

Exhibitor guide

MADRID TECH SHOW APP



**MADRID
TECH SHOW**

26 - 27 OCTOBER 2022
IFEMA MADRID

INCORPORATING



**CLOUD EXPO
EUROPE**



**CYBER SECURITY
WORLD**



**BIG DATA
& AI WORLD**



**DATA CENTRE
WORLD**



**TECHNOLOGY
FOR MARKETING**



**E-SHOW
MADRID**

Welcome to the Exhibitor Guide.

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

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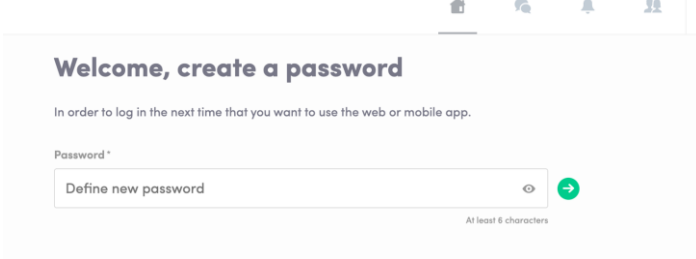
- ▶ **Access the app**
- ▶ **Exhibitor Center**
- ▶ **Content features**
- ▶ **Networking features**


ACCESS THE APP

LOGIN

Information not to be missed

- 1 You will receive an email similar to this one with a button that will redirect you to a login page. Your account is automatically created. Login with the e-mail address you used to register to the event. A window will open asking you to create a password for your account

- 2 

-  **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



MADRID TECH SHOW
27 - 28 OCTOBE 2021
IFEMA MADRID

CLOUD EXPO EUROPE CYBER SECURITY WORLD BIG DATA & AI WORLD DATA CENTRE WORLD TECHNOLOGY FOR MARKETING E-SHOW MADRID

MADRID TECH SHOW

Hola Mateo,

Te presentamos la app de **Madrid Tech Show**, integrada por: E-SHOW, Technology for Marketing, Cloud Expo Europe, Cybersecurity World, Big Data & AI World y Data Centre World.

¿Listo para unirte?

[ACTIVA TU PERFIL](#)

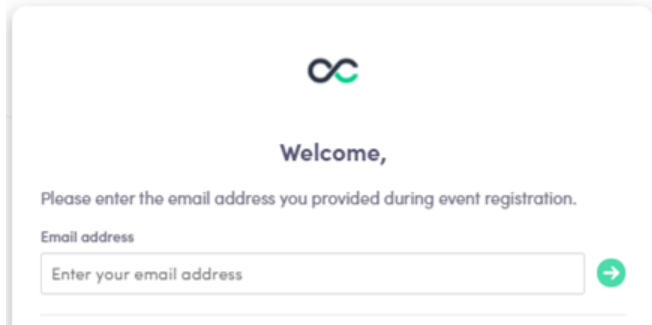
Descárgate la app

Disponible para iOS y Android.
Accede con el e-mail que te registraste al evento.

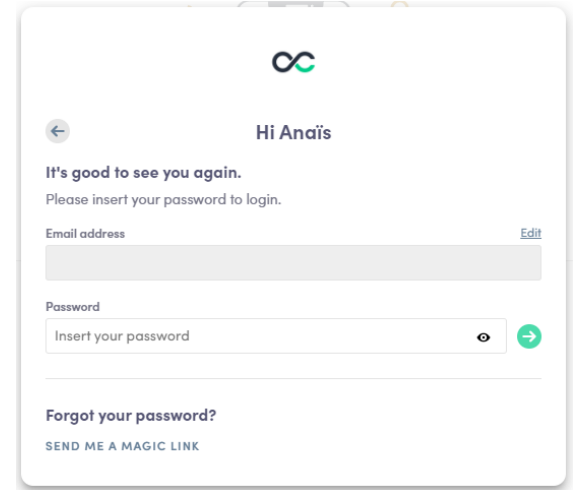
Download on the App Store | GET IT ON Google Play

How to login when I have an account ?

- 1 Access your account on <https://closerstilltech.app.swapcard.com/event/madrid-tech-show-22>
- 2 Enter the email you used to register from your event and your password. Click the green arrow to connect.



The screenshot shows a white login card with the infinity logo at the top. Below the logo, it says "Welcome," followed by the instruction "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.



