

# Swapcard Exhibitor Guide



# 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!

A banner for the Dentistry Show Birmingham and Dental Technology Showcase. It features the logos for 'ds' (British Dental Conference & Dentistry Show Birmingham, 12-15 May 2023 | NEC), 'BDA' (British Dental Association), and 'dts' (Dental Technology Showcase, 12-15 May 2023 | NEC). The background is dark blue with a teal wave pattern.

Hello Jane,

As sponsors of the **Dentistry Show & DTS event app**, you can get ahead of the game and prepare for the show to save yourself time and get the most out of your event.

The **Dentistry Show & DTS** app makes it easy to access the event content and connect with the right people in advance. **Gain access to the full list of attendees and make valuable connections before the event begins.**

[LET'S GET STARTED!](#)



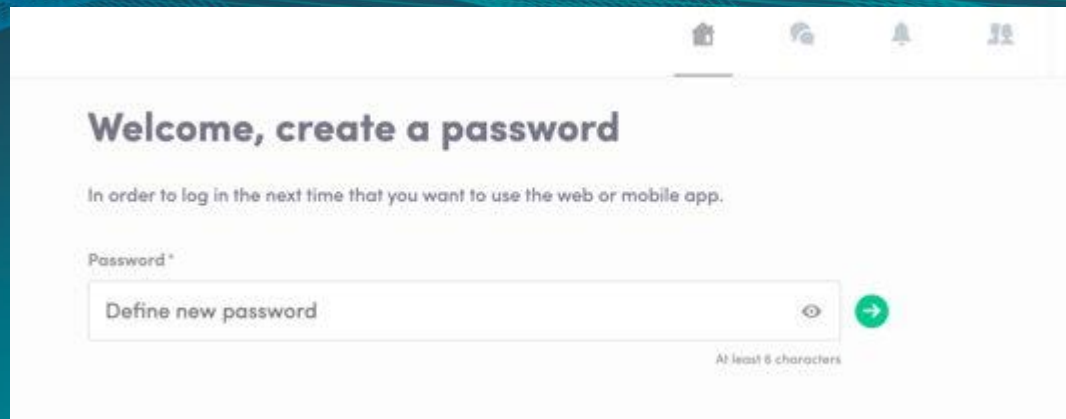


**ACCESS THE APP**

**Login**

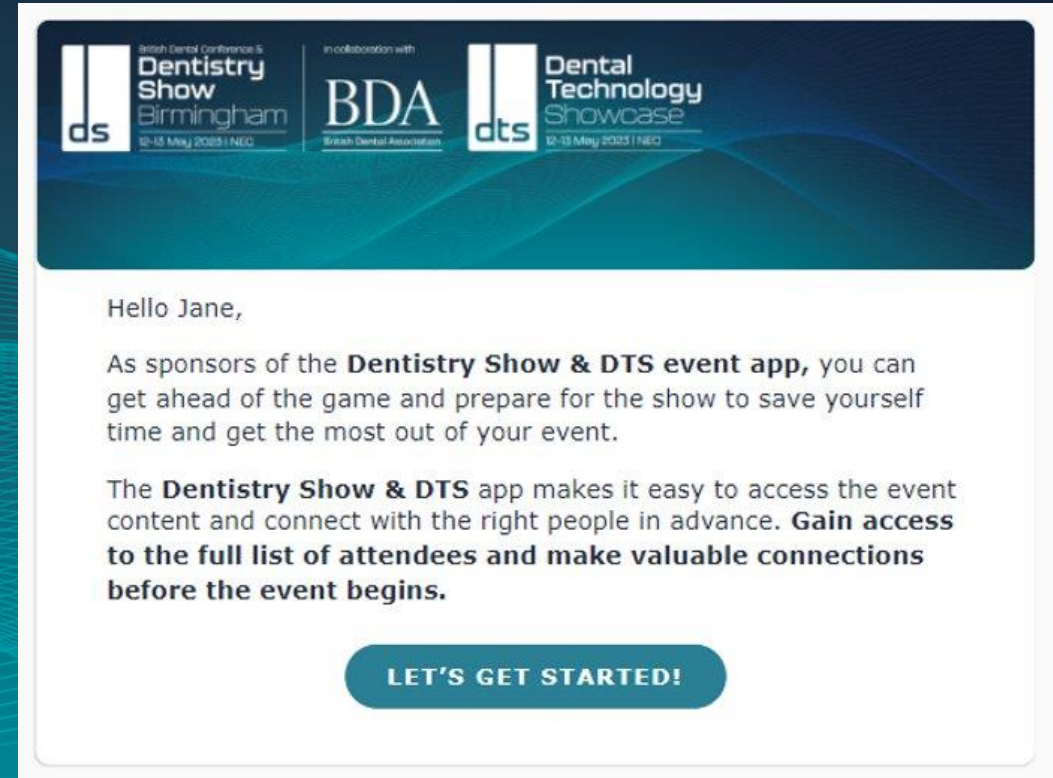
# How to login for the first time?

- 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:



A screenshot of a web form for creating a password. At the top, there are navigation icons for home, search, notifications, and user profile. The main heading is "Welcome, create a password". Below it, a sub-heading reads "In order to log in the next time that you want to use the web or mobile app." The form has a "Password\*" label and a text input field containing "Define new password". To the right of the input field are an eye icon and a green arrow icon. Below the input field, it says "At least 6 characters".

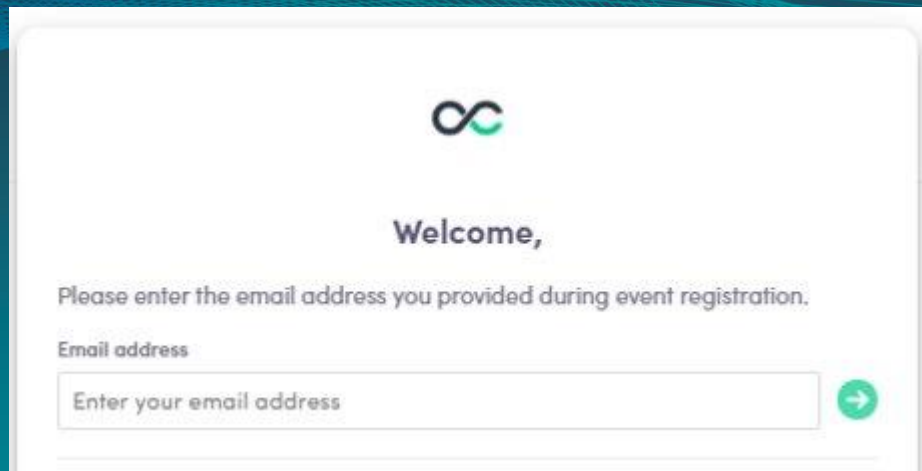
**Note:** If you don't see this email in your mailbox, please check your spam folder. Most of our emails are sent from [noreply@swapcard.com](mailto:noreply@swapcard.com)





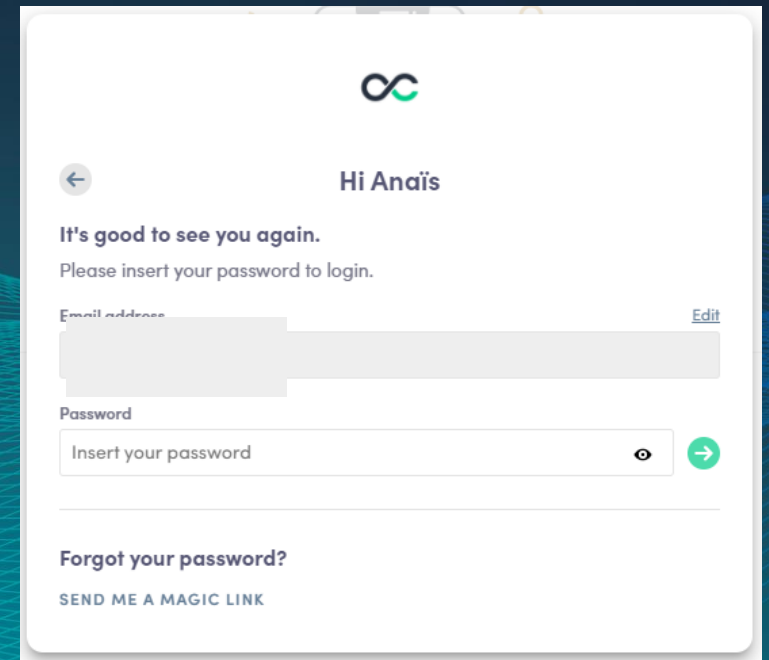
# How to login when I have an account ?

