

VISITOR GUIDE

# kbb Birmingham

is creating extra opportunities for you to do business.

**Extra time. Extra access. Extra value.**

Join thousands of industry professionals getting EXTRA from their event experience.



1-4 March 2026  
NEC Birmingham





# Logging in

## Step 1. Access the Platform

To do this either:

- a. Click on the link sent to you in your Welcome email from app@kbb.co.uk
- b. Visit the [kbb Birmingham Event Platform](#)
- c. Download the [kbb Birmingham App](#) from the Apple or Google Play store.

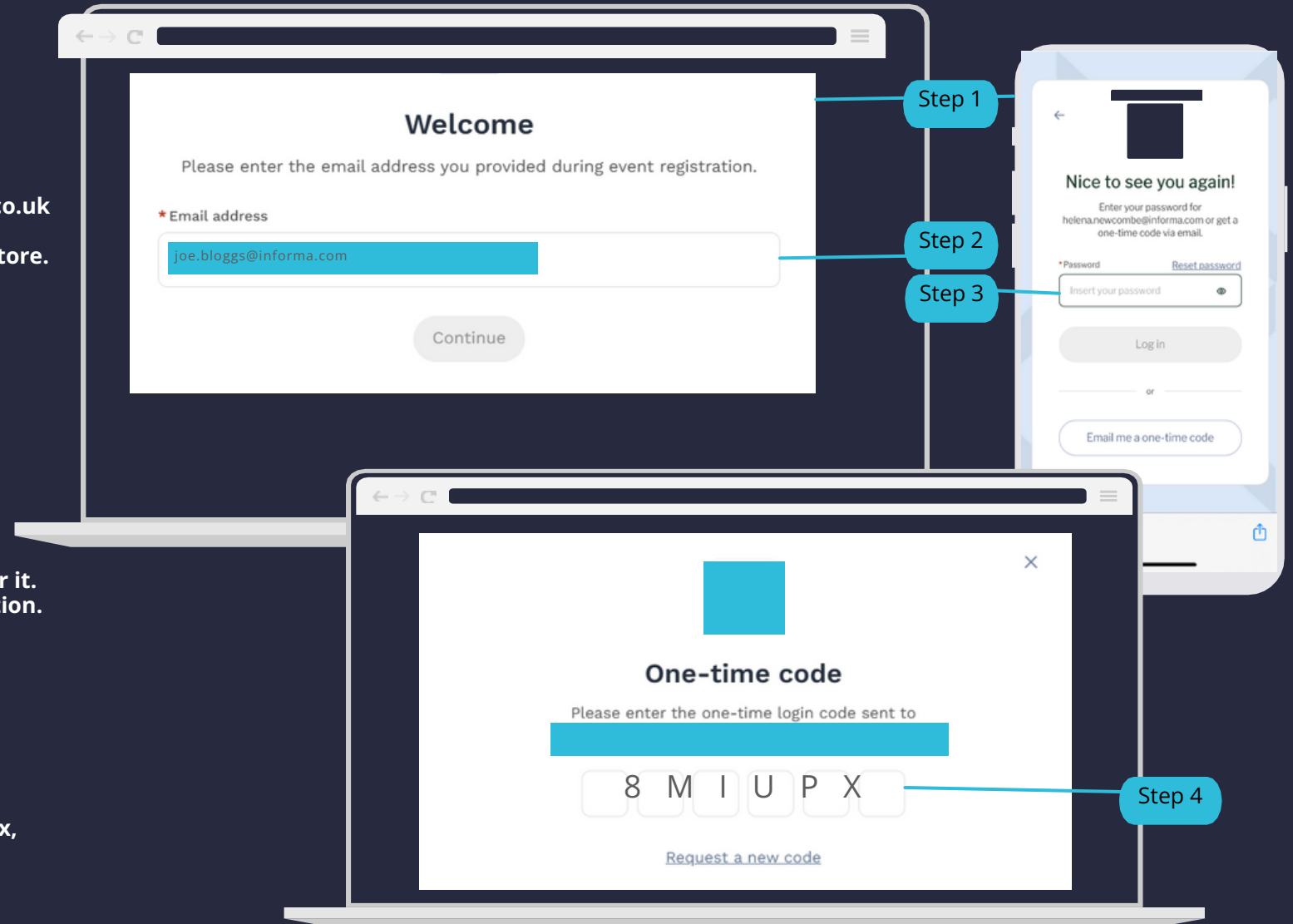


- Step 2. Enter the email address you used to register for the event.
- Step 3. If you've previously set a password, you'll be prompted to enter it. Your password protects your account through Two Factor Authentication.

- Step 4. You will then be sent a one-time code to your email. Enter this to access your account.

