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!

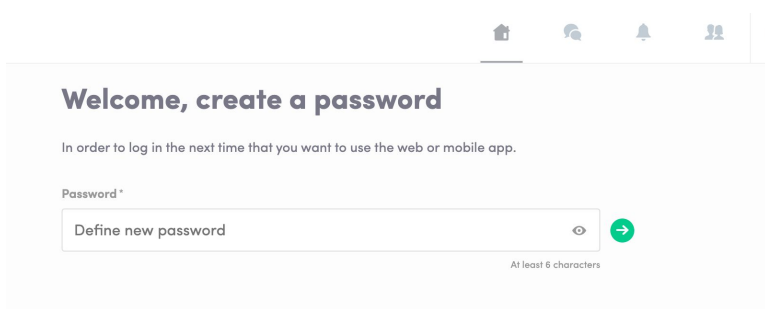# TABLE OF CONTENTS

ACCESS THE APP

LOGIN

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How to login for the first time?

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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:
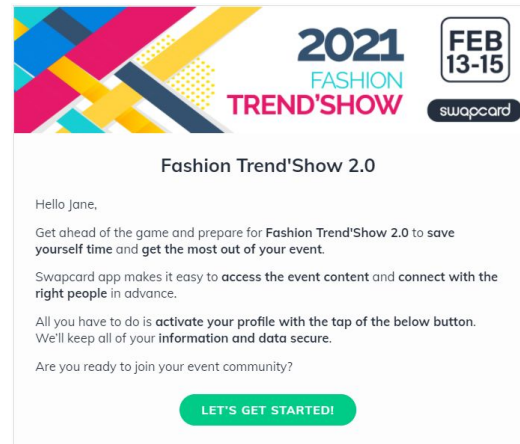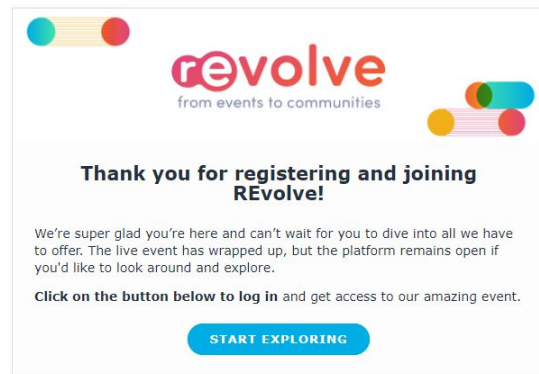
2

Welcome, create a password

In order to log in the next time that you want to use the web or mobile app.

Password *

| Define new password | 👁 | ➜ |

At least 6 characters

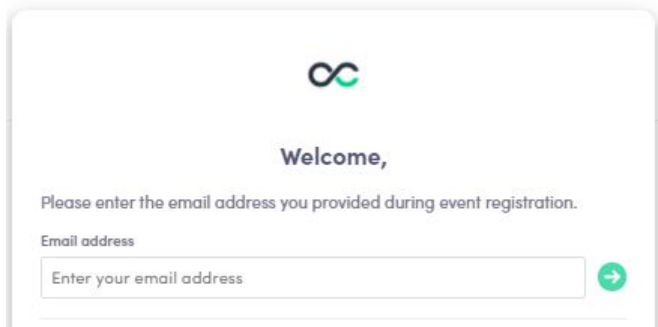You can also access the event from your phone by downloading the Swapcard app (**iOS/Androïd**)

i **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**
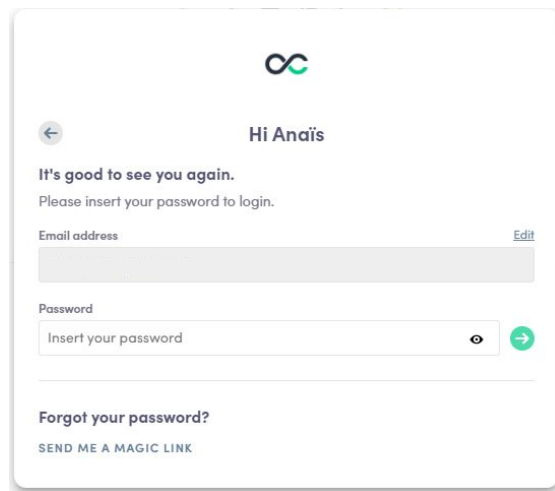
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revolve
from events to communities

Thank you for registering and joining REvolve!

We're super glad you're here and can't wait for you to dive into all we have to offer. The live event has wrapped up, but the platform remains open if you'd like to look around and explore.

Click on the button below to log in and get access to our amazing event.

START EXPLORING

2021 FASHION TREND'SHOW | FEB 13-15 | swapcard

Fashion Trend'Show 2.0

Hello Jane,

Get ahead of the game and prepare for **Fashion Trend'Show 2.0** to **save yourself time** and **get the most out of your event.**

Swapcard app makes it easy to **access the event content** and **connect with the right people** in advance.

All you have to do is **activate your profile with the tap of the below button.** We'll keep all of your **information and data secure.**

Are you ready to join your event community?

LET'S GET STARTED!

How to login when I have an account?

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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.

Welcome,

Please enter the email address you provided during event registration.

Email address

Enter your email address

← **Hi Anaïs**

It's good to see you again.
Please insert your password to login.

