



COMPLETE GUIDE

Set up and launch your events with PrizeQR

Everything you and your team need to build prizes, control inventory in real time, brand the experience and go live — from your first login to handing out the last prize.

HOW IT WORKS

One simple idea: scan, reveal, hand out

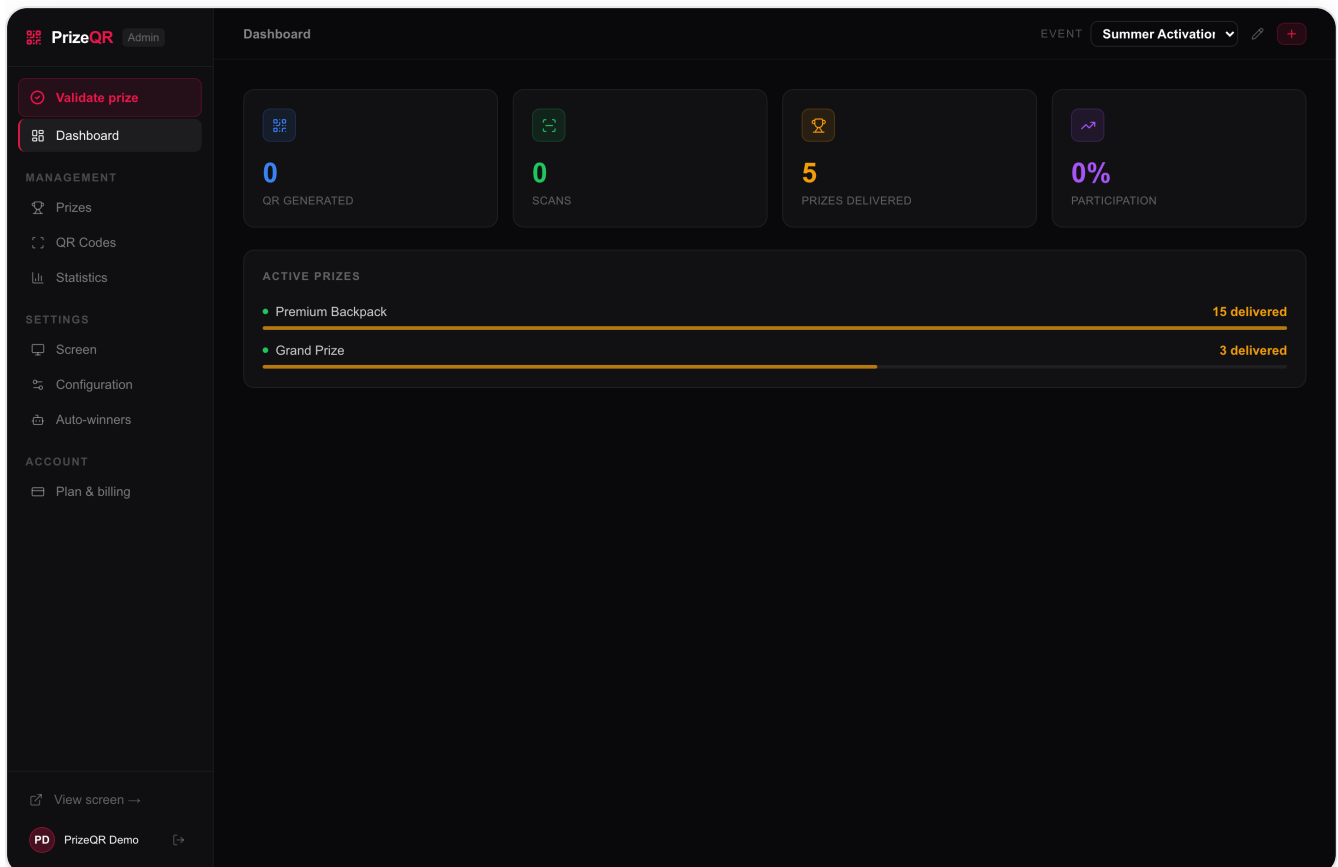
PrizeQR turns a plain QR code into an instant-prize mechanic. Your guest (or your host/ambassador) scans the QR with their phone and the screen instantly reveals whether they won and **what** they won. You define the prizes, the odds and the stock; the platform handles the rest in real time.

Every time a prize is revealed, PrizeQR deducts one unit from that prize. When a prize reaches zero, it simply stops appearing. So “80 backpacks → 79 → 78...” is handled for you, no matter how many times the same code is scanned.

Two key concepts

Probability: how often a prize comes up. If your odds add up to 100%, every scan reveals a prize.