**i** **Forgot your password?**  
You can either request a one-time login code or click 'Reset Password'.

If you don't see the welcome email or your one-time code in your inbox, please check your spam folder for an email from app@kbb.co.uk





Login

**My Badge**

Update your Profile

Browse

Network

Meetings

Connect

Download Connections



# Accessing your Badge

At the event, your badge gives you access to the event and to capture leads.

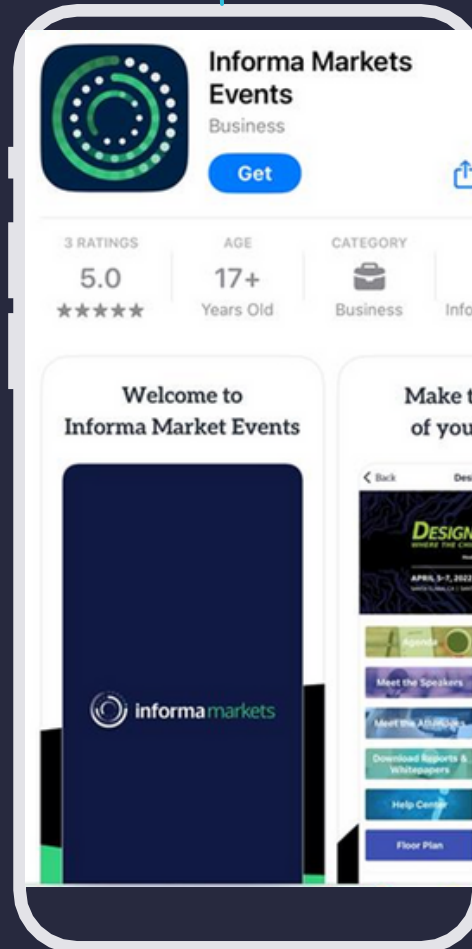
You can access your badge directly through the kbb Birmingham app:

Step 1: Download the [kbb Birmingham app](#) from the Apple or Google Play store, {or use the QR code below}.

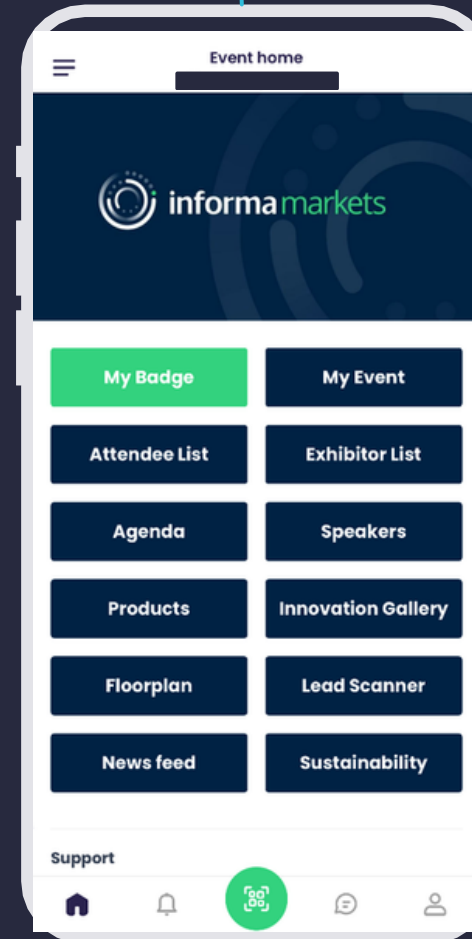
Step 2: Login to your account and click 'Digital Badge'.

Step 3: At the event use your Badge to enter and scan leads.

Step 1



Step 2



Step 3





Login

My Badge

Update your Profile

Browse

Network

Meetings

Connect

Download Connections



# Update your profile

Make a great first impression by taking a few minutes to set up your profile.

There are three ways to edit your personal profile:

## On the web

- a. On the left side of your screen, next to your photo, click **'Edit'**, or,
- b. Click your picture in the top right corner and click **'Edit profile'**.
- c. Click the profile icon on the bottom right menu, then **'Edit profile'** at the top of your screen.

