

How to maximise your ROI online? Swapcard - Exhibitor Guide

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What is Swapcard?

Swapcard is the leading event and community platform for online, hybrid and in-person exhibitions & conferences.

The platform can help you engage with your audience online, before, during and after the live event.



As an Exhibitor, what are the benefits?

A suite of easy-to use tools that create deeper connections and curated content, personalised to your needs and accessible at your pace:

- Represent your company through your online profile
- Create your own timetable configured around your product speciality
- Connect with potential buyers who support your specialist interests
- Set meetings with carefully qualified professionally aligned contacts
- Engage with valuable contacts by connecting, messaging or setting up meetings
- Search and select through content that's relevant to you



Login for the first time

Once you've received an email* from SwapCard, click the link to get to the login page.

Your account has already been created, so you will just need to create a password.

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	Informa Event (Öi inform	na markets	
	Welcome, create a password In order to log in the next time that you want to use the web or mobile or Password*	app.	
	Define new password	• At least 6 characters	9
	LET'S GET STARTED!		

Login to an existing account

Go to: swapcard.com

Enter your email address and your password* to login.

← → C swap	card.com	
	\sim	
	Welcome,	
	Please enter the email address you provided during event registration. Email address	
	Enter your email address	

*If you have forgotten your password after entering your email, click **Send Me a Magic Link**. You'll receive an email to reset your password.

Personal profile

There are two ways to edit your personal profile:

A Click **"Edit"** at the top-right of the profile picture box.

or

B Click **"My Profile"** from the drop-down menu to the right of the page.



Personal profile

Once in your profile, proceed to click on the **"Edit"** buttons to make relevant changes or updates.



Exhibitor Center

Setting up your company profile

As an exhibitor, you can edit your company profile. Make sure to take time to create an engaging, informative and appealing profile.



of buyers have said that they are more likely to contact a company that has detailed product and company information!

Go to **"Exhibitor Center"** in the drop-down menu to the right of the page.



Edit company profile

Exhibitor Center

Setting up your company profile

Click "**EDIT MY COMPANY PROFILE**" to the right of the page.



Add your logo and review company name

You can also upload your own logo:

400x200px (2:1 ratio) No larger than 1MB

Make sure your business name is correct in the text box below.

Click 'X' to close the window, when you're done.



Further company profile edits

You can continue to edit your company's information from the Exhibitor's Center, such as:

Social Media Contact Details Documents Team



Add a header or video to your company profile*

Here, you can upload a header image:

1200x675px (16:9 ratio) No larger than 1MB

You can also upload a Youtube or Vimeo video. Just copy and paste the link to the video.



Add an ad banner to your company profile*

You can also add an **advertising banner** to your profile. Just click **"ADD AN AD"** from the right of the page.

You can also add a **background image** to your profile. Just click **"ADD BACKGROUND"**.

2560x1600px (16:10 ratio) No larger than 1MB



Navigation & company profile

Here you can add your company catalogues, your product videos and images.

Buyers will want to see high resolution images of your products with clear product descriptions. Product demos are always a good way to engage visitors to your profile!



Manage your meetings

Push your contacts through the sales funnel and arrange meetings with them, this can be done either online or at the show, or even off-platform if the timing and format suits you better.

In the Exhibitor Center, you can control the meetings you have set up through the platform.

This allows you to:

- View all of your meetings
- Sort meetings by status: Pending, Cancelled or Declined
- Assign a meeting to a member of your team
- Accept or decline meeting requests
- Export your list of meetings to an Excel file



Add a teammate to your team

Click the "Your Team" tab.

Here, you will see all of your current team members.

To add another, simply click "**ADD A MEMBER**" on the right of the page.

