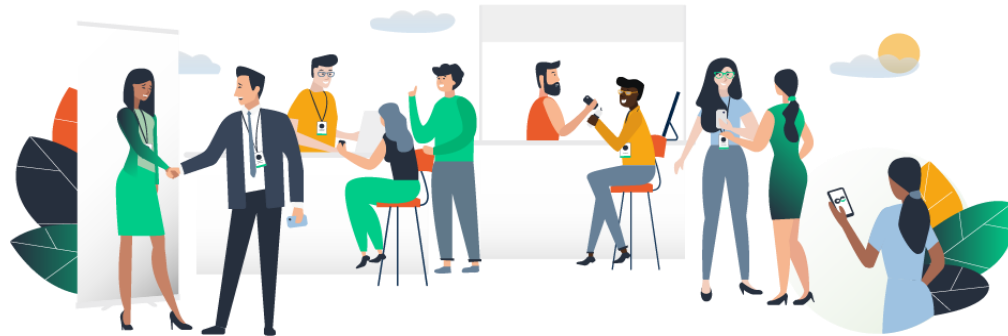


EXHIBITOR GUIDE



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

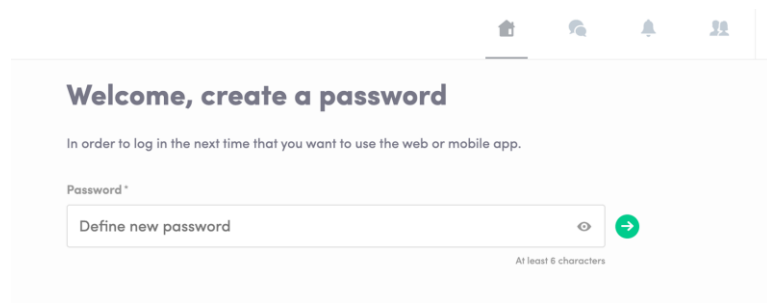
- ▶ Access the app
- ▶ Exhibitor Center
- ▶ Content features
- ▶ Networking features

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:

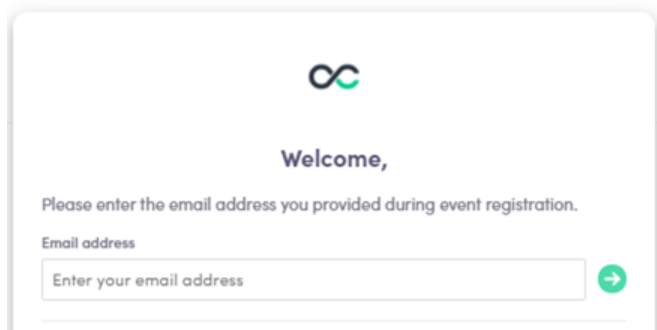


- i** **Note:** If you don't see this email in your mailbox, please check your spam folder. Most of our emails are sent from noreply@swapcard.com

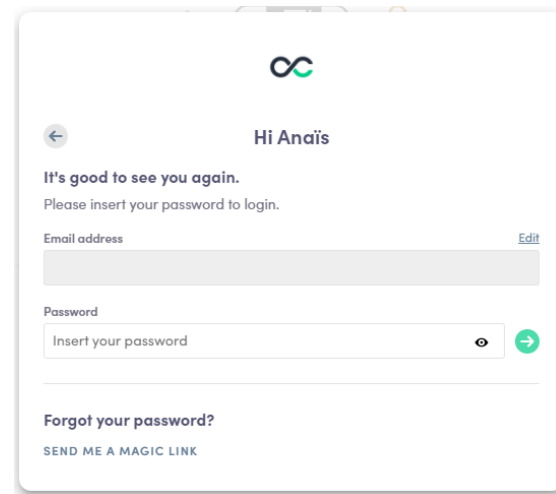


How to login when I have an account ?

- 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 image shows a mobile app login screen. At the top is the Swapcard logo. Below it, the text "Welcome," is displayed. A message says "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". A green arrow button is located to the right of the input field.



The image shows a mobile app login screen. At the top is the Swapcard logo. Below it, the text "Hi Anaïs" is displayed. A message says "It's good to see you again. Please insert your password to login." There is an input field labeled "Email address" with a link "Edit" to its right. Below it is a password input field labeled "Password" with the placeholder text "Insert your password". A green arrow button is located to the right of the password field. At the bottom, there is a link "Forgot your password?" and a button "SEND ME A MAGIC LINK".

