

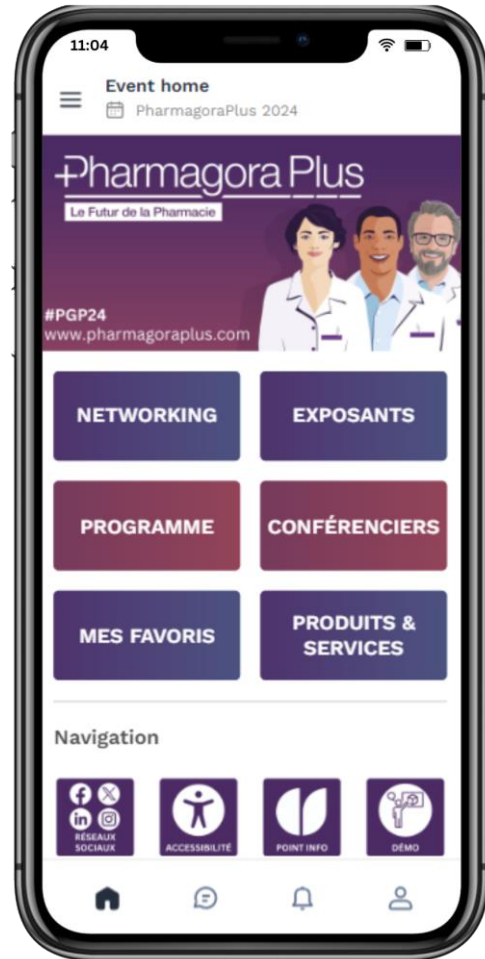
# Pharmagora Plus

The Future of Pharmacy



## Swapcard Exhibitor Guide

# Overview

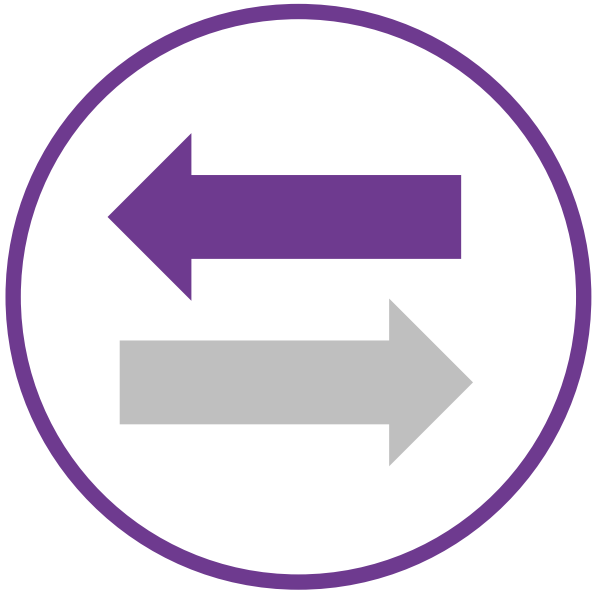


Welcome to the Exhibitor Guide.

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



# Contents



**Access the app**

**Exhibitor Center**

**Content features**

**Networking features**



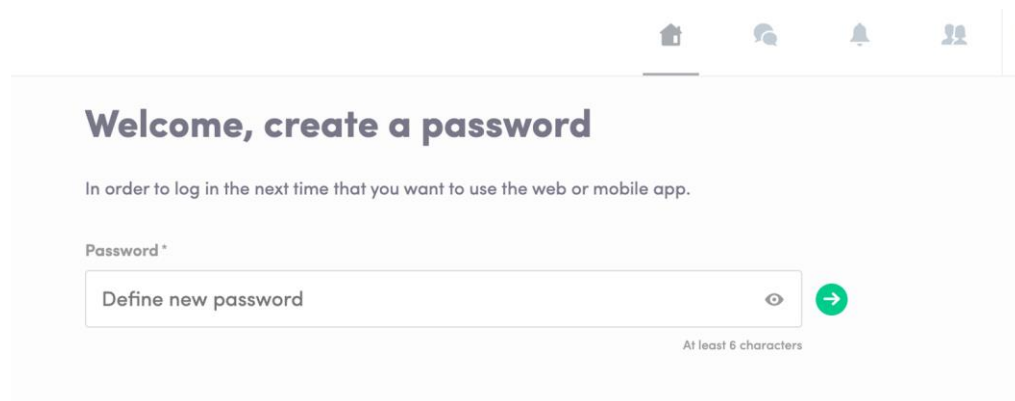
# ACCESS THE APP

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:



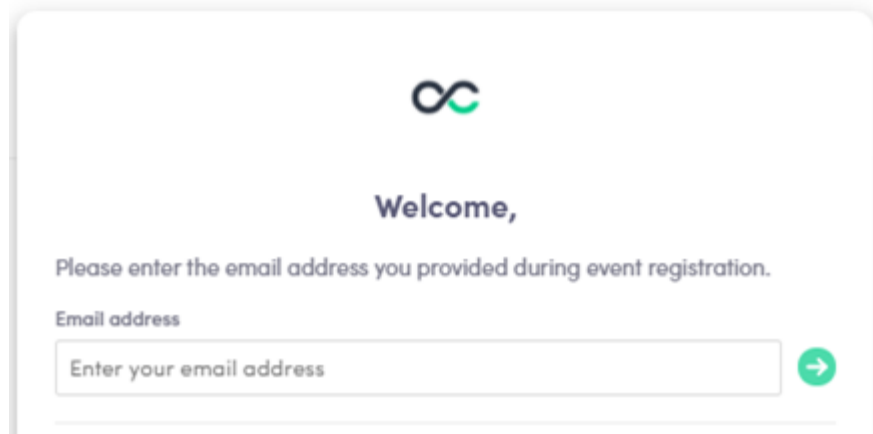
A screenshot of a web interface for creating a password. At the top, there are navigation icons for home, search, notifications, and profile. The main heading is "Welcome, create a password". Below it, a sub-heading reads "In order to log in the next time that you want to use the web or mobile app." There is a "Password\*" label above a text input field containing the placeholder "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 [app.healthcare@closerstillmedia.com](mailto:app.healthcare@closerstillmedia.com)

