

Gulfood
26-30
JAN 2026

DUBAI WORLD
TRADE CENTRE
+
DUBAI EXPO CITY

GULFOOD

MOBILE APP & WEB APP GUIDE



MOBILE & WEB APP KEY FEATURES

1. CATALOGUES & LISTS

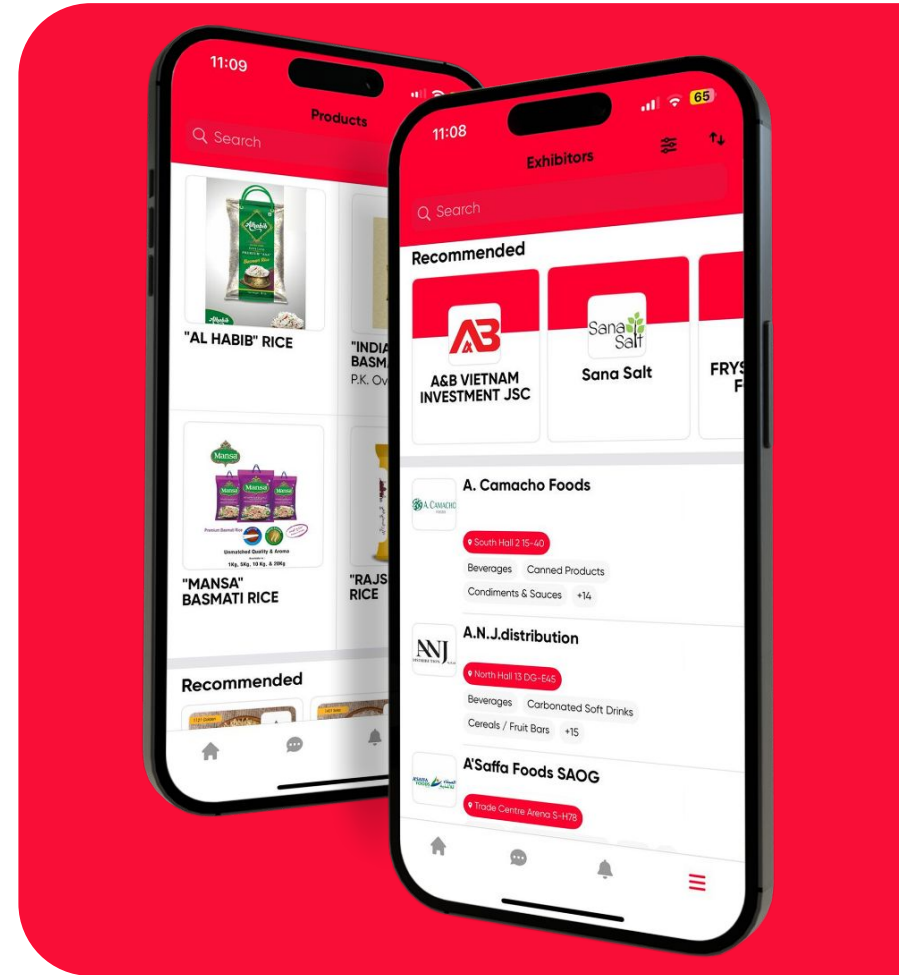
- Products and Exhibitor search, use filters
- Browse and favorite sessions, view speakers, and rate sessions you've attended

2. NETWORKING & SESSIONS

- Agenda (sessions and meetings)
- Capturing leads via lead scanner

3. ON-SITE

- QR code scanning of attendees badges, visitor ratings/notes, export of scans
- Printed Badge: every attendee can have a printed badge, which can be used for lead retrieval, with a scannable QR code
- Digital Badge: every attendee can have a digital badge which can be used for lead retrieval, with a scannable QR code



GETTING STARTED

The background features a gradient from dark red on the left to a lighter, orange-red on the right. Overlaid on this are several geometric patterns: a series of thin, curved lines in the upper right quadrant, and a series of concentric, dotted circles in the lower center, creating a sense of depth and movement.

