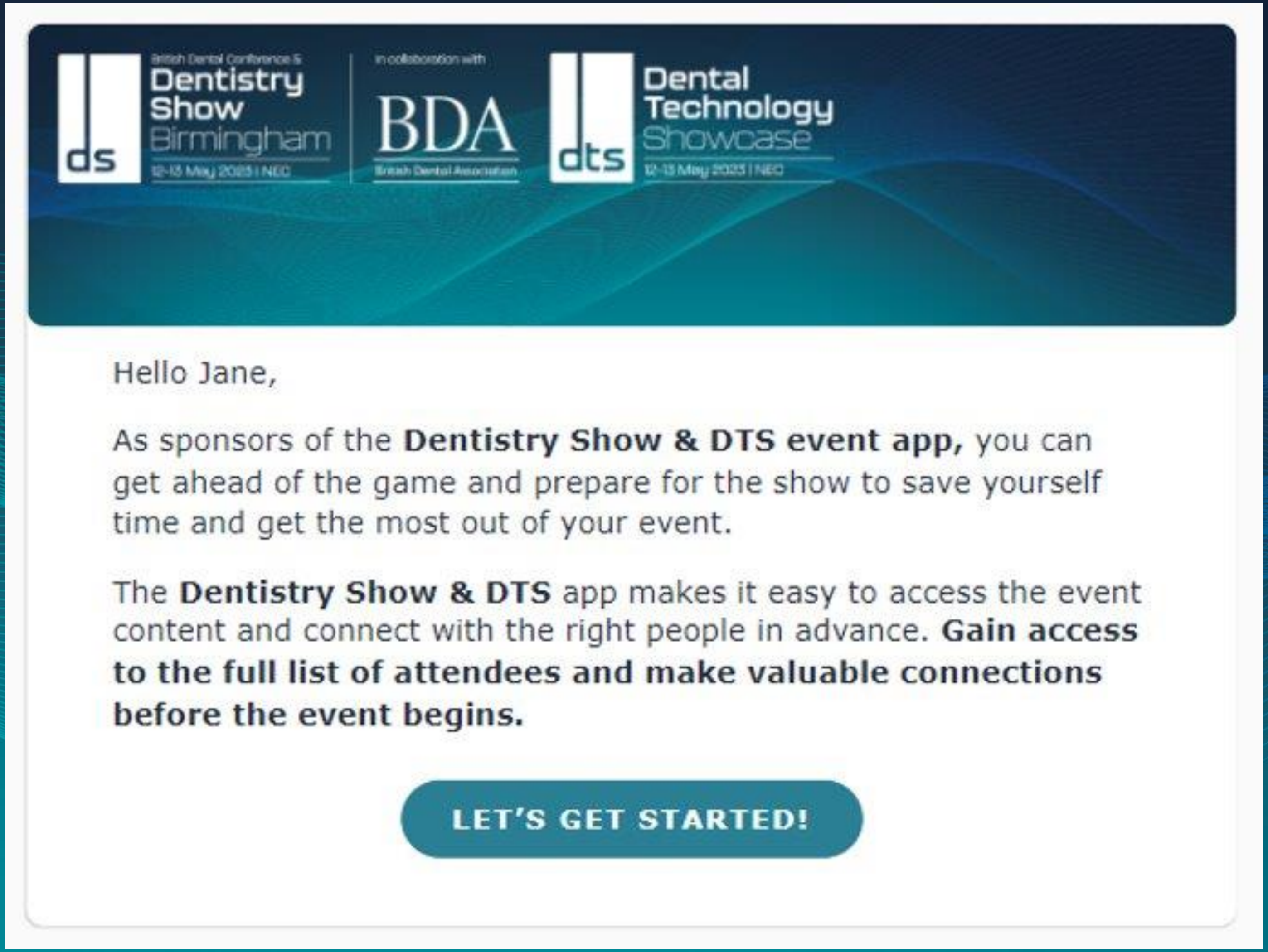
Swapcard Exhibitor Guide

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!



Dentistry Show Birmingham

BDA

Dental Technology Showcase

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!

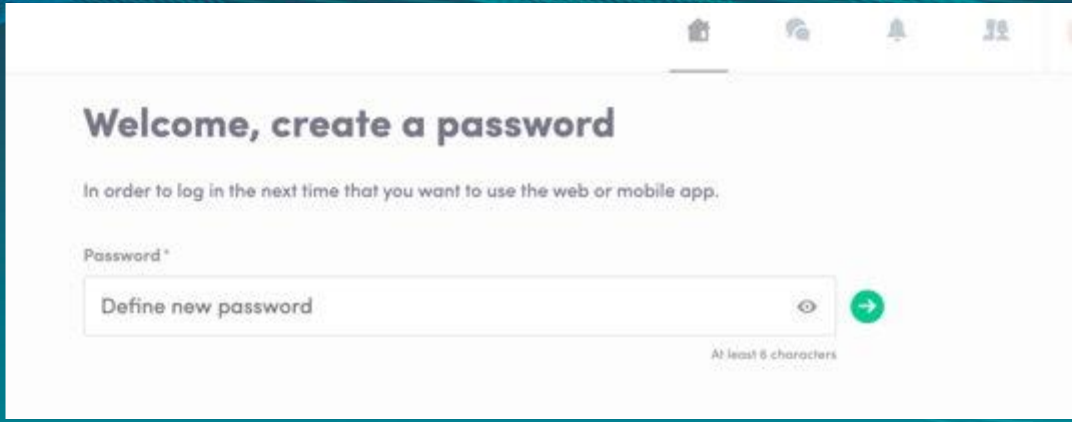
ACCESS THE APP

Login

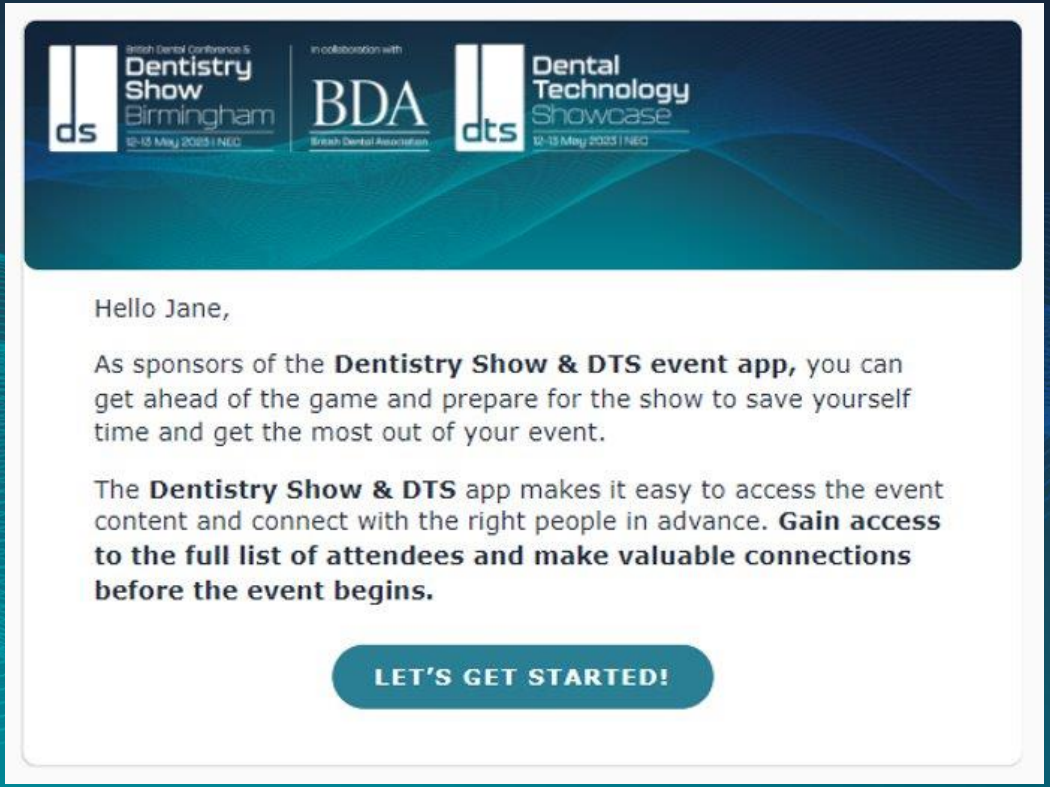
How to login for the first time?

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:



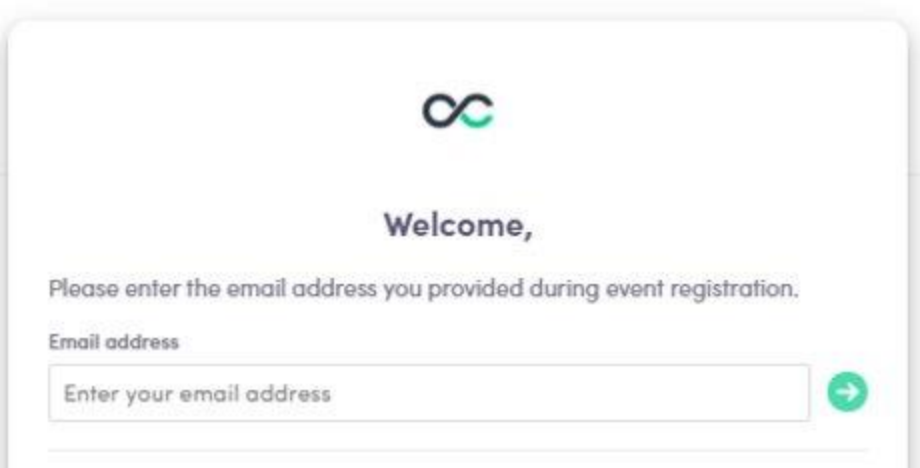
Note: If you don't see this email in your mailbox, please check your spam folder. Most of our emails are sent from **noreply@swapcard.com**

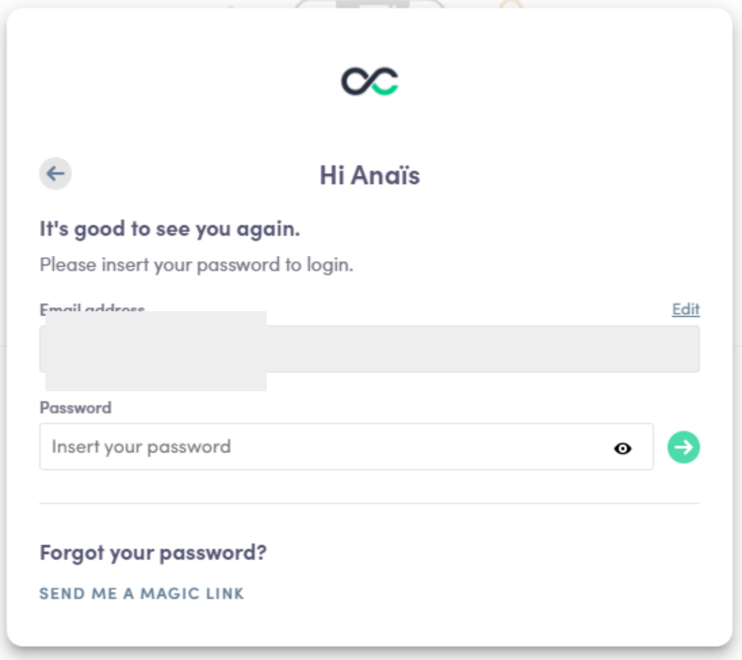


How to login when I have an account ?

