



Swapcard Exhibitor Guide



Building a better future for care

24-25 April 2024 ExCeL London

Overview

Welcome to the Exhibitor Guide.

You will be using the tools in your **Swapcard** Exhibitor Center to configure your booth, manage your team, and interact with attendees during the **event** !



Contents

Access the app

Exhibitor Center

Content features

Networking features



ACCESS THE APP

Login

How to login for the first time?

- 1 You will receive an email similar to **this one** with a button redirecting you to a login page. Your account is automatically created by the platform after you have registered.
- 2 A window will then prompt you to create a password for your account:

Welcome, create a password

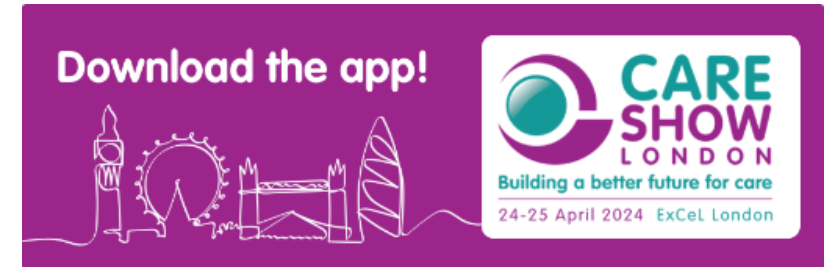
In order to log in the next time that you want to use the web or mobile app.

Password*

Define new password

At least 6 characters

Note: If you don't see this email in your mailbox, please check your spam folder. Most of our emails are sent from noreply@swapcard.com



Care Show London

Hello Jane,

Get ahead of the game and prepare for **Care Show London** to **save yourself time** and **get the most out of your event**.

Care Show app makes it easy to **access the event content**, **bookmark sessions**, and **connect with the right people** in advance.

All you have to do is **activate your profile with the tap of the below button**. We'll keep all of your **information and data secure**.

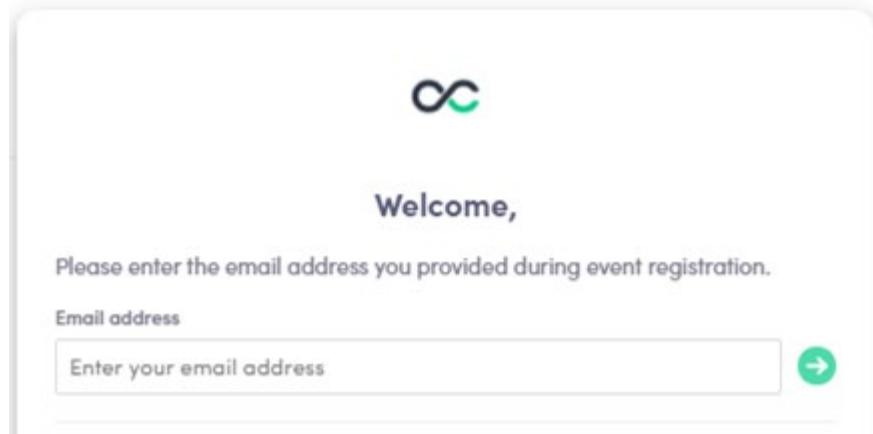
Are you ready to join your event community?

LET'S GET STARTED!

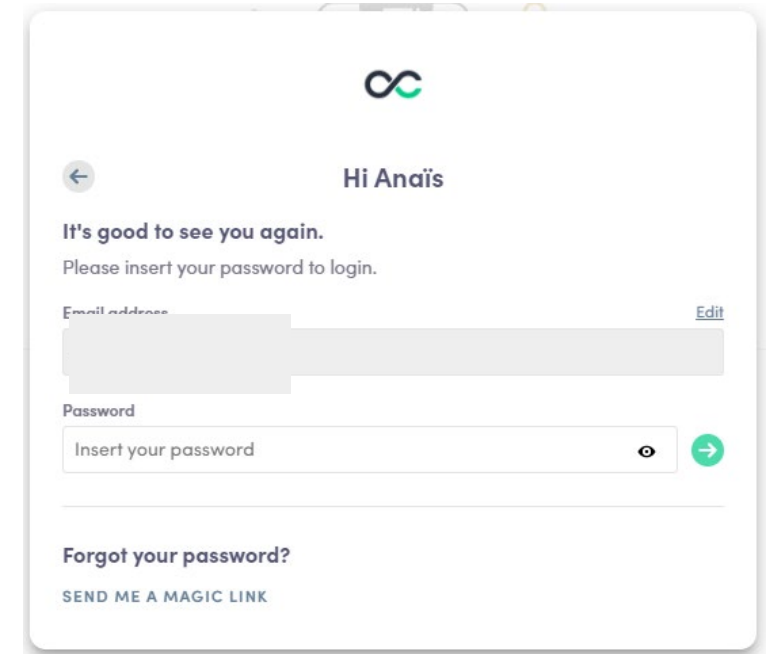


How to login when I have an account ?

- 1 Access your account on careshows.app.swapcard.com
- 2 Enter the email you used to register from your event and your password. Click the green arrow to connect.



The screenshot shows the top part of the login page. At the top center is the Swapcard logo (an infinity symbol). Below it, the text "Welcome," is displayed. Underneath, there is a prompt: "Please enter the email address you provided during event registration." Below this prompt is a text input field with the placeholder text "Enter your email address" and a green arrow button to the right of the field.



The screenshot shows the bottom part of the login page. At the top center is the Swapcard logo. Below it, the text "Hi Anaïs" is displayed. Underneath, there is a prompt: "It's good to see you again. Please insert your password to login." Below this prompt is a text input field for the email address, which is blurred, and a small "Edit" link to its right. Below the email field is a text input field for the password, with the placeholder text "Insert your password" and a green arrow button to its right. Below the password field, there is a link that says "Forgot your password?" and a button that says "SEND ME A MAGIC LINK".

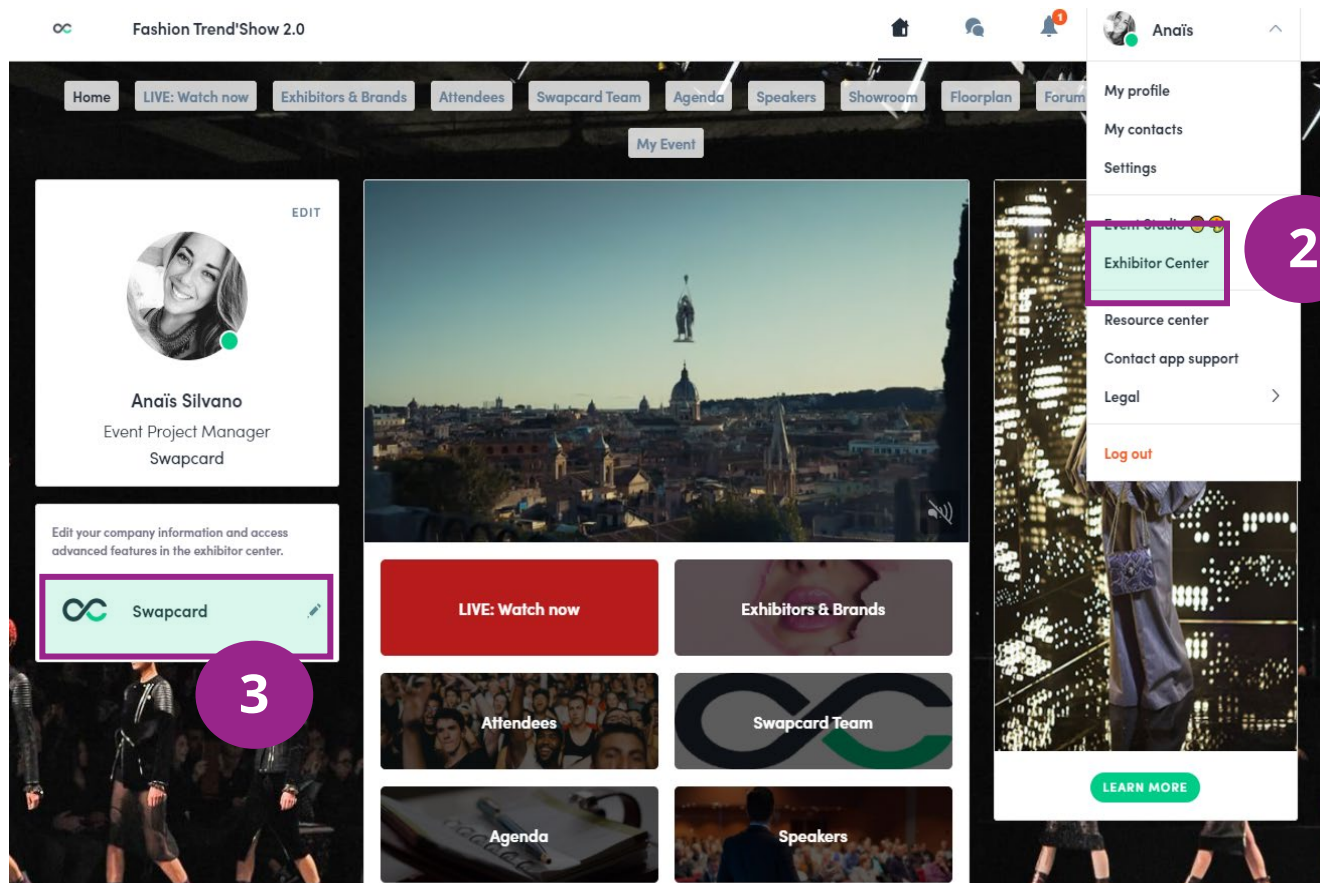
Note: If you have forgotten your password, click **"Send me a magic link"** after entering your email. You'll receive an email to reset your password (valid for 1 hour). If you need any help, please contact www.swapcard.com/support