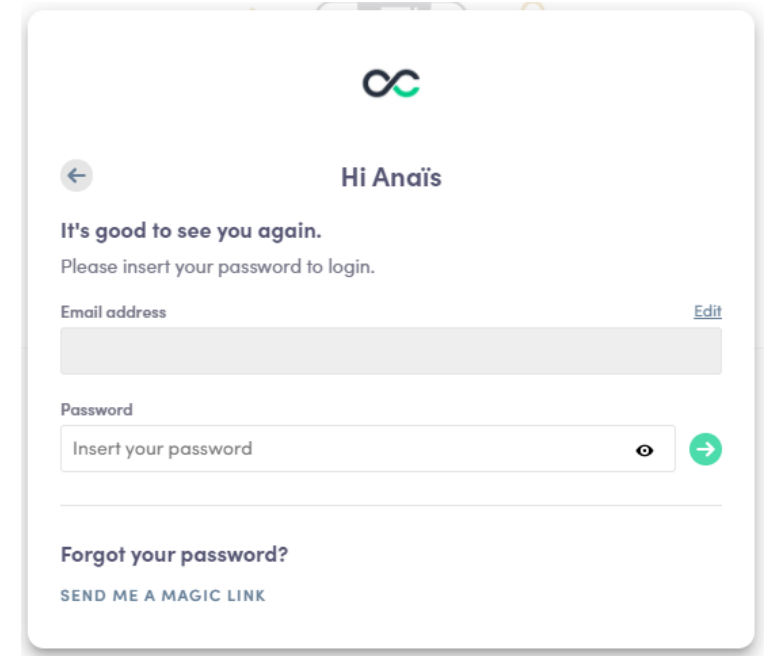


# How to login when I have an account ?

- 1 Access your account on [app.swapcard.com](https://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 interface. At the top center is the Swapcard logo (an infinity symbol). Below it, the text "Welcome," is displayed. Underneath, a message reads "Please enter the email address you provided during event registration." There is an "Email address" label above a text input field containing the placeholder "Enter your email address". A green arrow icon is positioned to the right of the input field.



The screenshot shows the bottom part of the login interface. At the top center is the Swapcard logo. Below it, the text "Hi Anaïs" is displayed. Underneath, a message reads "It's good to see you again. Please insert your password to login." There is an "Email address" label above a text input field, with an "Edit" link to its right. Below that is a "Password" label above a text input field containing the placeholder "Insert your password". To the right of the password field are an eye icon and a green arrow icon. At the bottom, there is a link "Forgot your password?" and a button "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](https://www.swapcard.com/support)