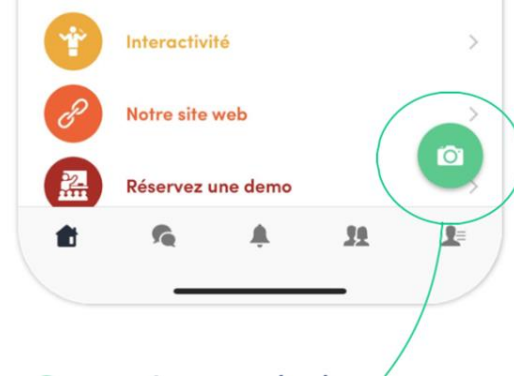
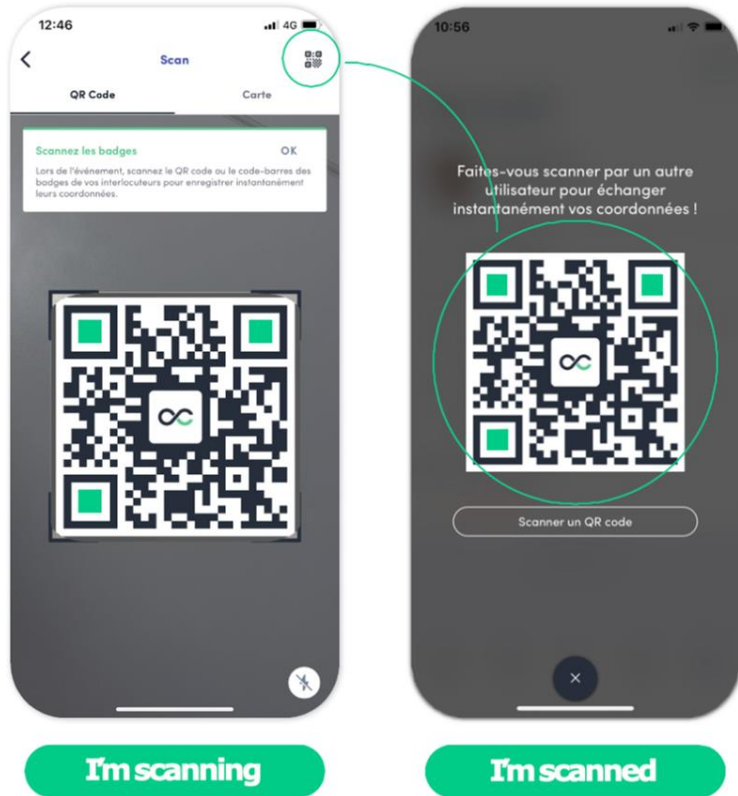
The screenshot shows the same login card as the previous one, but with the password field visible. It says "Hi Anaïs" and "It's good to see you again. Please insert your password to login." Below this is an "Email address" field with an "Edit" link to its right. The "Password" field is below, with the placeholder "Insert your password" and a green arrow icon to its right. At the bottom, there is a "Forgot your password?" link and a "SEND ME A MAGIC LINK" button.

- i 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 <https://help-attendees.swapcard.com>

PHYSICAL EVENT

QR CODE / SCAN BADGE

App / Badge Scanning



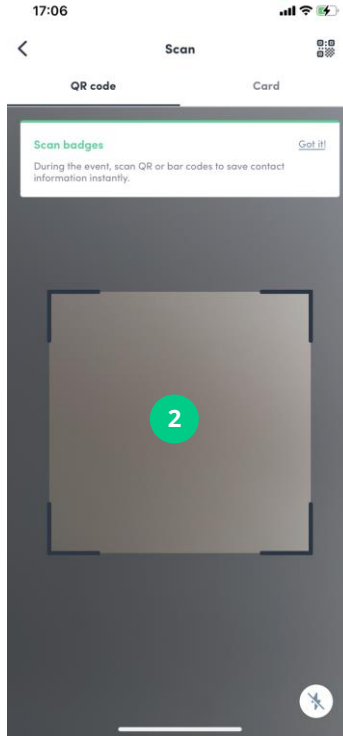
To scan a badge, click the **scan icon** on the home screen of your event.

By scanning the QR code of an attendee's badge, you automatically add it to your contacts. This allows you to **chat, share contact details and add tags and scoring** to your contact. **Your contact details are also shared to the other person.**

You can display your **electronic badge** to be scanned. It is located on the top right-hand corner of the scanning interface.

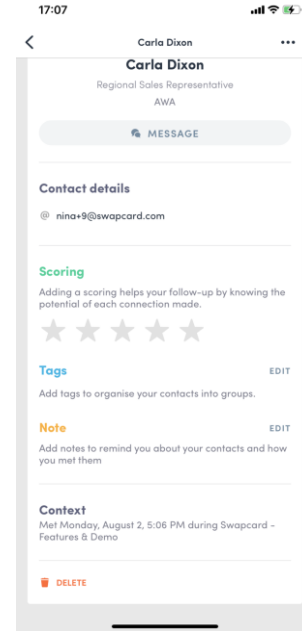
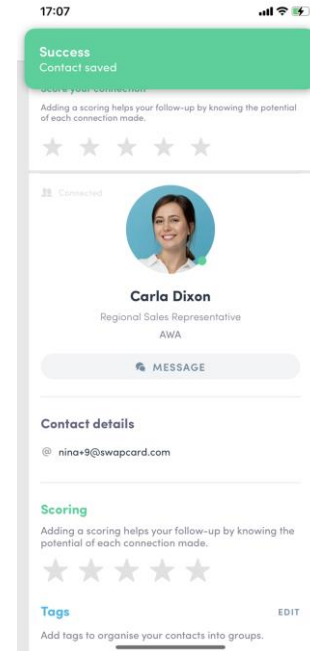
How to Scan a Badge

