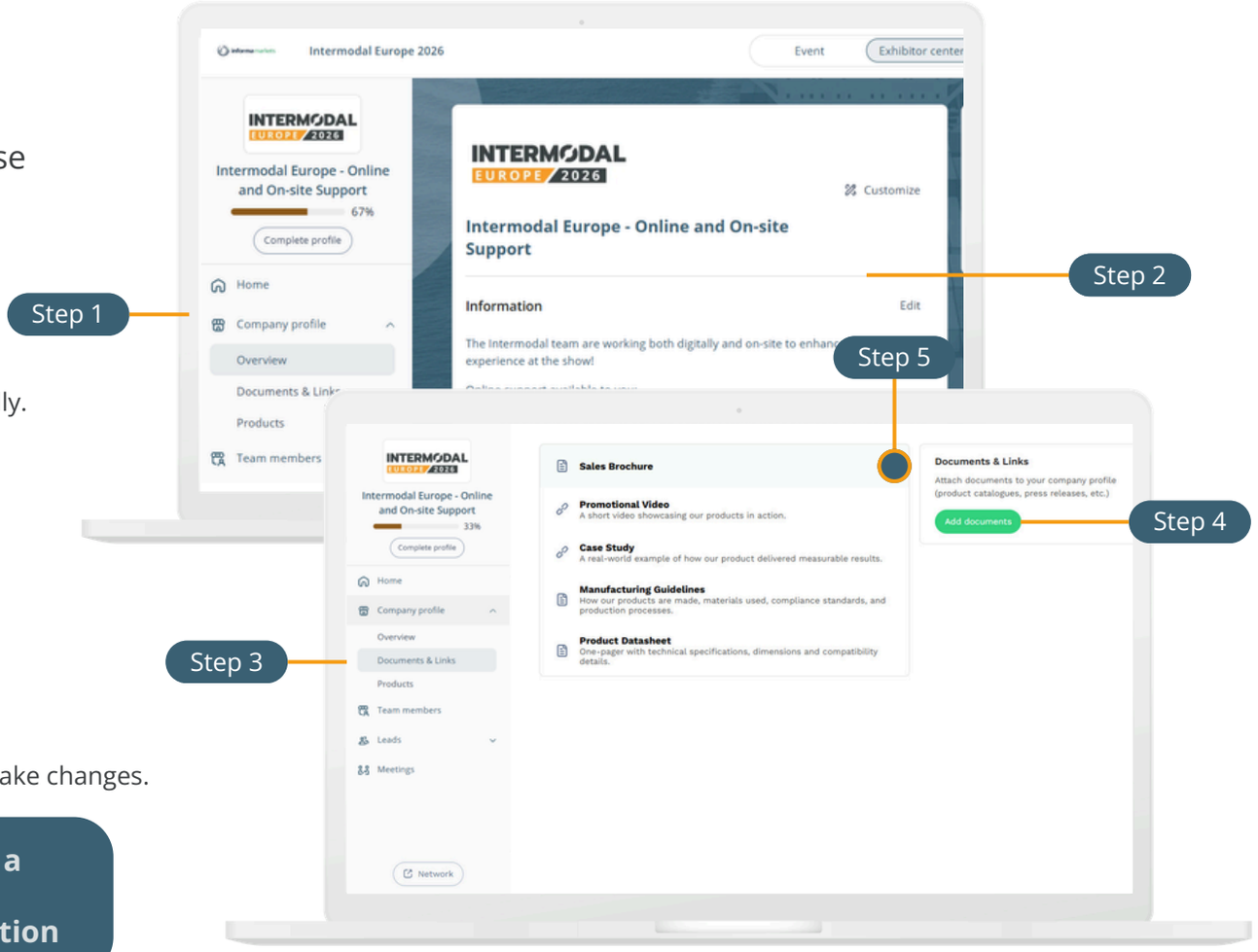
Step 2 Click '**Edit**' to make relevant changes or updates. All changes are saved automatically.

Products & Documents

Step 3 Click '**Products**' or '**Documents & Links**' from the left navigation menu.

Step 4 Click '**Add**' located on the right of the page.

Step 5 To edit a product or document, hover over it in the list and click the **pen icon** to make changes.

