Middle East Energy Dubai
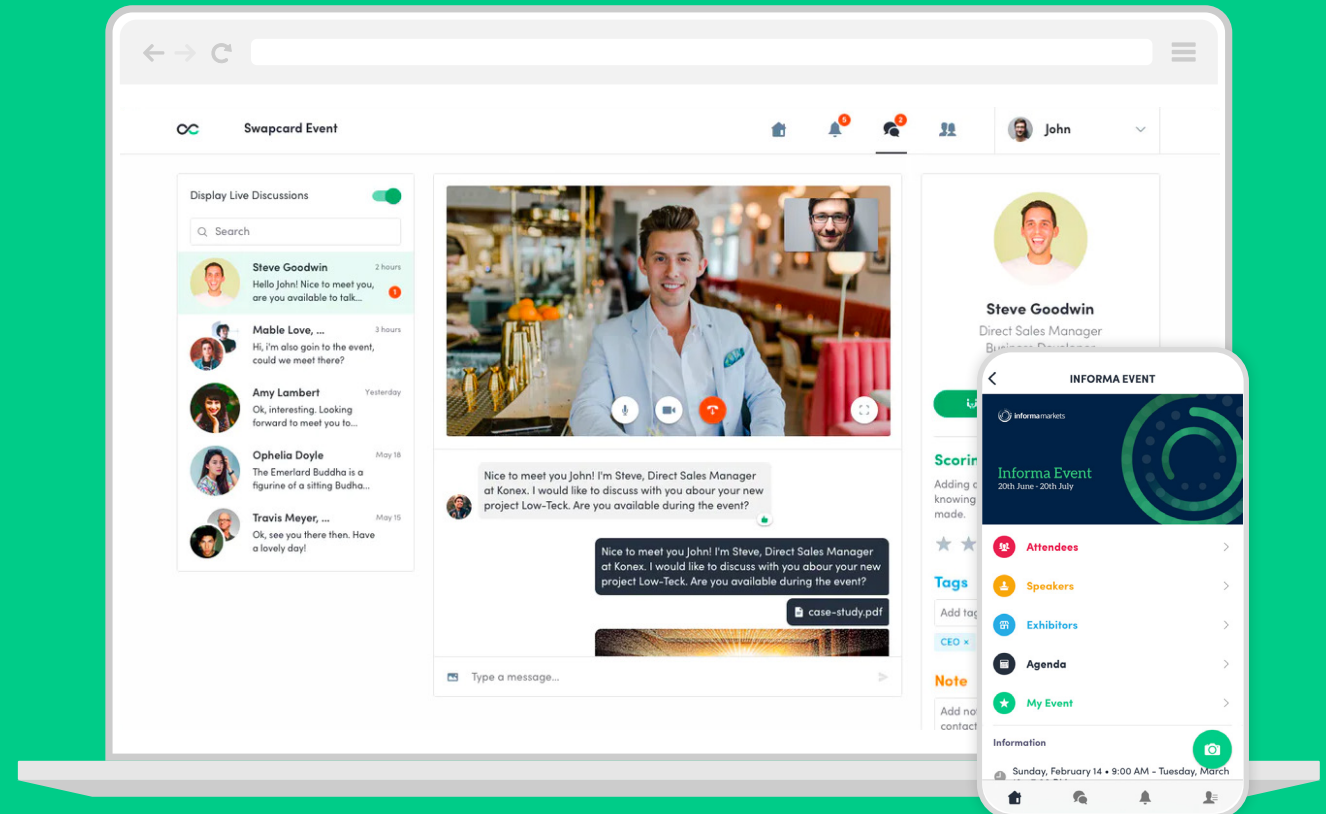## Online

How to setup your company online
Swapcard - Exhibitor Guide

Contents

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 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**

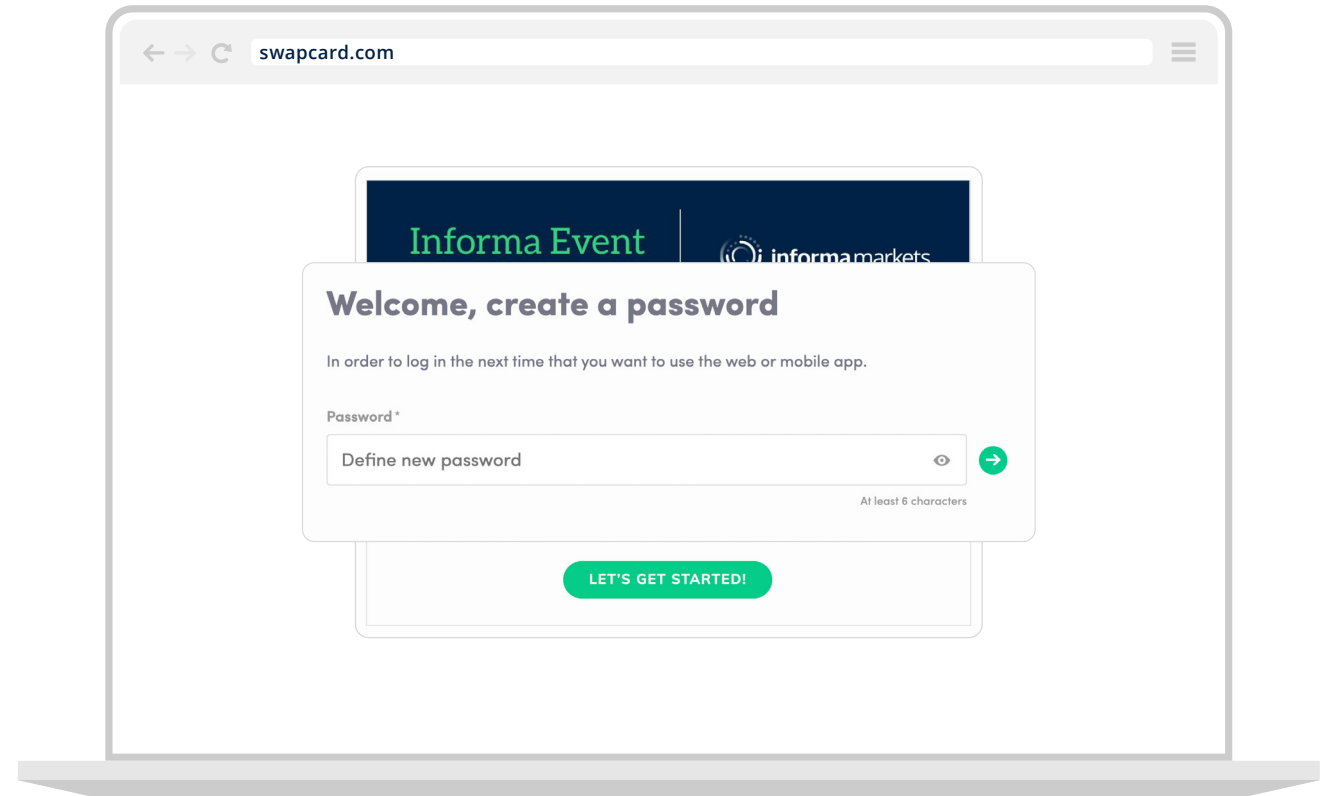- **Search and select through content that's relevant to you**

4
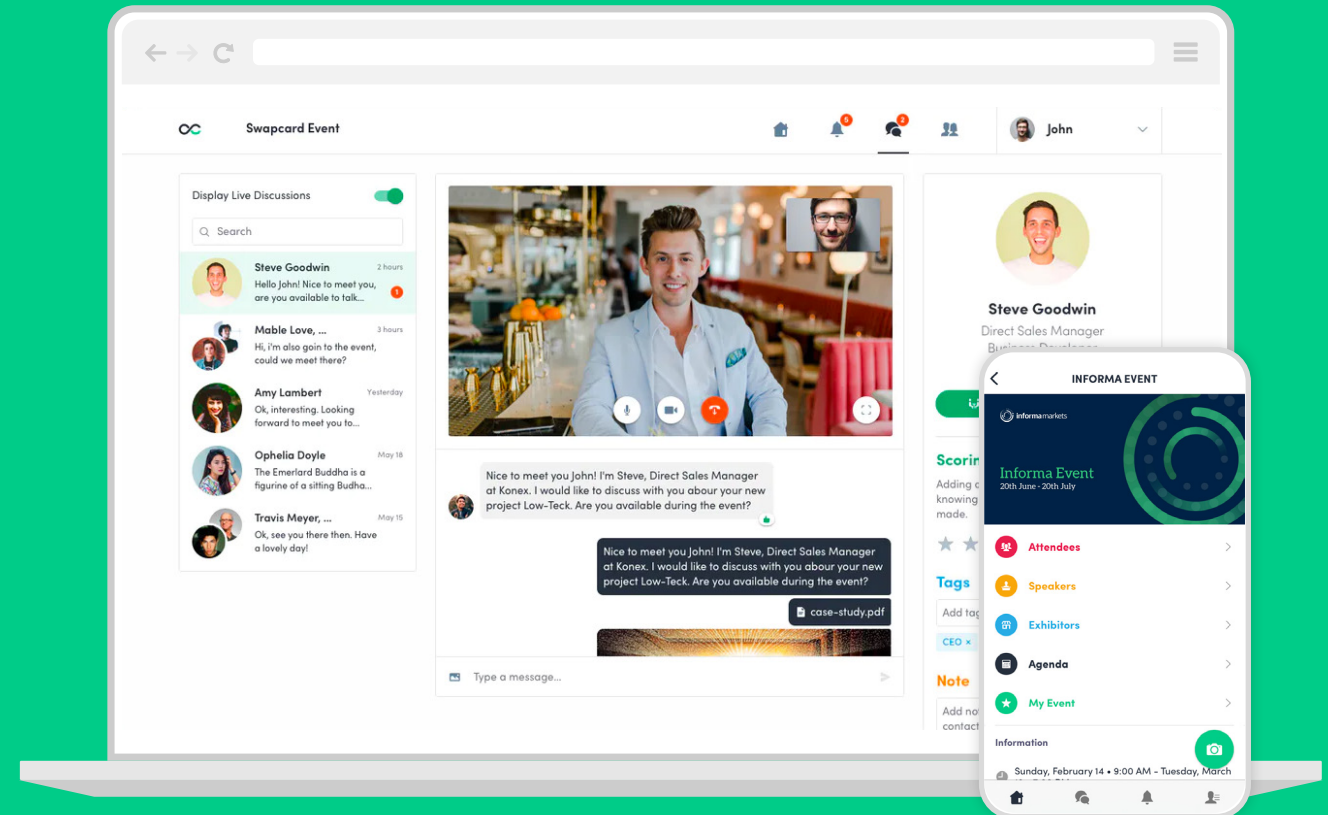
Setting up your profile

Setting up your profile

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.

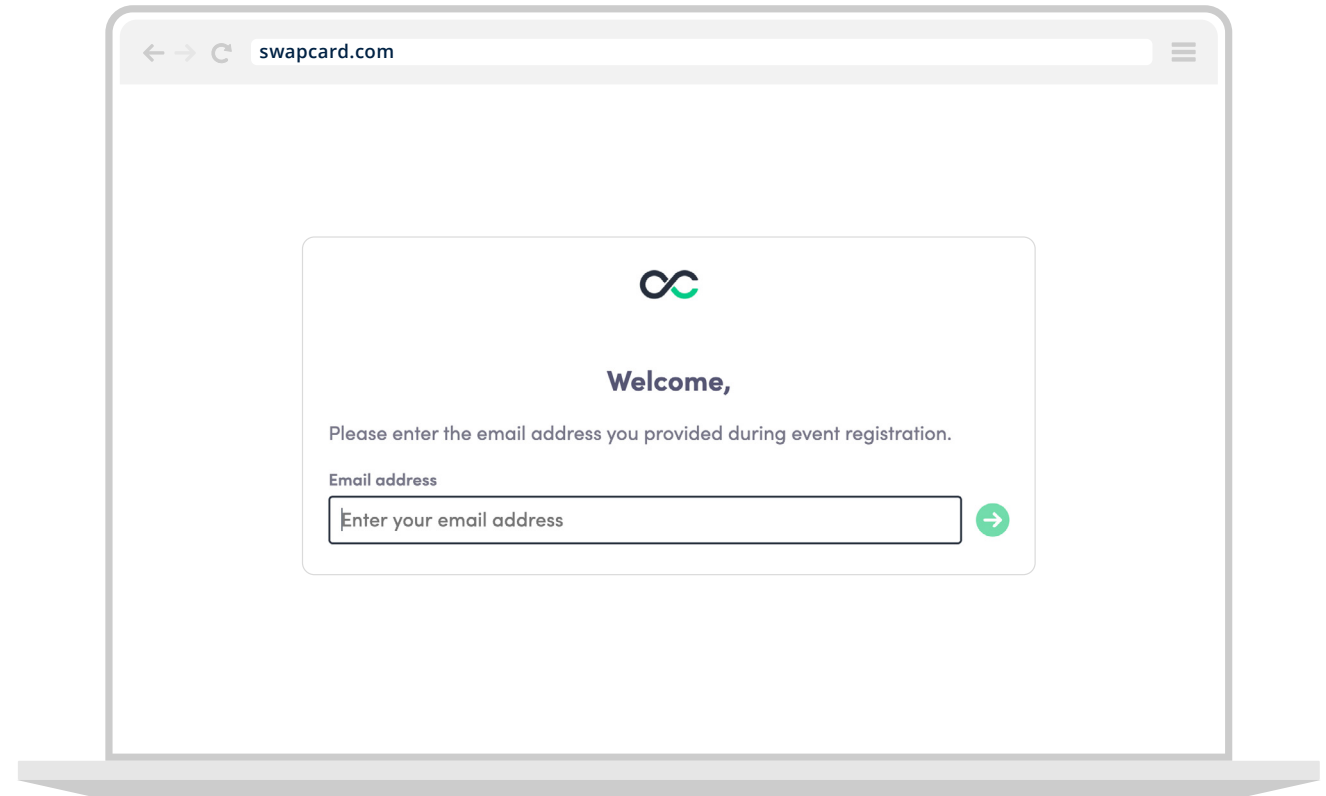*Check your spam folder if you don't get an email in your Inbox.