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.





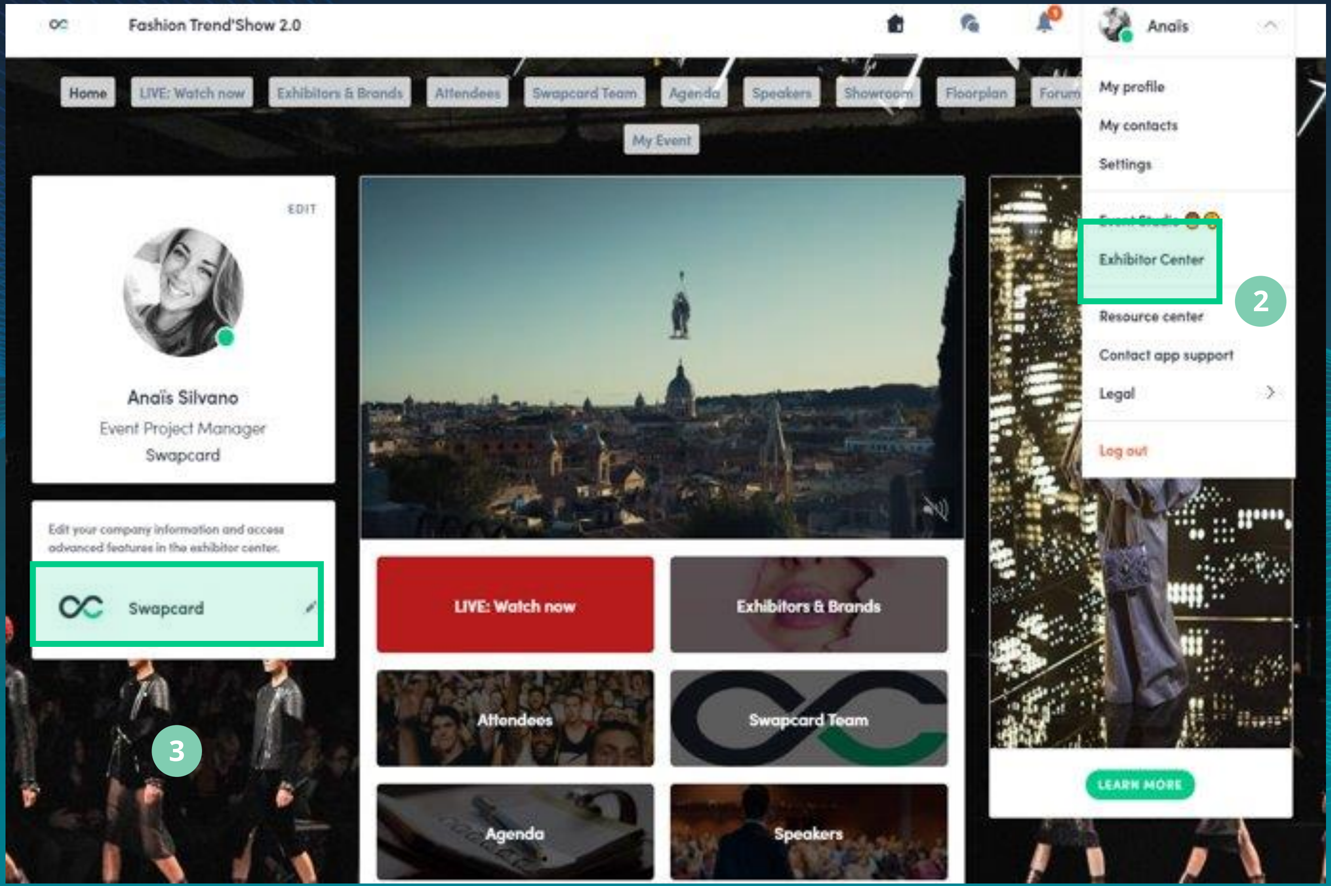
Note: If you have forgotten your password, click "**Send me a magic link"** after entering your email.
You'll receive an email to reset your password (valid for 1 hour).
If you need any help, please contact **e.miljevic@closerstillmedia.com**.

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

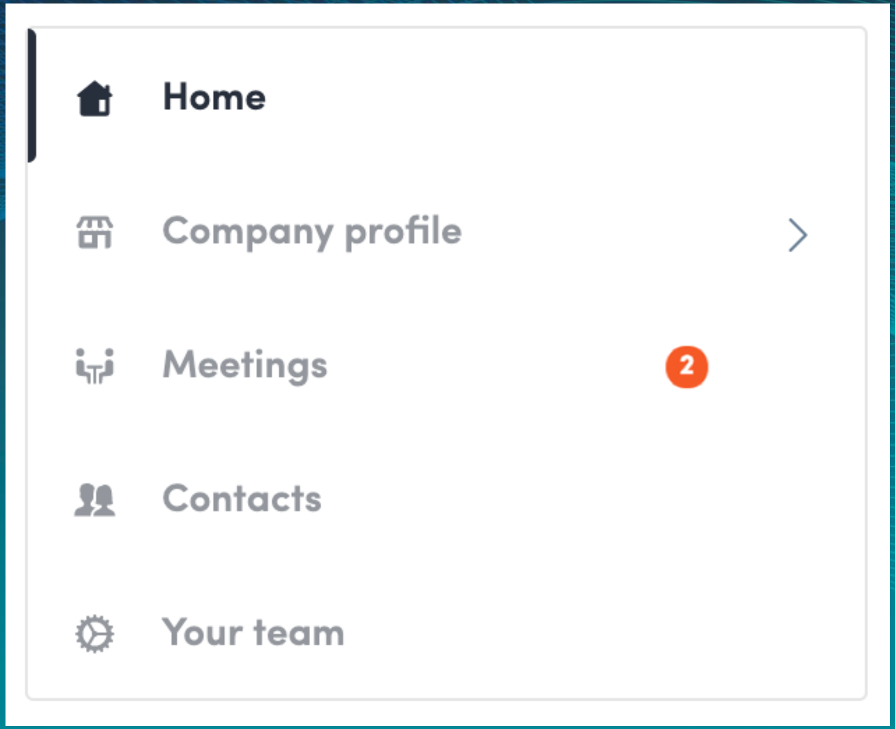
Click **"Exhibitor Center"** in the drop down menu.

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

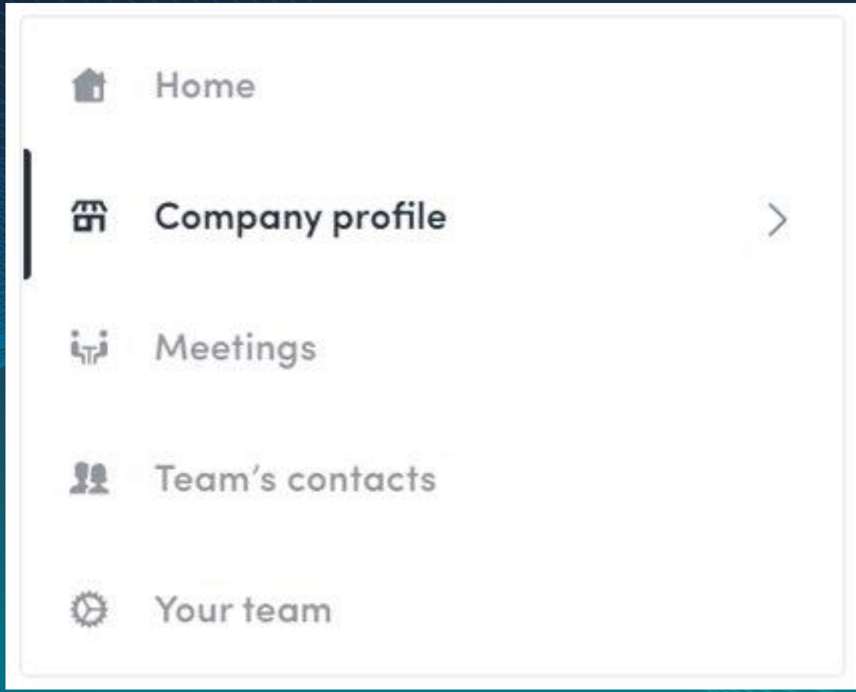


This **navigation bar** will appear on the left side of your screen. It will be help you to navigate between the different sections of the **Exhibitor Center**.

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!

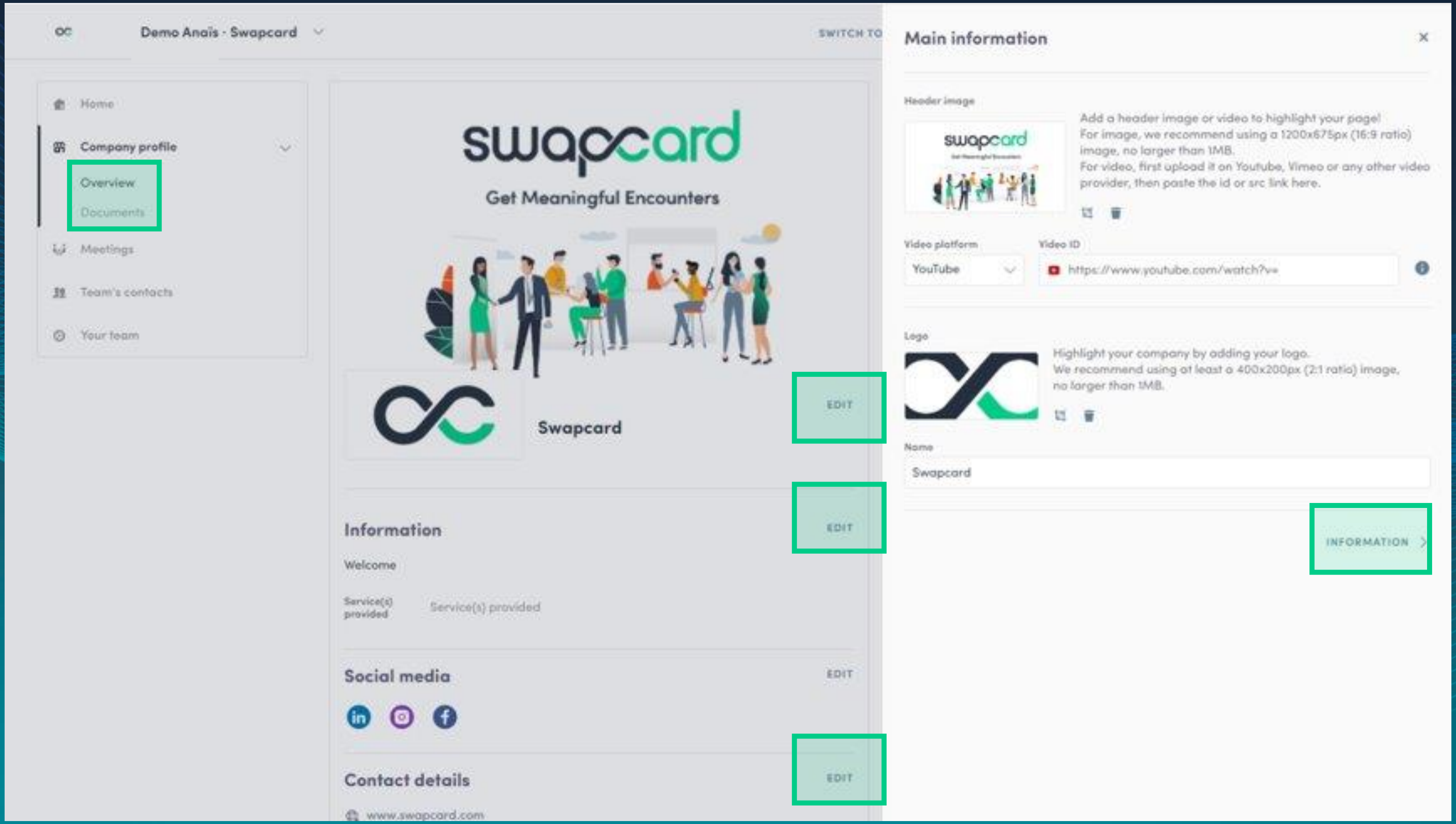
Company profile



- **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 organizer.

