Ace10x for Events & Conferences — Organiser Guide

Tap-to-connect badges, booth lead capture and sponsor-ready lead reports

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For event organisers. Every attendee gets an NFC badge that opens their profile when tapped. Exhibitors capture leads by tapping a visitor's badge with their phone, and you see leads per booth for your sponsor report. Badges stop working when the event ends.

Screenshots come from demo organisations (Acme Technologies, Greenwood Public School and DevConf India 2026); your screens show your own name, people and data.

Before the event, in order

1. Accept the invitation and set branding (logo, event name, colour).
2. Confirm the event's end date with Ace10x: badges stop working after it.
3. Create one *booth* per exhibitor.
4. Upload the registration list as a CSV with **Create their account**; put exhibitor staff in their booth with the `group` column.
5. Order badges for everyone; each badge is already linked to its attendee's profile.

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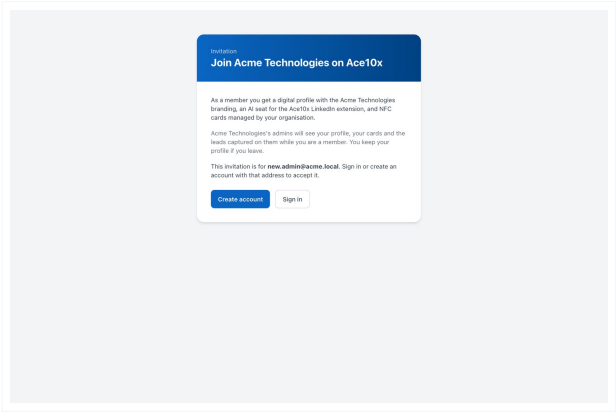
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1 Getting started

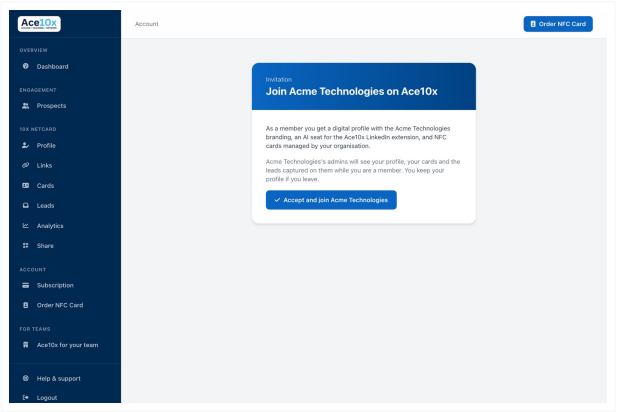
Accept the invitation

The Ace10x team creates your organisation and sends the owner an invitation email (valid for 14 days). Open it and click **Accept invitation**. Signed out, the page asks you to sign in or create an account *with the invited email address*; the sign-in and sign-up pages show **Joining <organisation>** and that address, and sign-up fills it in. Signed in with that address, click **Accept and join**. A forwarded invitation cannot be used by anyone else.

If you already have an Ace10x account with that address, you become the owner straight away and see **Organisation admin** in your sidebar.



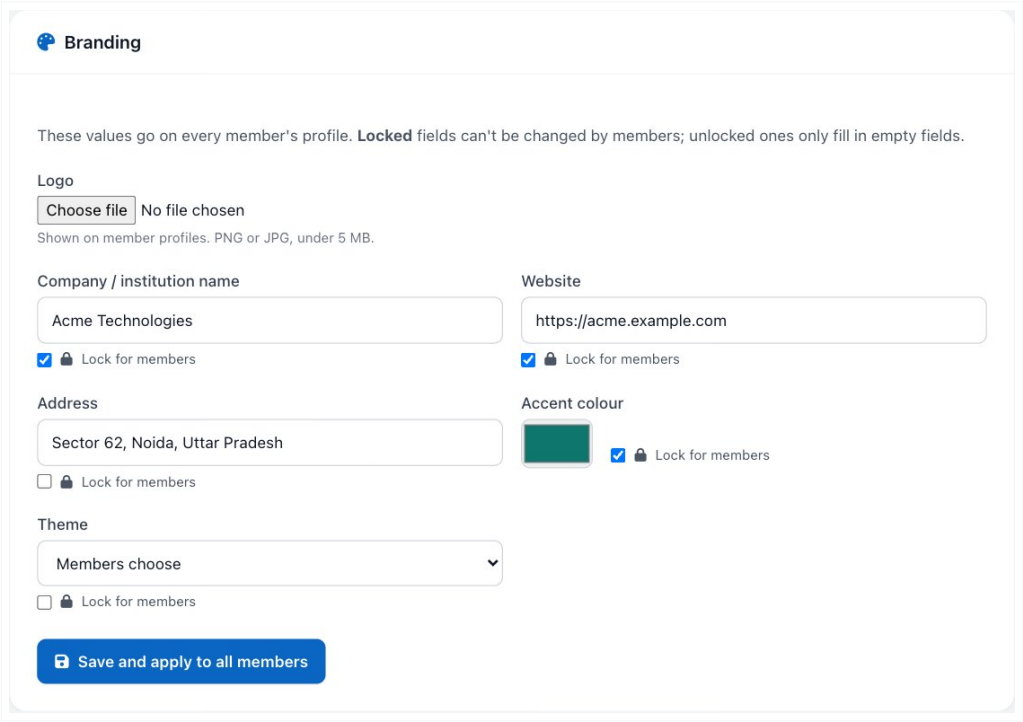
Signed out: create an account or sign in.



Signed in with the invited address: accept.

Branding and locked fields

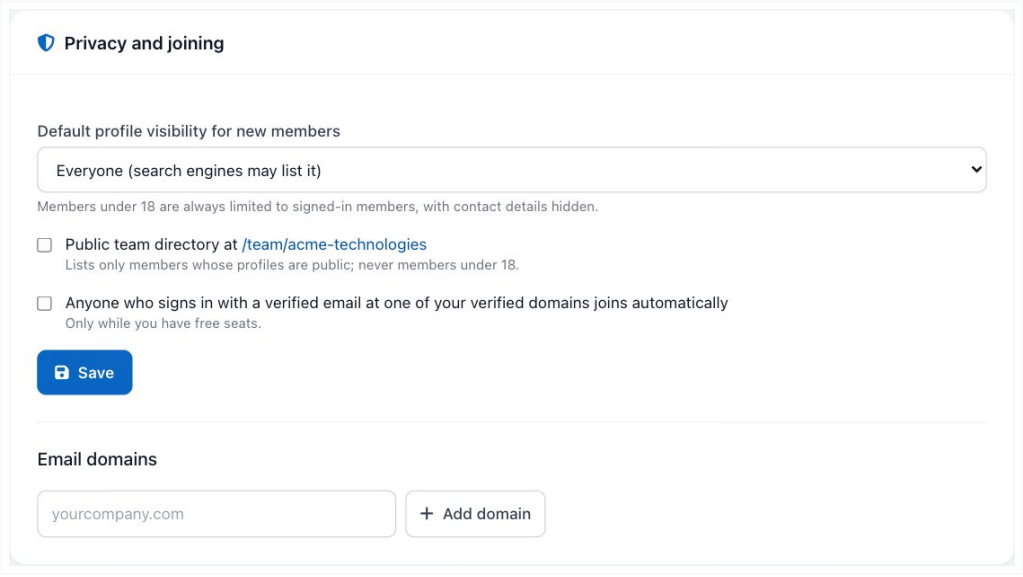
Settings → Branding: upload your logo (PNG or JPG, under 5 MB) and set the name, website, address, accent colour and theme. Tick **Lock for members** on anything every profile must show the same way. Saving applies the values to every member at once. Locked fields are read-only in members' profile editors ("Set by ..."); unlocked values only fill in fields a member left empty.