## On the app

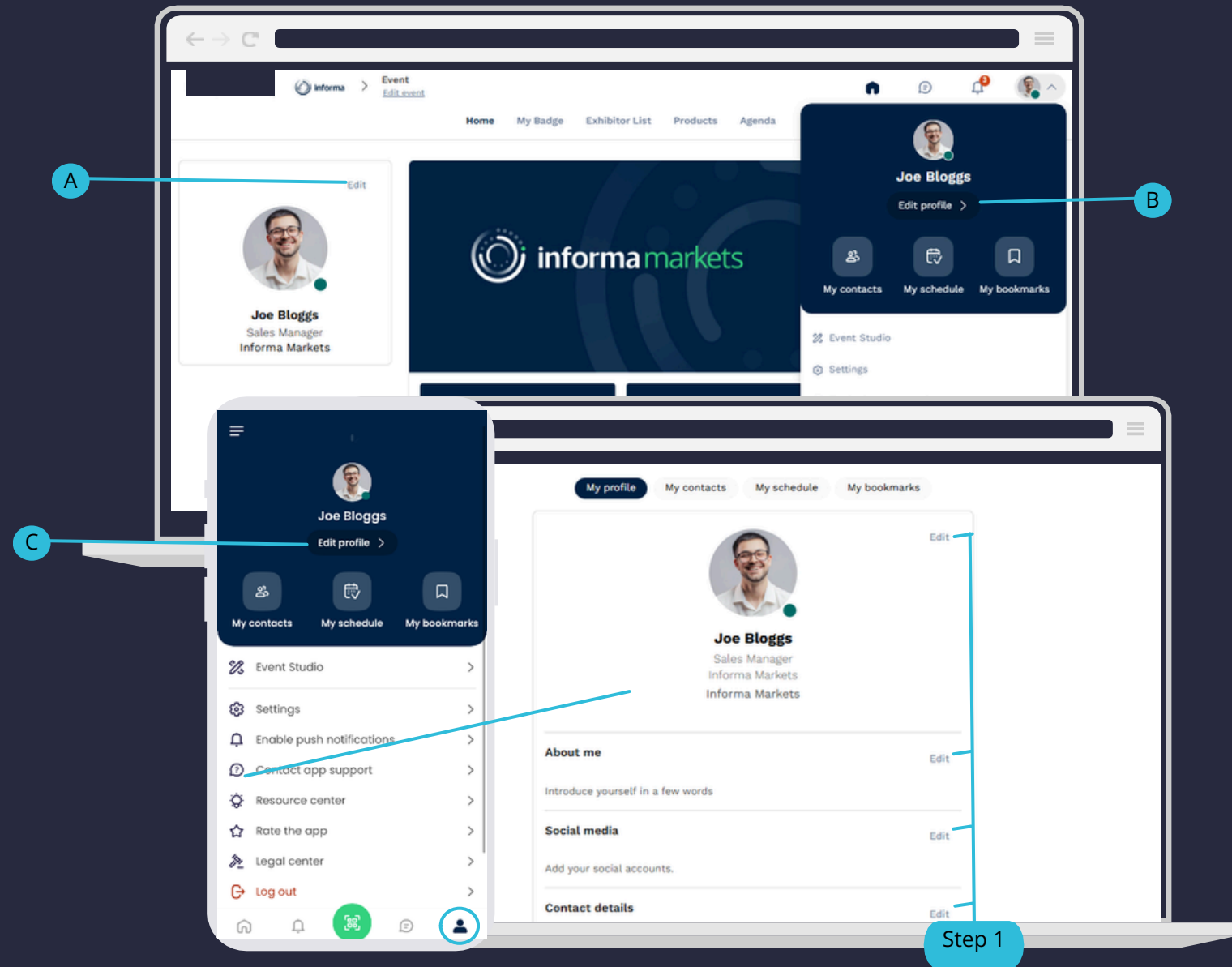
Once inside your profile:

Step 1. Click **'Edit'** to make relevant changes and updates.

All changes are saved automatically.

We recommend completing all sections.

**Fuller profiles will help you to get matched with the most relevant exhibitors.**



Step 1



Login

My Badge

Update your Profile

Browse

Network

Meetings

Connect

Download Connections

Step 1

# Browse Exhibitors and Products

Discover the event community at your fingertips on the agenda, exhibitor and product lists.

Increase your event efficiency by filtering and bookmarking anything you would like to see onsite.

Step 1. Click 'Exhibitor List' or 'Products' from the top navigation menu or mobile menu.

Step 2. Browse the lists using the search bar or filters.

Step 3. To find out more about an exhibitor or product, click on it.

