

Exhibitor's Guide

Content for exhibitors

swapcard

All-In-One Event & Community Platform

Grow your Events into a Community



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!**

TABLE OF CONTENTS

- ▶ Access the app
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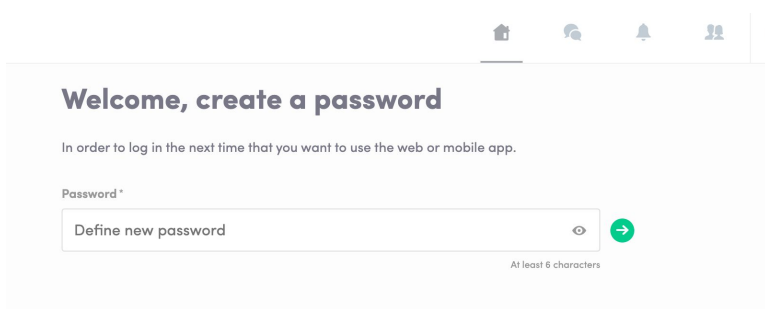
ACCESS THE APP

LOGIN

How to login for the first time?

1 You will receive an email similar to **these ones** with a button redirecting you to a login page. Your account is automatically created by the platform after you have registered. A window will then prompt you to create a password for your account:

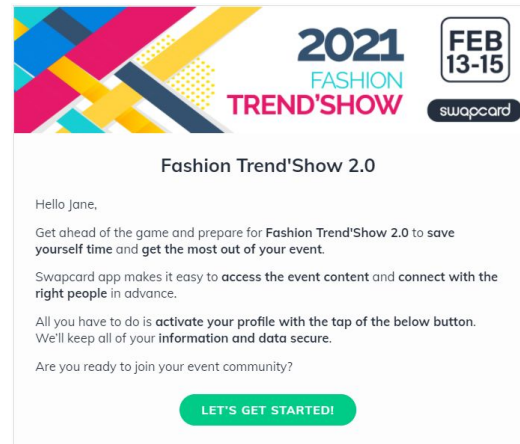
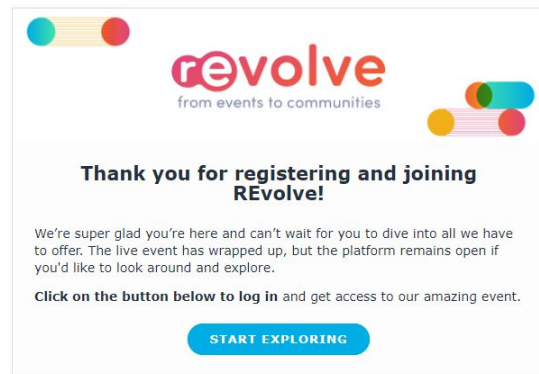
2



The screenshot shows a web browser interface with a navigation bar at the top containing icons for home, refresh, notifications, and user profile. Below the navigation bar, the main content area displays the heading "Welcome, create a password". Underneath, there is a sub-heading "In order to log in the next time that you want to use the web or mobile app." followed by a "Password*" label and a text input field containing the placeholder text "Define new password". To the right of the input field is a toggle icon (an eye) and a green arrow button. Below the input field, the text "At least 6 characters" is visible.

You can also access the event from your phone by downloading the Swapcard app (**iOS/Android**)

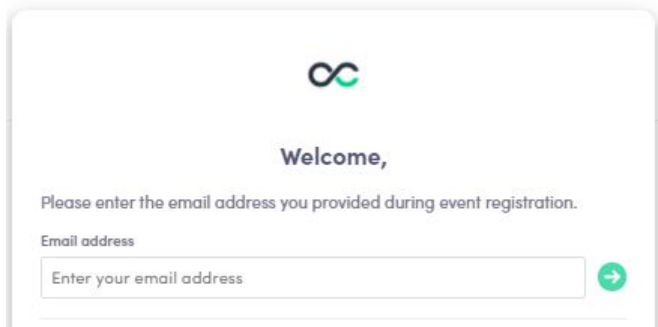
Note: If you don't see this email in your mailbox, please check your spam folder. Most of our emails are sent from **noreply@swapcard.com**



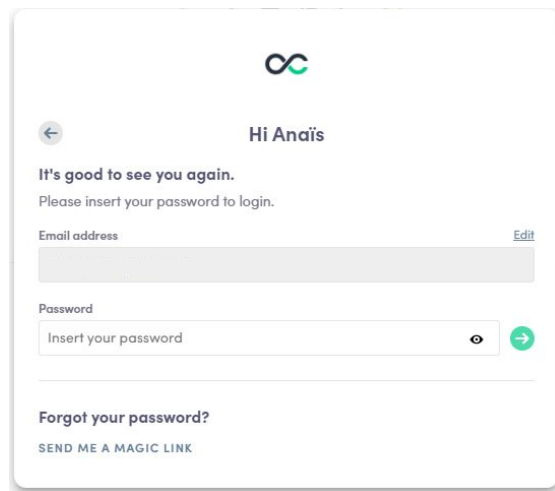
How to login when I have an account?

1 Access your account on 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 Swapcard login interface. At the top is the Swapcard logo (an infinity symbol). Below it, the text "Welcome," is displayed. 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 Swapcard login interface. 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 "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 "Forgot your password?" link and a "SEND ME A MAGIC LINK" button.

Note: If you have forgotten your password, click **“Send me a magic link”** after entering your email.

