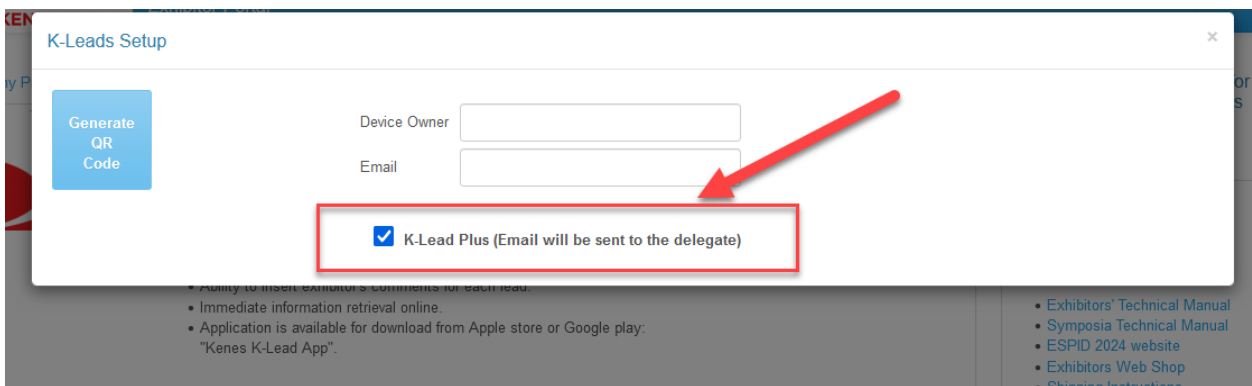# K-Lead Plus: User Guide for Exhibitors and Sponsors

K-LEAD PLUS INTERGATION WITH K-LEAD APP

If you have multiple K-Lead licenses, you can choose to send this email template to all your slots or only specific ones.