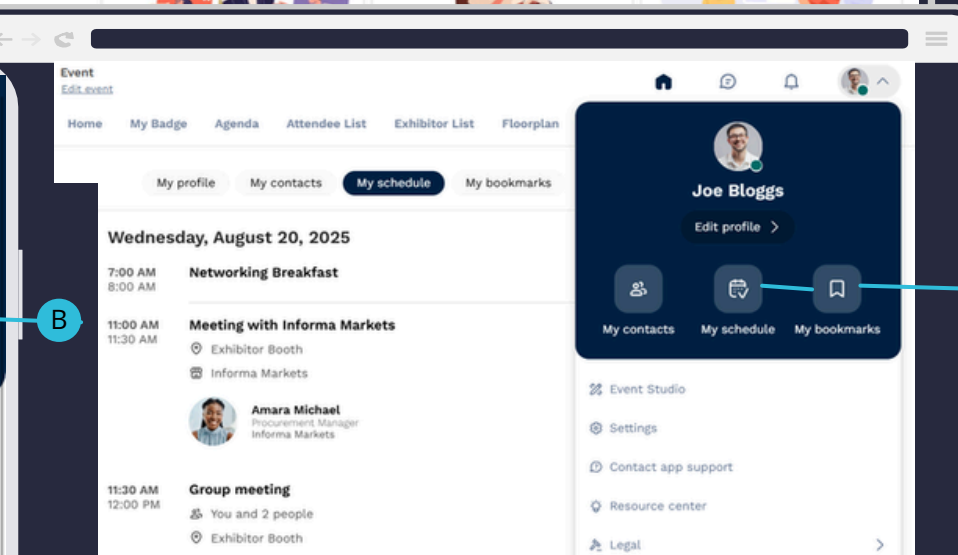
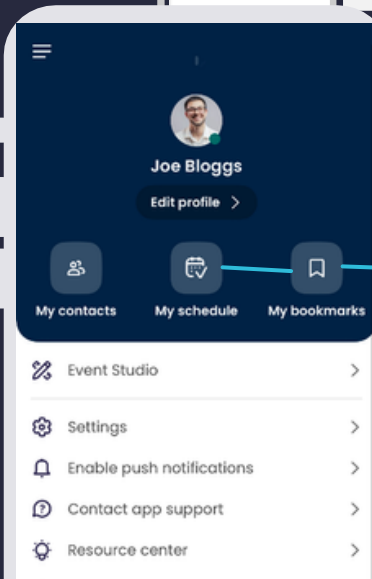
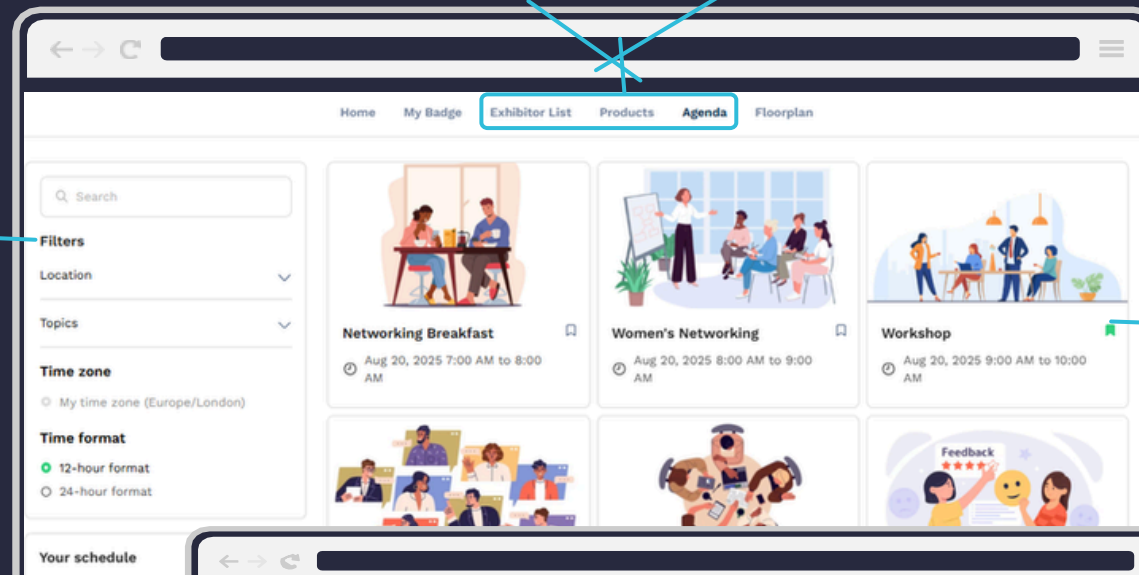
Step 4. Click the bookmark icon to save an exhibitor or product that captures your attention.

# View your Bookmarks

- a. On the web, click your picture in the top right corner, then 'My bookmarks'.
- b. On the app, click the profile icon on the bottom right menu, then 'My bookmarks'.
- c. For your sessions, click 'My schedule'.

Step 2

Step 4





Login

My Badge

Update your Profile

Browse

**Network**

Meetings

Connect

Download Connections



# Networking with prospects

You can send messages to exhibiting companies without connecting first. To speak with individuals (speakers and exhibitor team members) you will need to send a connection request.

## Send a Connection Request

Step 1. Click on the person you want to connect with.

