EXPOPLATFORM

BADGE DESIGN

INTRODUCTION

1. ExpoPlatform provides you with an easy way to design and create your branded badges in a print and digital formats.
2. This feature comes with 2 dedicated onsite modules:
    - Check-in app, which enables the organiser to scan the visitors as they enter the exhibition zone or conference rooms
    - Kiosk mode, which enables visitors self registration onsite from a tablet or computer
3. Organisers benefit from an all-integrated end to end solution to manage badging and check in onsite.

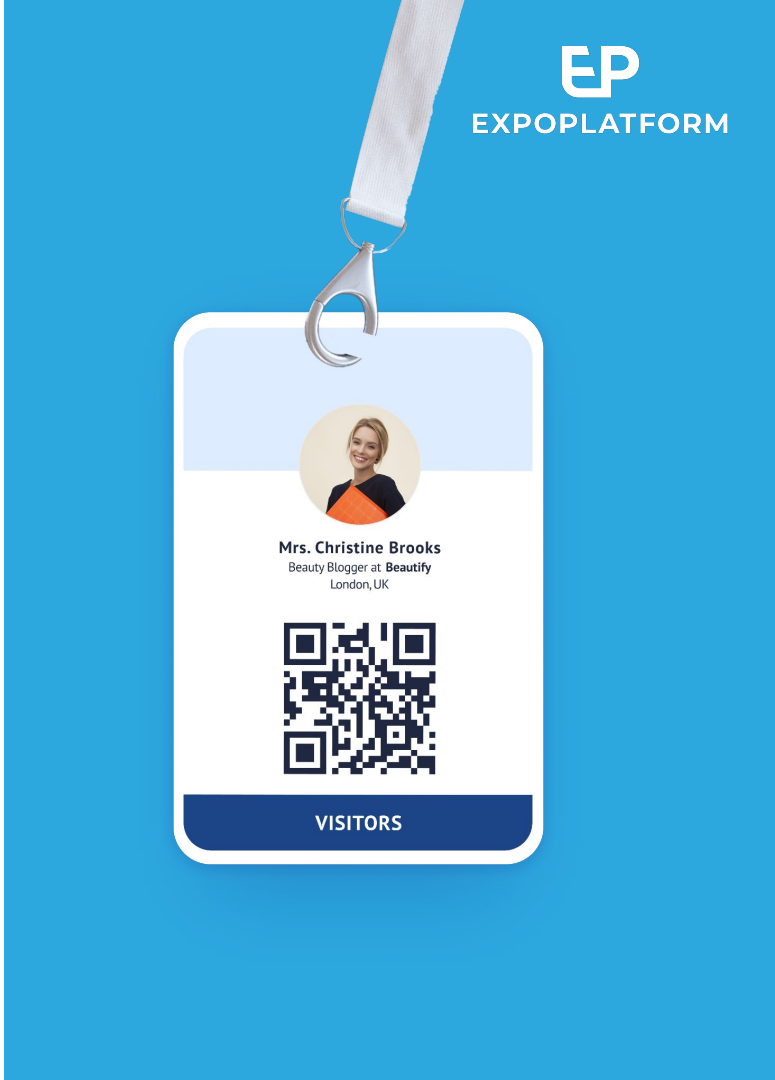

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TABLE OF CONTENT

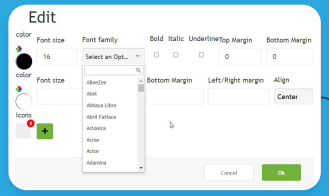
1. Print Badge Creation
2. Digital Badge
3. Sending your Badges

PRINT BADGE CREATION

DESIGNING YOUR BADGES

Go to **Registration settings / Badges.** You can edit a badge for each participant category:

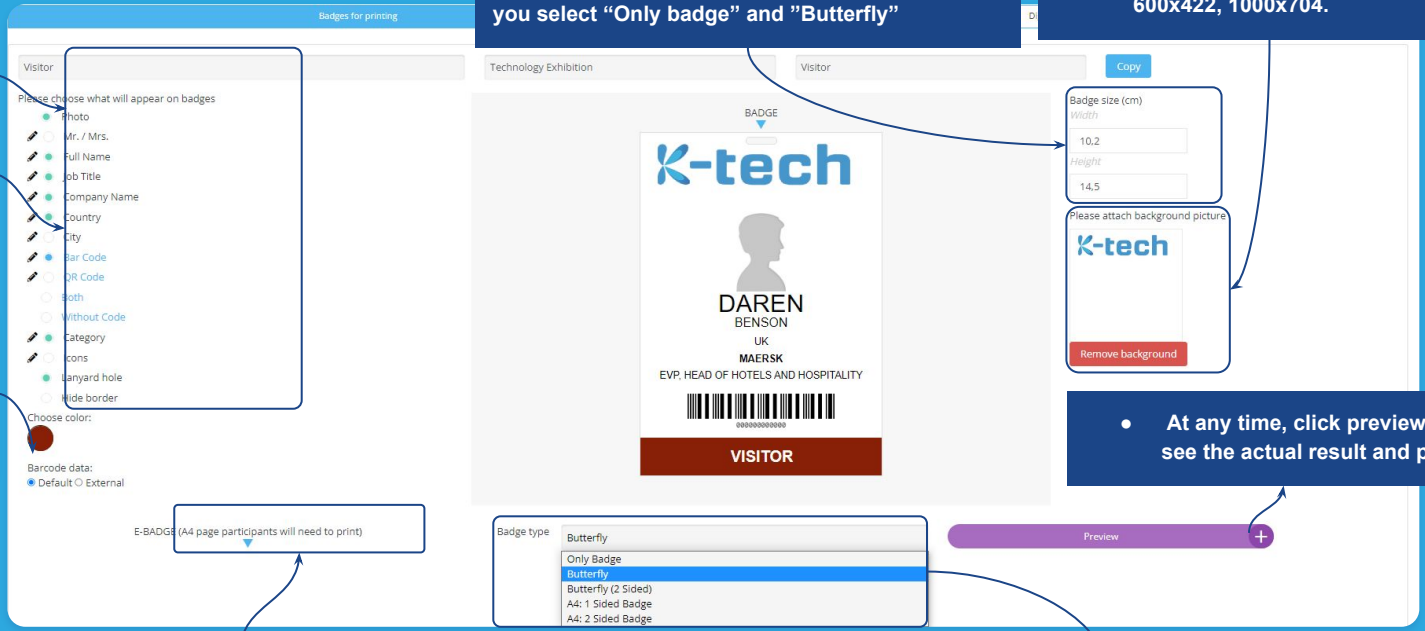
- Choose the Participant category
- Tick the info that needs to appear on the badge
- By clicking on the pencil icon, you can edit the font type, size, color and add margins



- Select the Colored footer of the badge

The badge size can be adjusted from here, when you select “Only badge” and ”Butterfly”

- Upload your background image.
- For a vertical badge like A4, an image ratio of 1.42 is required.
- Recommended sizes that fit are: 600x422, 1000x704.



- At any time, click preview to see the actual result and print

- The Barcode can be internal (EP) or your external barcode. Supported external formats are: ITF, CODE128, EAN-13

- Select your badge layout

BEST PRACTICE TO EDIT THE TEXT

You will be able to edit the other sides of the badge by scrolling down on the page.

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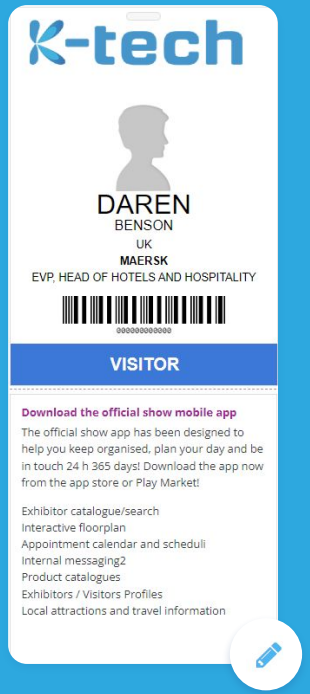
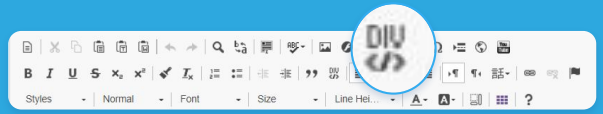
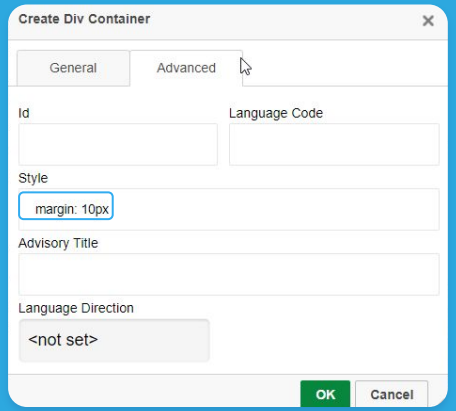
1. Click on the pencil icon to open the Editor menu:

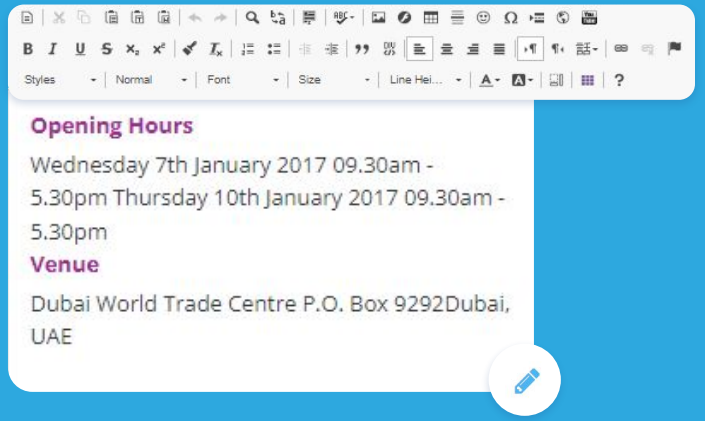


2. Before adding any text or images, use the **“Div”** button to set a container that includes margins.



3. In the DIV menu, click on **“Advanced”** and use the “margin: __px” formula in the Style field to set your margins. **We recommend using “margin: 10 px”**





SAVING TIME CREATING YOUR BADGES

After completing your first badge, **save time by copying this template** for the next badges that you are creating.

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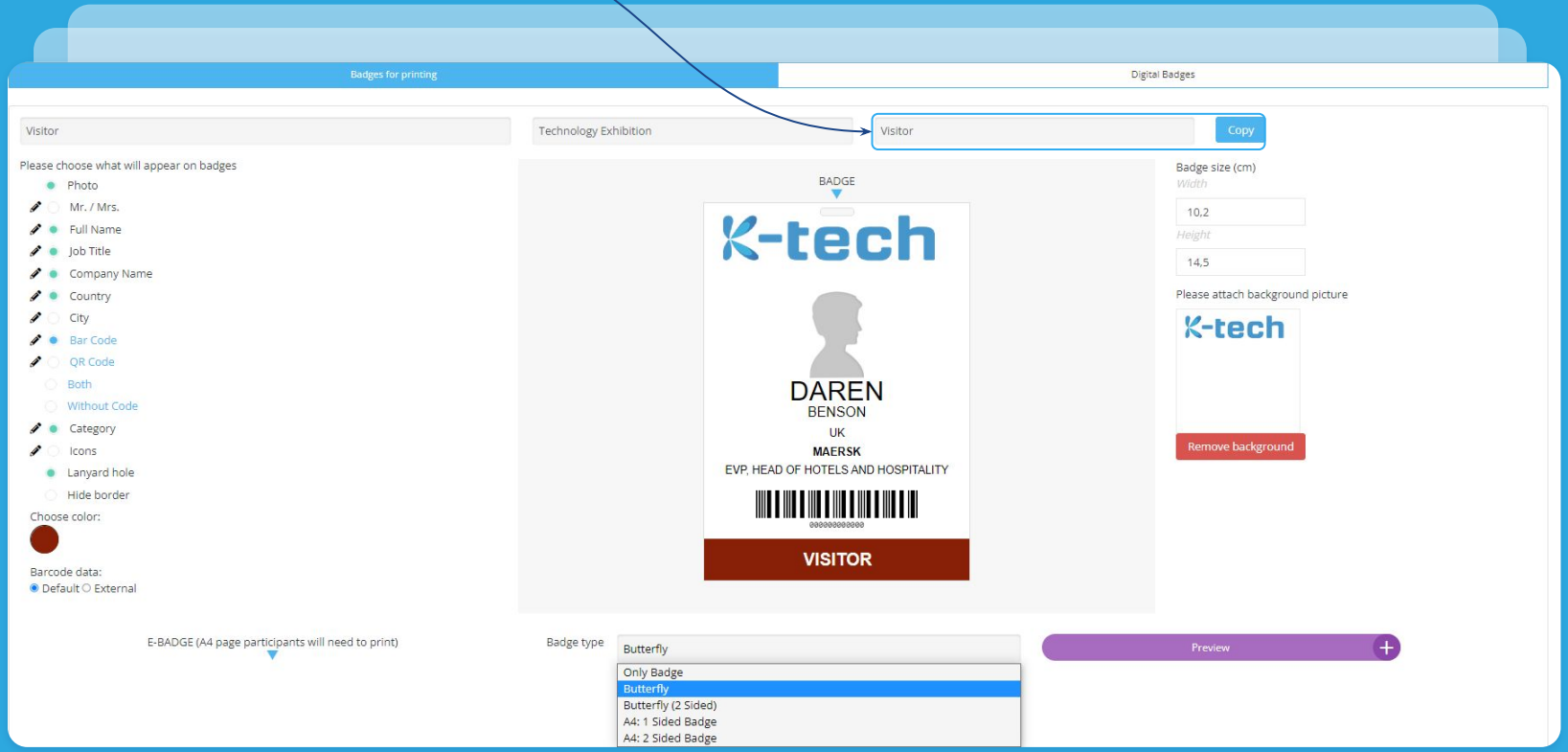