EXHIBITOR CENTER

Functionalities

Navigation



There are four ways to access your Exhibitor Center

1

By clicking the button in your invitation email, which will redirect you to your Exhibitor Center.

2

Click **“Exhibitor Center”** in the drop down menu.

3

Click on your Exhibitor booth from the home page.

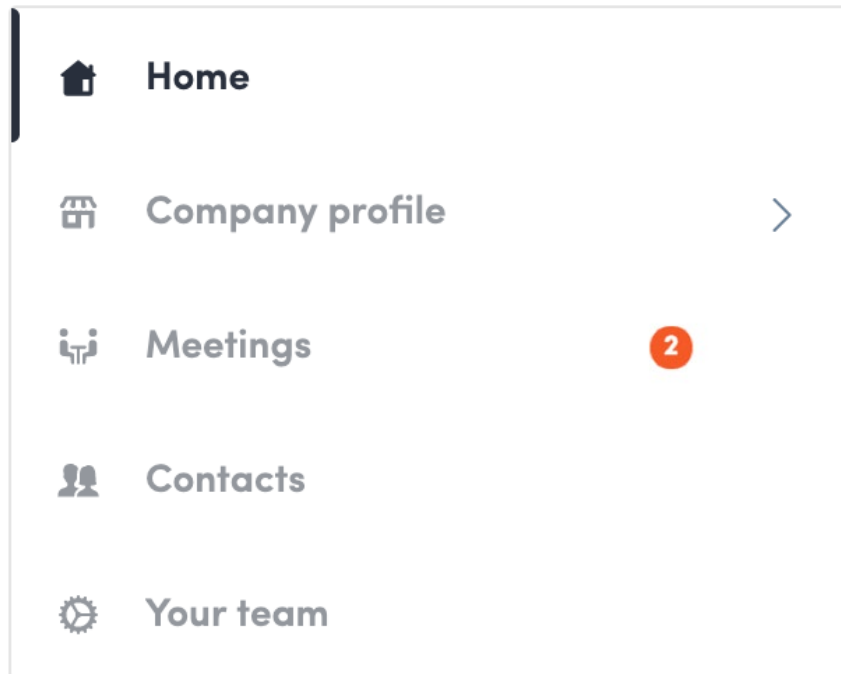
4

Go to careshows.team.swapcard.com

Note: you can access the Exhibitor Center even if the event isn't live.



Navigation



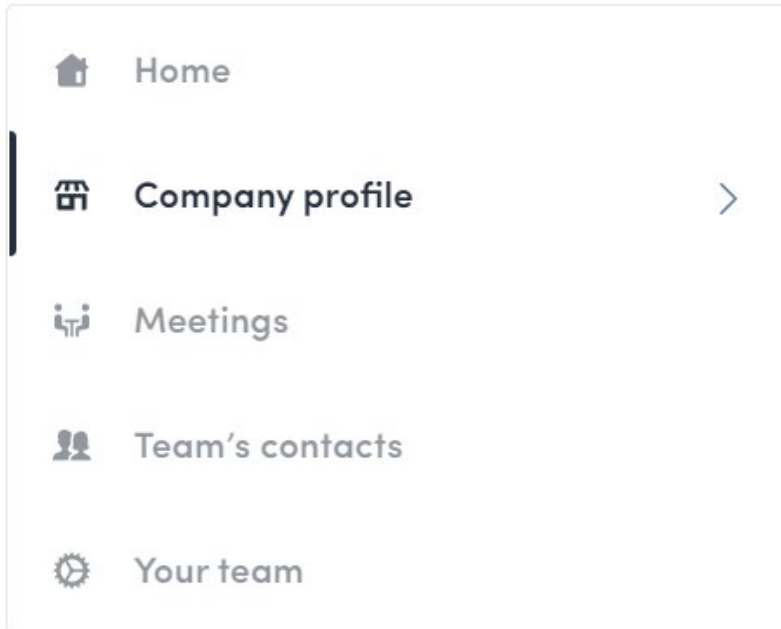
This **navigation bar** will appear on the left side of your screen. It will help you to navigate between the different sections of the **Exhibitor Center**.

Home is the first page that you will see when accessing the Exhibitor Center.

A red pin indicates that you have a **pending notification**. Click to see what's going on!



Company profile



- **Header image or video**
 - Image : 1200x675 px, up to 1MB
 - Video : video ID from YouTube, Vimeo or other (Iframe)
- **Background image** : 2560x1600 px, up to 1MB
- **Social media links** : LinkedIn, Twitter, Facebook...

To be contacted by as many qualified participants as possible, we advise to **fill in all the editable information** from your **Exhibitor Center**. If a field cannot be edited, please contact the event



Company profile - Overview

The screenshot shows the Swapcard user interface. On the left is a navigation menu with options: Home, Company profile (highlighted with a purple box), Overview (highlighted with a purple box), Documents, Meetings, Team's contacts, and Your team. The main content area displays the Swapcard logo and tagline 'Get Meaningful Encounters' above an illustration of business people. Below this are sections for 'Information', 'Social media', and 'Contact details', each with an 'EDIT' button (highlighted with a purple box). On the right, a 'Main information' edit panel is open, containing fields for 'Header image', 'Video platform' (set to YouTube), 'Video ID', 'Logo', and 'Name' (set to Swapcard). An 'INFORMATION >' button (highlighted with a purple box) is located at the bottom right of the edit panel.



To be contacted by as many qualified participants as possible, we advise to **fill in all the editable information** from your **Exhibitor Center**. If a field cannot be edited, please contact the organiser.



Company profile

– Documents

- Home
- Company profile** ▼
 - Overview
 - Documents
- Meetings
- Team's contacts
- Your team

 **Company presentation** 

Add your documents

Attach documents to your company profile (product catalogues, press releases, etc.)


ADD DOCUMENTS

Attach documents to your company profile (product catalogues, press, releases, etc.). **Paste a link** (with http://) or **import a file** (pdf, doc, docx, ppt, pptx, png or jpg), then add a name and a short description.

Add a document

Paste a link (with http://) or import a file (pdf, doc, docx, ppt, pptx, png or jpg), then add a name and a short description.

Document *

Upload your document or insert the URL 

Title *

Title of the document (max. 80 characters)

Overview

Describe in a few words the document (max. 160 characters)

CREATE DOCUMENT



Showcase different types of items

Depending on the event you are attending, and on the items categories created by the organizer, below are some examples of categories you can upload items to from the **Exhibitor Center**.

