

EXHIBITOR

GUIDE

Gulfood

TABLE OF CONTENTS

- ▶ Access the App
- ▶ Physical Event
- ▶ 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:

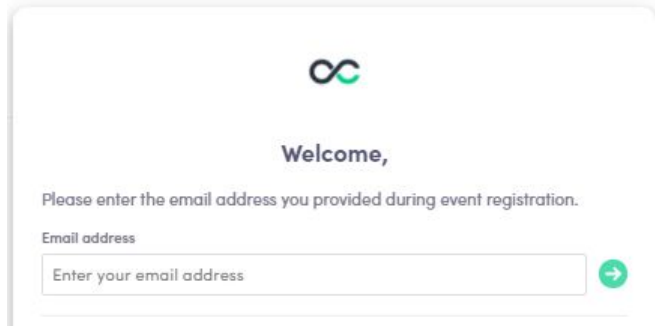
The screenshot shows a mobile app interface for creating a password. At the top, there are navigation icons for home, search, notifications, and profile. Below the icons, the text reads "Welcome, create a password". Underneath, it says "In order to log in the next time that you want to use the web or 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

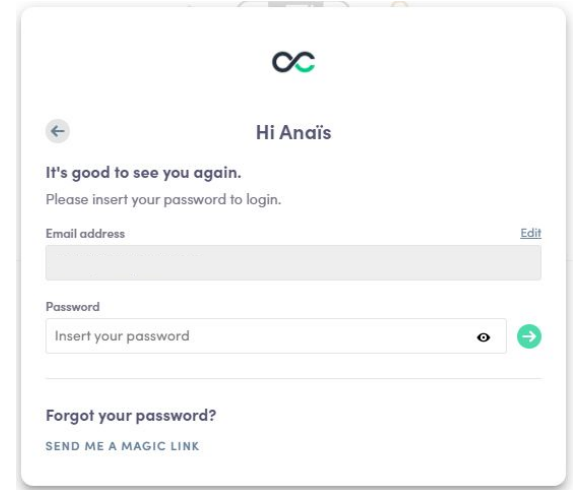
The image shows a promotional email for the Gulfood event. It features the Gulfood logo, the event title "The Largest Annual F&B Sourcing Event In The World", the dates "13-17 FEB 2022" and location "DUBAI WORLD TRADE CENTRE", and the hashtag "#GULFOOD2022". There are two circular images: one showing people networking and another showing hands pouring coffee. The email content includes a personalized greeting "Hello Claudia,", a paragraph about boosting business visibility and capturing leads, a section titled "Via Connexions, you can target your audience and find your most valuable buyer connections", and a final paragraph about the Lead Capture feature. A green button at the bottom says "LET'S GET STARTED!".

How to login when I have an account ?

- 1 Access your account on 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 a mobile app login screen. At the top is the Swapcard logo (an infinity symbol with a green dot). Below it, the text "Welcome," is displayed. A message reads: "Please enter the email address you provided during event registration." There is an input field labeled "Email address" with the placeholder text "Enter your email address" and a green arrow button to the right.



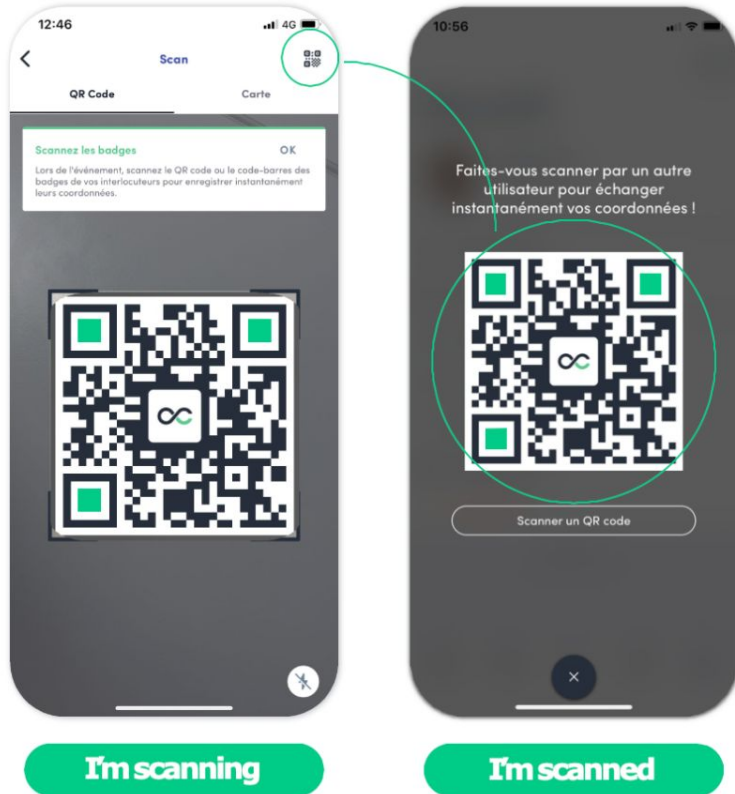
The screenshot shows the next step in the login process. At the top is the Swapcard logo. Below it, the text "Hi Anaïs" is displayed. A message reads: "It's good to see you again. Please insert your password to login." There is an input field labeled "Password" with the placeholder text "Insert your password" and a green arrow button to the right. Below the password field, there is a link that says "Forgot your password?" and a button that says "SEND ME A MAGIC LINK".