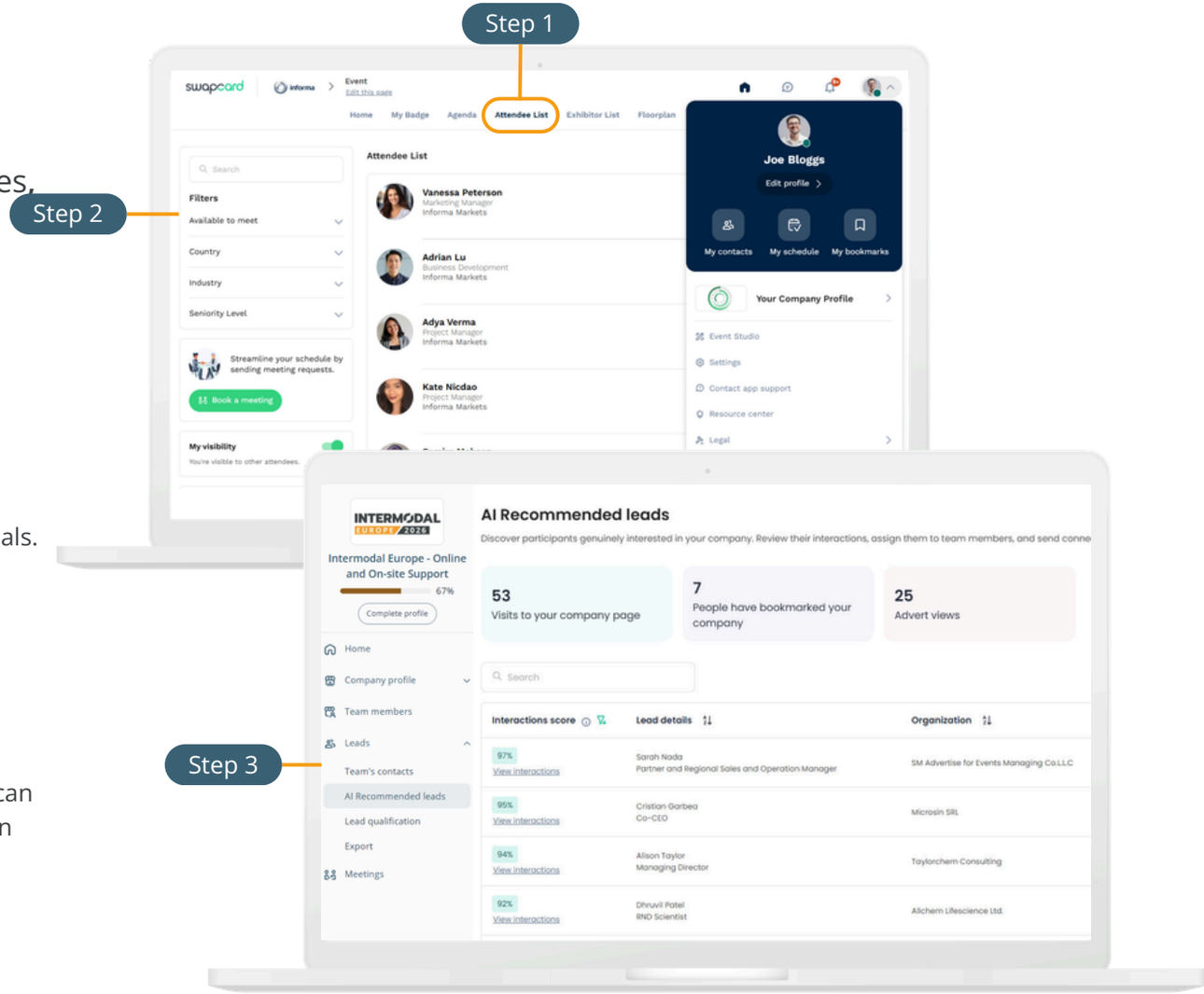


73% **of buyers said they are more likely to contact a company that has detailed company and product information**

**Depending on your package, you may be able to enhance your profile with additional elements, such as a company video or advertisement. To learn more, contact your account manager.*

Finding prospects

Intermodal Europe 2026 provides you with the full list of event attendees, helping you build a pipeline of valuable contacts.
This attendees list is already available on the platform.



Via the Attendee List

Step 1 Click '**Attendee List**' from the top navigation menu.

Step 2 Use the filters and AI recommendations to find prospects that align with your goals.

