

QUICK GUIDE  
FOR EXHIBITORS

# MIXIE POINTS

### WHAT IS A MIXIE POINT?

MIXIE POINT is a QR code that leads to the information of the brand or product you want to display.

### WHICH FORMAT SHOULD I USE FOR UPLOADING THE INFORMATION?

It can be a link, a document, an image, a video... Upload the information in so many languages as you want.

### HOW MANY MIXIE POINTS CAN I CREATE?

You can create as many QR codes as you want, and remember that this is a free service from Feria de Zaragoza.

### CAN I GET TO KNOW WHO IS SCANNING MY MIXIE POINTS?

Of course, you can find out which Mixie Points have generated more interest, if the information has been downloaded, if they have been shared, and learn as many details as you want about the visitor who is reading them. (\*)

*\*Reports have extra cost.*

## HOW TO CREATE A MIXIE POINT?

Log in the exhibitor  
platform:  
**<http://expositores.feriazaragoza.es>**

Phase Catalogue,  
and search for Mixie  
Points at the bottom  
of the page:

The screenshot displays the 'EXHIBITOR CATALOGUE INFORMATION' form on the FERIA ZARAGOZA platform. The form includes fields for Company (TEST MIXIE), Catalogue status (Finished), and Exhibitor data. The Exhibitor data section contains fields for Name, Type of Business, Address, Postal code, Home Address City, Country, Post Office Box, Phone(s) number(s), Email(s), and Website(s). The 'MIXIE POINTS' button is highlighted with a red circle and a hand icon pointing to it.

FERIA ZARAGOZA

CONFIGURATION - PHASES - REPORTS -

FIMA 2024

EXHIBITOR CATALOGUE INFORMATION

Company  
TEST MIXIE

Catalogue status  
Finished

Exhibitor data

Name that will appear on promotional media (Catalogue, web, app, passes, etc.)  
TEST MIXIE

Type of Business  
Select a company type ...

Address  
A2, Km 311

Postal code  
50012

Home Address City  
Zaragoza

Country  
Barbados

Post Office Box

Phone(s) number(s)  
0034 976970976

Email(s)  
testmixiefena@gmail.com

Website(s)  
Enter websites ...