DOWNLOAD THE GULFOOD APP

- Download Gulfood Mobile App from the App Store, Google Play Store or App Gallery
- Search Gulfood, and download the app on your device
- Or please scan the QR-code below and download your Gulfood app



QR-code



Available on the
App Store



GET IT ON
Google Play



EXPLORE IT ON
AppGallery



LOG-IN

ONE-TIME PASSWORD LOGIN

1. **Registered exhibitor team members (issued badges) & attendees** can request a one-time password to their registered email address or / and registered phone number, when they need to log in.
2. **To log-in as a company account**, the Exhibitor should use the Username associated on the Exhibitor Portal for the OTP request.
3. **The OTP will be sent to the company or individual email address owner or / and company or individual phone number owner via Whatsapp**

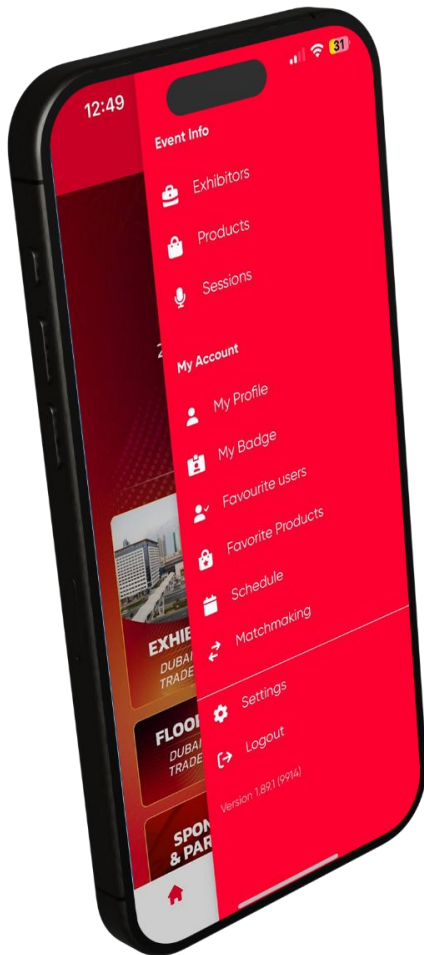


HOW TO REQUEST OTP

SIGN IN PAGE

- **If you are a team member or attendee**, enter your registered email address to receive an OTP via email & Whatsapp.
- **If you are the company admin** then enter your username that you used for exhibitor portal credentials. You will receive an OTP email on your admin email address & OTP via Whatsapp and SMS on your company admin phone number.





NAVIGATION OF KEY FEATURES UNDER MENU ICON

EVENT INFO

- **Exhibitors:** allows you to filter and sort by product/solutions, countries and more
- **Products:** allows you to filter and sort by product listing
- **Conferences:** allows you to access the conference schedule
- **Floor Plan:** allows you to navigate through the event with an interactive floorplan

MY ACCOUNT

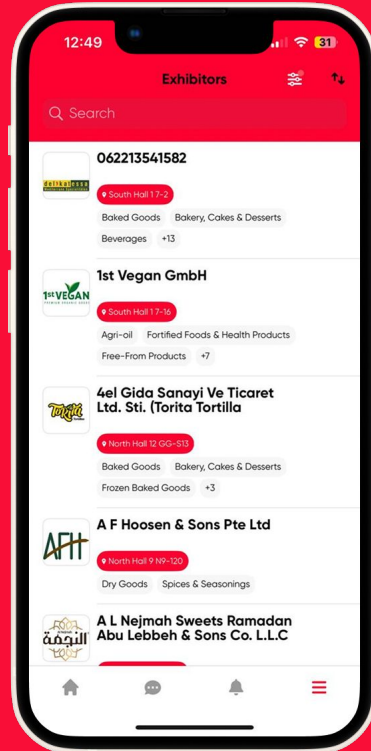
- **Badge Scanner:** This is a paid feature which allows you to capture leads – this will be your lead retrieval tool!
- **My Agenda:** allows you to save and track all your meetings and conference sessions

HOW TO NAVIGATE YOUR EXHIBITOR DIRECTORY

Exhibitor directory section on the app allows you to filter by and access all events, product category, country and more