Setting up your profile

Login to an existing account

Go to: **swapcard.com**

Enter your email address
and your password* to login.

*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.
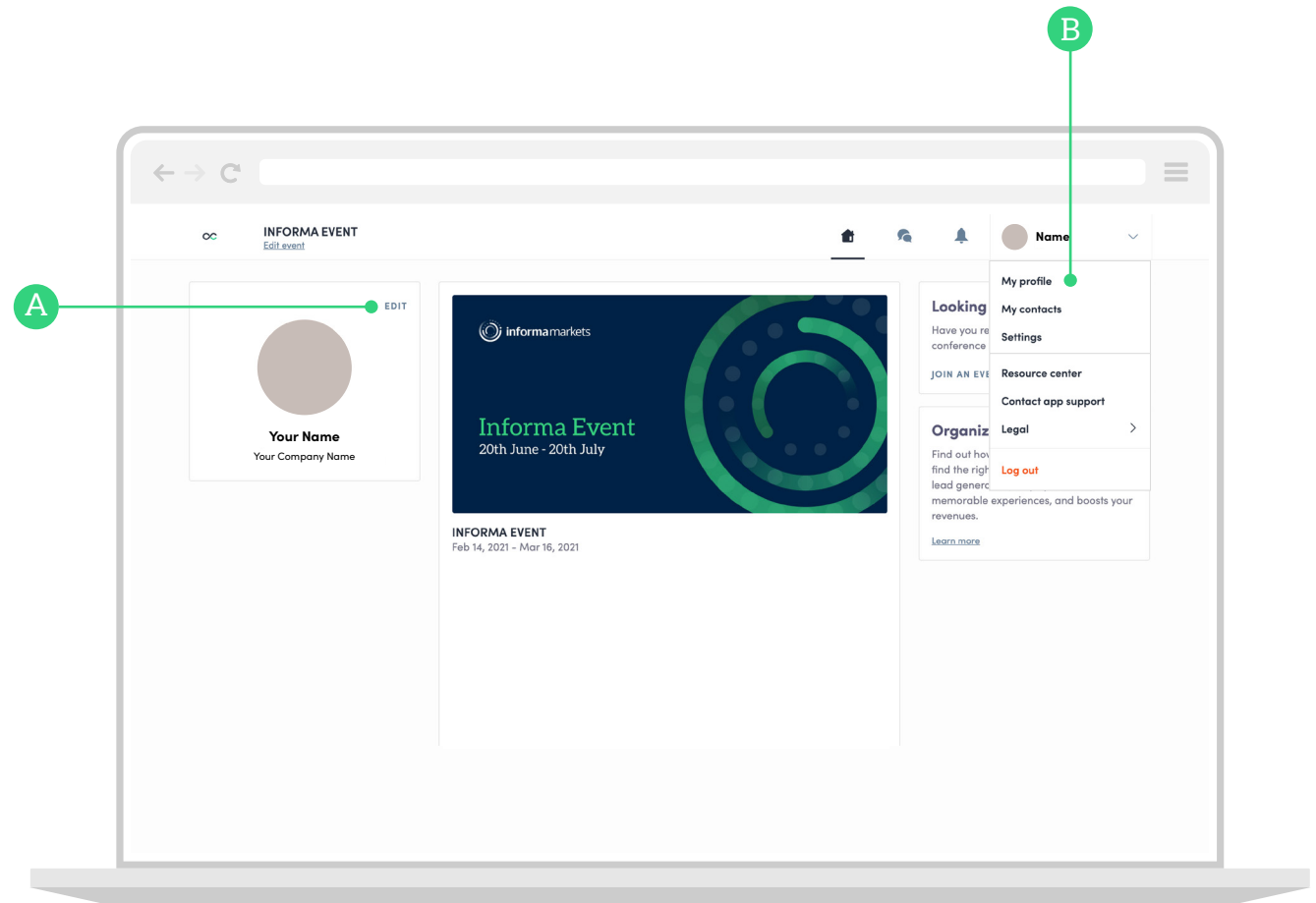
Setting up your profile

Personal profile

There are two ways to edit your personal profile:

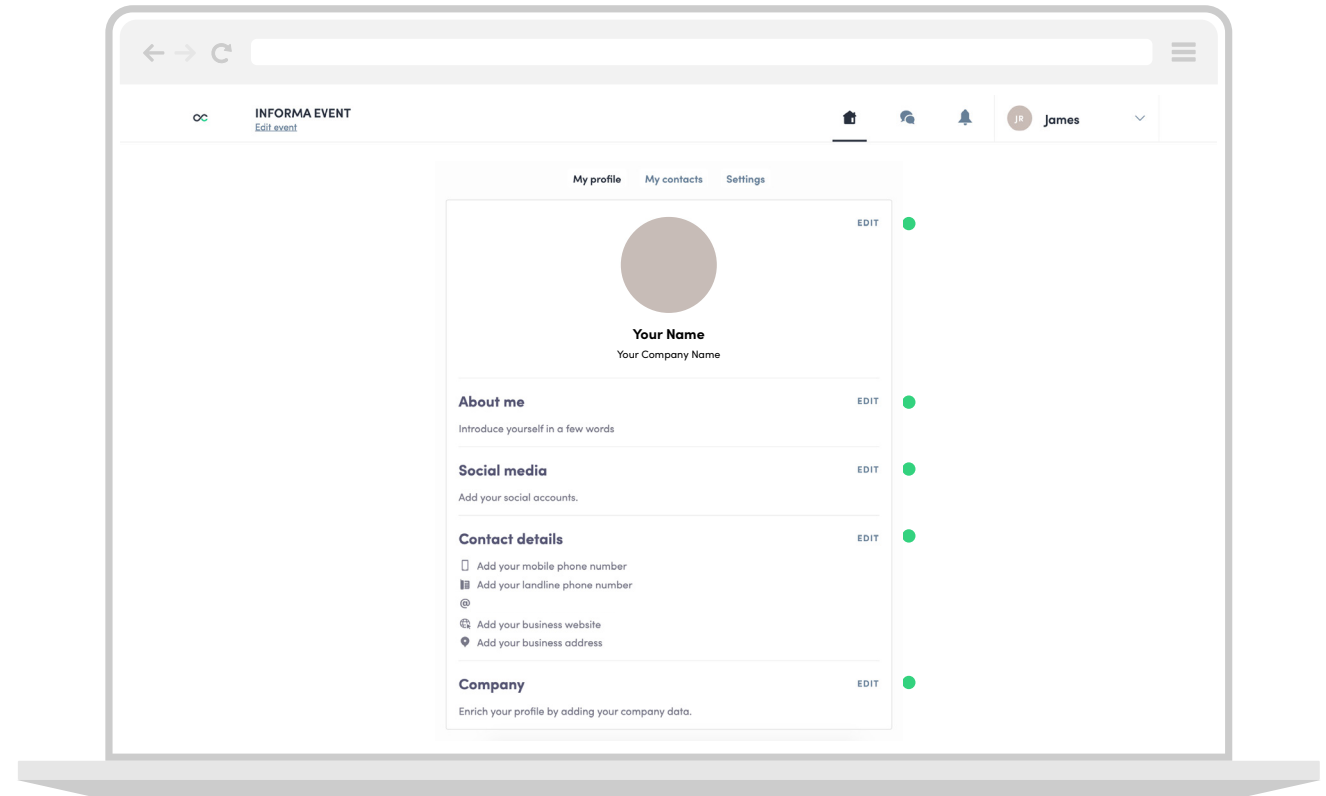**A** Click **"Edit"** at the top-right of the profile picture box.