- 1 Access your account on **Dentistry Show & DTS App**.
- 2 Enter the email you used to register from your event and your password. Click the green arrow to connect.



The screenshot shows a login interface with the following elements:

- Logo at the top center.
- Greeting: "Welcome,"
- Instruction: "Please enter the email address you provided during event registration."
- Label: "Email address"
- Input field: "Enter your email address" with a green arrow button to the right.



The screenshot shows a login interface with the following elements:

- Logo at the top center.
- Greeting: "Hi Anaïs"
- Message: "It's good to see you again. Please insert your password to login."
- Label: "Email address" with an "Edit" link to the right.
- Input field: A blurred email address.
- Label: "Password"
- Input field: "Insert your password" with a toggle eye icon and a green arrow button to the right.
- Link: "Forgot your password?"
- Text: "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 [e.miljevic@closerstillmedia.com](mailto:e.miljevic@closerstillmedia.com).

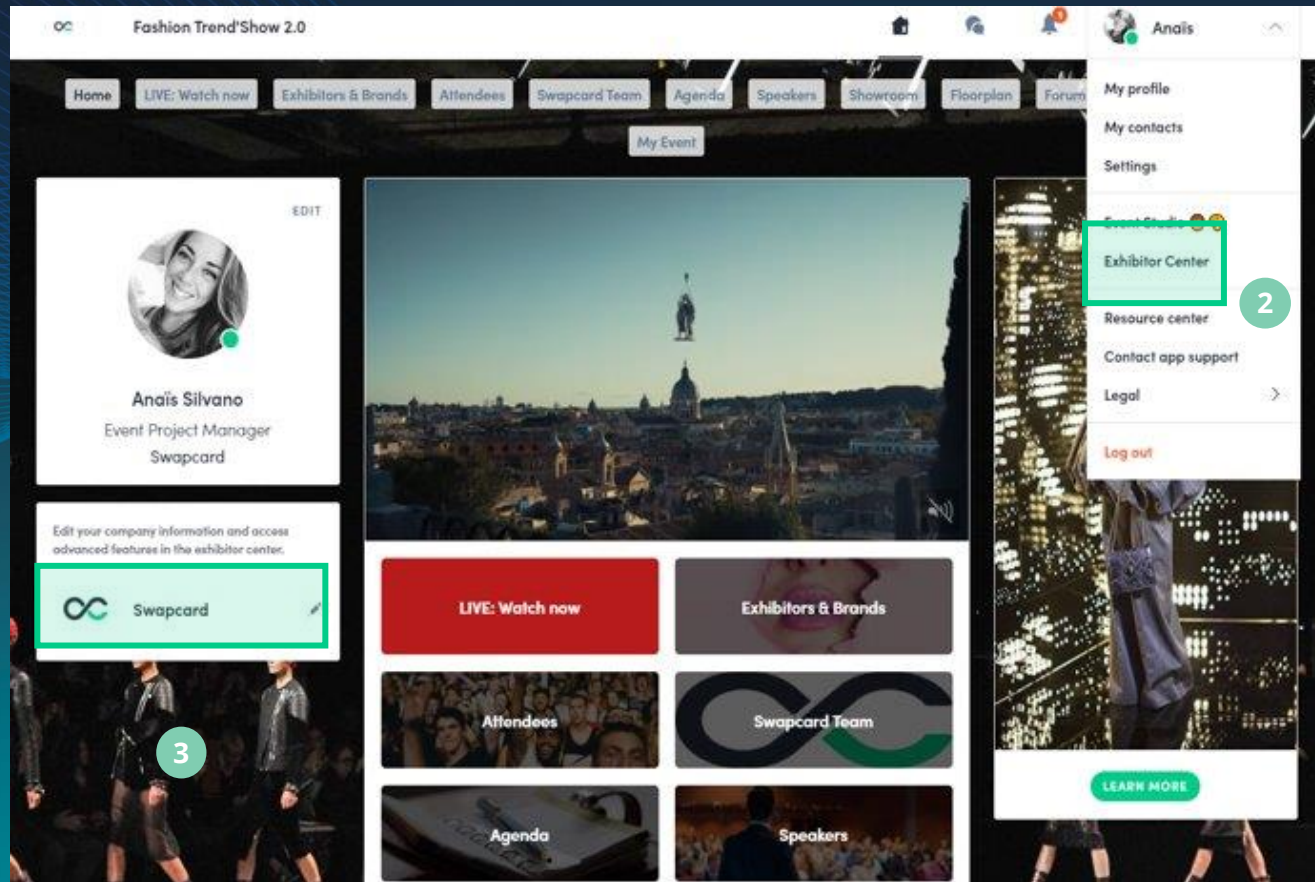
# EXHIBITOR CENTER

## Functionalities

*\*Only available to sponsors*



# Navigation



There are three ways to access your Exhibitor Center

1

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

2

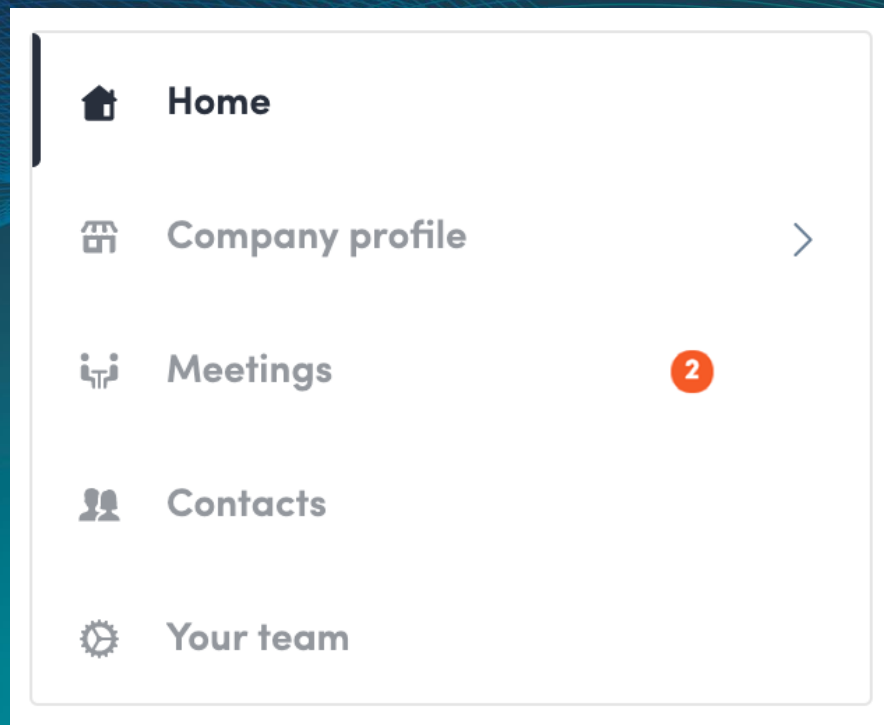
Click **“Exhibitor Center”** in the drop down menu.