i 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>



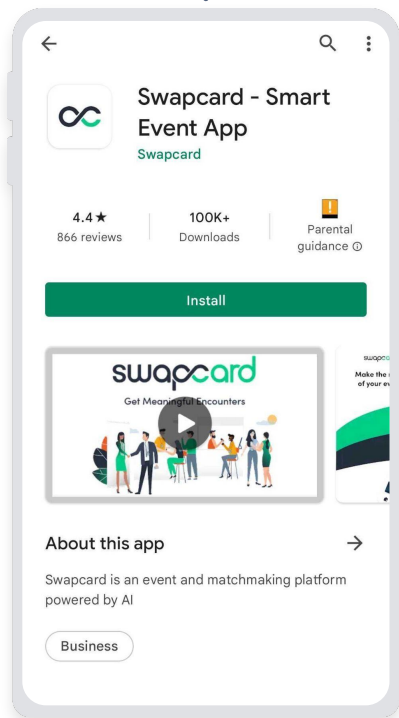
PHYSICAL EVENT

QR CODE / SCAN BADGE

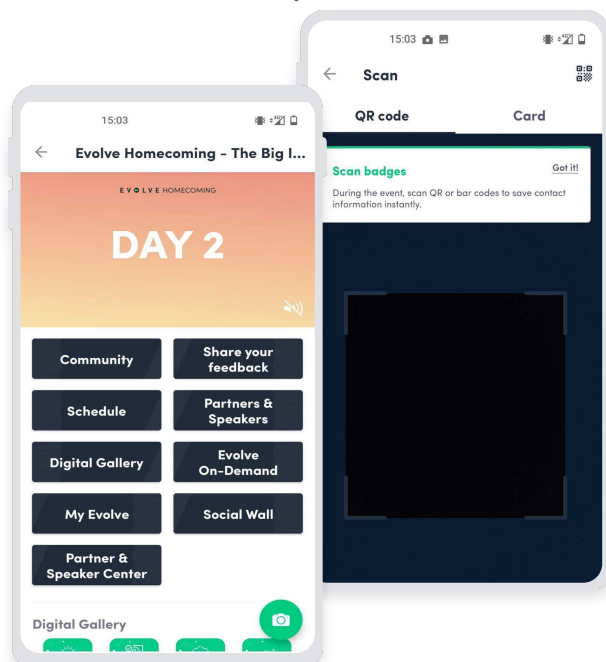
Mobile app – Badge scanning

swapcard

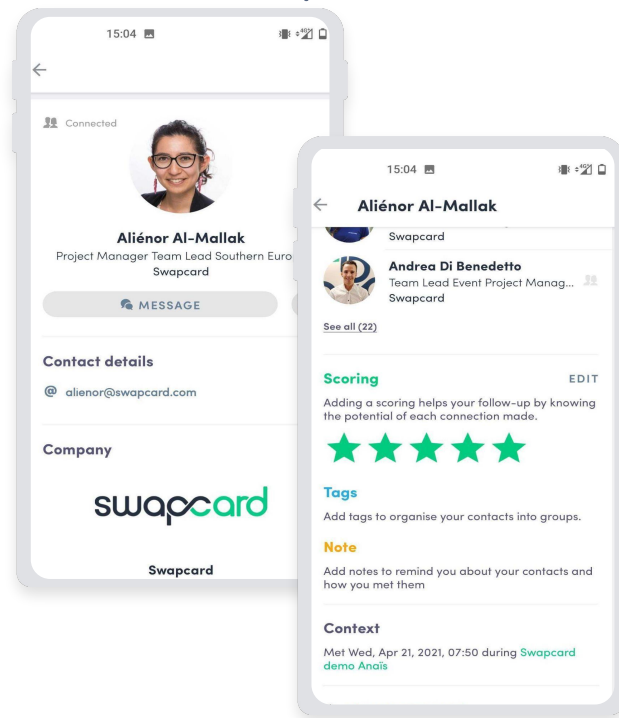
Download the Swapcard
or Branded App



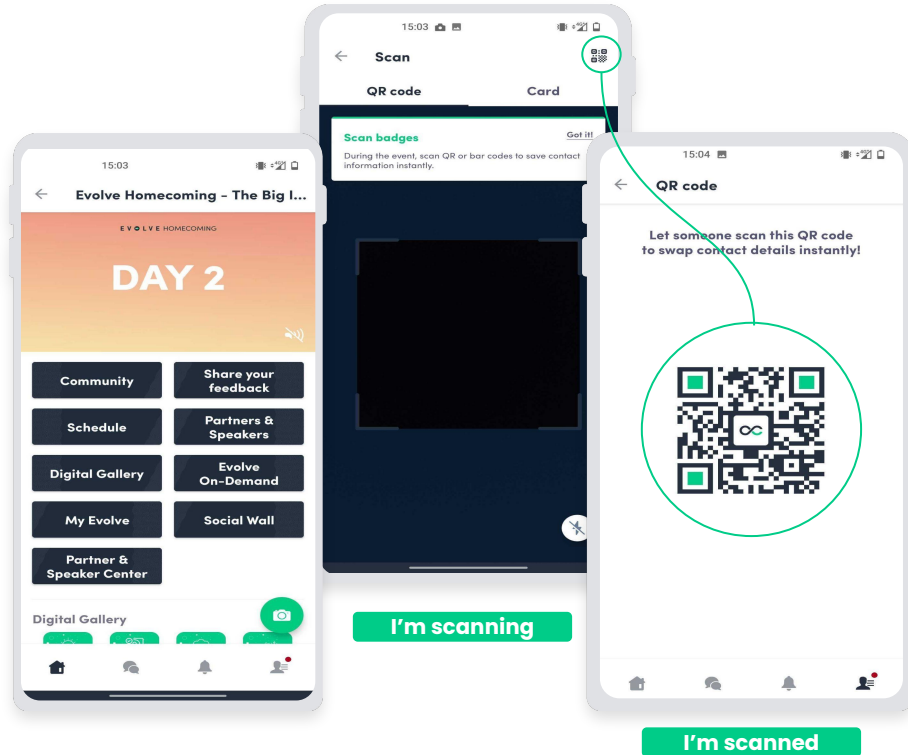
Open the app camera
and scan the QR code