or

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

Setting up your profile

Personal profile

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

Exhibitor Center

Exhibitor Center

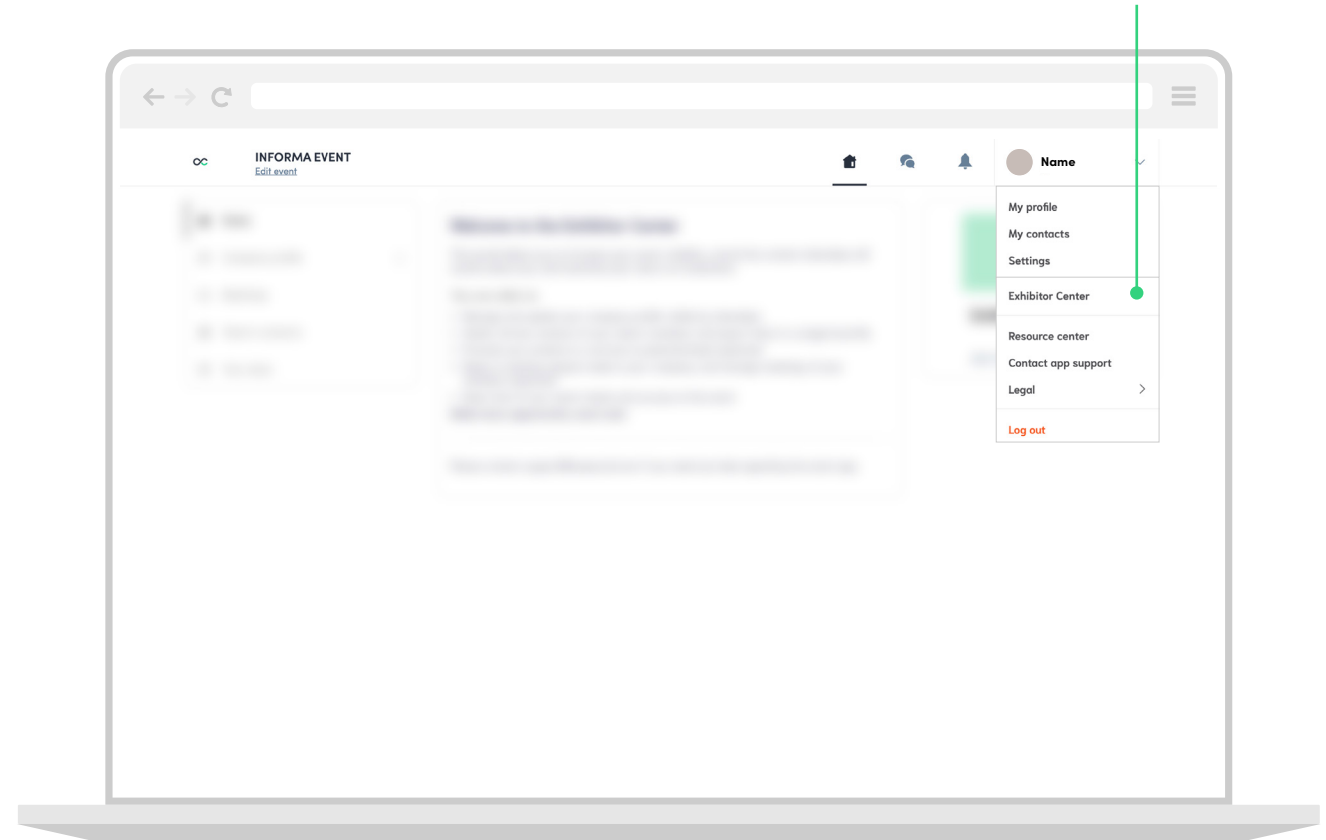## Setting up your company profile

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

73% 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.
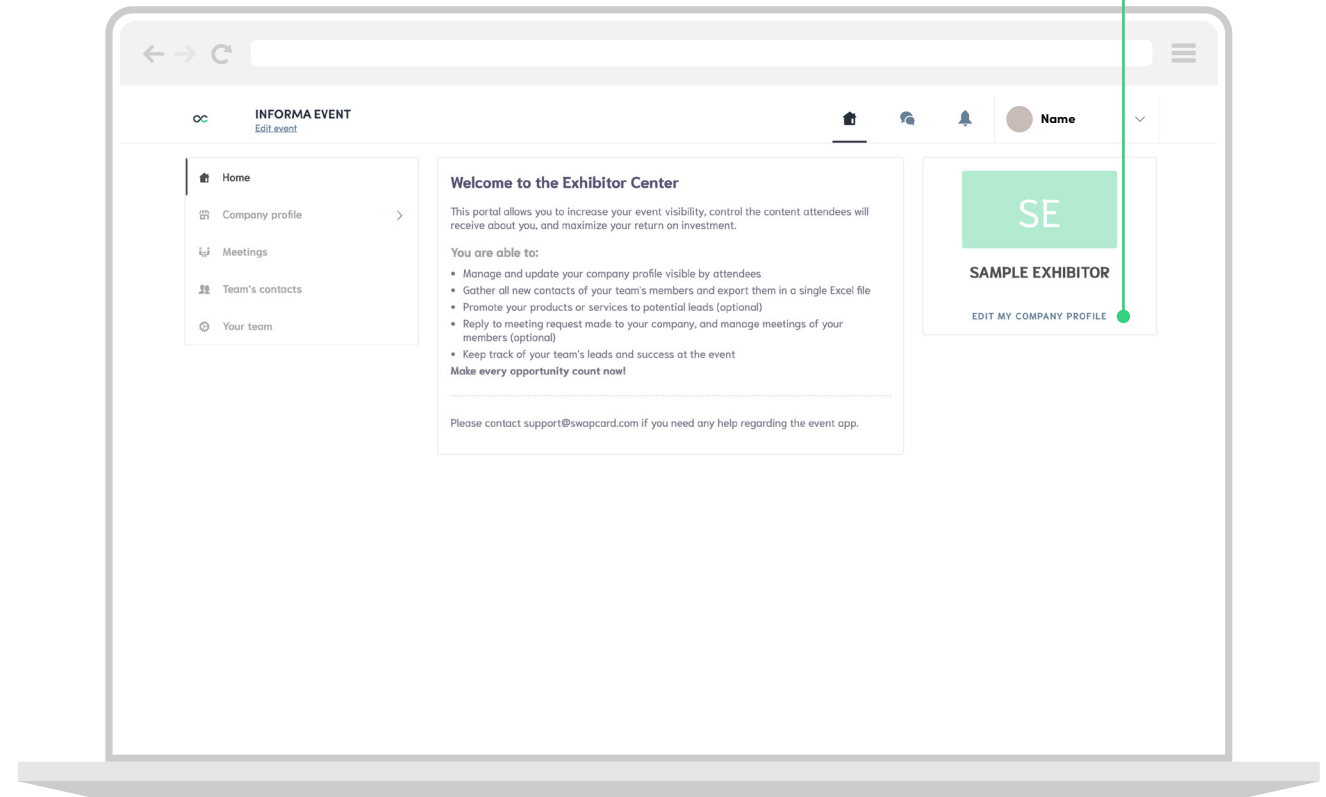
Exhibitor Center

Setting up your company profile

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

Edit company profile

Exhibitor Center

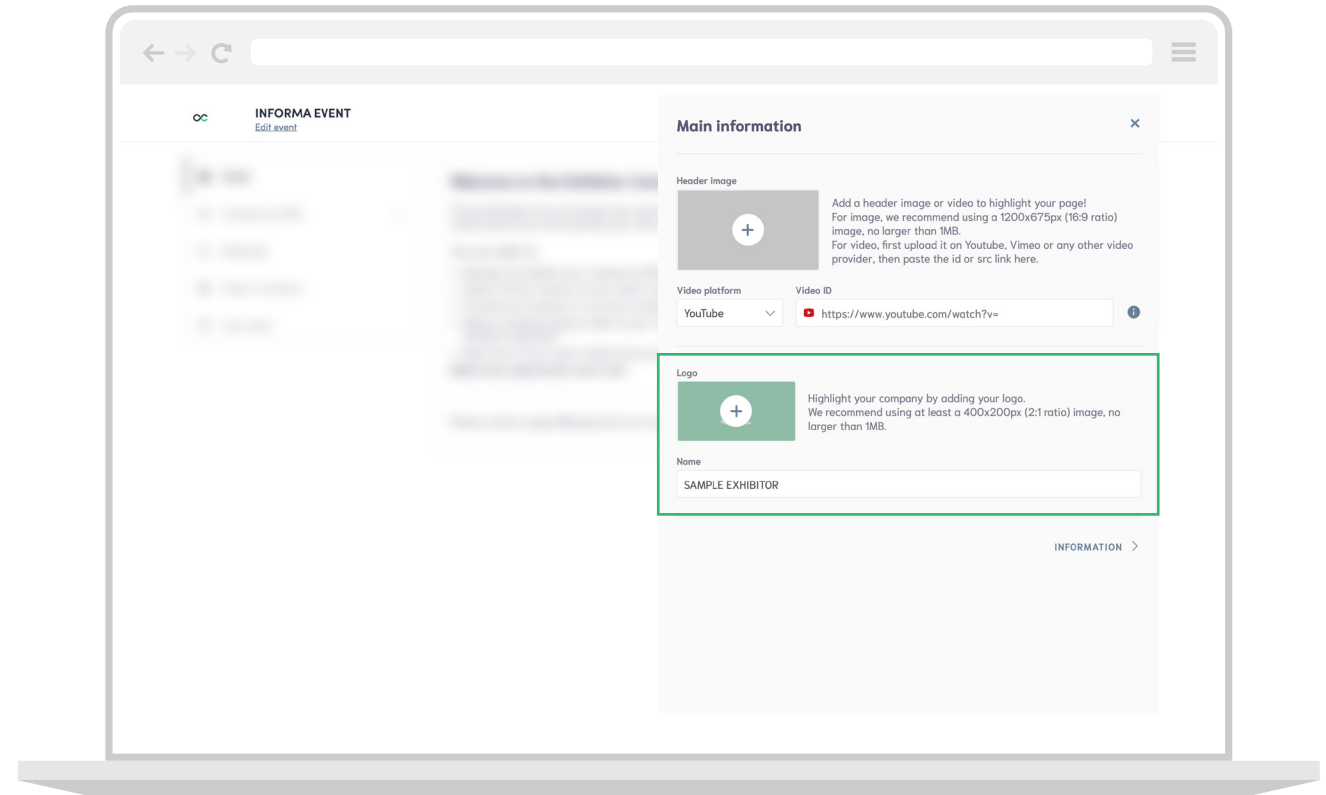## Add your logo and review company name

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.

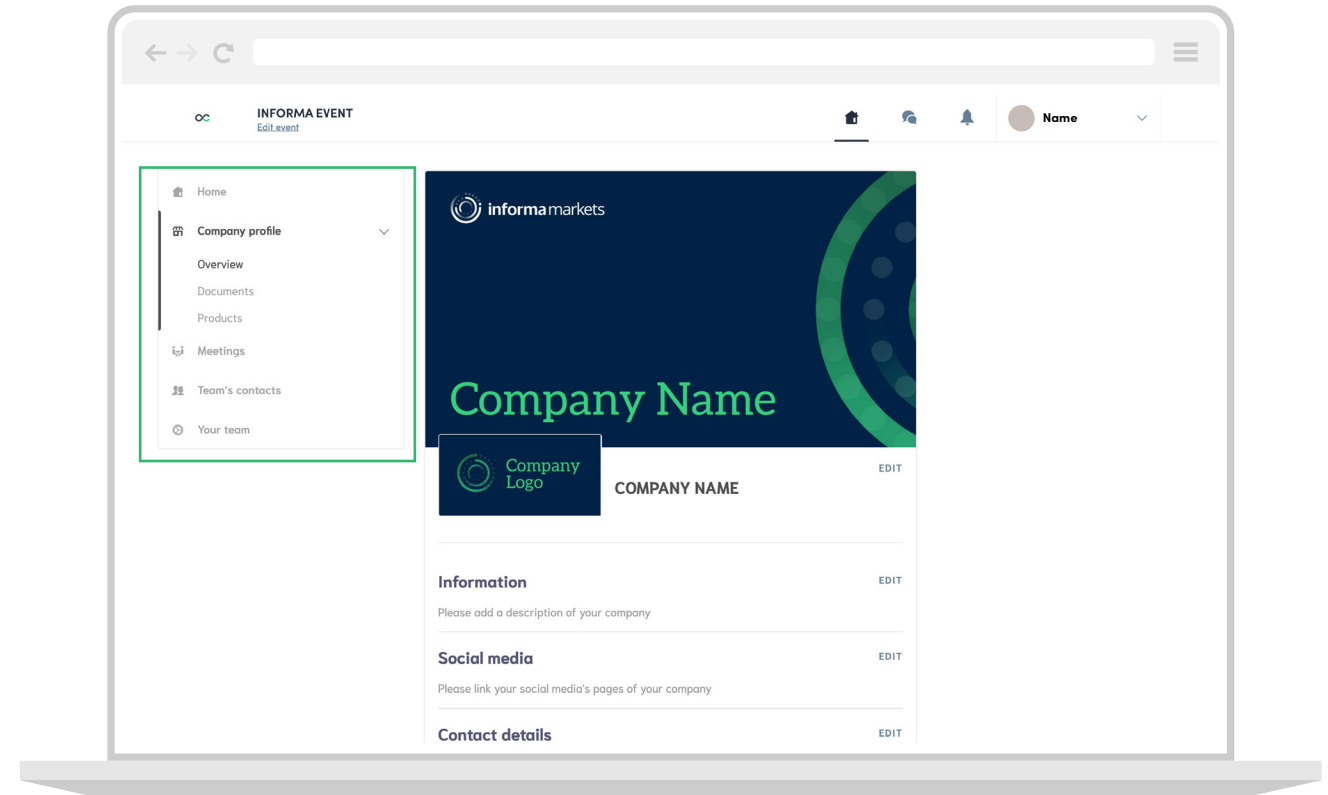Click 'X' to close the window, when you're done.

Exhibitor Center

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
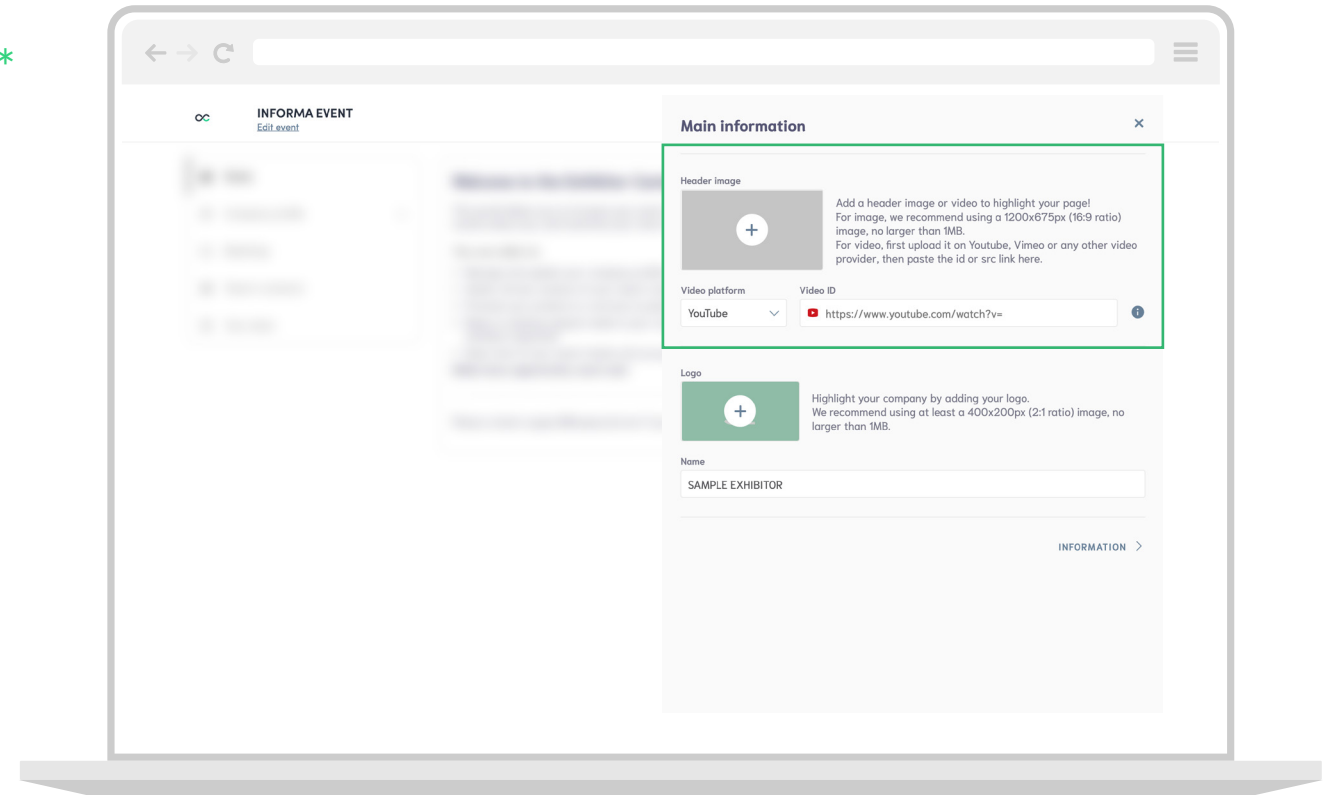**Team**

Exhibitor Center

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.