The image displays a composite of three screenshots from the Exhibitor Center interface, illustrating the process of adding items. The leftmost screenshot shows a sidebar navigation menu with 'Company profile' selected, and a sub-menu where 'Products' and 'Job offers' are highlighted. The middle screenshot shows a list of items under a search bar, including 'Marketing Manager Swapcard' and 'Sales Representative Swapcard'. A red circle with the number '2' highlights a pencil icon next to the 'Marketing Manager' item, and a red box highlights a preview of this item. The rightmost screenshot shows the 'Add job offers' form, with a red circle and the number '1' highlighting the 'ADD' button. Below it, the 'Add a new item' form is shown, with a red circle and the number '3' highlighting the 'CREATE' button. The form includes fields for 'Category', 'Name', and 'Description', along with a '0/2000 characters maximum' indicator.

- 1 To add an item, click on **“Company Profile,”** select one of the categories available (i.e. Job offers or Products) and click **add**.
- 2 Add your item’s name and description and click on **create**. Once done, click the **pencil icon** to import images (1:1 ratio) to illustrate your item.
- 3 There may be additional custom fields to fill in below the description section.

Manage your meetings

Home

Company profile

Meetings 5

Contacts

Your team

All members

Invitation (5) Confirmed (18) Pending (41) Canceled (17) Declined (2)

Sunday, January 1, 2023

Meeting request • Invitation

01/13/2020 • 5:28 PM

01/01/2023 • 9:00 AM to 9:20 AM

Primary Hall • Exhibitor room

REPLY

Charles Benizri
Product Owner
Swapcard

Sophia Fields
Director Business Development
Allianz

Meeting request • Invitation

01/21/2020 • 7:08 PM

01/01/2023 • 2:40 PM to 3:00 PM

L01 - S02

REPLY

Charles Benizri
Product Owner
Swapcard

Joe Williamson
Human Resources Coordinator
Costco

Export meetings

Get all meetings from your team in an Excel file.

[EXPORT MEETINGS](#)

Meeting request

01/31/2020 • 9:54 AM

01/01/2023 • 7:30 AM to 8:00 AM

Elio's hall • table 1

Requester

Abby Gonzalez
Inside Salesperson
Verizon

Host

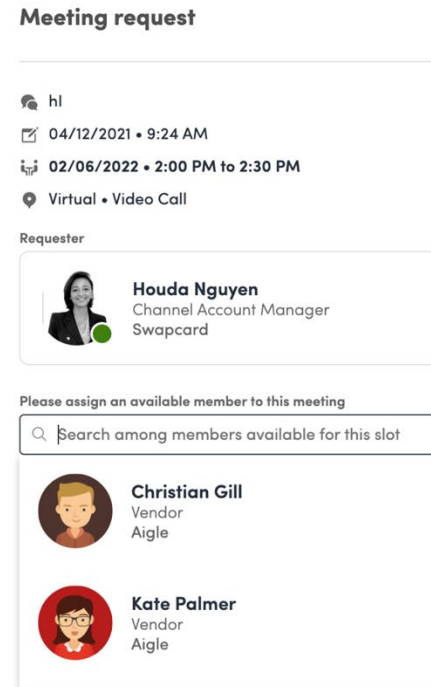
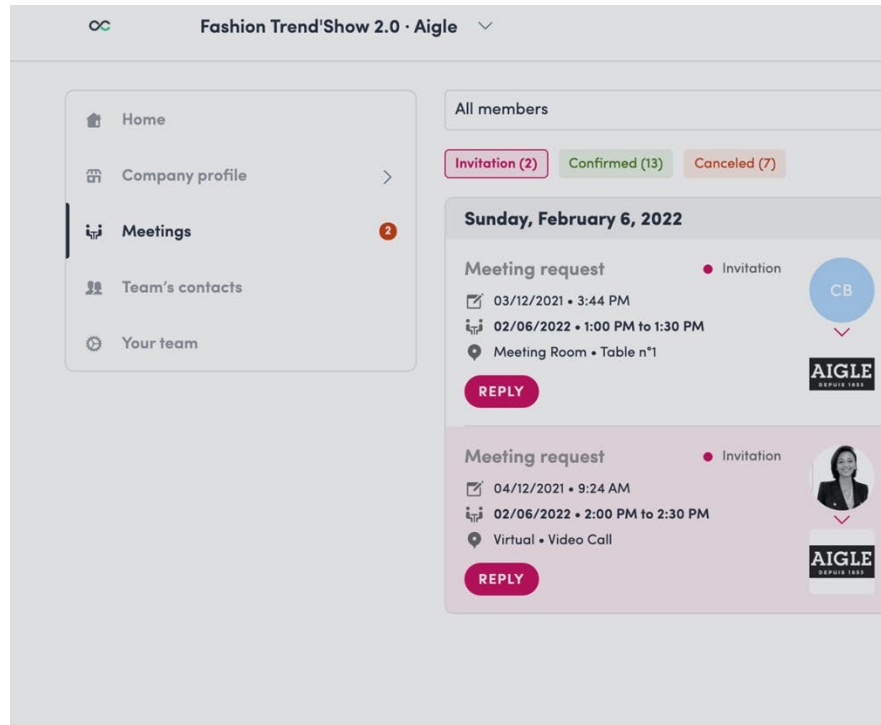
Charles Benizri
Product Owner
Swapcard

ACCEPT DECLINE

- **Display the meetings** of your team (*All members* or a specific team member)
- **Filter meetings by status:** Pending, Confirmed, Canceled or Declined.
- **Assign a meeting:** reply to the meeting request and select a team member to assign.
- **Accept or decline meeting requests or cancel an existing meeting.**
- **Export the full list of meetings.**



How to assign a teammate to a meeting?*



In your Exhibitor Center, you can manage your team member's meetings.

Go to the **“Meetings”** tab and see all your team meetings during the event.

To assign or change a team member for a meeting, **click on the meeting** and choose the team member you wish to assign.

A confirmed meeting has to be assigned to a member of the team for them to get reminders.

Note*: once the meeting has been initiated by a team member, you are unable to assign someone else.