Settings → Branding.

Privacy and who can see profiles

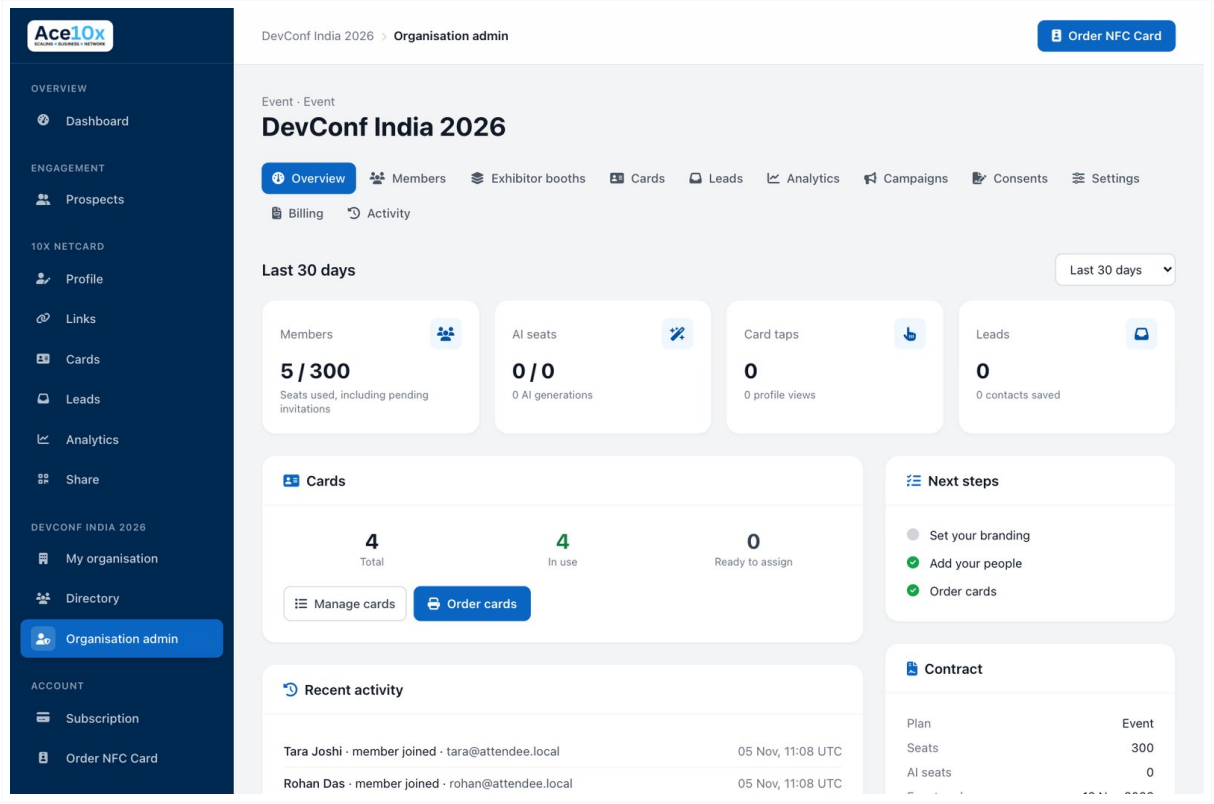
Choose the default visibility for new members' profiles: *everyone*, *only people with the link or card* (hidden from search engines), or *only signed-in members of the organisation*. You can also publish a team directory at `/team/<your-name>`; it lists public profiles only and never anyone under 18.



Settings → Privacy and joining.

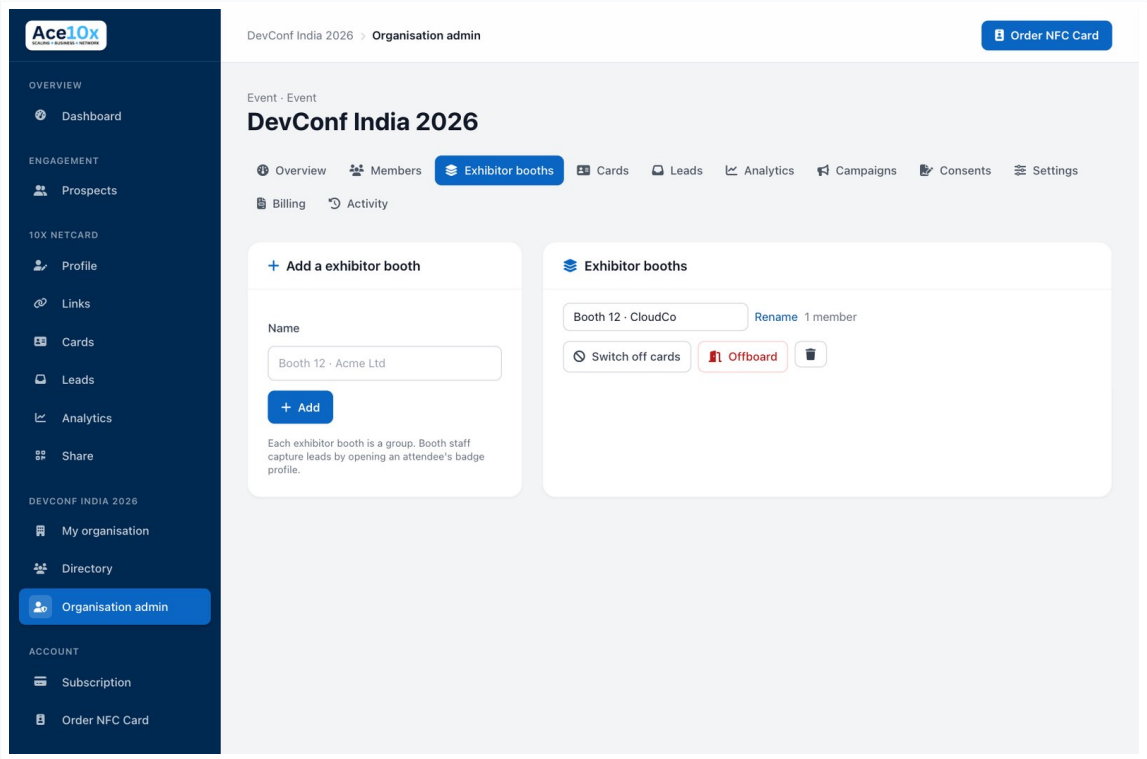
The dashboard

The overview shows attendees and seats in use, badge taps, profile views and leads for the chosen period, your badges at a glance and recent activity.



Organisation admin → Overview for an event.

2 Booths, exhibitors and attendees



Exhibitor booths.