*These are deluxe package features only.
Please contact **impact@informa.com** for pricing.
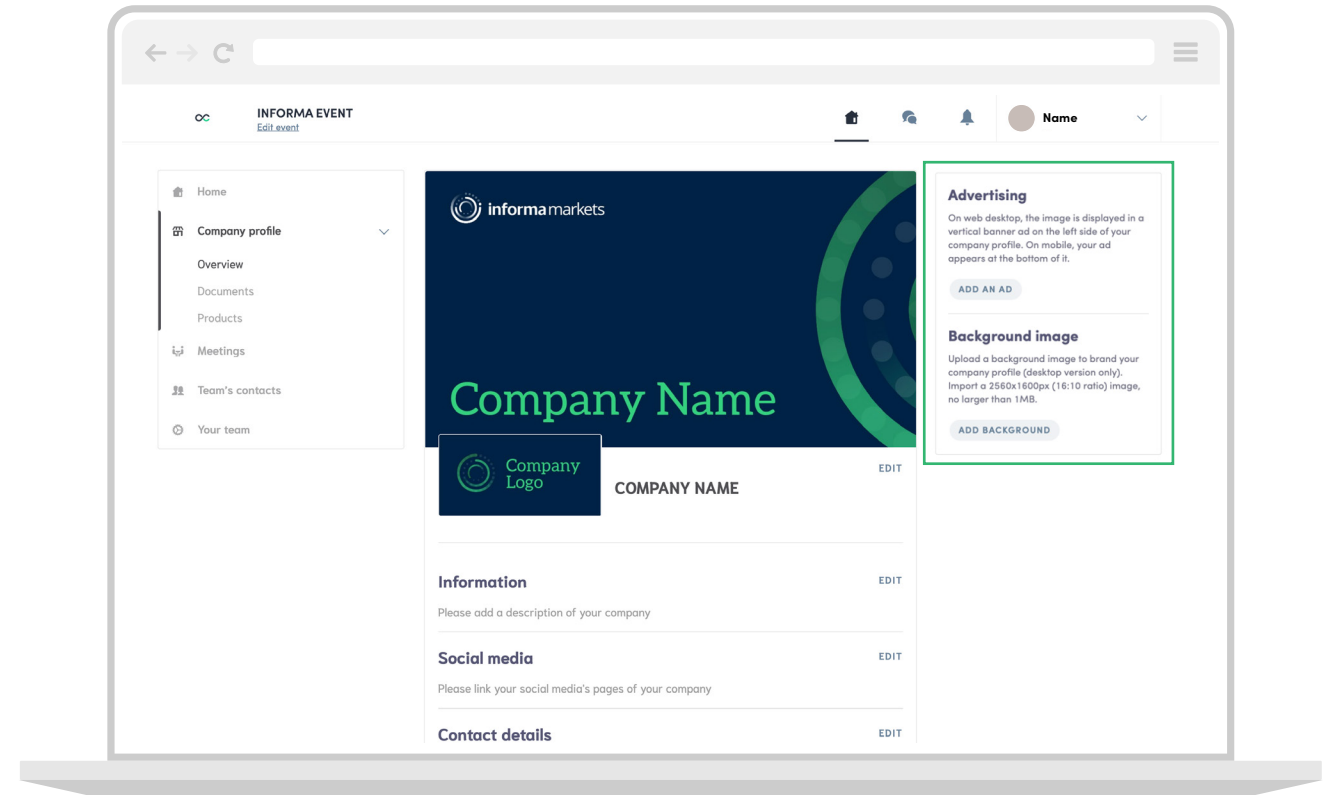
Exhibitor Center

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

*These are deluxe package features only.
Please contact **impact@informa.com** for pricing.

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Exhibitor Center

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!
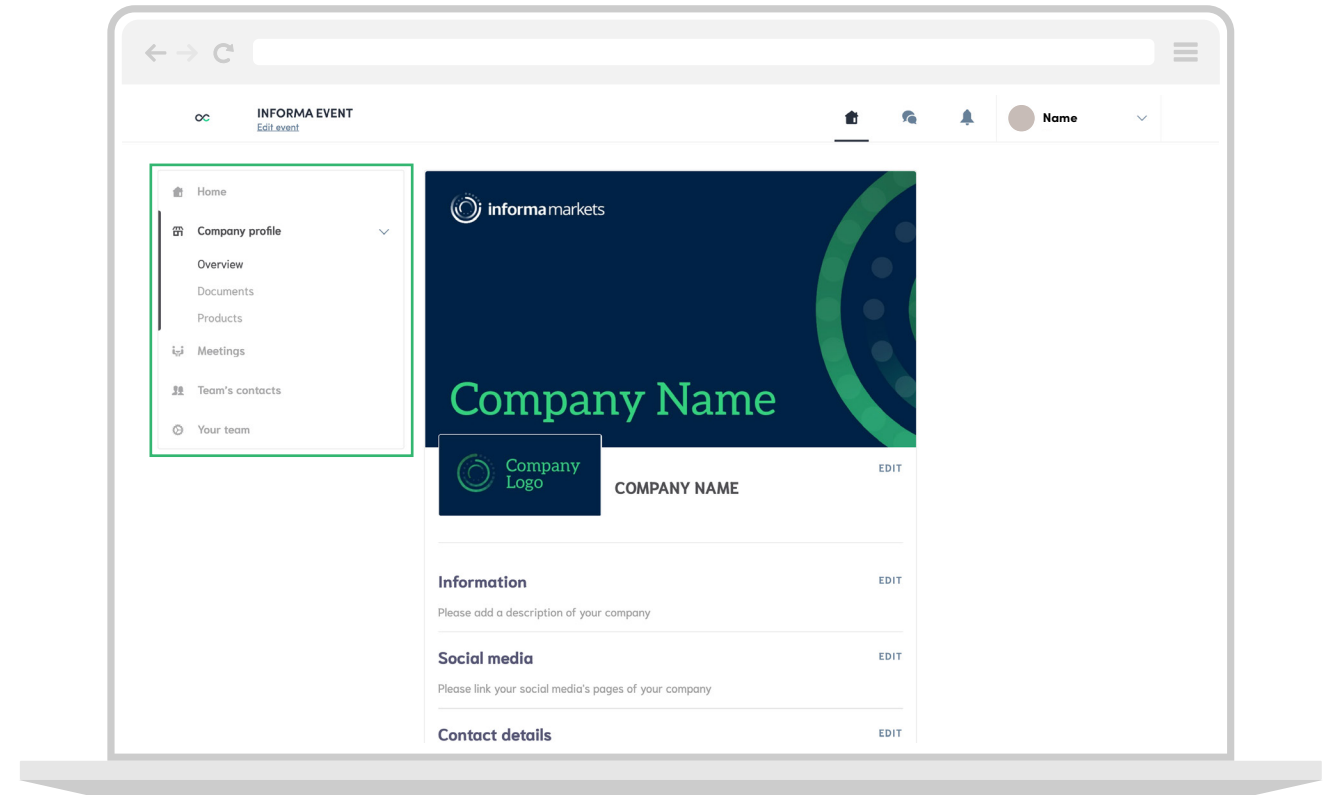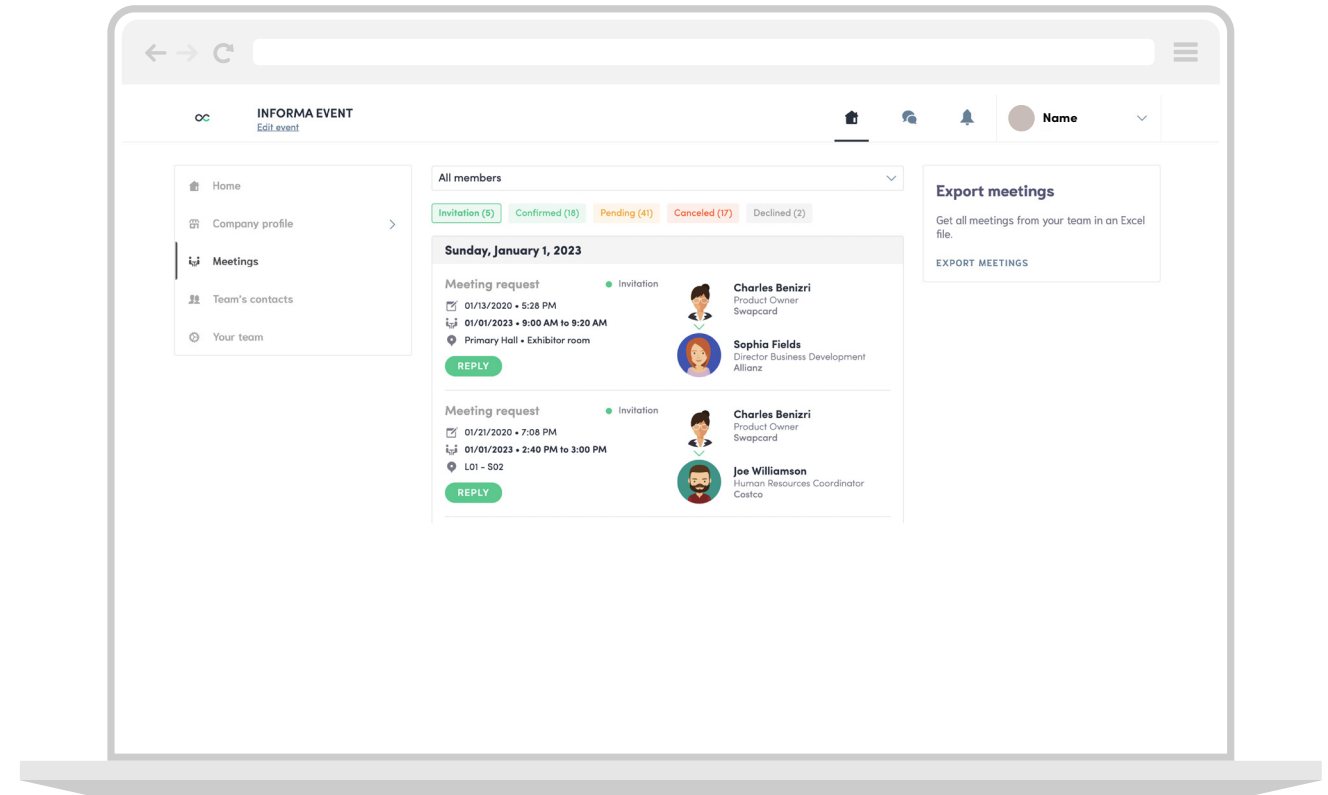
Exhibitor Center

Manage your meetings

Push your contacts through the sales funnel and arrange meetings with them.