Email address   Edit

Password   👁 →
Insert your password

Forgot your password?
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
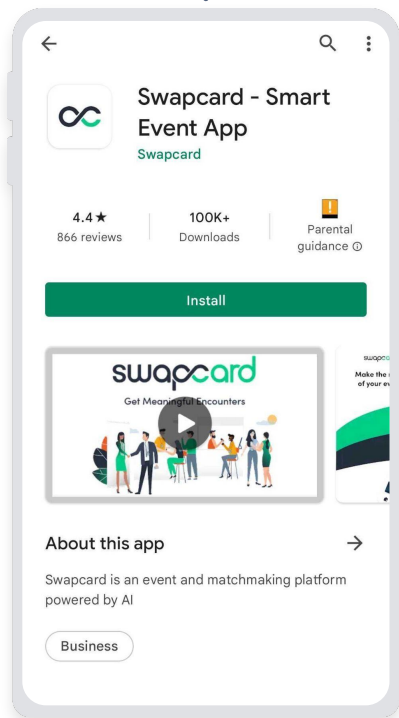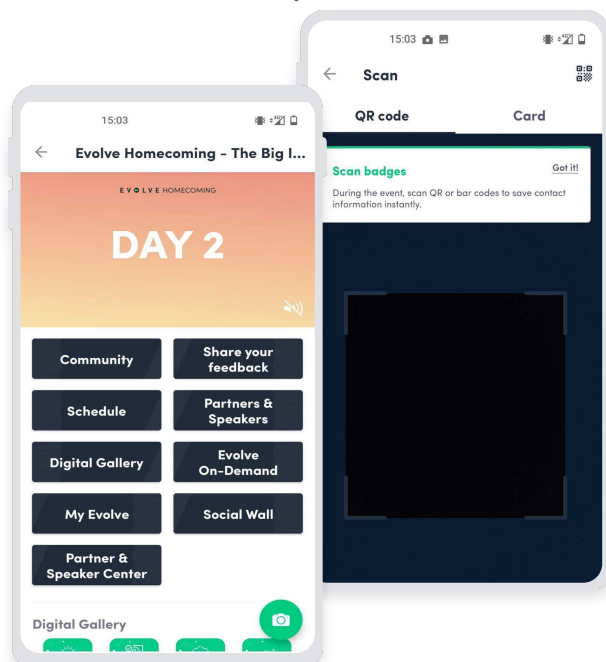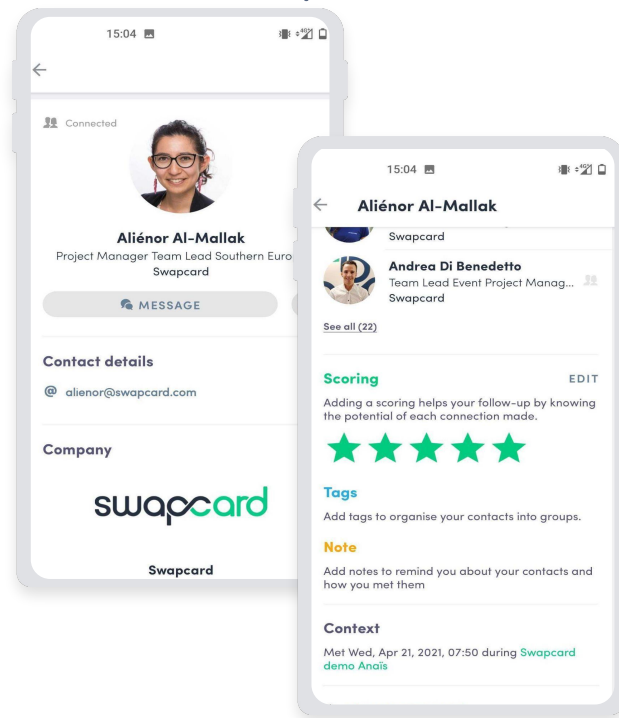
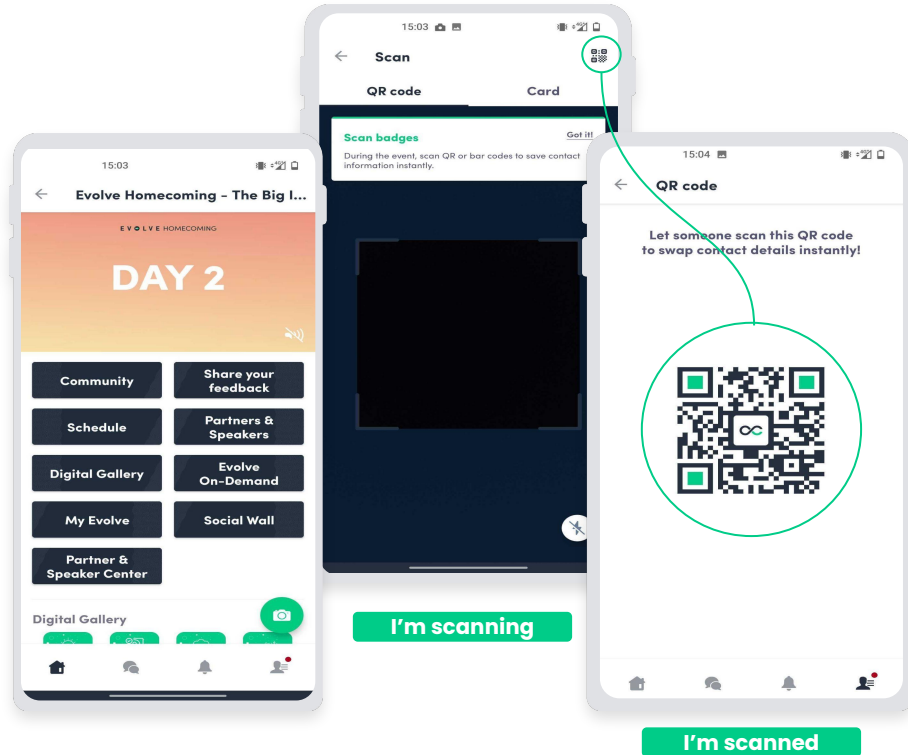# Mobile app - Badge scanning