$\leftarrow \rightarrow C^{i}$ INFORMA EVENT 00 Edit event Invite your colleagu 💼 Home 00 Aliénor Al-Mallak Event Project Manager Add your colleagues (registered for the Swapcard event) to your team so that they also have Company profile access to this interface. This will also allow you to easily share contacts made i_∏i Meetings Alisha Dutt Event Support Specialist by members during the ev ADD A MEMBER 19 Team's contacts O Your team Allyson Jean-Charles vent Project Manager P Andrea Di Benedetto Project Manager Swapcard 22 Baptiste BOULARD -SWAPCARD **Charles Benizri** Ø 91 Product Tester Swapcard **Charles Benizri** 32 Product Owner Swapcard

Add another team member

Change to another team member

Exhibitor Center

Assign a teammate to a meeting

Click the "Meetings" tab.

Clicking on a meeting will allow you to change the host to one of your team members.

C INFORMA EVENT	Meeting
Home All Home Company profile Company profile Company profile Company profile Company profile Company Fr G Your team Company Com	embers 12/07/2019 • 11:26 PM mmed (40) igi 01/01/2023 • 9:00 AM to 9:30 AM day, De Primary Hall • Exhibitor room efing resource Requester r Julien BOUVIER Event Monager Swapcard referere Please assign a member to this meeting 12/07/2019 • 11:26 PM
تع 20 نان 20	T efing 05/10/20 12/09/2022 - 9:30 AM to 10:00 AM Swepcard Booth T T

Export your contacts

Exhibitor Center

Shared contacts & export

The Contacts section allows you to see all of the contacts you and your team have collected before, during and after your event*.

You can export this list by simply clicking " $\ensuremath{\text{Export All}}$ "

In the export, you will get all the contacts you have made through connections, chats and meetings. Not all contacts are the same, so ensure your team is following up to convert your leads.

*Provided your collaborators have enabled contact sharing in their profiles, as well as yours.

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içi Meetings	0		suhaila	Al Munthari	Conference & Exhibition Head	abu dhabi convention bureau	smunthari@dctabudhabi.ae	12/04/2019 • 1
39 Contacts			Aliénor	Al-Mallak	Event Project Manager	Swapcard	alienor@swapcard.com	11/08/2019 • 9
Your team			Aloysius	Arlando	Chief Executive Officer	Singex Holdings Pte Ltd	aloysius.arlando@singex.com	12/04/2019 + 3
		•	Annie	Bentata		By Ben Solutions	anne.bentata@by-ben.com	11/27/2019 • 12
		۲	Baptiste	Boulard	CEO - improve networking at events with AI, Co- founder	Swapcard – Event App & Matchmaking with Al	baptiste@swapcard.com	11/28/2019 • 2
		G	joe	cappuzzello	ceo		jcappuzzello@grouptravelfamily.com	12/04/2019 • 1
			Marine	Delchie	Coordinatrice Générale	Comenorday	marine.delchie@comenorday.com	11/26/2019 • 2
			Godefroy	des Francs	Head of Product, Co- founder	Swapcard	godefroy@swapcard.com	12/11/2019 • 11
			Mauro	Dimolfetta	Commercial Director	Ampes Servi Srl	m.dimolfetta@mipel.it	01/24/2020 •
		xD	Xavier	Dordor	Ceo	Myeventnetwork	xavier@myeventnetwork.com	11/27/2019 • 2

Share contacts within your team

To share contacts within your team, click the pencil icon next to the team member's name.

Toggle "Share his/her contacts with the team" to be either ON or OFF.



Register for sessions

Click, "**SWITCH TO EVENT**" at the top of the page if you are still in the Exhibitor's Center.

Under the sessions / agenda / conferences tab, you can find an overview of all of the sessions at any given day during an event.

To register your attendance, simply click the **right** icon to the right of the session name to add it to your schedule.

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Home Attendees	Brands	Brand's Pr	oducts Conferences Training & Works	hop Speak	ters & Trainers	Group Discussions My Visit	
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		10:00 AM 10:30 AM	Opening session		61		
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Click this icon to register for sessions

Click here to return to event home page

View and export your schedule

To view the sessions you have registered for, click the "**My Event**" tab. Here you can view your sessions schedule, meetings, networking connections and bookmarked companies.