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**
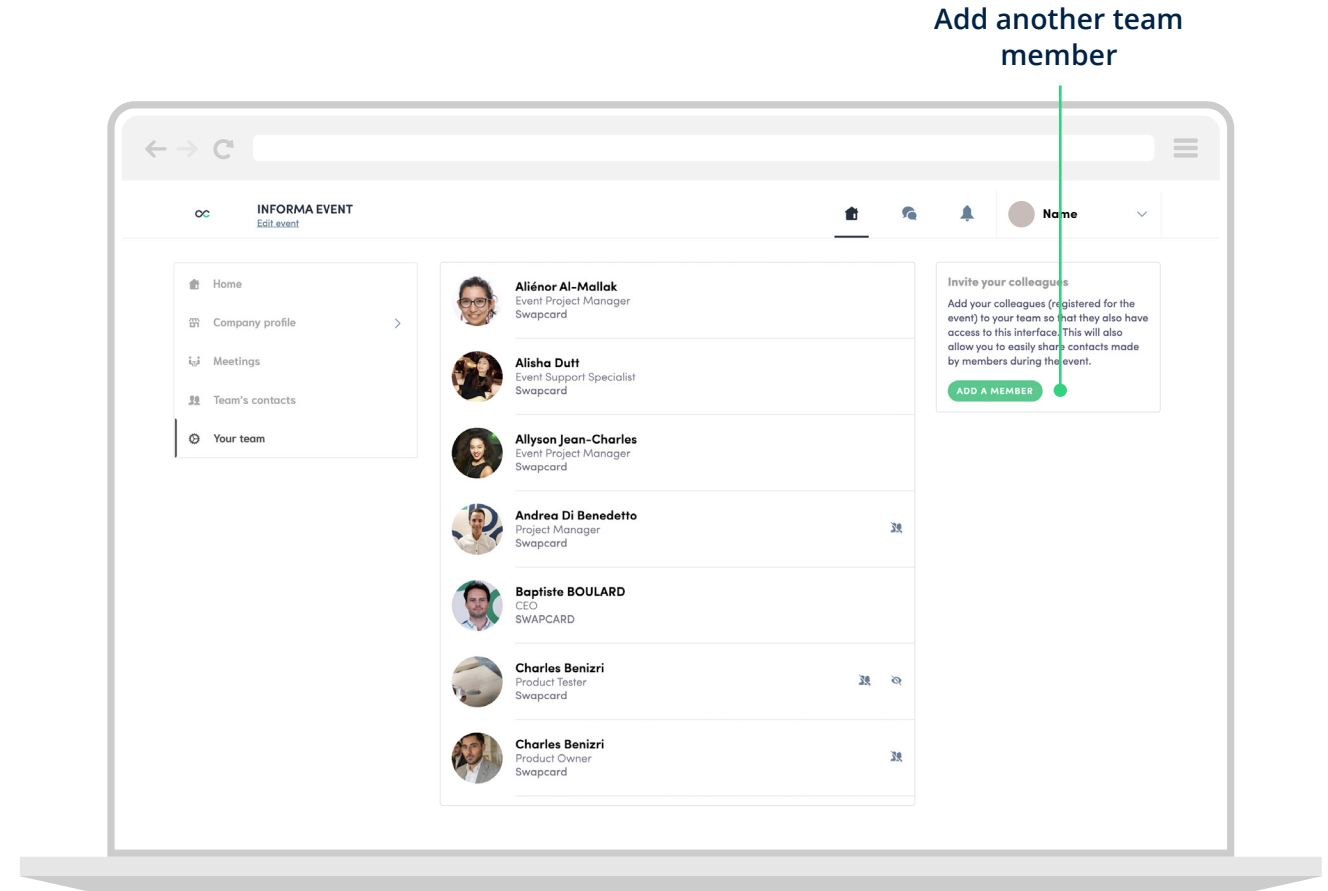- **Export your list of meetings to an Excel file**

Exhibitor Center

Add a teammate to your team

Click the "**Your Team**" tab.

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

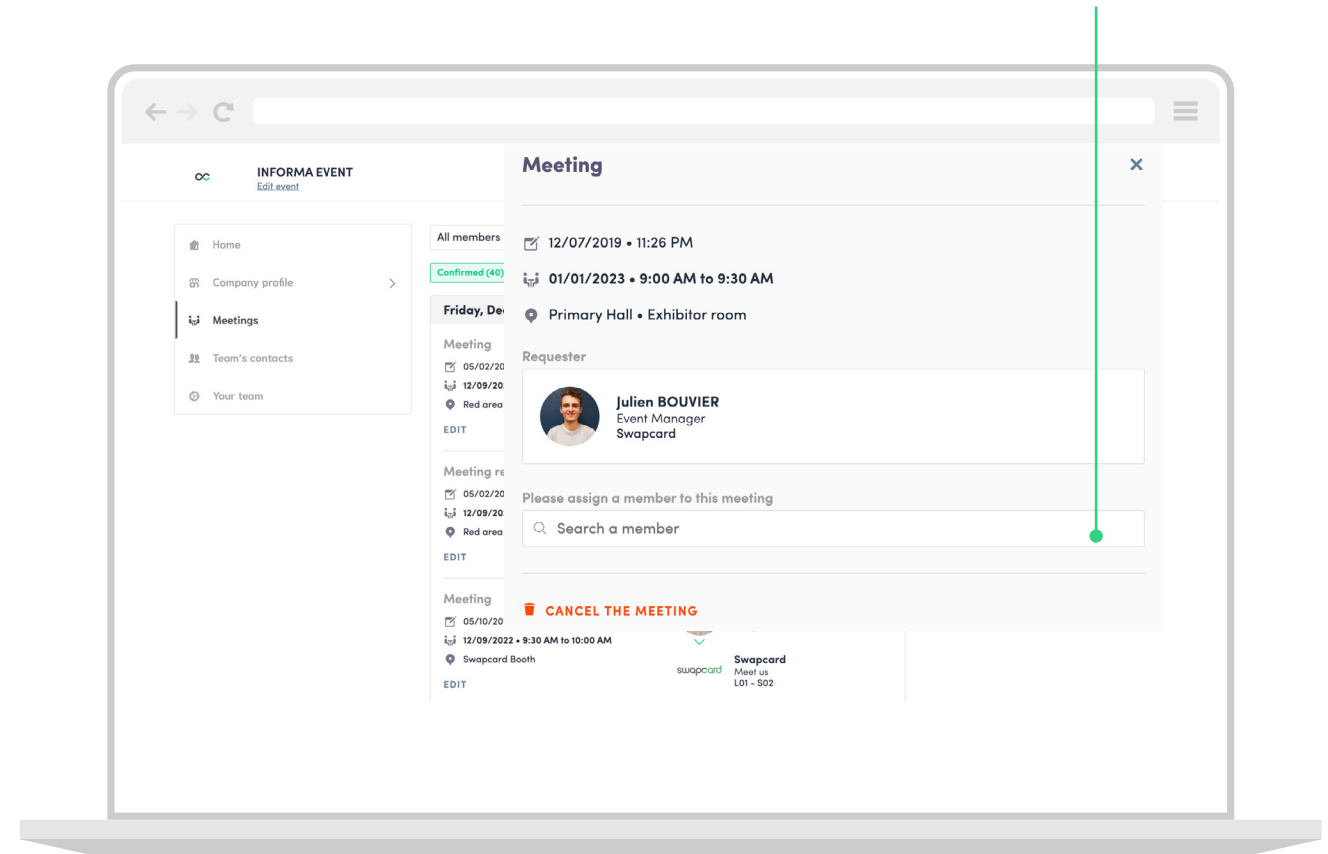To add another, simply click "**ADD A MEMBER**" on the right of the page.

Add 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.

Change to another team member
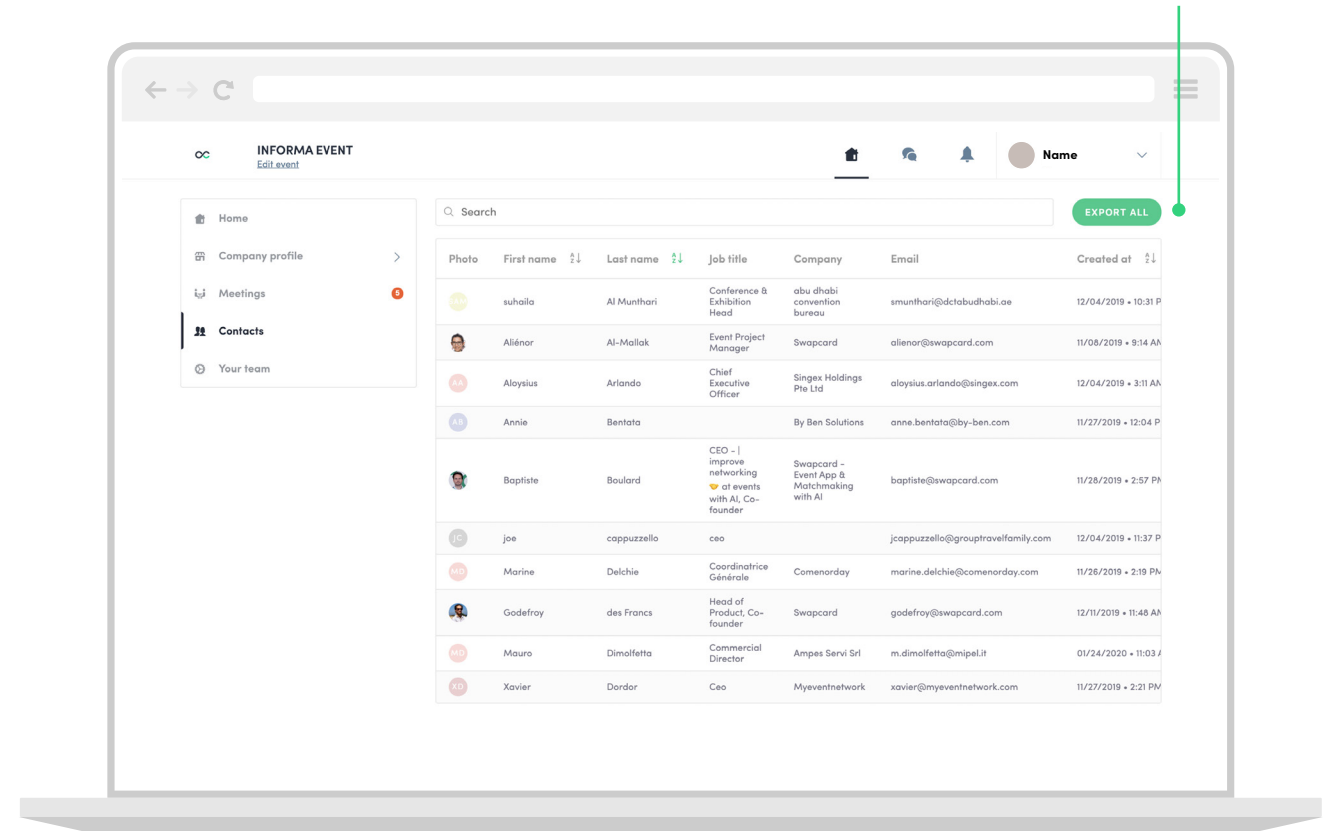
Exhibitor Center

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 "**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.
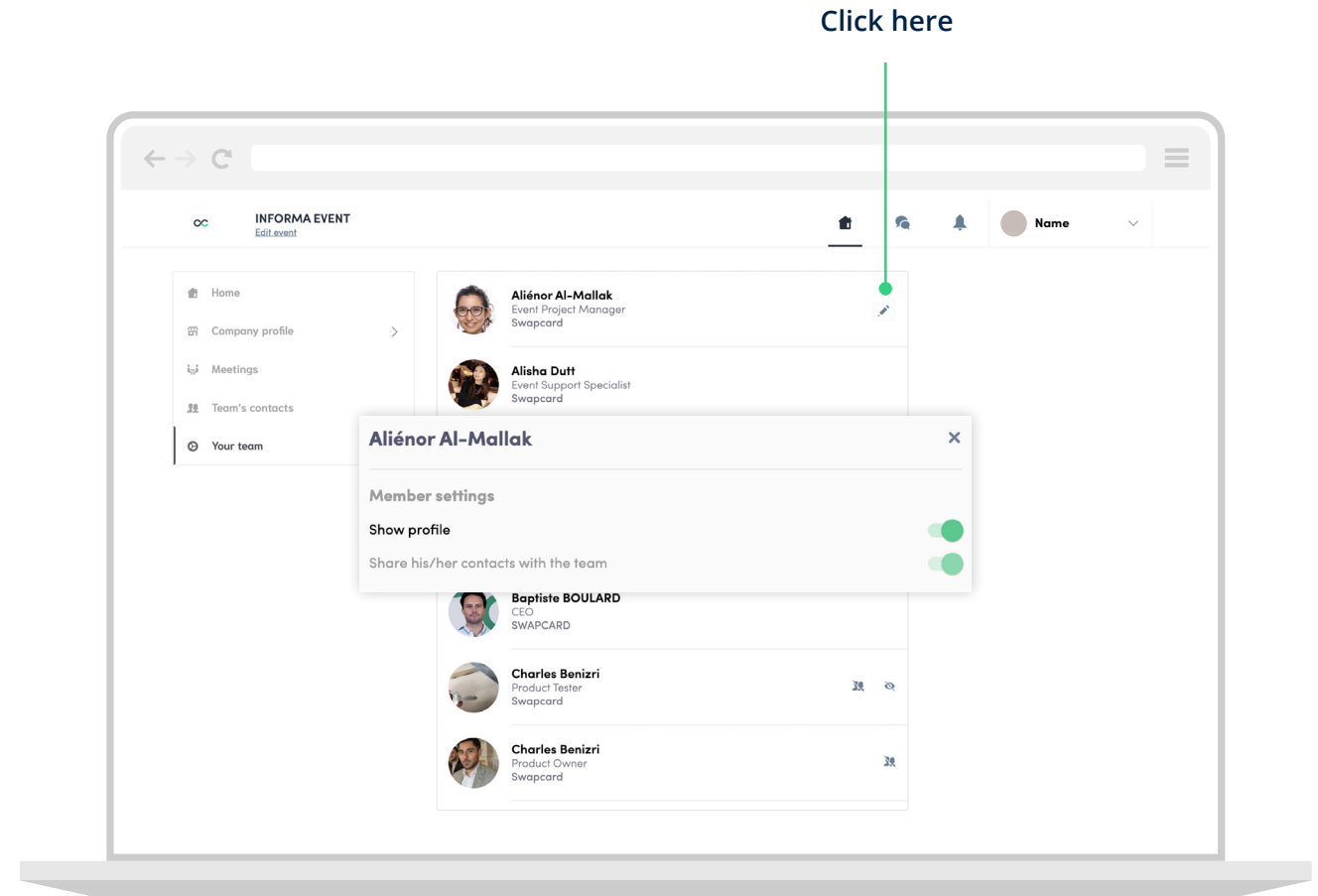
Export your contacts