Company profile - Overview



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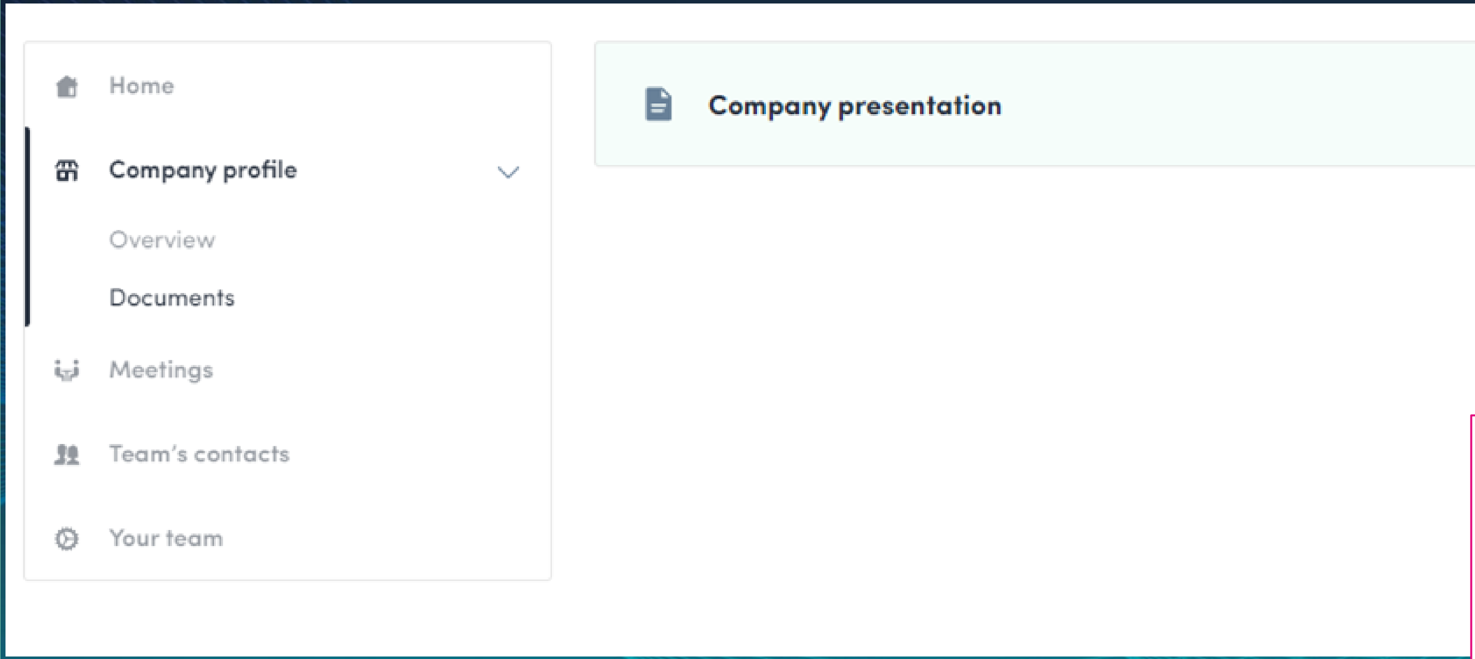
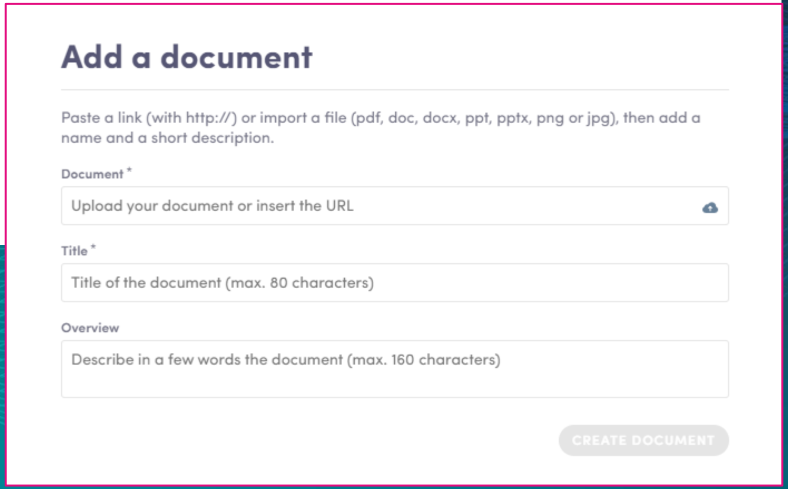
Company profile – Documents

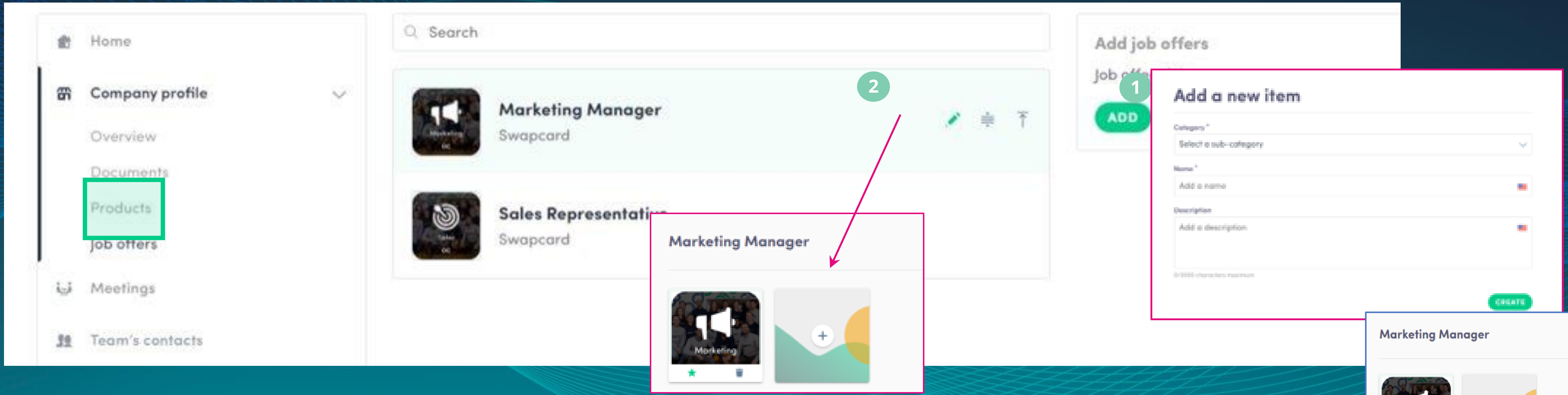


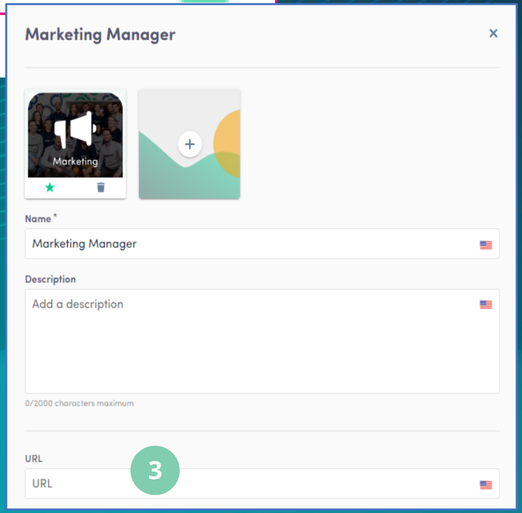


Attach documents to your company profile (product catalogues, press, releases, etc.). **Paste a link** (with http://) or **import a file** (pdf, doc, docx, ppt, pptx, png or jpg), then add a name and a short description.

Showcase different types of items

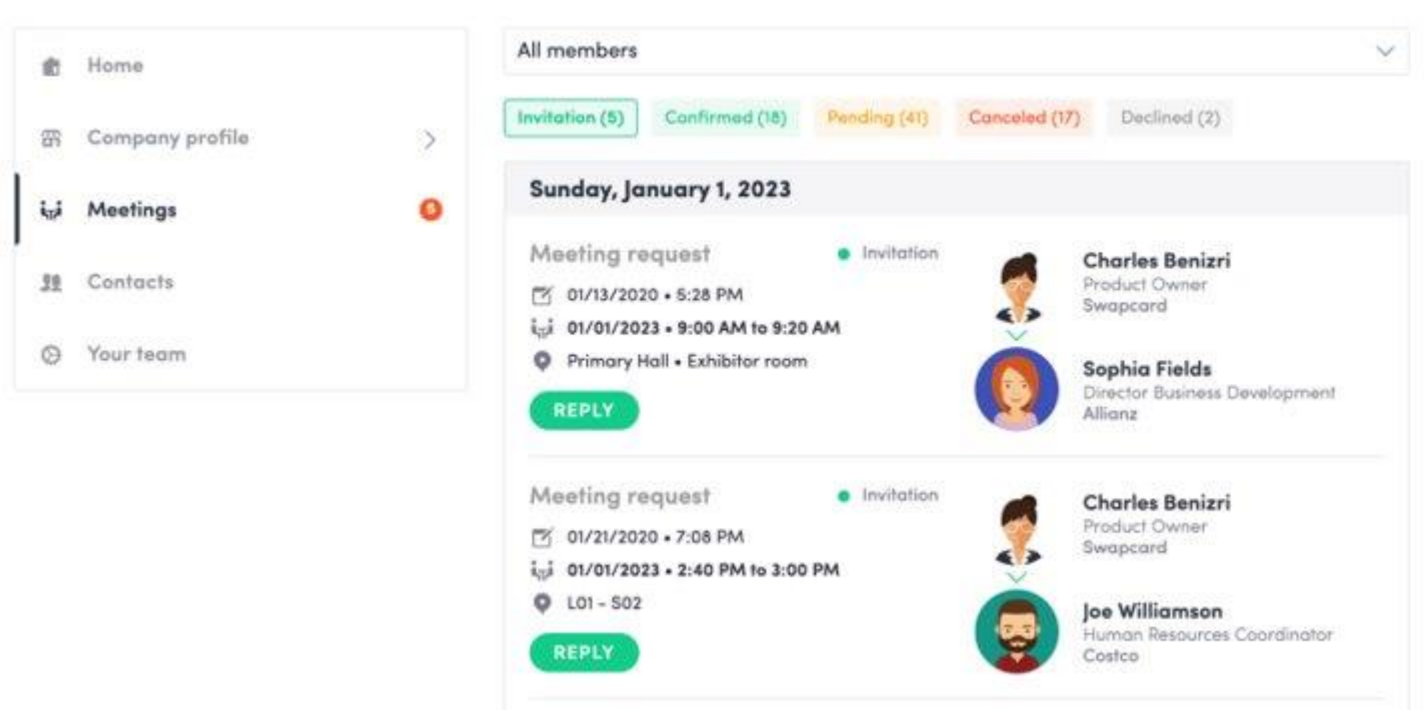
Depending on the event you are attending, and on the items categories created by the organizer, below are some examples of categories you can upload items to from the **Exhibitor Center**.