Note: Exhibitor team members are located under 'Team' on the Exhibitor's company page

Step 2. Click on the 'Connect' button.

Step 3. Start by sending an introductory message about yourself, your company and why you wish to connect.

Step 4. Click 'Send connection request'.

Once accepted, you will be able to exchange messages, book meetings and find them in your list of contacts.

## View your Contacts

a. On the web, click your picture in the top right corner, then 'My contacts'.

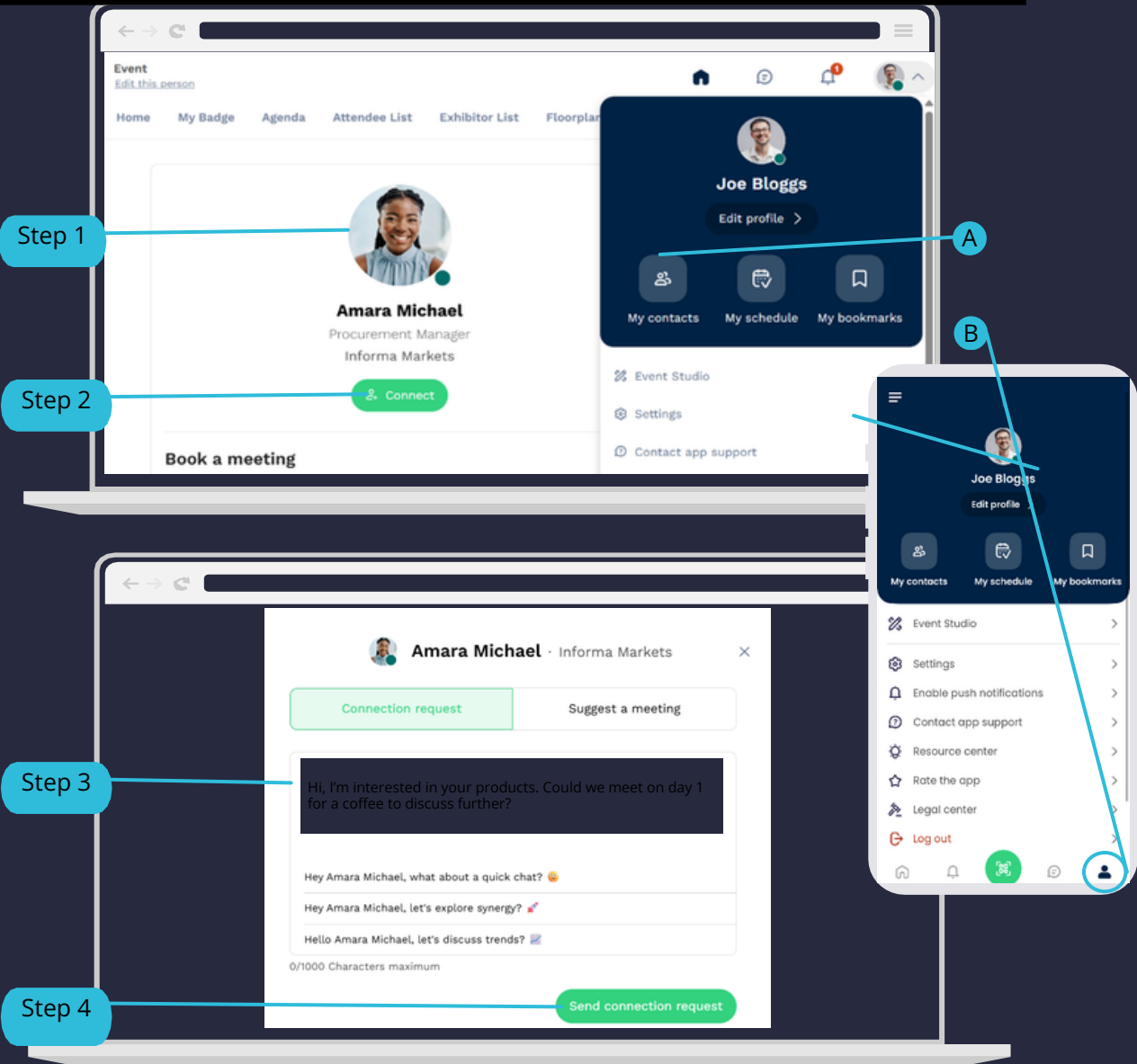
b. On the app, click the profile icon on the bottom right menu, then 'My contacts'.

Step 1

Step 2

Step 3

Step 4



A

B

At previous events, visitors who used the messaging feature left with 490% more saved connections.



Login

My Badge

Update your Profile

Browse

Network

Meetings

Connect

Download Connections



# Meetings

Make extra time for those all-important face-to-face discussions.