Exhibitor Center

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.**
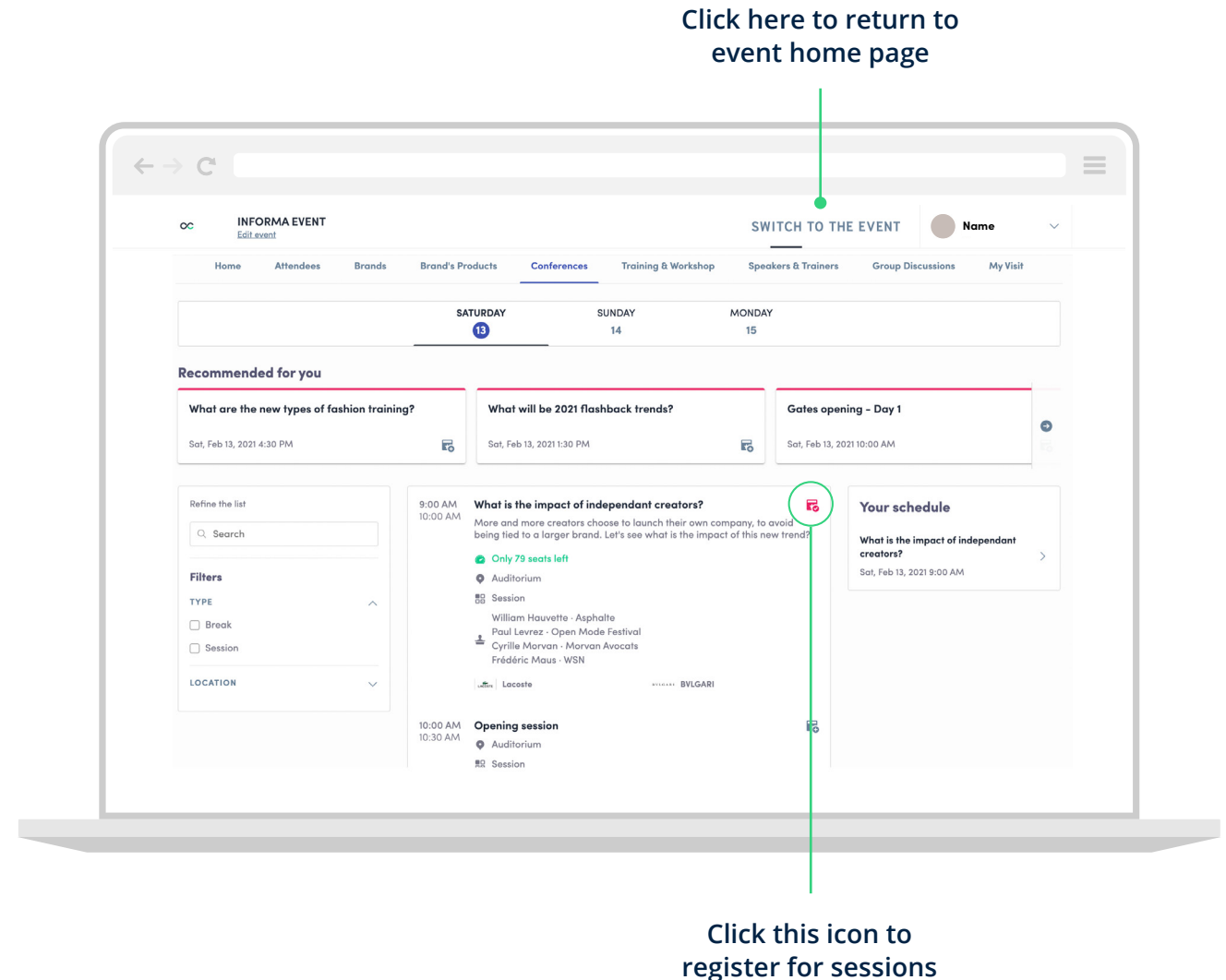
Platform Features

Platform Features

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 📅 icon to the right of the session name to add it to your schedule.

Click here to return to event home page

Click this icon to register for sessions

Platform Features

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.
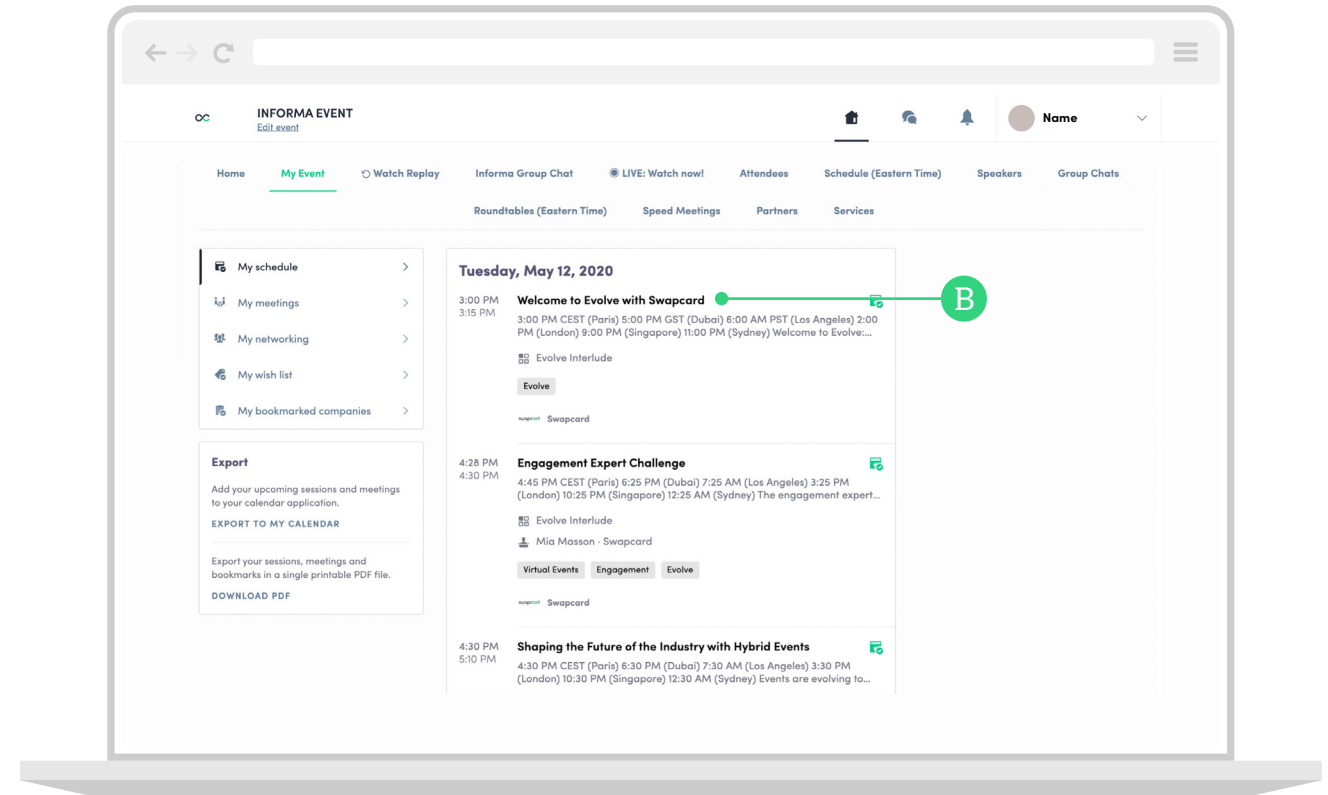
Click the "My Event" tab
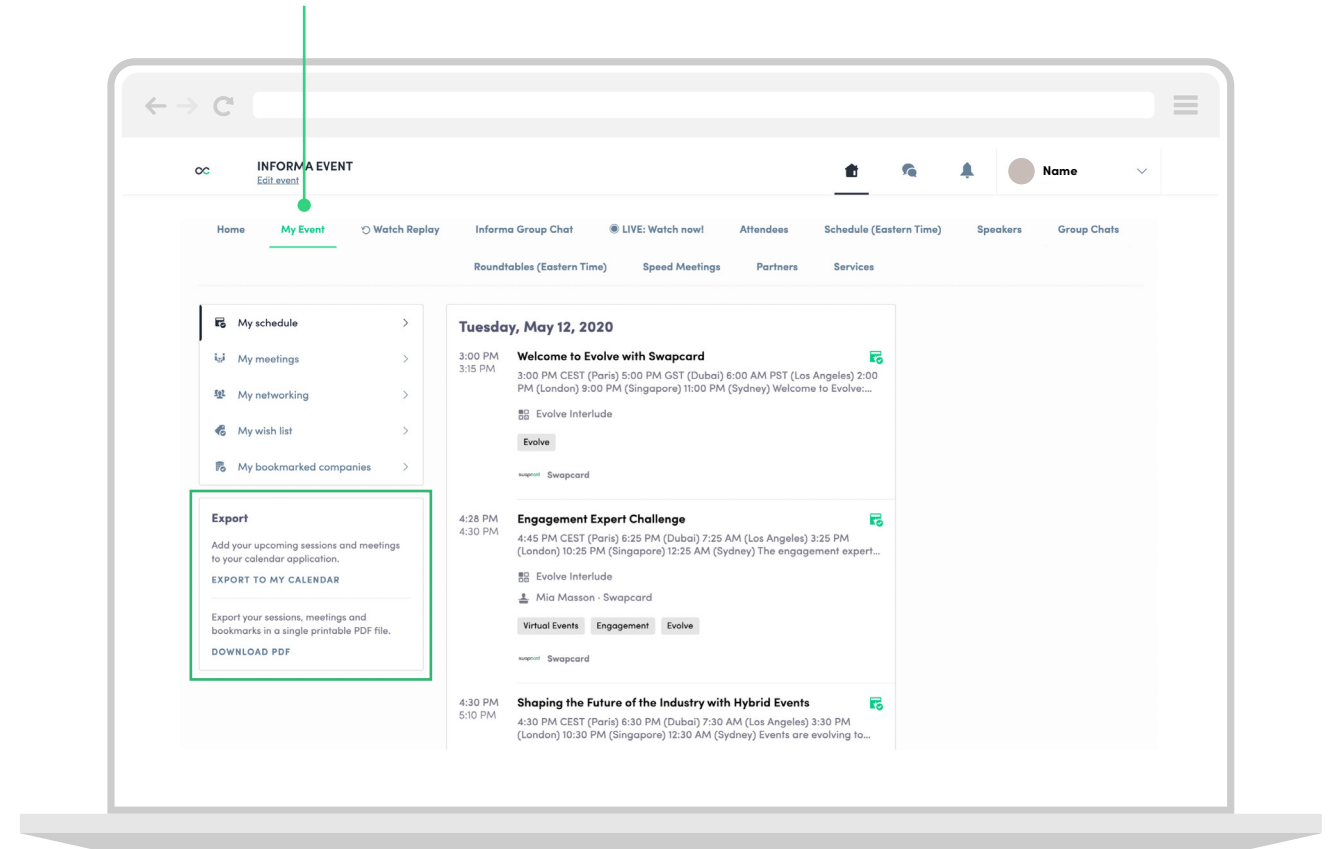
Platform Features