The K-Lead Plus feature, if purchased, is enabled by default in the K-Lead setup. You can toggle this feature *on* or *off* for each slot, determining whether the email template should be sent to participants scanned by that license.
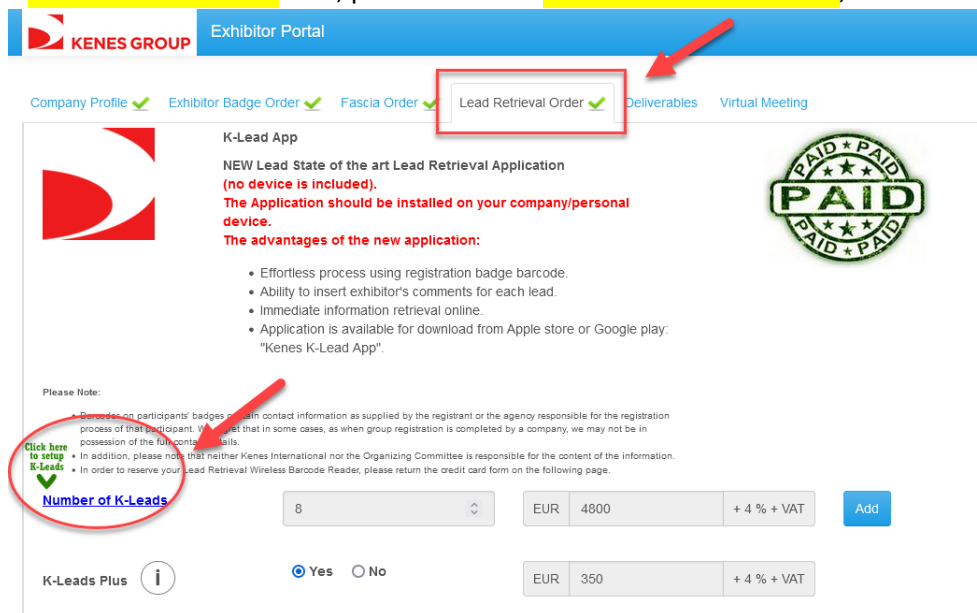
Note: If you deactivate and then reactivate K-Lead Plus for a slot, the email will be sent to previously scanned leads as well.
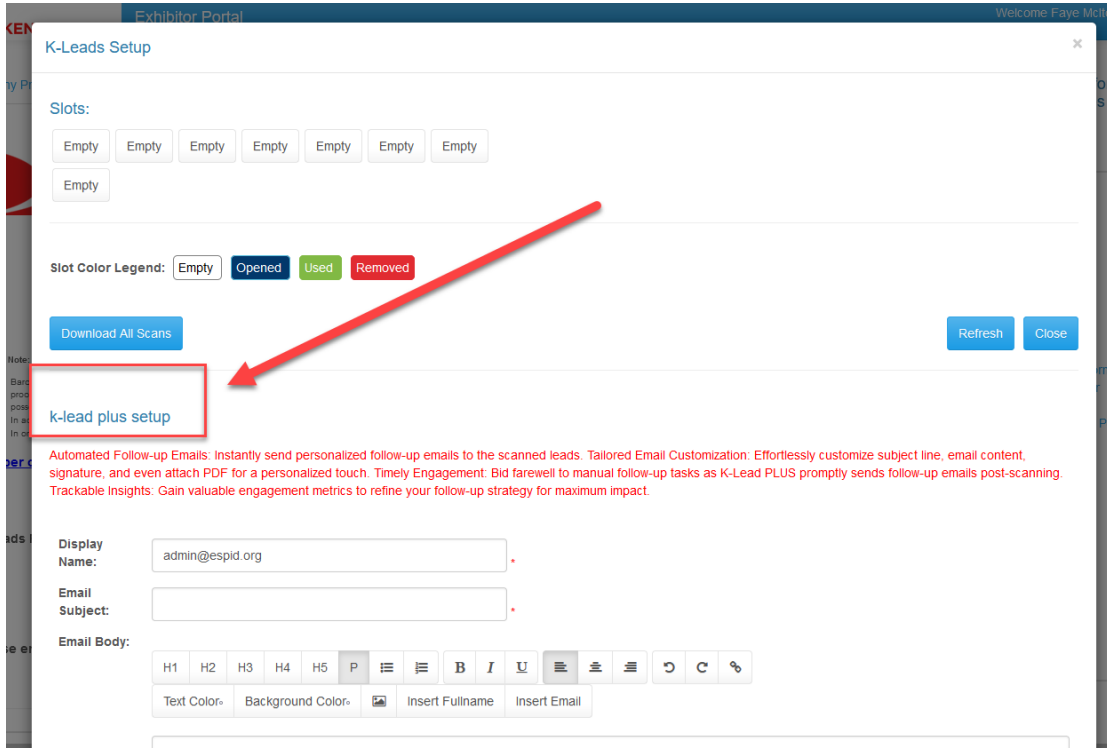

K-LEAD PLUS SET-UP

In order to set-up the K-Lead Plus, please access *Kenes Exhibitor's Portal* at:
https://exhibitorportal.kenes.com using your company access credentials.
Under "Lead Retrieval Order" tab, please click on "Number of K-Leads" link, as shown below:

The K-Lead Plus setup is right below the K-Lead app Setup:

SET-UP FIELDS:

Display name:
Mandatory field. By default, this field will use the email address of the company contact person. However, it's important to understand that although this name will be shown, the email itself will be sent from a No-Reply address. Therefore, we suggest updating the Display Name to something more generic, such as the company name or the company name followed by the event name (for example, "Sanofi @ ESPID 2024").

Email Subject:
Mandatory field. Please write the email subject of your choice.

Email Body:
Mandatory field. By default, it contains an email body template that you can either use as is or modify to suit your needs. Additionally, the default setting includes the company logo, which you can retain or replace with another logo or image as necessary.

We *strongly advise* including at least one email address in the body of the email where participants can reach out to you.

Email Body:

| H1 | H2 | H3 | H4 | H5 | P | ☰ | ☰ | **B** | *I* | U̲ | ☰ | ☰ | ☰ | ↺ | C | % |

| Text Color | Background Color | 🖼 | Insert Fullname | Insert Email |

Dear [FirstName] [LastName],

[INSERT THE BODY EMAIL HERE]

It was a pleasure meeting you at ESPID24!

Attached, you'll find some details about our company.