Access to the participant's
info and contact details



Mobile app – Badge scanning



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

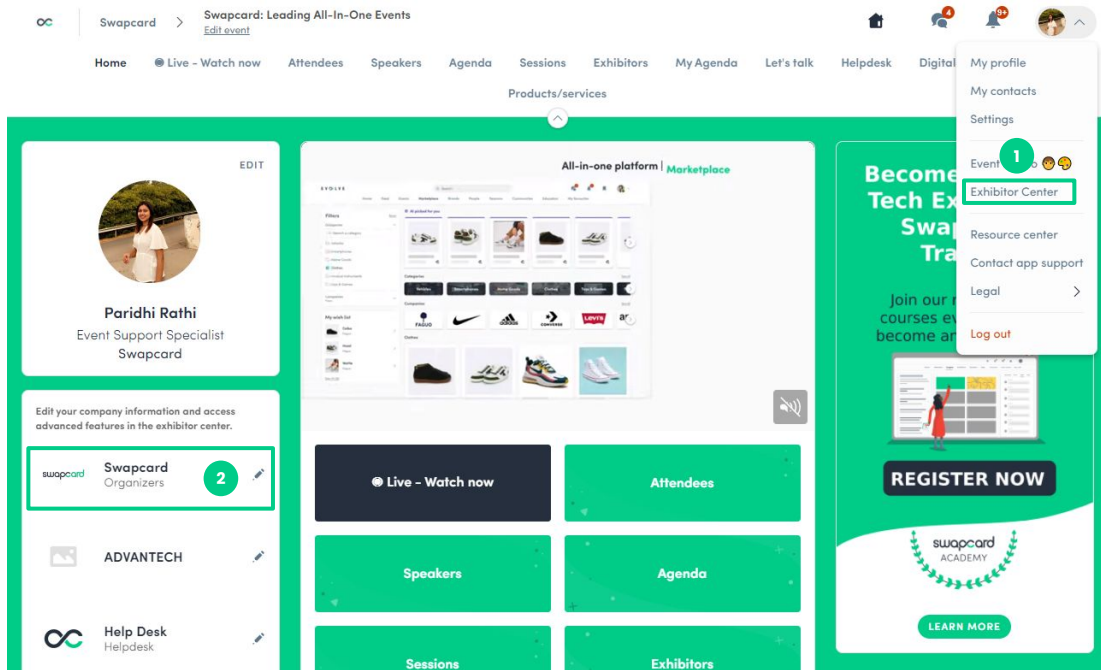
By scanning the **QR code** of an attendee's badge, you automatically add it to your contacts. This allows you to chat, share contact details and add tags and scoring to your contact. **Your contact details are also shared to the other person.**

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



EXHIBITOR CENTER

FUNCTIONALITIES



There are four ways to access your Exhibitor Center

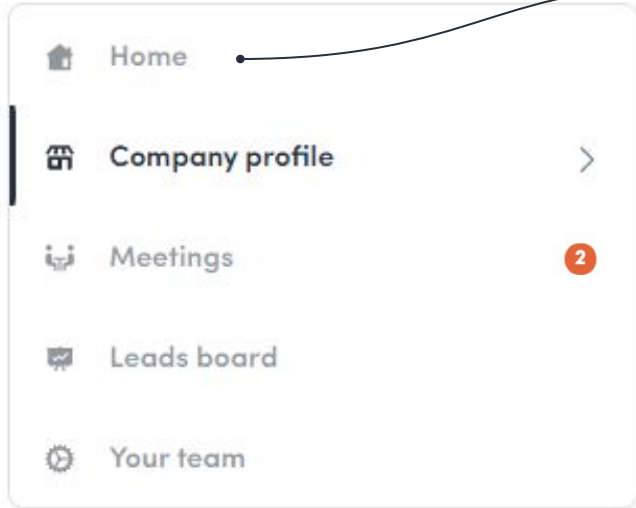
1
By clicking the button in your **invitation email**, which will redirect you to your **Exhibitor Center**.

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*

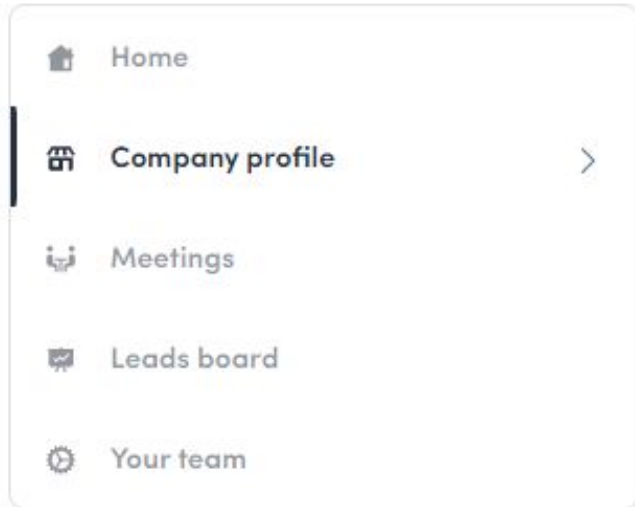
i Note: you can access the Exhibitor Center even if the event isn't live.



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!



- **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...

Company Profile - Overview

Swapcard: Leading All-In-One Events - Swapcard

SWITCH TO THE EVENT Paridhi

Home

Company profile

Overview

Documents & Links

Job offers

Services

Coming Soon

Meetings

Leads board

Your team

All-in-one platform | On-demand Video Library

Background image

REMOVE BACKGROUND

EDIT

swapcard Swapcard Organizers

Job offers Services Coming Soon Sessions Videos Documents & Links Team

Information

The All-In-One Technology Platform Powering In-Person, Virtual & Hybrid Events Without Borders.

See more

Business Type Event Technology

Social media

EDIT

Contact details

EDIT

https://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 ID

B0Kwn1PIISQ

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

Type


Organizers

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 a Swapcard. It shows a sidebar with navigation options like 'Home', 'Company profile', 'Overview', 'Documents', 'Products', 'Job offers', 'Meetings', and 'Team's contacts'. The 'Products' and 'Job offers' options are highlighted. The main content area shows a search bar and a list of categories: 'Marketing Manager' and 'Sales Representative', both labeled as 'Swapcard'. A 'Marketing Manager' item is shown in detail, with a pencil icon for editing. An 'Add job offers' panel is visible, showing 'Job offers (2)' and an 'ADD' button. A 'Add a new item' form is shown, with fields for 'Category*', 'Select a sub-category', 'Name*', 'Add a name', 'Description', and 'Add a description'. A 'CREATE' button is at the bottom. A third panel shows a 'Marketing Manager' item 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

Home

Company profile

Meetings **2**

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

REPLY

Charles Benizri
Product Owner
Swapcard

Sophia Fields
Director Business Development
Allianz

Meeting request • Invitation

01/21/2020 • 7:08 PM

01/01/2023 • 2:40 PM to 3:00 PM

L01 - S02

REPLY

Charles Benizri
Product Owner
Swapcard

Joe Williamson
Human Resources Coordinator
Costco

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

Export meetings

Get all meetings from your team in an Excel file.