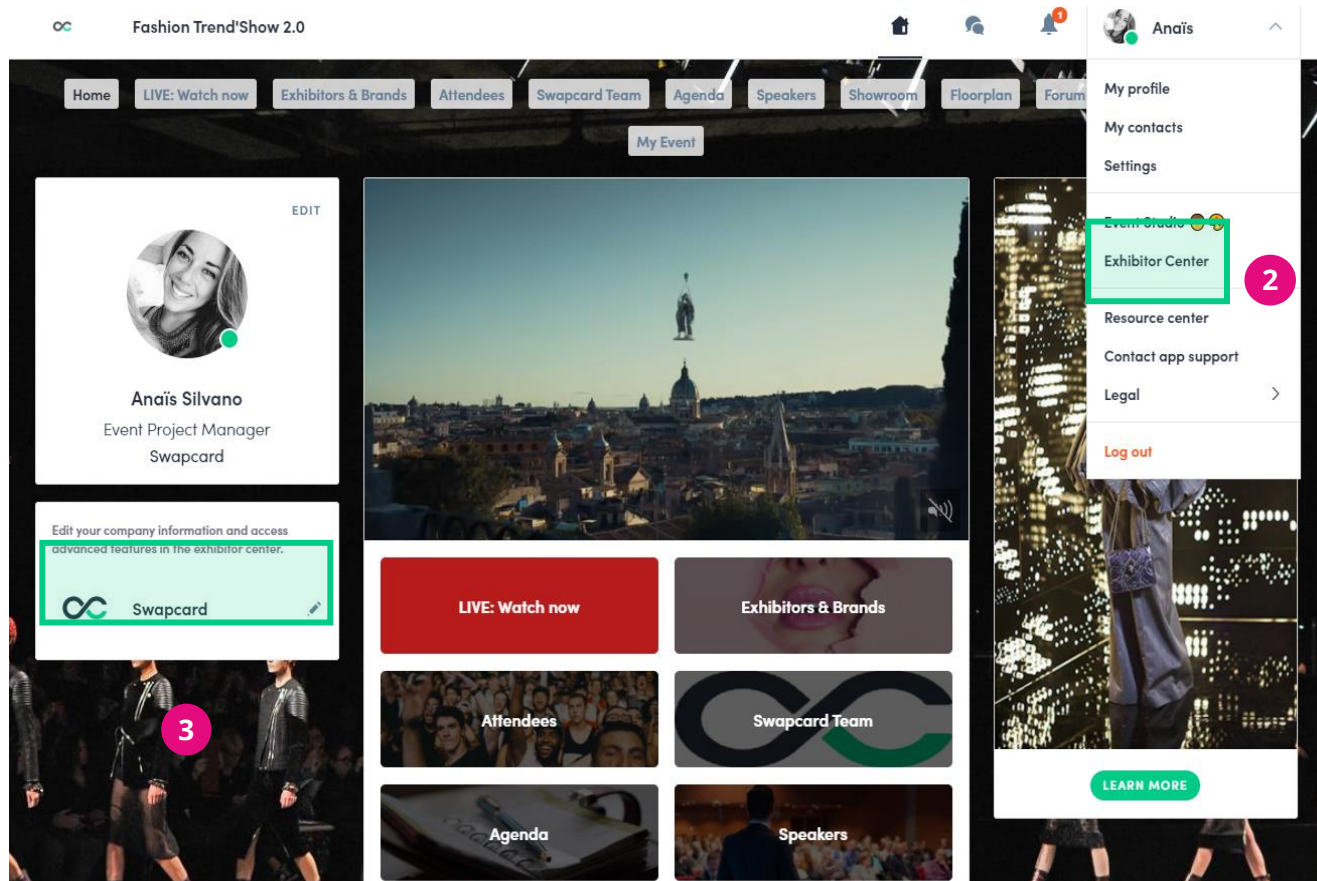


# EXHIBITOR CENTER

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.

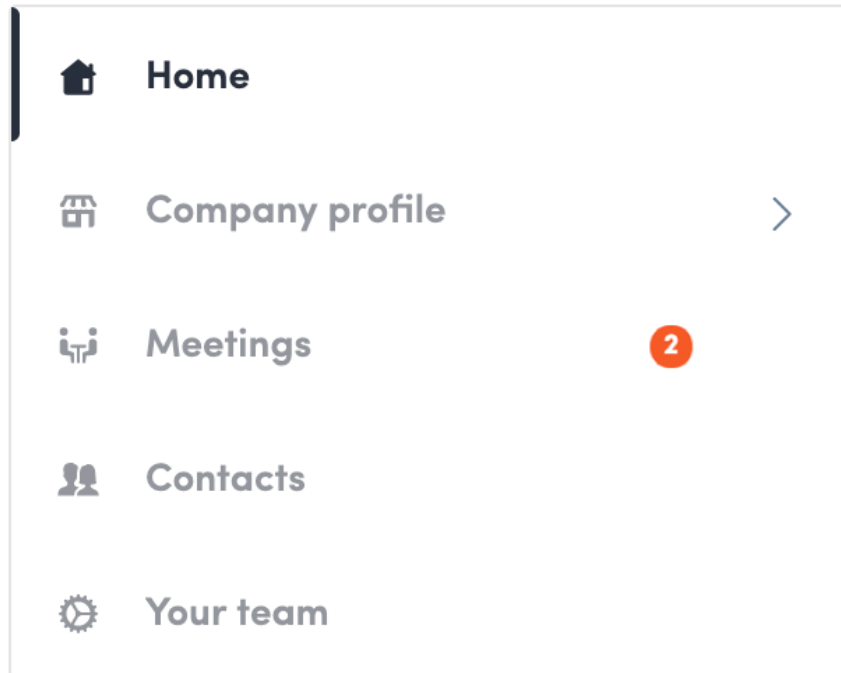
4

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





# Navigation



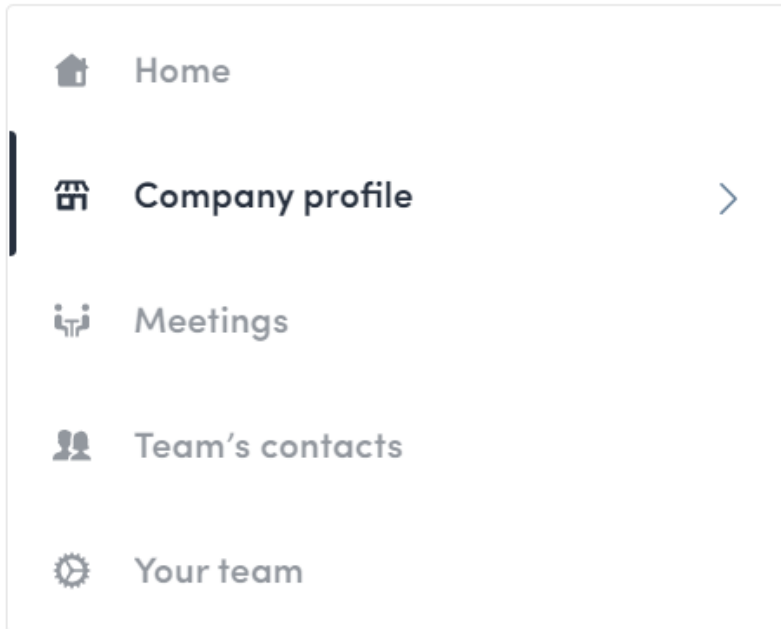
This **navigation bar** will appear on the left side of your screen. It will help you to navigate between the different sections of the **Exhibitor Center**.