Go back

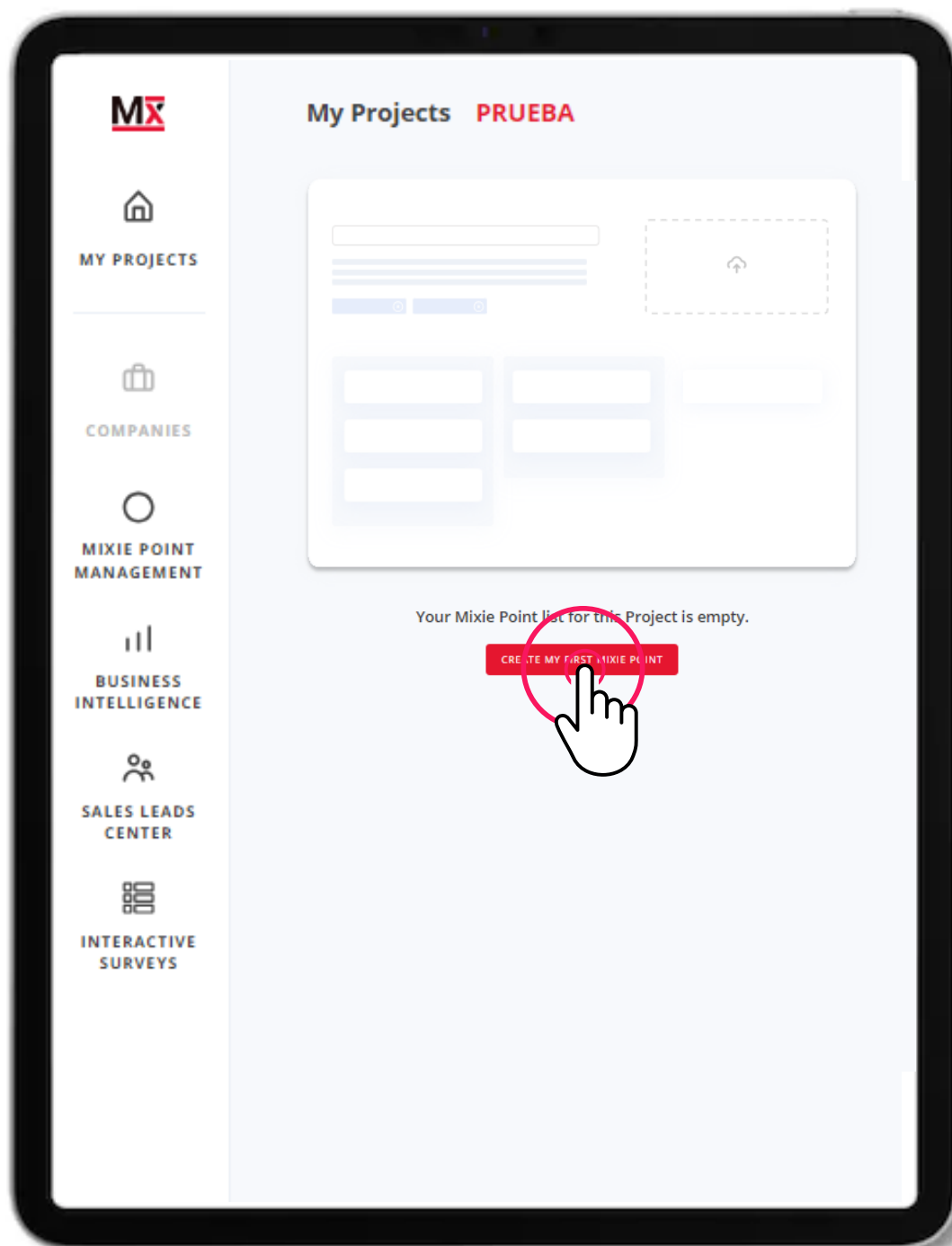
MIXIE POINTS

Notification

Save

## HOW TO CREATE A MIXIE POINT?

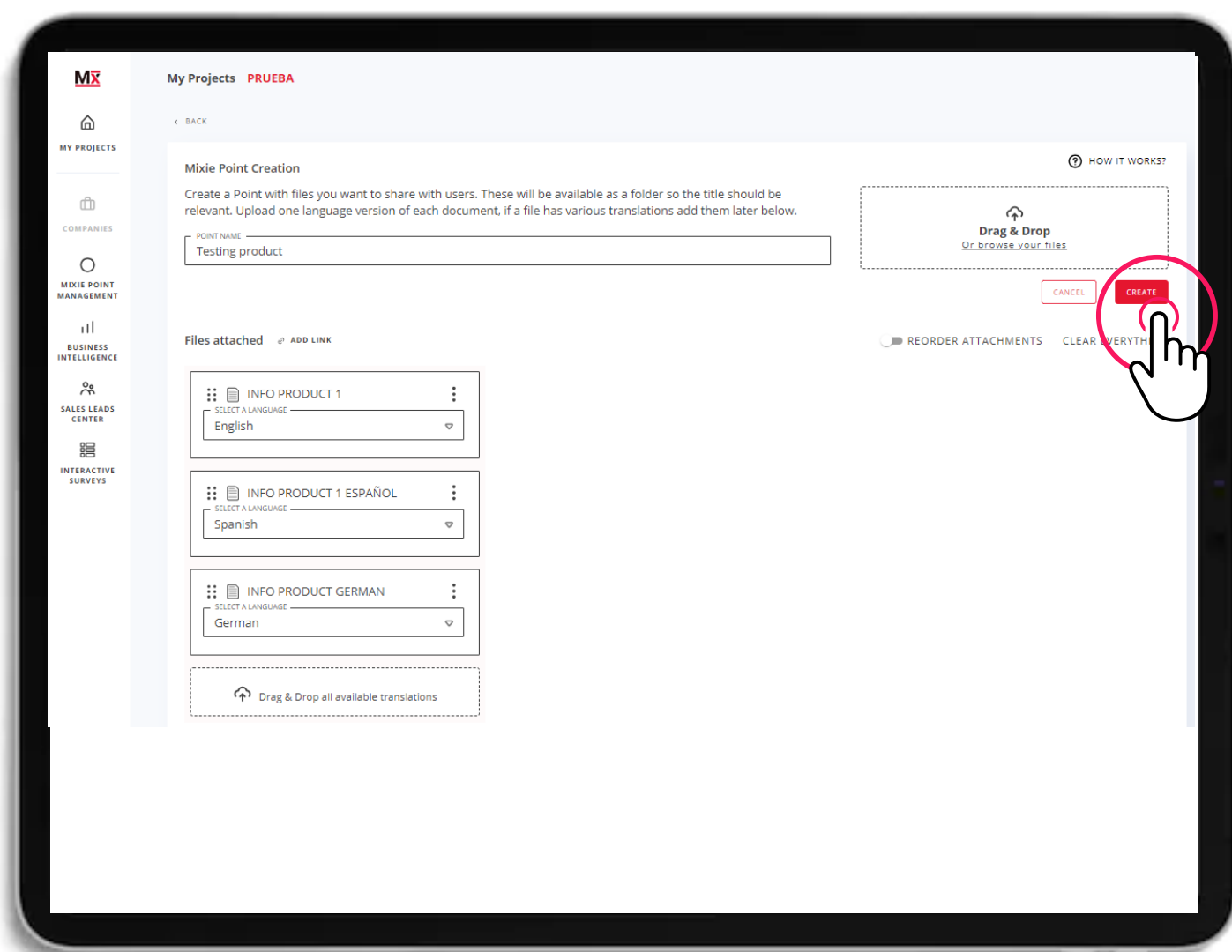
Create my first  
**Mixie Point**



## HOW TO CREATE A MIXIE POINT?

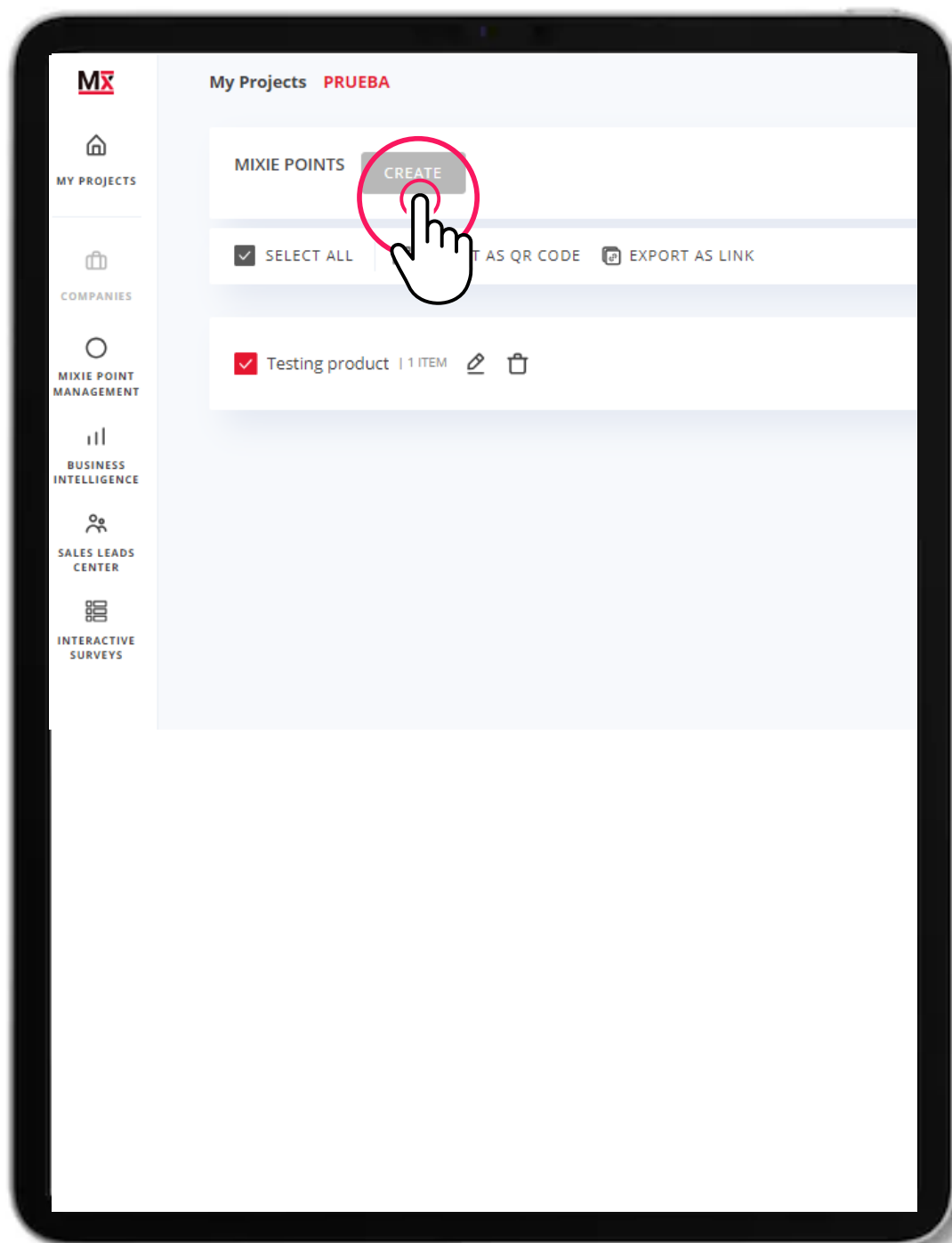
**Upload the information** in the format you prefer: link, pdf, jpg,...

and specify if they are available in different languages.



## HOW TO CREATE A MIXIE POINT?

**Export** it as QR  
code, and you got it!



**1. ABRE LA  
APP DE FIMA  
2. ESCANEA**

**1. OPEN THE  
FIMA APP  
2. SCAN**

**SCAN INFO**



**MIXIE POINT**

**FIMA2024**