Shared contacts and exports

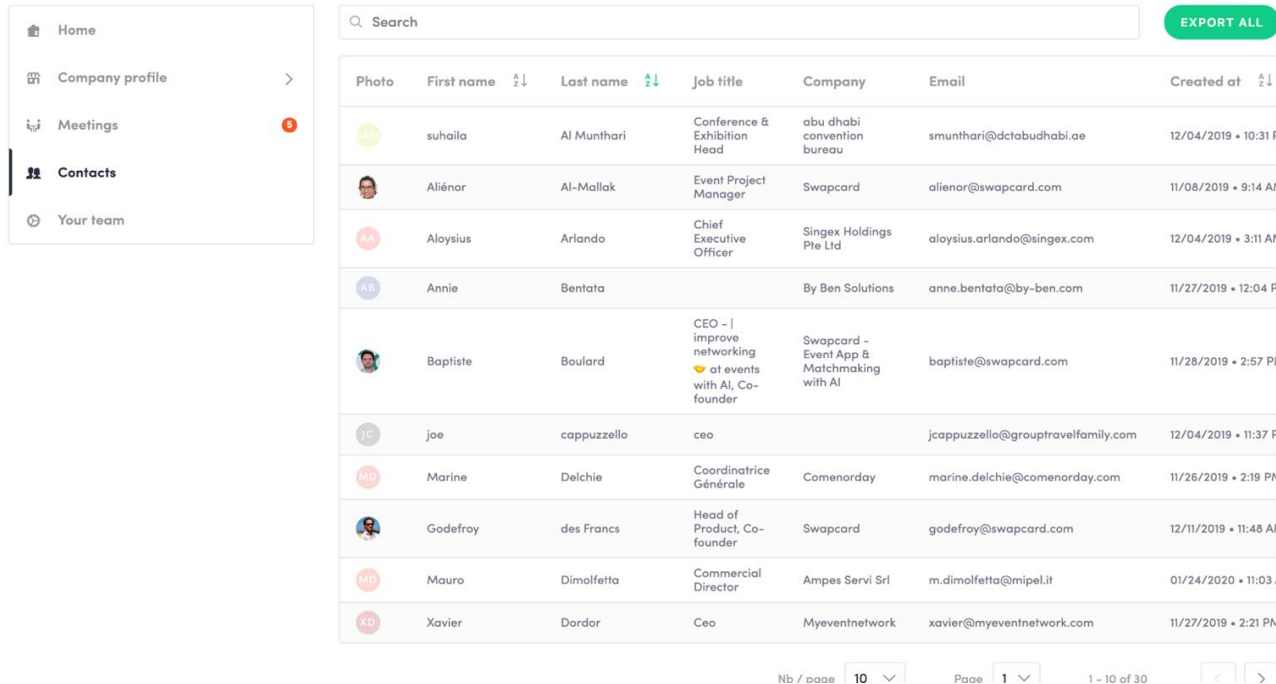


Photo	First name	Last name	Job title	Company	Email	Created at
	suhaila	Al Munthari	Conference & Exhibition Head	abu dhabi convention bureau	smunthari@dctabudhabi.ae	12/04/2019 • 10:31 P
	Aliénor	Al-Mallak	Event Project Manager	Swapcard	alienor@swapcard.com	11/08/2019 • 9:14 AM
	Aloysius	Arlando	Chief Executive Officer	Singex Holdings Pte Ltd	aloysius.arlando@singex.com	12/04/2019 • 3:11 AM
	Annie	Bentata		By Ben Solutions	anne.bentata@by-ben.com	11/27/2019 • 12:04 P
	Baptiste	Boulard	CEO - improve networking at events with AI, Co-founder	Swapcard - Event App & Matchmaking with AI	baptiste@swapcard.com	11/28/2019 • 2:57 PM
	joe	cappuzzello	ceo		jcappuzzello@groupravelfamily.com	12/04/2019 • 11:37 P
	Marine	Delchie	Coordinatrice Générale	Comenorday	marine.delchie@comenorday.com	11/26/2019 • 2:19 PM
	Godefroy	des Francs	Head of Product, Co-founder	Swapcard	godefroy@swapcard.com	12/11/2019 • 11:48 AM
	Mauro	Dimolfetta	Commercial Director	Ampes Servi Srl	m.dimolfetta@mipel.it	01/24/2020 • 11:03 A
	Xavier	Dordor	Ceo	Myeventnetwork	xavier@myeventnetwork.com	11/27/2019 • 2:21 PM

From the App or Web App, **you can also export your contacts (and only yours)** as an Excel file by going to your contacts and clicking on **"Export all."**

By going to the **"Contacts"** tab, you can view and export all the contacts collected by you and your team before, during, and after the event.

Only the contacts (from connections, meetings, and people who can chat in the exhibitor booth) of your **collaborators who have enabled the contact sharing option will be displayed**, in addition to yours.

You can check if **all your collaborators have activated it.**



Let's talk GDPR...

All users of the platform have agreed to share their data with the event organizer. When you connect with a user, they tacitly agree to share their information with you. You therefore retrieve this information in accordance with GDPR.



How to add a teammate to your team?*

In your **Exhibitor Center**, you can manage your team.

Go to the **"Your Team"** tab and see all your teammates on the booth.

To add new members, click **this button** and add their email address. If you can't see this button please contact the event organiser. The contacts of new members aren't shared by default for security.

To add a member, they must already be in the list of participants.

Fashion Trend'Show 2.0 · Swapcard

SWITCH TO THE EVENT Anaïs

Home

Company profile

Meetings

Team's contacts

Your team

Head of Sales Swapcard

Damien Courbon COO Swapcard

Davide Petilli Event Project Manager Swapcard

Dorine Lamotte Event Project Manager Swapcard

Emma Wright General Manager Swapcard

Godefroy des Francs Head of Product Swapcard

Add your colleagues

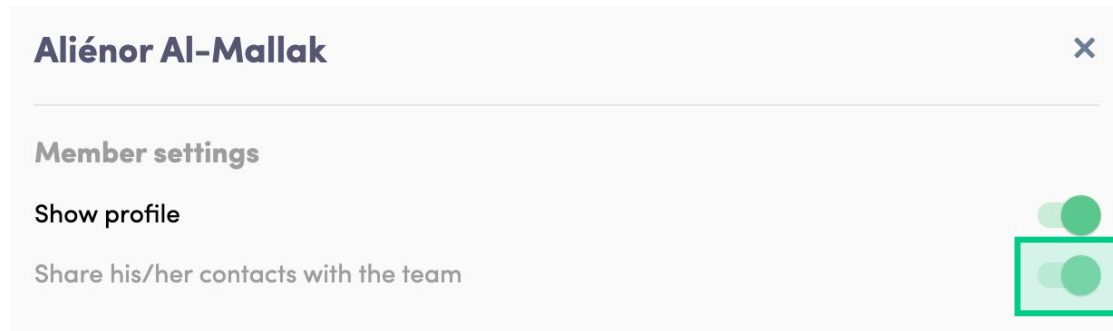
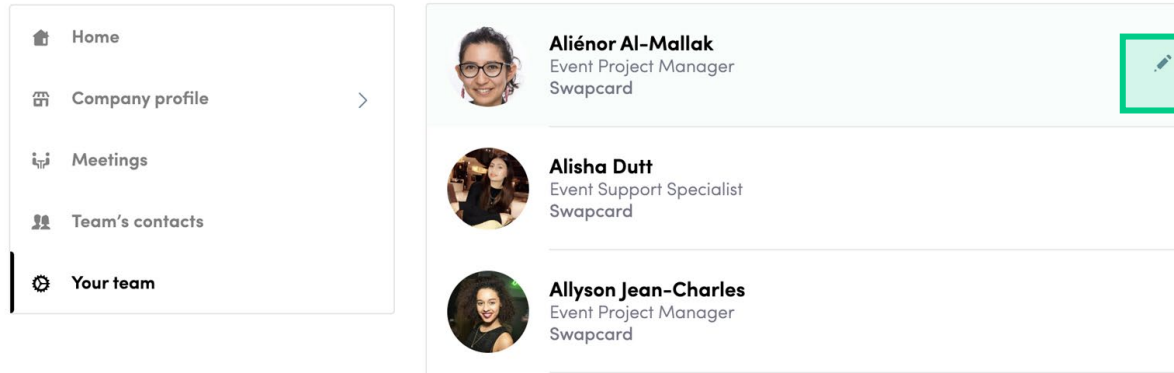
Invite your team members who are registered for the event so you can all access the same interface. With your whole team in one place, it's easy to share contacts and data!

ADD A MEMBER

* **Note:** only is allowed by the organizer



How to share your contacts with your team?



Each team member can choose to share their contacts with the team.

Go to the **"Your team"** tab and see all your teammates on the booth.

To share contacts, click the pen to the right of your name. You will then see a toggle list appear where you'll be able to choose whether to share your contacts with the team.



How to download your leads?

You can download your lead data directly from the Exhibitor Centre.

Go to Exhibitor Centre > Leads board > Export leads

Types of leads available from the Exhibitor Centre:

- Connected with exhibitor members
- Had a meeting with the exhibitor or its members
- Had a chat with the exhibitor

The screenshot displays the Exhibitor Centre interface. On the left is a navigation menu with options: Home, Company profile, Meetings, Leads board (highlighted with a purple box), and Your team. The main content area is divided into three sections:

- Analytics of your company:** A summary of key metrics:

NUMBER OF CONTACTS MADE	NUMBER OF CONFIRMED MEETINGS
3	5
NUMBER OF CONTACTS WITH SCORING	AVERAGE OF SCORINGS MADE BY YOUR MEMBERS
1	3
- Export leads report:** A section with the text "Download a list of people your team interacted with during the event as an Excel file" and a green button labeled "EXPORT LEADS".
- Virtual booth visits:** A section with the text "Discover here who have visited your company profile" and an illustration of a magnifying glass over a profile card.