3

Click on your Exhibitor booth from the home page.

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

# Navigation



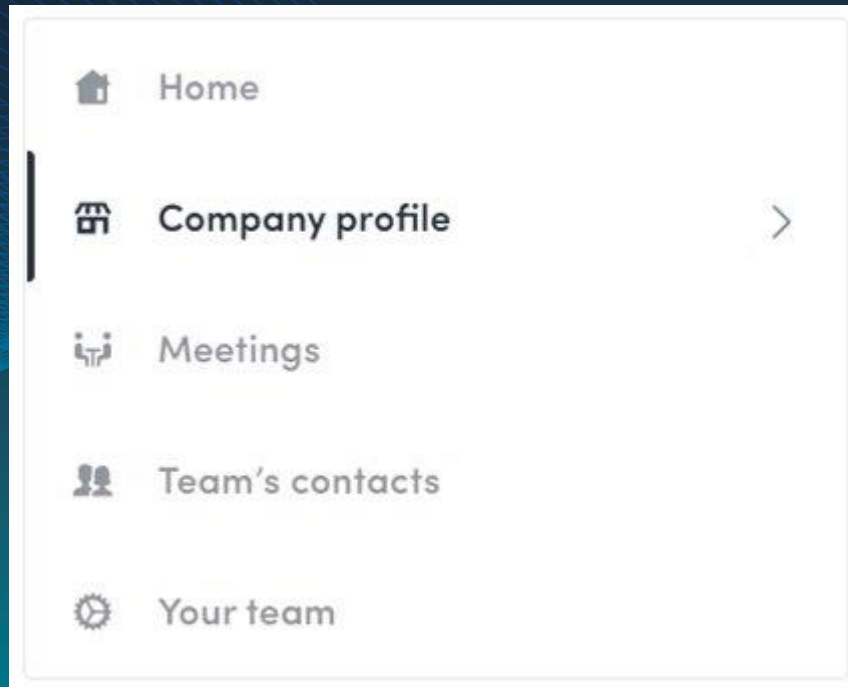
This **navigation bar** will appear on the left side of your screen. It will help you to navigate between the different sections of the **Exhibitor Center**.

**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 1 MB
  - Video : video ID from YouTube, Vimeo or other (Iframe)
- **Background image** : 2560x1600 px, up to 1 MB
- **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 organizer.

# Company profile - Overview

The screenshot shows the Swapcard company profile overview page. The main content area displays the company logo, tagline "Get Meaningful Encounters", and a header image. Below this are sections for "Information", "Social media", and "Contact details", each with an "EDIT" button. A "Main information" edit panel is open on the right, showing fields for "Header image", "Video platform" (set to YouTube), "Video ID", "Logo", and "Name" (set to Swapcard). The "Overview" menu item in the left sidebar is highlighted with a green box. Several "EDIT" buttons and the "INFORMATION" button in the edit panel are also highlighted with green boxes.

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 organizer.



# Company profile – Documents

The screenshot shows a user interface for managing a company profile. On the left is a sidebar with navigation options: Home, Company profile (with a dropdown arrow), Overview, Documents, Meetings, Team's contacts, and Your team. The main area features a light green card titled 'Company presentation' with a document icon and an edit icon. To the right is a white box with the heading 'Add your documents', a descriptive sentence, and a green 'ADD DOCUMENTS' button.

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.

The 'Add a document' form includes a title and overview section. It contains a text input for the document name, a title input (max. 80 characters), and an overview input (max. 160 characters). A 'CREATE DOCUMENT' button is located at the bottom right.

**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 screenshot displays the Exhibitor Center interface. On the left, a sidebar menu includes 'Home', 'Company profile', 'Overview', 'Documents', 'Products' (highlighted with a red box), 'Job offers', 'Meetings', and 'Team's contacts'. The main content area shows a search bar and a list of items: 'Marketing Manager' and 'Sales Representative', both with 'Swapcard' labels. A red callout '2' points to a pencil icon next to the 'Marketing Manager' item. A modal window titled 'Add job offers' is open, showing a form to 'Add a new item'. The form includes fields for 'Categories', 'Name', and 'Description', and a 'CREATE' button. A red callout '1' points to an 'ADD' button in the modal. A third red callout '3' points to a 'URL' field in the 'Marketing Manager' item details view.

- 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

The screenshot shows a web interface for managing meetings. On the left is a navigation menu with options: Home, Company profile, Meetings (highlighted with a red notification badge), Contacts, and Your team. The main content area is titled 'All members' and features a filter bar with buttons for 'Invitation (5)', 'Confirmed (18)', 'Pending (41)', 'Canceled (17)', and 'Declined (2)'. Below the filter, a date header reads 'Sunday, January 1, 2023'. Two meeting request cards are visible. Each card includes a 'Meeting request' title, a status indicator (green dot for 'Invitation'), a calendar icon with date and time, a location icon with details, and a 'REPLY' button. The first card lists Charles Benizri (Product Owner, Swapcard) and Sophia Fields (Director Business Development, Allianz). The second card lists Charles Benizri (Product Owner, Swapcard) and 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

