

How to Reward New and Existing Customers at an Event

What Is This?

At a physical event, you want every visitor to get the same gift. New visitors join on the spot, and your existing members claim it too. You set this up with two QR codes at your booth: one to join, one to claim. Both hand out the same reward.

Real-Life Example

Aishah runs a supermarket in Shah Alam and booked a booth at a weekend fair. She offered a free tote bag to every visitor. New shoppers scanned her "Join" code, signed up, and got the tote. Her regulars could not register again, since their number was already saved. So she gave them a second "Members" code to scan, log in, and claim the same tote. Everyone left with a gift, and she gained over 200 new members.

How to Set It Up

1. Create your event reward. Set **Points to Redeem** to **0**, then leave **Single Redemption** and **Auto-assign to New Customers** off. Only this mix appears in the form list later.

Reward Name

Weekend Fair Free Tote Bag

Points to Redeem

0

Set to 0 so the reward is free to claim.



Single Redemption

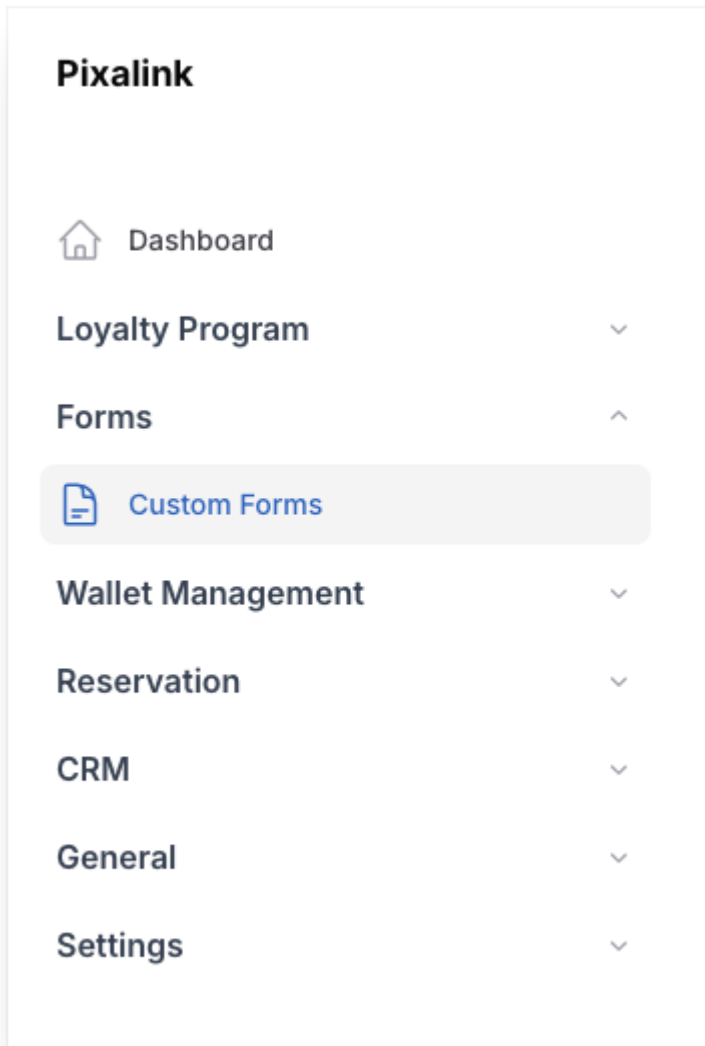
Leave off. The form already gives each customer one.



Auto-assign to New Customers

Leave off, or the reward will not show in the form list.

2. Go to **Admin Panel** → **Forms** → **Custom Forms**, then click **New custom form**.



3. Build the new-visitor form. Choose **Registration Form**, give it a name, and keep it active.

Form Type
☒ Registration Form
☐ Receipt Upload Form
☐ Custom Form

Name*
Petal & Stem Sign-Up

Slug*
petal-stem-sign-up

Description

B I U x₂ x² H₂ H₃

☒ Active

4. Build the member form. Add another form, choose **Custom Form**, then name it. **Require Login** turns on by itself.

Form Type

- ☐ Registration Form
- ☐ Receipt Upload Form
- ☒ Custom Form

Name

Weekend Fair – Members

☒ Require Login

If enabled, customers must be logged in to submit this form.

☒ Active

5. Attach the reward to each form. Open the **Automations** tab, add your reward under **Rewards Assignment**, then click **Create**.

Rewards Assignment

Rewards

Reward	Quantity	
Free Tote Bag Voucher	1	

Add to rewards

6. Open each form, click **Show Form QR Code**, then **Download PNG**. Print the two codes for your booth.

Scan to Access Form

Scan this QR code, copy the link, or open the page directly. Use the Download button to save a PNG for print or sharing.



Download PNG

What Your Customers Will See

Label one code "New here? Scan to join" and the other "Already a member? Scan to claim". New visitors sign up and the reward lands in their account. Members log in and get the same reward.

Good to Know

- The "number already registered" message is normal. That visitor is a member, so point them to the **Members** code.
- Each customer gets the reward once, even if they scan twice.
- Existing customers log in with their phone number and a WhatsApp code, no password needed.
- Keep the reward free and not single-use, or it will not show in the form list.
- Set a start and end date on each form to match your event dates.

Need Help?

Reach out to our support team and we will help you set up your event forms.

What's Next?

- [How to Give a Sign-Up Reward with a Custom Registration Form](#)
- [How to Set Up QR Rewards \(Scan & Earn\)](#)