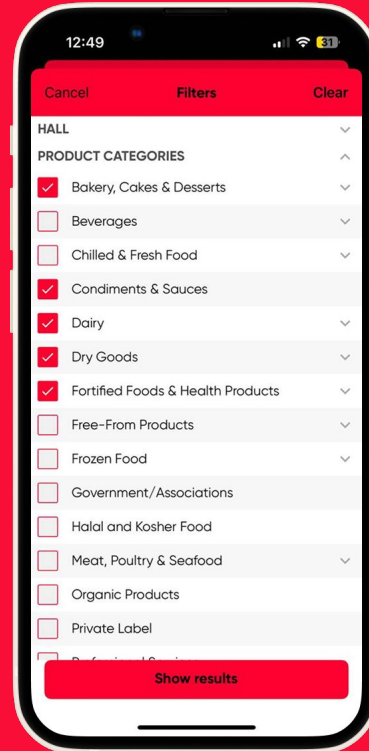
01

Menu Tab >>> Exhibitors Directory and click on the filter icon



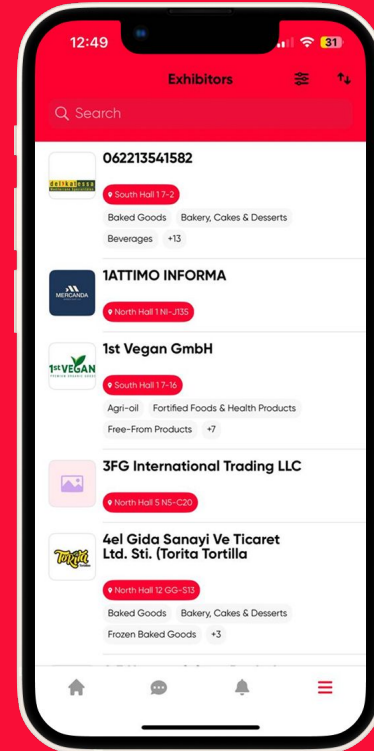
02

Select any relevant filter and click on the "Show Results" button



03

Access exhibitor list with corresponding filters





BADGE SCANNING & LEAD CAPTURE TOOL

Lead Capture Tool (MOBILE)

Lead capture tool enables scanning of visitor badges at the exhibitor stand is available for exhibitors and team members.

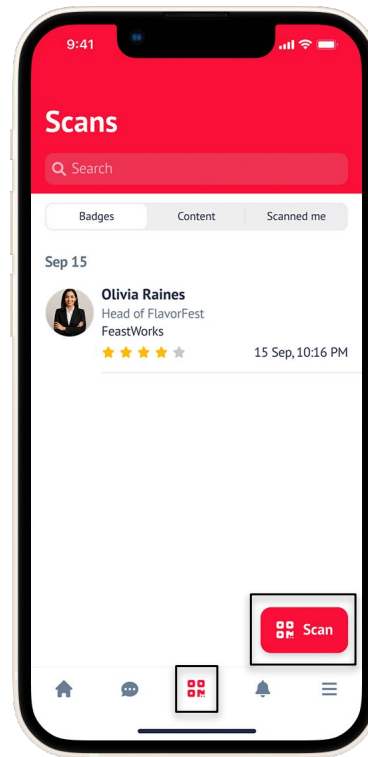
What can you do?

- Scan badges via "Scan" button
- See the list of all badges you have scanned
- Capture leads of all visitors and exhibitors
- Rate and categorize leads
- Add notes as an exhibitor team member
- Customize the questions.

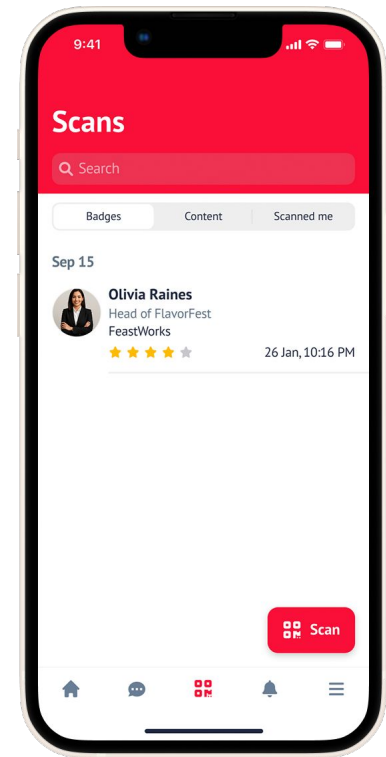
Export your leads from the mobile app by clicking the 'EXPORT' button on the top right. You will receive an email, containing a list of leads compiled in an excel file.