Below the analytics is a section titled "Team's contacts" featuring a search bar and a table of team members:

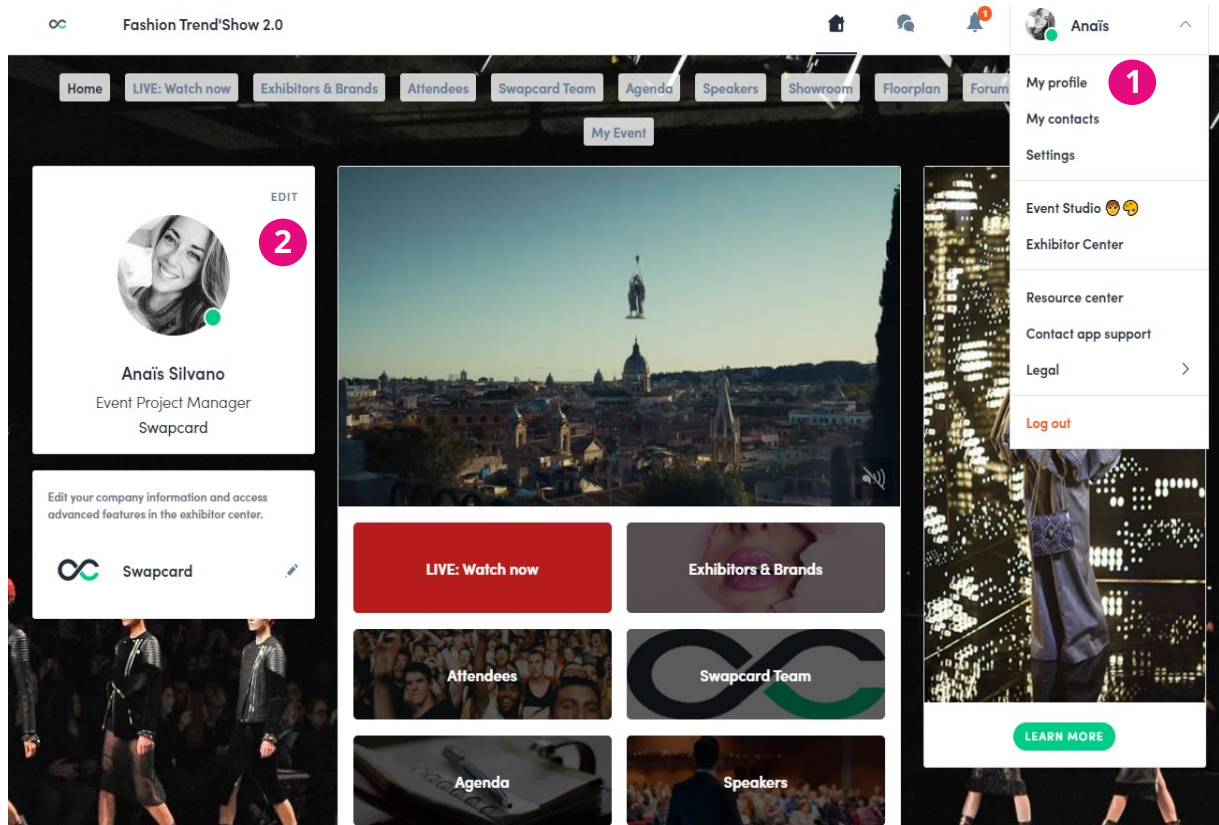
Photo	First name	Last name	Job title	Company	Email
	Pawel	Zajac	Frontend	Swapcard	pawel@swapc
	Alex	Lis			alxumldqmmf



CONTENT FEATURES

Increase your visibility

How to edit my personal profile? (1/2)



There are two ways for you to access your profile

1

On the upper-right corner of your screen, click on **"My profile."**

2

On the left side of your screen next to your photo, click on **"Edit."**

You'll then be redirected to your profile details.



How to edit my personal profile? (2/2)

Anaïs Silvano
Event Project Manager
Swapcard

About me
Je travaille chez Swapcard en tant que Event Project Manager depuis septembre 2020. Passionnée par les univers de la communication, du digital et par l'industrie dynamique de l'événementiel !

Services Provided: Event App, Exhibitor Management, Registration Management

Role: Project Management

Country: France

Social media
in, t, i, f

Contact details
Add your mobile phone number
Add your landline phone number
@ anaïs@swapcard.com
www.swapcard.com
6, Rue de Paradis, 75010, Paris, Île-de-France, France

Company

To edit the information on your profile, simply click on the **"Edit"** or **"Add"** parts depending on which type of information you want to edit.

Below is some of the information you can edit on your profile:

- My main information
- About me (Biography)
- Social Media
- Contact details
- Company

My main information x

Import a nice picture in 240x240px minimum and no larger than 1MB.

First name
Anais

Last name
Silvano

Job title
Event Project Manager

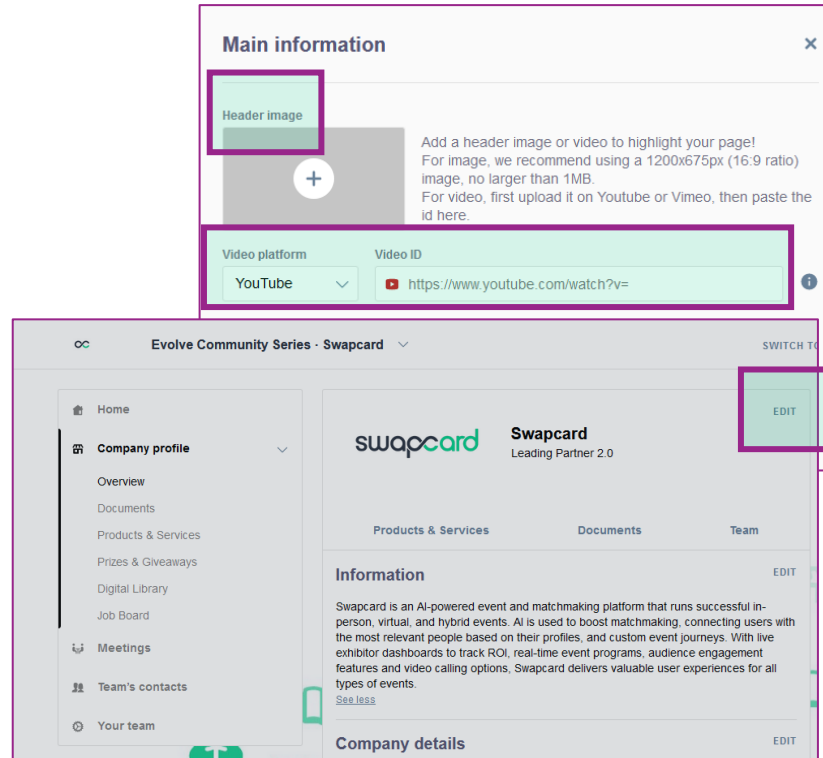
Company
Swapcard

ABOUT ME >



Company profile

- How to add a video?



As an exhibitor, you are able to upload either an image or a video (live or pre-recorded) onto your company homepage.

- 1 To upload a file, go to your **Exhibitor Center** and click on **"Company Profile"**. In the first part, click **"Edit"**.
- 2 You will then be able to add your file or a live or pre-recorded video hosted on YouTube or Vimeo, or add an iFrame.

Note: A YouTube video ID is the characters after `"/watch?v=_ "` in the website link.