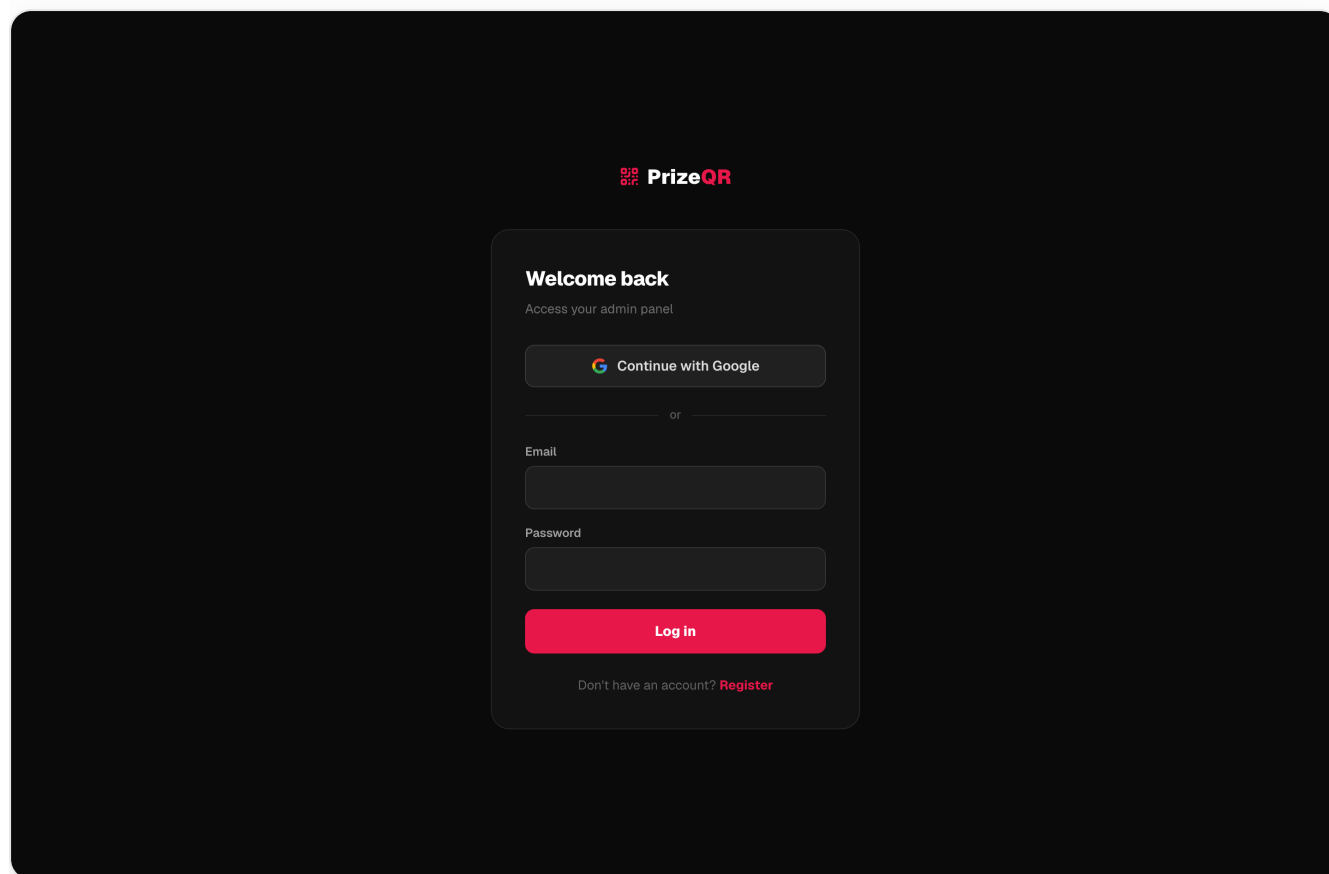
Stock: how many units you have. Set stock to **-1** for unlimited.



The dashboard: QR generated, scans, prizes delivered and participation at a glance.

1 Log in and choose your plan

Go to **prizeqr.com** and sign in with your email and password (or with Google). The dashboard is available in English and Spanish for your whole team.



The login screen at prizeqr.com.

Your plan sets how many participations per month you can receive, how many events and prizes you can create, and which advanced features unlock:

Plan	Price/mo	Participations/mo	Prizes	Events	Extras
Free	€0	150	2	1	—
Basic	€12	2,000	Unlimited	1	No watermark · custom logo & colors · single QR (HMAC)
Pro	€29	20,000	Unlimited	5	Everything in Basic + auto-winners, bursts and advanced stats
Agency	€79	Unlimited	Unlimited	Unlimited	Everything in Pro + multi-user team and API

Upgrade instantly

As soon as you activate a paid plan, its limits and features unlock immediately — no waiting. You can change plans anytime from **Plan & billing**.

2 Create your prizes and stock

Open **Prizes** → **New prize** and fill in each item: **Name** (what the guest sees when they win), **Probability (%)** (how often it's won) and **Stock** (how many you have; enter **-1** for unlimited). That's your whole inventory loaded in minutes.

The screenshot shows the PrizeQR Admin interface. On the left is a sidebar with navigation links: Validate prize, Dashboard, MANAGEMENT (Prizes, QR Codes, Statistics), SETTINGS (Screen, Configuration, Auto-winners), and ACCOUNT (Plan & billing). The main area is titled 'Prizes' and shows a 'NEW PRIZE' form with fields for Name (Free shot), Description (Redemption instructions), Probability (%) (0), and Stock (-1). Below the form is a 'Create' button. A status bar indicates 'Active sum: 100.0% · No-prize implicit: 0.0%'. Below this is a list of prizes: 'Premium Backpack' (Headline giveaway item, 90.0% probability, 15/80 stock) and 'Grand Prize' (Rare high-value reward, 10.0% probability, 3/10 stock). Each prize has 'Deactivate', 'Edit', and 'X' buttons.

The Prizes panel: the new-prize form on top, and each prize showing a live delivered / total counter (e.g. 12 / 80).