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

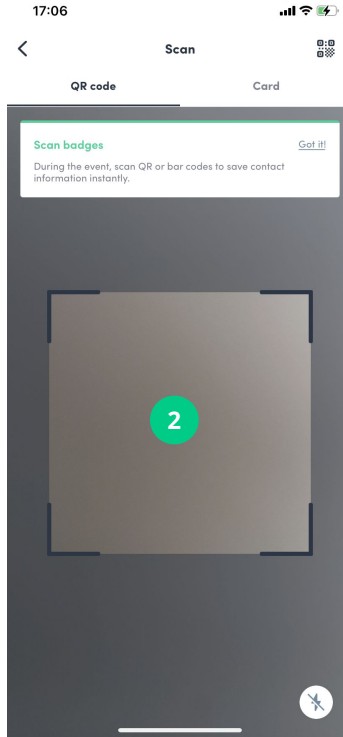
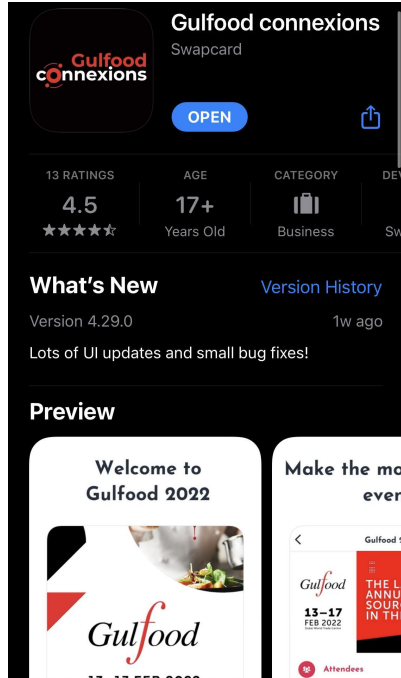
By scanning the QR code of an attendee's badge, you automatically add it to your contacts. This allows you to **chat, share contact details and add tags and scoring** to your contact. **Your contact details are also shared to the other person.**

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

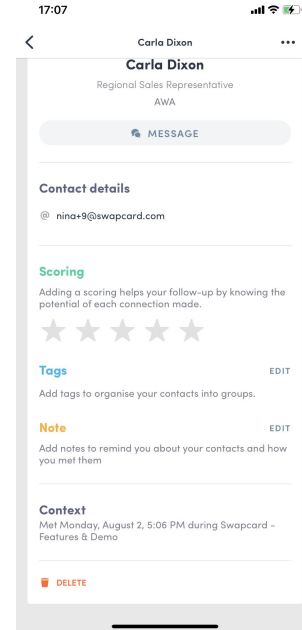
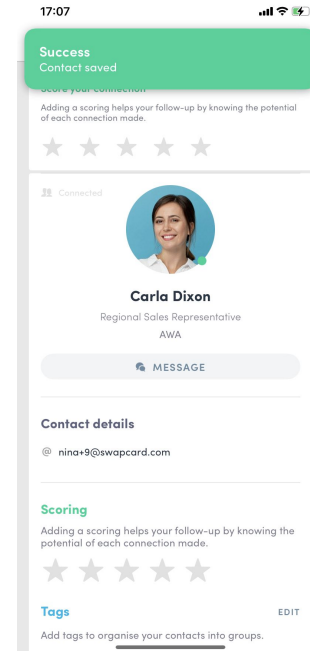