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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

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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

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Navigation

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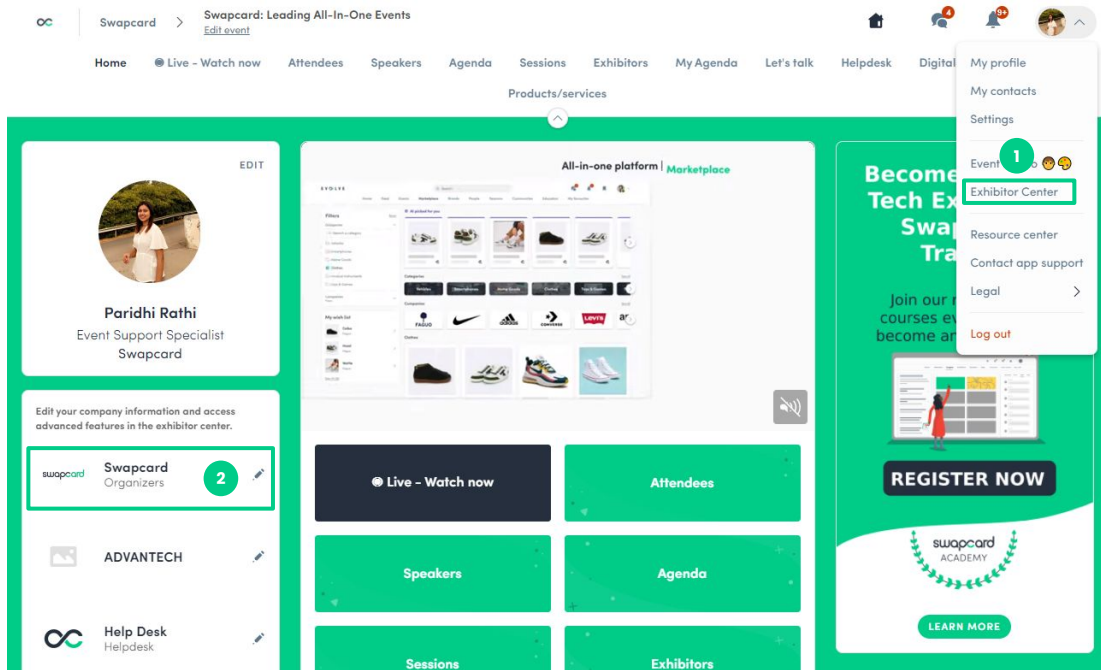
**There are four ways to access your Exhibitor Center**

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

🏠	Home	
🏪	**Company profile**	>
📷	Meetings	2
📺	Leads board	
⚙	Your team	
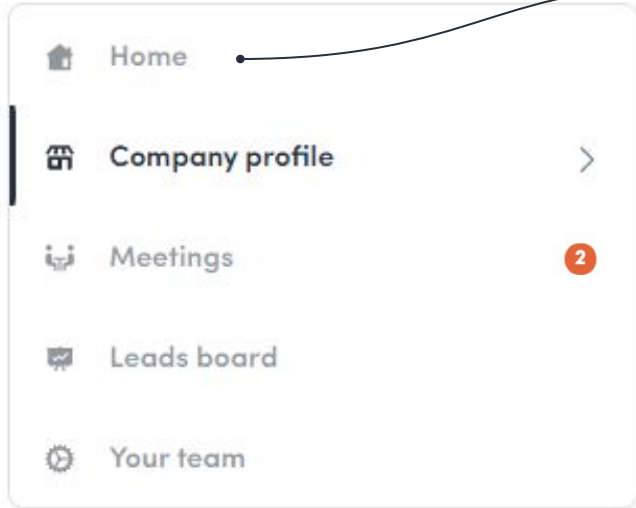
This navigation bar will appear on the left side of your screen. It will be help you to navigate between the different sections of the Exhibitor Center.

Home is the first page that you will see when accessing the **Exhibitor Center.**

___

A **red pin** indicates that you have a pending notification. Click to see what's going on!

Company Profile

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Home

Company profile >

Meetings

Leads board

Your team
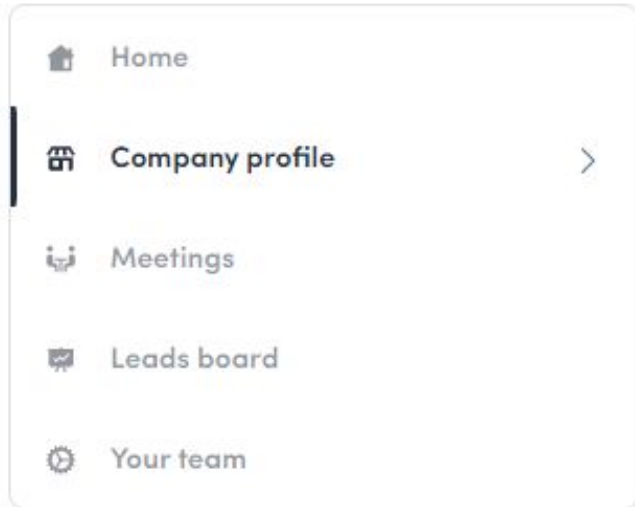
- **Header image or video :**
  - Image : 1200x675 px, up to 1MB
  - Video : video ID from YouTube, Vimeo or other (Iframe)

- **Background image :** 2560x1600 px, up to 1MB

- **Social media links :** LinkedIn, Twitter, Facebook...