- 1 Download the event app



- 2 Open the camera and scan the QR code

- 3 You will have access to the participant's information and contact details

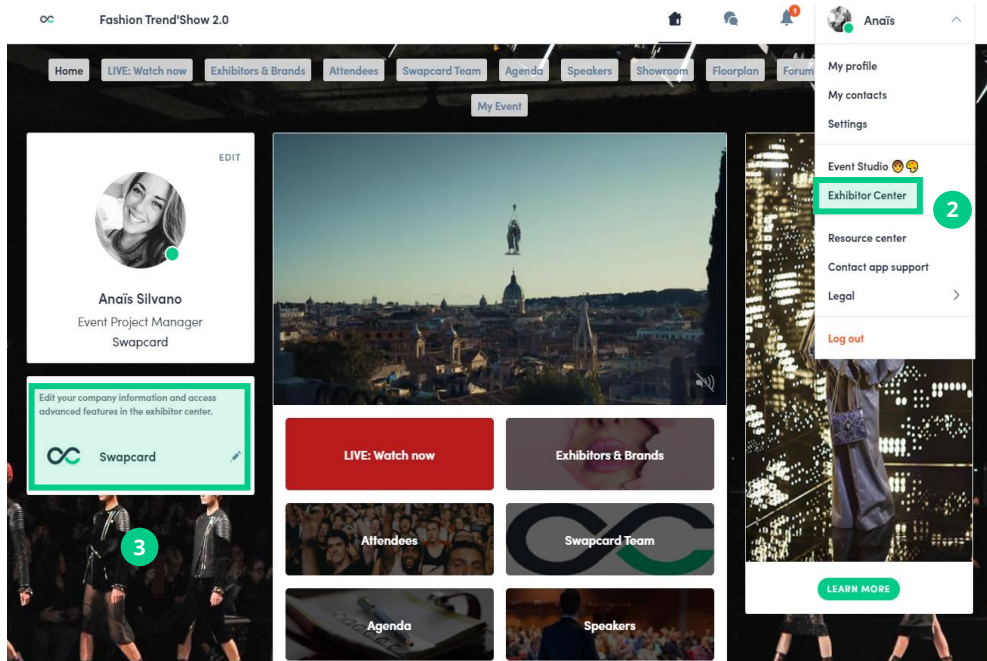


3

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.

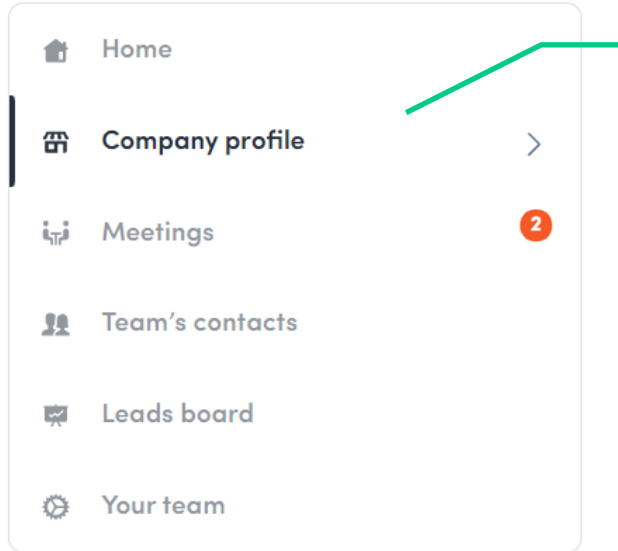
4

Go to team.swapcard.com*



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

Navigation

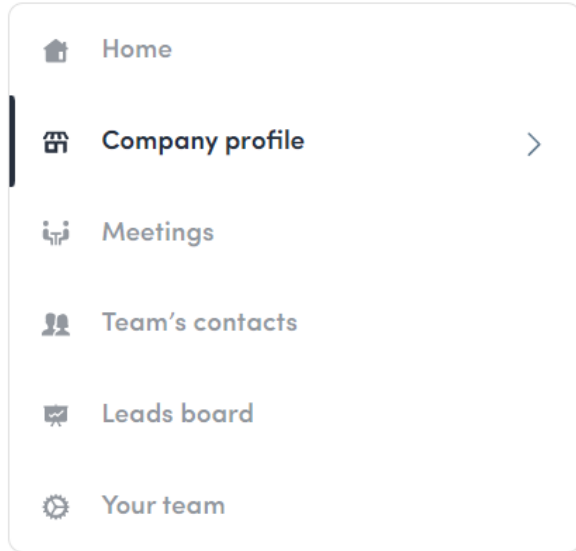


This **navigation bar** will appear on the left side of your screen. It will help you to navigate between the different sections of the **Exhibitor Center**.

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 image shows a screenshot of the Swapcard company profile overview page and its edit interface. The main page on the left displays the company logo, name, and various sections like 'Information', 'Social media', and 'Contact details'. The edit interface on the right, titled 'Main information', allows for editing the header image, video platform, video ID, logo, and name. Several fields and buttons are highlighted with green boxes to indicate they are editable.

Company profile

- Overview
- Documents
- Meetings
- Team's contacts
- Your team

swapcard
Get Meaningful Encounters

Information [EDIT]

Welcome

Service(s) provided: Service(s) provided

Social media [EDIT]

Contact details [EDIT]

www.swapcard.com

Main information

Header image
Add a header image or video to highlight your page! For image, we recommend using a 1200x675px (16:9 ratio) image, no larger than 1MB. For video, first upload it on Youtube, Vimeo or any other video provider, then paste the id or src link here.

Video platform: YouTube
Video ID: https://www.youtube.com/watch?v=

Logo
Highlight your company by adding your logo. We recommend using at least a 400x200px (2:1 ratio) image, no larger than 1MB.



Name: Swapcard

[INFORMATION >]

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 & Links

- Home
- Company profile** >
- Meetings
- Team's contacts
- Leads board
- 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

