



**INTER
NORGA**
Connect

**FAQs
for exhibitors**

Table of contents

1.	Connect - General	3
1.1.	What are the benefits of Connect?	3
1.2.	Do I need to register?	3
1.3.	Which languages are available?	3
1.4.	Can I also use Connect on the web?.....	3
1.5.	Where can I download the Connect app?	3
2.	Access to Connect – Exhibitor Passes.....	4
2.1.	How do I get access to the Connect App?	4
2.2.	What is the difference between exhibitor passes and crew passes?	5
2.3.	Does every team member need their own exhibitor pass?	5
2.4.	Can a code be used more than once?	5
2.5.	What happens after the code has been redeemed?	5
2.6.	What can I do if my exhibitor pass code does not work?	6
2.7.	What should be done if an exhibitor pass needs to be canceled and reassigned?	6
3.	Login.....	6
3.1.	How do I log in to the Connect platform?	6
3.2.	What should I keep in mind when logging in?	6
3.3.	Why can't I log in to Connect?	6
4.	Profile & Visibility	7
4.1.	Why is a completed profile important?.....	7
4.2.	Which information is automatically transferred from the ticket shop?	7
4.3.	What additional information can I add to my profile?	7
5.	Networking.....	7
5.1.	What networking features does Connect offer?	7
5.2.	How can I use networking features?	8
6.	Team Management	8
6.1.	Who can add additional team members to the exhibitor profile?	8
6.2.	What should I do if I don't have access to my company's back office?	8
6.3.	How can additional team members be invited?.....	8
6.4.	What is the difference between public contacts and team members?.....	9
6.5.	Can additional public contacts be added or changed?.....	10
6.6.	How many contacts can be displayed in the company profile?	10
6.7.	Can additional public contacts be added?.....	10
6.8.	Can I replace public contacts?	10
6.9.	Can team members manage leads without being publicly visible?	10
7.	Lead Management	10
7.1.	How are leads captured in Connect?	10
7.2.	Where can I find an overview of my generated leads?	11
7.3.	Can leads be managed collaboratively within the team?.....	11
7.4.	Which mandatory information is included in leads?.....	11
7.5.	Is there a customizable questionnaire for capturing contacts?	11
7.6.	How and in which format can I export leads?	12
7.7.	When can generated leads be downloaded or exported?	13
8.	Public Company Profile	13
8.1.	Which information is visible in the public exhibitor profiles?	13
8.2.	How can the company profile be updated?	13
9.	Contact	13

1. Connect - General

1.1. What are the benefits of Connect?

- Connecting participants - before, during and after the trade fair
- Personalized trade fair experience by creating lists of favorites
- AI-powered recommendations for exhibitors and visitors based on individual interests
- Collecting and exporting digital contacts and leads

1.2. Do I need to register?

Connect can be used without registration to view basic content such as the exhibitor directory, hall plans, and the program. However, registration is required to use networking features or lead generation.

1.3. Which languages are available?

German and English, initially based on the system settings. To change the language manually, click DE or EN in the bottom left corner.

1.4. Can I also use Connect on the web?

Yes, this is possible via the following link: <https://connect.internorga.com/>

1.5. Where can I download the Connect app?

You can download it via the App Store (iOS) or Google Play (Android):



2. Access to Connect – Exhibitor Passes

2.1. How do I get access to the Connect App?

Exhibitors with a valid exhibitor pass (including access to the platform) automatically receive access. To obtain an exhibitor pass, please follow these steps:

1. Admin: Go to the [Online Service Center \(OSC\)](#) and access the exhibitor ticket shop. There, purchase codes for exhibitor passes (including access to the Connect event platform) for your team members.

Item description	Gross price	Ticket Selection
Codes for exhibitor passes including HVV ticket (with access to the INTERNORGA Connect event and matchmaking app) The codes for exhibitor passes including INTERNORGA Connect (event and matchmaking platform) are intended for booth staff, exhibiting company personnel and company management. Each code must be redeemed individually by each user through full registration at www.internorga.com/exhibitor-pass in order to receive an active exhibitor pass.		
Code - Exhibitor 5-Day Pass Depending on your booked stand size, you are entitled to a defined number of 3 complimentary pass(es) (see admission). These passes can be used either as Exhibitor 5-Day passes (codes) or as crew passes, or a combination of both.	€ 0,00	<input type="text" value="1"/>
Please note: This is a total number of passes, not separate contingents per pass type. Additional passes can be purchased at an extra charge.		
Code - Exhibitor 5-Day Pass chargeable	€ 49,00	<input type="text"/>
Code - Exhibitor 1-Day Pass chargeable	€ 29,00	<input type="text"/>

2. Please enter each team member along with their email address.
 - By selecting “Send directly by email?”, team members will receive the code directly via email, which they can use to register. If you do not tick the box, you will have to send it to each team member yourself.
3. Team members: Redeem the received exhibitor pass code individually [in the ticket shop](#).