Company Profile - Overview

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

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Home	**Company presentation** ✏️
Company profile ›	
Meetings	
Team's contacts	
Leads board	
Your team	

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

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

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

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

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

Manage your meetings

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

How to assign a teammate to a meeting?*

In your Exhibitor Center, you can manage your team member's meetings.

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

To assign/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?

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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?*

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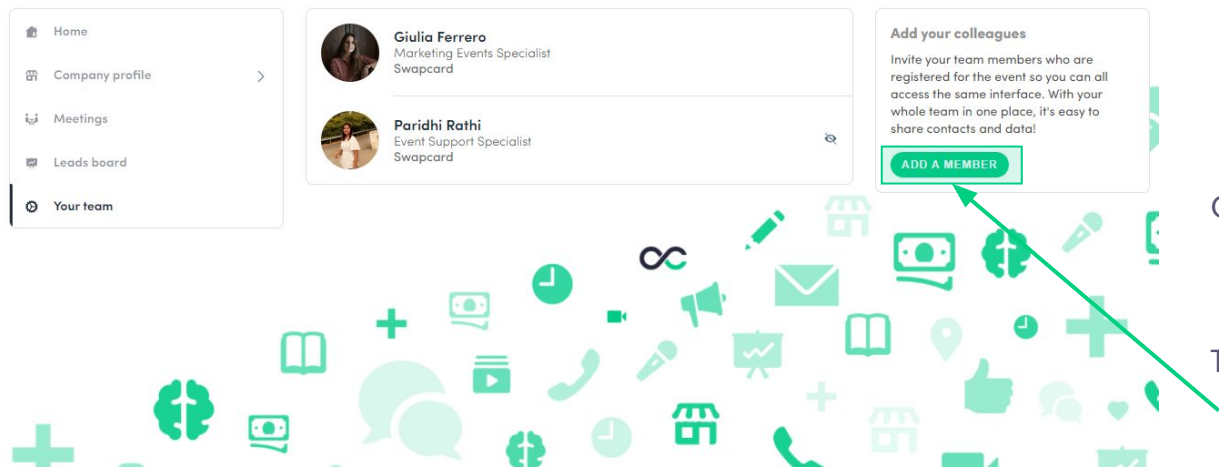
In your **Exhibitor Center**, you can manage your team.

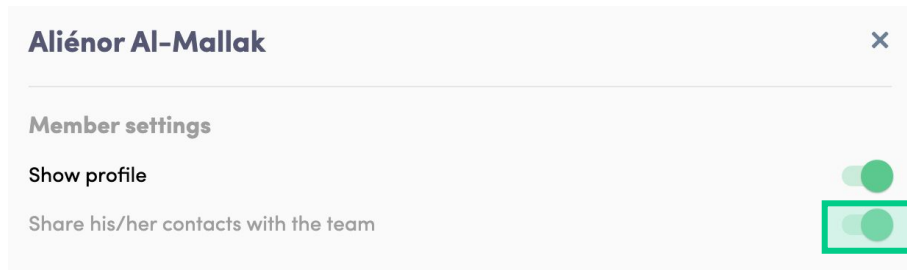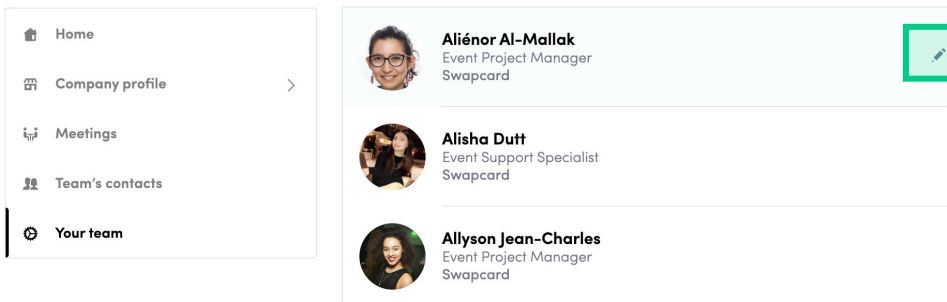Go to the **"Your Team"** tab and see all your teammates on the booth.

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.

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

How to share your contacts with your team?

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

___

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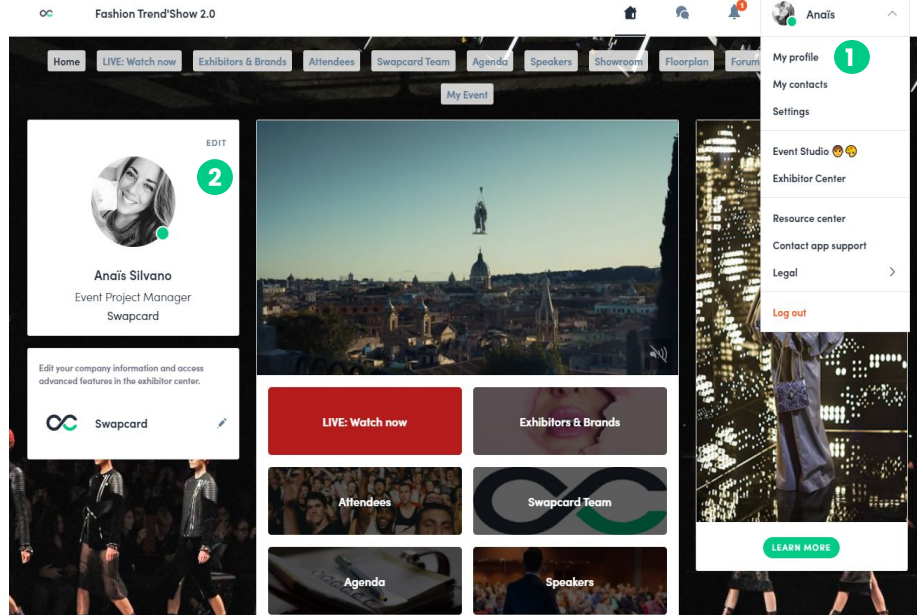teammates on the booth.