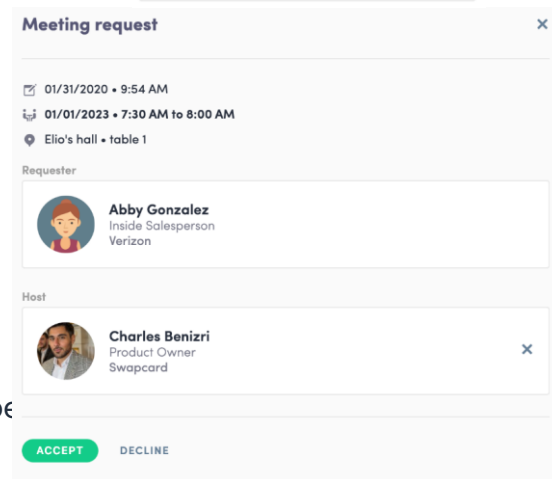
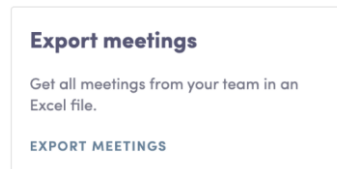
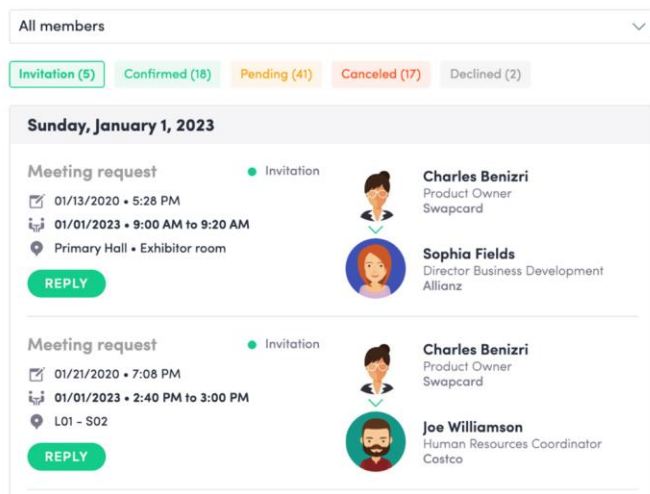
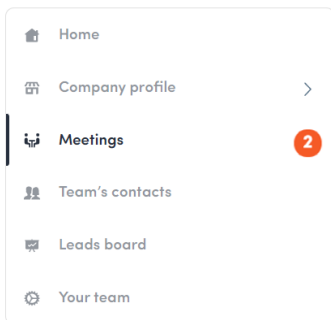
Showcase different types of items

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 illustrates the process of adding items to an exhibitor center. It shows a sidebar with navigation options: Home, Company profile, Overview, Documents, Products, Job offers, Meetings, and Team's contacts. The main area displays a list of items under a search bar, including 'Marketing Manager' and 'Sales Representative' Swapcards. A 'Marketing Manager' item card is highlighted with a pencil icon, indicating the edit or add function. An 'Add job offers' form is shown, with a sub-form for 'Add a new item' containing fields for Category, Name, and Description. A detailed view of the 'Marketing Manager' item form is also shown, with a URL field highlighted.

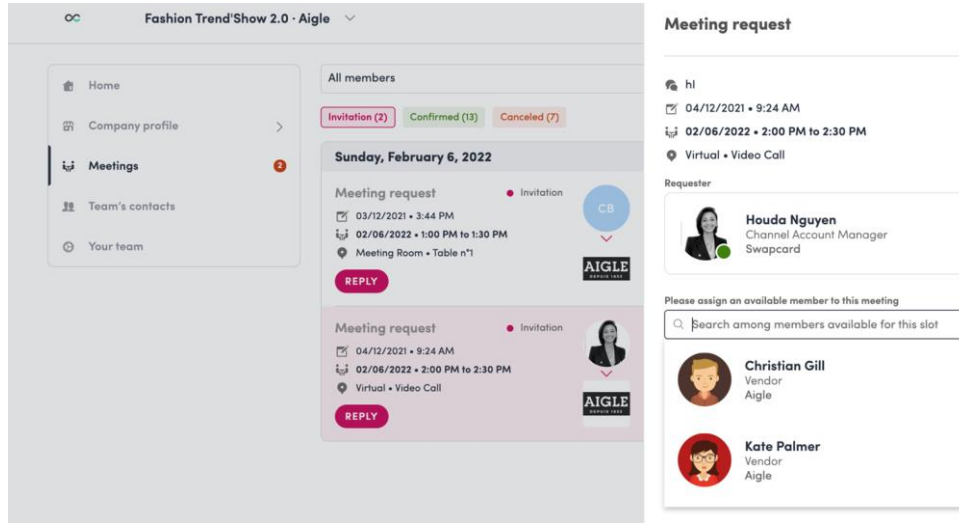
- 1 To add an item, click on **“Company Profile,”** select one of the categories available (i.e. Job offers or Products) and click **add**.
- 2 Add your item’s name and description and click on **create**. Once done, click the **pencil icon** to import images (1:1 ratio) to illustrate your item.
- 3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

Team's contacts and exports

Photo	First name	Last name	Job title	Company	Email	Created on
	Alienor	Al-Mallak	Project Manager Team Lead Southern Europe	Swapcard	alienor@swapcard.com	04/21/2021 • 7:50 AM
	Ivan	Fernandez Lucas	PM, CEST / GMT+02:00 (Paris)	Swapcard	ivan@swapcard.com	10/20/2020 • 9:27 AM
	Hiurma	Lopez	Event Support Specialist	Swapcard	hiurma@swapcard.com	11/16/2021 • 9:15 AM
	Anais	Silvano	EPM	Swapcard	anais@swapcard.com	04/21/2021 • 7:50 AM
	Emeline	Thomere	Event Project Manager EU	Swapcard	emeline@swapcard.com	01/25/2021 • 2:42 PM

1

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

2

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** from the **"Your team"** tab.