EXPORT 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?*

The screenshot displays the Swapcard interface for an event titled "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 is divided into two sections. The top section, "All members", shows a summary of meeting status: "Invitation (2)", "Confirmed (13)", and "Canceled (7)". Below this, under the heading "Sunday, February 6, 2022", there are two meeting request cards. The first card is for a meeting 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". It is assigned to a member with initials "CB" and has a "REPLY" button. The second card is for a meeting on 04/12/2021 at 9:24 AM, scheduled for 02/06/2022 from 2:00 PM to 2:30 PM via "Virtual - Video Call". It is assigned to Houda Nguyen and also has a "REPLY" button. The bottom section, "Meeting request", shows a "Requester" card for Houda Nguyen, Channel Account Manager at Swapcard. Below this is a prompt: "Please assign an available member to this meeting" with a search bar labeled "Search among members available for this slot". Two potential assignees are listed: Christian Gill (Vendor, Aigle) and 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/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.

How to Export Leads Report?

The screenshot displays the Swapcard dashboard. On the left is a navigation menu with 'Home', 'Company profile', 'Meetings', 'Leads board', and 'Your team'. The main area is divided into three sections: 'Analytics of your company' with 'NUMBER OF VIEWS OF YOUR COMPANY PROFILE' at 10 and 'NUMBER OF CONTACTS MADE' at 1; 'Team's contacts' with a search bar and a table of contacts; and 'Export leads report' with a description and an 'EXPORT LEADS' button.

Photo	First name	Last name	Job title	Company	Email
	Brandon	Thomas	Cost Accountant, Accounting	Dakar Motors	brandon.th...

1

By going to the **"Leads board"** tab, you can view the main analytics of your company, see your team's contact and export leads report.

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

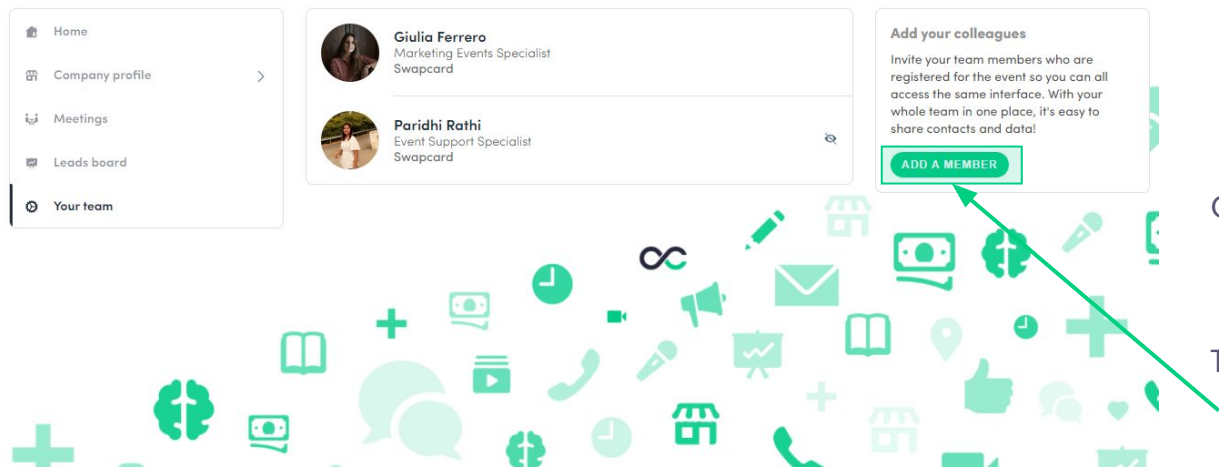
From the App or Web App, you can also export your contacts (and only yours) as an Excel file by going to your contacts and clicking on **"Export all"**.



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.

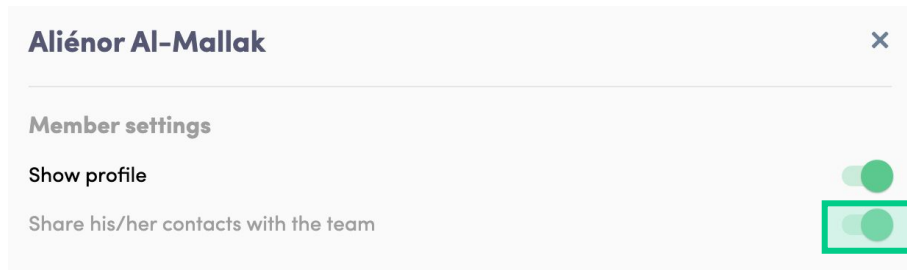
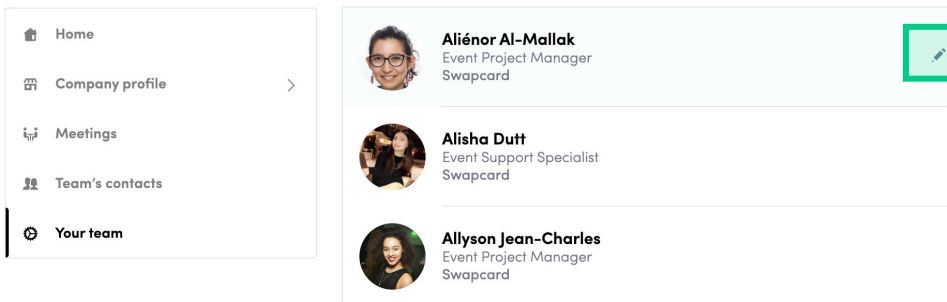
Go to the **“Your Team”** tab and see all your teammates on the booth.

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.

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

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.