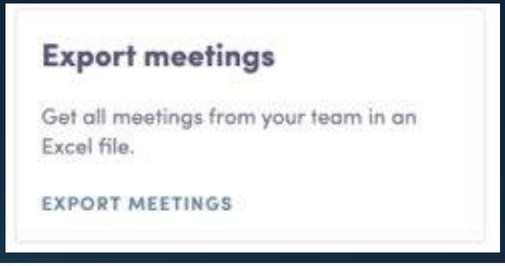


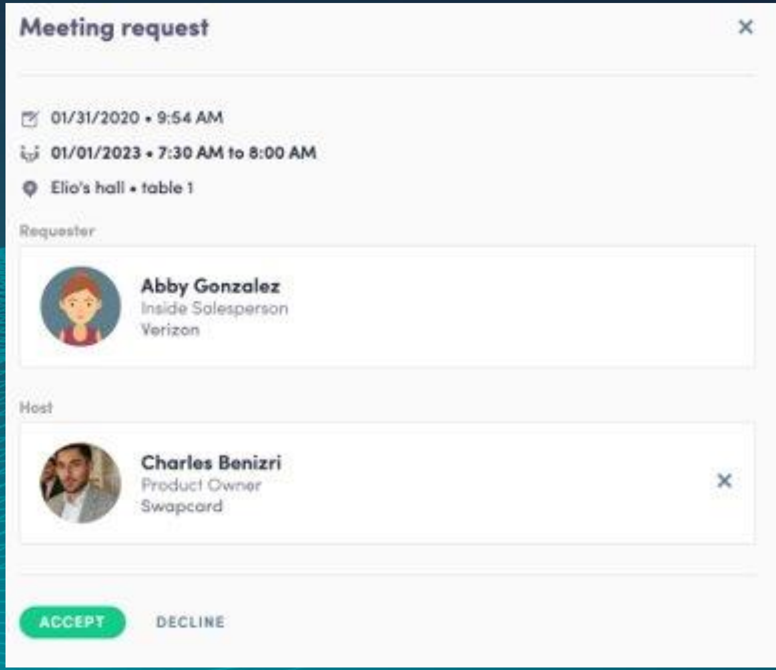


1. To add an item, click on **"Company Profile,"** select one of the categories available (i.e. Job offers or Products) and click **add**.
2. Add your item's name and description and click on **create.** Once done, click the **pencil icon** to import images (1:1 ratio) to illustrate your item.
3. There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

Manage your meetings

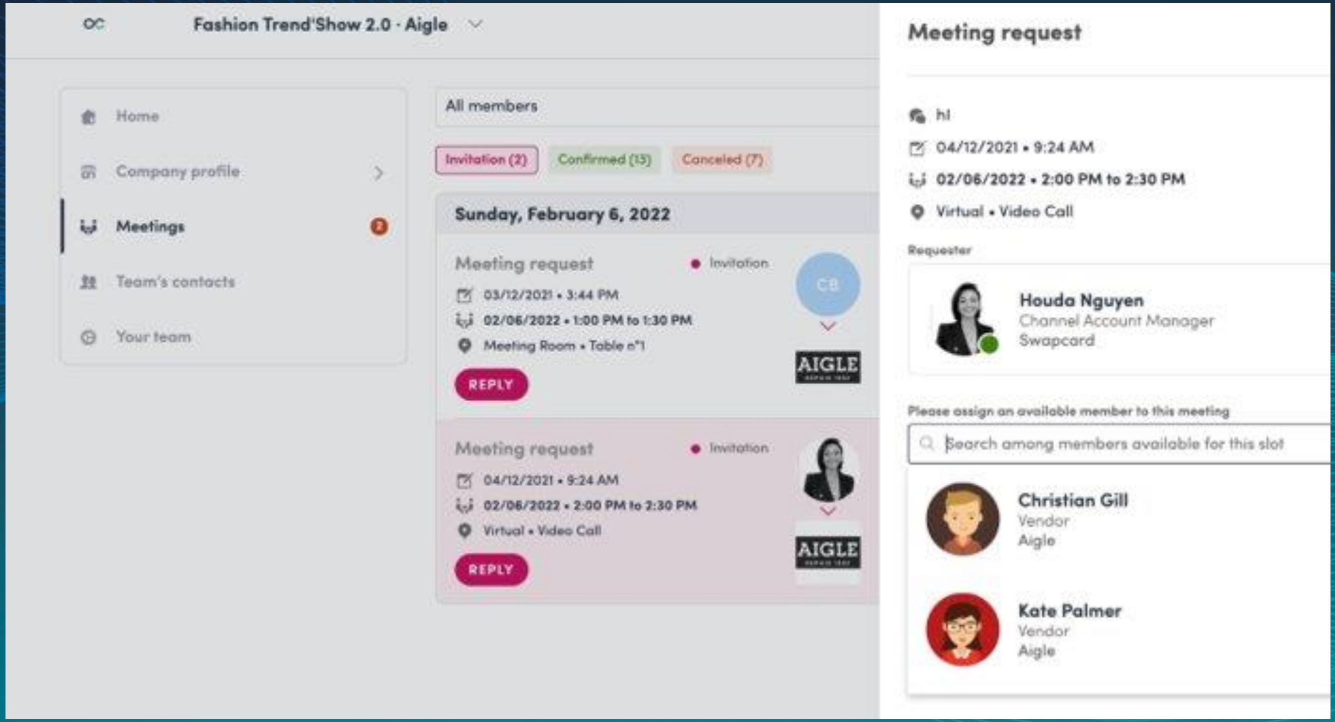






- **Display the meetings** of your team (*All members* or a specific team member)
- **Filter meetings by status**: Pending, Confirmed, Canceled or Declined.
- **Assign a meeting**: reply to the meeting request and select a team member to assign.
- **Accept or decline meeting requests or cancel an existing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

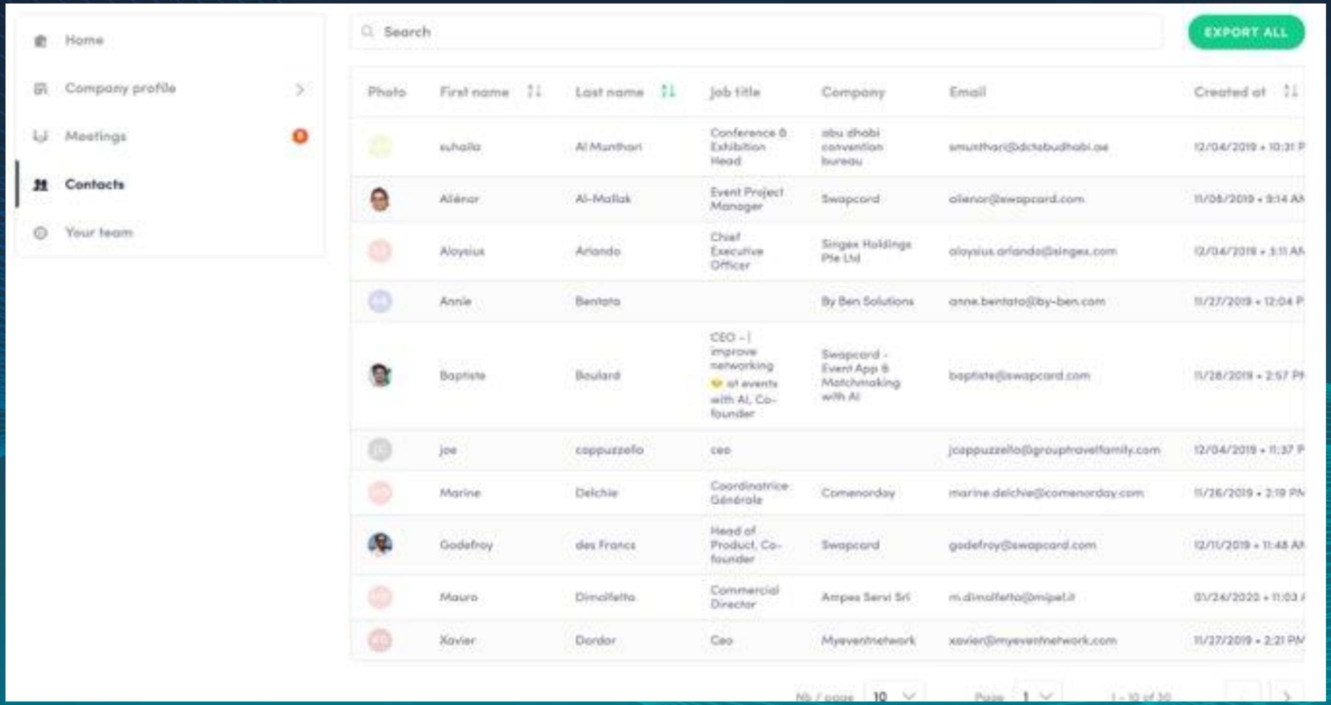
Go to the **"Meetings"** tab and see all your team meetings during the event.

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.