3

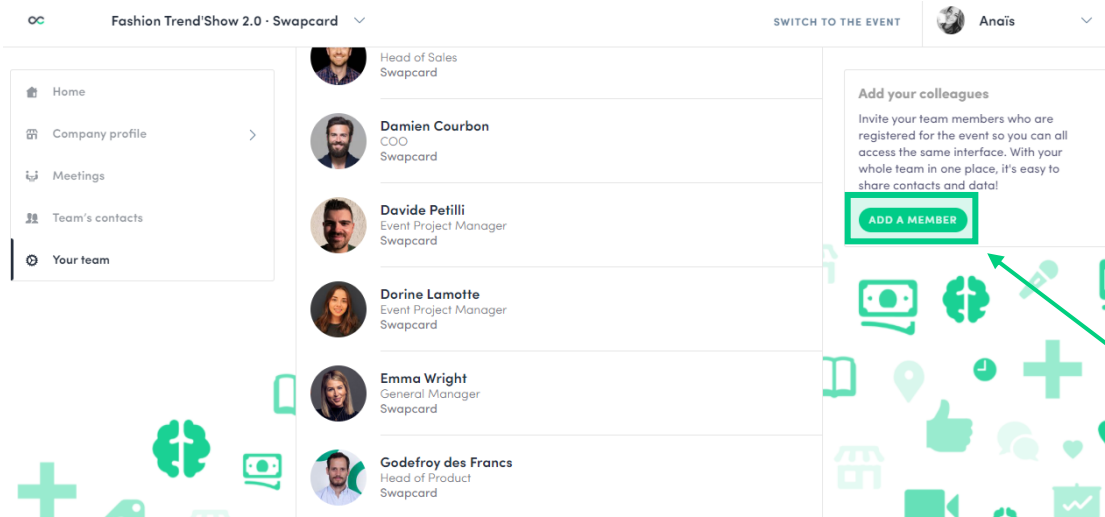
From the App or Web App, **you can also export your contacts (and only yours)** as an Excel file by going to your contacts and clicking on **"Export all."**



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.

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

How to share your contacts with your team?

The screenshot shows a navigation menu on the left with options: Home, Company profile, Meetings, Team's contacts, and Your team. The main area displays a list of team members: Aliénor Al-Mallak (Event Project Manager, Swapcard), Alisha Dutt (Event Support Specialist, Swapcard), and Allyson Jean-Charles (Event Project Manager, Swapcard). A green box highlights a pen icon next to Aliénor Al-Mallak's name. Below this, a modal window titled 'Aliénor Al-Mallak' is open, showing 'Member settings' with a toggle for 'Show profile' and a toggle for 'Share his/her contacts with the team', which is highlighted with a green box.

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

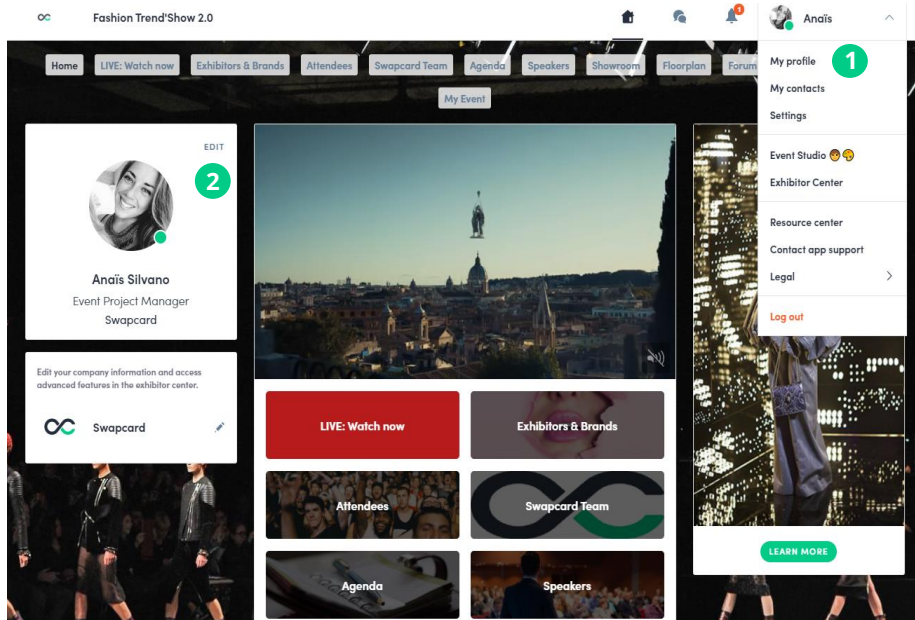
Go to the **“Your team”** tab and see all your teammates on the booth.

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.

CONTENT FEATURES

INCREASE YOUR VISIBILITY

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



There are 2 ways for you to access your

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)

The screenshot shows a user profile for Anaïs Silvano, Event Project Manager at Swapcard. The profile is divided into several sections, each with an 'EDIT' button highlighted in a green box:

- Profile Picture:** A circular profile picture of Anaïs Silvano with an 'EDIT' button to its right.
- About me:** A section containing a biography and service/role information, with an 'EDIT' button to its right.
- Social media:** A section with social media icons (LinkedIn, Twitter, Instagram, Facebook) and an 'EDIT' button to its right.
- Contact details:** A section with contact information (phone numbers, email, website, address) and an 'EDIT' button to its right.
- Company:** A section with the company name and an 'EDIT' button to its right.