1 Download the Gulfood connexions app



2 Open the camera and scan the QR code

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

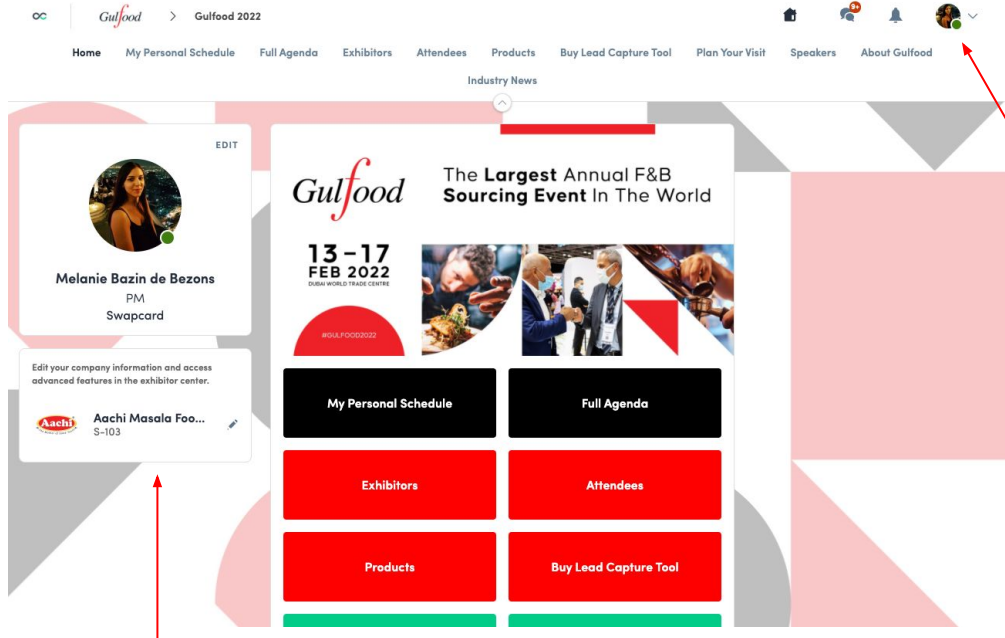


3

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

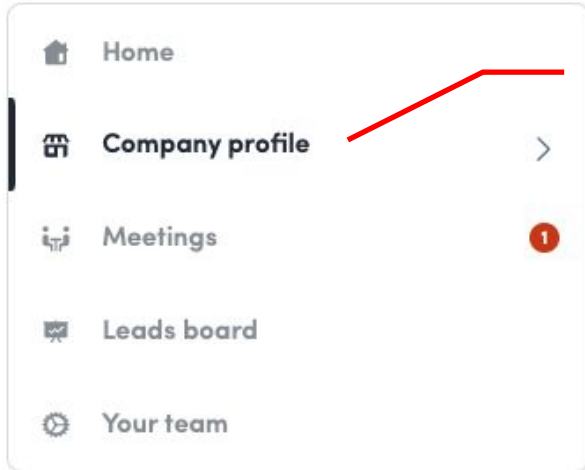
Click on your Exhibitor booth from the home page.

4

Go to team.swapcard.com*

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

Navigation

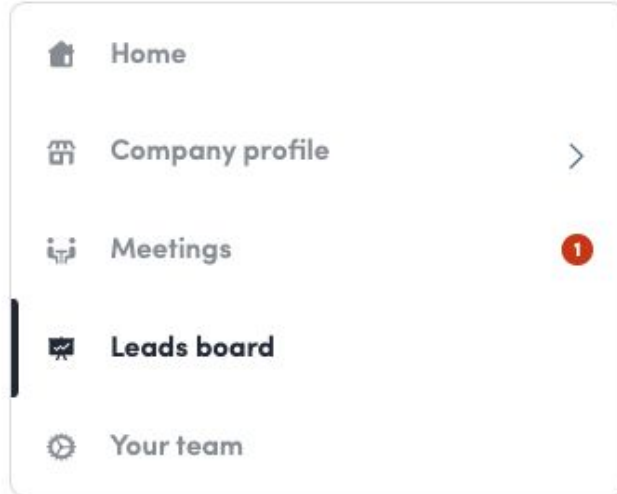


This **navigation bar** will appear on the left side of your screen. It will help you to navigate between the different sections of the **Exhibitor Center**.

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 organizer.

Company profile - Overview



The screenshot shows the Swapcard company profile overview page. The left sidebar contains navigation options: Home, Company profile (with a dropdown arrow), Overview (highlighted with a red box), Documents, Meetings, Team's contacts, and Your team. The main content area displays the company logo and name, a header image, and sections for Information, Social media, and Contact details, each with an EDIT button (highlighted with a red box). The right sidebar, titled 'Main information', contains fields for Header image, Video platform (set to YouTube), Video ID, Logo, and Name (set to Swapcard). An INFORMATION button (highlighted with a red box) is located at the bottom of the right sidebar.

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** ▼
 - Overview
 - Documents & Links**
 - Products
- Meetings 1
- 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**.

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

2 Add your item’s name and description and click on **create**. Once done, click the **pencil icon** to import images (1:1 ratio) to illustrate your item.

3 There may be additional custom fields to fill in below the description section.

Manage your meetings



- Home
- Company profile
- Meetings** 1
- Leads board
- Your team

All members

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

Sunday, January 1, 2023

Meeting request Invitation

01/13/2020 • 5:28 PM
01/01/2023 • 9:00 AM to 9:20 AM
Primary Hall • Exhibitor room