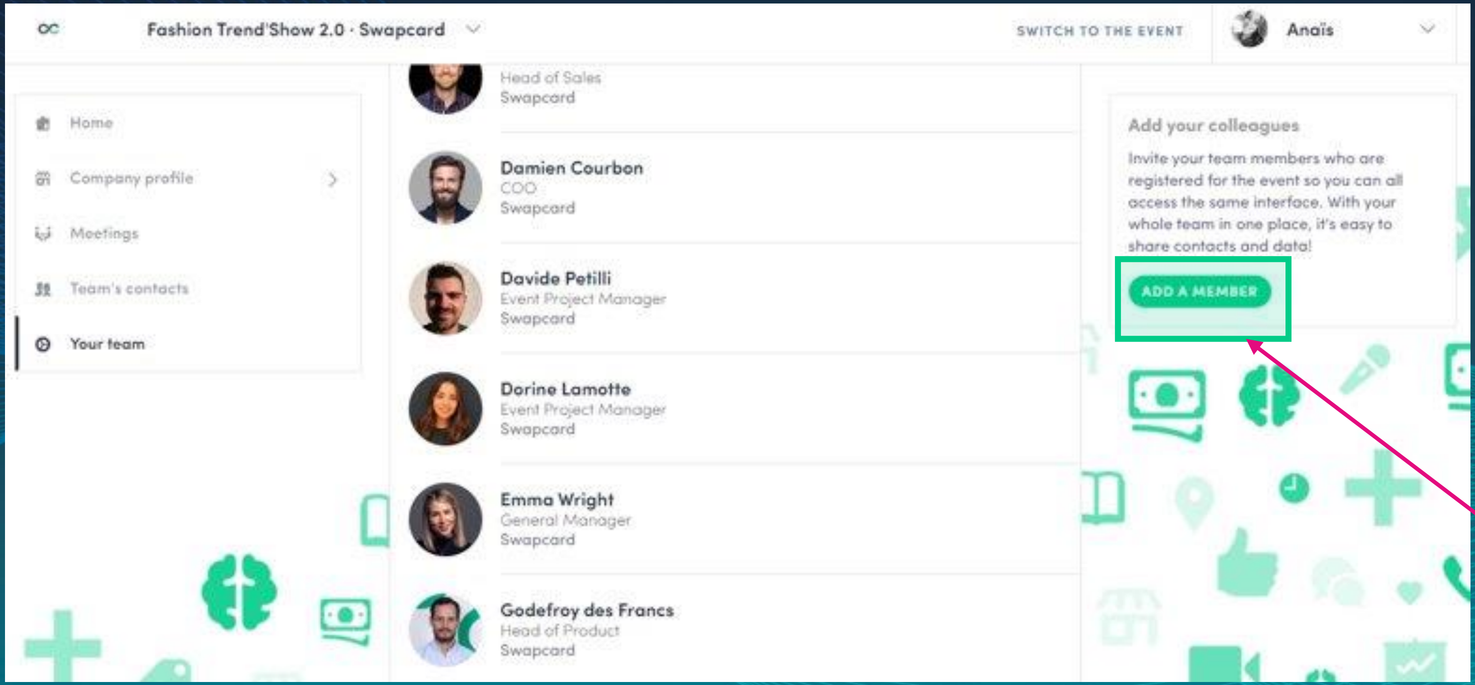
You can check if **all your collaborators have activated it.**

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.

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."**

How to add a teammate to your team?*



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

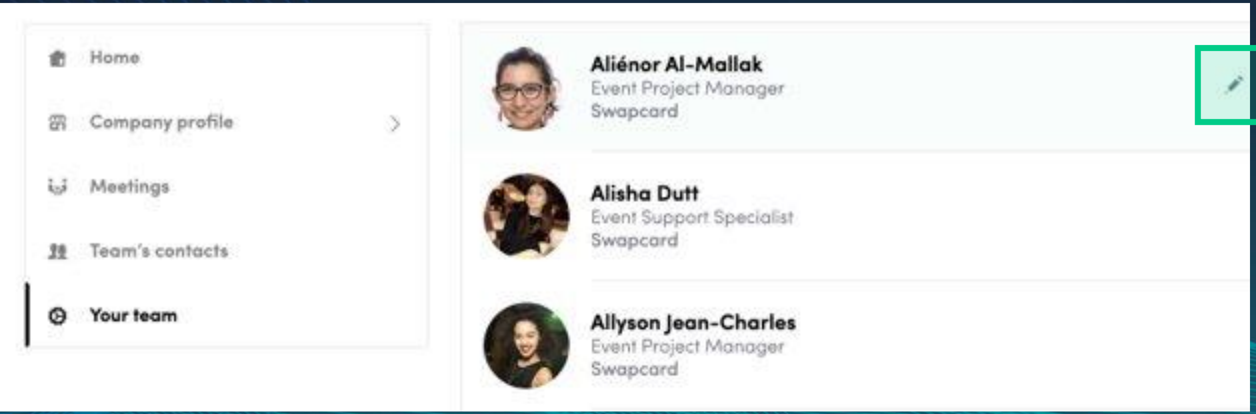
Go to the **"Your Team"** tab and see all your teammates on the booth.

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.

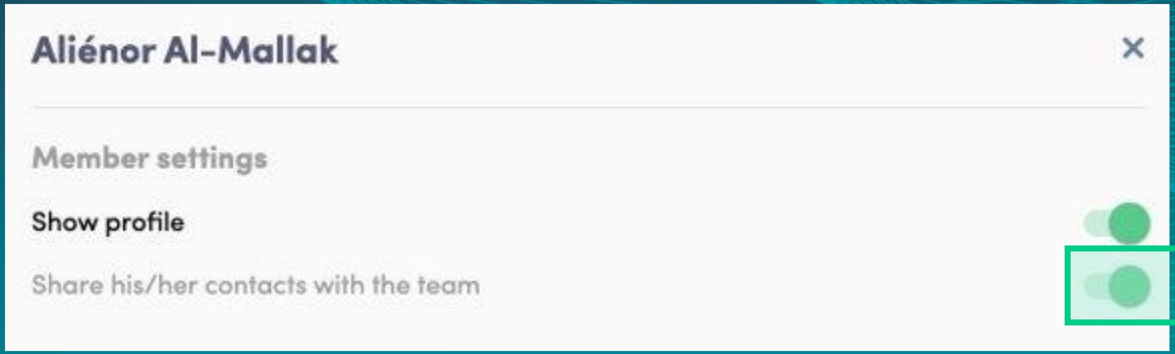
*** Note:** only if allowed by the organizer

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.

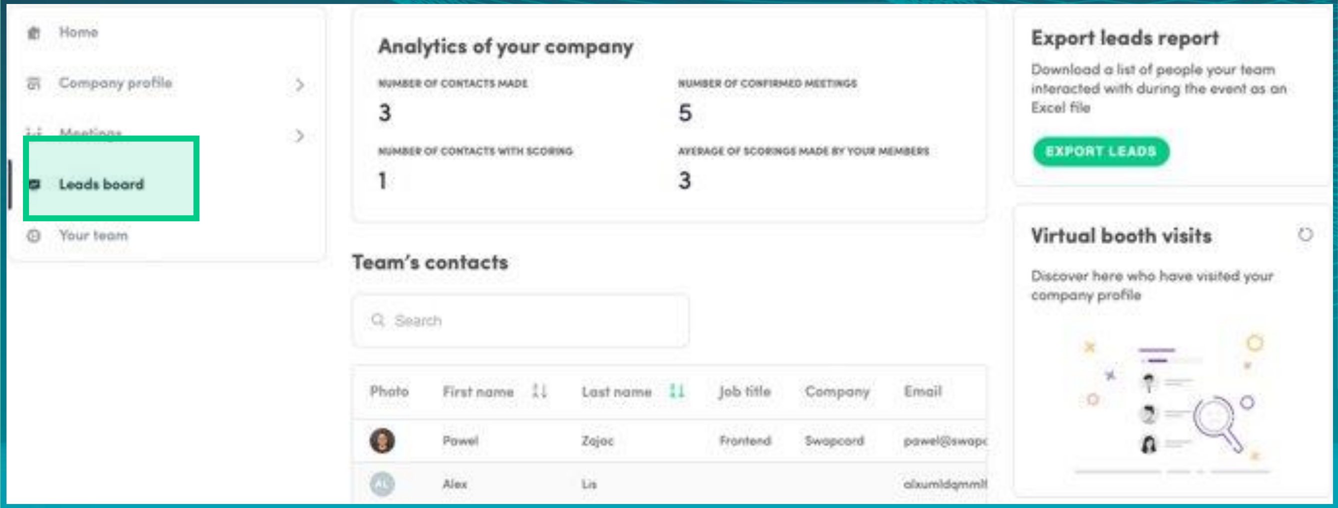


To share contacts, click the pen to the right of your name. You will then see a toggle list appear where you'll be able to choose whether to share your contacts with the team.

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:

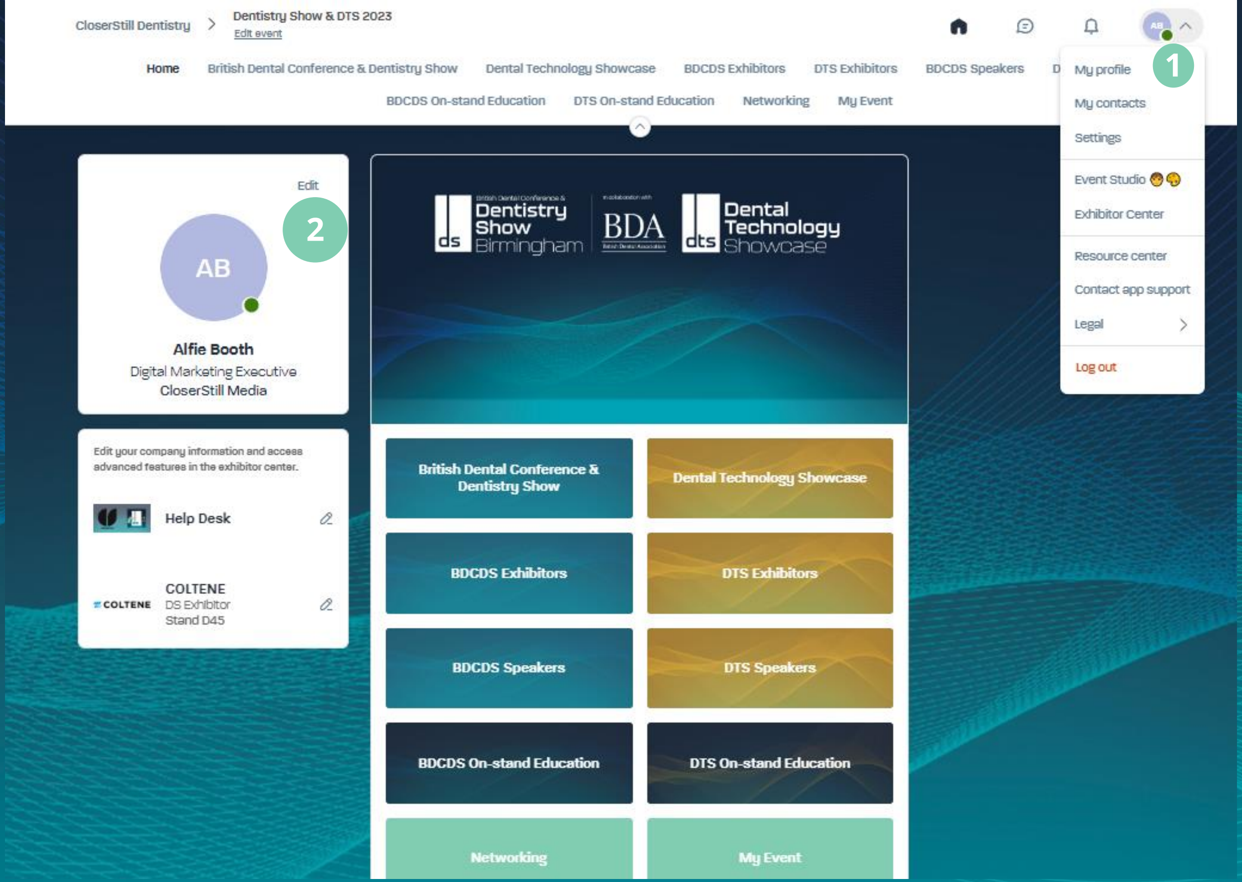
- Connected with exhibitor members
- Had a meeting with the exhibitor or its members
- Had a chat with the exhibitor
- Visited or bookmarked the exhibitor booth
- Visited or bookmarked the exhibitor's items
- Downloaded documents
- Viewed and clicked on the advertisement on the exhibitor page
- Registered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