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:

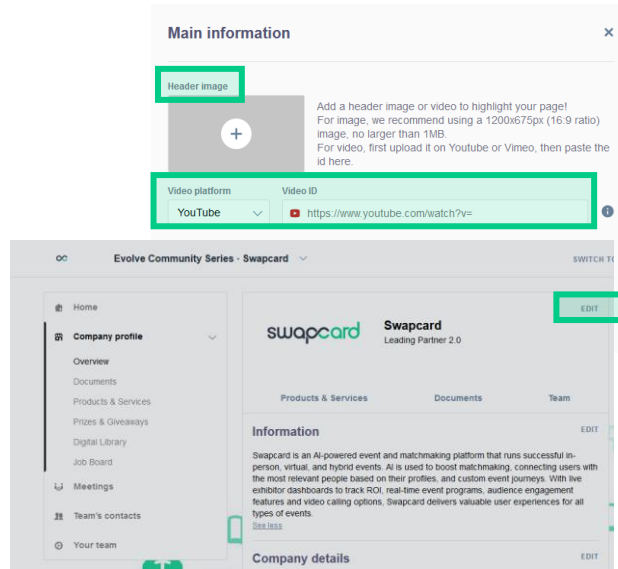
- My main information
- About me (Biography)
- Social Media
- Contact details
- Company

The screenshot shows the 'My main information' edit form, which is a modal window with a close button (X) in the top right corner. The form contains the following fields:

- Profile Picture:** A circular profile picture of Anaïs Silvano with a text prompt: 'Import a nice picture in 240x240px minimum and no larger than 1MB.' and icons for crop and delete.
- First name:** A text input field containing 'Anaïs'.
- Last name:** A text input field containing 'Silvano'.
- Job title:** A text input field containing 'Event Project Manager'.
- Company:** A text input field containing 'Swapcard'.

At the bottom right of the form, there is a link labeled 'ABOUT ME >'.

Company profile - How to add a video?



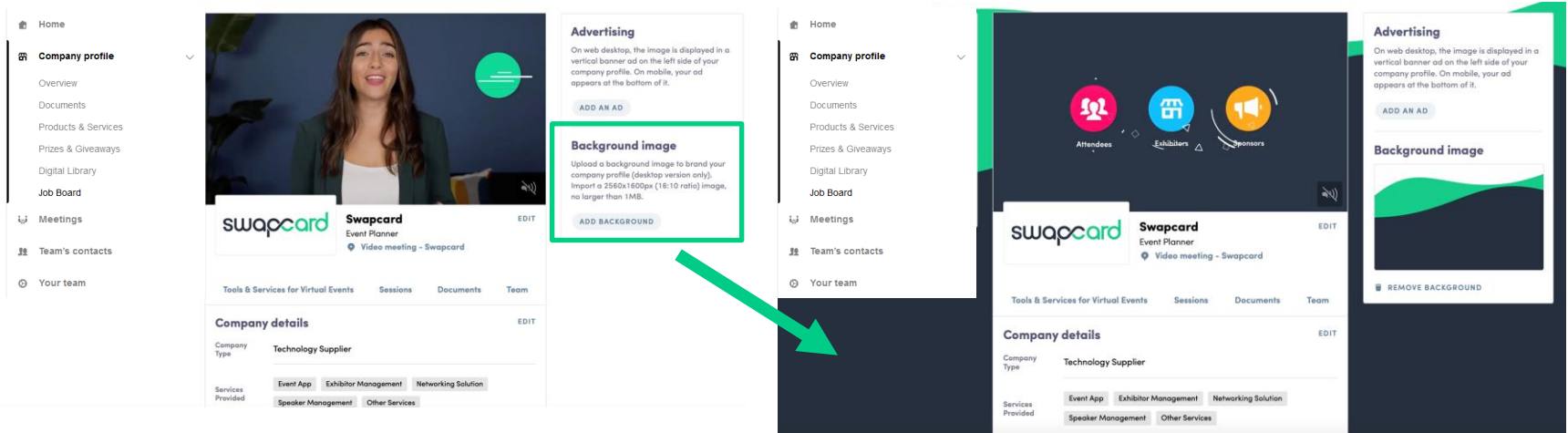
As an exhibitor, you are able to upload either an image or a video (live or pre-recorded) onto your

- 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.

i 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?

Advertising
On web desktop, the image is displayed in a vertical banner ad on the left side of your company profile. On mobile, your ad appears at the bottom of it.

Background image
Upload a background image to brand your company profile (desktop version only). Import a 2560x1600px (16:10 ratio) image, no larger than 1MB.

Company details
Company Type: Technology Supplier
Services Provided: Event App, Exhibitor Management, Networking Solution, Speaker Management, Other Services

Company profile
Overview
Documents
Products & Services
Prizes & Giveaways
Digital Library
Job Board
Meetings
Team's contacts
Your team

Company details
Company Type: Technology Supplier
Services Provided: Event App, Exhibitor Management, Networking Solution, Speaker Management, Other Services

Company profile
Event Planner
Video meeting - Swapcard

Company details
Company Type: Technology Supplier

Company profile
Event Planner
Video meeting - Swapcard

Company details
Company Type: Technology Supplier

Talk with Swapcard
Contact this company
Send a message to the company if you have any questions about their services or products. A member of their team will answer you as soon as possible.