Exhibitor booths first

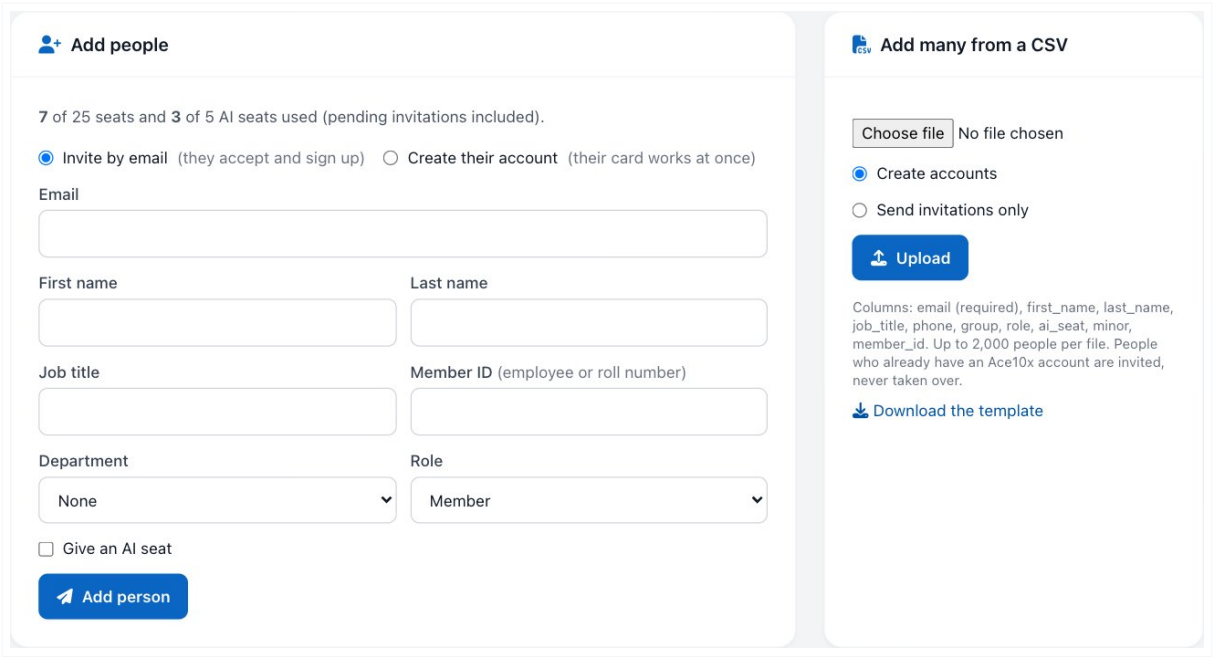
Exhibitor booths group your people for filtering, analytics, card orders and bulk actions. Add, rename (names must be unique) or delete them here; a CSV upload also creates any booth named in its `group` column. Each booth has **Switch off cards** and **Offboard** for when a whole booth leaves.

Add one person

On **Members → Add people** choose:

- **Invite by email**: they get an invitation, sign up or sign in with that address and accept. Best when people already use Ace10x.
- **Create their account**: the account, profile and membership are created now and the profile is live straight away (so their card works on day one). They get an email to set their password.

Set job title, member ID (registration number), booth, role (member or admin) and AI seat. If the email already belongs to an Ace10x user, they are always invited, never taken over.



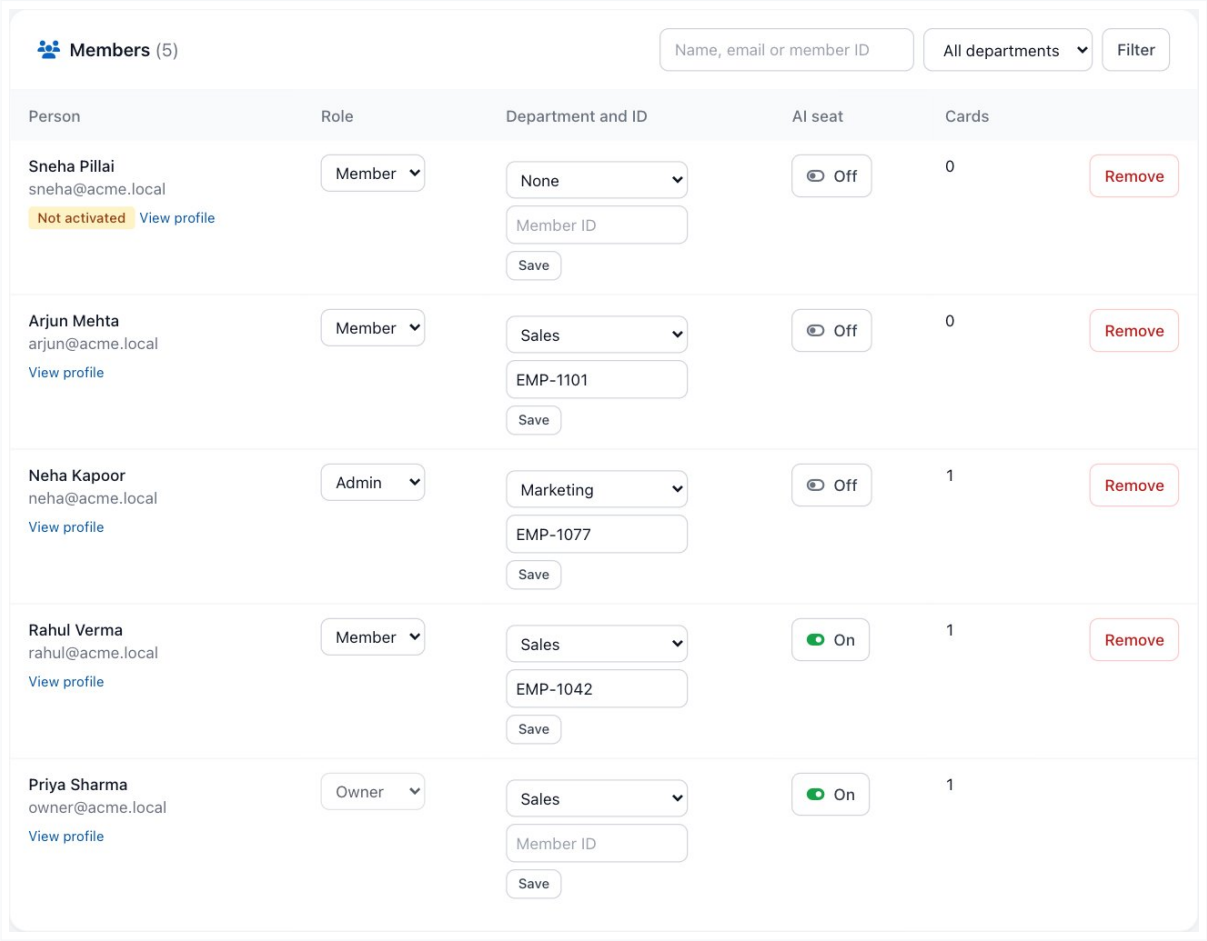
Members → Add people, and Add many from a CSV.

Add many from a CSV

Download the template, fill one row per person and upload. Columns: `email` (required), `first_name`, `last_name`, `job_title`, `phone`, `group`, `role` (*admin* or *member*), `ai_seat` (yes/no), `minor` (yes/no), `member_id`. Up to 2,000 people per file. Each row is handled on its own: rows that cannot be added are listed by line number and the rest are added. Files with more than 100 people are added in the background; the result appears under **Activity** within a minute or two.

Manage members

The list shows each person's role, booth, member ID, AI seat and card count, with badges such as *Not activated* and *Unpublished*. Change a role from the drop-down, edit booth and ID and click **Save**, switch AI seats on or off. Pending invitations are listed below with **Send again** (the old link stops working) and **Cancel**. Pending invitations hold a seat until they are accepted, cancelled or expire.



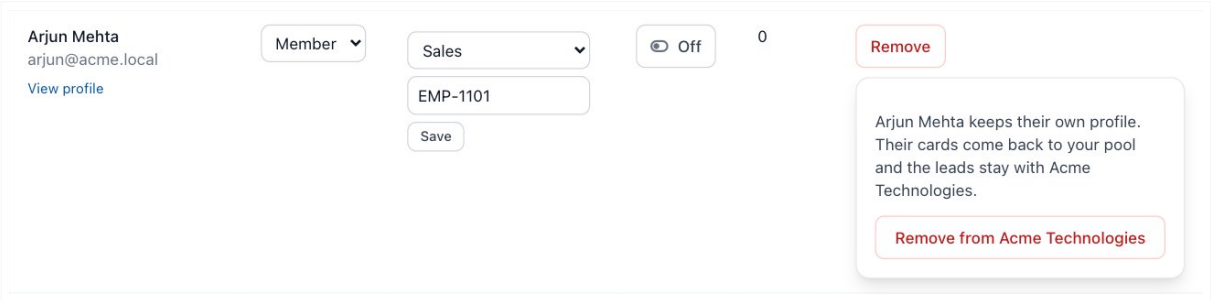
Members list.

