

**1. WHAT IS EMPERIA?**

Data Universe utilizes Emperia, a lead retrieval technology for the Data Universe 2024 event. This solution, familiar to many from its successful use at our RX events around the globe, will enhance efficiency in lead retrieval processes.

**2. I DIDN'T RECEIVE THE EMPERIA ACTIVATION EMAIL. WHAT SHOULD I DO?**

Access to Emperia and all related information is sent only to the key contact for your company. It is the key contact's responsibility to share your company's login information with your team. If you still can't find the email, contact your Customer Success Manager.

**3. WHAT IF I REQUIRE TECHNICAL ASSISTANCE WHILE AT THE EVENT?**

If you need help while onsite, please contact our Customer Success Team by calling Therese Del Mundo at 203.840.5829, or Andrew Olson at 203.807.6643, or visit the Data Universe Event Office.

**4. IS THERE A LIMITED NUMBER OF USERS PER BOOTH WITH ACCESS TO THE EMPERIA APP?**

No. The easy to install mobile app comes with unlimited app licenses for all your booth staff to gather leads.

**5. IS THERE A FEE TO UTILIZE EMPERIA LEAD RETRIEVAL TECHNOLOGY?**

Emperia access is included in your exhibitor package. You can upgrade your package to Exhibitor Dashboard Pro to adopt a data-driven approach to benchmark your performance against a category of competitors and identify areas of improvement.

**6. CAN I EDIT MY SCANNED LEAD?**

You can edit the notes and rating after scanning a lead but not the lead's personal information.

**7. WHY IS MY LEAD MISSING PHONE / EMAIL / OTHER INFORMATION?**

The app only captures information the attendee opted to share at the time of registration.

**8. HOW DO I DOWNLOAD MY LEADS REPORT?**

You can download a consolidated list of all of the leads that have been scanned by your booth staff at any time using the direct link provided in your Emperia activation email. This link will also be provided in emails at the end of each event day as well as our post-event emails. Note: this consolidated report will only be accessible to the key contact and available up to 45 days after the event.

**9. WILL MY COMPANY'S INFORMATION BE SHARED WITH ATTENDEES?**

Attendees who scan your booth QR code will be directed to your online exhibitor eventroom, where they can 'Favorite' your profile and easily access your contact information for post-event follow-up. This is why it's important to have a well-completed company profile.

**10. DOES EMPERIA WORK OFFLINE?**

Scanning and editing leads at the event can be done offline. Before the event, you must be online to download the Emperia app and log in.

**11. WHAT ARE THE MINIMUM DEVICE REQUIREMENTS?**

iOS: requires iOS 10.3+ or greater.

Android OS: requires OS 5.1.1 or greater and an auto-focus camera.