Charles Benizri
Product Owner
Swapcard

Sophia Fields
Director Business Development
Allianz

REPLY

Meeting request Invitation

01/21/2020 • 7:08 PM
01/01/2023 • 2:40 PM to 3:00 PM
L01 - S02

Charles Benizri
Product Owner
Swapcard

Joe Williamson
Human Resources Coordinator
Costco

REPLY

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

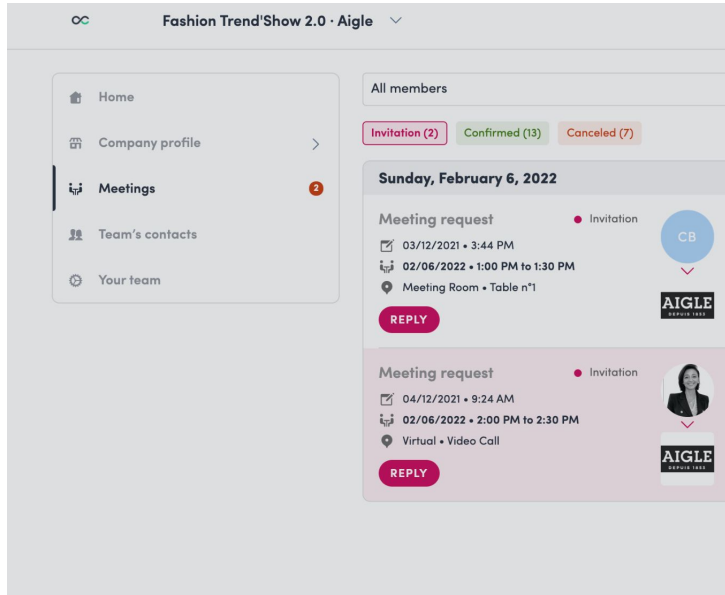
Host

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?*



Meeting request

hl
04/12/2021 • 9:24 AM
02/06/2022 • 2:00 PM to 2:30 PM
Virtual • Video Call

Requester

 **Houda Nguyen**
Channel Account Manager
Swapcard

Please assign an available member to this meeting

Search among members available for this slot

 **Christian Gill**
Vendor
Aigle

 **Kate Palmer**
Vendor
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.

Team's contacts and exports

The screenshot shows the Gulfood app interface. On the left, a navigation menu has four items: Home, Company profile, Meetings, and Leads board (highlighted with a red circle 1). Below it is 'Your team'. The main content area is divided into three sections: 'Analytics of your company' with three metrics (7 views, 3 bookmarks, 1 contact), 'Export leads report' with an 'EXPORT LEADS' button (highlighted with a red circle 3), and 'Team's contacts' which includes a search bar and a table of contacts.

Photo	First name	Last name	Job title	Company	Email
	Simran	Asharpota	Marketing Coordinator	Dubai World Trade Centre	Simran.Ash

1
2

1

By going to the **"Leads board"** 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.

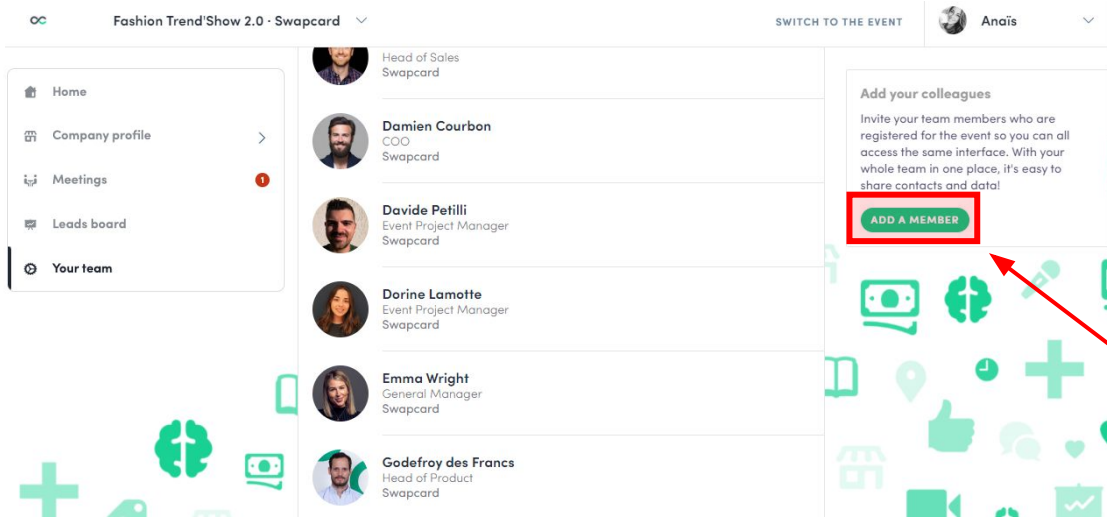
3

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.

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

How to share your contacts with your team?



The screenshot shows the Gulfood interface. On the left is a navigation menu with options: Home, Company profile, Meetings (with a red notification badge), Leads board, and Your team (highlighted with a vertical bar). The main content area displays a list of team members:

- Aliénor Al-Mallak**, Event Project Manager, Swapcard. A red box highlights a pen icon to the right of her name.
- Alisha Dutt**, Event Support Specialist, Swapcard.
- Allyson Jean-Charles**, Event Project Manager, Swapcard.

Below this list is a modal window for **Aliénor Al-Mallak** with a close button (X). Under the heading **Member settings**, there are two toggle switches:

- Show profile**: A green toggle switch is turned on.
- Share his/her contacts with the team**: A grey toggle switch is turned off. A red box highlights this toggle switch.