When someone leaves

Click **Remove**. What happens:

- The person **keeps** their Ace10x account and profile.
- You **keep** the cards: they are unlinked and go back to your pool, ready to reassign without reprinting.
- You **keep** every lead captured while they were a member.
- Your branding (name, website, address) is removed from their profile and their AI seat is freed.

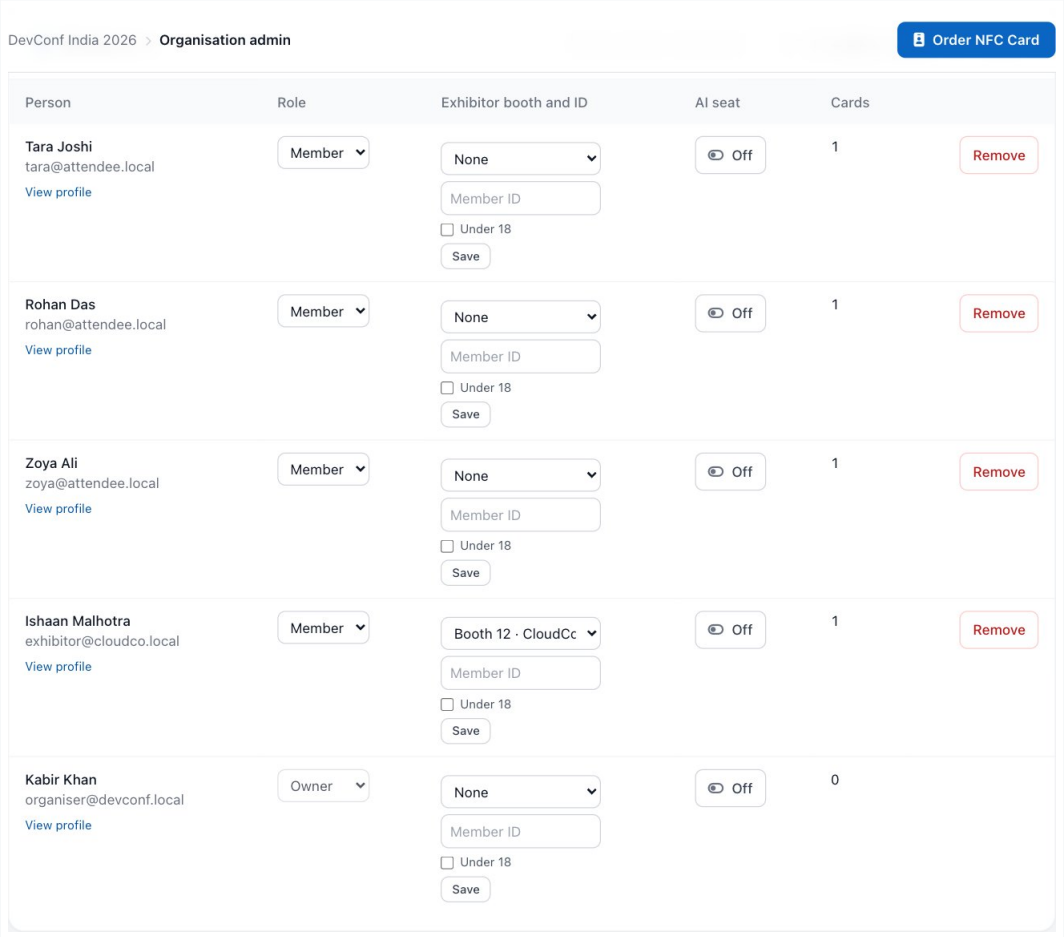
Only owners can remove or change other owners, and every organisation keeps at least one owner.



Removing a member.

Who is an exhibitor

Anyone placed in a booth is that booth's exhibitor staff. Everyone else is an attendee.

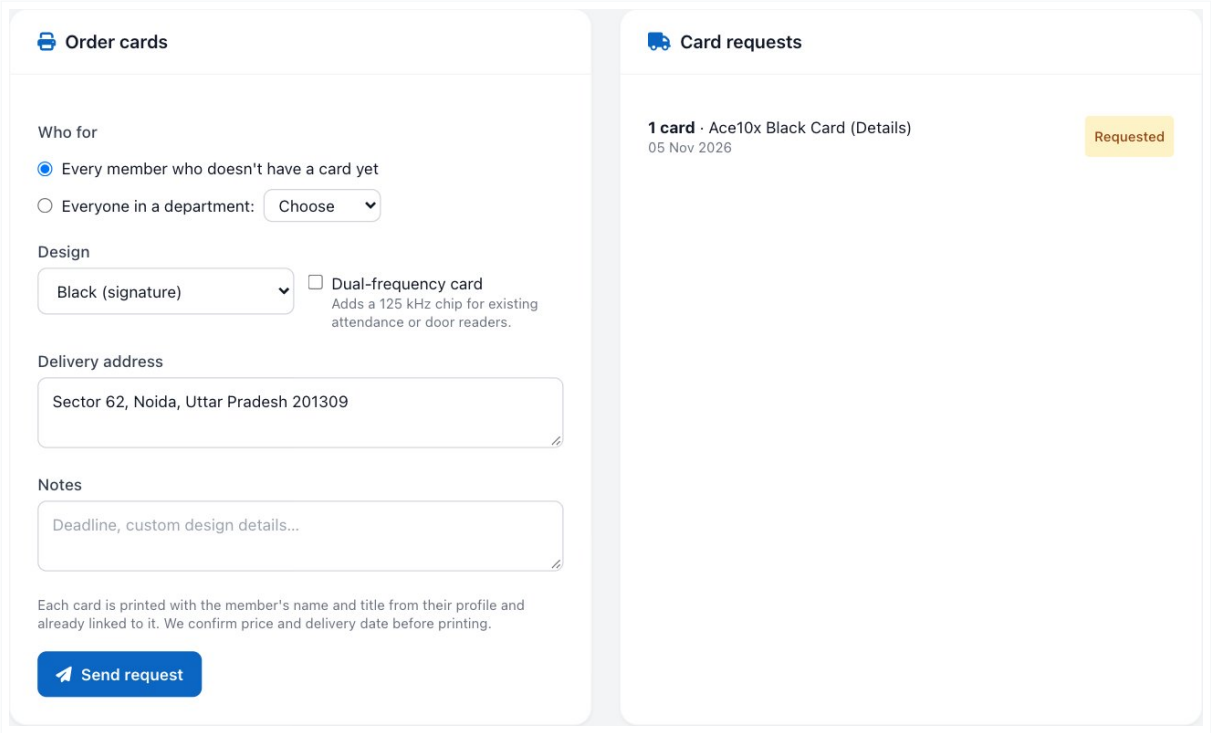


Attendees and exhibitor staff.