Via the 'Recommended Leads Dashboard'*

Step 3 In your **Exhibitor Centre**, click '**Leads**' then '**AI Recommended Leads**'.

Your recommended leads show who is interacting with your company on the platform. This can include anything from a profile view to a meeting request. Each lead is given a score based on the quantity, quality and recency of their interactions. Click on the attendee to connect and convert them to your leads list.

**Depending on your package, you may be able to enhance your profile with additional elements, such as a company video or advertisement. To learn more, contact your account manager.*

Connecting with prospects

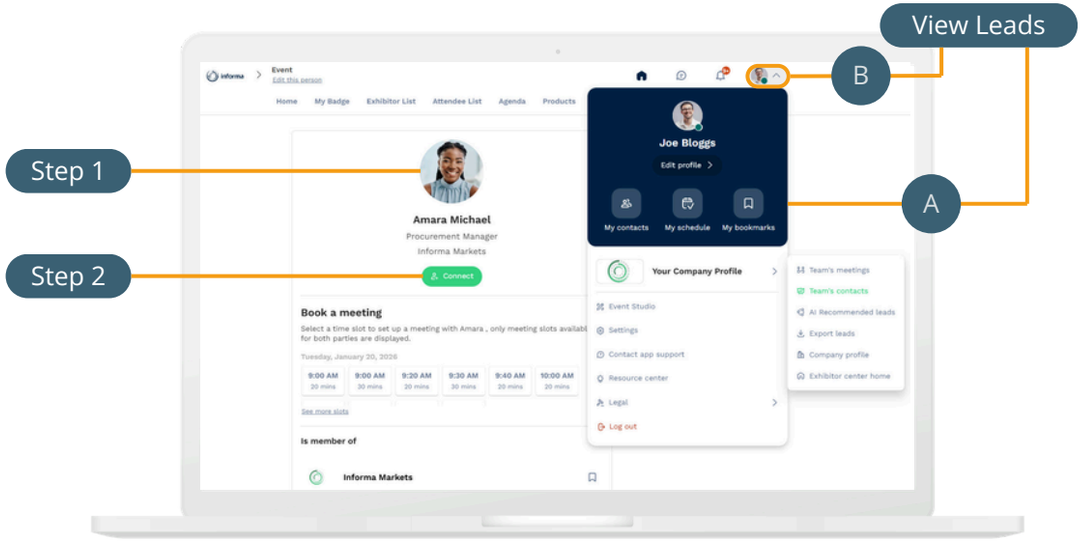
Once you have identified your prospects, it's time to convert them to a lead.
To do this, you need to send a connection request or arrange a meeting.

Step 1 Click on the person you want to connect with.

Step 2 Click on the '**Connect**' button.

Step 3 Start by sending an introductory message about yourself, your company and why you wish to connect.

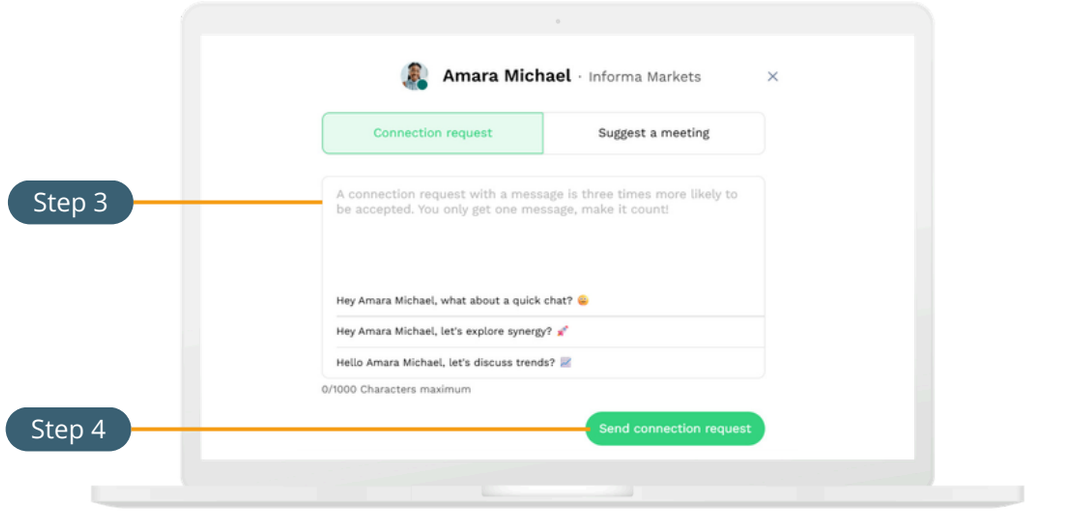
Step 4 Click '**Send connection request**'.
Connection requests will remain pending until accepted.