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

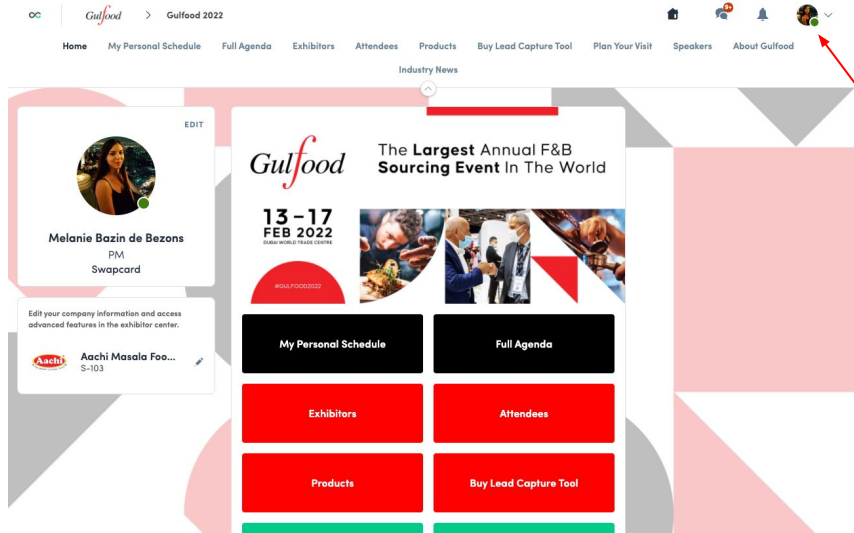
Go to the **“Your team”** tab and see all your teammates on the booth.

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 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)



The screenshot shows a user profile for Anaïs Silvano, Event Project Manager at Swapcard. Red boxes highlight the 'EDIT' button for each of the following sections:

- Profile picture and name
- About me (Biography)
- Social media
- Contact details
- 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:

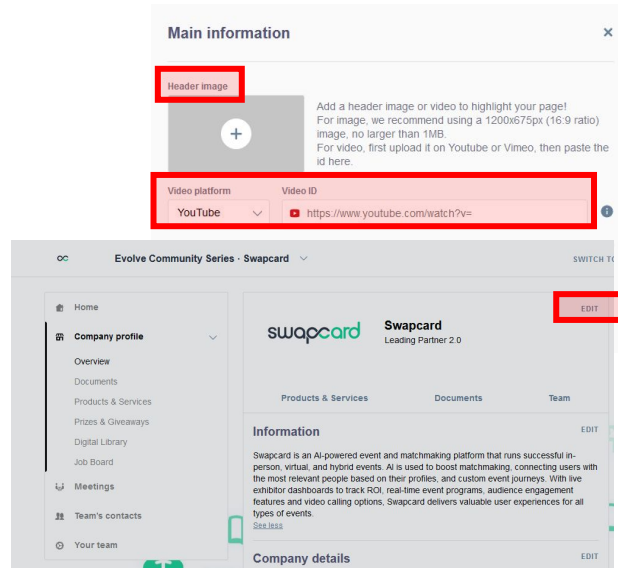
- My main information
- About me (Biography)
- Social Media
- Contact details
- Company

The 'My main information' form includes the following fields:

- Profile picture: 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

Buttons for social media and a trash icon are visible next to the profile picture. An 'ABOUT ME >' button is at the bottom right.

Company profile - How to add a video?



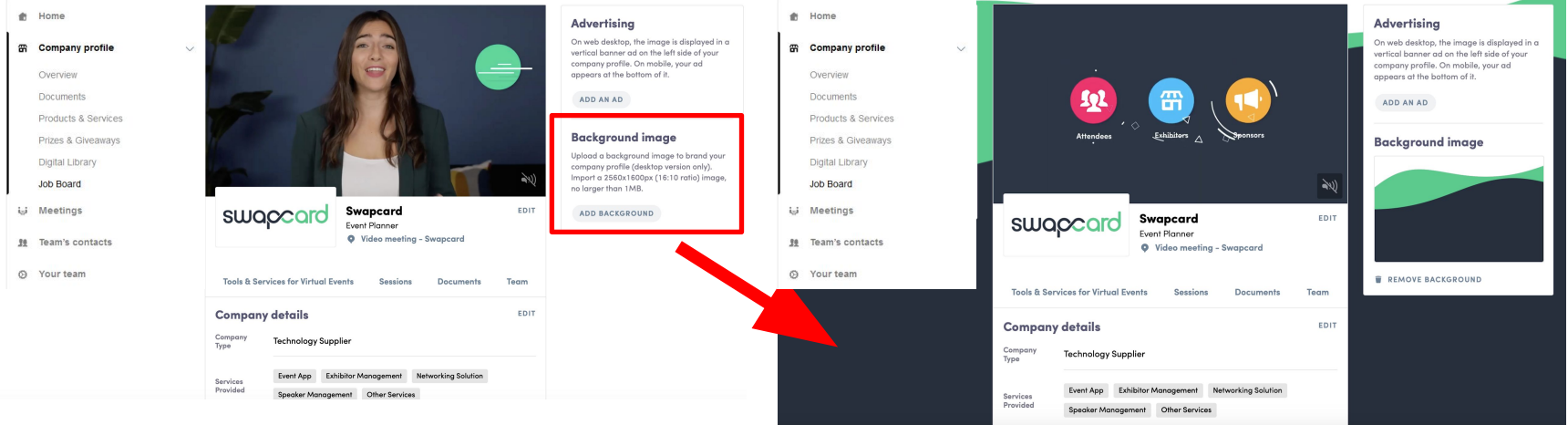
As an exhibitor, you are able to upload either an image or a video (live or pre-recorded) onto your company homepage.