___

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 edit my personal profile? (1/2)

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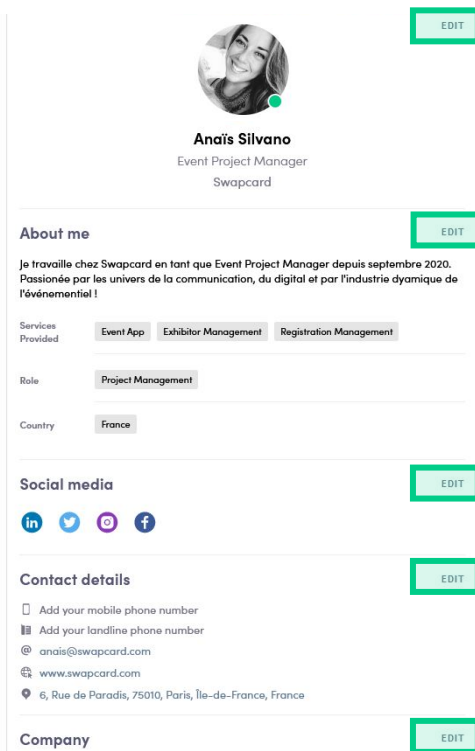**There are 2 ways for you to access your profile**

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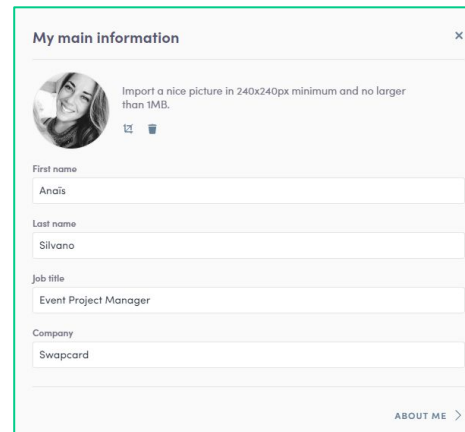
How to edit my personal profile? (2/2)

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**

Profile (left panel)

Anaïs Silvano
Event Project Manager
Swapcard

EDIT

About me

EDIT

Je travaille chez Swapcard en tant que Event Project Manager depuis septembre 2020. Passionée par les univers de la communication, du digital et par l'industrie dyamique de l'événementiel !

Services Provided	Event App	Exhibitor Management	Registration Management
Role	Project Management		
Country	France		

Social media

EDIT

Contact details

EDIT

- Add your mobile phone number
- Add your landline phone number
- @ anais@swapcard.com
- www.swapcard.com
- 6, Rue de Paradis, 75010, Paris, Île-de-France, France

Company

EDIT

My main information (right panel)

My main information   ✕

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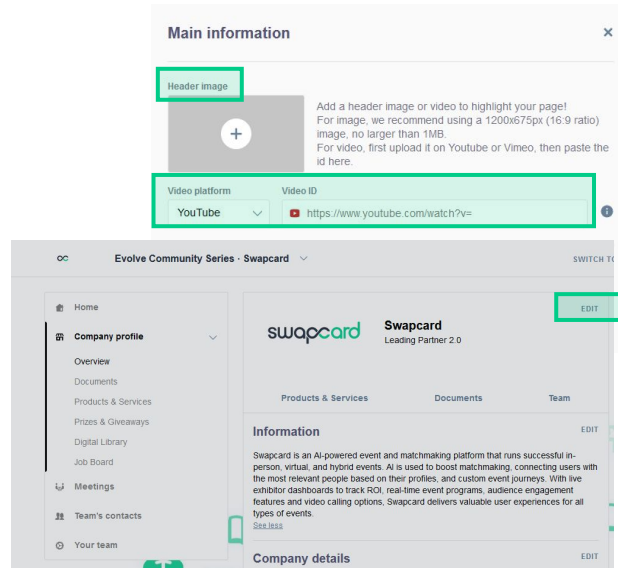
As an exhibitor, you are able to upload either an image or a video (live or pre-recorded) onto your company homepage.

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.