Make every scan a winner

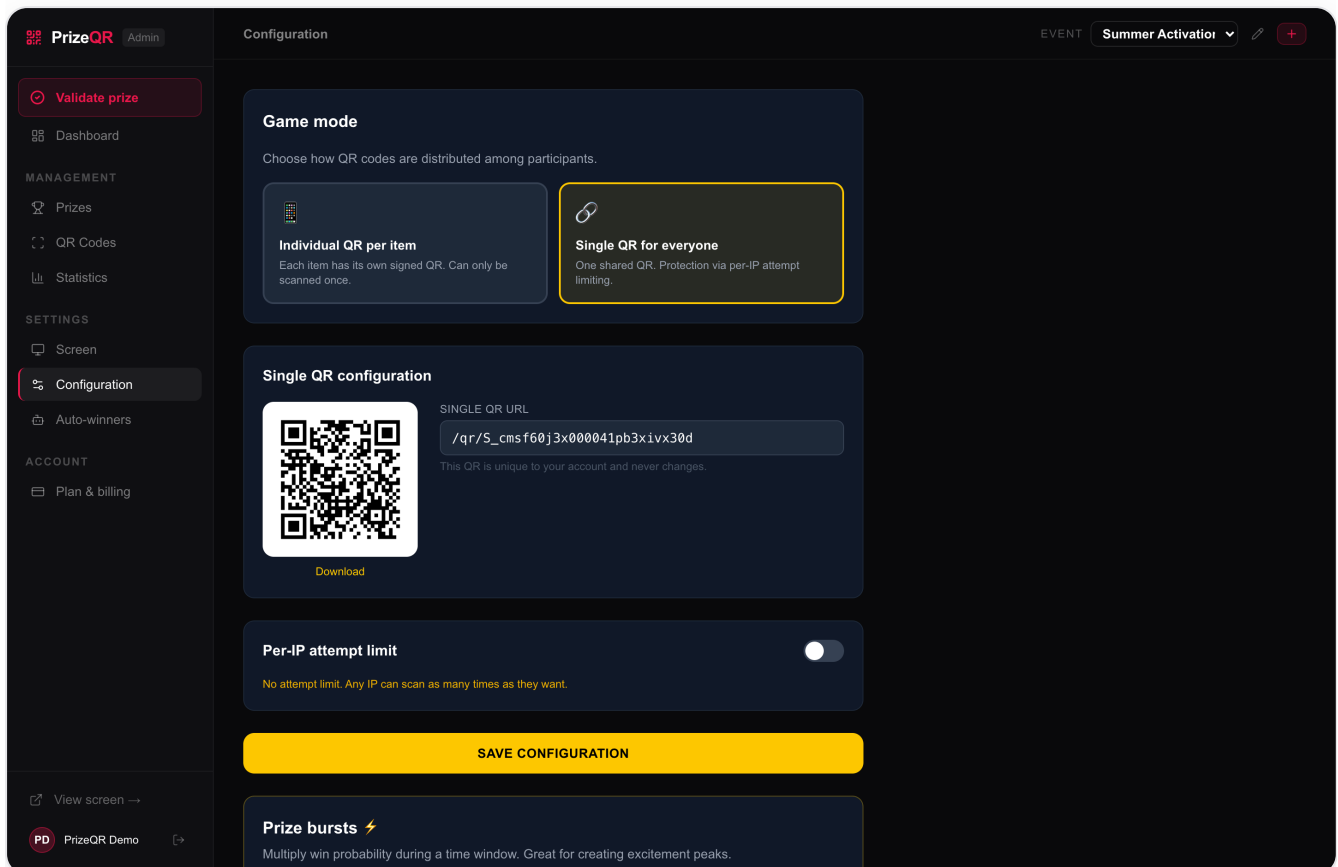
The panel shows a running “**Active sum**” as you type. When your percentages add up to **100%** (above: 90% + 10%), every scan reveals a prize with no “no-win” screens. Prefer the odd near-miss for excitement? Simply leave a gap below 100%.

You can edit, activate/deactivate or delete any prize at any time. Deactivating a prize removes it from the draw without deleting its history.

3 Choose the game mode and set up the QR

In **Configuration** you choose how codes are distributed among participants. There are two modes:

- **Single QR for everyone:** one reusable code your ambassadors scan again and again. Great for a bar, a booth or a host handing out prizes. Protection is via per-IP attempt limiting.
- **Individual QR per item:** each item carries its own signed (HMAC) QR that can only be scanned once. Great for tickets, cups or cards where each person scans their own.