View your Leads

A To find your company's leads, go to your **Exhibitor Centre** and click '**Leads**' then '**Team contacts**'.

B To find your individual contacts, click **your picture** in the top right corner and then click '**My contacts**'.



Exhibitors who used the messaging feature at a previous event increased their number of leads by more than **300%**

Meetings

Make extra time for those all-important face-to-face discussions.

Book a Meeting

Step 1 Visit an attendee profile.

Step 2 Click one of the suggested time slots.

Step 3 Select a meeting location, add details and invite more participants if required.

Step 4 Send your meeting request. Once your meeting request is accepted, it will be put into your schedule.

View your Meetings

A Meetings that have been booked with your wider company will appear in '**Team meetings**' in your **Exhibitor Centre**.

B Meetings that have been booked with you or assigned to your profile will show under '**My schedule**'. Once confirmed, all participants will become a lead.

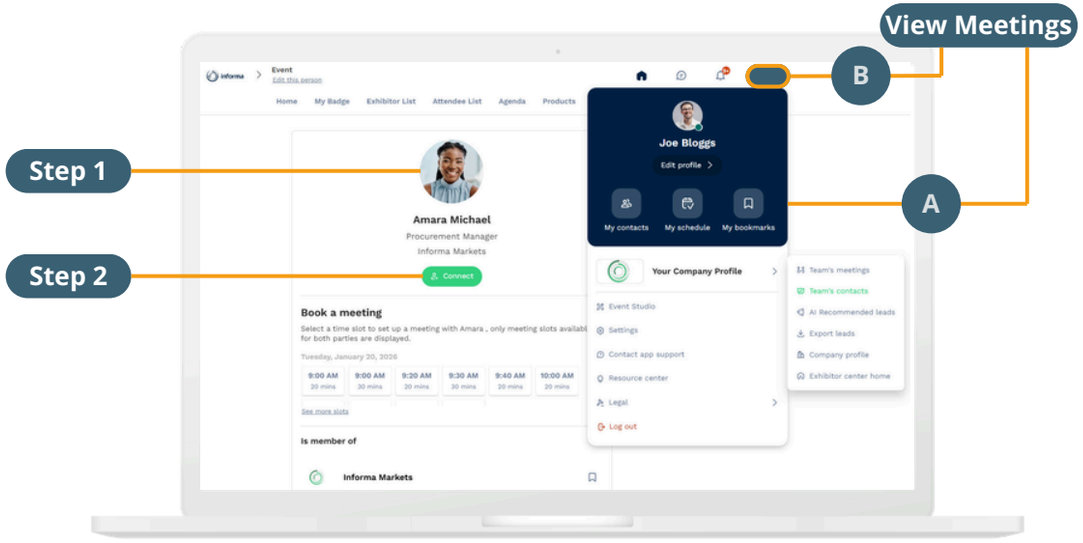
Assign Team Meetings

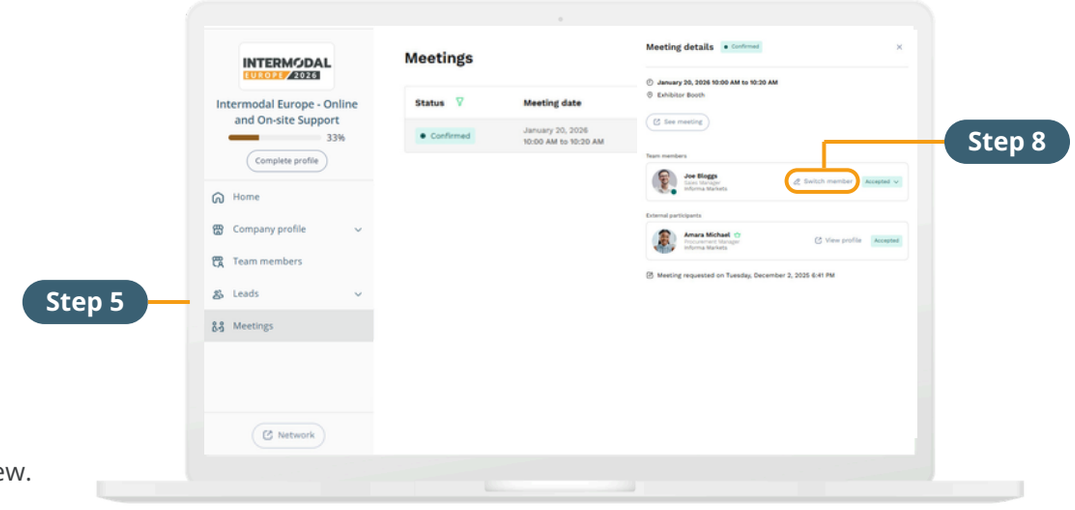
Step 5 In your **Exhibitor Centre**, click '**Meetings**'.