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"**.
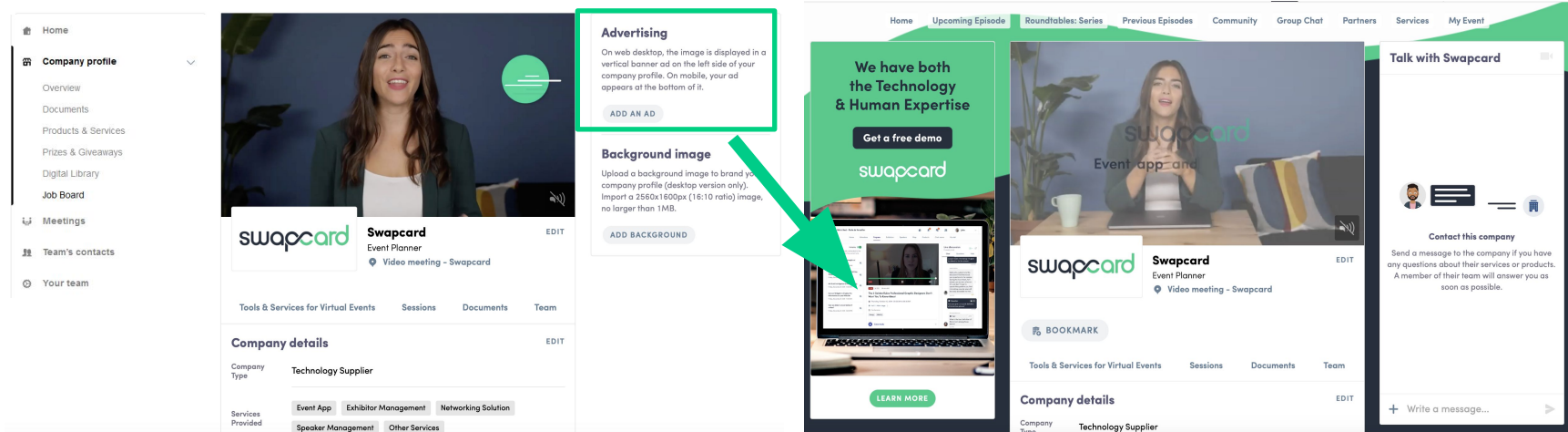
Company profile - How to include a background?
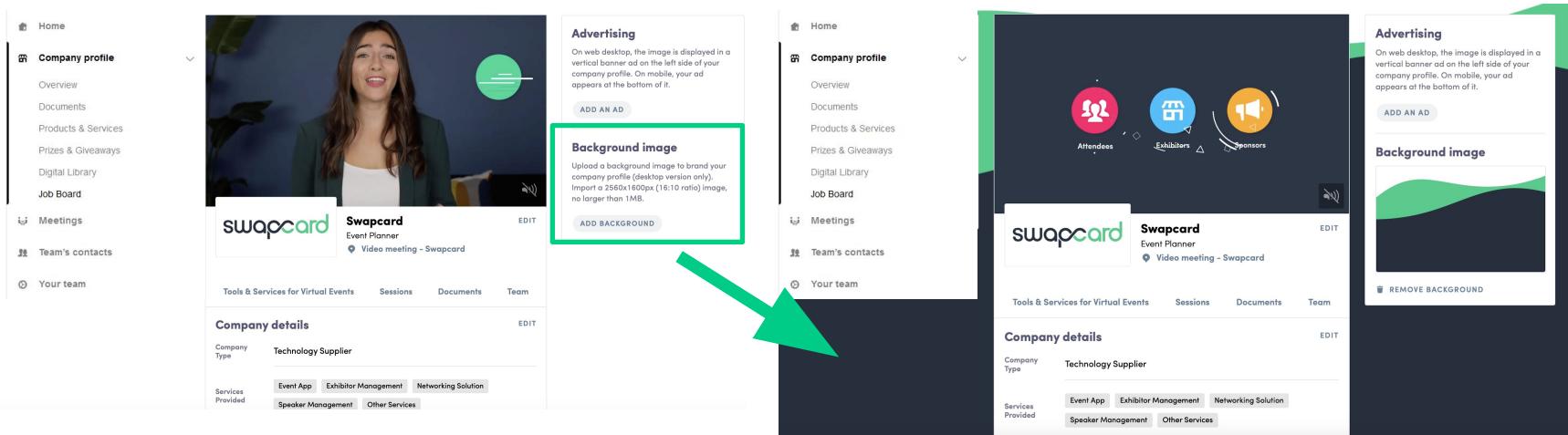
As an exhibitor, depending on your sponsorship package, you can upload a background image onto your company homepage.

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?

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As an exhibitor, depending on your sponsorship package, you can also include an ad to your company homepage and choose your redirection for it.
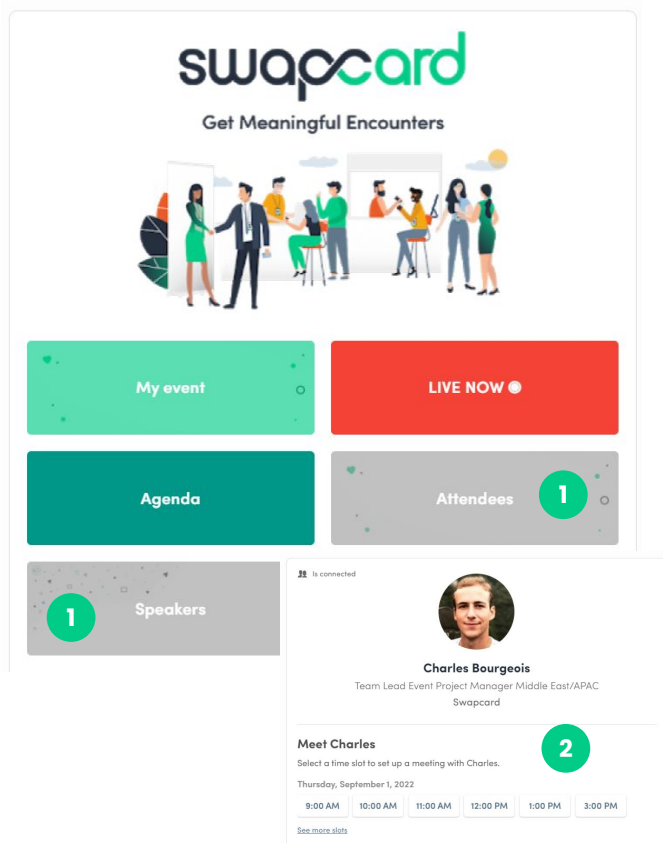
1 To upload a file, go to your **Exhibitor Center** and click on **"Company Profile."**

2 You will then be able to add your file.

NETWORKING FEATURES

MAIN FUNCTIONALITIES

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How to network?