**to export the consolidated lead report of your team, please log in to your account via your email address on the website and switch to your company account.*

***via our scanner you are allowed to scan any qr-codes, however, as leads only registered users' badges will be captured*



View your leads, export them or scan new leads



As an exhibitor team member score your leads, make notes & edits

DOWNLOADING YOUR LEADS (WEB)

Lead capture scanning of badges is available for visitors and exhibitor team members

Downloading leads is also available on the Web App: [Link](#)

- **Exhibitor Company:** login using exhibitor portal credentials and request code via OTP.
- **Team members/Visitors:** can login using their email which was used for registration via OTP request

**to export the consolidated lead report of your team, please log in to the company account via the Username used on e-zone, the OTP code will be sent to email & phone number registered with e-zone.*

After signing in → users will land on their personal profiles
Click Download leads on the profile → the system will generate an excel file consisting of all the leads that were scanned during the show. The company account admin will receive all leads scanned by all members.

The screenshot shows the Gulfood 2023 user dashboard for a user named Salvage. The dashboard includes a navigation menu on the left with options like Dashboard, Recommendations, Matchmaking, Favourites, My Schedule, My Meetings, Messages, Delegate List, Meeting Ratings, and Invite Visitors. The main content area is divided into several sections:

- Profile Completion:** A circular progress indicator shows 80% completion. Tasks include Logo, Company Overview, Team Members, Categories, Products, and Connections.
- Meeting Requests:** A progress bar shows 75 total requests, categorized as Confirmed (14), Pending (11), Incoming (8), and Cancelled (4).
- Page Likes:** 340 total likes.
- Profile Views:** 234 total views.
- Activity Score:** 67.
- Popularity Score:** 340.
- Products:** 36 total products, with 17 favorites and 17 views.
- Top Performers:** A table showing performance metrics for Marvin McKinney (Sales Manager) across different meeting stages: Pending (47), Incoming (3), Confirmed (1), Chats (2), and Scanned (18).
- Interactions Table:** A table with columns for interactions, sponsor pop-up interactions, banner statistics, marketplace interactions, and QR scans. The first row shows an interaction with Christian Farell (Visitor).

FAQs for Lead Scanning functionality

1. How do I get the lead scan tool?

Purchase it directly through the exhibitor portal for AED 1,000.

2. Where can I find the tool?

Download the official Gulfood mobile app and log in with your registered email which is used for your exhibitor badge.

3. Can my team members use it too?

Everyone from your company who's registered with an exhibitor badge will have access once they log into the app with their registered email.

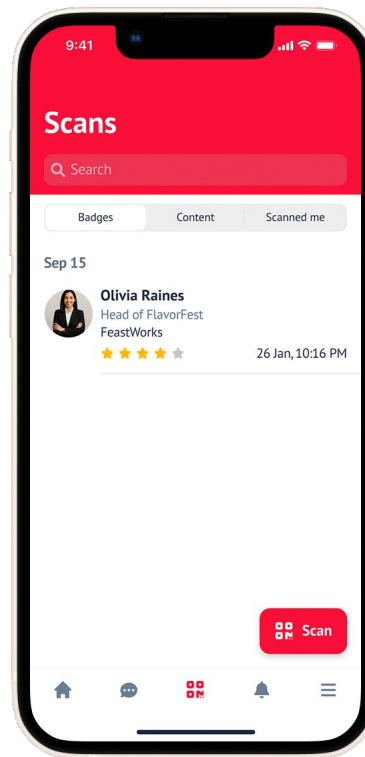
4. What happens to my scanned leads?

You can download all your captured leads directly from the app in Excel format - perfect for quick follow-ups and CRM integration.

5. Can I organize my leads on the spot?

After each scan, you can rate visitors, add comments, and write notes and downloads with your lead data. You can also customise the questions that you want to ask.

Note: There is a cap on number of badges that can be scanned for each exhibiting company. The cap is 500 scans.