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

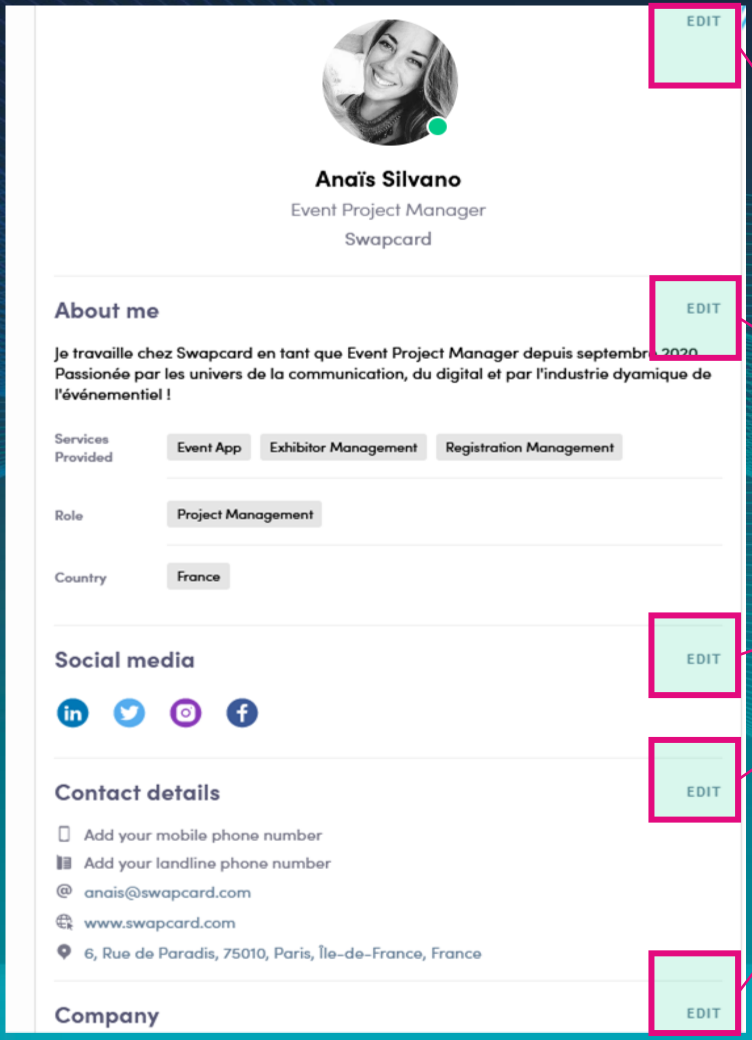
On the upper-right corner of your screen, click on “**My profile**.”

2

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

You’ll then be redirected to your profile details.

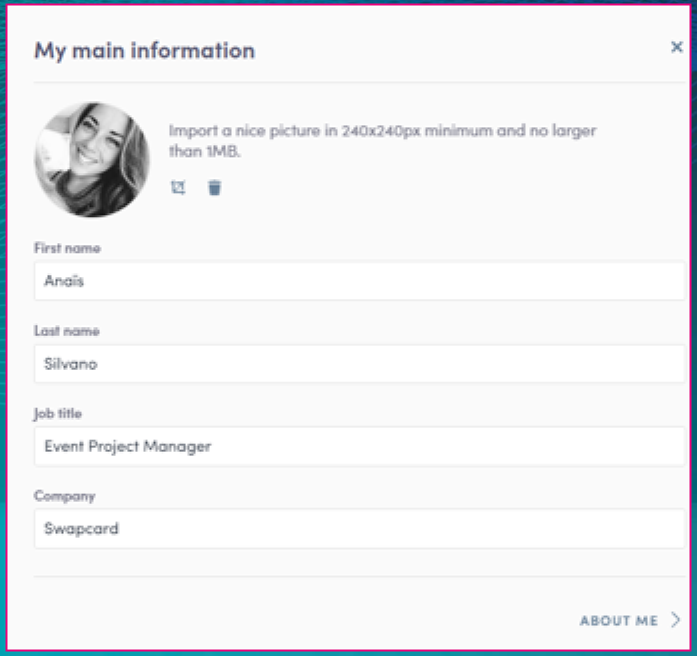
How to edit my personal profile? (2/2)



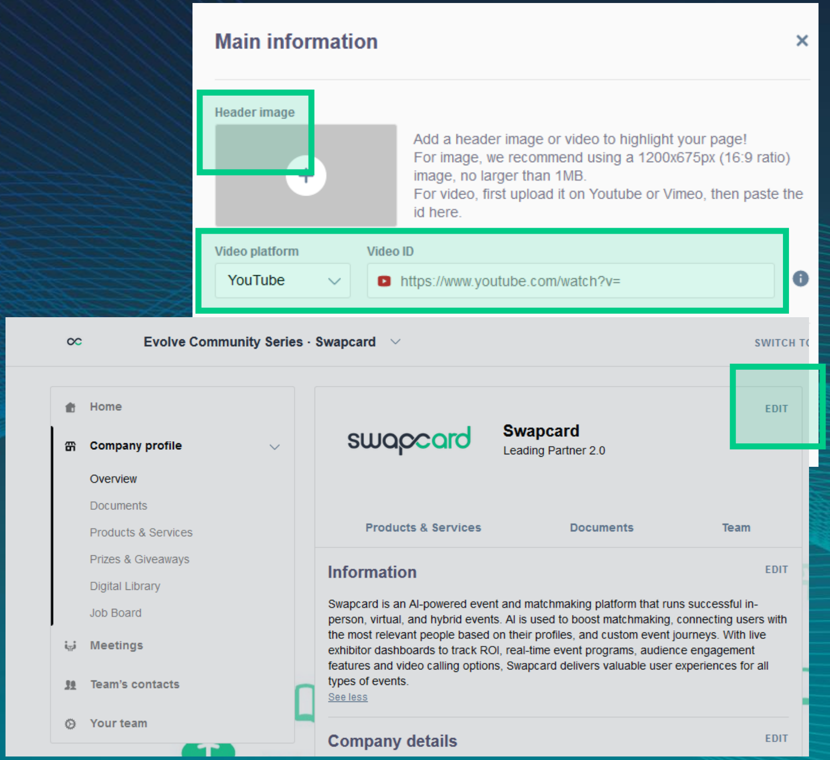
To edit the information on your profile, simply click on the “**Edit**” or “**Add**” parts depending on which type of information you want to edit.

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

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



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.

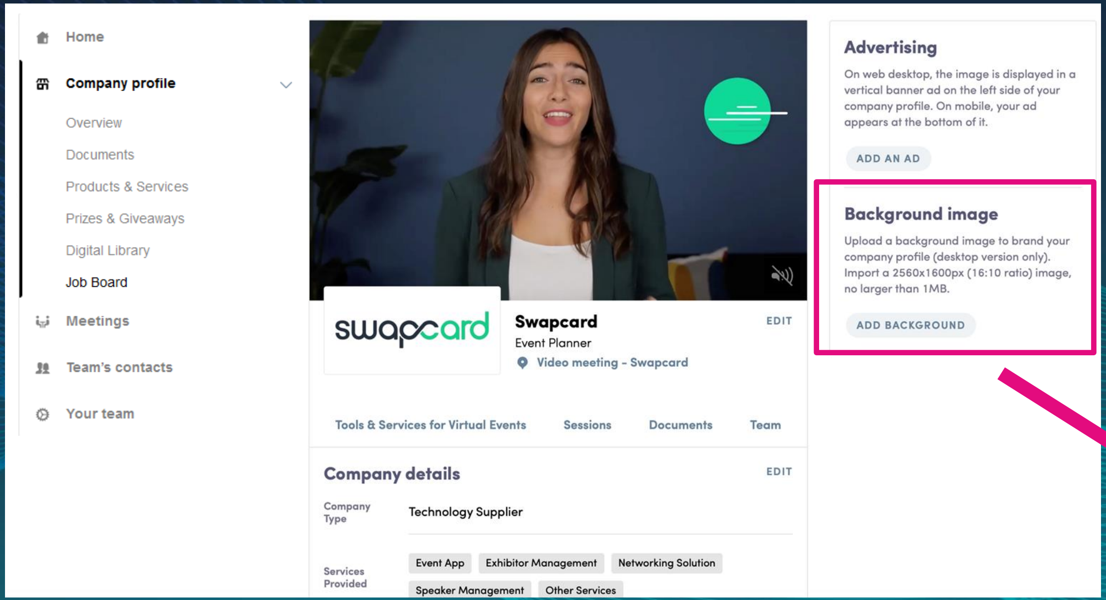
1. To upload a file, go to your **Exhibitor Center** and click on **"Company Profile"**. In the first part, click **"Edit"**.

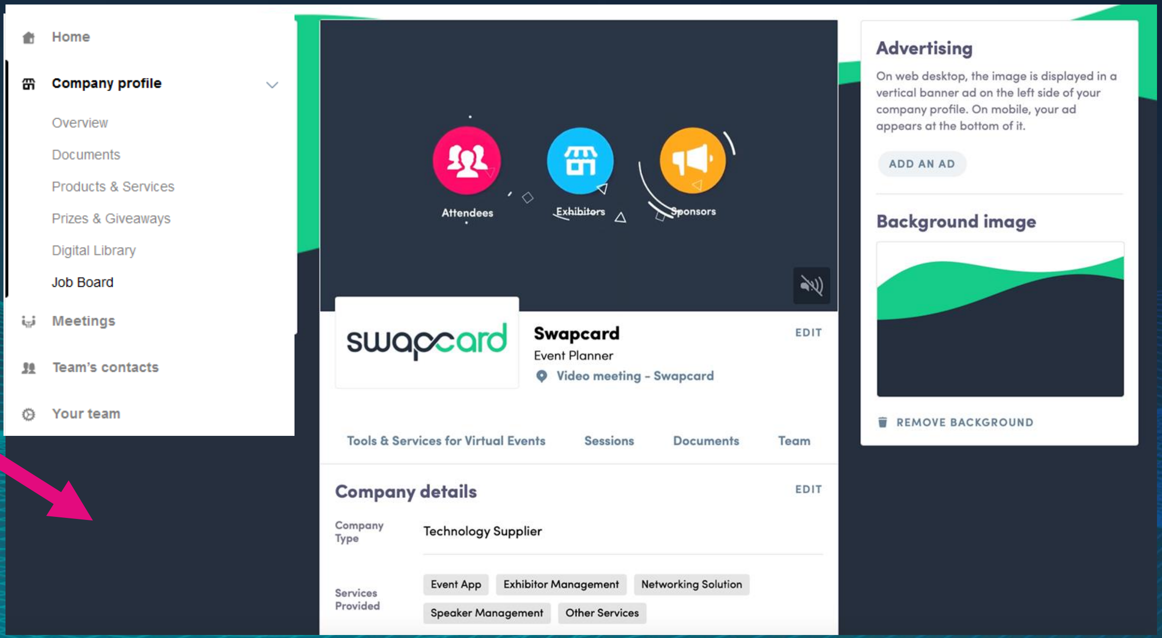
2. You will then be able to add your file or a live or pre-recorded video hosted on YouTube or Vimeo, or add an iFrame.

