



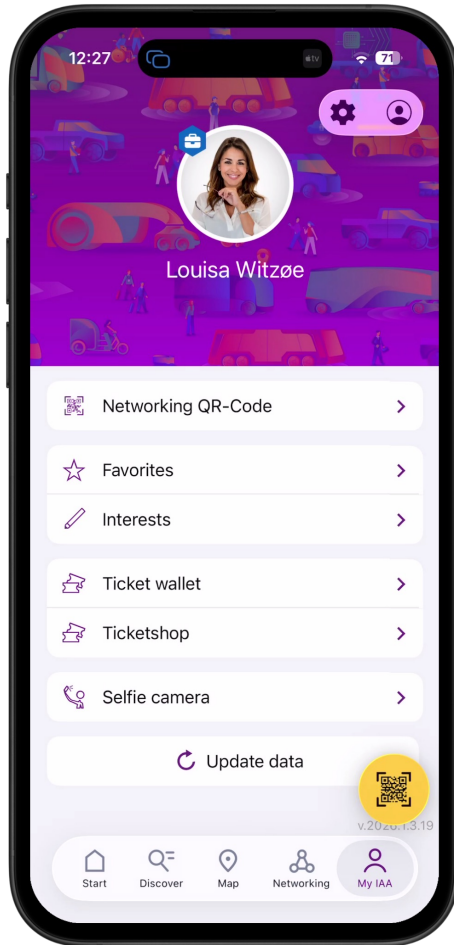
IAA Lead Scan

Guide for exhibitors 2026

SEPTEMBER 15—20, 2026
IN HANNOVER

Why IAA Lead Scan

The IAA Lead Scan is built right into the official IAA TRANSPORTATION App



Every conversation at your stand becomes a usable contact.

No licences

Any smartphone becomes a scanner — no per-device licences, no extra hardware.

Live profile data

Participants maintain their own profiles — you always scan the latest data.

CSV for your CRM

Export contacts and import them into Salesforce, SAP, HubSpot and more.