For further assistance or if you have any questions, please visit [Insert Hyperlink].

You may also contact us at: test@test.com[Insert Email Hyperlink]

Best Regards,

[Insert Signature image]

EMAIL BODY FORMATTING OPTIONS:

| H1 | H2 | H3 | H4 | H5 | P | ☰ | ☷ | **B** | *I* | U | ☰ | ☰ | ☰ | ↺ | ↻ | 🔗 |

| Text Color· | Background Color· | 🖼 | Insert Fullname | Insert Email |

With the help of the email body formatting controllers, you can edit the text as follows:

- **H1:** Applies Heading 1 formatting.
- **H2:** Applies Heading 2 formatting.
- **H3:** Applies Heading 3 formatting.
- **H4:** Applies Heading 4 formatting.
- **H5:** Applies Heading 5 formatting.
- **P:** Applies Paragraph formatting.
- **Unordered list:** Inserts bullet points.
- **Ordered list:** Inserts numbered list items.
- **Bold:** Makes text bold.
- **Italic:** Applies italic formatting to text.
- **Underline:** Underlines text.
- **Align Text Left:** Aligns text to the left.
- **Center:** Centers text.
- **Align Text Right:** Aligns text to the right.
- **Undo:** Reverts the last change made to the template.
- **Redo:** Restores the most recent undo operation.
- **Hyperlink:** Inserts or edits a hyperlink.
- **Text color:** Opens a new tab with color options for text.
- **Background color:** Opens a new tab with color options for the background.
- **Image:** Allows you to choose and insert an image from your device into the email body.
- **Insert FullName:** Inserts [FirstName] [LastName], personalizing the email to the recipient.
- **Insert Email:** Opens a new tab to insert an email of your choice.

PDF Attachment:
You have the choice to include one PDF file of your choosing. Please note that the maximum size limit for the PDF file is 10 MB.
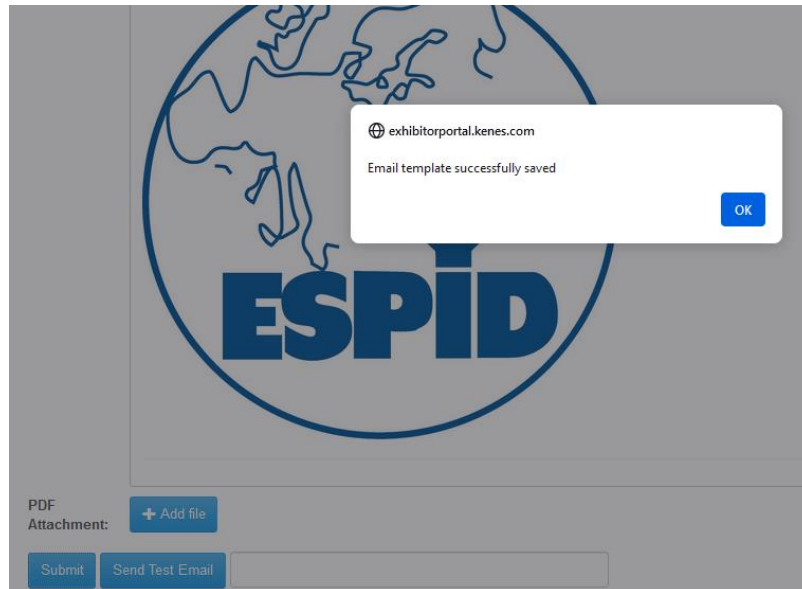
FINALIZING SET-UP

Once you've finalized the template, click the "Submit" button at the bottom to save the template.

A pop-up message will appear confirming that the Email template was successfully saved:

After submission, you have the option to send a test email:

SENDING MESSAGES AUTOMATICALLY

Once the K-Lead Plus is set, your message will be sent to every lead scanned by the relevant K-Lead. The sending is done automatically every hour.

Important note: Be sure your device is connected to Wi-Fi.
*Note: in order to be sending the K-Lead Plus messages automatically and to sync the scanned data to the Exhibitor's portal, **the device must be connected to Wi-Fi**.*

We can't wait to see you make the most out of every opportunity with the **Kenes K-Lead App!**