3 Badges

Order cards

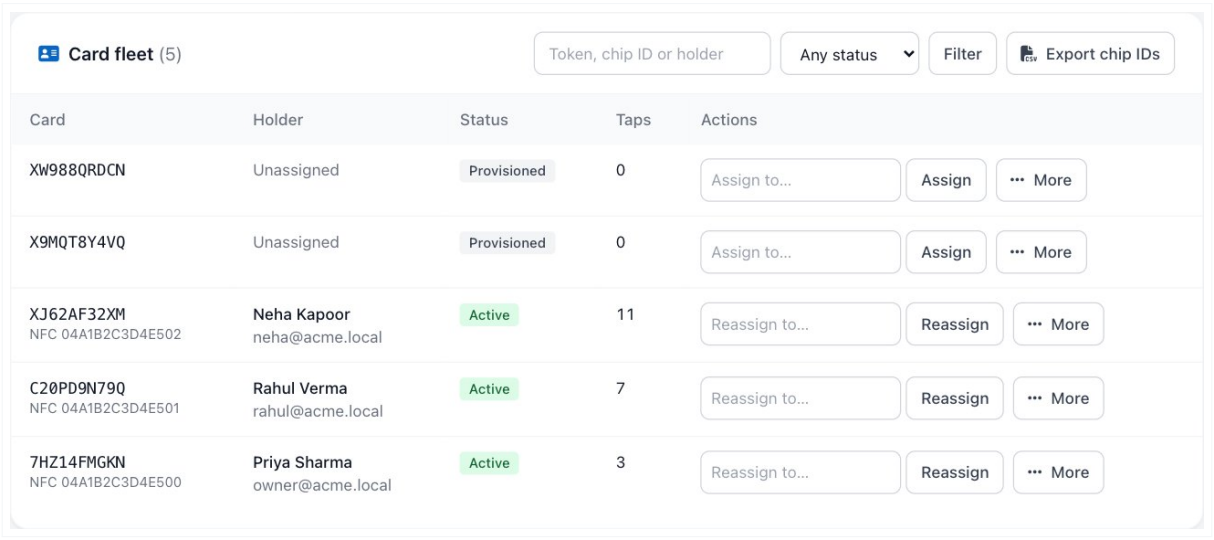
Cards → Order cards: everyone who has no card yet, or everyone in a booth; the design; dual-frequency if needed; delivery address and notes. The Ace10x team confirms the price and delivery date, prints each card with the person's details and links it to their profile before it ships, so nobody has to activate anything.



Order cards, and the status of each request.

The card fleet

Every card you own, with its holder, status, taps and chip IDs. Type a member's email (the box suggests names), then **Assign** or **Reassign** sends the card to that person's profile instantly, without rewriting the chip. **More** has **Unassign**, **Switch off**, **Report lost** and **Reactivate**. A switched-off or lost card shows a "no longer active" page when tapped. **Export chip IDs** downloads name, email, member ID, booth, card token, NFC UID and 125 kHz chip ID as a CSV.



Card fleet.



More actions on a card.

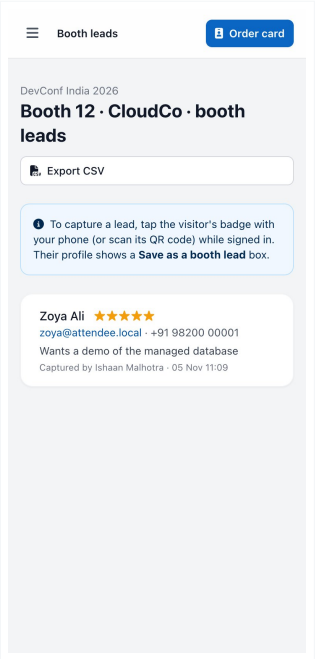
4 At the event

Swapping contacts

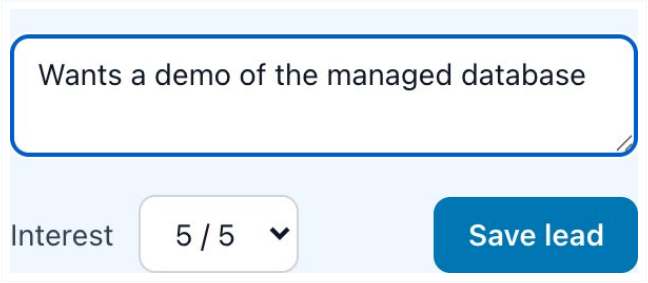
Attendees tap each other's badges with their phones to open the profile and save the contact.

Exhibitor lead capture

Exhibitor staff, signed in on their phone, tap a visitor's badge (or scan its QR code). The profile shows a **Save as a booth lead** box that only they can see: add notes and an interest rating and save. Tapping again updates the same lead. **Booth leads** lists the booth's leads and exports a CSV. Lead capture works only while the event is running, and never for attendees under 18.



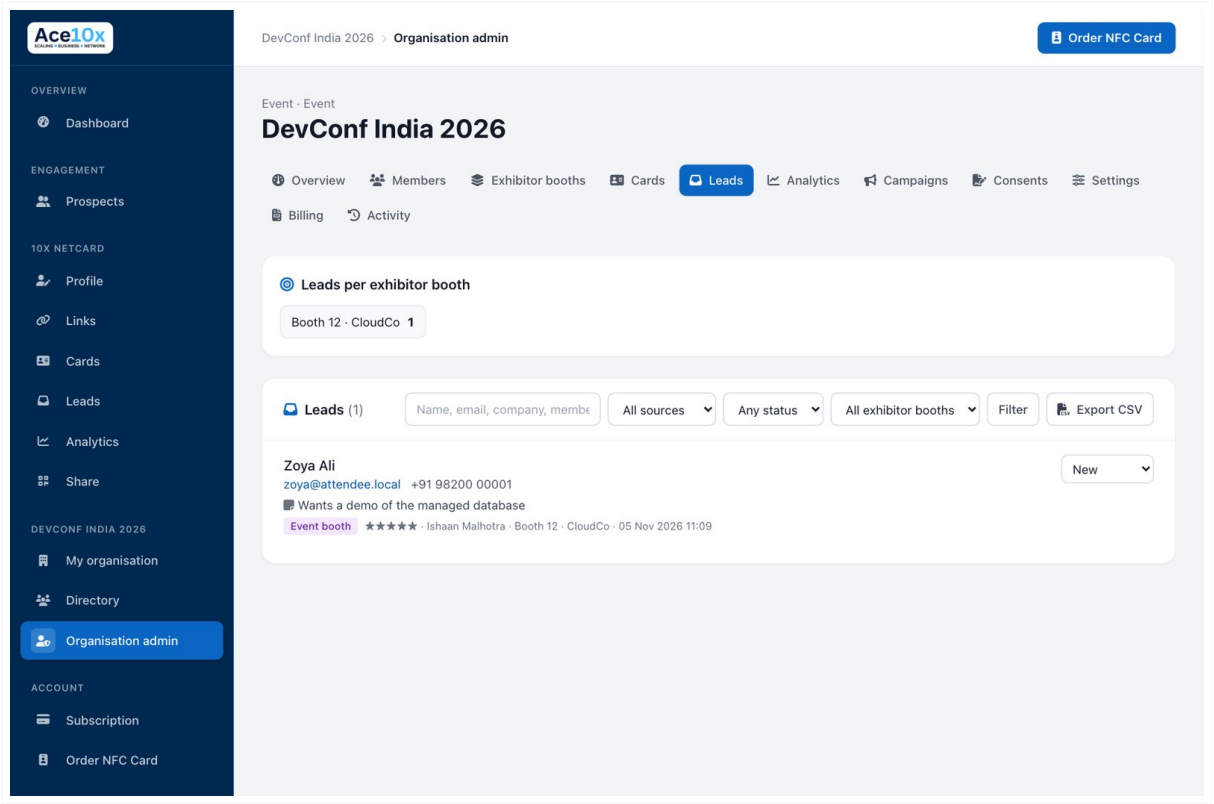
The exhibitor's booth leads.



Saving a visitor as a booth lead.