Notes & stars

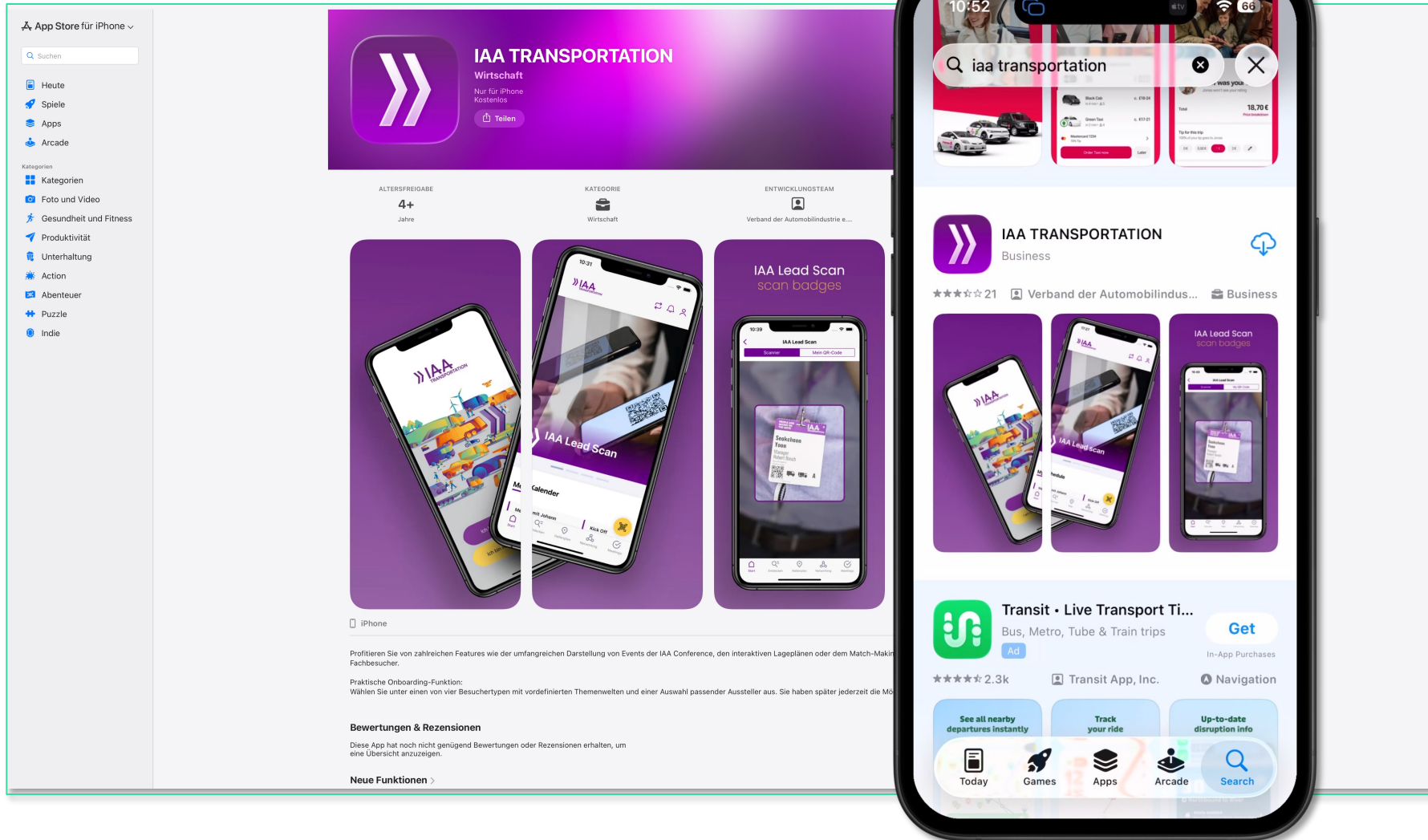
Qualify each contact right in the conversation — both travel with your export.

Team-ready

IAA Lead Scan TEAM collects the contacts of all team members centrally.

1 • Download — get the official IAA TRANSPORTATION App.