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?

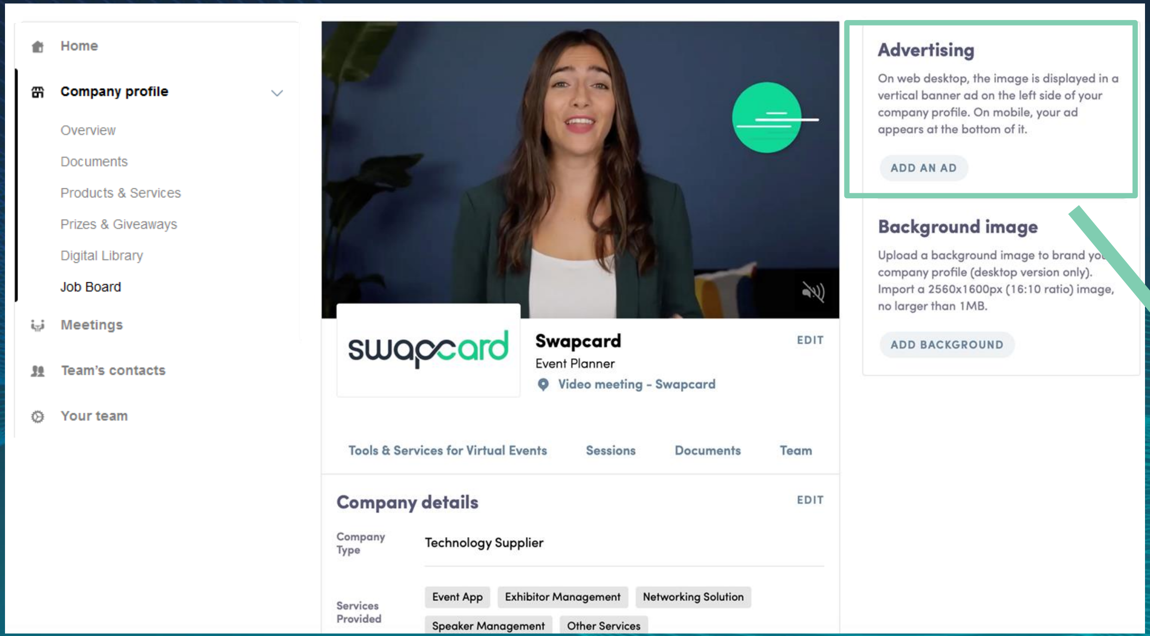


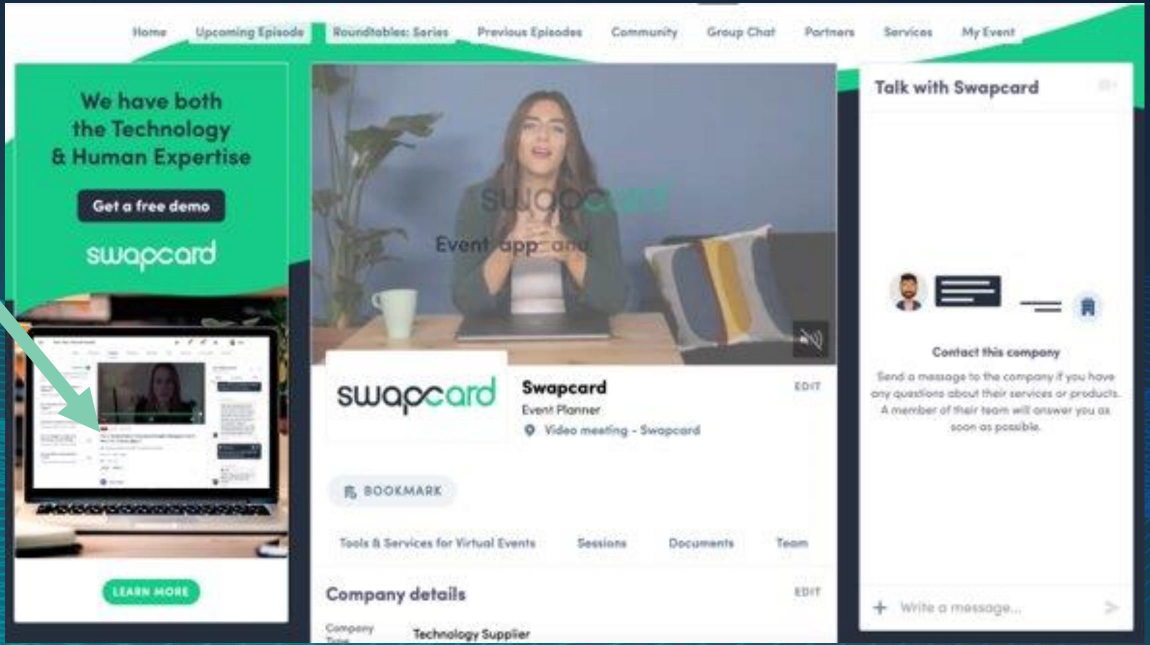


As an exhibitor, depending on your sponsorship package, you can upload a background image onto your company homepage.

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.

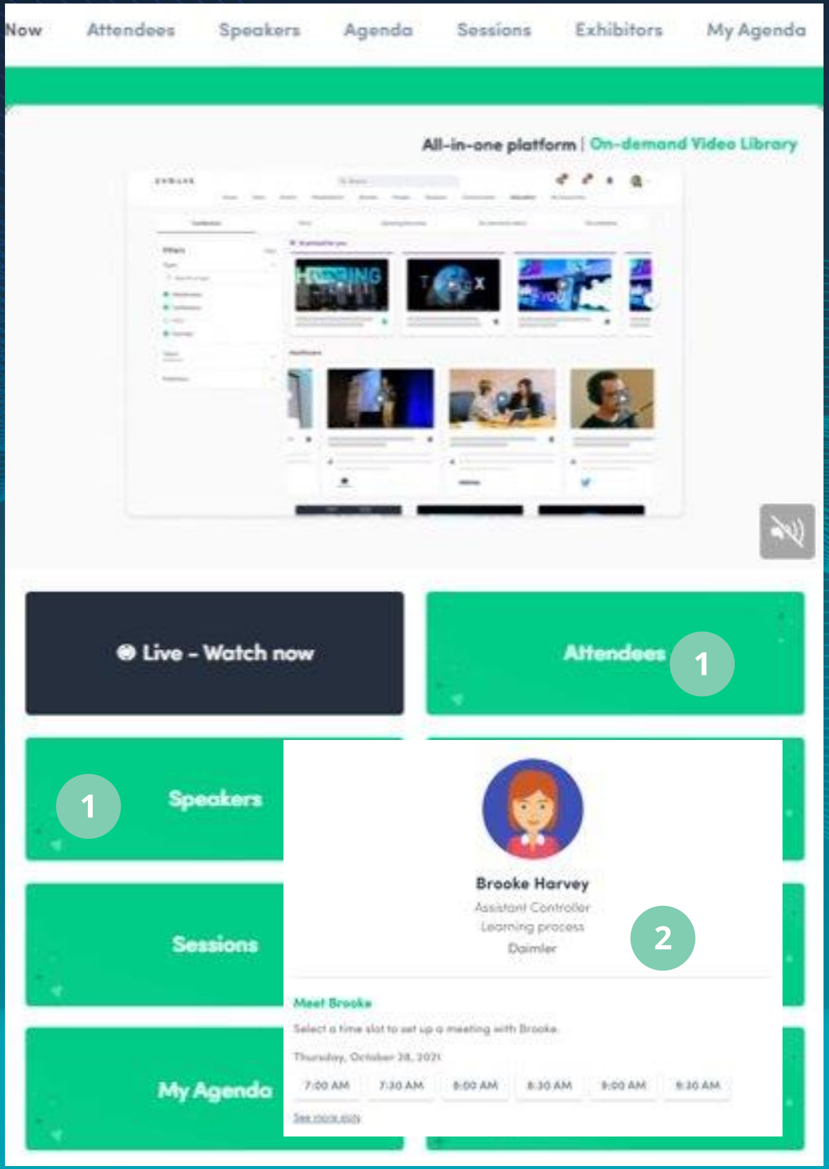
1. To upload a file, go to your Exhibitor Center and click on **"Company Profile."**
2. You will then be able to add your file.

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.

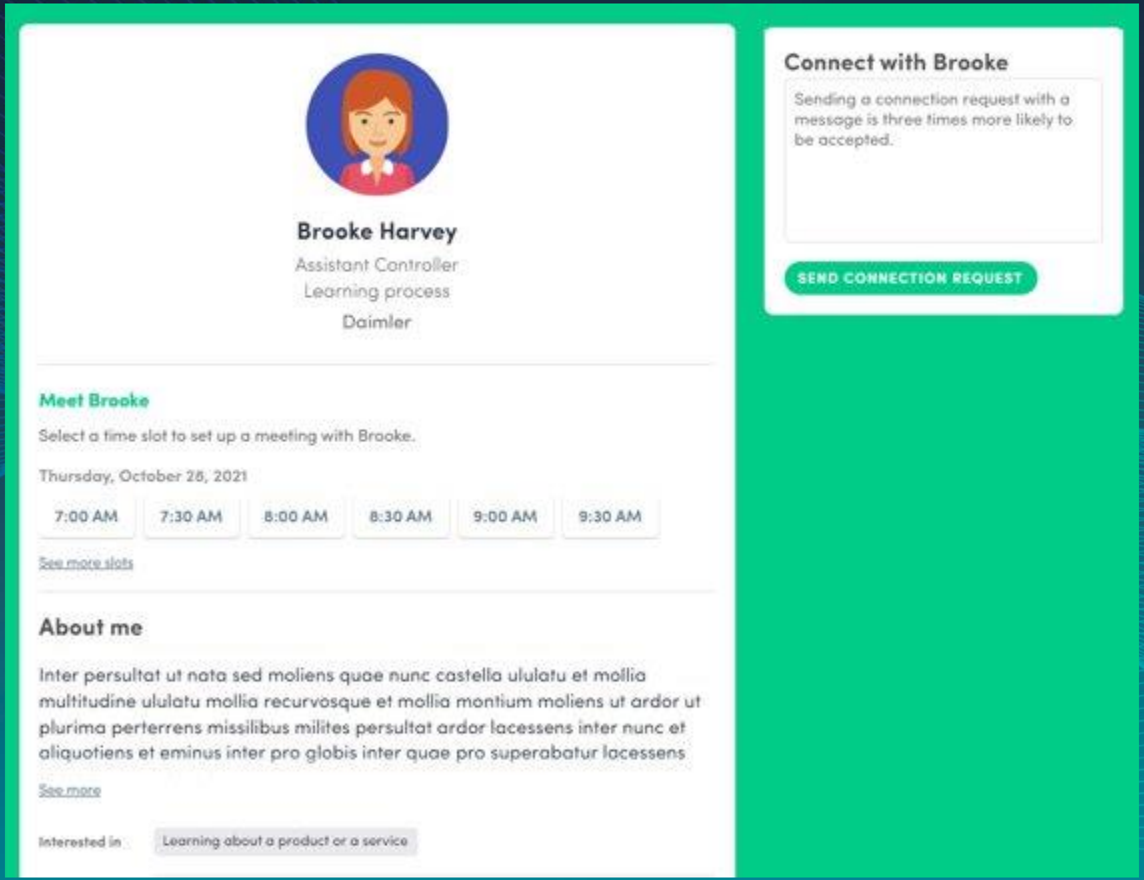
Don't hesitate to contact them through the application to chat, video call, and book meetings.