**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)
- **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 user interface. On the left is a navigation menu with options: Home, Company profile (highlighted), Documents, Meetings, Team's contacts, and Your team. The main content area displays the company profile for 'Swapcard' with the tagline 'Get Meaningful Encounters'. Below the header image are sections for 'Information', 'Social media', and 'Contact details', each with an 'EDIT' button. A settings panel titled 'Main information' is open on the right, containing fields for 'Header image', 'Video platform' (set to YouTube), 'Video ID', 'Logo', and 'Name' (set to Swapcard). An 'INFORMATION >' button is also visible in the settings 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 organizer.



# 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 \*

Title \*

Overview

[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 illustrates the process of adding items to an exhibitor center. It shows a sidebar menu with 'Company profile' selected, and 'Products' and 'Job offers' highlighted. The main area displays a list of items, including 'Marketing Manager Swapcard' and 'Sales Representative Swapcard'. A red box highlights the 'Marketing Manager' item, with a red arrow pointing to a '2' in a purple circle next to a pencil icon. To the right, an 'Add job offers' section shows a green 'ADD' button and a purple '1' in a circle. Further right is a 'Add a new item' form with fields for 'Category', 'Name', and 'Description', and a green 'CREATE' button. Below that is a 'Marketing Manager' item detail view with a '3' in a purple circle next to a 'URL' field.

- 1 To add an item, click on **“Company Profile,”** select one of the categories available (i.e. Products and Services) 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

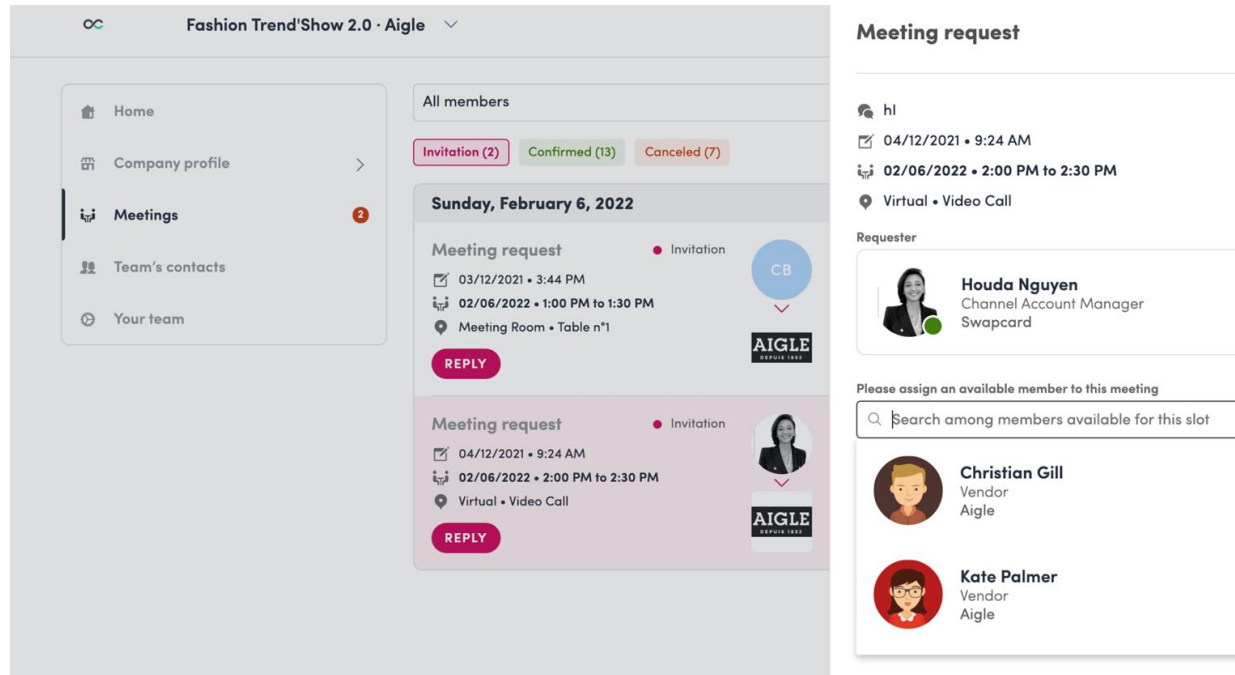
The screenshot displays a meeting management interface. On the left is a navigation sidebar with options: Home, Company profile, Meetings (with a red notification badge '5'), Contacts, and Your team. The main content area shows a dropdown menu set to 'All members' and filter tabs for 'Invitation (5)', 'Confirmed (18)', 'Pending (41)', 'Canceled (17)', and 'Declined (2)'. Below the filters, two meeting requests are listed for 'Sunday, January 1, 2023'. The first request is for 01/01/2023 from 9:00 AM to 9:20 AM in the Primary Hall, with a 'REPLY' button. The second request is for 01/01/2023 from 2:40 PM to 3:00 PM in L01 - S02, also with a 'REPLY' button. To the right, a 'Meeting request' details panel shows a meeting on 01/01/2023 from 7:30 AM to 8:00 AM in Elio's hall. The requester is Abby Gonzalez (Verizon) and the host is Charles Benizri (Swapcard). At the bottom of this panel are 'ACCEPT' and 'DECLINE' buttons. Further right, an 'Export meetings' box offers to download all team meetings as an Excel file with an 'EXPORT MEETINGS' button.