For the organiser

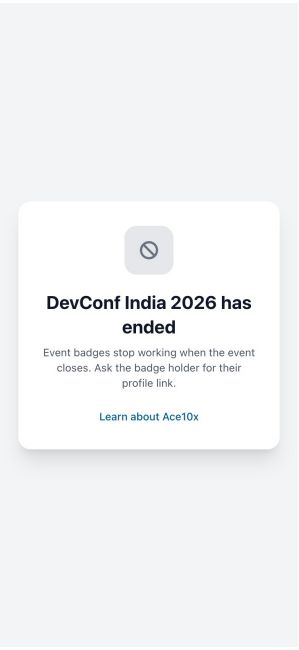
Leads shows leads per exhibitor booth for your sponsor report, and every lead with its notes and rating. Export everything as CSV, or send leads to your CRM as they arrive (Section 6).



Organiser's view of booth leads.

5 After the event

From the end date, tapping a badge shows that the event has ended. Attendees keep their Ace10x accounts and profiles and can continue on a personal plan. Leads stay with you and remain exportable.

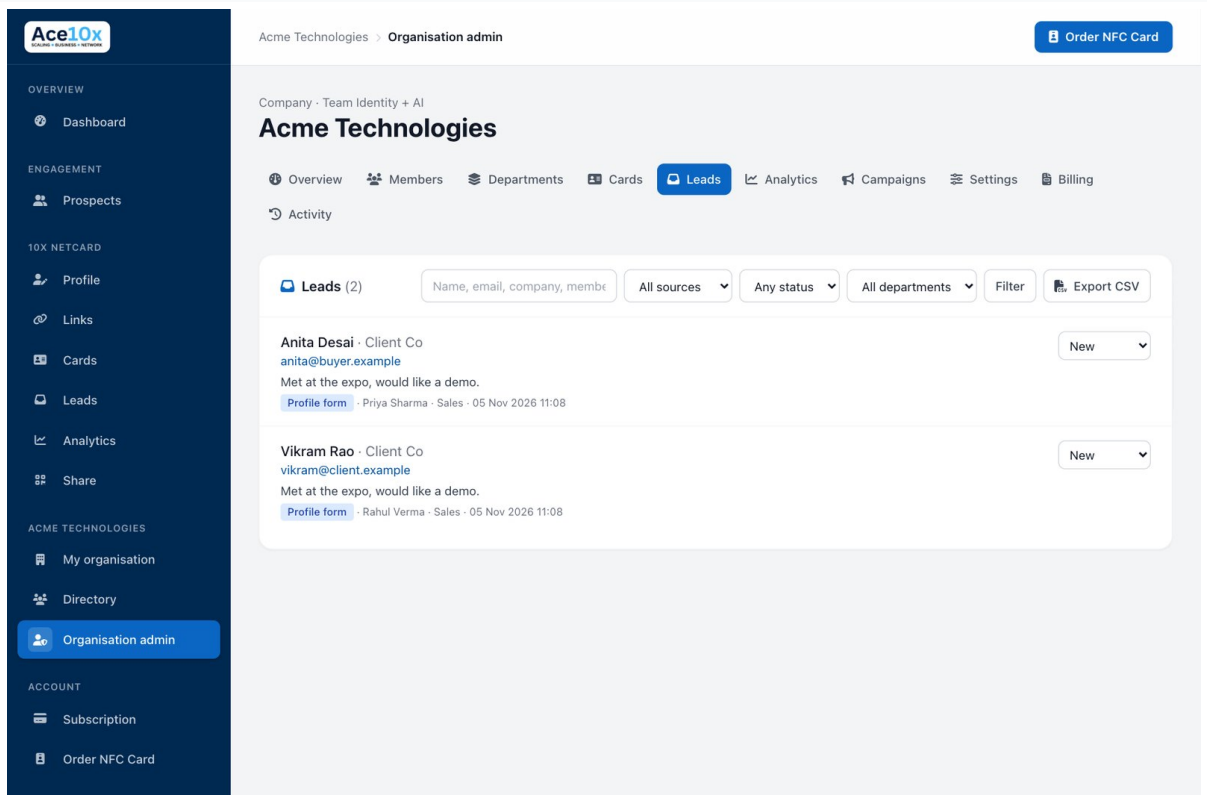


A badge tapped after the event.

6 Leads, analytics and billing

Leads

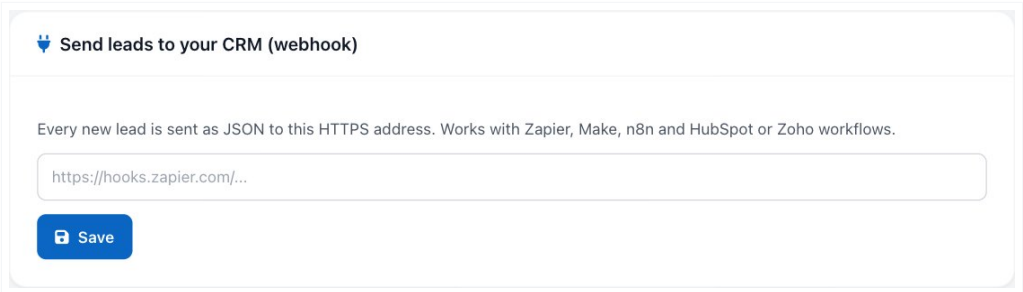
Every lead from a member's profile contact form lands in your lead inbox as well as the member's own. Filter by source, status, booth or text, set a status (every change is recorded under **Activity**) and export a CSV. Leads stay with you when a member leaves.



Leads.

Send leads to your CRM

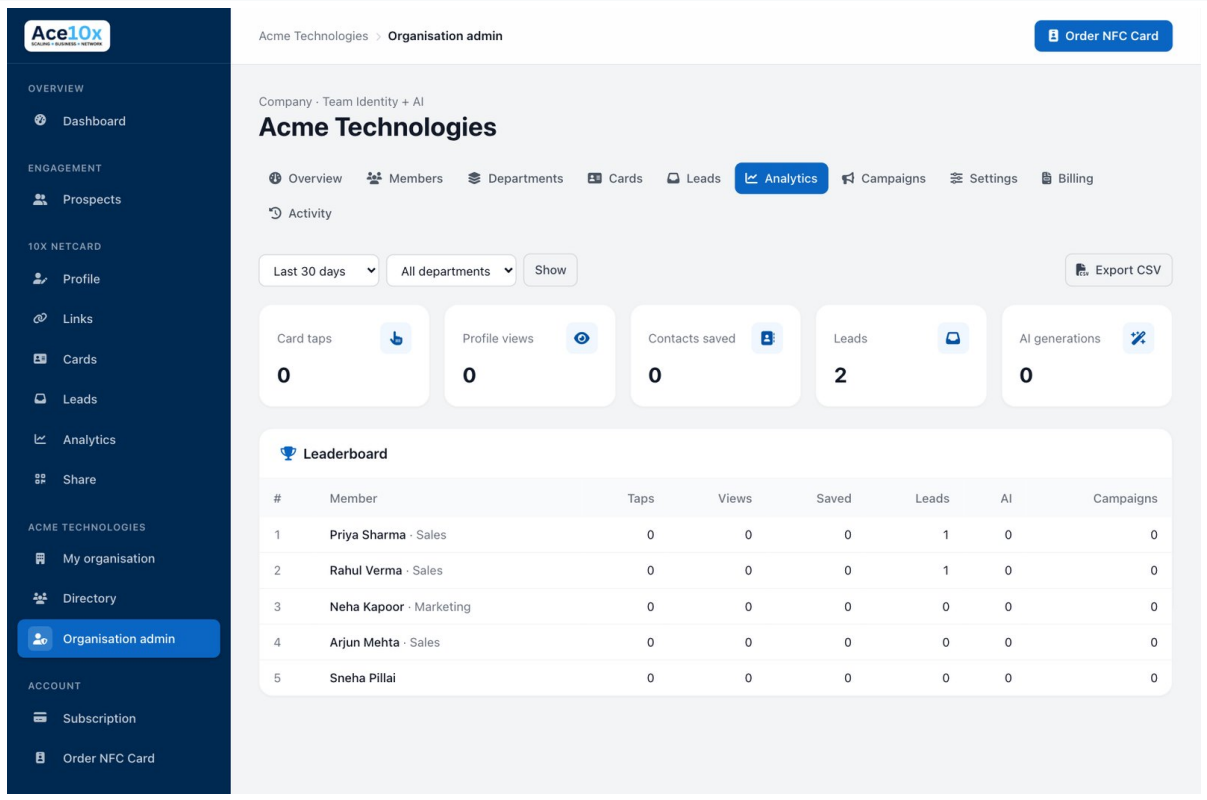
Settings → Send leads to your CRM: enter an HTTPS webhook address (Zapier, Make, n8n, HubSpot or Zoho workflows). Each new lead is sent as JSON with an `X-Ace10x-Signature` header (HMAC-SHA256 of `timestamp.body` with the signing secret shown). Failed deliveries are retried and can be re-sent; **Send a test event** works up to 5 times an hour. Internal and private network addresses are refused.