1

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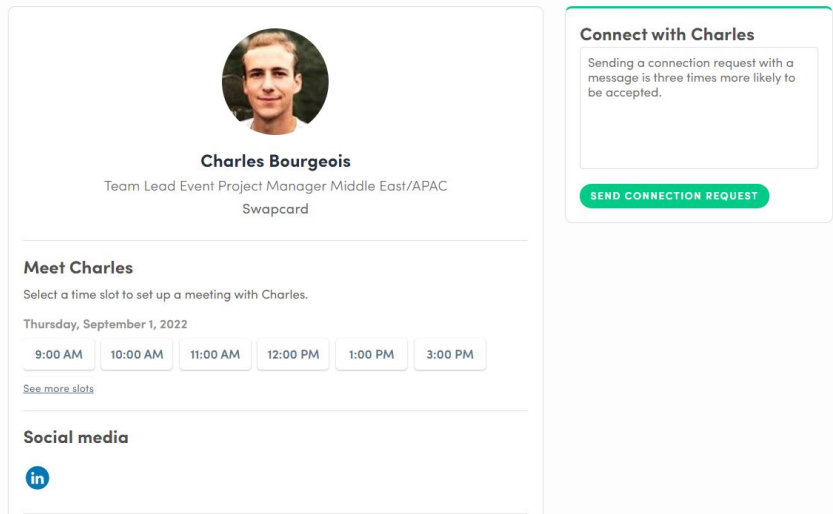This will help you find visitors to network with.

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.
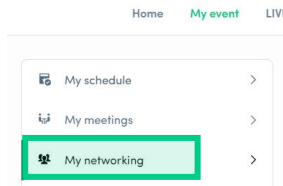
How to make a connection request?

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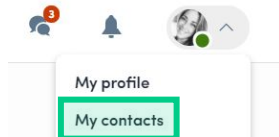
Send connection request

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.

How to request a meeting?

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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.**

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

Add a message

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

Location

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

ONLINE

📇 General meetings

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)

swapcard

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.
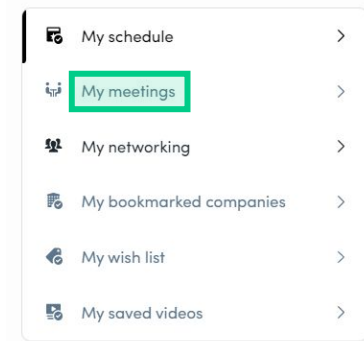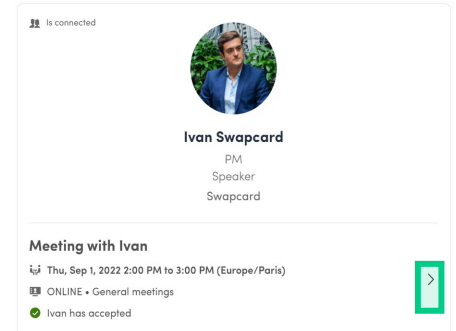
Note: The latest meeting room update for the Event app now allows multiple participants to view and participate in a meeting!
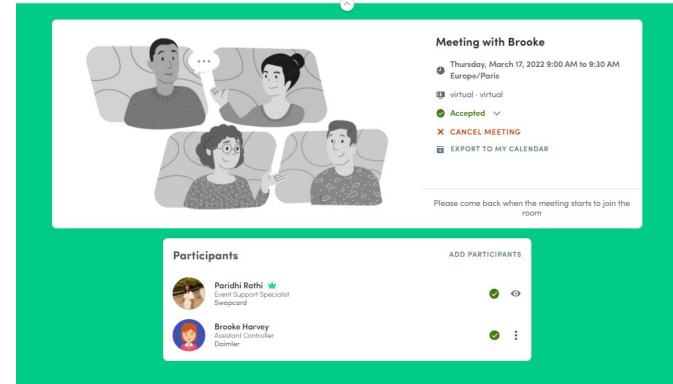
How to do a virtual meeting? (2/2)

swapcard
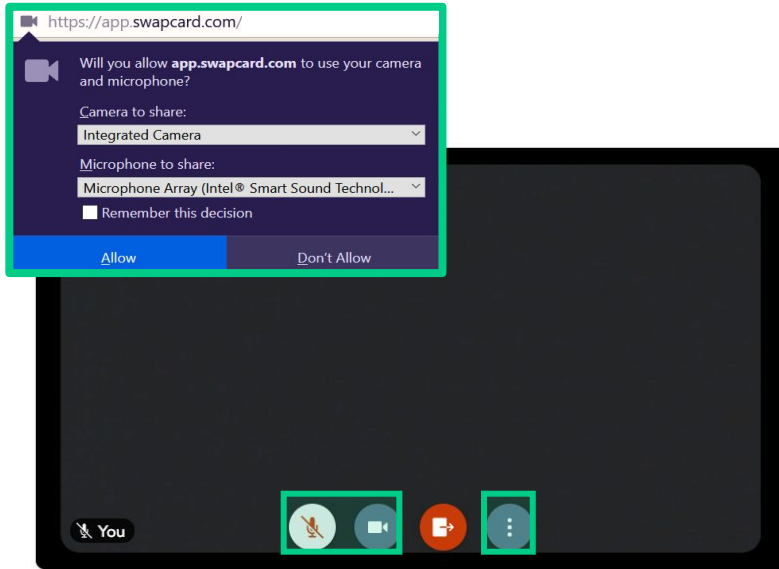
1 Once you click on the **Join** button, the video call will be launched.