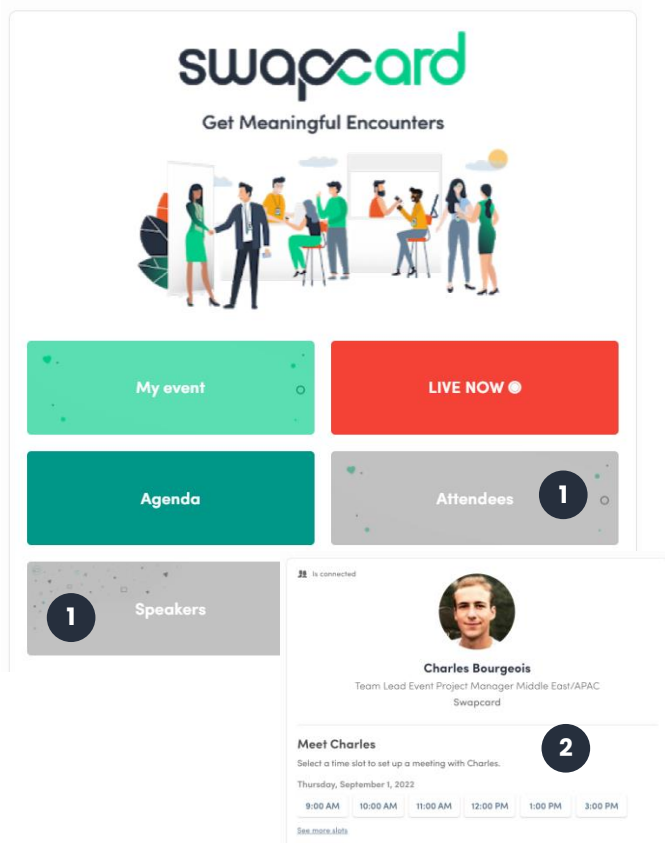
As an exhibitor, depending on your sponsorship package, you can also include an ad to your company homepage and choose your redirection for it.

- 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

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 Charles Bourgeois, a Team Lead Event Project Manager Middle East/APAC Swapcard. To the right of the profile is a box titled 'Connect with Charles' containing the text: 'Sending a connection request with a message is three times more likely to be accepted.' Below this text is a green button labeled 'SEND CONNECTION REQUEST'. Below the profile information is a 'Meet Charles' section with a meeting scheduler for Thursday, September 1, 2022, showing time slots from 9:00 AM to 3:00 PM. At the bottom is a 'Social media' section with an LinkedIn icon.

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.

The screenshot shows a navigation menu with three items: 'My schedule', 'My meetings', and 'My networking'. The 'My networking' item is highlighted with a green border. To the right, a profile dropdown menu is open, showing 'My profile' and 'My contacts', with the 'My contacts' item highlighted with a green border.

You will be able to find all the people you have been in contact with from "My contacts" tab under your profile picture, or in the **"My Event"** button in **My Networking** 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

Charles Bourgeois
Thursday, September 1, 2022 1:00 PM to 2:00 PM (Europe/Paris) Edit
ONLINE - General meetings Edit

Message (optional)
Introduce yourself and the purpose of the meeting

0/1000 Characters maximum

SEND MEETING REQUEST

Charles Bourgeois
Thursday, September 1, 2022 1:00 PM to 2:00 PM (Europe/Paris) Edit

ONLINE

General meetings

Charles Bourgeois
Team Lead Event Project Manager Middle East/APAC
Swapcard

Meet Charles
Select a time slot to set up a meeting with Charles.

Thursday, September 1, 2022

9:00 AM 10:00 AM 11:00 AM 12:00 PM 1:00 PM 3:00 PM

See more slots

Charles Bourgeois

(Europe/Paris)

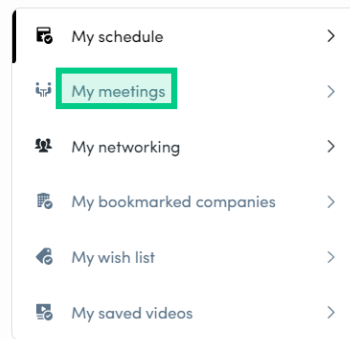
September 2022

Thursday, September 1

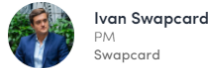
9:00 AM 10:00 AM 11:00 AM 12:00 PM 1:00 PM
3:00 PM 4:00 PM

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 located to the right of the meeting details to join the call. You can also join the video call from your reminder notification/email.



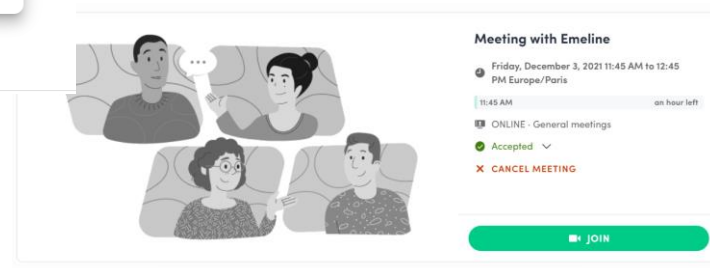
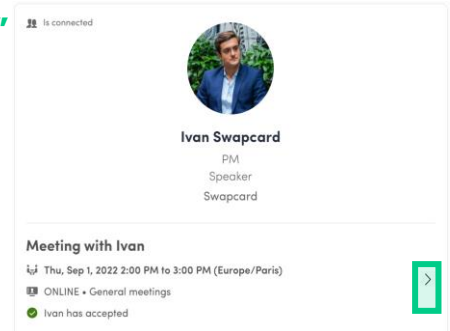
2:00 PM **Meeting with Ivan**
3:00 PM ONLINE - General meetings