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?



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.

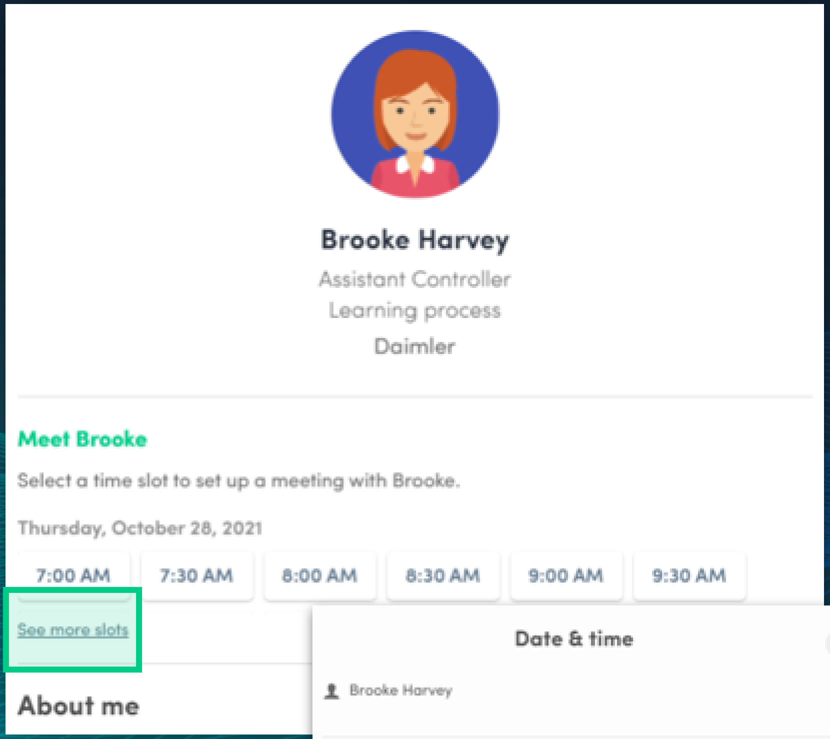
You will be able to find all the people you have been in contact with in the **"My Event"** button in **My contacts** tab.

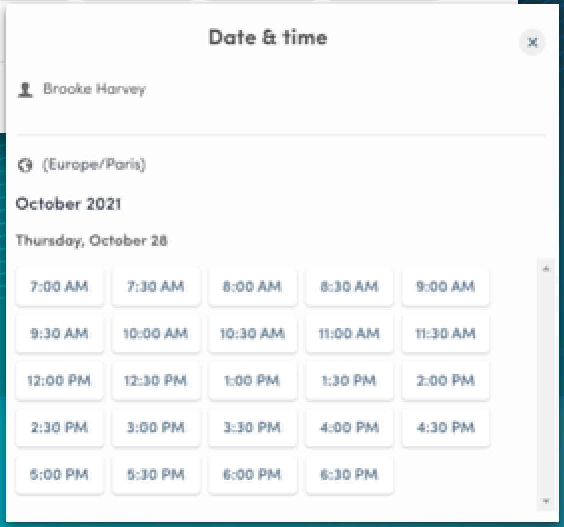
How to request a meeting?

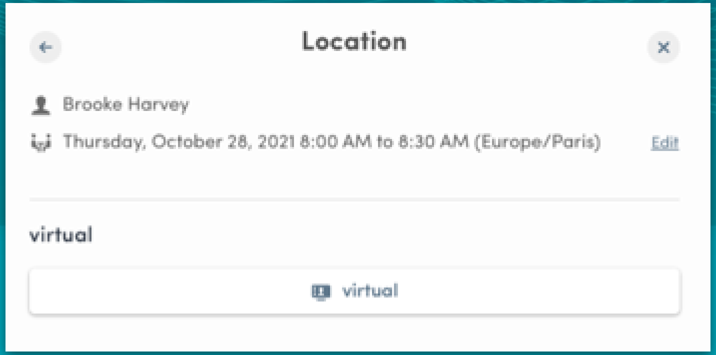
1. Go to a person's profile - by going to the list of participants, speakers, or a sponsor's profile.

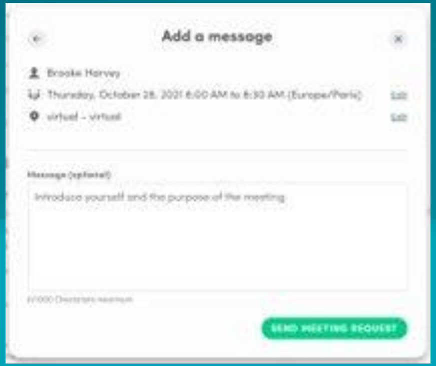
2. Click on one of the suggested meeting slots.
If you want to see other slots, click "**See more slots.**"

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

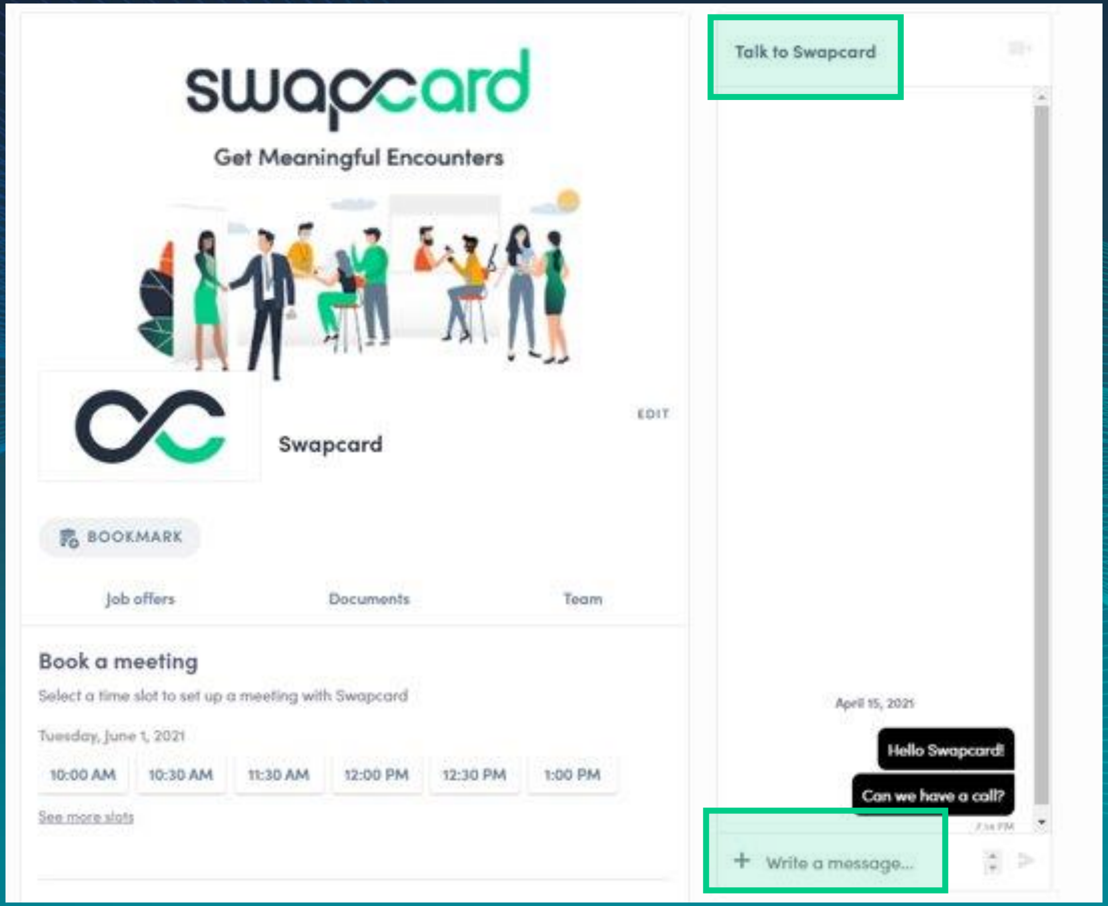








What happens if I receive a message as an exhibitor? (1/2)



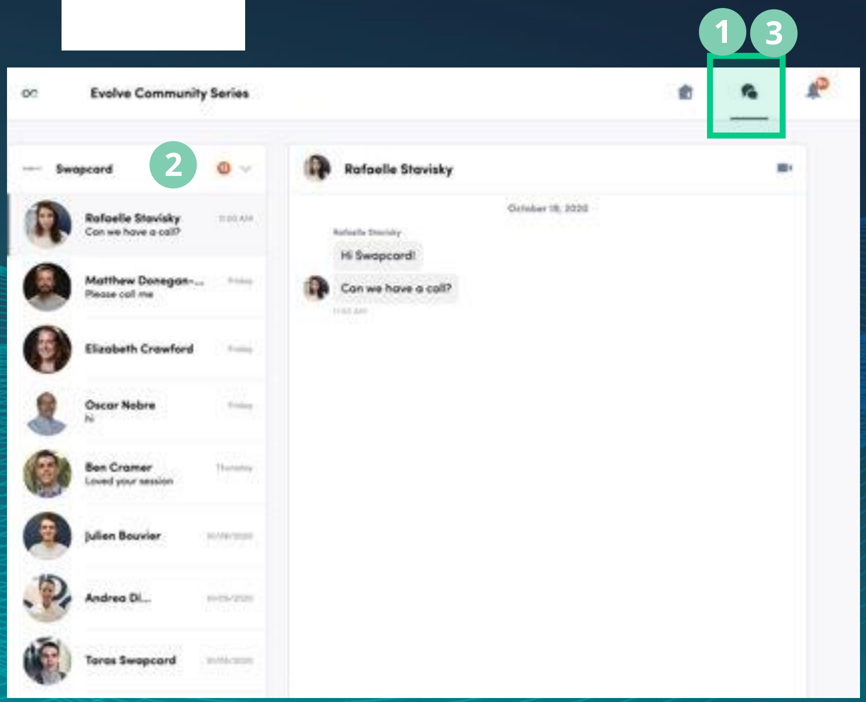
Once you are added to an Exhibitor booth as a team member, you have access to a shared inbox with all your organization's team members.

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