- 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"`.

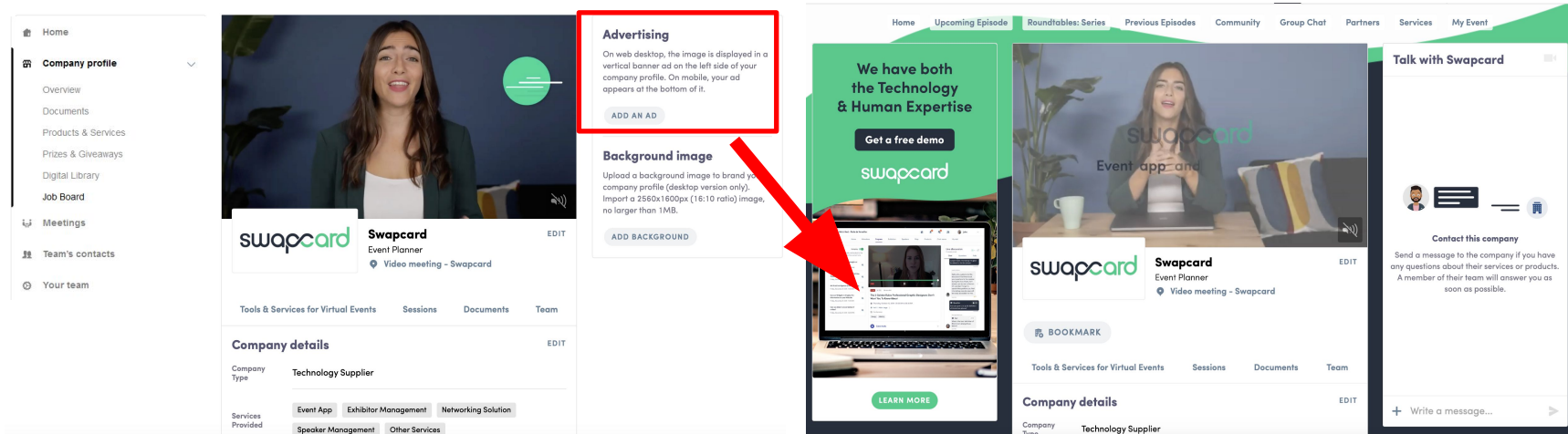
Company profile - How to add a background?



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?



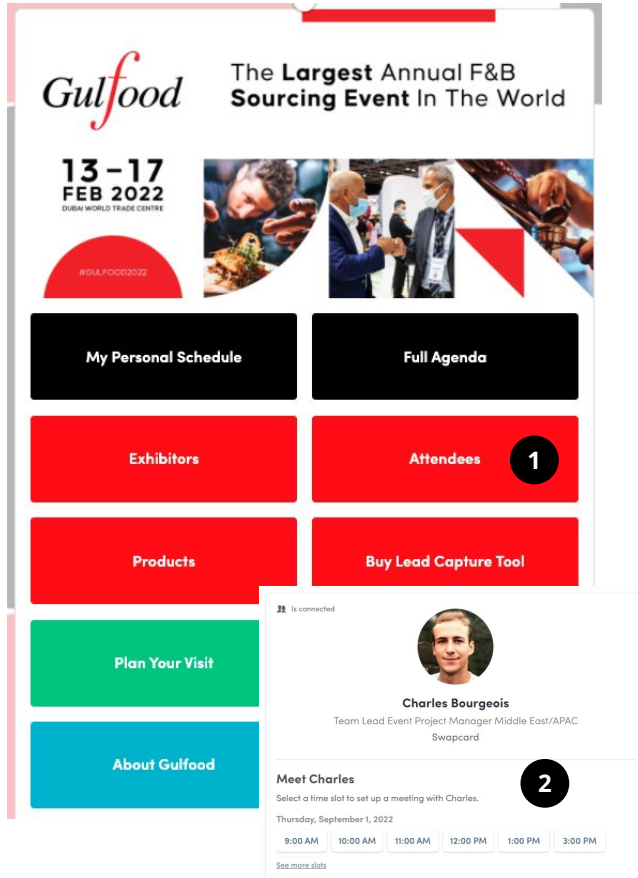
As an exhibitor, depending on your sponsorship package, you can also include an ad to your company homepage and choose your redirection for it.