Step 6 Click on the meeting you want to assign.

Step 7 Click '**Assign member**' and select the team member best suited to take the meeting.

Step 8 If the assigned team member is unable to attend, click '**Switch member**' and assign someone new. Please note: if the assigned team member declines the meeting, it will be cancelled.





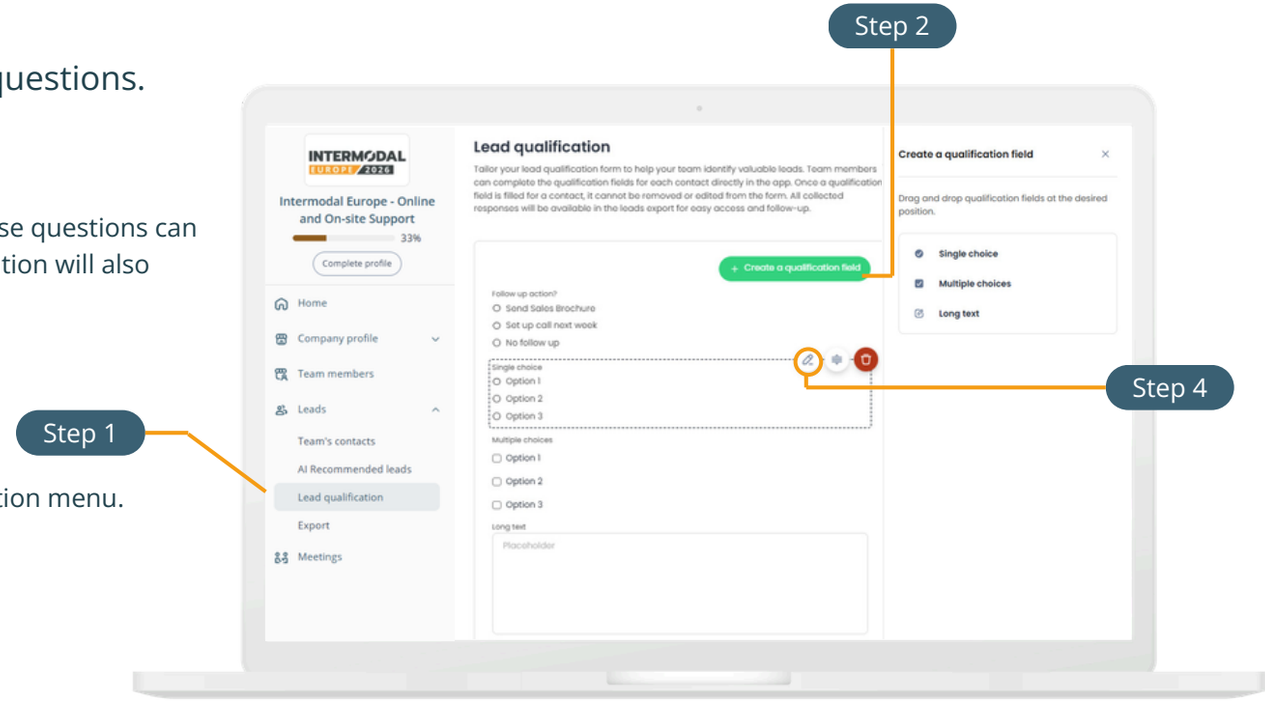
Lead qualification

Bring consistency to your lead qualification with customisable qualifying questions.