Important: To log in or register on the Connect platform, you must use the same email address that was used when registering the ticket in the ticket shop.

2.2. What is the difference between exhibitor passes and crew passes?

	Code for exhibitor pass (with access to INTERNORGA Connect)	Crew pass (without access to INTERNORGA Connect)
Ideal for	Exhibitors and employees who: <ul style="list-style-type: none"> • actively network, • make contacts and • want to generate and manage leads together in their team 	Service staff, hostesses or technical staff who do not participate in the networking at the trade fair
Type of output	You will receive codes that must be redeemed online by the participant This step ensures that each badge is assigned to a specific person and enables access to INTERNORGA Connect and its networking features.	You will immediately receive a valid crew pass without registration. These passes are intended for quick handling and are suitable for short-term use.
Access to fair trade	Access is only granted after successfully redeeming the code.	Instant access to the trade fair.
Networking functions	Access to INTERNORGA Connect with comprehensive networking features: <ul style="list-style-type: none"> • AI-powered matchmaking • Chat • QR code scanning and lead capture • Meeting scheduling • Favorites lists 	No networking features. Access is intended solely for entering the trade fair to carry out assigned tasks.
Registration	Yes, to ensure personalization when creating a profile on the platform.	No, crew passes are ready for use immediately.
Free quota	Yes, depending on the stand size. Additional codes can be purchased for a fee.	Yes, also depending on the stand size. Additional crew passes can be purchased for a fee. also depending on the stand size. Additional crew passes can be purchased for a fee.

2.3. Does every team member need their own exhibitor pass?

Yes. Every person who wants to participate in networking must have their own exhibitor pass code, as each pass is registered personally and linked to an email address. Only then a personal profile in Connect can be created. Please note the distinction between exhibitor passes and crew passes (see above).

2.4. Can a code be used more than once?

No. The code is redeemed personally in the ticket shop and is then linked to the registered person and their email address. A code can therefore only be used once.

2.5. What happens after the code has been redeemed?

After the code has been redeemed:

- A personalized exhibitor pass is created
 - This also serves as the admission ticket to INTERNORGA

- The person can log in to Connect using their registered email address and complete their profile.
- The admin can then add the person to the team in the back office and assign roles.

2.6. What can I do if my exhibitor pass code does not work?

If the code does not work, please check:

- whether the code was entered correctly
- whether the code has already been redeemed
- whether the code is being used in the [correct ticket shop for exhibitors](#)

If the problem persists, please contact Hamburg Messe support via mail: customerservice@hamburg-messe.de

2.7. What should be done if an exhibitor pass needs to be canceled and reassigned?

Cancellations can only be processed through the call center. Please send an email to:

customerservice@hamburg-messe.de

After the cancellation, the exhibitor pass will be returned to the exhibitor's pass quota. A new code can then be ordered and assigned to another person.

3. Login

3.1. How do I log in to the Connect platform?

Login is done using the email address that was used during registration in the ticket shop (see section 2).

- After entering the email address and agreeing to the terms of use, a **six-digit code** will be sent by email
 - This code must then be entered to complete the login process
 - The code is valid for one login only
 - A new code will be sent upon each login

A password is therefore not required.

3.2. What should I keep in mind when logging in?

When logging in, it is important to use the same email address that was used when registering in the ticket shop.

This email address is automatically linked to the exhibitor pass and the Connect profile and also serves as the username for the platform.

If a different email address is used, the system will not be able to match the profile.

3.3. Why can't I log in to Connect?

If the login does not work, there may be several reasons:

- The email address does not match the one used during registration in the ticket shop

- The exhibitor pass code has not yet been redeemed in the ticket shop

4. Profile & Visibility

4.1. Why is a completed profile important?

A completed profile enables the event platform to provide relevant recommendations and intelligent contact suggestions. This helps optimize the networking experience and increases the chances of making valuable business connections.