TESTING YOUR BADGE FOR PRINTING

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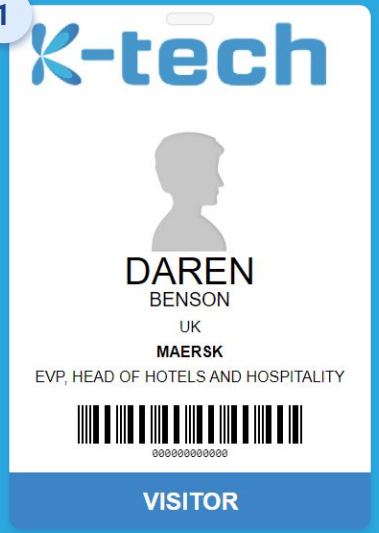
Click on **Preview** and print your badge to validate the result.

Printer Settings: Some printers default settings may vary, so it is important to check these settings and run a test ideally on the printer that will be used onsite. Depending on the result, if your margins need to be adjusted, please click “Margins” on the page layout tab, then select **“Custom Margins”** and type the desired amount.

1



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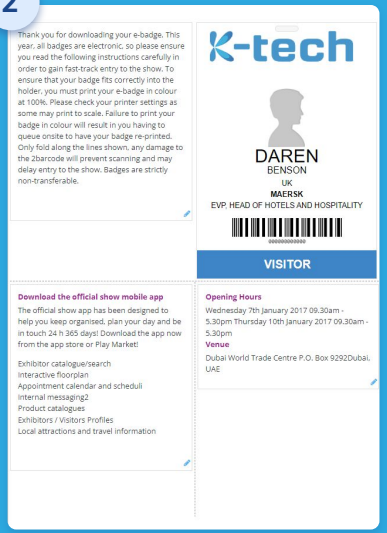

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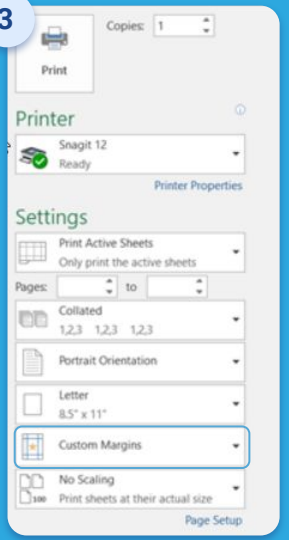

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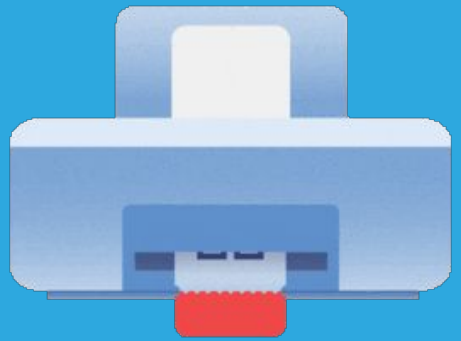

PRINT BADGE FAQ

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1. **How do I include my logo on the front of the badge?**

   Please include it within the Background image

2. **How do I include Sponsor logos?**

   Please include them within the Background image (front) or on the other sides of the badge via the editor.