## To book a meeting

Step 1. Visit an exhibitor's company profile, or a team members profile.

Step 2. Click one of the suggested time slots.

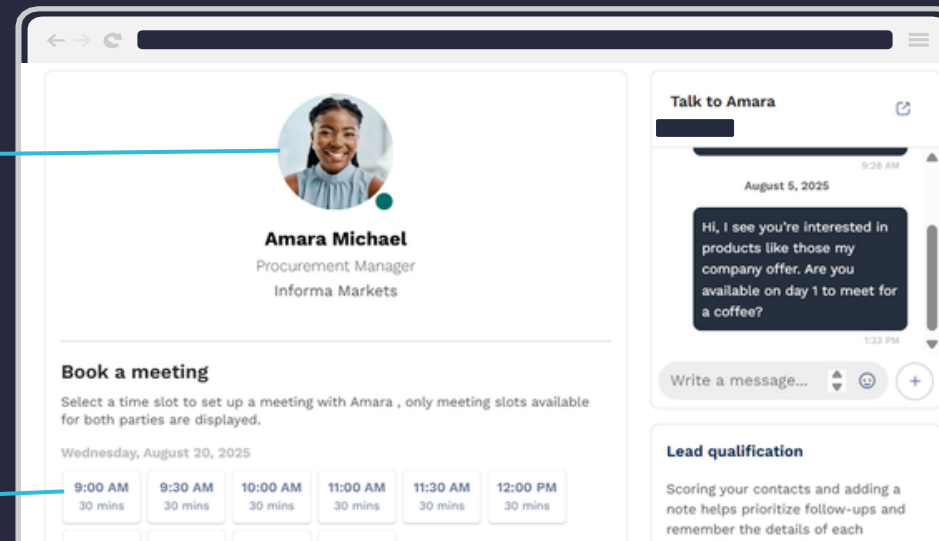
Step 3. Select a meeting location and add a description.

Step 4. Send your meeting request.

Once your meeting request is accepted, it will be put into your schedule.

Step 1

Step 2



## To view your meetings

a. On the web, click your picture in the top right corner, then 'My schedule'.

b. On the app, click the profile icon on the bottom right menu, then 'My schedule'.

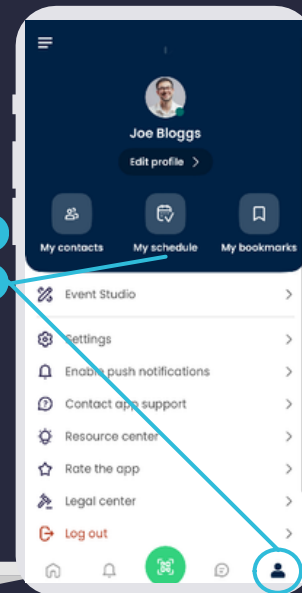
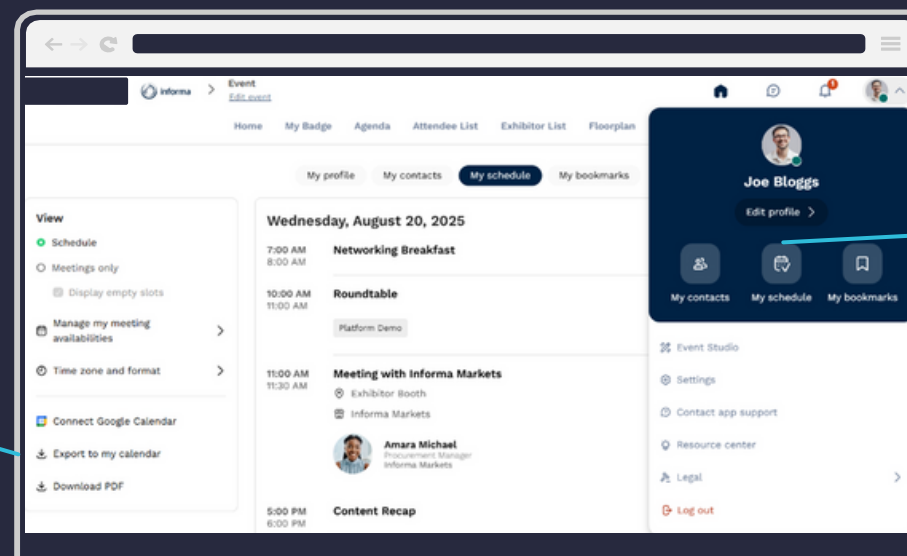
Here you can manage all your meetings. To edit, confirm or cancel a meeting, click on the meeting

Export your full schedule of sessions and meetings by clicking 'Export to my calendar'

i

A

B





Login

My Badge

Update your Profile

Browse

Network

Meetings

Connect

Download Connections



You can scan business cards too 

# Connecting at the event

Building your list of contacts has never been easier. Utilise the platform & app to ensure that every interaction you have online and on the show floor is saved as a connection.