How can I qualify my leads?

As an exhibitor, you have the option to add customised questions to help you qualify leads. These questions can help you unlock deeper insights into your lead's needs, interests, and buyer intent. This information will also help you organise your leads for efficient follow up.

Set up Qualifying Questions



Step 1 In your **Exhibitor Centre**, click '**Leads**' then '**Lead Qualification**' from the left navigation menu.

Step 2 Click '**+ Create a lead qualification field**'.

Step 3 Drag and drop your preferred question type into the lead qualification form.

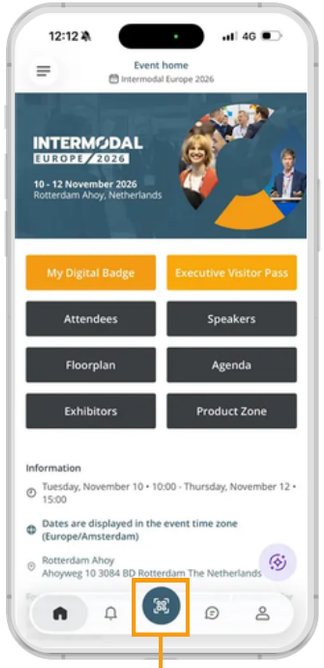
Step 4 Hover over the question and select the **pen icon** to edit the question and answers.

We suggest one team member takes responsibility for adding questions before the show. Make sure to review the questions and answers carefully. Once a qualifying field has been used, it cannot be deleted or edited.

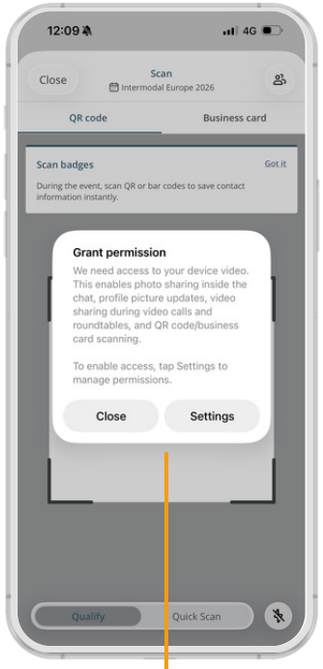
Examples of Qualifying Questions: What products are you interested in? | What is your total budget? | Is the lead hot, warm, or cold? | What follow-up is needed?

Lead capture

Building your list of leads has never been easier. The platform & app ensures that every interaction you have online and at Intermodal Europe 2026 is saved as a lead.