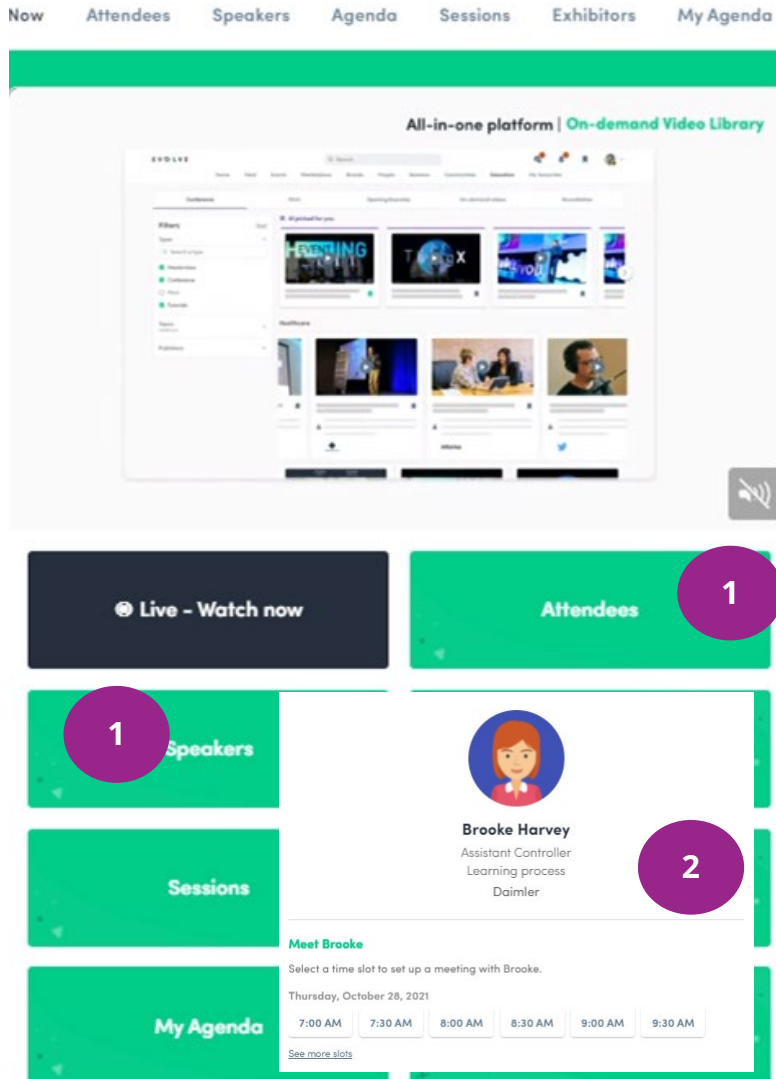
I.e. In `"https://www.youtube.com/watch?v=_mKoi9VNgx4"` the ID of the video is `"mKoi9VNgx4"`.



NETWORKING FEATURES

Main functionalities

How to network?



1

On the homepage of the event, you can access the **Networking Tab** (i.e. Attendees, Speakers). This will help you find visitors to network with.

Don't hesitate to contact them through the application to chat, video call, and book meetings.

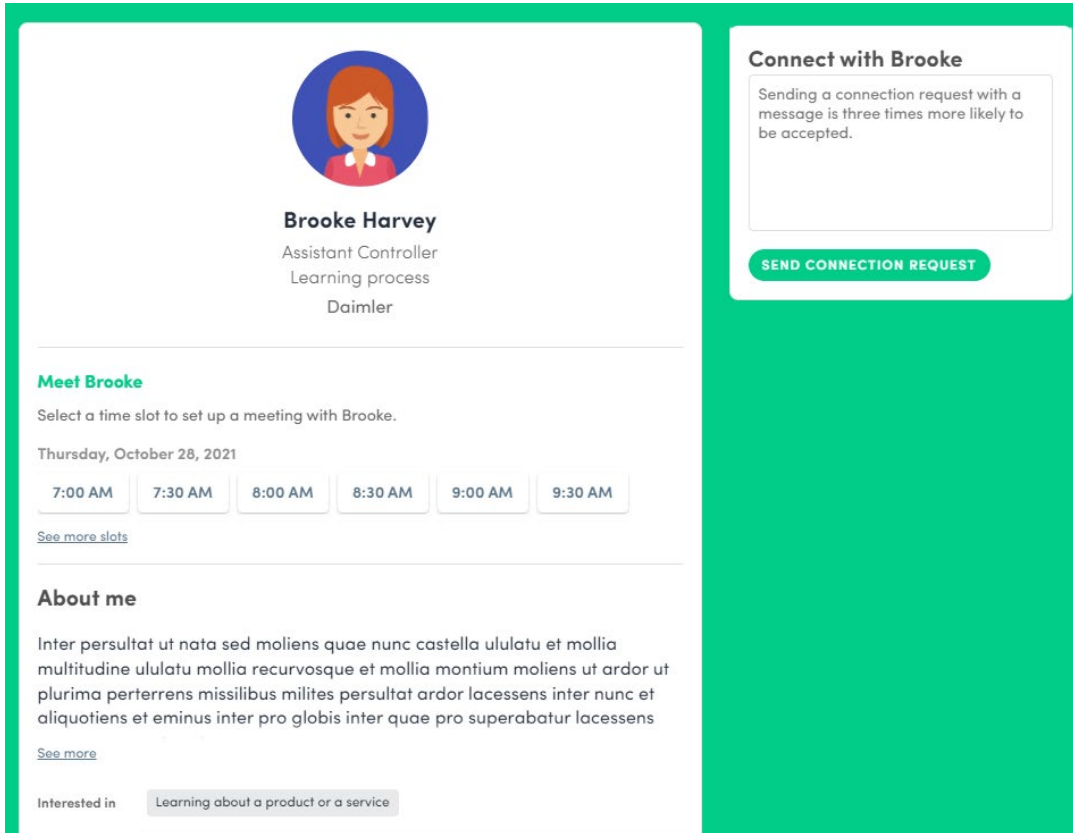
2

If you see time slots appearing on attendees' profiles, it means that the organizer has allowed meetings to be scheduled during the event.

Request meetings with the attendees of your choice before all their slots are booked. You can also manage your availabilities from the **"My Event"** section of the application.



How to make a connection request?



The screenshot shows a user profile for Brooke Harvey, Assistant Controller at Daimler. The profile includes a circular profile picture, name, title, and company. Below the profile is a 'Meet Brooke' section with a meeting scheduler for Thursday, October 28, 2021, showing time slots from 7:00 AM to 9:30 AM. There is also an 'About me' section with placeholder text and an 'Interested in' section with a dropdown menu set to 'Learning about a product or a service'. On the right side of the profile, there is a 'Connect with Brooke' box containing a message: 'Sending a connection request with a message is three times more likely to be accepted.' and a prominent purple 'SEND CONNECTION REQUEST' button.

Go to someone's profile via the list of participants, speakers, or a company profile and click on

Send connection request

We encourage you to write a message before sending your connection request to introduce yourself and explain the reason for your request.

You will be able to find all the people you have been in contact with in the **"My Event"** button in **My contacts** tab.



How to request a meeting?

- 1 Go to a person's profile - by going to the list of participants, speakers, or a sponsor's profile.
- 2 Click on one of the suggested meeting slots. If you want to see other slots, click "**See more slots.**"
- 3 After selecting a slot and the **Meeting** location, write a message to the person you want to meet. Once done, click

Send meeting request

The screenshot shows a user profile for Brooke Harvey, Assistant Controller at Daimler. Below the profile, there is a 'Meet Brooke' section with the text 'Select a time slot to set up a meeting with Brooke.' and the date 'Thursday, October 28, 2021'. Three time slots are visible: 7:00 AM, 7:30 AM, and 8:00 AM. A 'See more slots' link is highlighted with a purple box. A 'Date & time' modal is open, showing a calendar for October 2021 with 'Thursday, October 28' selected. The modal also displays a grid of time slots from 7:00 AM to 6:30 PM in 30-minute increments.