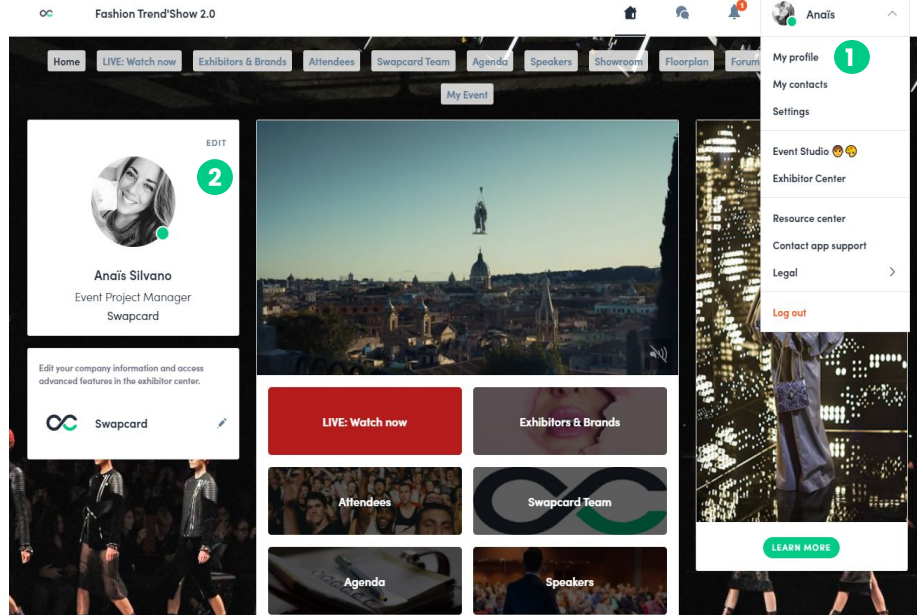
To share contacts, click the pen to the right of your name. You will then see a toggle list appear where you'll be able to choose whether to share your contacts with the team.



CONTENT FEATURES

INCREASE YOUR VISIBILITY

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



There are 2 ways for you to access your profile

1

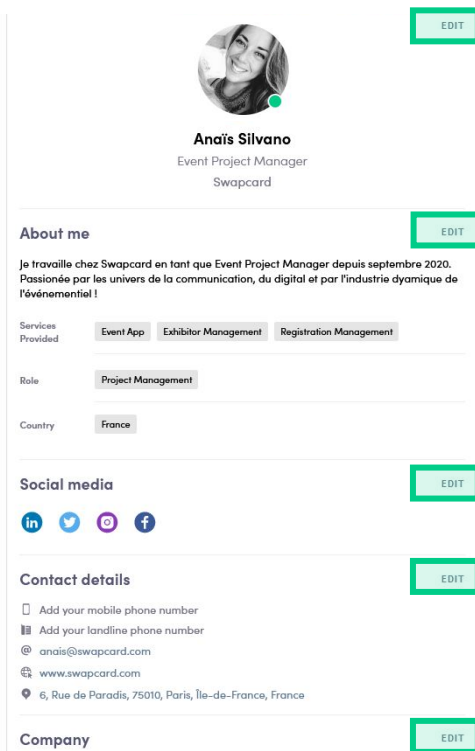
On the upper-right corner of your screen, click on **“My profile.”**

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)



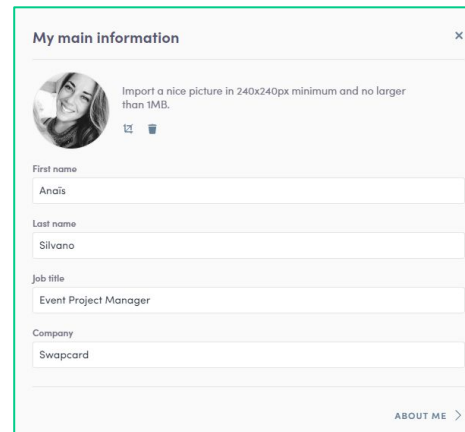
The screenshot shows a user profile for Anaïs Silvano, an Event Project Manager at Swapcard. The profile is divided into several sections, each with a green 'EDIT' button to its right:

- Profile Header:** Includes a profile picture and the name 'Anaïs Silvano'.
- About me:** Contains a bio and a list of services provided (Event App, Exhibitor Management, Registration Management).
- Social media:** Shows icons for LinkedIn, Twitter, Instagram, and Facebook.
- Contact details:** Lists contact information such as email, website, and address.
- Company:** Displays the user's current company, Swapcard.

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**

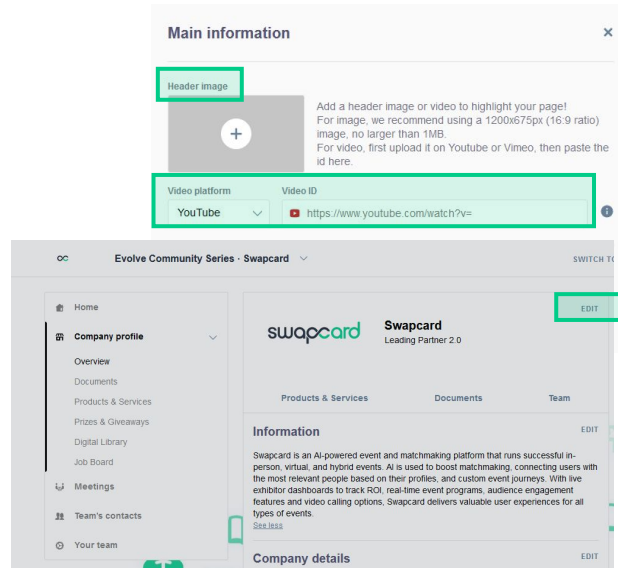


The screenshot shows the 'My main information' edit form, which includes the following fields:

- Profile picture:** A circular image of the user with a note: 'Import a nice picture in 240x240px minimum and no larger than 1MB.' and delete icons.
- 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 that says 'ABOUT ME >'.

Company profile – How to add a video?