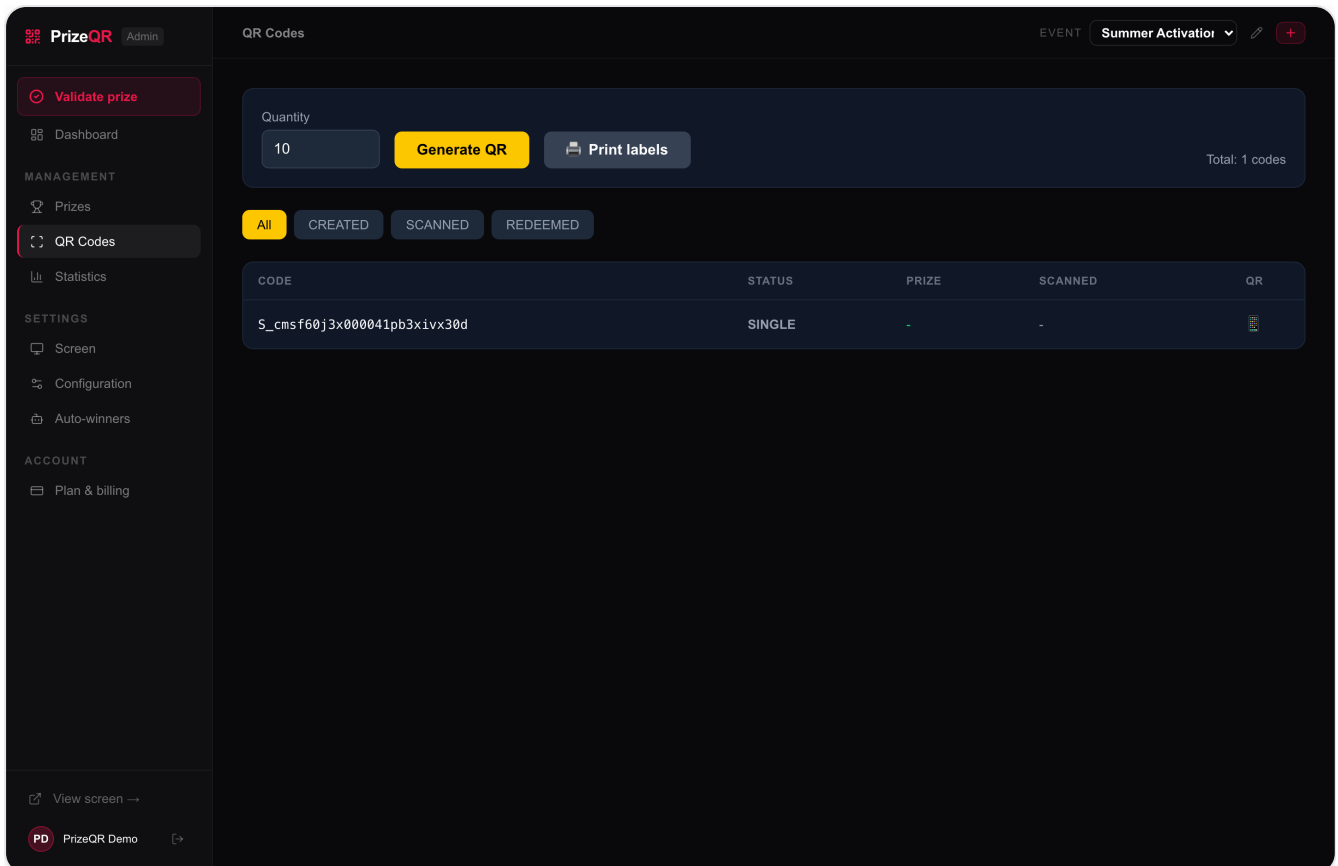


Configuration panel: “Single QR for everyone” selected, the downloadable QR and the per-IP attempt limit.

The per-IP attempt limit is your call

By default there's an anti-abuse cap on scans per device within a time window. If a trusted ambassador scans the same QR very fast, or your event runs on **shared WiFi** (many guests behind the same IP), you may want to **raise it or switch it off**. Set it to fit your circumstances and press **Save configuration**.

For the individual mode, go to **QR Codes** and generate as many codes as you need; from there you can **print the labels** as a PDF. Each code is unique and single-use.



The QR Codes panel: generate batches, filter by status (created / scanned / redeemed) and print labels.

Print once, use forever

The single QR is tied to your account and **never changes**. You can print it a thousand times with full confidence: the same code works for this event and the next ones.

4 Brand the screen and set the language

In **Screen** you define what guests see when they scan and on your public screen: **logos** (light- and dark-background versions), **title and subtitle**, **colors** (primary, background and header) and **footer phrases** that rotate automatically.

The screenshot shows the PrizeQR Admin interface with the 'Screen' configuration panel selected. The panel is divided into four main sections:

- LOGOS**: Contains two preview boxes. The first is 'LOGO ON LIGHT BACKGROUND' (Dark / color version) showing a red star logo with 'Summer ACTIVATION' text. The second is 'LOGO ON DARK BACKGROUND' (White / light version) showing a white star logo with 'Summer ACTIVATION' text.
- TEXTS**: Contains input fields for 'TITLE' (Summer Activation), 'SUBTITLE' (#SummerActivation2026), and 'PRIZE POPUP DURATION (SECONDS)' (6). A note below the duration field states: 'How long the overlay stays on screen when someone wins'.
- LANGUAGE**: Contains a dropdown menu set to 'English'. A note below the dropdown states: 'Changes the QR URL. Regenerate and print the QR after changing it.'
- COLORS**: Contains three color pickers: 'PRIMARY COLOR' (#E8174A), 'SCREEN BACKGROUND' (#0a0a0a), and 'HEADER BACKGROUND' (#f2f2f2). Below each color picker is a small preview of the color.

The left sidebar shows the 'Screen' option under the 'SETTINGS' section. The top right shows the 'EVENT' dropdown set to 'Summer Activation'.

The Screen panel: logos, texts, language, prize-popup duration and brand colors.