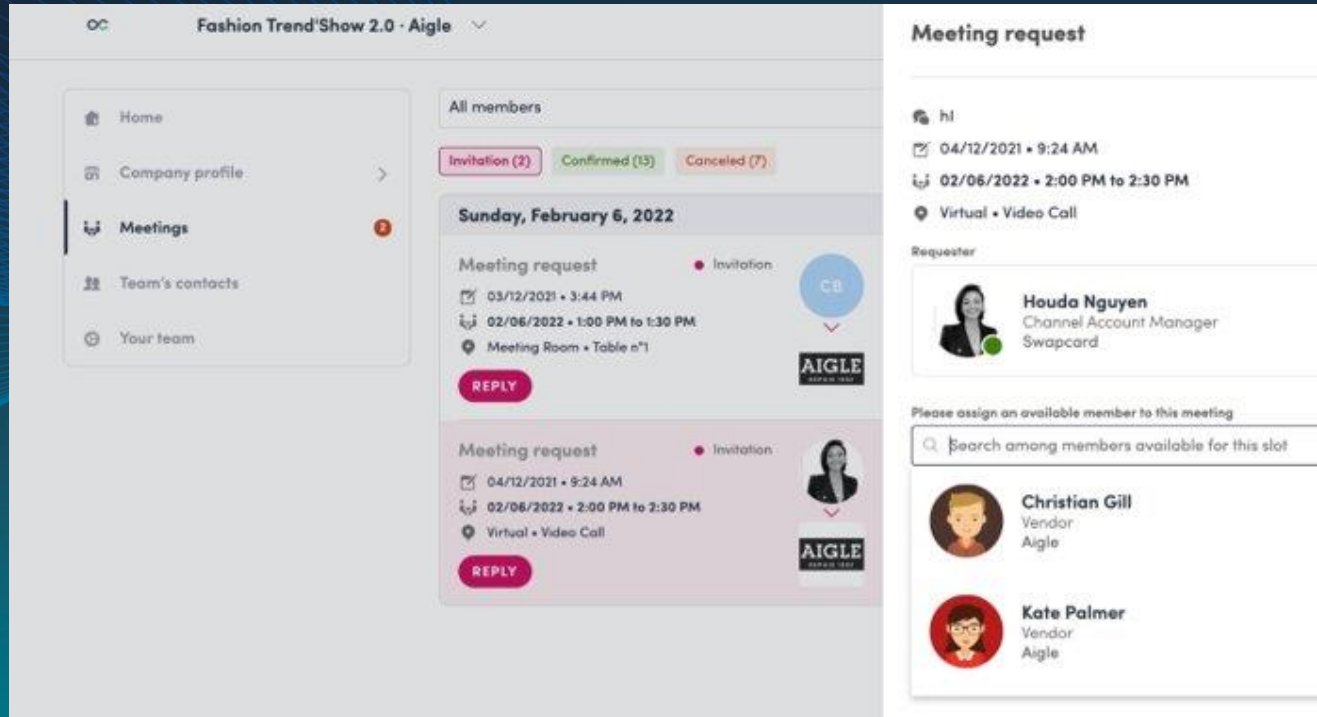
Host

**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

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.**

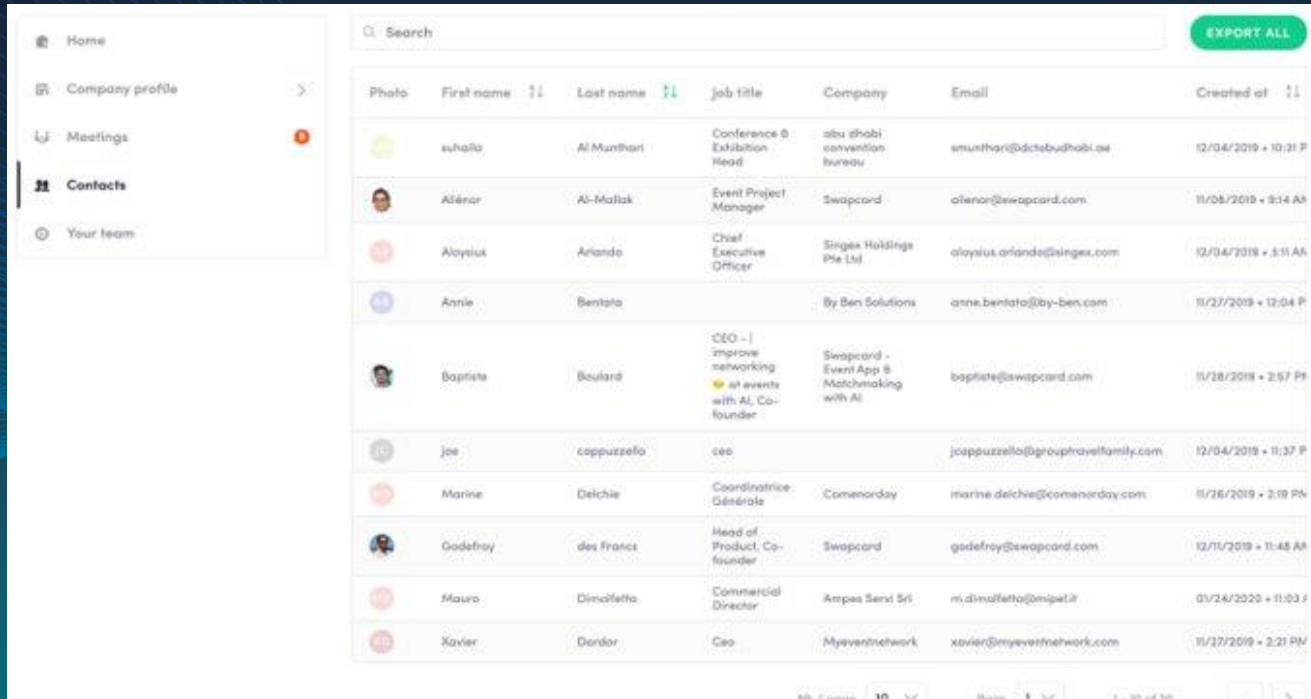


Photo	First name	Last name	Job title	Company	Email	Created at
	suhaib	Al-Munthari	Conference & Exhibition Head	sibu dhobi convention bureau	smunthari@sdctabudhabi.ae	12/04/2019 • 10:31 P
	Aléonor	Al-Mallak	Event Project Manager	Swapcard	aleonor@swapcard.com	11/05/2019 • 9:14 AM
	Aloysius	Arlando	Chief Executive Officer	Singax Holdings Pte Ltd	aloysius.arlando@singax.com	12/04/2019 • 3:11 AM
	Annie	Bentata		By Ben Solutions	annie.bentata@by-ben.com	11/27/2019 • 12:04 P
	Baptiste	Beulard	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		joappuzzello@grouptravelfamily.com	12/04/2019 • 11:37 P
	Marine	Delchie	Coordinatrice Générale	Comenorday	marine.delchie@comenorday.com	11/26/2019 • 2:19 PM
	Godefroy	des France	Head of Product, Co-founder	Swapcard	godefroy@swapcard.com	12/11/2019 • 11:48 AM
	Maura	Dinolfetto	Commercial Director	Ampes Servi Srl	m.dinolfetto@ampes.it	01/24/2020 • 11:03 P
	Xavier	Dondor	Ceo	Myeventnetwork	xavier@myeventnetwork.com	11/27/2019 • 2:21 PM

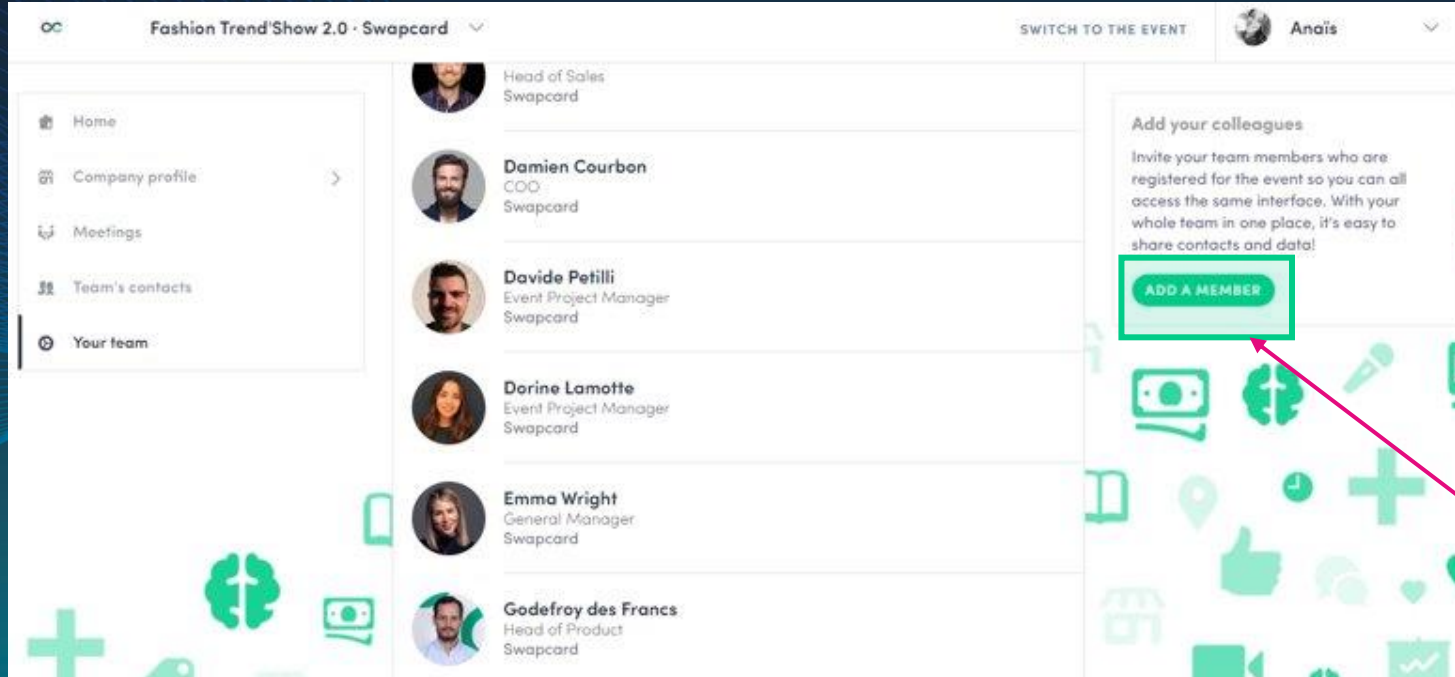
From the App or Web App, **you can also export your contacts (and only yours)** as an Excel file by going to your contacts and clicking on **"Export all."**