Webhook settings.

Analytics

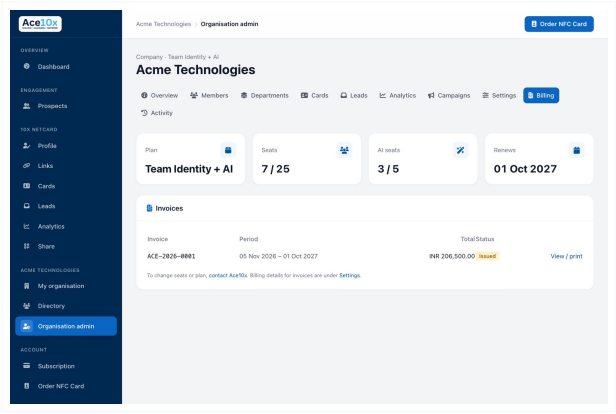
Taps, profile views, contacts saved, leads and AI generations for 7, 30, 90 or 365 days, engagement by booth and a per-person leaderboard. Export as CSV.



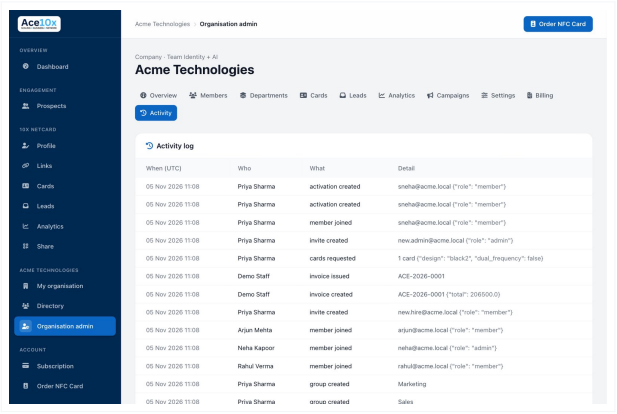
Analytics.

Billing and activity

Billing shows your plan, seats, renewal date and issued invoices (view or print). Fill in your legal name, GSTIN and billing address under **Settings → Billing details**. **Activity** records who did what and when (UTC): invitations, role changes, card actions, exports and lead status changes.



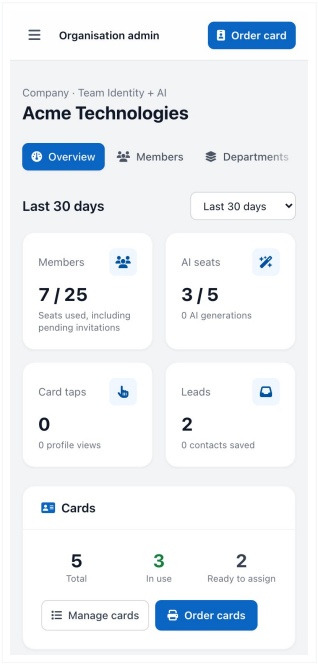
Billing.



Activity log.

On a phone

Every admin page works on a phone: the tabs swipe sideways, tables become stacked cards and forms fill the width.

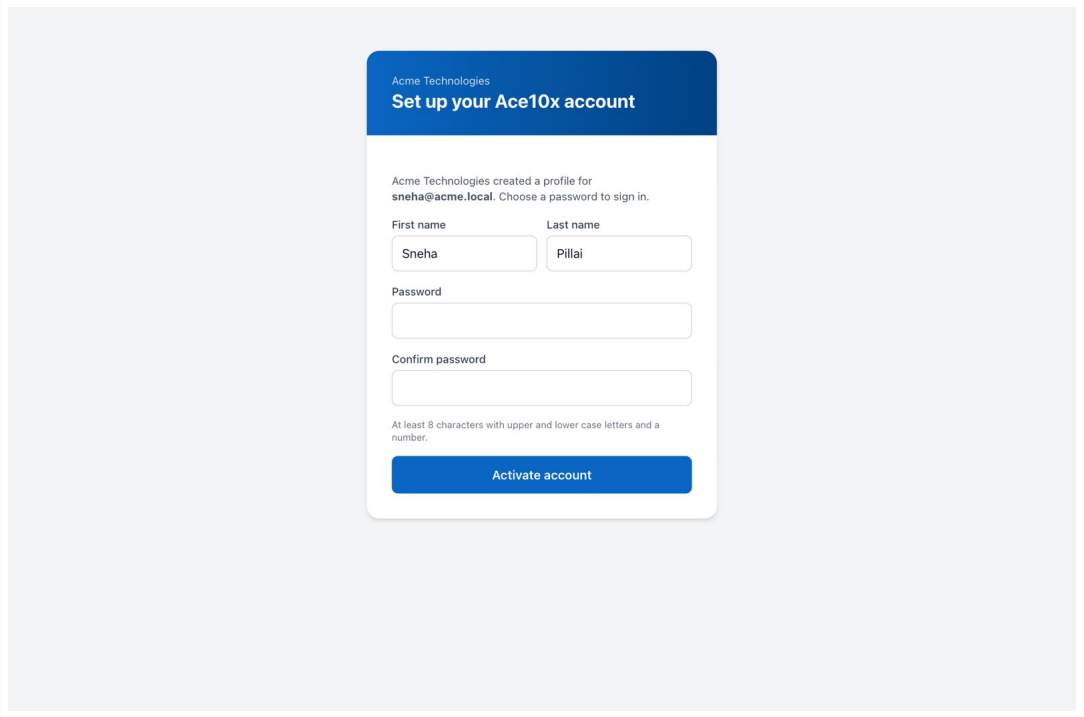


Overview on a phone.