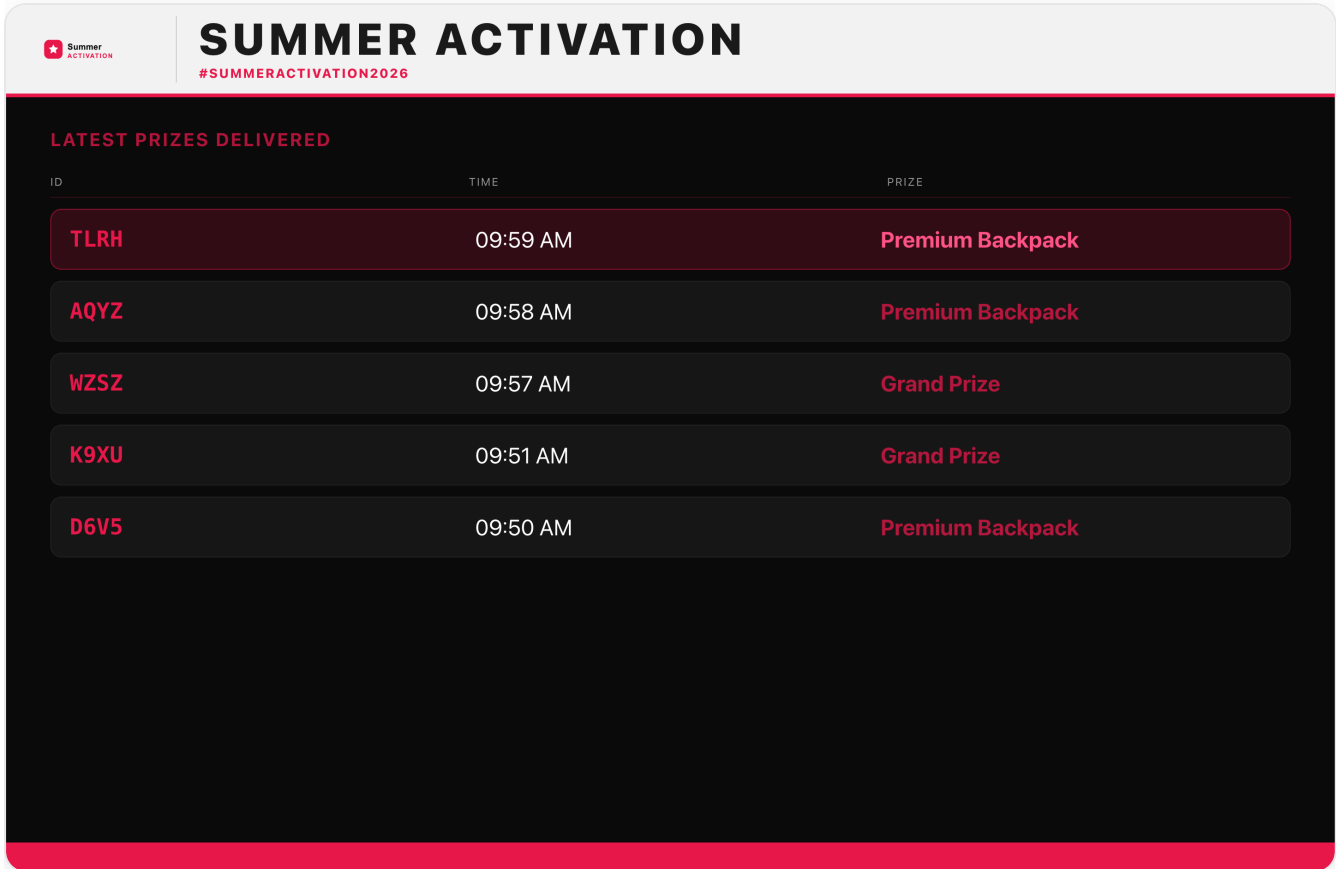
Language guests see

In the **Language** section you choose the scan-screen language (English or Spanish). English is the default, ideal for international events. **Important:** changing the language changes the QR URL, so **regenerate and print the QR afterwards**.

The **prize-popup duration** controls how many seconds the celebration overlay stays on screen when someone wins.

5 Put your prizes on a live screen

Want a live winners wall at your booth? From the dashboard, click “**View screen** →” (bottom-left) to open your public screen link. Drag that window onto a TV or monitor and go fullscreen (F11 in most browsers).



The screenshot shows a public screen for a "SUMMER ACTIVATION" event. The header includes the event name and a hashtag. Below the header, a section titled "LATEST PRIZES DELIVERED" displays a table of prize wins. The table has three columns: ID, TIME, and PRIZE. The prizes listed are Premium Backpacks and Grand Prizes, awarded at various times between 09:50 AM and 09:59 AM.

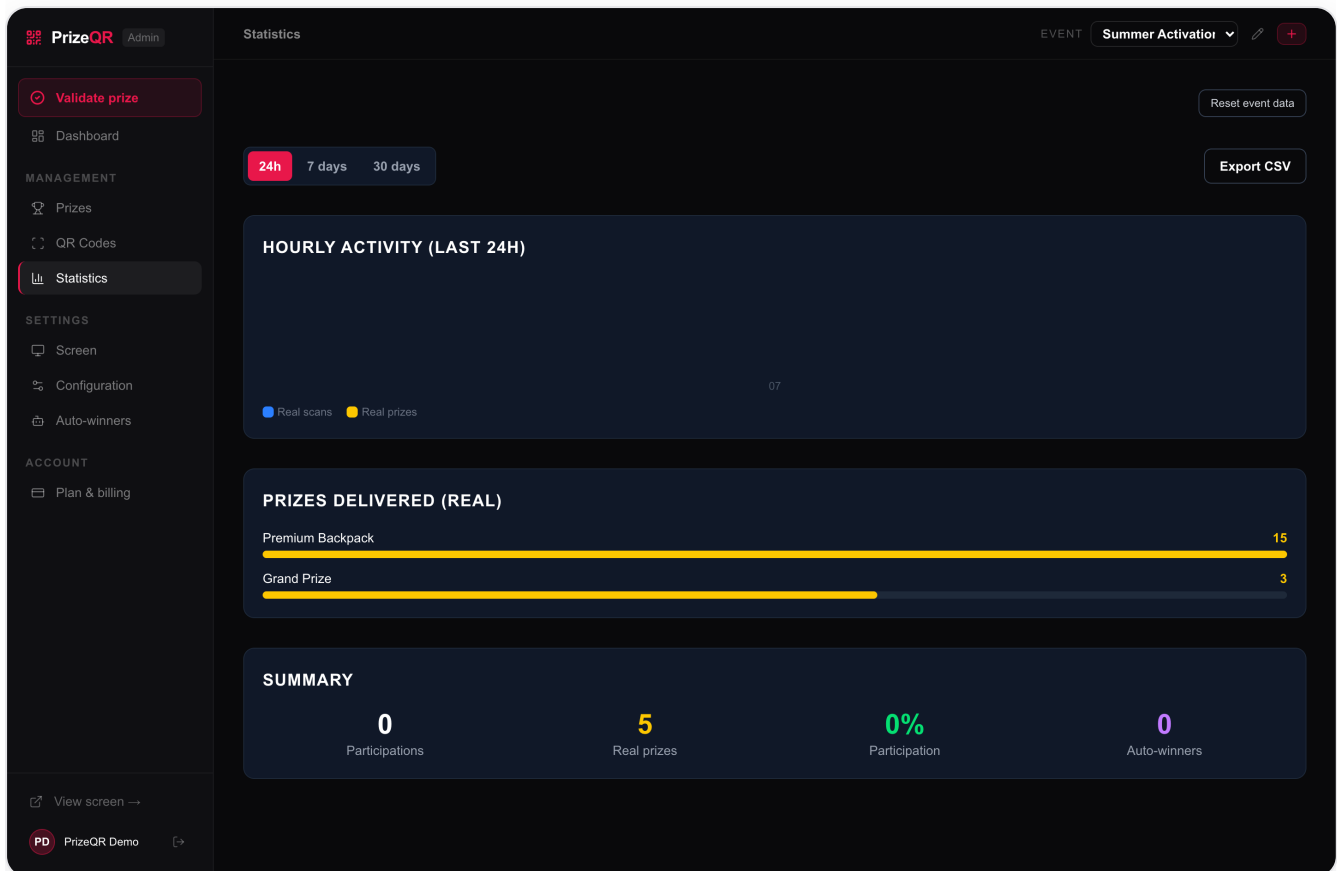
ID	TIME	PRIZE
TLRH	09:59 AM	Premium Backpack
AQYZ	09:58 AM	Premium Backpack
WZSZ	09:57 AM	Grand Prize
K9XU	09:51 AM	Grand Prize
D6V5	09:50 AM	Premium Backpack

The public screen: the latest prizes delivered appear in real time, with your branding.