## 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 organizer.

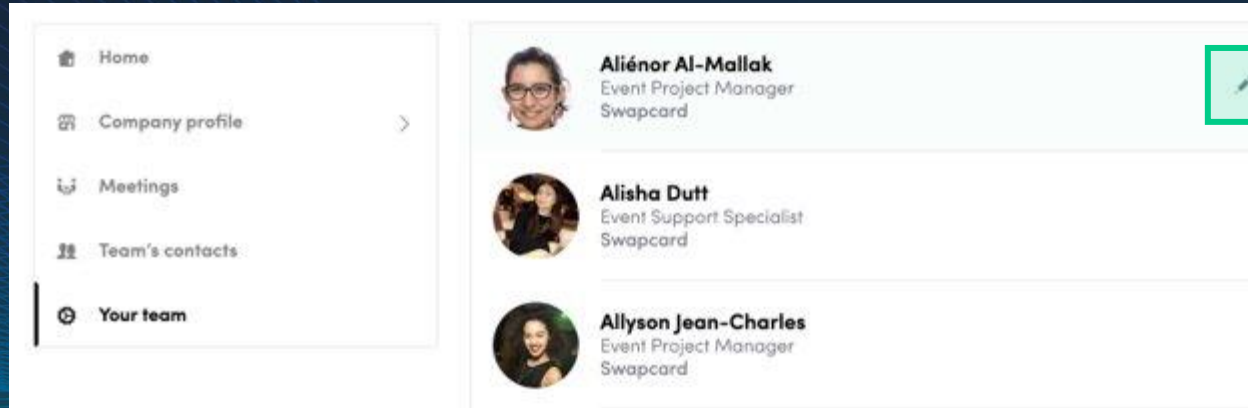
The contacts of new members aren't shared by default for security.

To add a member, he/she must already be in the list of participants.

\* **Note:** only if allowed by the organizer

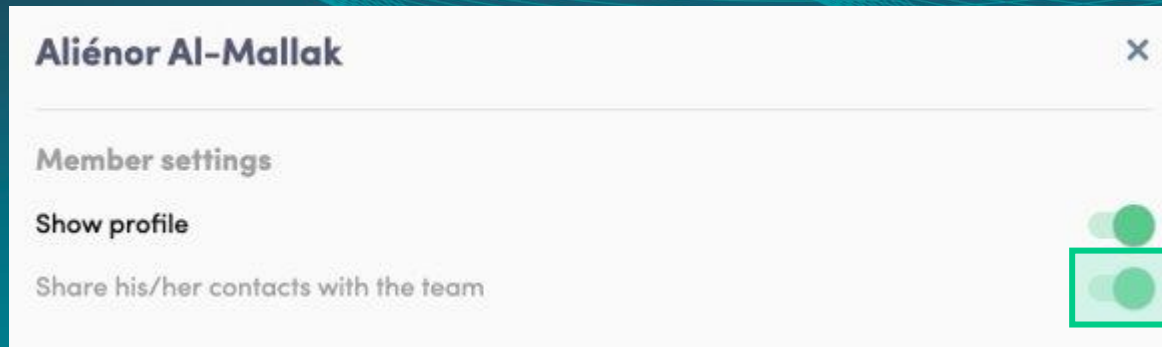


# How to share your contacts with your team?



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 Center.

Go to Exhibitor Center > Leads board > Export leads

Types of leads available from the Exhibitor Center:

- Connected with exhibitor members
- Had a meeting with the exhibitor or its members
- Had a chat with the exhibitor
- Visited or bookmarked the exhibitor booth
- Visited or bookmarked the exhibitor's items
- Downloaded documents
- Viewed and clicked on the advertisement on the exhibitor page
- Registered or physically attended the sponsored session
- Watched the sponsored sessions online

The screenshot displays the Exhibitor Center interface. On the left, a navigation menu includes 'Home', 'Company profile', 'Mentions', 'Leads board' (highlighted with a green box), and 'Your team'. The main content area is divided into three sections: 'Analytics of your company', 'Export leads report', and 'Virtual booth visits'. The 'Analytics of your company' section shows four metrics: 'NUMBER OF CONTACTS MADE' (3), 'NUMBER OF CONFIRMED MEETINGS' (5), 'NUMBER OF CONTACTS WITH SCORING' (1), and 'AVERAGE OF SCORINGS MADE BY YOUR MEMBERS' (3). Below this is the 'Team's contacts' section with a search bar and a table of contacts. The 'Export leads report' section has a description and an 'EXPORT LEADS' button. The 'Virtual booth visits' section has a description and a magnifying glass icon.

Photo	First name	Last name	Job title	Company	Email
	Pawel	Zajac	Frontend	Swagcard	pawel@swagc
	Alex	Lis			alex@swagmll