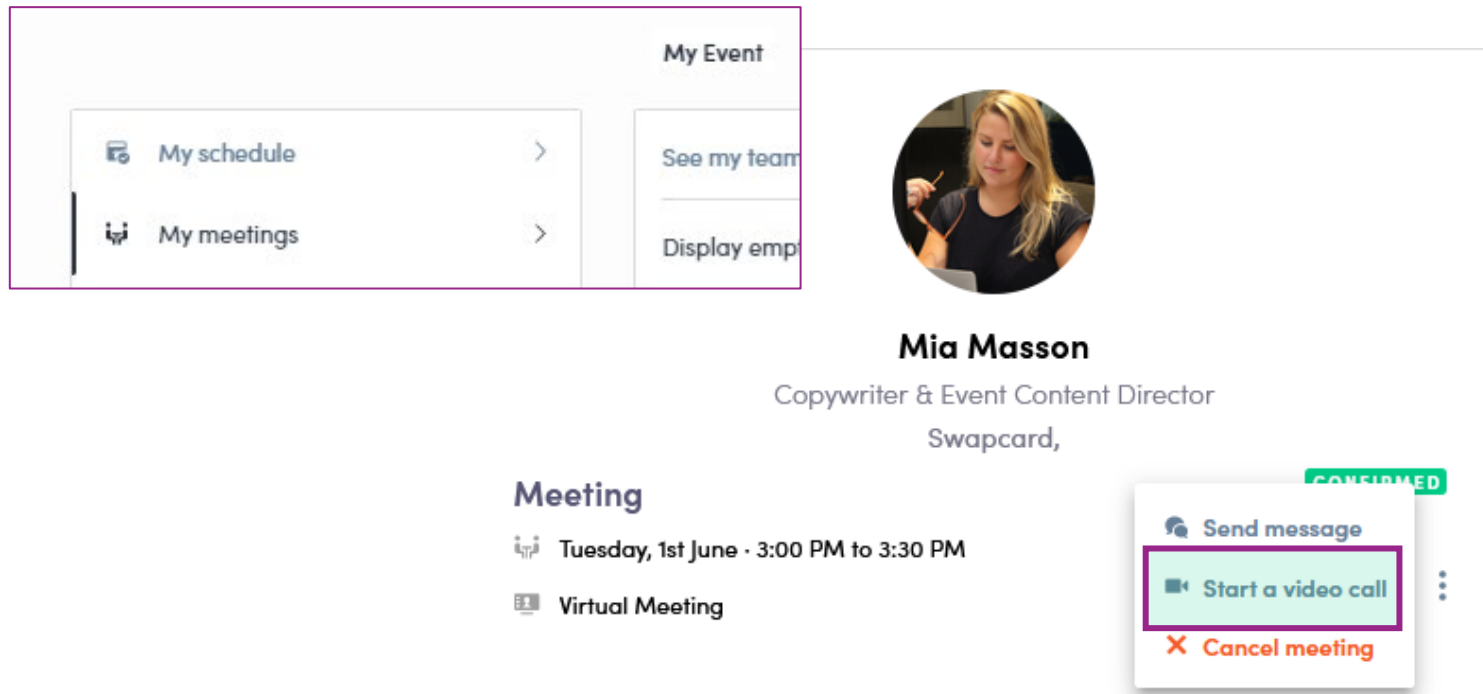
The 'Add a message' form is for Brooke Harvey. It shows the meeting details: 'Thursday, October 28, 2021 8:00 AM to 8:30 AM (Europe/Paris)' and 'virtual - virtual'. There is a text input field for a message with the placeholder 'Introduce yourself and the purpose of the meeting'. A green 'SEND MEETING REQUEST' button is at the bottom.

The 'Location' modal shows the meeting details and a selection for 'virtual'. There is a text input field with 'virtual' entered and a 'virtual' button below it.



How to do a virtual meeting? (1/2)

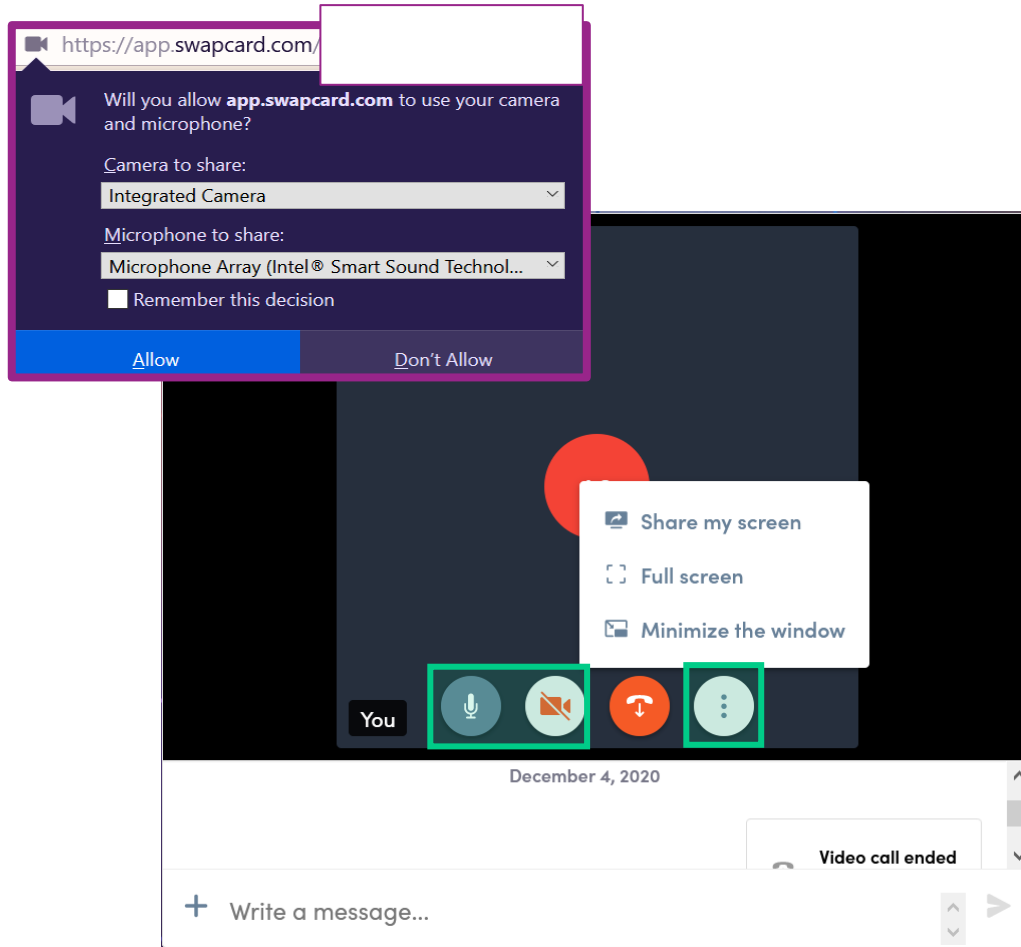
A few minutes before the meeting, go to **“My Event”** and select **“My meetings”** or head directly to the profile of the participant you have a meeting with. Click on the 3 dots to the right of the meeting to launch the video call. You can also launch the video call from your reminder notification/email.



Note: this button will only be available if the meeting is confirmed.



How to do a virtual meeting? (2/2)

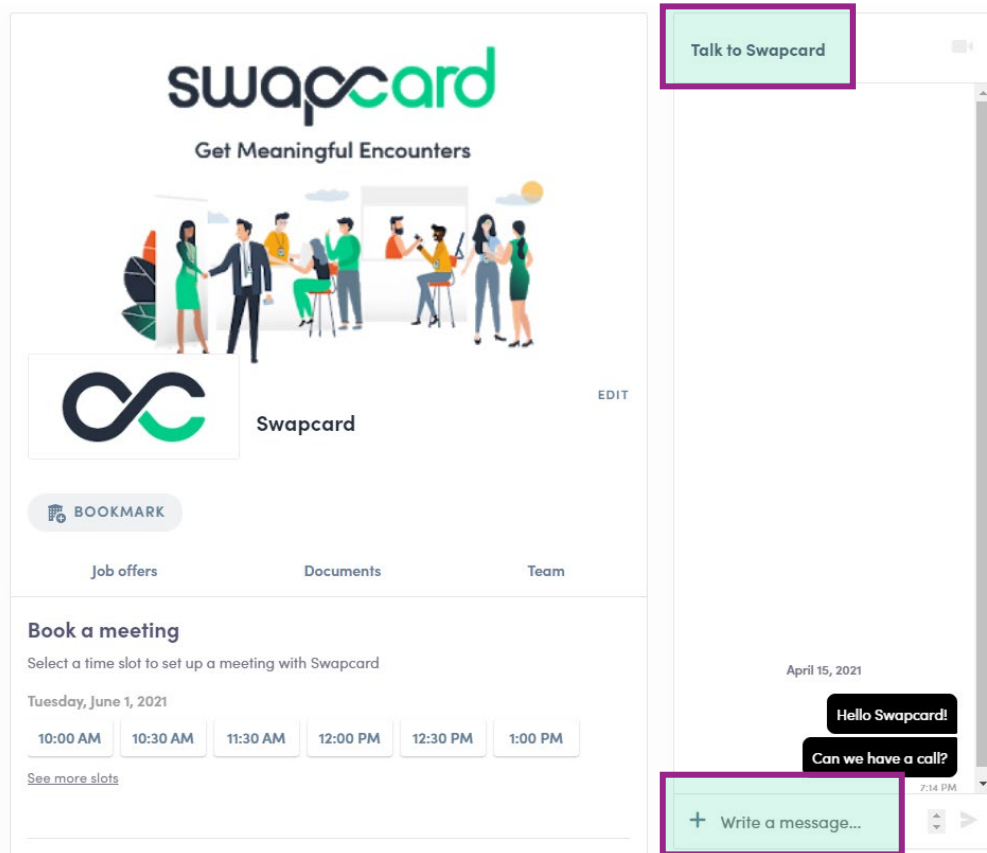


- 1 Once you click on the **meeting call** button, the video call will be launched.
- 2 By clicking the camera and microphone icons, you can turn your camera on or off and mute or unmute yourself.
- 3 By clicking on the 3 dots on the right side, you can also **share your screen**, select the **full screen option** or **minimize the window**.