4.2. Which information is automatically transferred from the ticket shop?

When registering in the ticket shop, some information is automatically transferred to your Connect profile, for example:

- First and last name
- Company
- Contact details
- Email address

This information forms the basis of your personal profile on the platform.

4.3. What additional information can I add to my profile?

In addition to the automatically transferred information, you can add further details, such as:

- Interests
- Job title
- Social media profiles
- Additional profile information

5. Networking

5.1. What networking features does Connect offer?

Connect helps exhibitors and visitors connect with each other and schedule meetings.

Key networking features include:

- Matchmaking recommendations based on interests and profile information
- Chat function to message contacts directly
- Meeting requests and scheduling
- Favorites lists to save interesting contacts
- Lead capture via QR code scanning

This allows participants to make connections and schedule meetings even before the trade fair begins.

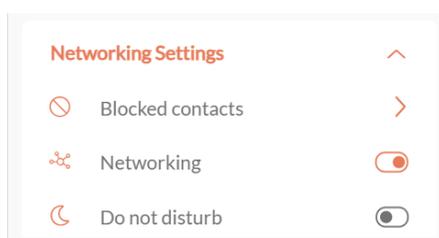
5.2. How can I use networking features?

The networking feature is disabled by default for each team member. This means that:

- you cannot see the participant list
- other people cannot see you in the participant list
- you cannot connect with others, send chat messages, or send meeting requests
- etc.

If you or one of your team members would like to participate in networking, please activate the “Networking” option in the networking settings, which can be found on the right side.

1. Click on the profile icon
2. Click “Networking Settings”
3. Activate “Networking”



6. Team Management

6.1. Who can add additional team members to the exhibitor profile?

Only the person assigned as admin can invite additional team members.

6.2. What should I do if I don't have access to my company's back office?

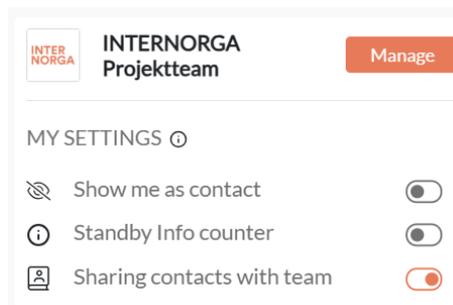
If you are an admin for your company and do not see the “My Organization” section and your company on the right-hand side in your profile settings, please contact us by email at customerservice@hamburg-messe.de.

6.3. How can additional team members be invited?

Requirements:

- Only admins can invite team members
- Team members must have valid exhibitor passes
- The team members must have registered in the ticket shop beforehand

The invitation is sent via the exhibitor profile back office:



1. Go to the profile settings on the right hand side and click “Manage” next to “My Organization”
2. Click “Invite Team Member.”
3. Enter the email address of the team member or search for the person.
4. Assign a role:
 - **Team Member (default):** Access to the back office, can view and edit leads
 - **Lead Manager:** In addition to default privileges, can export leads and perform advanced lead qualification
 - **Admin:** Full control including team management and settings
5. Send the invitation.

All team members have access and can edit the shared lead pool.

6.4. What is the difference between public contacts and team members?

These are two different functions within INTERNORGA Connect.

<u>Public contacts</u>	<u>Team member (back office)</u>
(visible in the public company profile)	(not visible in the public company profile)
<ul style="list-style-type: none"> • Subject to a fee • must be booked individually • the number of passes is therefore limited • once the maximum number is reached, the following message will appear: <div style="border: 1px solid #ccc; padding: 5px; margin: 5px 0;"> <p>W You've reached the maximum number of visible contact persons on your company profile. Please purchase additional contact persons in the NFM Media Shop. ✕</p> </div> <ul style="list-style-type: none"> • If you would like additional people to appear in your public company profile, extra contact person slots must be purchased in the Media Shop. • Visibility is indicated by the eye icon: <div style="text-align: center; margin-top: 10px;"> </div>	<ul style="list-style-type: none"> • can be added in the back office of the exhibitor profile • the number of team members is unlimited

If a person is replaced in the Media Shop, the previous person is automatically removed from the list. If that person already has an active Connect profile, they can still be added as a team member in the back office, but not as a public contact.