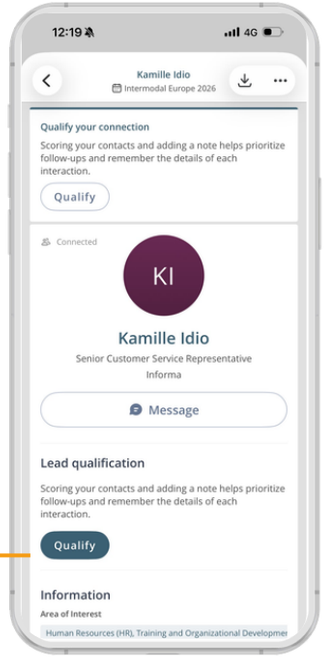
Step 1



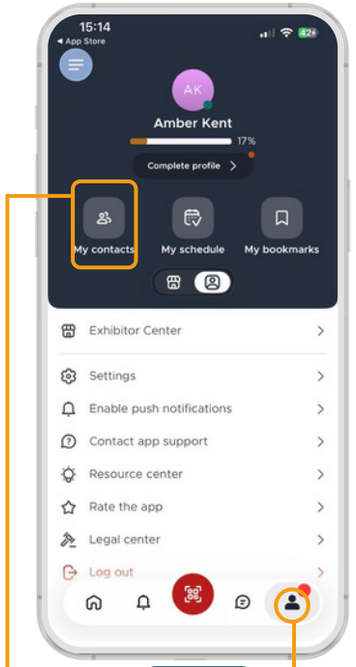
Step 2



Step 3



Step 4



Step 5

Assign a follow up action

Lead retrieval

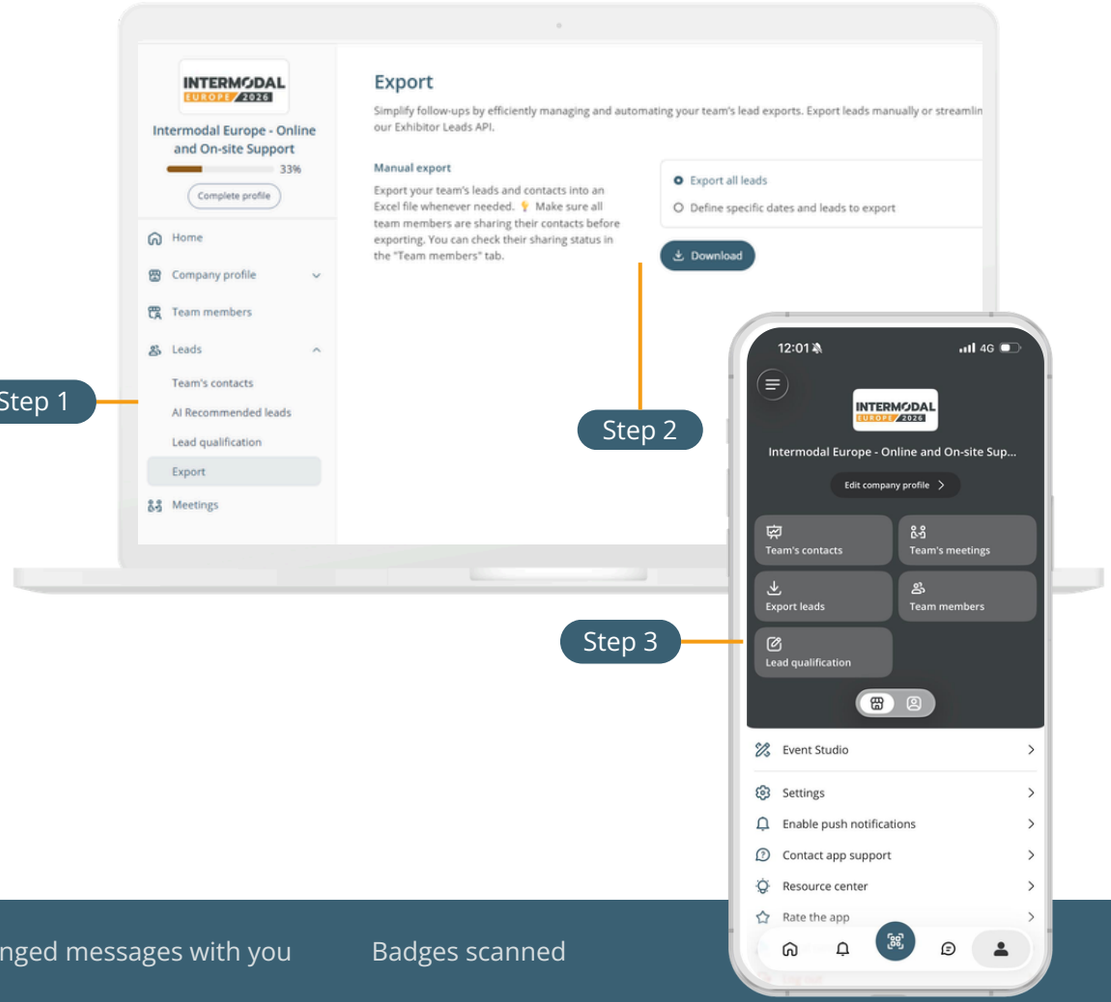
This download includes the details of every connection you make at the show and online

Step 1 In your **Exhibitor Centre**, click '**Leads**' then '**Export**' from the left navigation menu.

Step 2 Click '**Download**'. You can download all your leads at once or select specific dates and content.

Step 3 You can also download your leads from the app by going to your profile and clicking '**Export leads**'.

For Recommended Leads to be included in this download, you should connect with them first.



What counts as a lead? Accepted a connection request | Accepted a meeting request | Exchanged messages with you | Badges scanned

Extra time.
Extra access.
Extra value.

- Log in today to get extra from your event experience

- For any additional support, please contact customer service:

Email: intermodalcustomerservice@informa.com
Phone: +44 (0)20 8052 0660
WhatsApp: +44 (0)20 8052 0660
Support hours: Available Monday - Friday 09.00 - 17.00 UK Time

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