- 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

How to network?



1

On the homepage of the event, you can access the **Attendees list**. This will help you find visitors to network with.

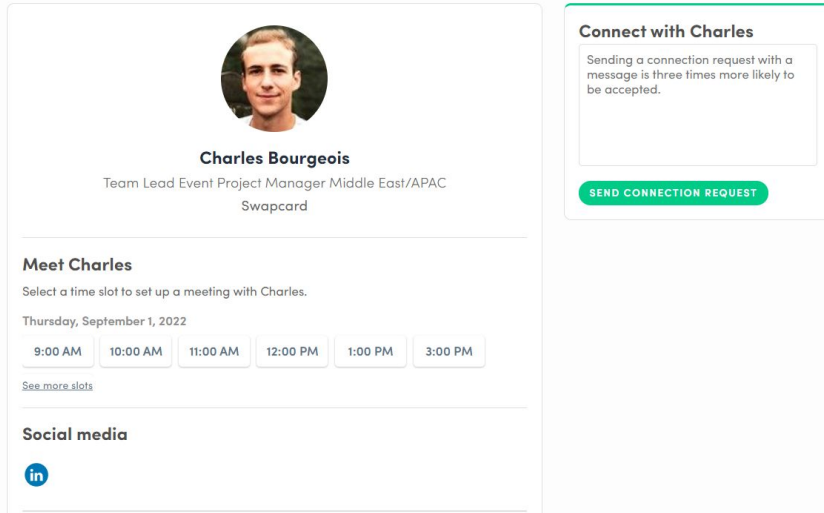
Don't hesitate to contact them through the application to chat, video call, and book meetings.

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.

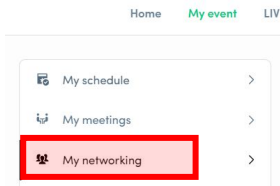
How to make a connection request?



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



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 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

Add a message

Charles Bourgeois

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

ONLINE - General meetings

Message (optional)

Introduce yourself and the purpose of the meeting

0/1000 Characters maximum

SEND MEETING REQUEST

Location

Charles Bourgeois

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

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

Date & time

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.

The screenshot displays the Gulfood app interface. On the left is a navigation menu with items: My schedule, My meetings (highlighted with a green box), My networking, My bookmarked companies, My wish list, and My saved videos. The main content area shows two meeting entries:

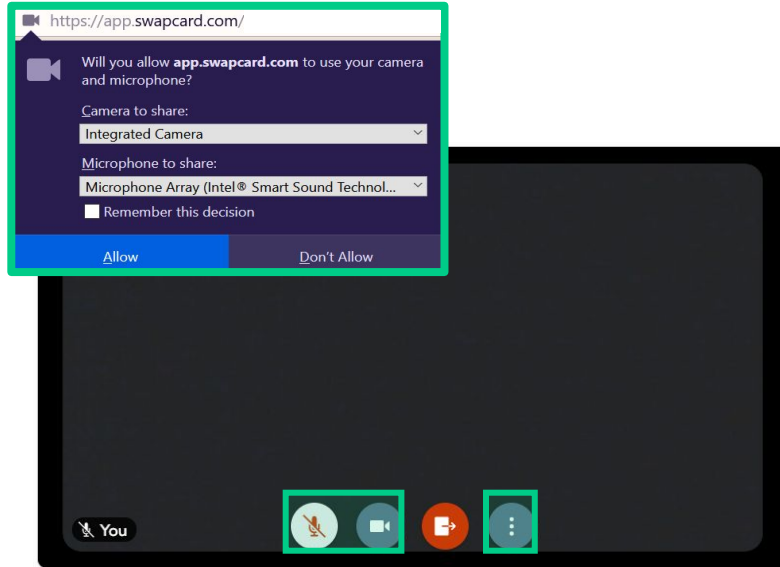
- Meeting with Ivan**: Scheduled for 2:00 PM to 3:00 PM. It is an ONLINE - General meeting. The status is **CONFIRMED**. The participant is Ivan Swapcard, PM of Swapcard. A green box highlights a three-dot menu icon to the right of the meeting details, which opens a dropdown menu with options: See meeting, View profile, and Send message.
- Available for a meeting**: Scheduled for 3:00 PM to 4:00 PM. It is an ONLINE - General meeting. The status is **Make unavailable**.

On the right side, there are two detailed meeting cards:

- Meeting with Ivan**: Shows a profile picture of Ivan Swapcard, his name, PM of Swapcard, and the meeting details: Thu, Sep 1, 2022 2:00 PM to 3:00 PM (Europe/Paris). It is an ONLINE - General meeting, and Ivan has accepted. A green box highlights a right-pointing arrow icon.
- Meeting with Emeline**: Shows a meeting card with a video call preview of four participants. The meeting details are: Friday, December 3, 2021 11:45 AM to 12:45 PM Europe/Paris. It is an ONLINE - General meeting, and the status is Accepted. There is a CANCEL MEETING button and a JOIN button.