How it works



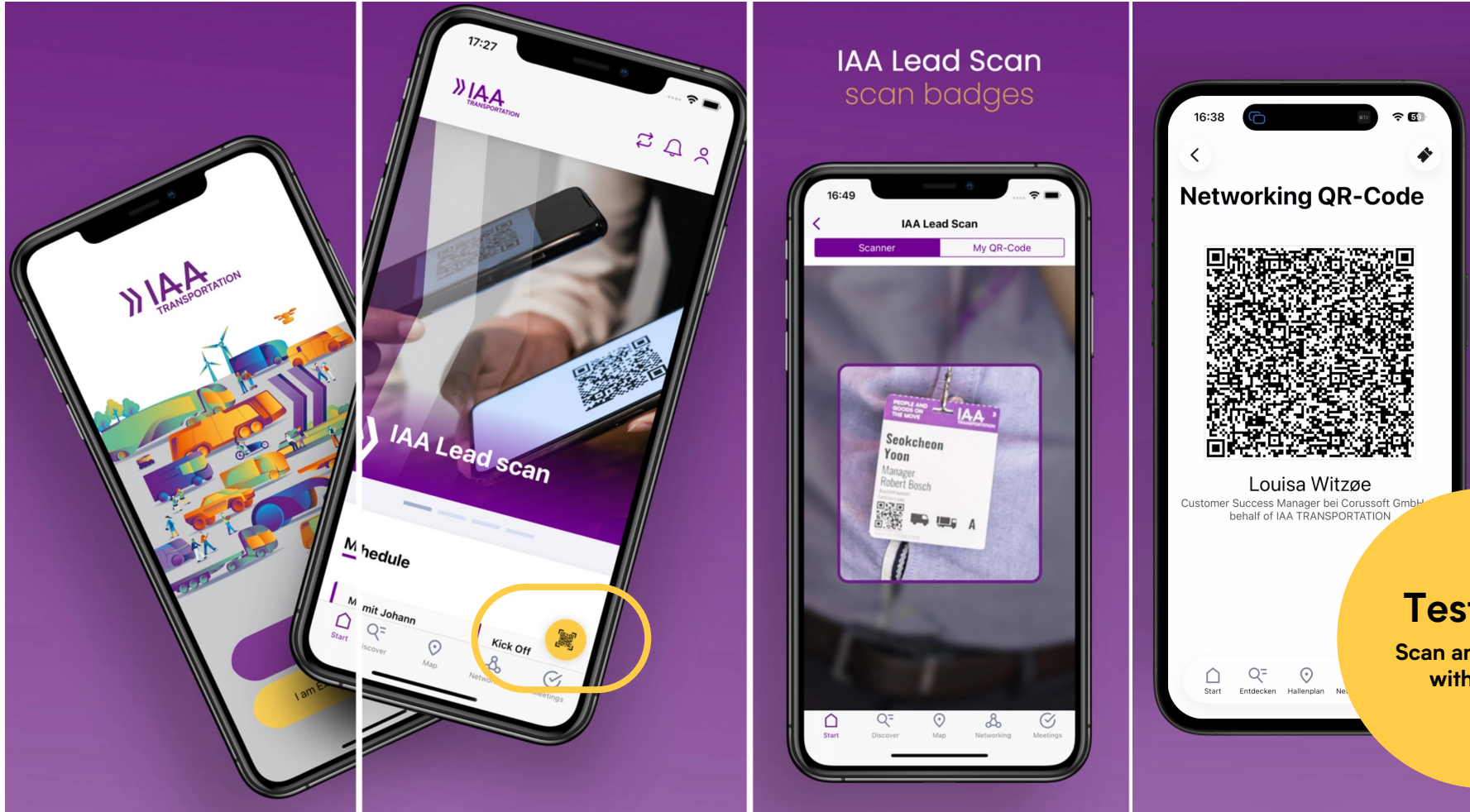
› App Store or Google Play



› Log in with your business e-mail address — no password needed

2 • Scan — capture visitor badges with the integrated QR scanner.

How it works



- › Works with badges, printed and digital tickets
- › Add a note and a star rating per contact



3 • Export — download your contacts as a CSV file.

How it works

The screenshot displays the IAA Marketing Hub DEMO interface. The main content area shows a list of visitors under the 'Visitors' tab, which is highlighted with an orange circle. The list includes contact information for Waldemar Tomberg, Niclas Resch, Ayse Keskin, Saša Rosić-Milinković, Erik Jansen, and Niamh Killeen. A mobile app overlay is shown in the center, displaying the 'Contacts' screen with a 'Download Contacts' button highlighted by an orange circle. To the right of the mobile app, an 'Export Leads' button is also highlighted with an orange circle. The right sidebar shows the user profile for Mr. Kristian Skobic, with options to edit the profile, manage settings, and log out. The bottom of the interface includes a footer with the EN logo, a note to edit the company profile, and buttons for 'Company profile' and 'Visit Shop'.

- › Personal export directly from the app
- › Inside *every* row:
 - › Name
 - › E-mail/phone/mobile
 - › Company/job title
 - › Languages
 - › Interests
 - › Your notes, star rating and tags
- › TEAM: export of all team contacts in your exhibitor backoffice
 - › First team member (who scanned)
 - › Other team members
 - › Time stamps