Ivan Swapcard
PM
Swapcard

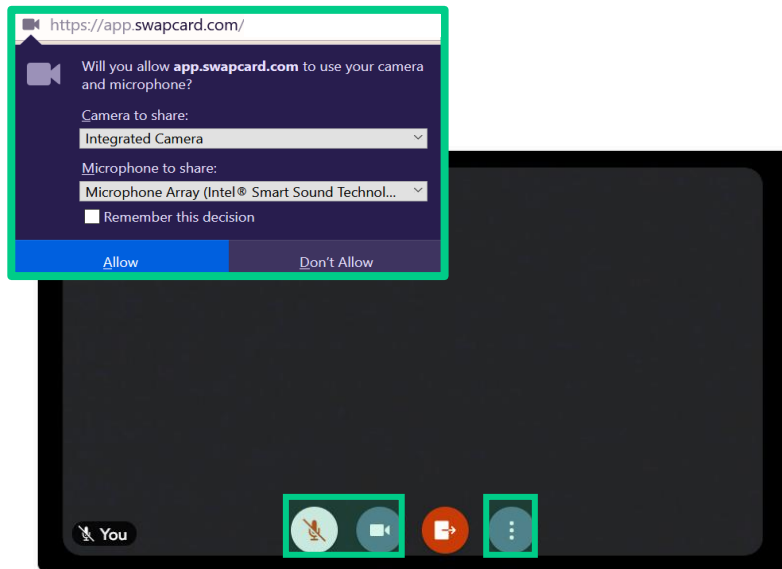
- See meeting
- View profile
- Send message

3:00 PM **Available for a meeting**
4:00 PM [Make unavailable](#)



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 **Join** 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.

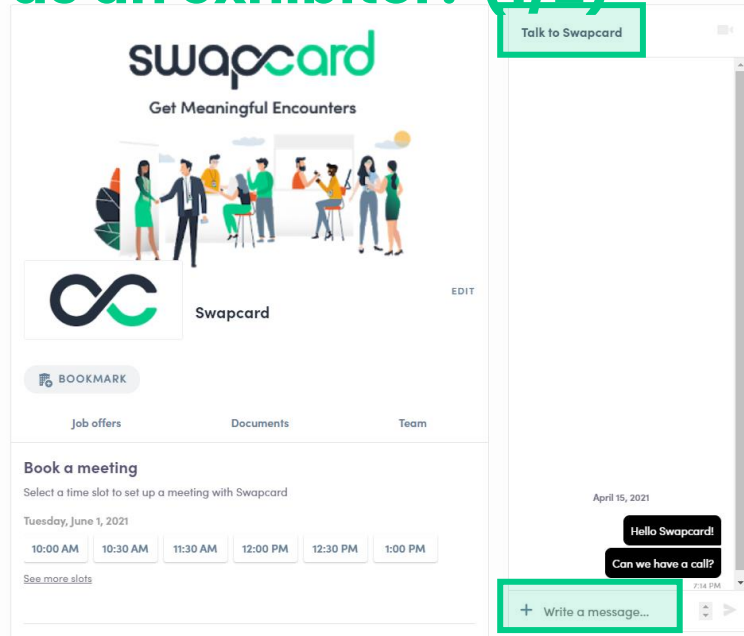
3

By clicking on the 3 dots on the right side, you can also **share your screen** or select the **full screen option**.



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.

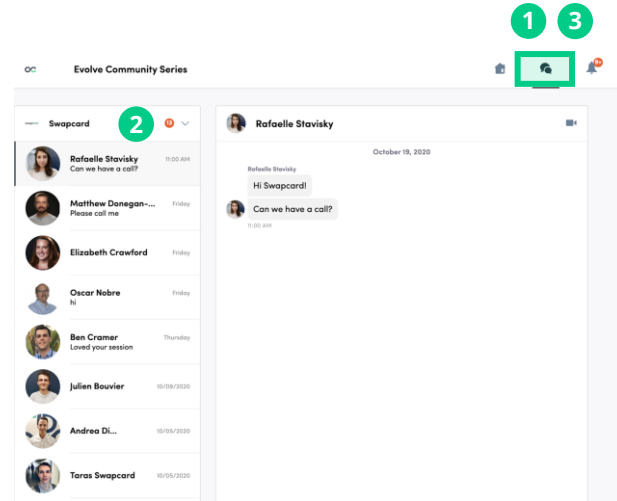
Messages in the inbox are generated when an attendee visits your booth and types a message into the **"Talk to..."** window.

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.

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



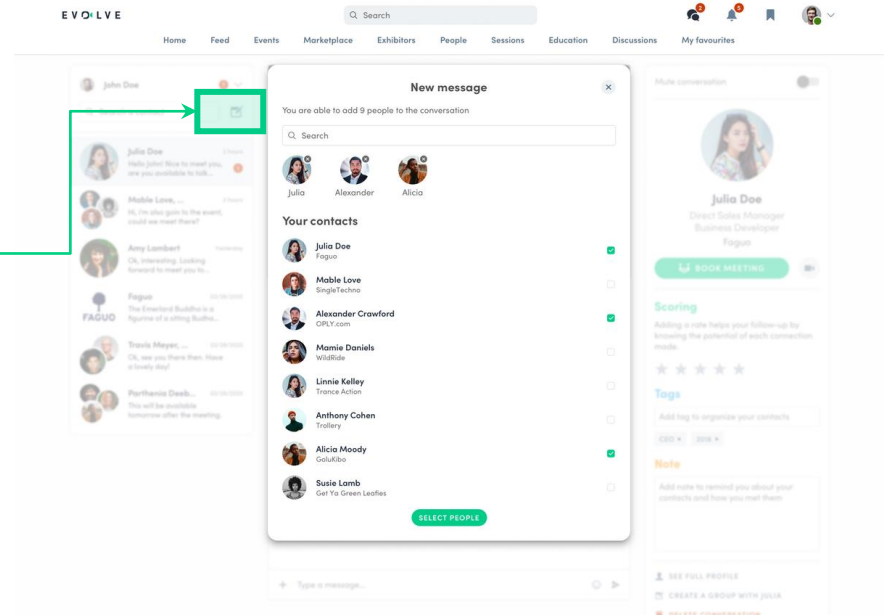
How to create Group chats?

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.**

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