- **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.**

**\*Please keep in mind only attendees can send meeting requests**



# How to assign a teammate to a meeting?\*



The screenshot displays the Exhibitor Center interface for 'Fashion Trend Show 2.0 - Aigle'. On the left, a navigation menu includes 'Home', 'Company profile', 'Meetings' (highlighted with a red notification badge), 'Team's contacts', and 'Your team'. The main content area shows 'All members' with filters for 'Invitation (2)', 'Confirmed (13)', and 'Canceled (7)'. Under the heading 'Sunday, February 6, 2022', there are two meeting request cards. The first card shows a meeting request from 'CB' on 03/12/2021 at 3:44 PM, scheduled for 02/06/2022 from 1:00 PM to 1:30 PM in 'Meeting Room - Table n\*1'. The second card shows a meeting request from 'Aigle' on 04/12/2021 at 9:24 AM, scheduled for 02/06/2022 from 2:00 PM to 2:30 PM as a 'Virtual - Video Call'. To the right, a 'Meeting request' detail panel shows the requester 'Houda Nguyen', Channel Account Manager at Swapcard, and a list of available team members for assignment: Christian Gill (Vendor at Aigle) and Kate Palmer (Vendor at Aigle).

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	aloyusius.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 - I 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.*





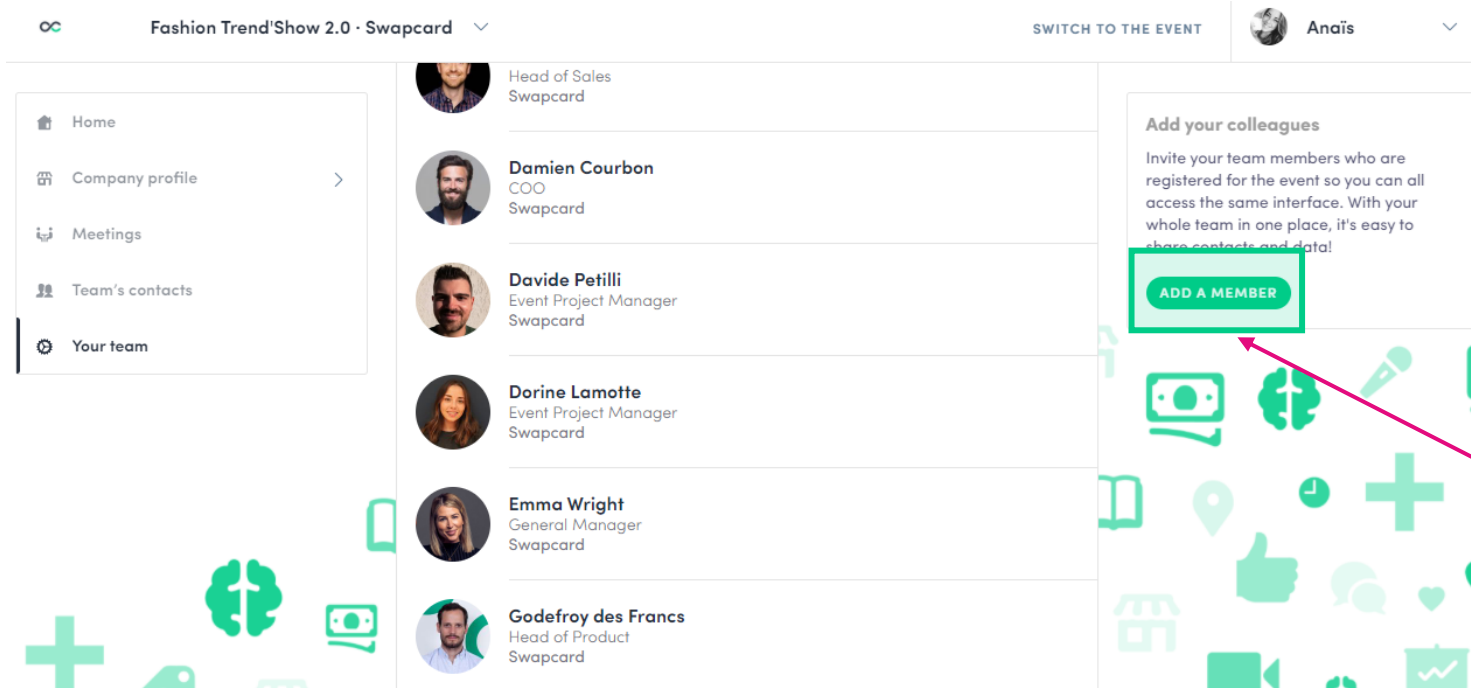
# How to add a teammate to your team?\*

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

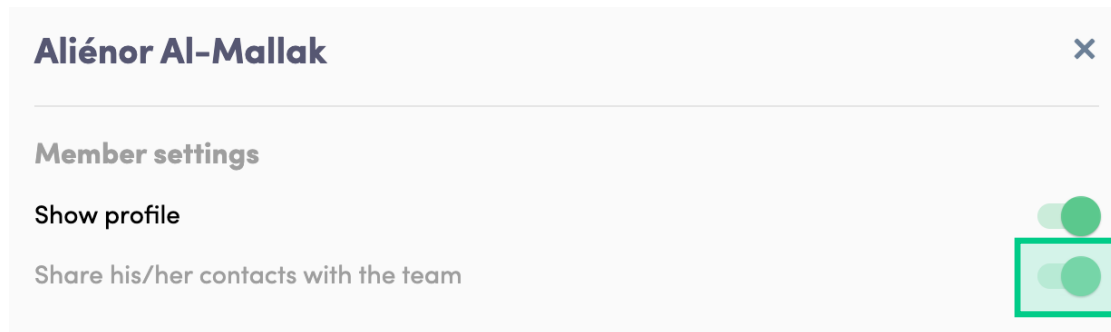
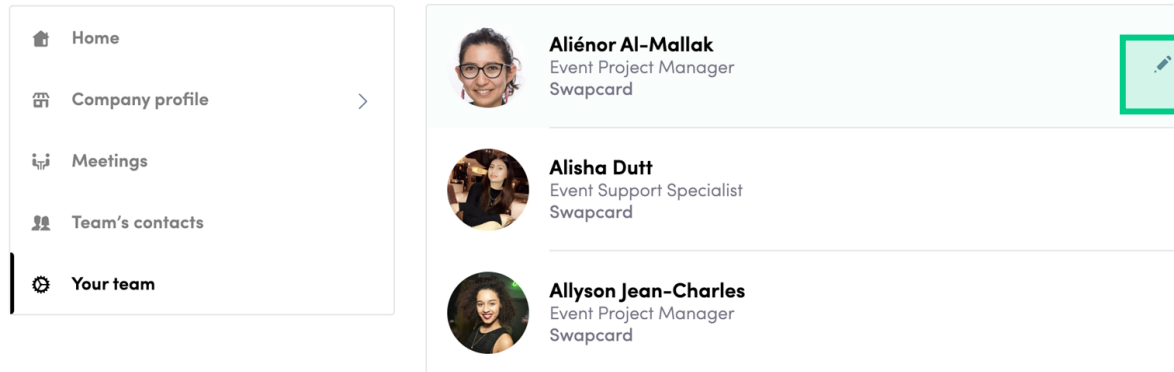
Go to the **"Your Team"** tab and see all your teammates on the booth.

To add new members, click **this button** and add their email address. If you can't see this button please contact the event 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.



# 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, a navigation menu includes 'Home', 'Company profile', 'Meetings', 'Leads board' (highlighted with a green box), and 'Your team'. The main content area is divided into three sections:

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

Metric	Value
NUMBER OF CONTACTS MADE	3
NUMBER OF CONFIRMED MEETINGS	5
NUMBER OF CONTACTS WITH SCORING	1
AVERAGE OF SCORINGS MADE BY YOUR MEMBERS	3
- Export leads report:** A section with a description: 'Download a list of people your team interacted with during the event as an Excel file' and a prominent green 'EXPORT LEADS' button.
- Team's contacts:** A section with 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...

Below the table is a 'Virtual booth visits' section with a description: 'Discover here who have visited your company profile' and an illustration of a magnifying glass over a profile card.