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.
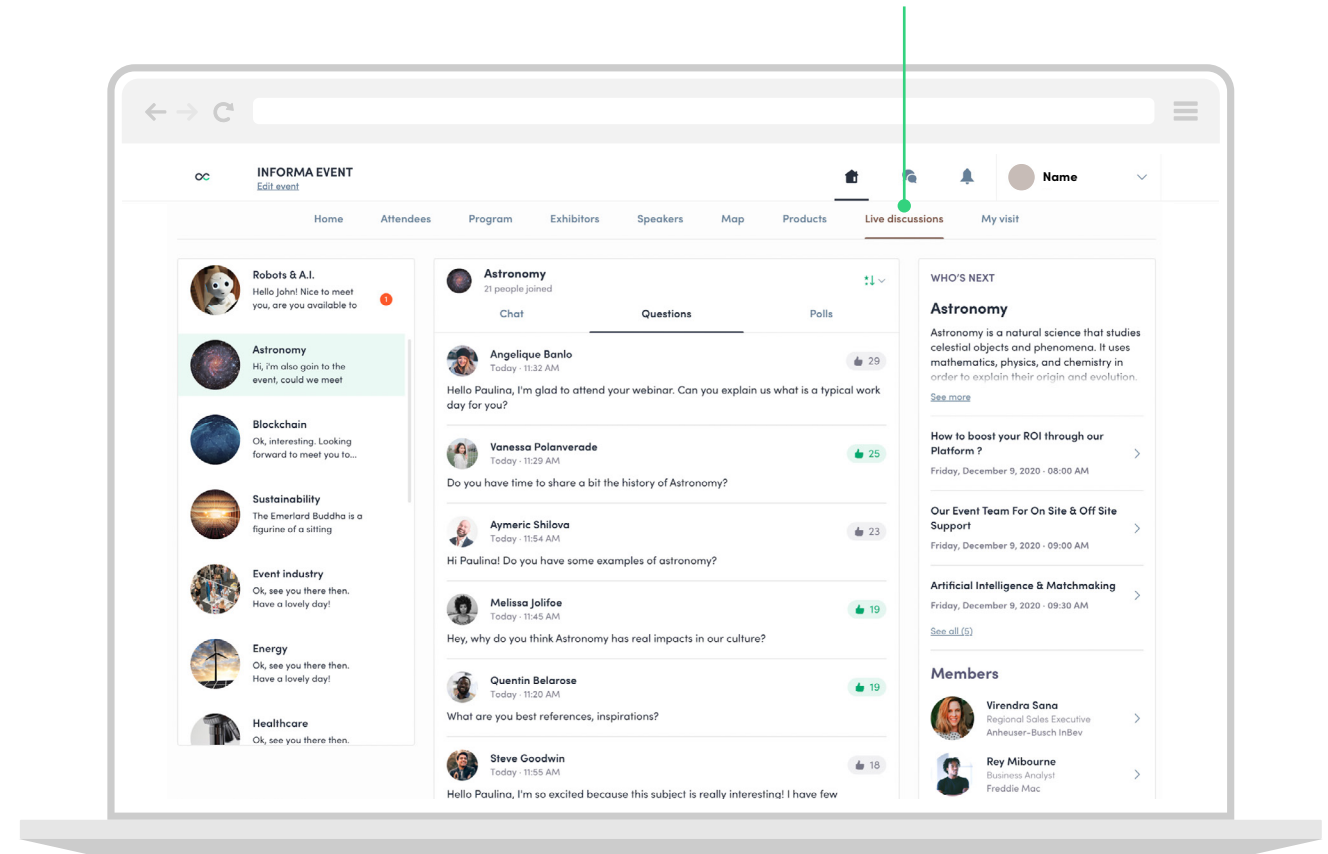
Platform Features

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.
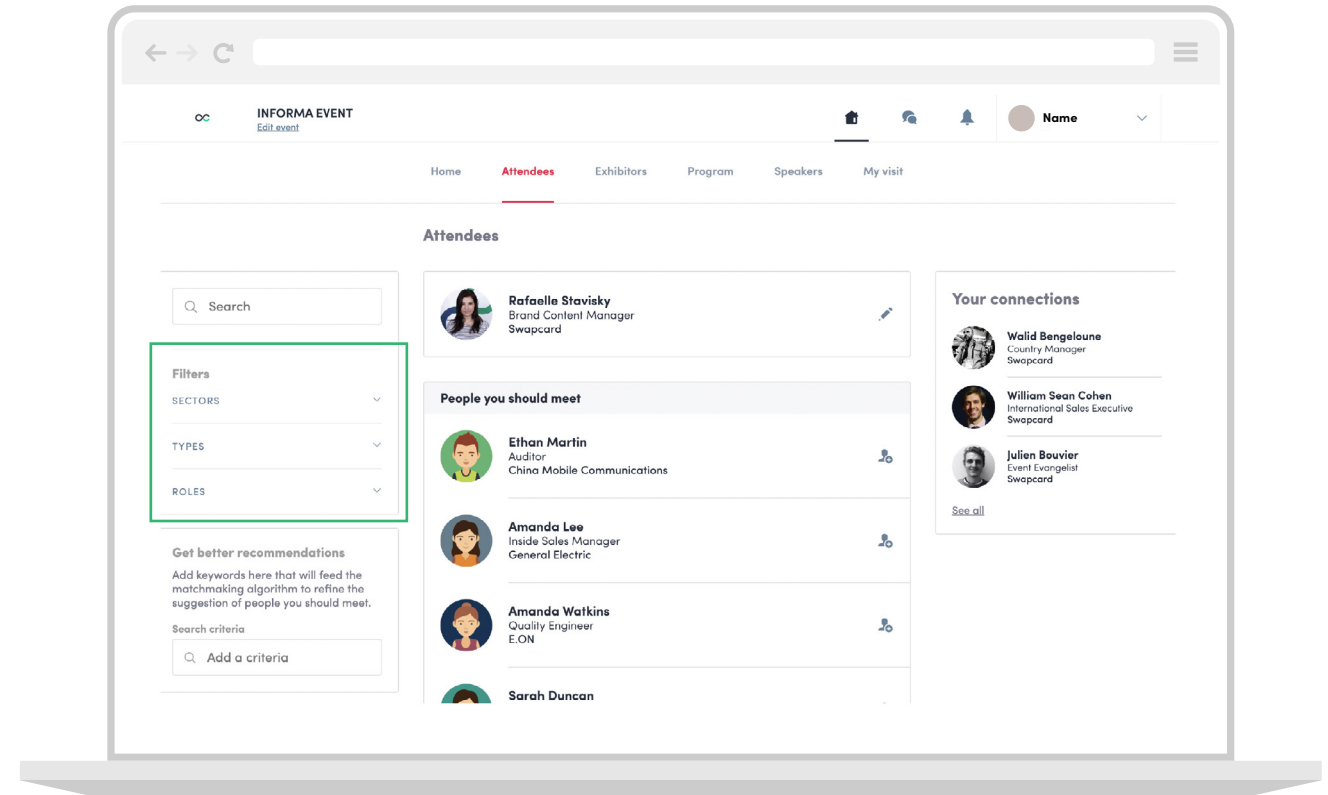
Networking

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.
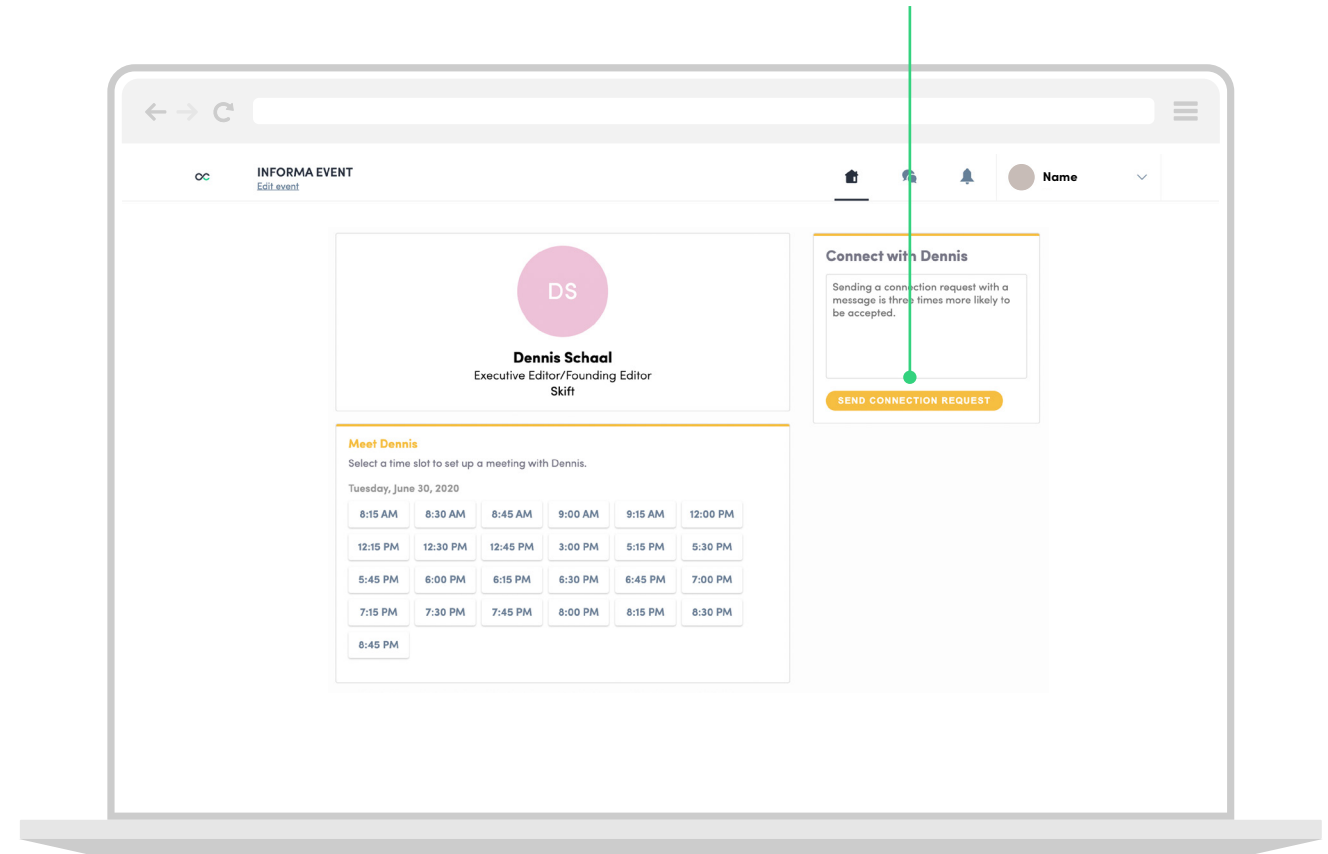
Networking

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.
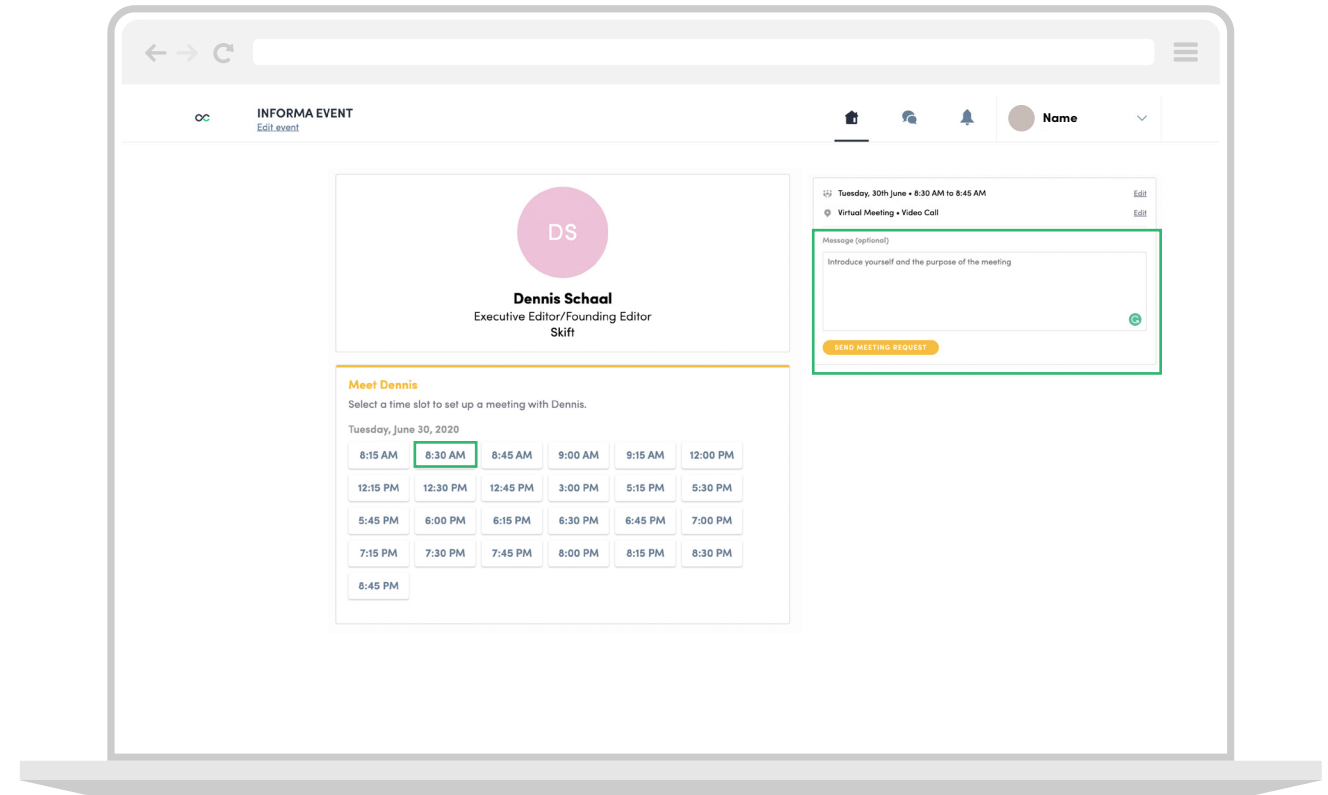