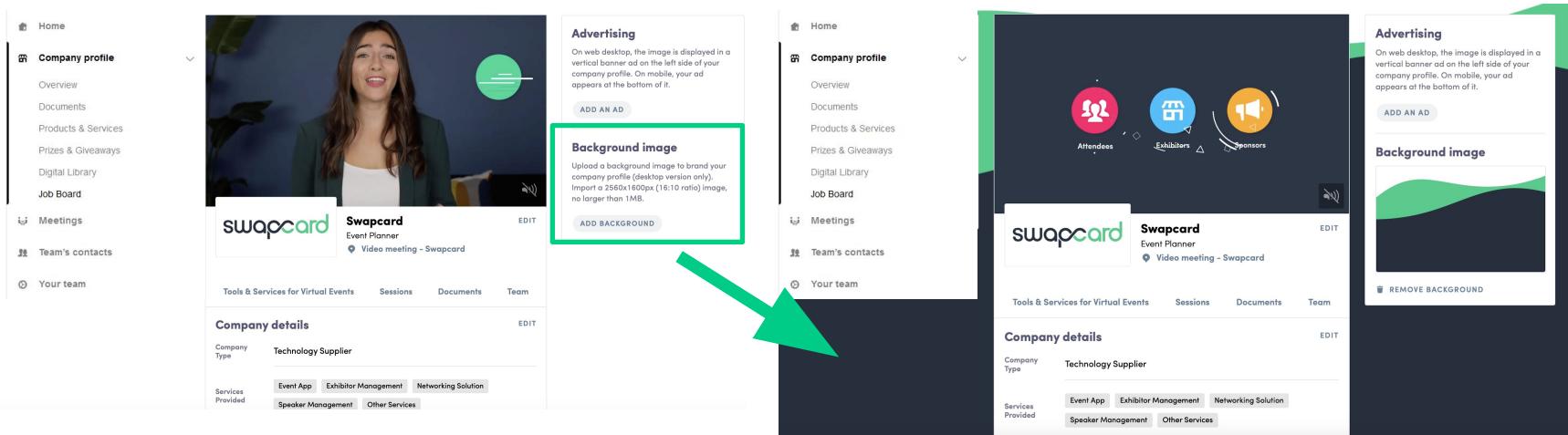
As an exhibitor, you are able to upload either an image or a video (live or pre-recorded) onto your company homepage.

- 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.

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"**.

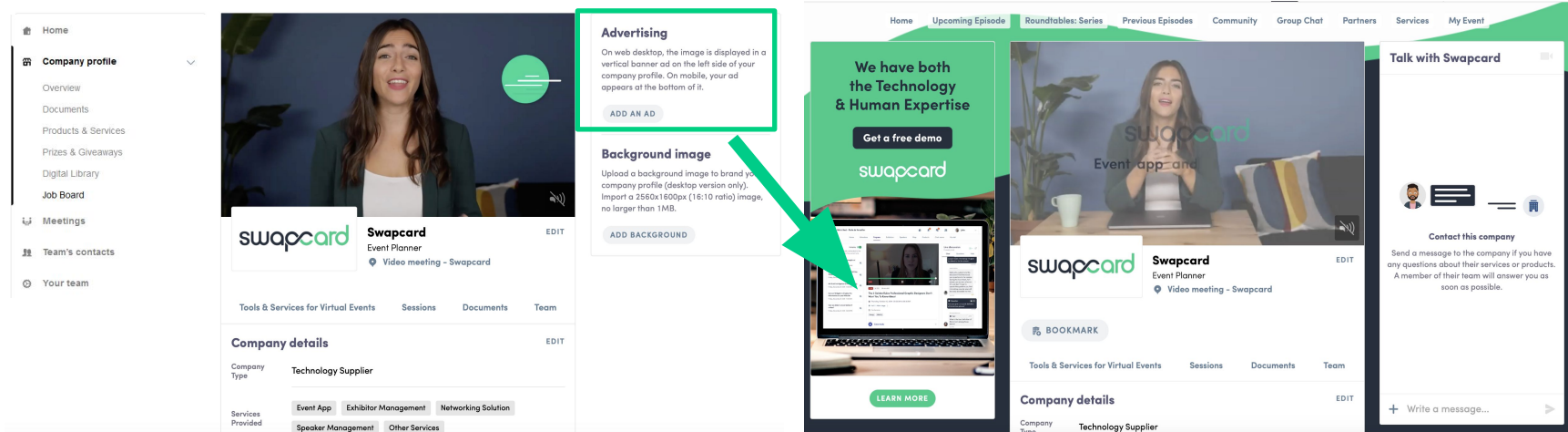
Company profile – How to include a background?



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 add 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.

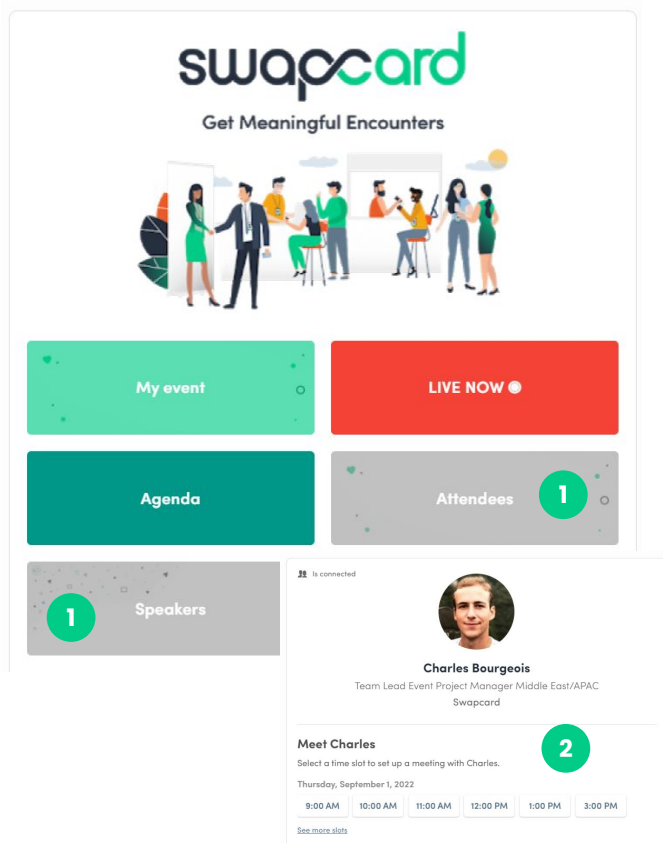
- 1 To upload a file, go to your **Exhibitor Center** and click on "**Company Profile.**"
- 2 You will then be able to add your file.



NETWORKING FEATURES

MAIN FUNCTIONALITIES

How to network?