6.5. Can additional public contacts be added or changed?

The company profile (logo, description, products, contact details) can only be edited via the NFM Media Shop.

- After logging in to the NFM Media Shop, navigate to the company profile management section
- Changes can be made and saved there
- Updates will appear on the event platform within 24 hours

If you experience any issues, please contact Neureuter Fair Media support at internorga@neureuter.de.

6.6. How many contacts can be displayed in the company profile?

The number of public contacts depends on the selected package. Multiple people can be displayed.

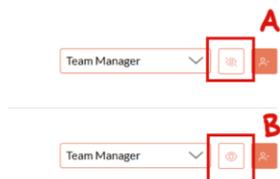
6.7. Can additional public contacts be added?

Yes. Additional contacts can be booked via the NFM Media Shop. These individuals will appear in the company profile and receive administrator rights.

6.8. Can I replace public contacts?

Yes. There are two options:

- Request the change via Neureuter (info@neureuter.de)
- Adjust the settings yourself in the back office (provided that the new contact has already been added as a team member):
 - A: The person is not visible in the company profile
 - B: The person is visible in the company profile



6.9. Can team members manage leads without being publicly visible?

Yes. Team members can manage leads and share contacts even if they are not displayed as public contacts.

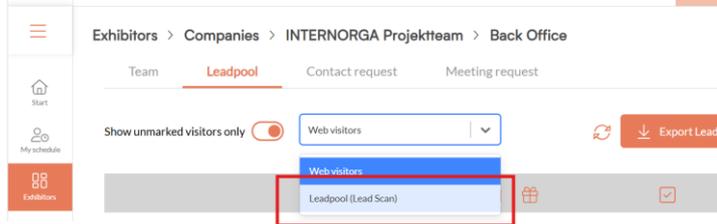
7. Lead Management

7.1. How are leads captured in Connect?

1. All staff members have the INTERNORGA app installed on their phones and are logged in
2. Visitors receive a badge with a QR code when entering the exhibition (this badge contains all relevant visitor data)
3. A staff member at the booth scans the QR code using the INTERNORGA app and receives the visitor's profile information
4. The staff member can then edit the contact and add notes
5. All collected contacts are automatically stored in the company lead pool

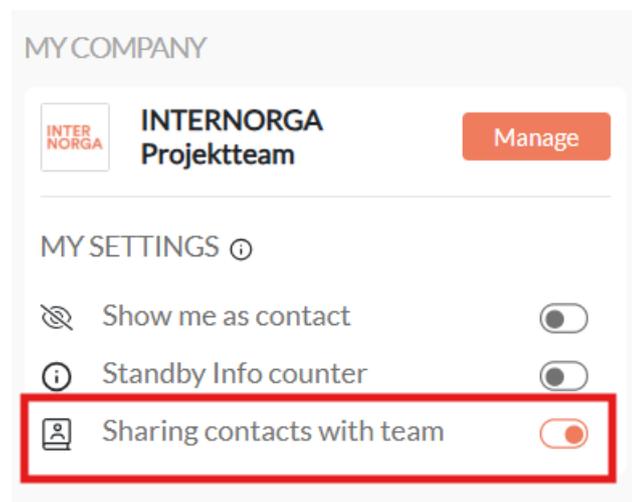
7.2. Where can I find an overview of my generated leads?

1. Switch to the “Lead Pool” tab in the Back Office
2. In the drop-down menu, select “Lead Pool (Lead Scan)”



7.3. Can leads be managed collaboratively within the team?

To collect leads together, all team members must have contact sharing enabled:



The collected leads will then be stored in the company’s shared lead pool.

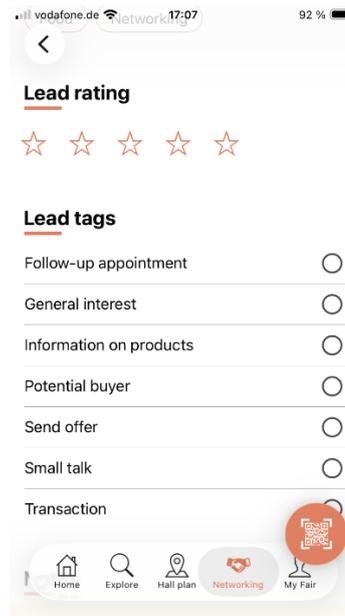
7.4. Which mandatory information is included in leads?