Every prize won appears there instantly — a great crowd-pleaser next to your bar or photo wall. The styling is inherited from whatever you set in **Screen**.

6 Track inventory live and export

Open **Statistics** to watch, in real time, hourly activity, prizes delivered per item, total participations and win rate. Everything can be **exported to CSV** for your reports.



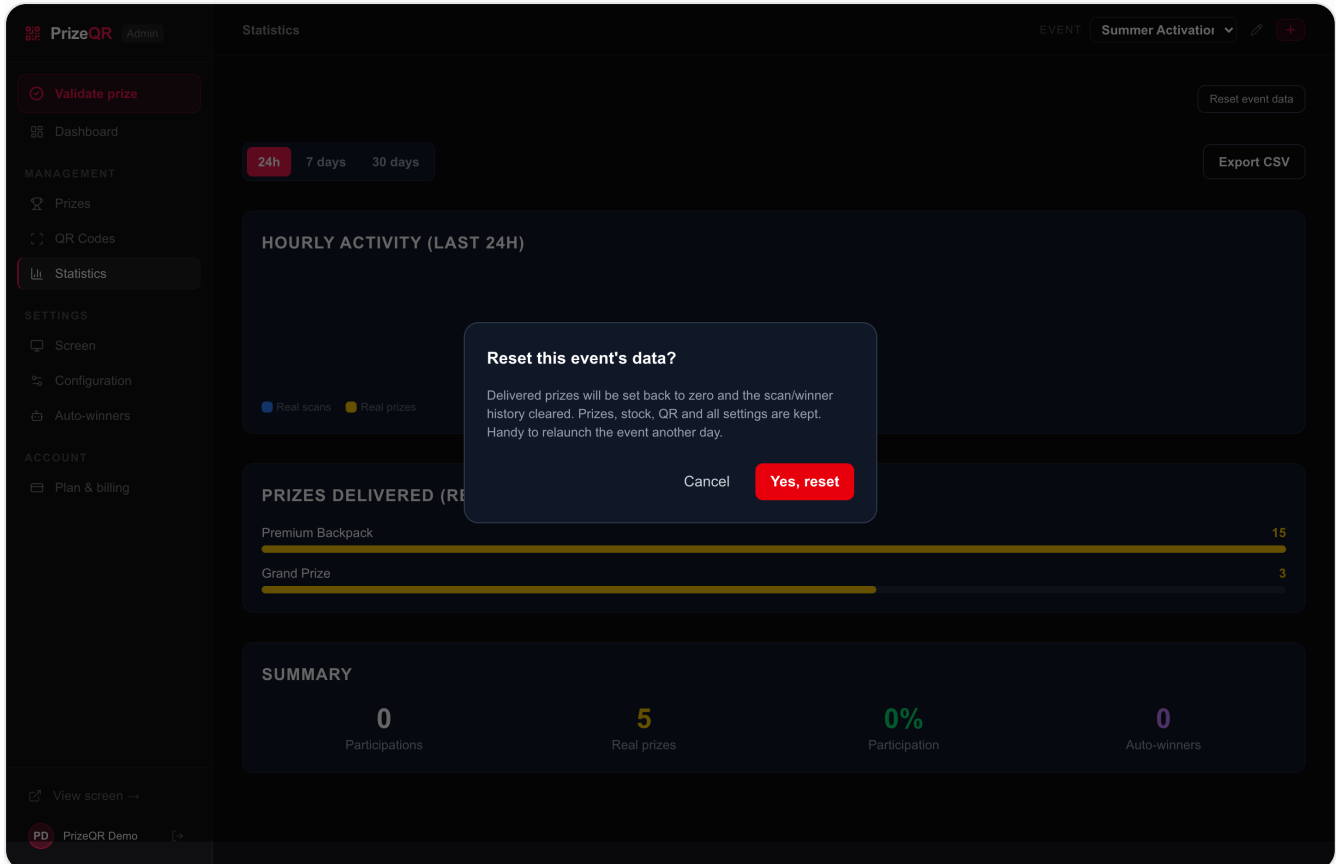
The Statistics panel: hourly activity, prizes delivered per item, summary and CSV export.

Ranges and export (Pro)

Date ranges (24 h / 7 days / 30 days), daily activity and CSV export are available on the **Pro** plan and above.

7 Reset the event to relaunch another day

Running the event again tomorrow with the same QR and setup? In **Statistics**, the “**Reset event data**” button sets delivered prizes back to zero and clears the scan/winner history, while **keeping** prizes, stock, QR and all settings.