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

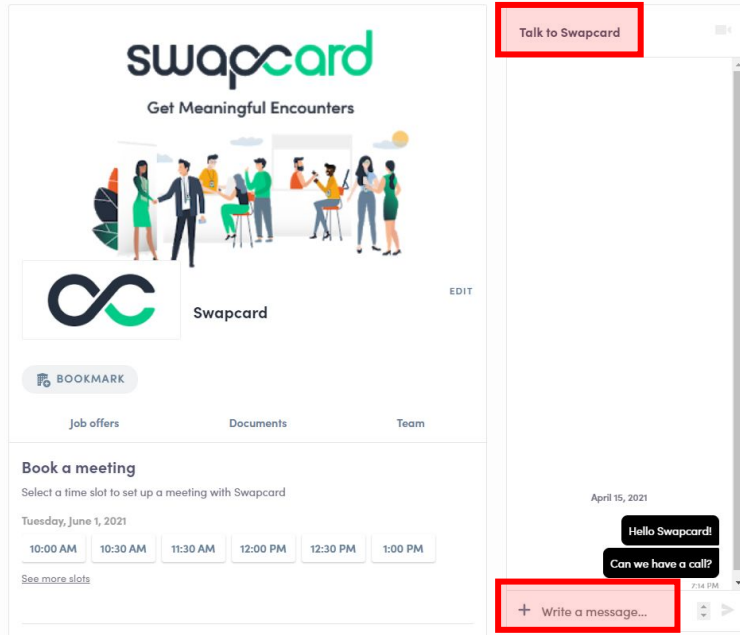
How to do a virtual meeting? (2/2)



- 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)



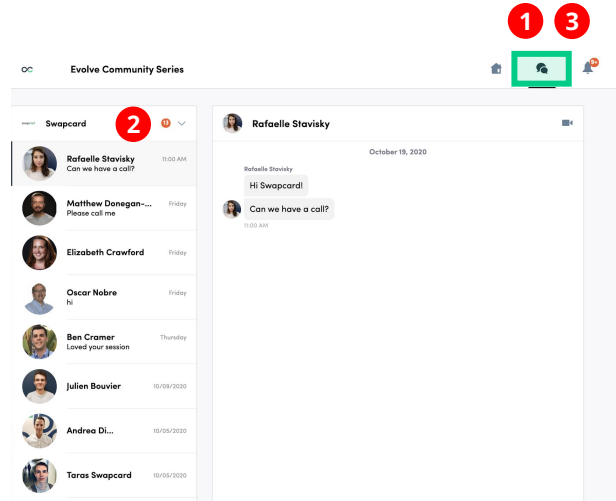
Once you are added to an Exhibitor booth as a team member, you have access to a shared inbox with all your organization's team members.

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.



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

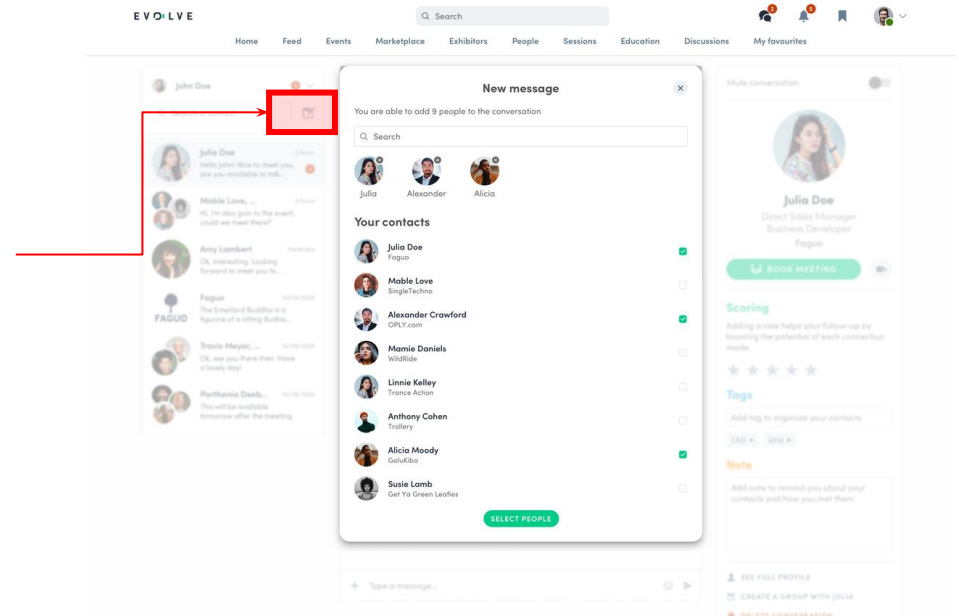
How to create Group chats?

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.**

Please note that the mobile app support will be onsite at the event, feel free to come at their desk if you have any questions.

Gulfood