Note: make sure you have enabled the use of your **camera and microphone** in your browser settings.



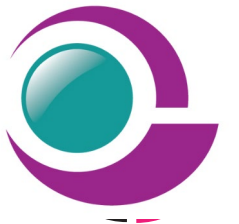
What happens if I receive a message as an exhibitor? (1/2)



Once you are added to an Exhibitor booth as a team member, you have access to a shared inbox with all your organization's team members.

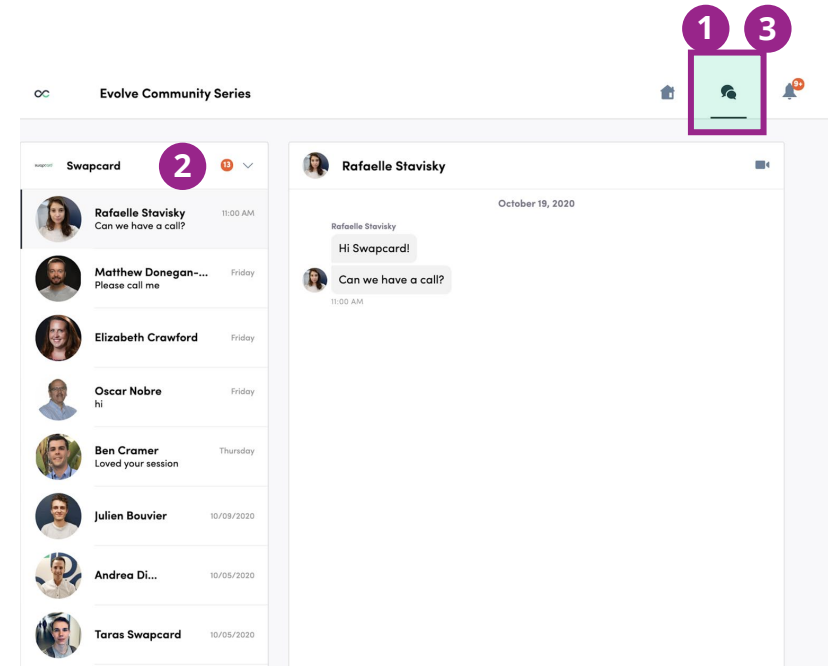
Messages in the inbox are generated when an attendee visits your booth and types a message into the **"Talk to..."** window.

For the attendee, the message appears within the booth as a **1:1 chat**. For the exhibitor team, the message generates a notification in the platform, and appears as a message in the exhibitor inbox.



What happens if I receive a message as an exhibitor? (2/2)

- 1 To view your exhibitor inbox, click the **chat bubble icon** along the top menu.
- 2 Switch between your personal inbox and the exhibitor inbox by clicking on the dropdown box.
- 3 All exhibitors will see a **red notification circle** over the **chat bubble icon** after each new message.



Note: once any exhibitor team member reads the message, the red circle disappear for the entire team.



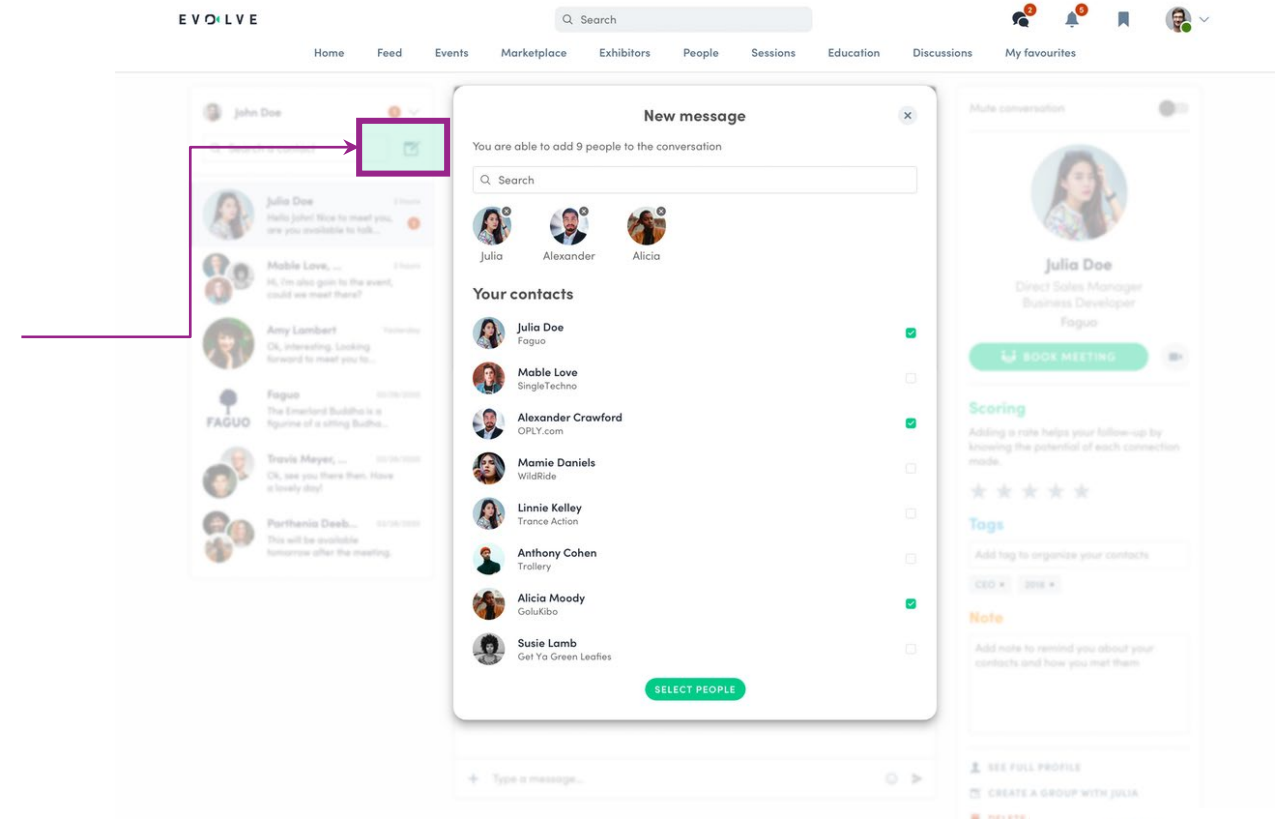
How to create Group chats?

The Group Chat feature gives Users the ability to engage in a discussion with up to **10 people**. It also allows them to **send messages, files, reactions,** and even have **Group video calls!**

To create a group chat, click on the **message icon** to the right of "*search a contact*" then add the list of **people from your contacts list** you want to include in your group.

By default, the person creating the Group Chat is the Admin. This will give them the rights to:

- Add and remove members
- Rename the conversation
- Assign or demote other Admins
- End the conversation





**THANK YOU FOR TAKING THE
TIME TO READ THIS
PRESENTATION.**



**IF NEEDED, CLICK [HERE](#) TO ASK
OUR TEAM FOR SUPPORT.**



GET READY !