7 What attendees see

Activate an account the organisation created

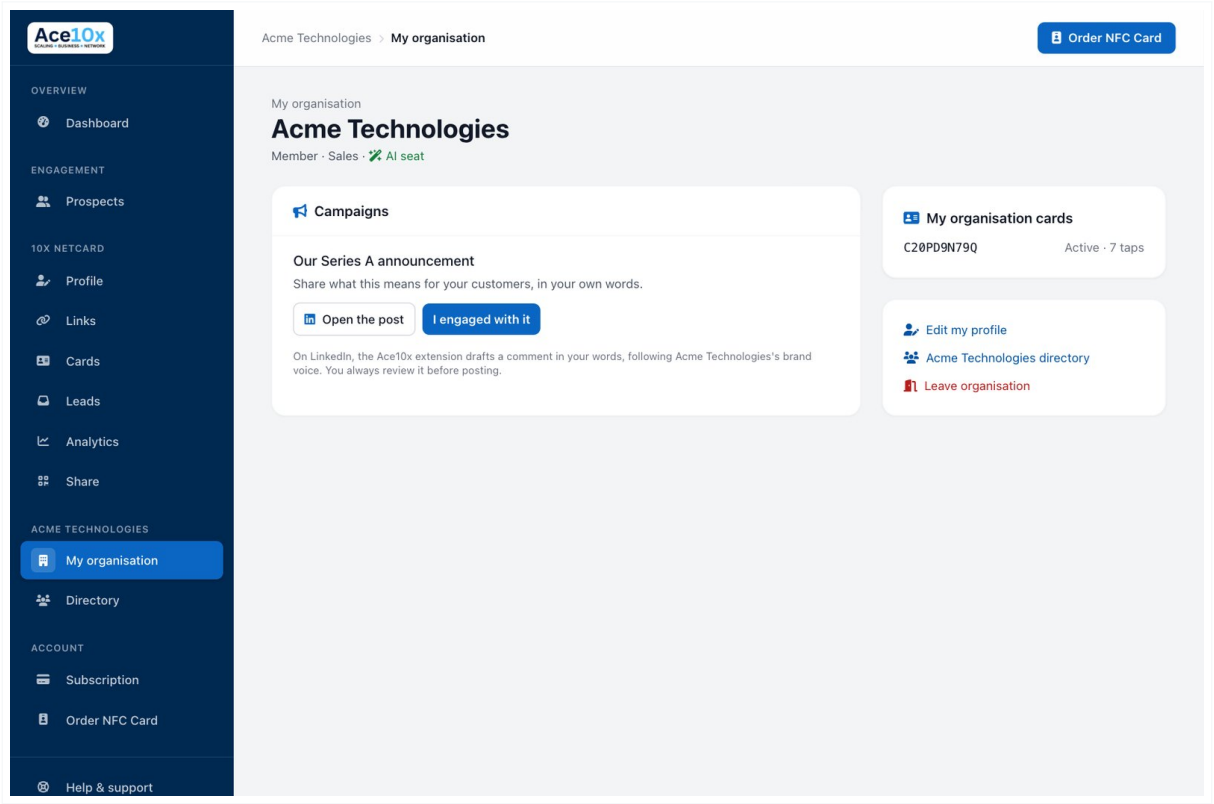
The email says *Your Ace10x account is ready.* Click **Set my password**, choose a password (8+ characters with upper and lower case and a number) and you are signed in to your profile.



Activation page.

My organisation

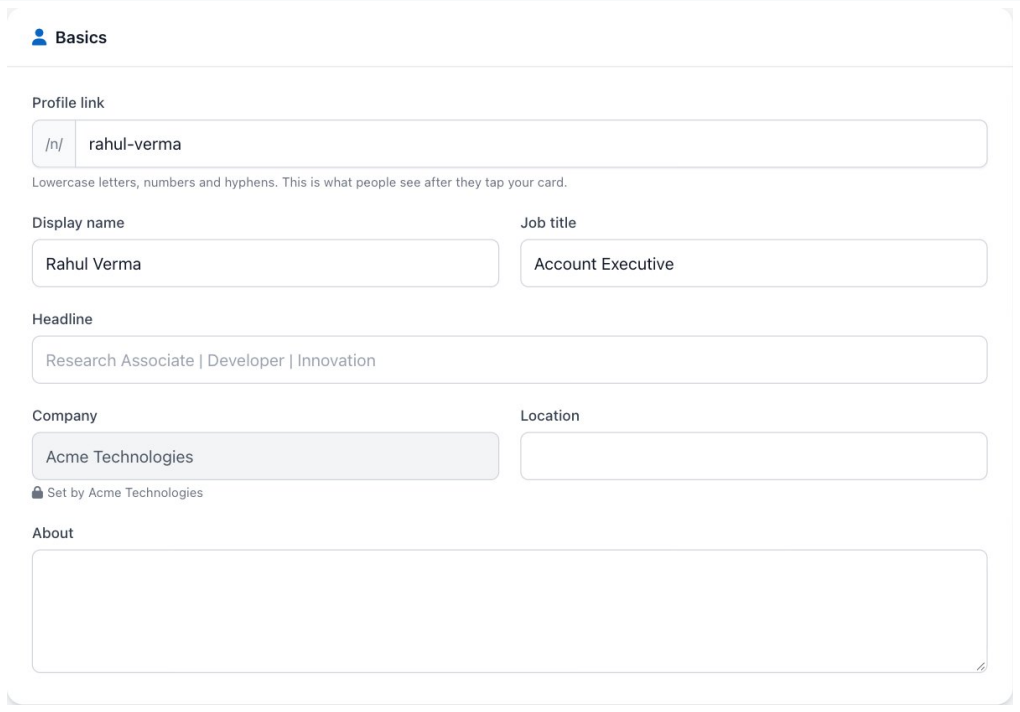
Shows your role, booth and AI seat, open campaigns, your organisation cards and links to your profile and the directory. You can leave the organisation here (owners and students cannot leave on their own).



My organisation.

Your profile and the directory

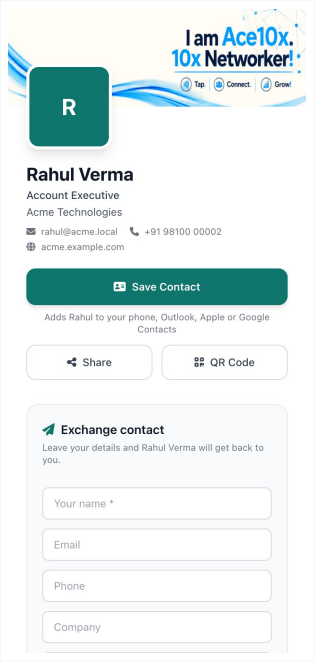
Edit your profile as usual; fields your organisation locked are read-only ("Set by ..."). **Directory** lists colleagues with published profiles, searchable by name, title and booth.



Profile editor with the company name locked.

What people see when they tap your card

Your profile with the organisation's logo and name, Save Contact, Share, QR code and the contact form. Leads go to you and to your organisation.



A member's public profile.

8 Reference

Who can do what

Action	Owner	Admin	Member	Ace10x team
Make or remove owners	✔			✔
Invite, create, remove people; roles; Exhibitor booths	✔	✔		
AI seats, brand voice	✔	✔		
Branding, privacy, domains, webhook	✔	✔		
Card fleet, order cards, export chip IDs	✔	✔		
Leads inbox, analytics, campaigns	✔	✔		
Billing details, view invoices, activity log	✔	✔		
Own profile, cards, campaigns, directory	✔	✔	✔	
Seats, plan, prices, dates; suspend; invoices				✔

Rules that apply automatically

- **Seats:** members plus pending invitations count against seats. An invitation that expires (14 days) or is cancelled frees its seat. Ace10x cannot lower your seats below what is in use.
- **One organisation per person.** Accepting requires signing in with the invited email address.
- **AI seats** work while the organisation is active and before its end date. A personal paid plan takes priority.
- **Suspended organisations** are view-only for their admins; members' own profiles keep working.
- **Leavers** keep their profile; you keep cards and leads; your branding is removed.
- **Email domains:** only one organisation can verify a domain. Gmail, Outlook and other public providers can never be claimed.
- **People who are not in an organisation** see no change at all.

Common questions

The invitation link says it expired. Ask an admin to click **Send again**; the old link stops working.

Someone already has an Ace10x account. Invite them; they accept with that account and keep their profile.

A card was lost. **Cards → More → Report lost**, then assign a spare or order one.

We need more seats. Contact Ace10x; seats change on the contract and the next invoice.