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)

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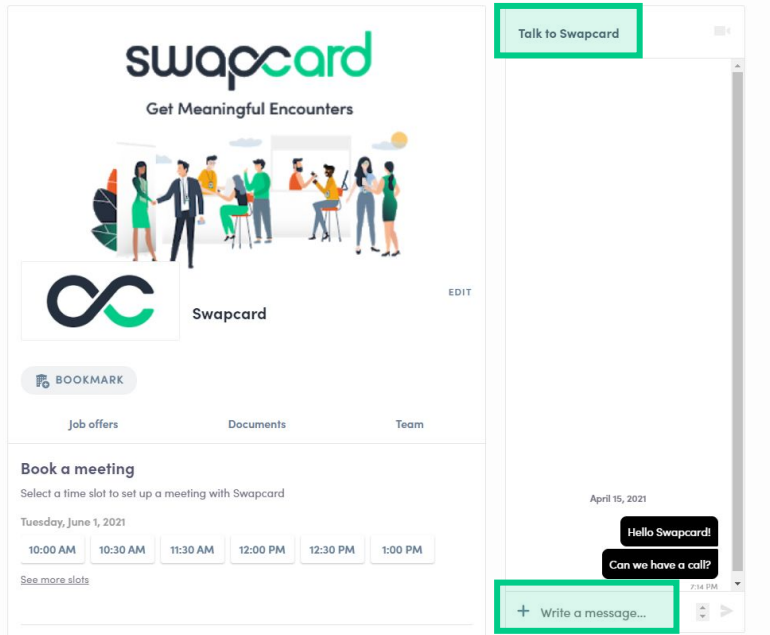
Once you are added to an Exhibitor booth as a team member, you have access to a shared inbox with all your organization's team members.

———

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)

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**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 notification circle disappear for the entire team.
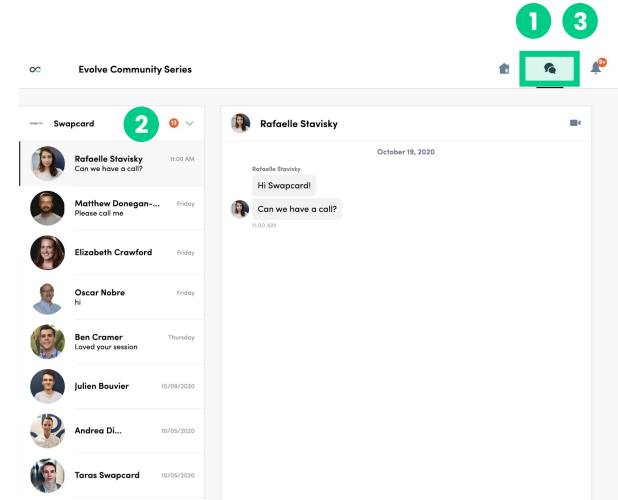
How to create Group chats?

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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**

⚡
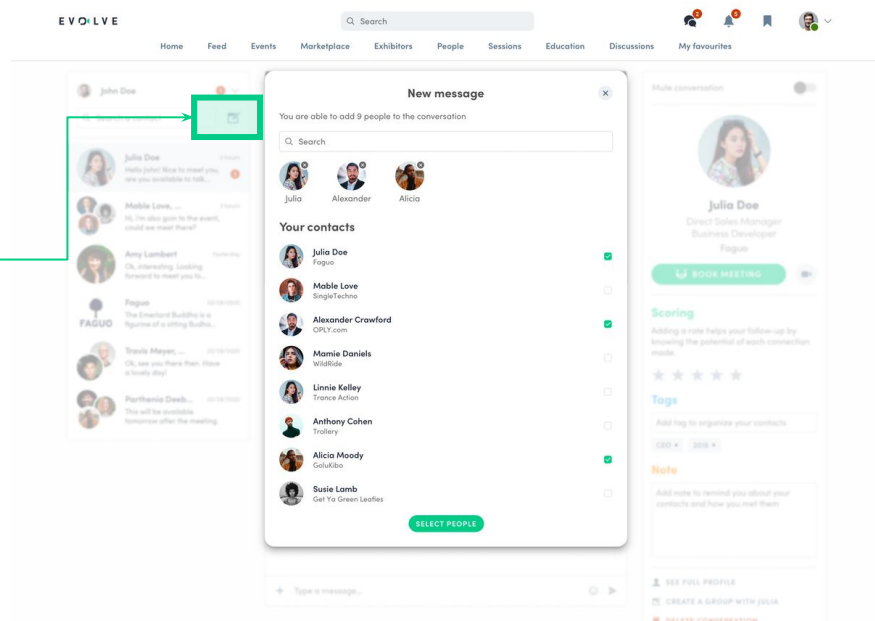
Thank you for taking the time to read this presentation.

If needed, you can fill out this **quick form** and our **support team** will get in touch: **https://help-attendees.swapcard.com**

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