Send a connection request

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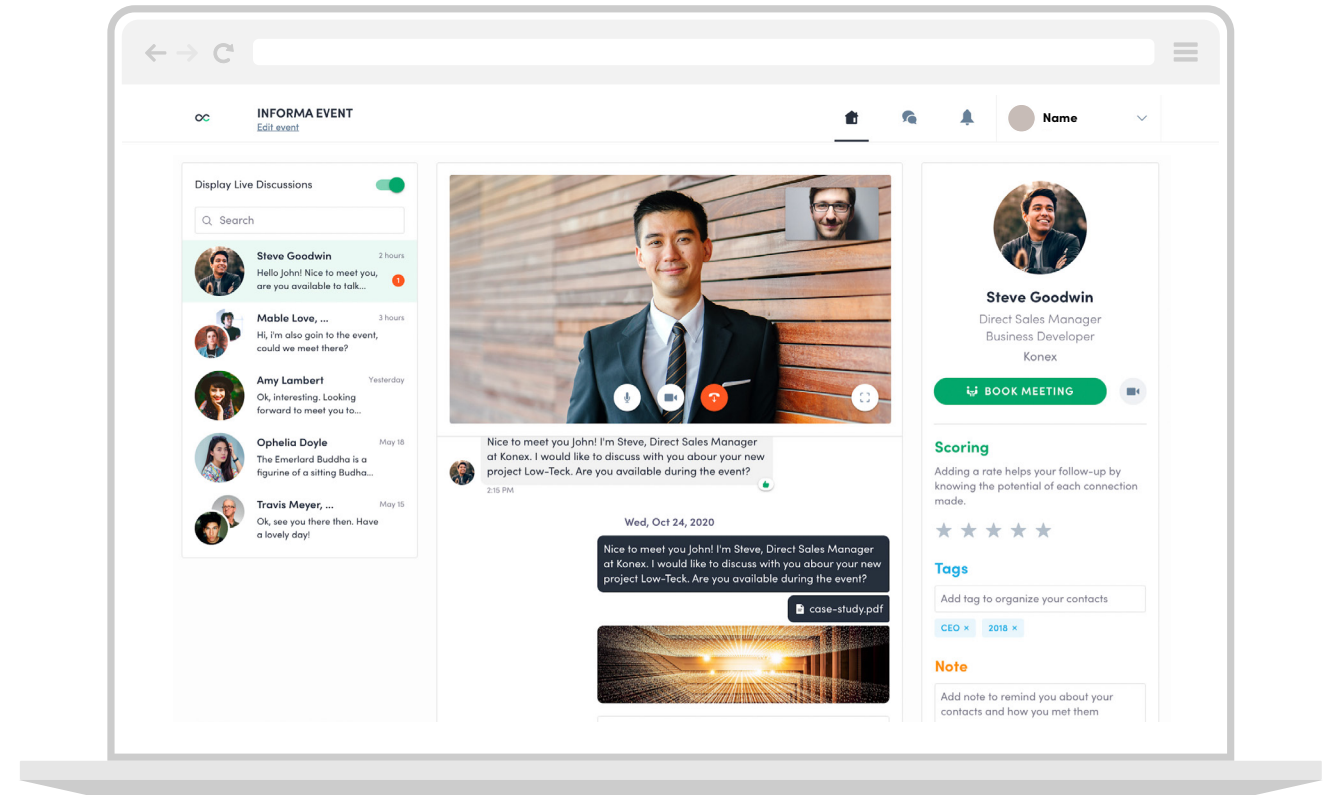
You can easily set up a meeting with an attendee. Click on the buyer's profile and select an available timeslot. You can choose to meet online or at the show.

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.
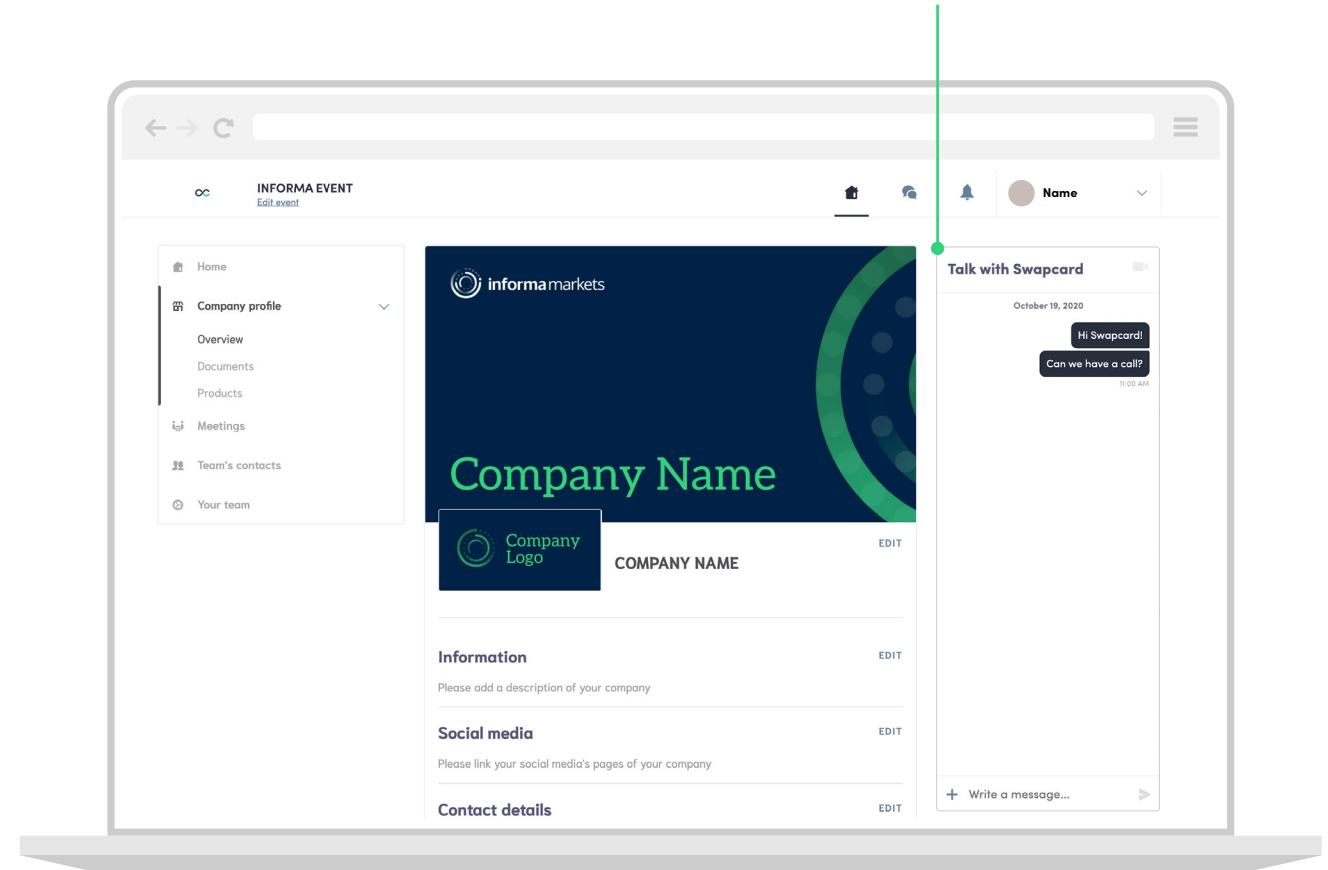
Networking

Receiving a message as an exhibitor

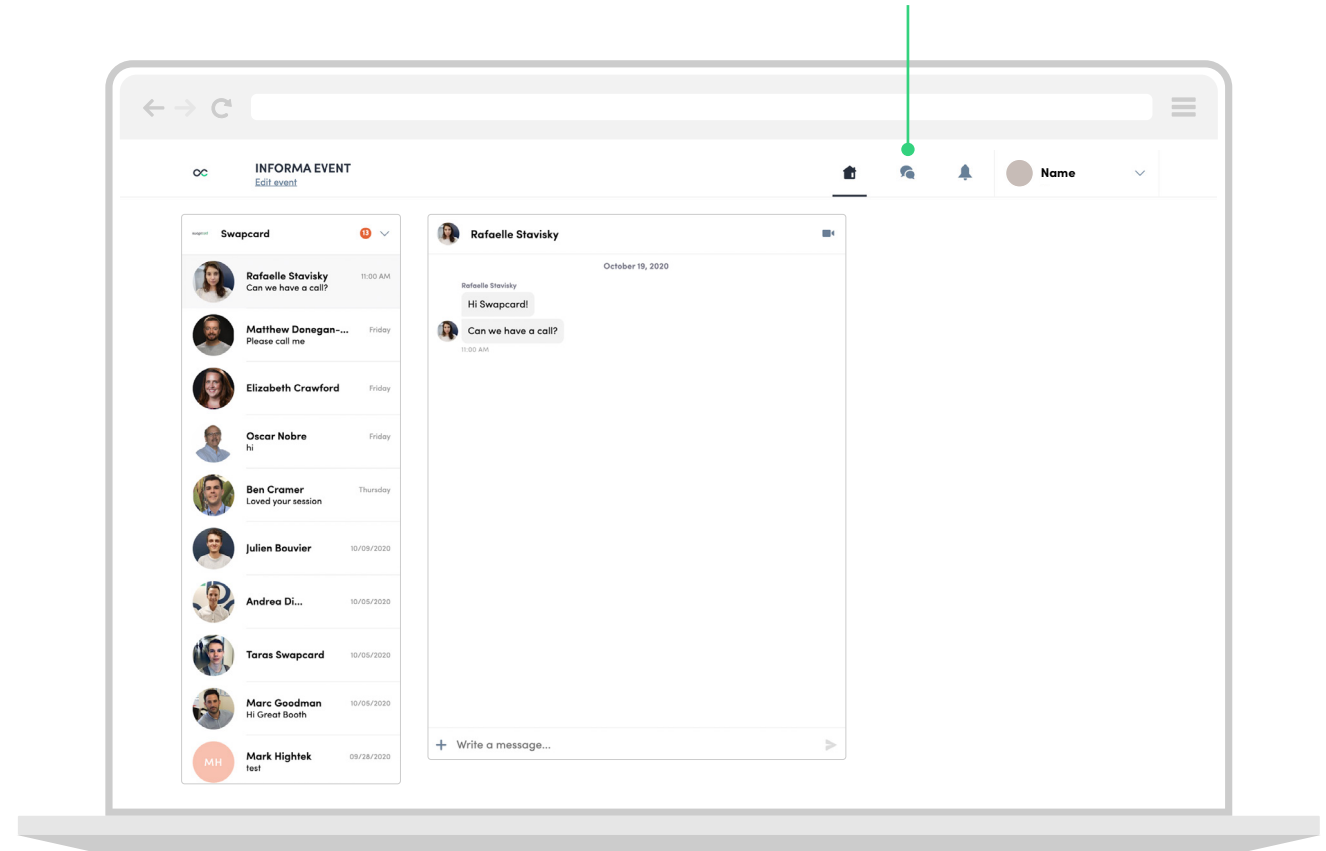Keep up with your chats by viewing all your company messages in one place.

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.

Chat as an exhibitor

Contact

For technical related queries:

Middle East Energy
Customer Service Team
mee.customerservice@informa.com

For sales and sponsorship queries:

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