1

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

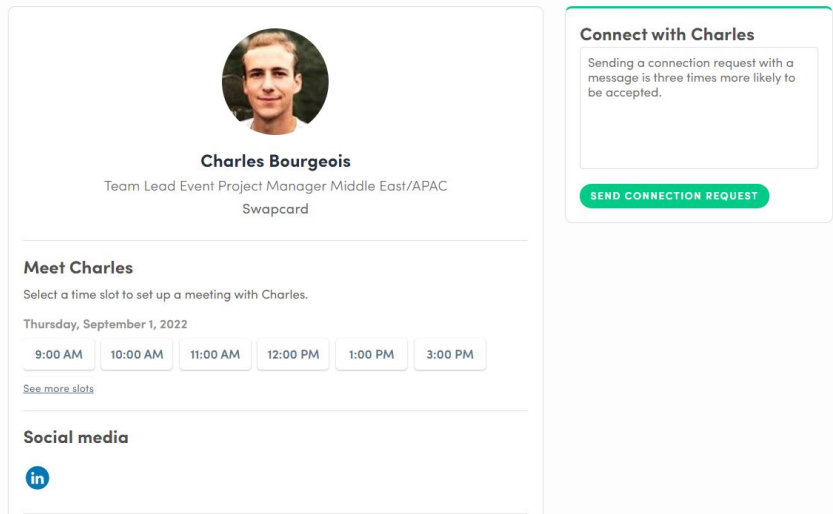
Don't hesitate to contact them through the application to chat, video call, and book meetings.

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?



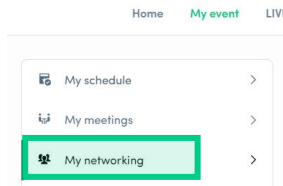
The screenshot shows a user profile for Charles Bourgeois. At the top left is a circular profile picture. Below it, the name "Charles Bourgeois" is displayed in bold, followed by his title "Team Lead Event Project Manager Middle East/APAC" and the company name "Swapcard". To the right of the profile picture is a section titled "Connect with Charles" which contains a text box with the message: "Sending a connection request with a message is three times more likely to be accepted." Below this text box is a green button labeled "SEND CONNECTION REQUEST". Below the profile information is a section titled "Meet Charles" with the text "Select a time slot to set up a meeting with Charles." and the date "Thursday, September 1, 2022". There are five time slot buttons: "9:00 AM", "10:00 AM", "11:00 AM", "12:00 PM", "1:00 PM", and "3:00 PM". Below the time slots is a link "See more slots". At the bottom is a "Social media" section with an "in" icon for LinkedIn.

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

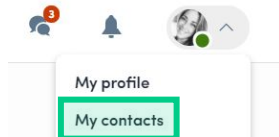
Send connection request

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 from **"My contacts"** tab under your profile picture, or in the **"My Event"** button in My Networking tab.



The screenshot shows a navigation menu with three items: "Home", "My event", and "LIV". Below this is a list of menu items: "My schedule", "My meetings", and "My networking". The "My networking" item is highlighted with a green border.



The screenshot shows a profile navigation area with three tabs: "My profile", "My contacts", and a third tab with a profile picture icon. The "My contacts" tab is highlighted with a green border.

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 **this button.**

A screenshot of a user profile for Charles Bourgeois, Team Lead Event Project Manager Middle East/APAC at Swapcard. Below the profile, there is a section titled "Meet Charles" with the instruction "Select a time slot to set up a meeting with Charles." The date is "Thursday, September 1, 2022". There are five time slot buttons: 9:00 AM, 10:00 AM, 11:00 AM, 12:00 PM, 1:00 PM, and 3:00 PM. A "See more slots" link is highlighted with a green box and an arrow pointing from the text in step 2.

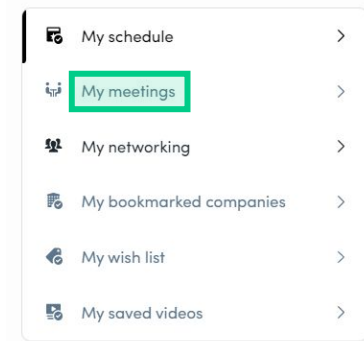
A screenshot of the "Add a message" form. It shows the recipient's name "Charles Bourgeois", the date and time "Thursday, September 1, 2022 1:00 PM to 2:00 PM (Europe/Paris)", and the location "ONLINE - General meetings". There is a text input field with the placeholder "Message (optional) Introduce yourself and the purpose of the meeting" and a "SEND MEETING REQUEST" button at the bottom. A green arrow points from the text in step 3 to this button.

A screenshot of the "Location" selection screen. It shows the recipient's name "Charles Bourgeois", the date and time "Thursday, September 1, 2022 1:00 PM to 2:00 PM (Europe/Paris)", and the selected location "ONLINE" with "General meetings" as the specific meeting type.

A screenshot of the "Date & time" selection screen. It shows the recipient's name "Charles Bourgeois", the location "(Europe/Paris)", the date "September 2022", and the specific date "Thursday, September 1". There are six time slot buttons: 9:00 AM, 10:00 AM, 11:00 AM, 12:00 PM, 1:00 PM, 3:00 PM, and 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