As an exhibitor team member score your leads, make notes & edits

How to customise the Lead capture tool questions.

STEP BY STEP

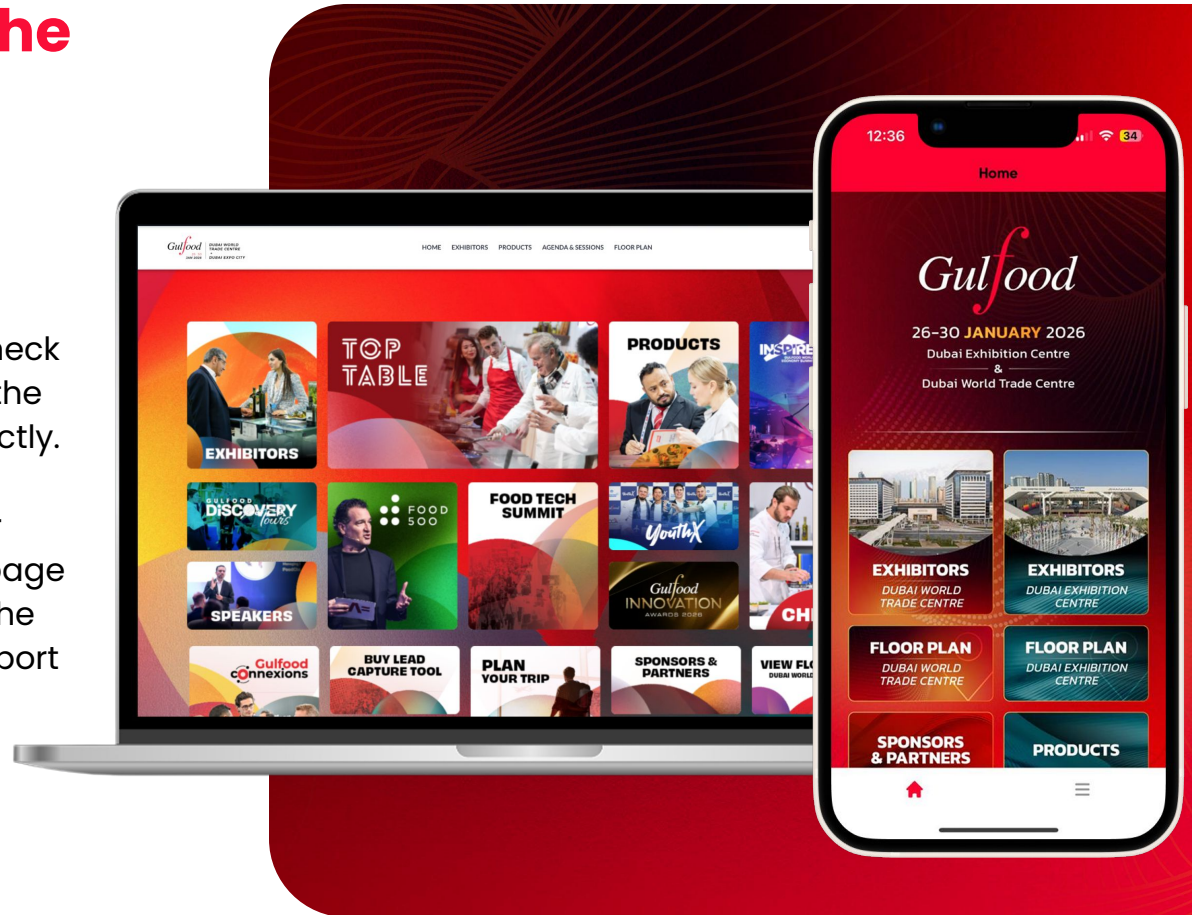
1. Login on the web version ([Click Here](#)) using your username.
1. – An OTP will be sent to your registered email.
2. Enter the OTP to complete login.
3. Go to **Profile info** → **Lead questions**.
4. Click **Add questions**.
5. Type your question and select the response type (e.g., **Multiselect**, **Radio box**, etc.).
6. Click **Save** after entering each question.
7. Once all questions are added, click **Publish questions** to make them live.



How to customise the Lead capture tool questions.