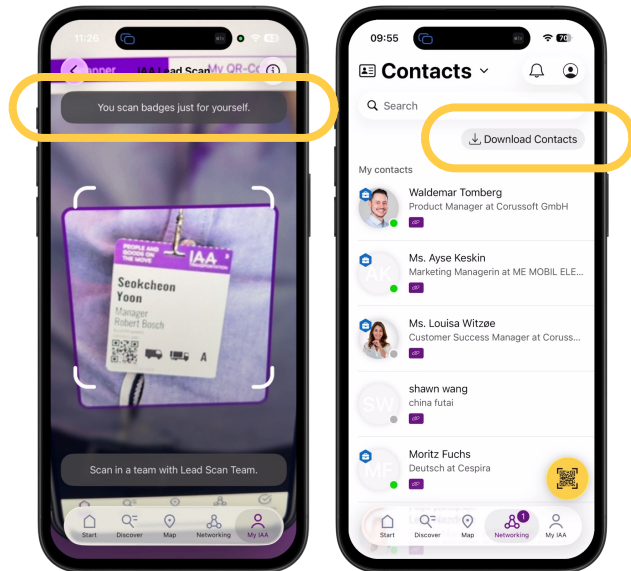
IAA Lead Scan FREE or TEAM

Scanning is included for everyone — TEAM adds the central overview

IAA Lead Scan FREE

— included for all exhibitors and their team members.

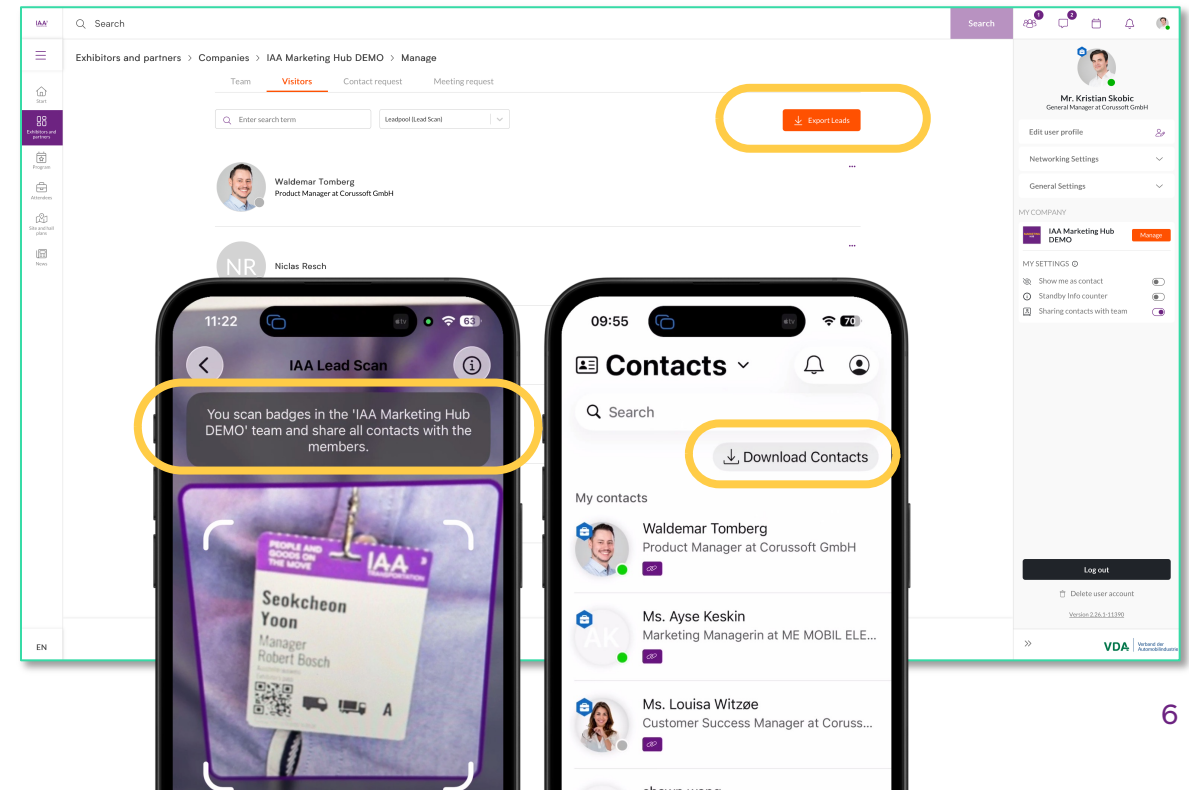
- › Individual scanning with any smartphone
- › Personal local directory for collected contacts
- › Personal CSV export directly from the app