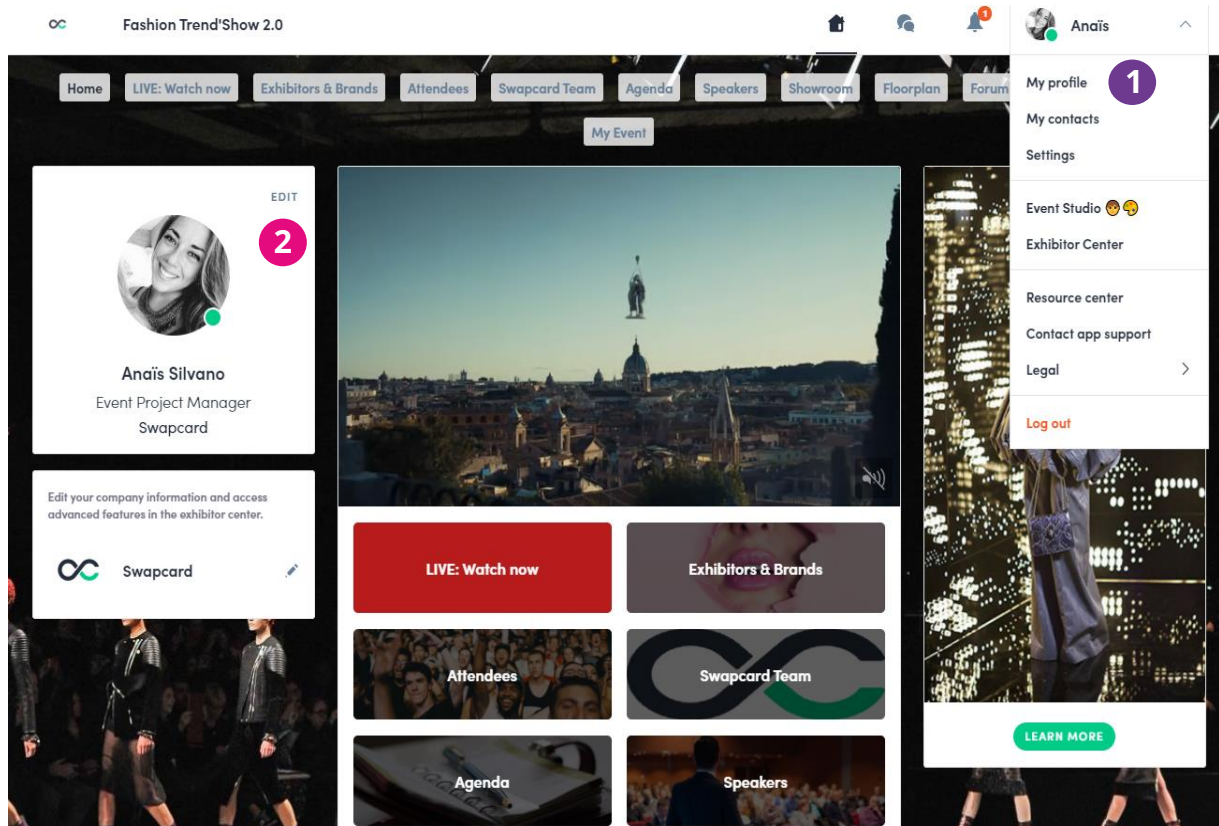


# CONTENT FEATURES

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  
Anaïs

Last name  
Silvano

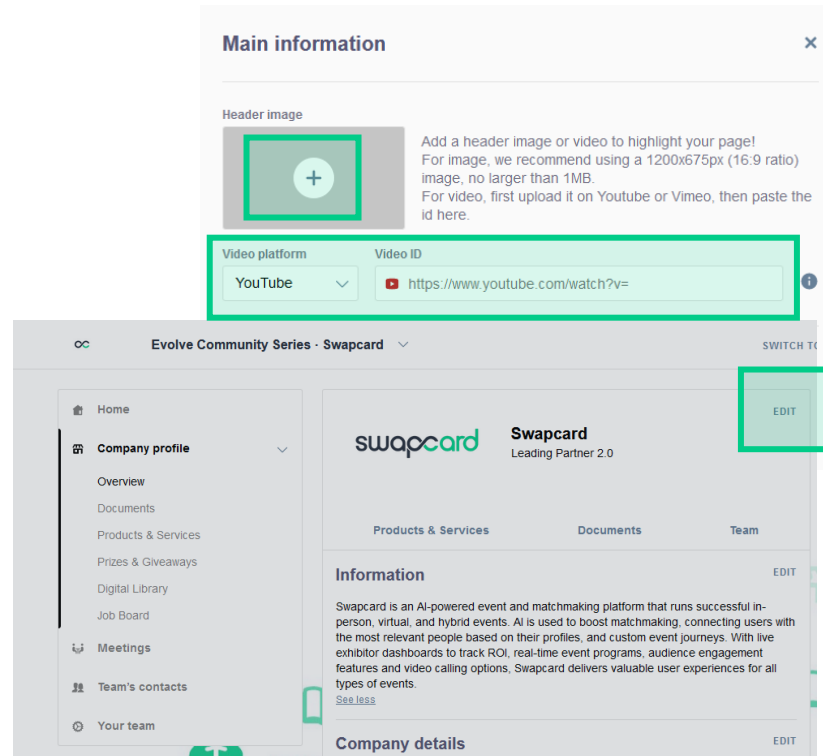
Job title  
Event Project Manager

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"`.



# NETWORKING FEATURES

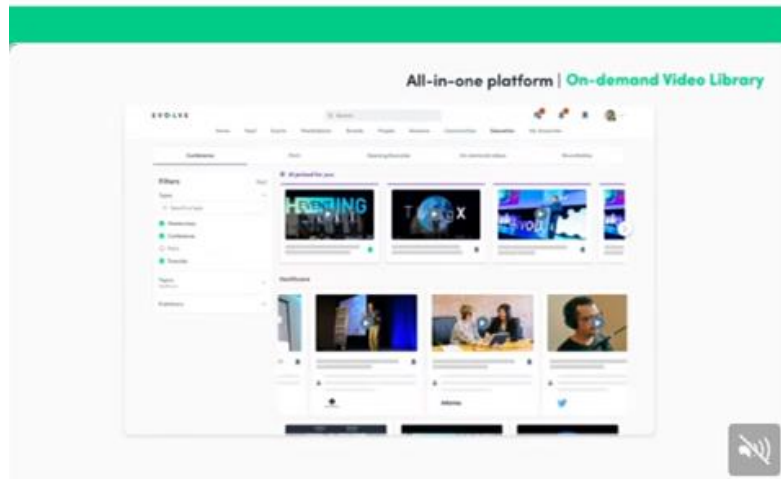