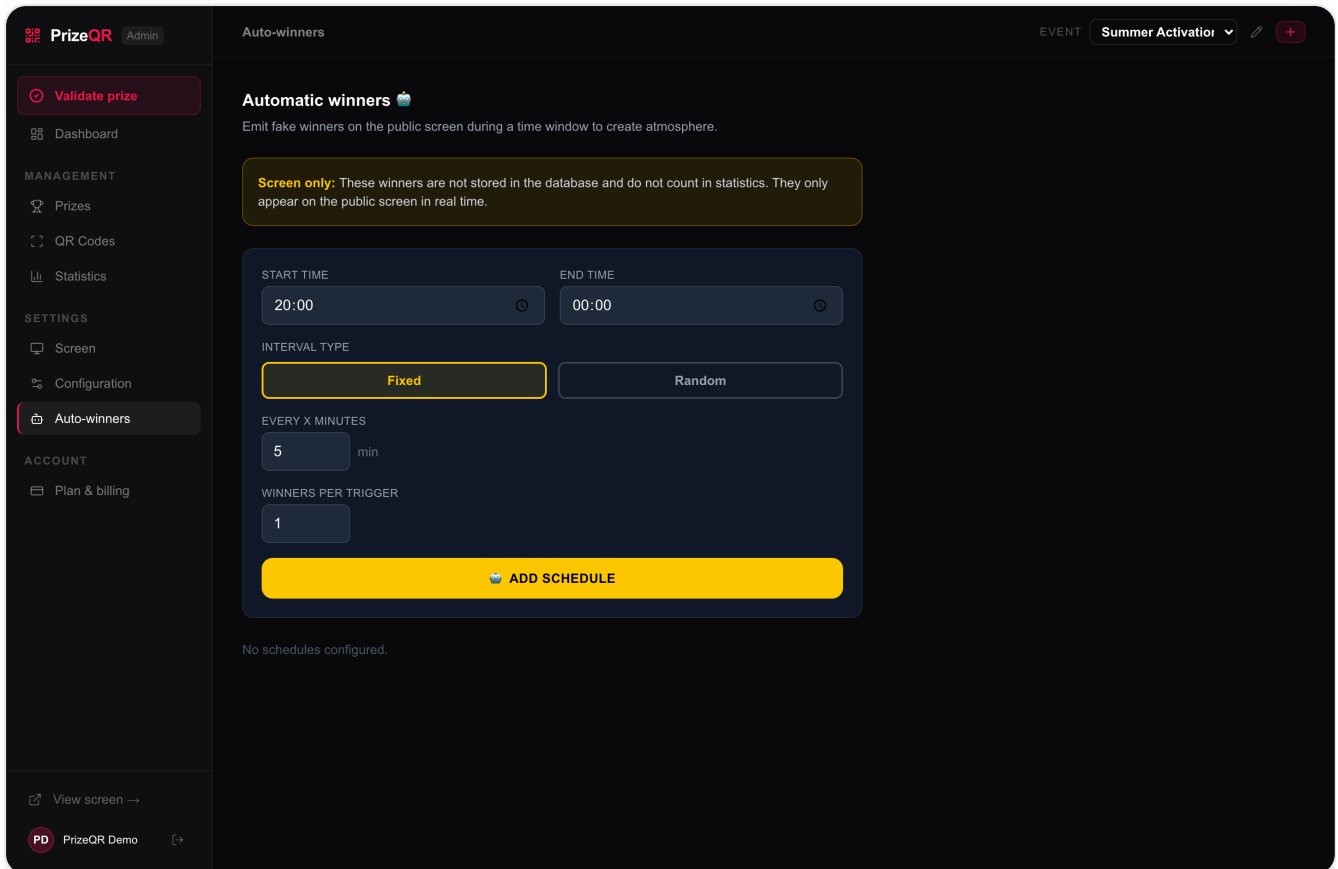
Reset confirmation: prizes, stock, QR and settings are kept; only the counters reset.

It won't touch your monthly quota

The reset does **not** touch the participations used from your plan this month: that's your subscription limit, and resetting it per event would bypass the cap. Reset with peace of mind as many times as you need.

8 Auto-winners: keep the screen alive

With **Auto-winners** (Pro plan and above) you schedule automatic winners on the public screen during time windows, so it never looks empty and keeps the buzz going.



The screenshot shows the PrizeQR Admin interface. On the left is a sidebar with navigation links: Validate prize, Dashboard, MANAGEMENT (Prizes, QR Codes, Statistics), SETTINGS (Screen, Configuration, Auto-winners), and ACCOUNT (Plan & billing). The main area is titled 'Auto-winners' and shows the 'Automatic winners' configuration. A yellow box explains 'Screen only' winners. Below is a form with fields for Start Time (20:00), End Time (00:00), Interval Type (Fixed/Random), Every X Minutes (5 min), and Winners per Trigger (1). A yellow 'ADD SCHEDULE' button is at the bottom. The status 'No schedules configured.' is shown at the bottom.

Automatic winners 📺

Emit fake winners on the public screen during a time window to create atmosphere.

Screen only: These winners are not stored in the database and do not count in statistics. They only appear on the public screen in real time.

START TIME: 20:00

END TIME: 00:00

INTERVAL TYPE: **Fixed** / Random

EVERY X MINUTES: 5 min

WINNERS PER TRIGGER: 1

ADD SCHEDULE

No schedules configured.

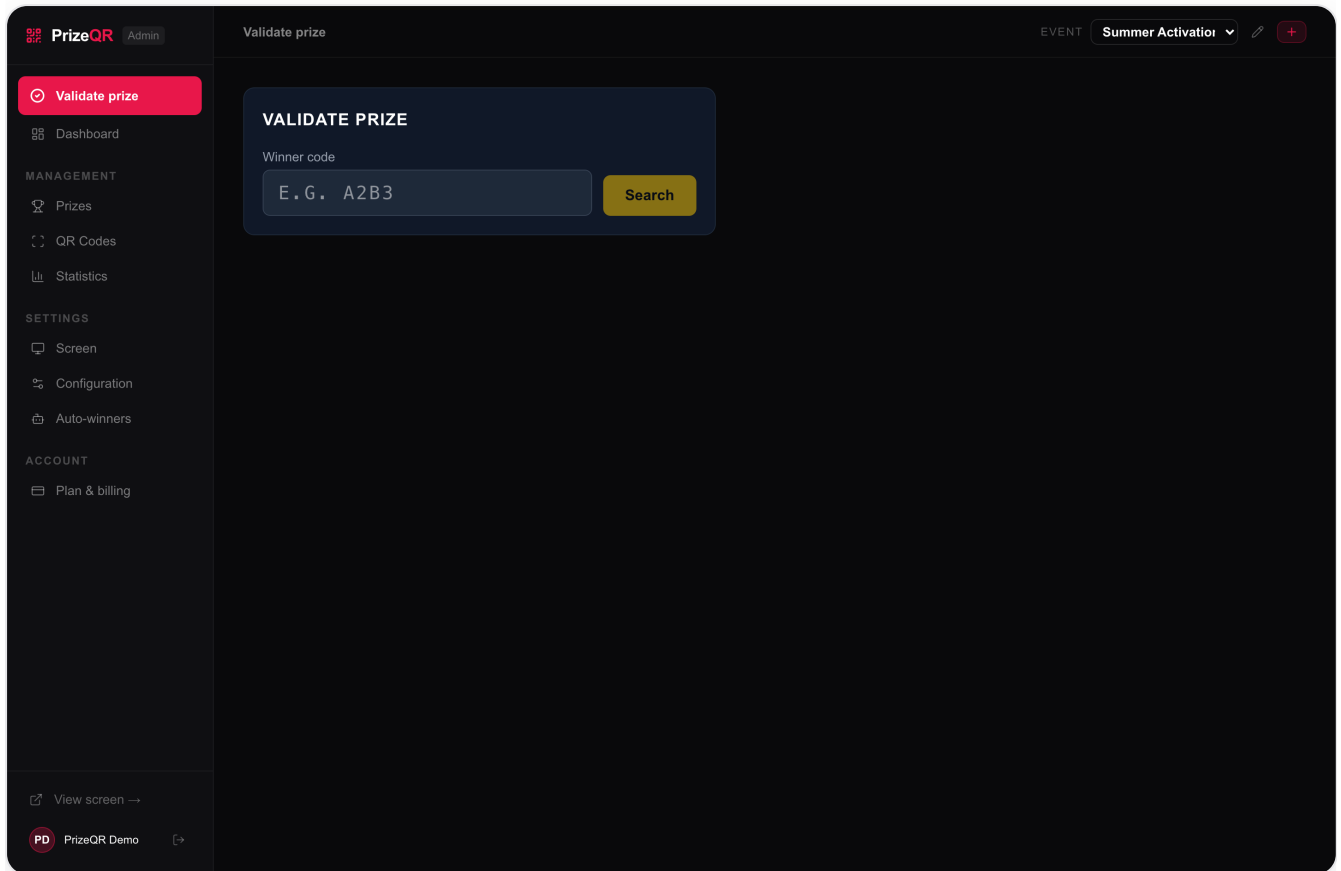
Auto-winners: set time windows, a fixed or random interval and how many winners per trigger.