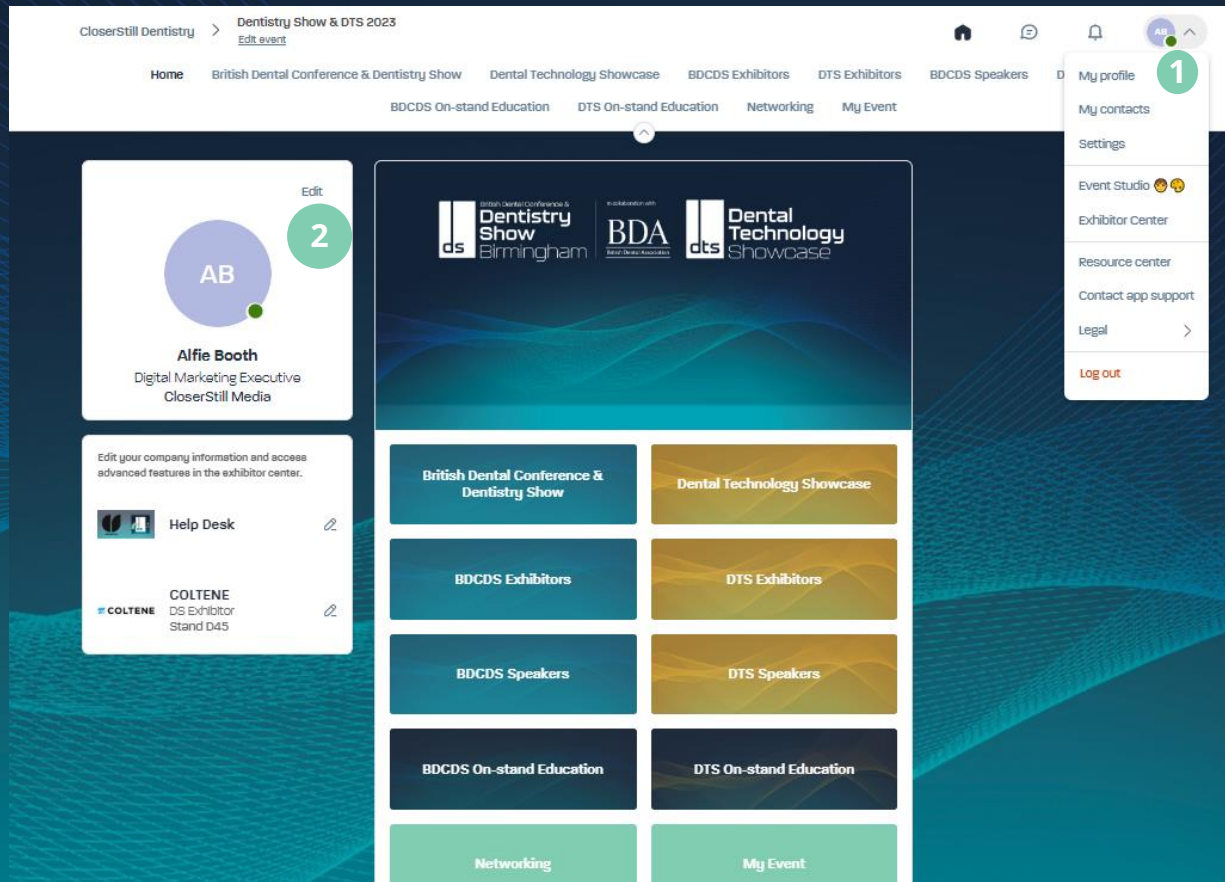


# CONTENT FEATURES

Increase your visibility

*\*Only available to sponsors*

# 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** EDIT

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** EDIT

in, twitter, instagram, facebook

**Contact details** EDIT

☎ 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** EDIT

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: Anaïs

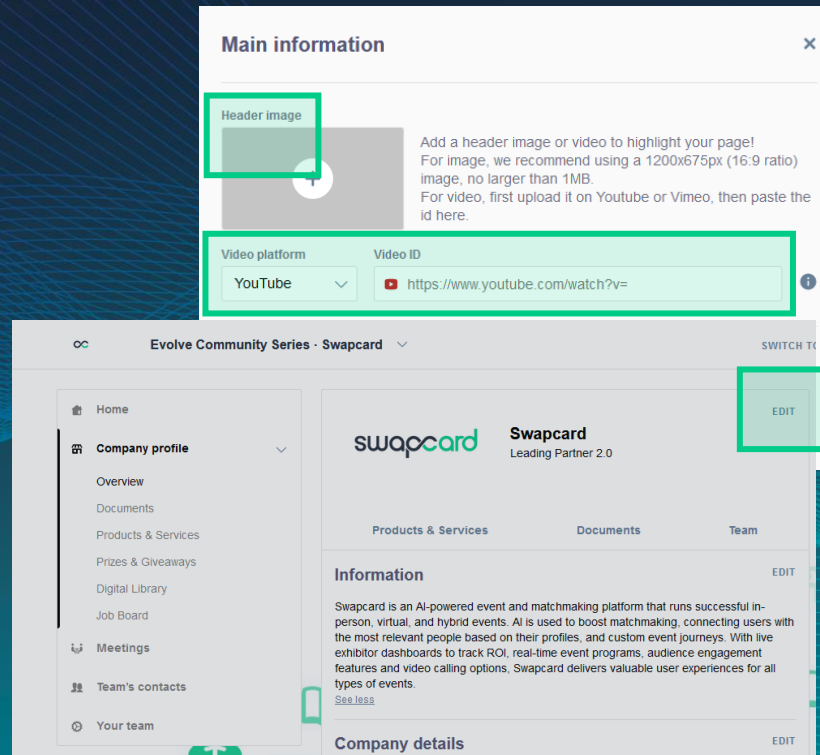
Last name: Silvano

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.

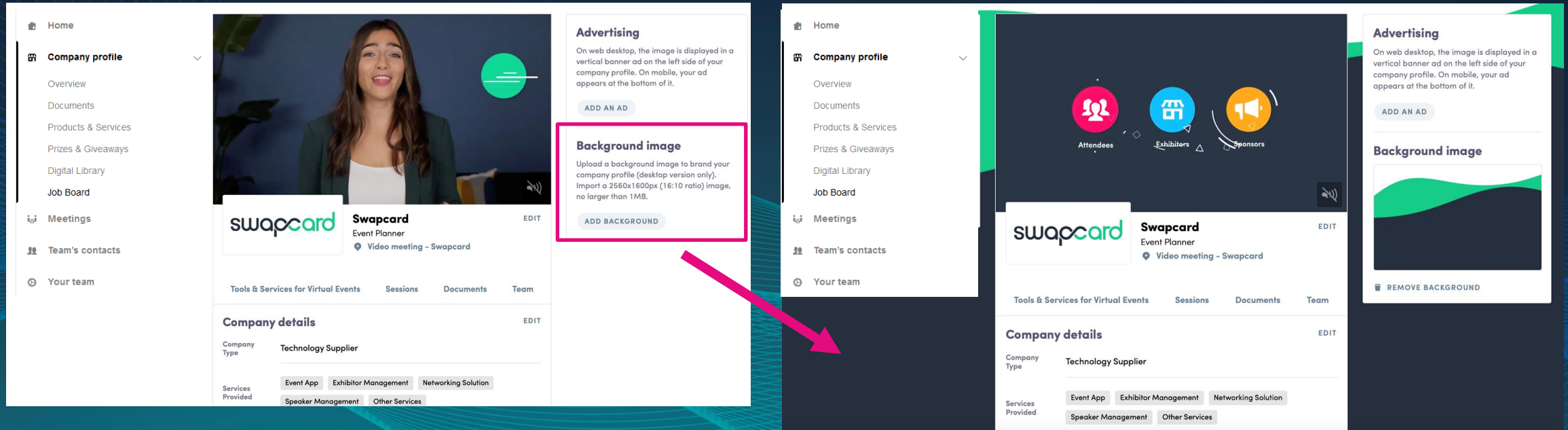
- 1 To upload a file, go to your **Exhibitor Center** and click on **"Company Profile"**. In the first part, click **"Edit"**.
- 2 You will then be able to add your file or a live or pre-recorded video hosted on YouTube or Vimeo, or add an iFrame.

**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"`.



# Company profile - How to add a background?



As an exhibitor, depending on your sponsorship package, you can upload a background image onto your company homepage.

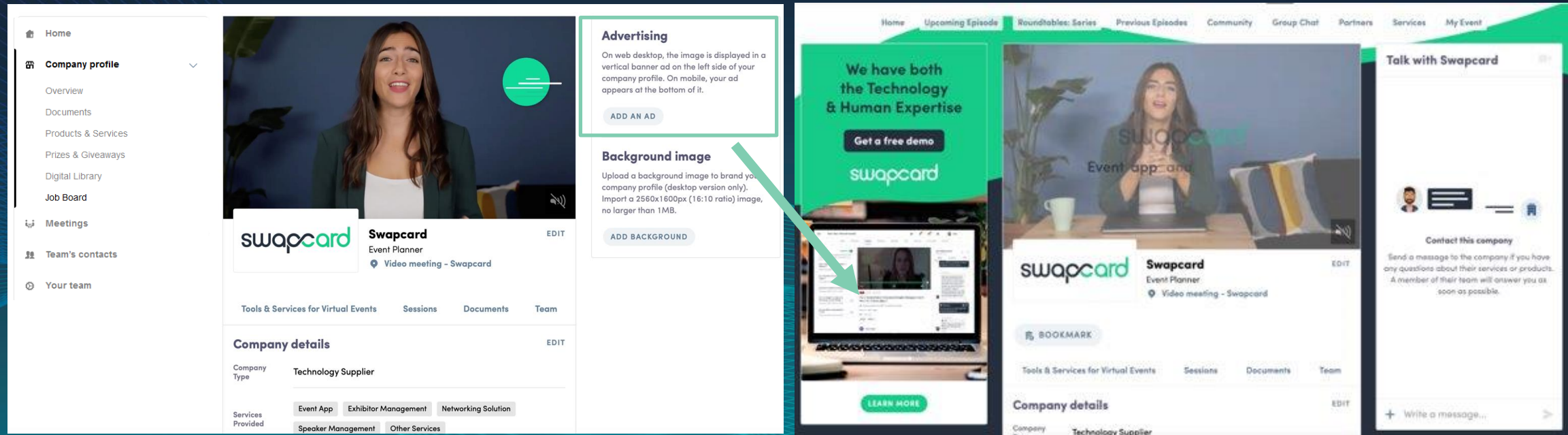
1

To upload a file, go to your [Exhibitor Center](#) and click on **"Company Profile."**

2

You will then be able to add your image.