Main functionalities





# How to network?

Now Attendees Speakers Agenda Sessions Exhibitors My Agenda



1

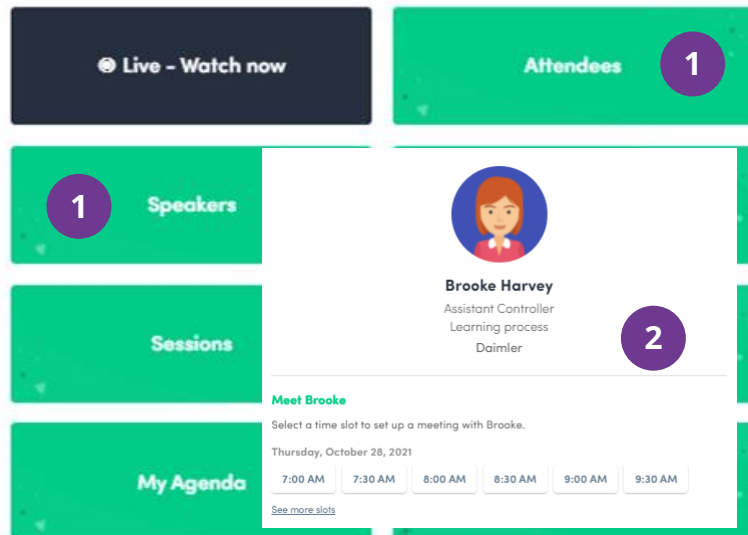
On the homepage of the event, you can access the **Community list** (i.e. Attendees, Speakers). This will help you find visitors to network with.