IAA Lead Scan TEAM

— one-off €450 (plus VAT), *regardless of team size.*

- › All team members collect contacts **together**, in real time
- › Central CSV export of all team contacts in your backoffice
- › Includes the web profile visitor export (opt-in)



IAA Lead Scan TEAM — set-up for Team Managers

Everything happens under 'Team & Leads' in your exhibitor backoffice



The screenshot shows the 'Manage' page for the 'IAA Marketing Hub DEMO' team. The page has a sidebar on the left with navigation icons for Start, Exhibitors and partners, Program, Attendees, Site and hall plans, and News. The main content area is titled 'Exhibitors and partners > Companies > IAA Marketing Hub DEMO > Manage'. Below the title, there are tabs for 'Team', 'Visitors', 'Contact request', and 'Meeting request'. The 'Team' tab is active, showing a list of team members. At the top of the team list, there are buttons for 'Team members (12)' and 'Invitations (1)', and an 'Invite team member' button. A search bar and a filter dropdown are also present. The team members listed are:

- Kristian Skobic (kristian.skobic@corussoft.de) - General Manager at Corussoft GmbH - Admin role
- Sebastian Goetzle - Softwareentwickler at Corussoft GmbH - Content Manager role
- Meris Gutošić - Software Developer at Corussoft GmbH - Team Member role
- Ute Desiree Hagedorn (udh@8somesales.com) - Managing director / Board member / Head of an authority at 8 Some Sales GmbH - Admin role
- Amila Handzic - Branch Manager at Corussoft GmbH - Admin role
- Leila Hasic - Project Manager at Corussoft GmbH - Team Member role

On the right side of the page, there is a profile card for Mr. Kristian Skobic, General Manager at Corussoft GmbH. It includes options to 'Edit user profile', 'Networking Settings', and 'General Settings'. Below this, there is a 'Manage' button for the 'IAA Marketing Hub DEMO' team. At the bottom right, there is a 'Log out' button.

- › Open your exhibitor profile page and click 'Manage'
- › Under 'Team & Leads' you invite team members
- › Visible members appear as contact persons on your profile page — non-visible members (e.g. hostesses) remain in the team and still scan
- › Invite any number of team members — scanning is not limited to visible seats