# Company profile - How to include an ad?



As an exhibitor, depending on your sponsorship package, you can also include an ad to your company homepage and choose your redirection for it.

- 1 To upload a file, go to your Exhibitor Center and click on "Company Profile."
- 2 You will then be able to add your file.

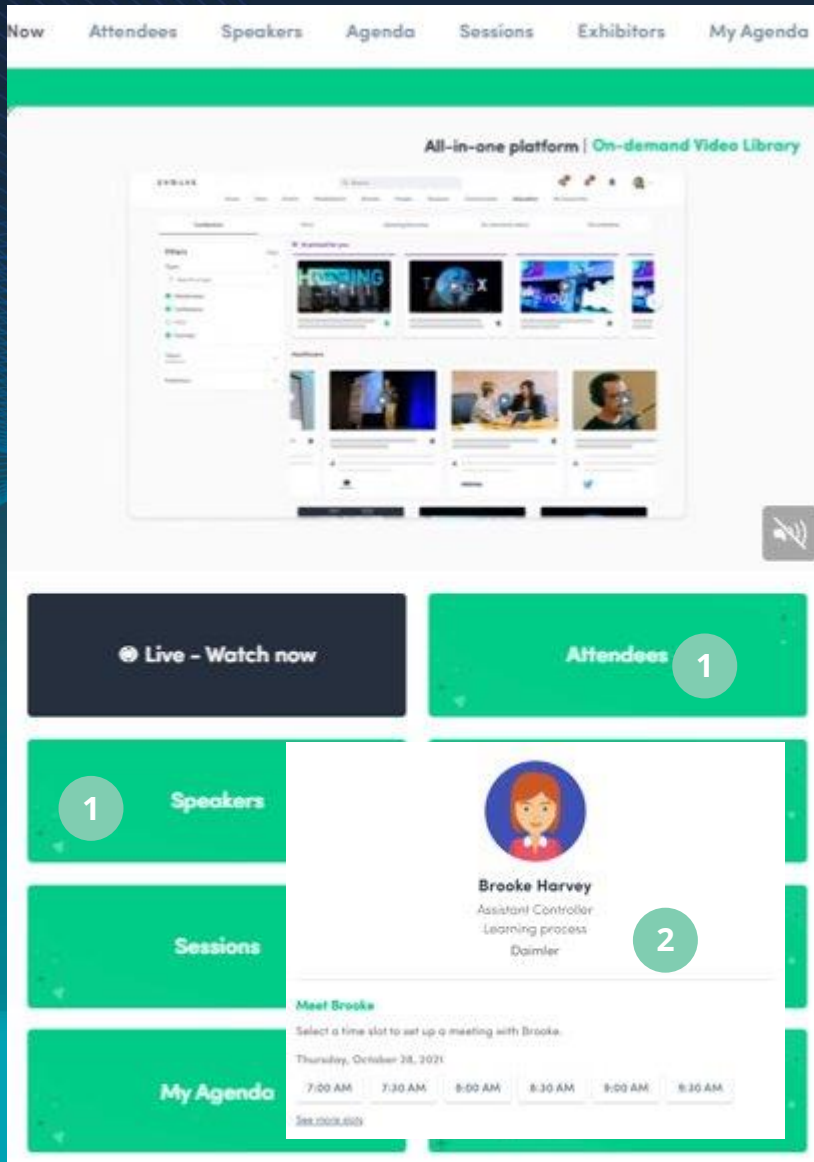


# NETWORKING FEATURES

## Main functionalities

*\*Only available to sponsors*

# How to network?



1

On the homepage of the event, you can access the **Community list** (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.

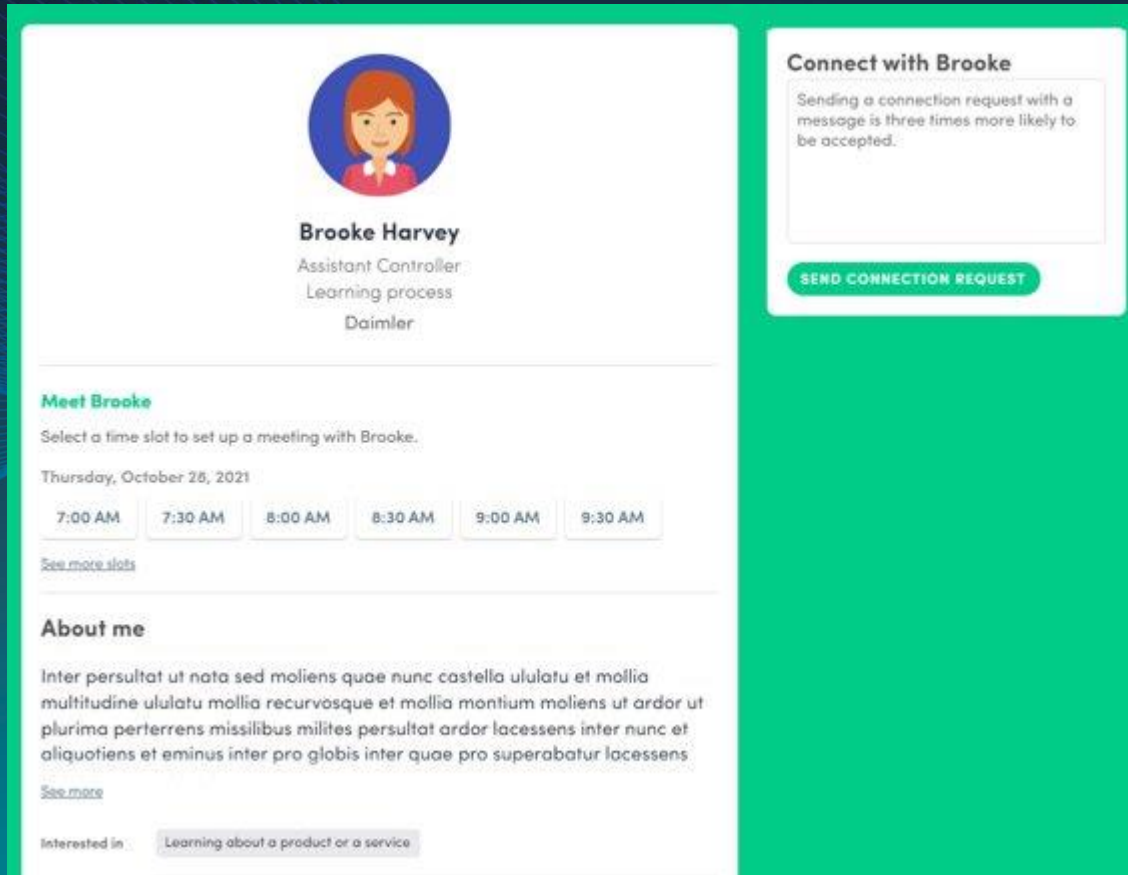
2

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 avatar, name, title, and company. Below the profile is a 'Meet Brooke' section with a date of Thursday, October 26, 2021, and several time slots (7:00 AM to 9:30 AM). There is also an 'About me' section with placeholder text and an 'Interested in' tag for 'Learning about a product or a service'. On the right side, a sidebar titled 'Connect with Brooke' contains a message: 'Sending a connection request with a message is three times more likely to be accepted.' and a green '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