You can export your sessions and meetings to a calendar or a printable PDF file.

Click the "My Event" tab



Access a live streaming session

There are two ways to access a live session:

A Click on a **LIVE** button from the Event home page

or

B From your event schedule or "**My Event**" tab, click on the session you want to attend.

> The session page will either play the live stream or show a countdown timer to when the session will start.





Interact during a live session

You can chat, ask questions and answer polls during a live session. You can reply or react to comments made by other attendees, as well as chat live with them, or the host.

All this can be found under the "Live Discussions" tab.



Networking

Networking How to network

This is where you can start building your pipeline of future valuable contacts, conversations and customers. Make sure to brief your teams on how to search through attendees with these easy-to-use filters and tools.

Start by clicking the '**Attendees**' button on your event homepage to see all your attendees.



Send a connection request

Networking Make a connection

You can make a connection request to an attendee, speaker or sponsor by clicking on their profile.

Start with an introductory message about yourself and your company and how you think you can help potential prospects. You can do this by adding your message in the box on the right side of the page.

Edit.event	EVENI					💼 🎋 🌲 Name
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	Meet Dennis Select a time slot to Tuesday, June 30, 2	o set up a meeting wit	h Dennis.			SEND CONNECTION REQUEST
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	8:45 PM	30 PM 7:45 PM	8:00 PM	M4 61:8	0:30 PM	

Networking

Request a meeting

You've made initial contact with a buyer, they have shown interest in your profile and product, and now you would like to discuss your solutions with them.

You can easily set up a meeting with an attendee. Click on the buyer's profile and select an available timeslot. You can choose to meet online or at the show.

Densis Schaal Densis Schaal Executive Editor/Founding Editor Skift Select a time slot to set up a meeting with Densis. Tuesday, Jum 30, 2020 6:5 AAM 6:30 AM 6:45 PM 6:00 PM 7:15 PM 7:30 PM 7:15 PM 7:30 PM 7:15 PM 7:30 PM	Edit event				÷
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		7:15 PM 7:30 PM	7:45 PM 8:00 PM 8:15 PM	8:30 PM	
8:45 PM		8:45 PM			

Networking

Start your virtual meeting

Once you have confirmed a date and time with your prospect, start the meeting by going to their profile and clicking "**MEETING CALL**" to start the vitual meeting.



Chat with an attendee

Networking

Receiving a message as an exhibitor

Keep up with your chats by viewing all your company messages in one place.



Networking

Receiving a message as an exhibitor

Messages to your company will appear in the message center, shown as a speech bubble icon at the top of the page.

Here, you can repond to messages as an exhibitor.

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00	INFORMA EVE	NT			ŧ	• •	Name	
s	wapcard	0 ~	Rafaelle Stavisky					
	Rafaelle Stavisky Can we have a call?	11:00 AM	Rofaelle Stavisky	October 19, 2020				
	Matthew Donegan Please call me	Friday	Hi Swapcard! Can we have a call?					
	Elizabeth Crawford	Priday						
	Oscar Nobre hi	Friday						
0	Ben Cramer Loved your session	Thursday						
	Julien Bouvier	10/09/2020						
	Andrea Di	10/05/2020						
()	Taras Swapcard	10/05/2020						
	Marc Goodman Hi Great Booth	10/05/2020						
	Mark Hightek	09/28/2020	+ Write a message		>			

Chat as an exhibitor

Contact

Contact the team today to discuss a range of options and bespoke solutions to help you achieve your objectives.

Claudia Konieczna Exhibition Director Claudia.Konieczna@informa.com **Joe Sawaya** Sales Manager Joe.Sawaya@informa.com

Daria Ziolkowska Sales Manager Daria.Ziolkowska@informa.com **Vina Alcala** Sales Manager Vina.Alcala@informa.com