Screen only

These winners are **not** stored in the database and do **not** count in statistics, and they do **not** deduct stock. They only appear on the public screen in real time to build atmosphere.

9 Validate and hand out prizes

When a guest wins, their screen shows a short **winner code**. Your staff enters it in **Validate prize** to confirm the prize and mark it as collected, preventing duplicates.



Validate prize: search by the winner code and mark it as collected.

You'll see the prize name, the status (pending collection / already collected) and the timestamps. A clean flow to control handover in person.

10 Manage your plan, team and API

In **Plan & billing** you see your current plan, this month's participation usage, and you can upgrade or manage your subscription (payments securely handled by Stripe).

PrizeQR Admin Plan & billing EVENT Summer Activation

Validate prize

Dashboard

MANAGEMENT

- Prizes
- QR Codes
- Statistics

SETTINGS

- Screen
- Configuration
- Auto-winners

ACCOUNT

- Plan & billing**

YOUR PLAN

Pro

Renews on 12/31/2026

Participations this month 5 / 20,000

Team

Invite people to manage this account with you.

Team (inviting users) is available on the Agencia plan.

API

Integrate PrizeQR with your systems via REST. API key authentication.

The API is available on the Agencia plan.

Free	Basic	Pro	Agency
Free	12€_{mo}	29€_{mo}	79€_{mo}
✓ 150 participations/mo	✓ 2,000 participations/mo	✓ 20,000 participations/mo	✓ unlimited participations/mo
✓ 2 prizes	✓ unlimited prizes	✓ unlimited prizes	✓ unlimited prizes
	✓ No watermark	✓ No watermark	✓ No watermark
	✓ Custom logo & colors	✓ Custom logo & colors	✓ Custom logo & colors
	✓ Unique QR mode (HMAC)	✓ Unique QR mode (HMAC)	✓ Unique QR mode (HMAC)
		✓ Auto-winners + multipliers	✓ Auto-winners + multipliers

View screen →

PD PrizeQR Demo

Plan & billing: current plan, monthly usage and the plan comparison.

- **Team** (Agency plan): invite other people to manage the account with you via an invite link.
- **API** (Agency plan): integrate PrizeQR with your systems via REST, authenticating with an API key. Query events, prizes, participations and stats programmatically.

THE GUEST EXPERIENCE

This is what a scanner sees

On scanning, the guest sees your brand and, if they win, a celebration with the prize and a code to collect it. They can share their prize on WhatsApp with one tap — organic word-of-mouth for your event.



SUMMER ACTIVATION



ID: 76LS

CONGRATULATIONS!

You won:

PREMIUM BACKPACK

Show this screen to the event staff to collect your

prize.



Share my prize!

The participant view on their phone: your brand, the prize won and the share button.

USAGE EXAMPLES

Four ways to put it to work

- 1) Bar or drinks counter (1 QR + ambassador).** Print the single QR and stick it on the counter or your host's badge. They scan the same QR with each guest; the prize shows on their phone and they hand it over on the spot. Recommended: odds at 100% and the per-IP limit switched off.
- 2) Trade fair or booth.** Draw visitors in with instant prizes. Use the single QR on a visible sign, or individual QRs on flyers/cards you hand out. Perfect to grab attention (and leads) in a busy aisle.
- 3) Retail or store.** Place the QR in the window or print it on the receipt to build loyalty and drive repeat visits. Low-stock, high-perceived-value prizes work especially well here.
- 4) Live-screen giveaway.** Project the public screen on a venue TV: every prize won appears on the winners wall in real time. Pair it with auto-winners so the screen is never empty.

YOUR EVENT-DAY FLOW

Print once, run every event

- Print the QR (single, or individual labels) and place it where your guests will see it.
- The guest scans the QR — the prize reveal appears on their phone.
- If they win, they show their winner code to your staff; you validate it in “Validate prize”.
- Stock is deducted automatically; the win can also pop up on your live screen.
- Another date? Reset the event data or create a new event — the same QR keeps working.

Need a hand?

Reply to our email any time and we'll help — happy to pre-configure the odds and the attempt limit on your account so it's ready out of the box. **hello@prizeqr.com**