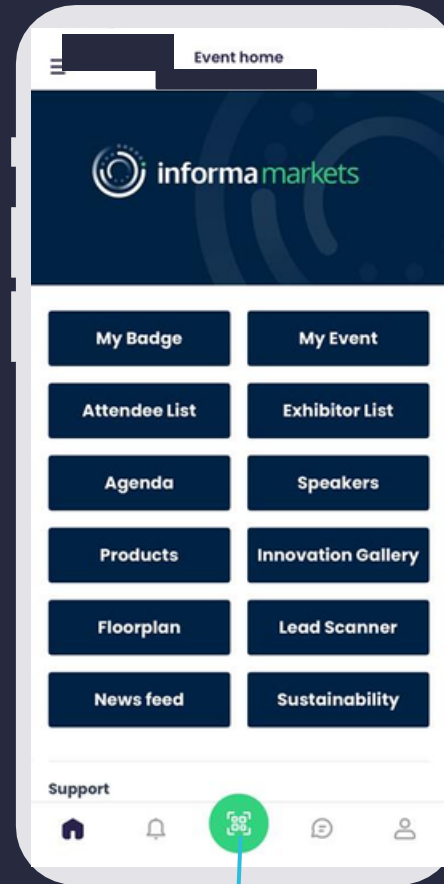
## What counts as a connection?

Anyone who:

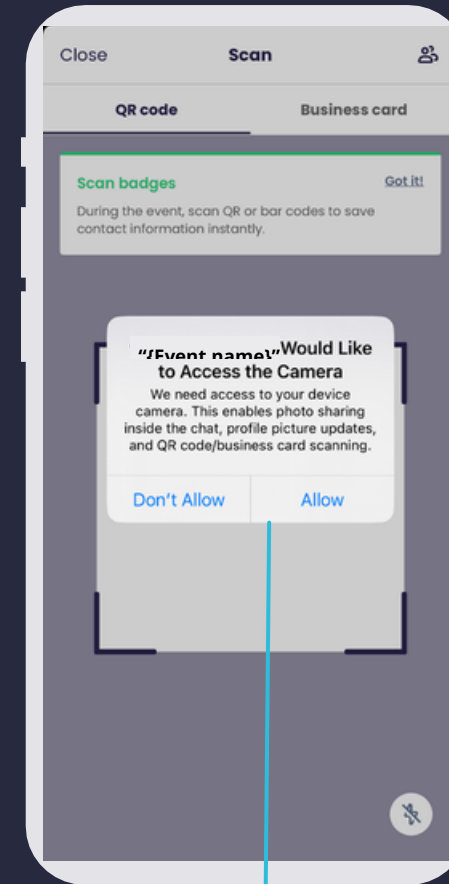
- Accepted your connection request
- Accepted your meeting request
- Exchanged messages with you
- Let you scan their badge onsite

As a Visitor – you will not be able to scan badges of fellow visitors.

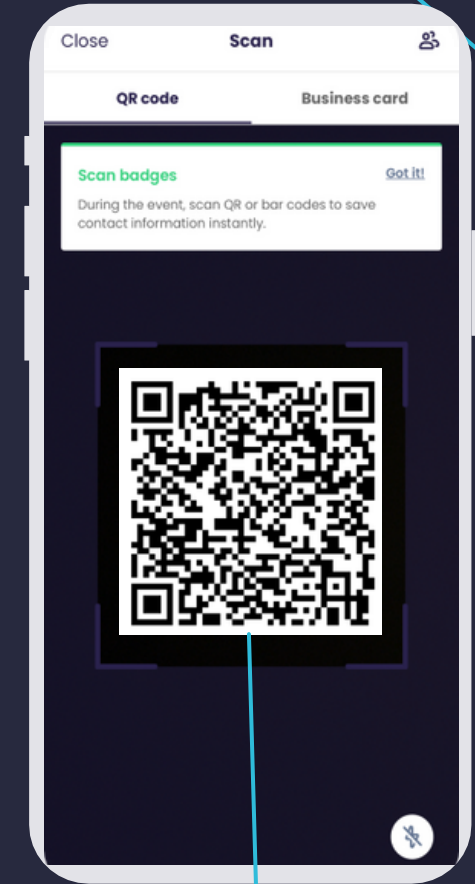
However, you will be able to show your own digital badge and allow yourself to be scanned and connected with.