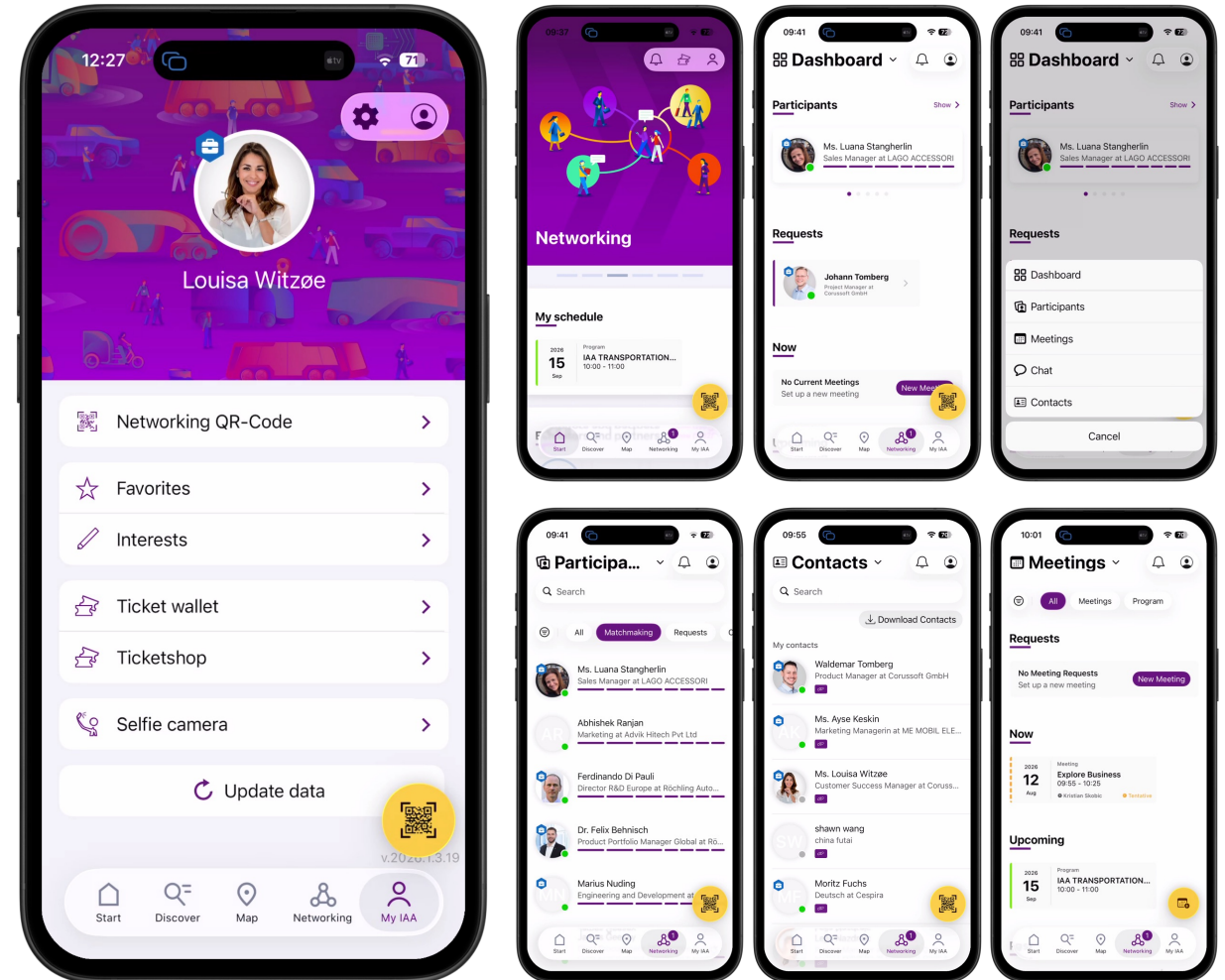
Exhibitor and Partner Directory <https://exhibitors.iaa-transportation.com>

To-dos for team members

Five minutes — then your stand team is ready to scan

Good to know: your own profile is your digital business card — every contact you scan sees it when you connect.

- › Create your account (business e-mail, no password needed) at <https://exhibitors.iaa-transportation.com>
- › Complete your personal profile: photo, job title, interests
- › Download the IAA TRANSPORTATION App and log in
- › Start scanning — the scanner floats bottom right on almost every page



Contact

IAA TRANSPORTATION
Marketing Hub

Corussoft GmbH, exclusive
marketing partner of the VDA



Webinars for your team

Lead Scanning & Lead Management

Aug 26 / Sep 1 / Sep 9

[https://media.iaa-transportation.com/
webinar](https://media.iaa-transportation.com/webinar)

Everything about IAA Lead Scan

Details, FAQ and product comparison

[https://media.iaa-
transportation.com/lead-scan](https://media.iaa-transportation.com/lead-scan)

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Book IAA Lead Scan TEAM

€450 plus VAT — for your whole team

[https://media-shop.iaa-
transportation.com/en/IAA-Lead-Scan](https://media-shop.iaa-transportation.com/en/IAA-Lead-Scan)

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Need a hand? Reach out at service@iaa-transportation.com — we are happy to help.