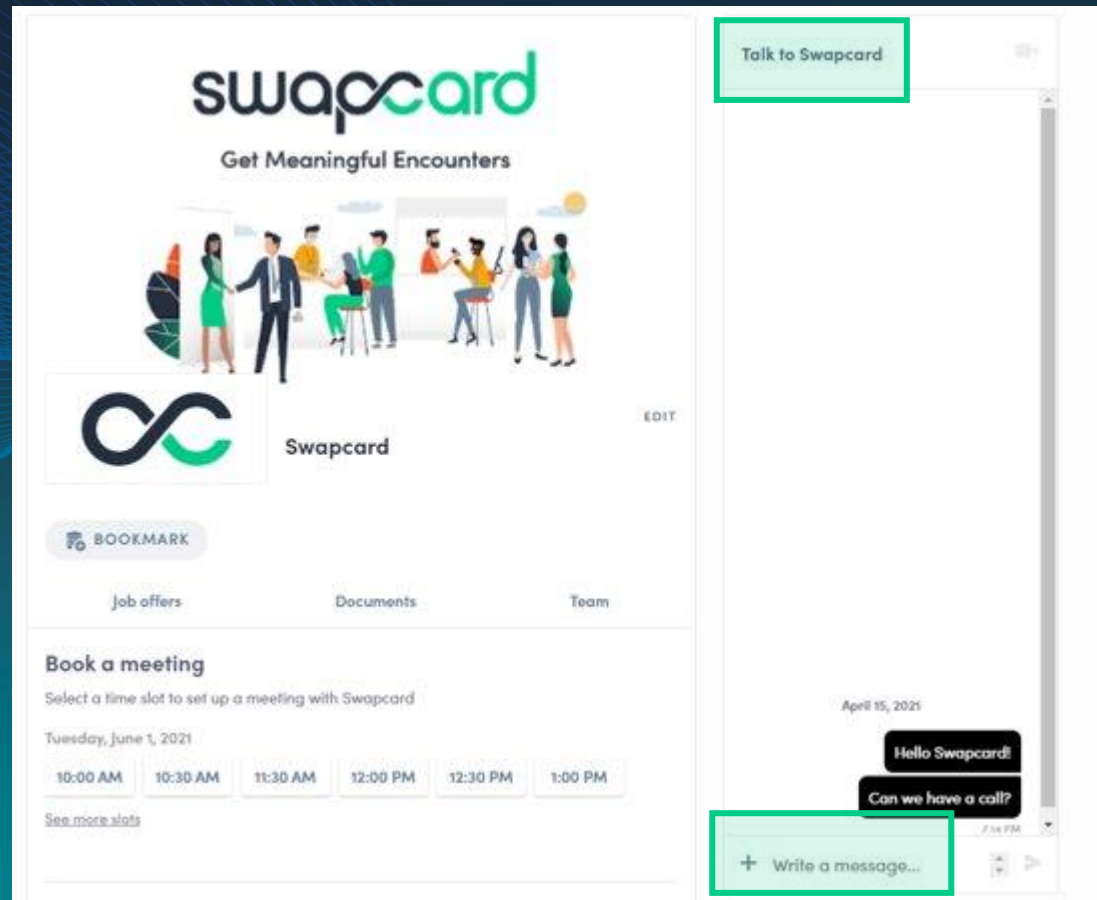
The screenshot shows a user profile for Brooke Harvey, Assistant Controller for Learning process at Daimler. Below the profile, there is a section titled "Meet Brooke" with the instruction "Select a time slot to set up a meeting with Brooke." The date is set to Thursday, October 28, 2021. Time slots are listed from 7:00 AM to 9:30 AM. A "See more slots" button is highlighted with a green box. Below the time slots, there is an "About me" section and a "Date & time" calendar pop-up showing the selected date and time slot.

The screenshot shows the "Add a message" dialog box. It includes the name of the person being contacted (Brooke Harvey), the meeting details (Thursday, October 28, 2021 8:00 AM to 8:30 AM (Europe/Paris)), and a text input field for the message. The message field contains the placeholder text "Introduce yourself and the purpose of the meeting." A "SEND MEETING REQUEST" button is located at the bottom right.

The screenshot shows the "Location" dialog box. It displays the name of the person (Brooke Harvey) and the meeting details (Thursday, October 28, 2021 8:00 AM to 8:30 AM (Europe/Paris)). The location is set to "virtual" and is displayed in a dropdown menu.



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



The screenshot displays the Swapcard exhibitor interface. On the left, the booth profile for 'Swapcard' is shown, featuring the logo, the tagline 'Get Meaningful Encounters', and an illustration of people at a booth. Below the profile are navigation tabs for 'Job offers', 'Documents', and 'Team'. A 'Book a meeting' section is visible, allowing users to select a time slot for a meeting on Tuesday, June 1, 2021. On the right, a chat window titled 'Talk to Swapcard' is open, showing a message from an attendee: 'Hello Swapcard! Can we have a call?'. The chat window includes a date separator for 'April 15, 2021' and a text input field at the bottom with a plus sign and the placeholder text 'Write a message...'.

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

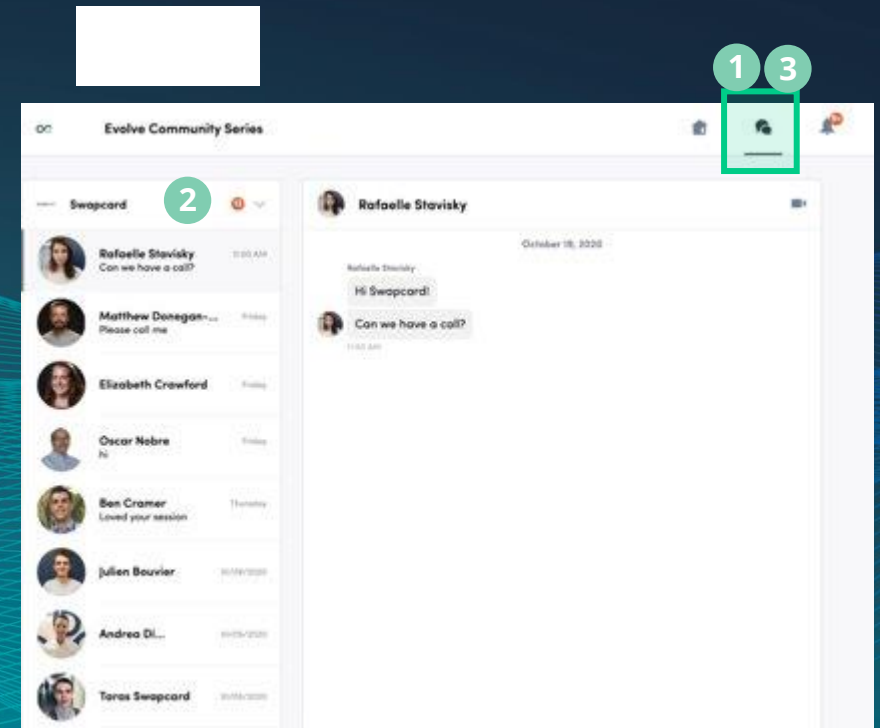
To view your exhibitor inbox, click the **chat bubble icon** along the top menu.

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