Troubleshooting tips:

- If you don't receive the OTP, check your spam folder and ensure the email address is spelled correctly.
- If questions don't appear after publishing, try refreshing the page or logging out and back in; if the problem persists, contact support with a screenshot.



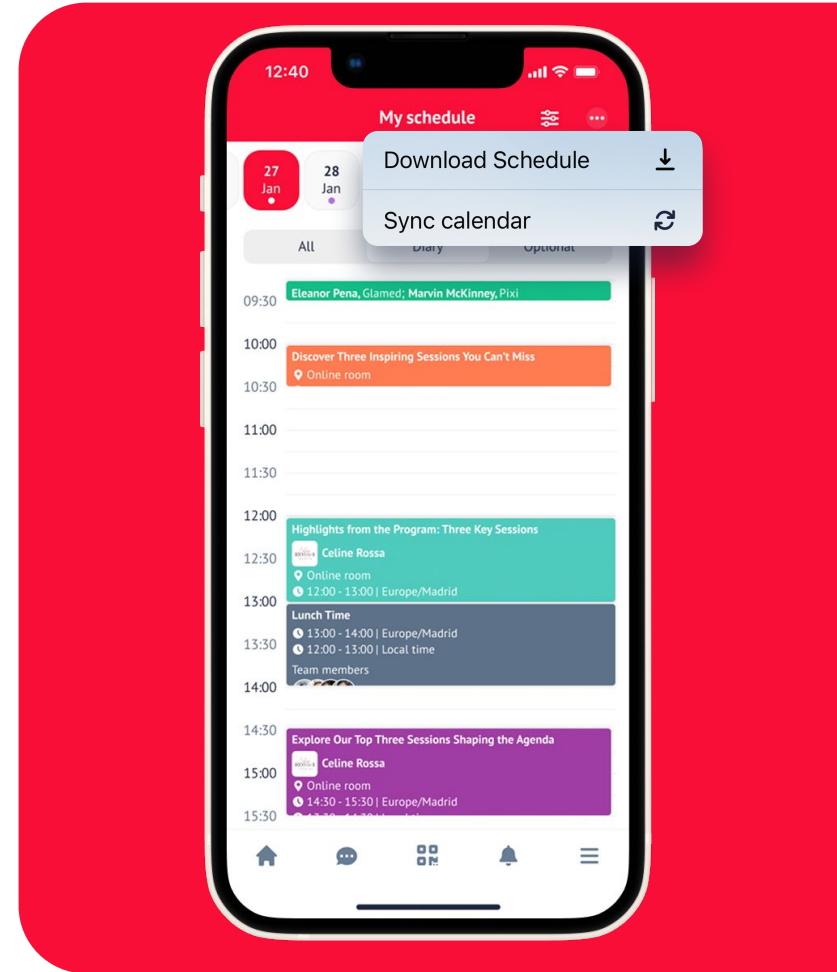
NETWORKING

The background is a gradient of red and orange. On the left, there is a solid red area. On the right, there is a pattern of concentric circles and lines, with a bright orange glow at the bottom left corner. The word "NETWORKING" is centered in white, bold, uppercase letters.

MOBILE APP: "MY AGENDA" SECTION

The "my agenda" section will be home to all your meetings and saved sessions

- There are two views of the agenda now available - from the list or the calendar which you may switch as per your needs.
- In the 'All' tab you will find full agendas with sessions and meetings.
- In the 'Diary' tab you will find a list of confirmed meetings only.
- In the 'Optional' tab you will find favorited Conferences you added to your schedule, pending meetings requests.
- You can download your schedule in PDF format which contains all the "Confirmed" meetings and sync this meetings with your Google or Outlook Calendars.
- You can view, cancel, reschedule or confirm the meeting from this tab



Q&A | SUPPORT & INFORMATION



**ONSITE
SUPPORT**



**ONLINE
SUPPORT**

You can also find us during the event to help you set up and use the app. For assistance, simply ask a member of the Expoplatform team

Alternatively you may email us at gulfood@expoplatform.com

DOWNLOAD

Download the Gulfood mobile app via app store & play store & app gallery via the QR-code below



**DOWNLOAD
NOW**



THANK YOU