CONFIRMED



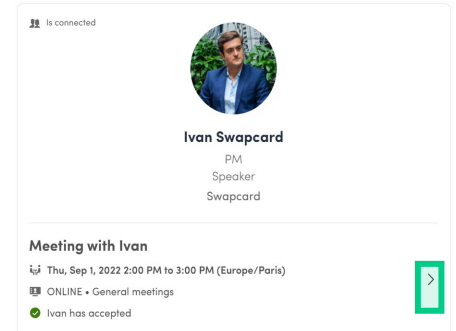
Ivan Swapcard
PM
Swapcard

See meeting

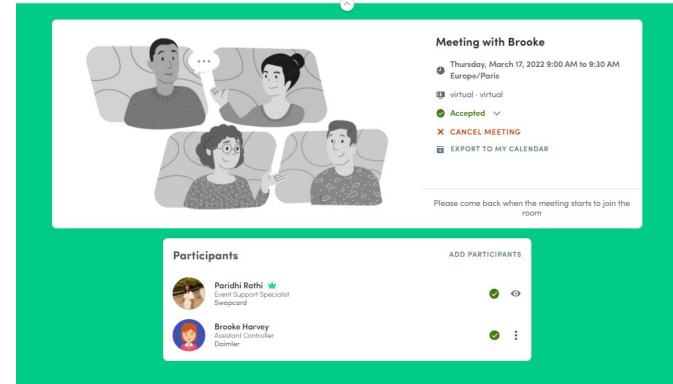
View profile

Send message

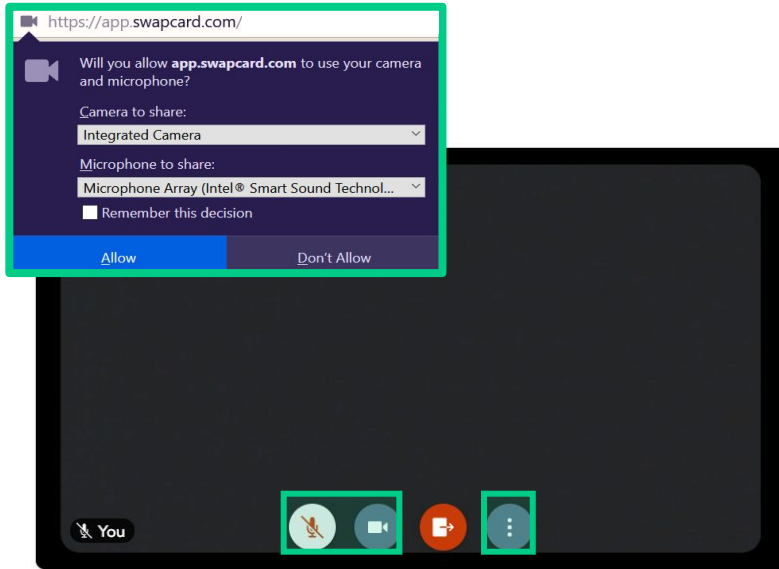
3:00 PM Available for a meeting
4:00 PM [Make unavailable](#)



Note: The latest meeting room update for the Event app now allows multiple participants to view and participate in a meeting!



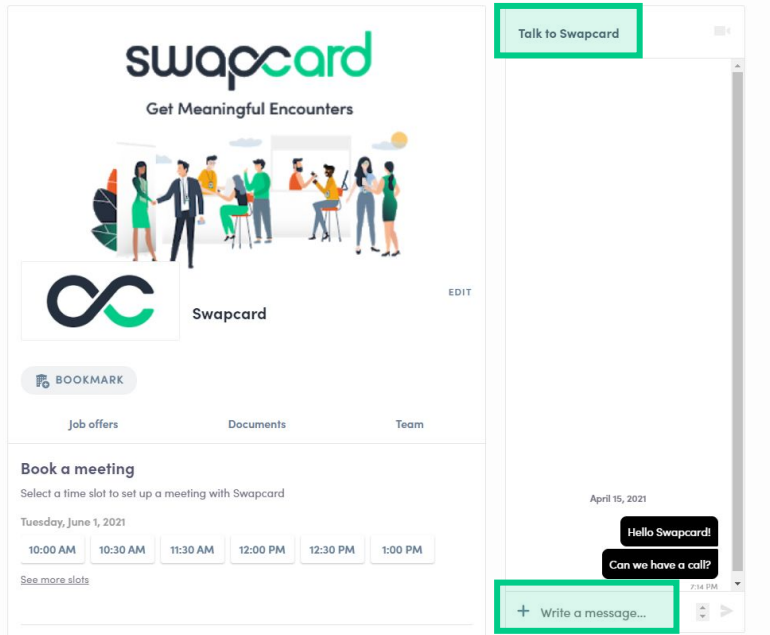
How to do a virtual meeting? (2/2)



- 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) swapcard



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

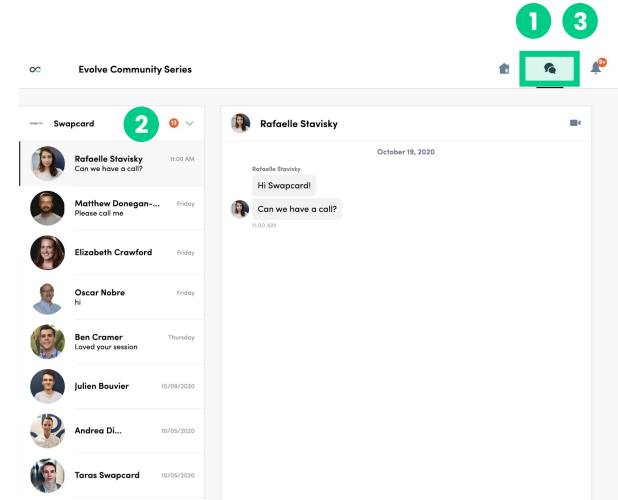
Switch between your personal inbox and the exhibitor inbox by clicking on the dropdown box.

3

All exhibitors will see a **red notification circle** over the **chat bubble** icon after each new message.

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



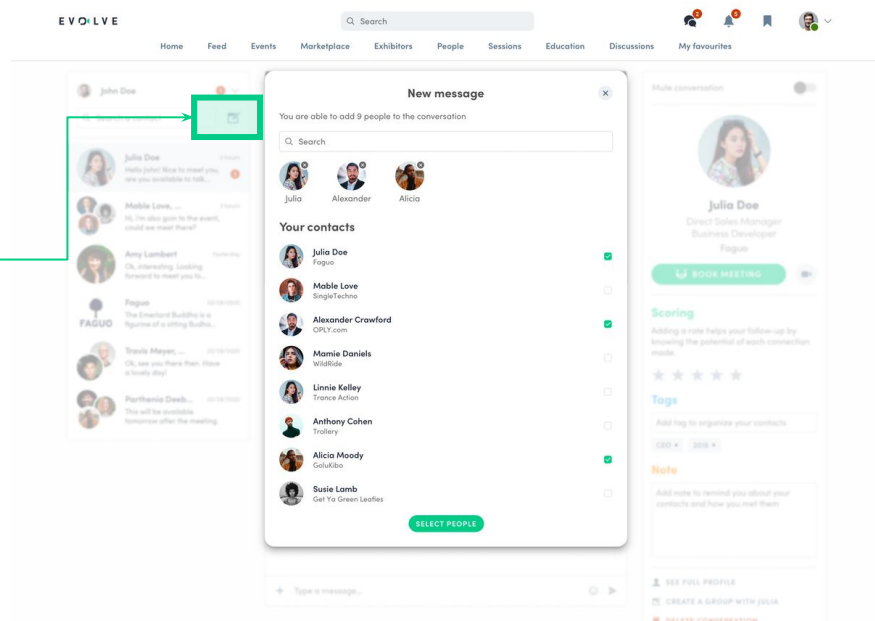
How to create Group chats?

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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and our **support team** will get in touch:

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

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