- First name
- Last name
- Job title
- Company
- Email address

7.5. Is there a customizable questionnaire for capturing contacts?

A fully customizable questionnaire is currently not available. However, the app provides several ways to qualify leads, such as:

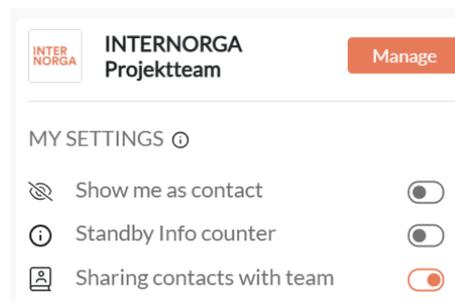
- Personal notes
- Ratings (star rating)
- Predefined selection fields for classifying leads, such as “Small talk,” “General interest,” or “Potential buyer”



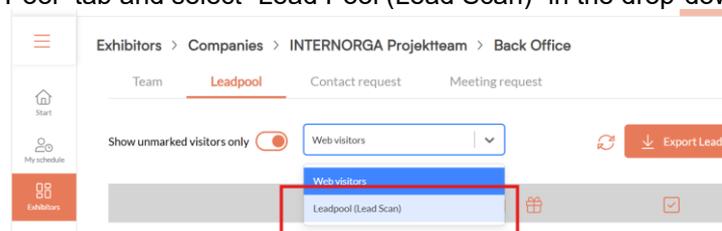
All of this information will appear in the lead export, allowing you to process the data internally.

7.6. How and in which format can I export leads?

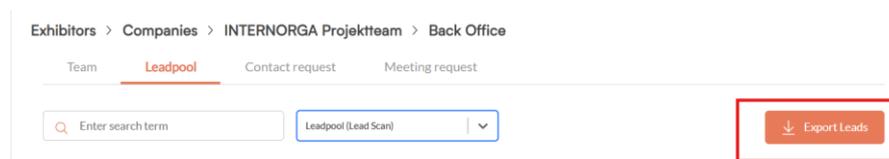
1. Click “Manage” next to “My Organization” in the menu on the right hand side



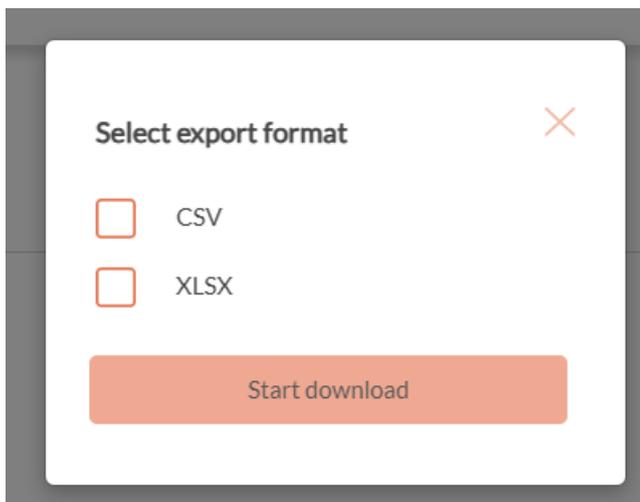
2. Open the “Lead Pool” tab and select “Lead Pool (Lead Scan)” in the drop-down menu



3. Click “Export Leads” on the right



4. Select the file format (CSV and/or XLSX)



5. Click “Start Download”

Other formats (e.g., charts or diagrams) are currently not available.

7.7. When can generated leads be downloaded or exported?

Leads can be downloaded or exported at any time – before, during, and after the trade fair.

8. Public Company Profile

8.1. Which information is visible in the public exhibitor profiles?

Public exhibitor profiles include company information, hall and stand number, products, news, innovations, and current announcements.

8.2. How can the company profile be updated?

The company profile (logo, description, products, contact details) can only be edited via the NFM Media Shop.

- After logging in to the NFM Media Shop, navigate to the company profile management section
- There you can make and save any changes
- Updates will be reflected in Connect within 24 hours.

If you experience any issues, please contact Neureuter Fair Media Support at internorga@neureuter.de.

9. Contact

If you have further questions, please contact us:

customerservice@hamburg-messe.de