Step 1



Step 2



Step 3



Login

My Badge

Update your Profile

Browse

Network

Meetings

Connect

Download Connections



# Download your Connections

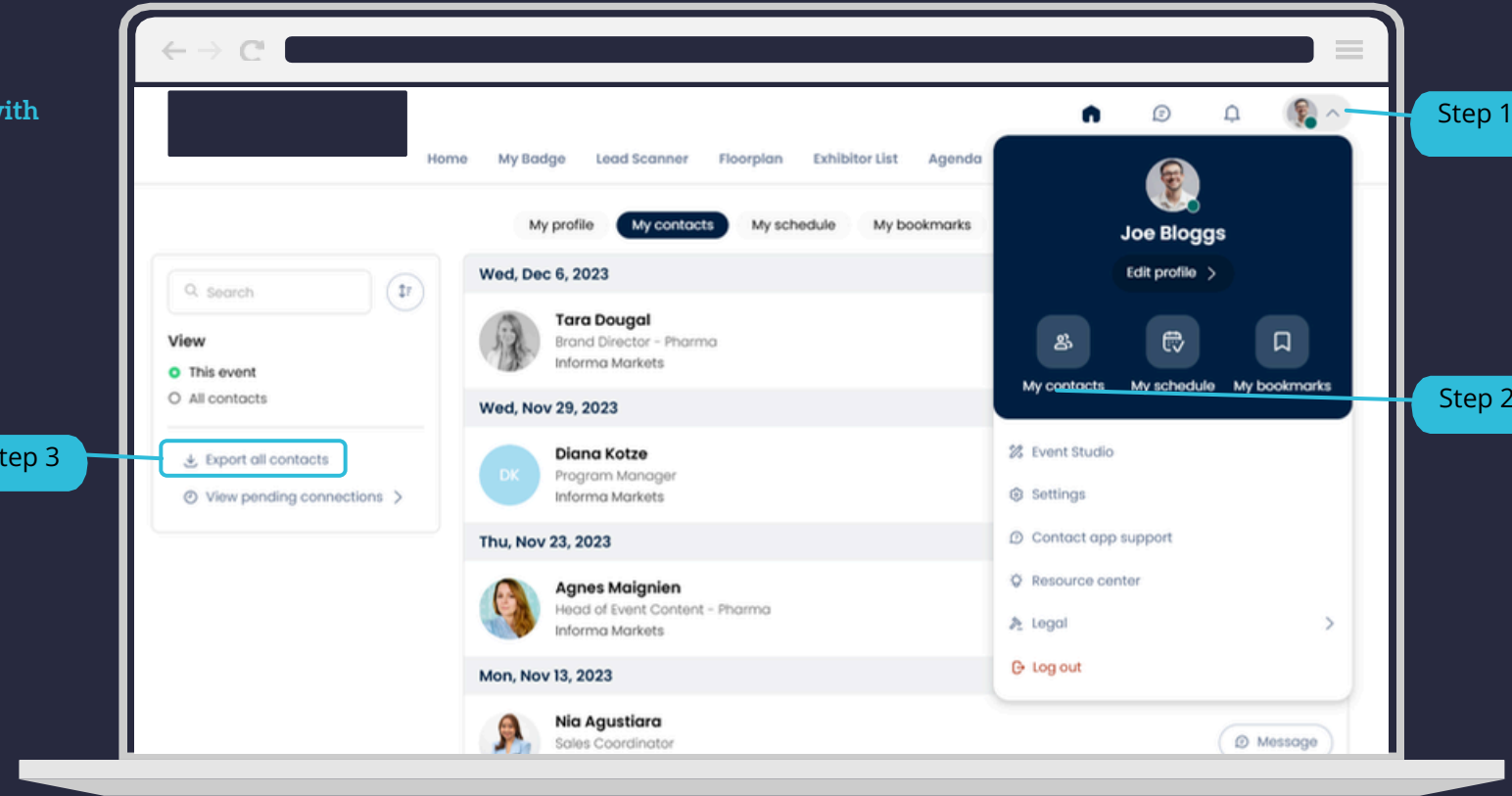
You will be able to export the details of any participant you have connected with

## Downloading Connections

Step 1. Click your picture in the top right corner.

Step 2. Click 'My Contacts' from the drop-down menu.

Step 3. To export them to an excel file, click 'Export all contacts'.



## What counts as a connection?

- Requested or accepted a meeting with you
- Exchanged messages with you
- Accepted a connection request
- Badges scanned

# Extra time. Extra access. Extra value.

Log in today to get extra from your event experience.

For any additional questions or support, please contact customer service on [kbbcustomerservice@informa.com](mailto:kbbcustomerservice@informa.com)

Or get in touch via the Help Desk button in the App.