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

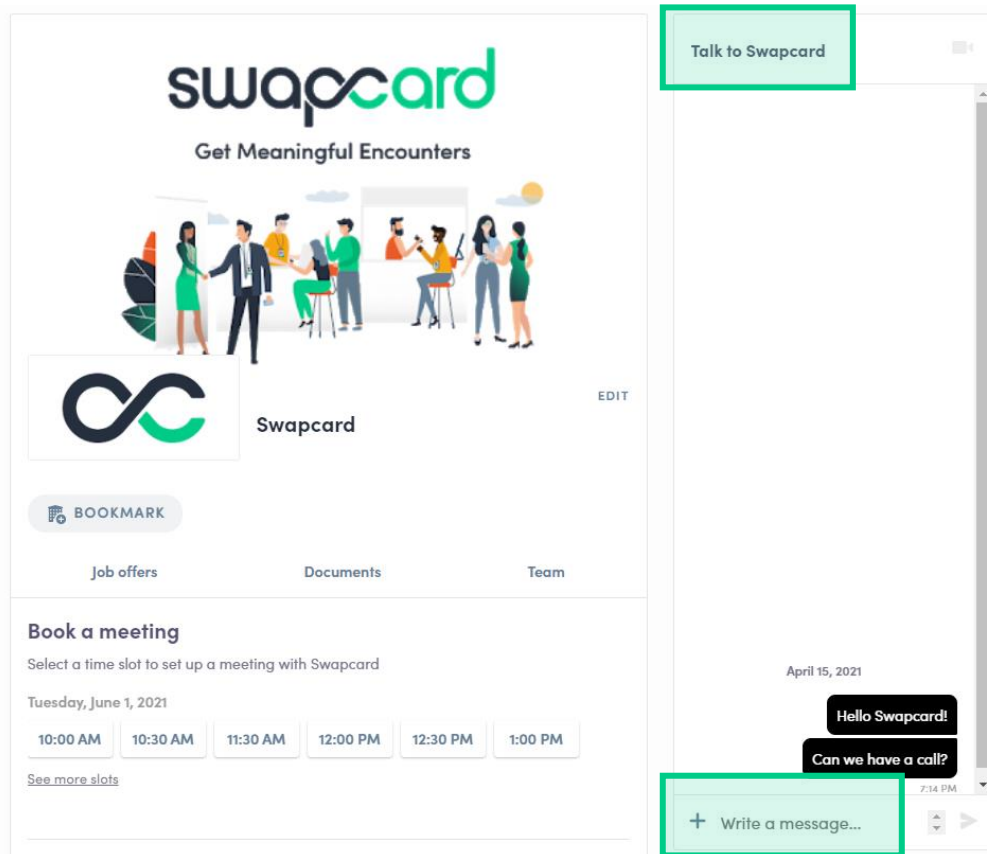
2

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.



# 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.

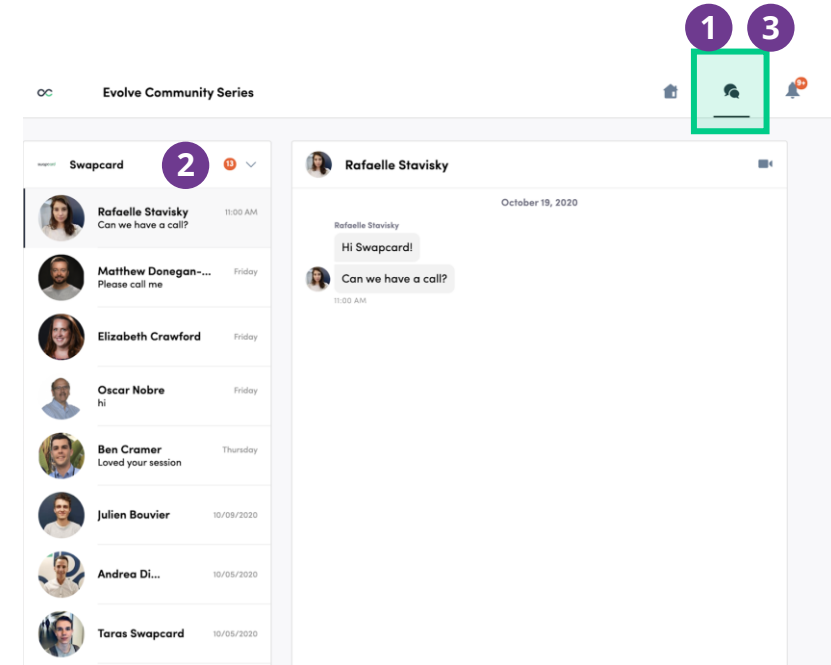
Messages in the inbox are generated when an attendee visits your booth and types a message into the **"Talk to..."** window.

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.





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



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



**GET READY !**