3. **How do I adjust my margins so that the text doesn’t reach the borders?**

   In the editor, please use the “DIV” tool to create a container for your text and images, and in “Styles” set the margin to 10 pixels.

4. **How do I make sure that the result is a faithful representation of the design?**

   Please use the preview and print your badge on the printer that will be used onsite. The margins can be adjusted by using “custom margins” in your print settings.

DIGITAL BADGE

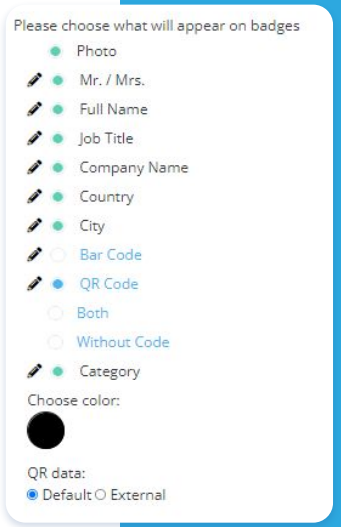
DESIGNING THE DIGITAL BADGE

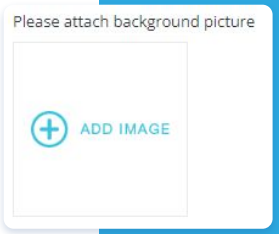
A digital version of the badge is available for the organiser to present within an email campaign and within the mobile app.

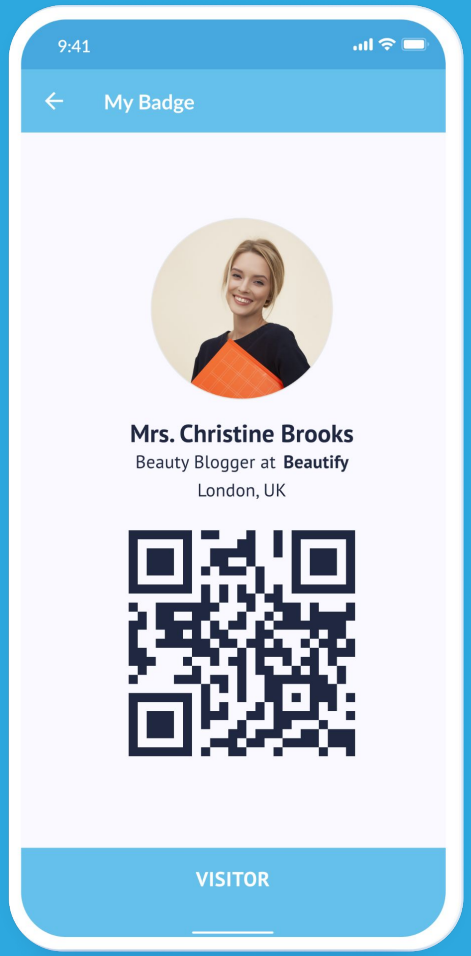
This design is simpler than the print badge, with only 1 side.

To design it, go to **Registration settings > Badges > Digital** Badges and select the category from the drop-down and then click on the radio button fields that should appear on the badge (Image 1).

You may attach the background image of dimension: 378 X 658 px (Image 2). Once designed, the digital badge would look something as the Image 3 when we go to the event application. The visitors and exhibitors can scan the badges to capture the leads.







SENDING YOUR BADGES

MANAGING BADGE CAMPAIGNS

We have an option to send the badges with the help of marketing campaign on the platform.

You can include the QR itself or the link to print the Badge.

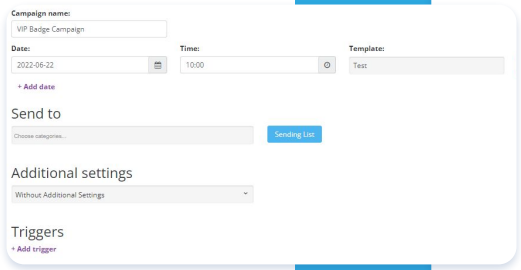
The first step is to create an email under **Marketing>Email Sender>Email** Templates> Add New Template. Then create the campaign, click on **Marketing>Campaigns>New Campaign** and enter the details.

Note - You must include one or both the variables for the QR code and barcode.

For QR code- {BADGE_QR_CODE}

For Barcode- {BADGE_BARCODE}

For Printing a Badge- {PRINT_BADGE_LINK}



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Thank you!