- 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 www.swapcard.com/support

How to join an event with an event code?*



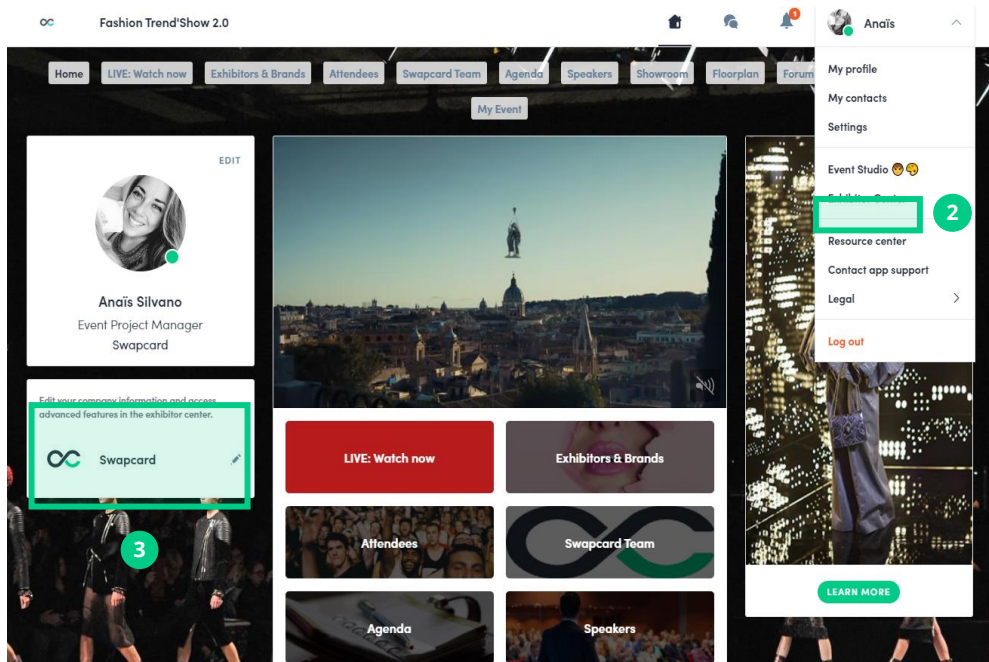
- 1 Follow the steps presented in the previous slide **“How to login...”**
 - 2 Once logged-in, click **“Join an event.”**
Enter the event code and click the green arrow to access the event.
- i Note*:** this option only applies if the event organizer has enabled the event code functionality.

The screenshot shows the Swapcard web interface. At the top, there's a navigation bar with a home icon, a notifications icon with a red badge, a bell icon with a red badge, and a user profile icon labeled 'Anaïs'. Below the navigation bar, the main content area features the Swapcard logo and the tagline 'Get Meaningful Encounters'. On the right side, there are two panels. The top panel is titled 'Looking for an event?' and contains the text 'Have you registered but can't find your conference or trade show?' and a green button labeled 'JOIN AN EVENT' with a red circle containing the number '2' next to it. The bottom panel is titled 'Organizing events?' and contains the text 'Find out how Swapcard lets attendees find the right people, boosts exhibitors' lead generation, helps you create memorable experiences, and boosts your revenues.' and a link 'Learn more'. In the center, there's a modal window titled 'Looking for an event?' with a close button (X). The modal has two sections. The first section is titled 'Use the secret event code' and contains the text 'Enter the event code provided by the event organizer.' and a label 'Event code *'. Below this is a text input field with the placeholder 'Enter the event code' and a green arrow button to the right. The second section is titled 'Or enter the email address you used to register for the event.' and contains the text 'Please enter the email address you provided during registration.' and a label 'Email address *'. Below this is a text input field with the placeholder 'Enter your email address' and a green arrow button to the right.

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

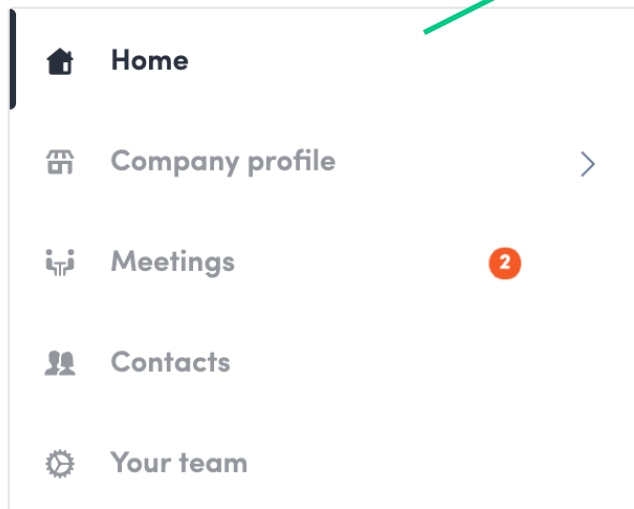
Click on your Exhibitor booth from the home page.

4

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

Go to team.swapcard.com*

Navigation

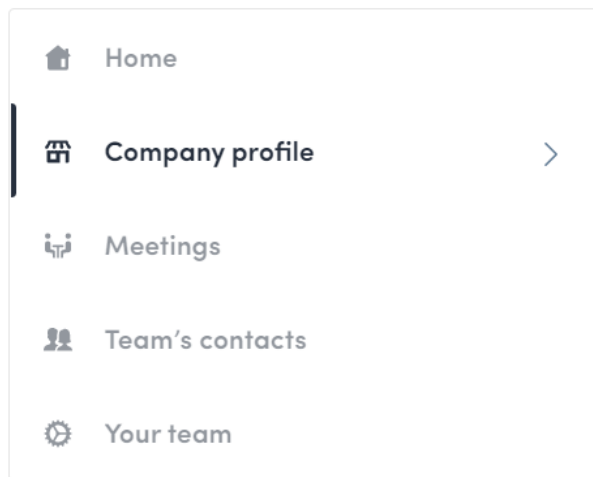


This **navigation bar** will appear on the left side of your screen. It will help you to navigate between the different sections of the **Exhibitor Center**.

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



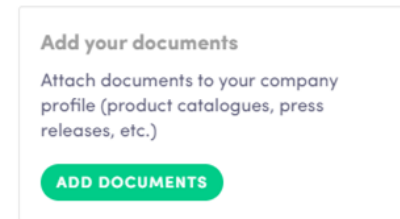
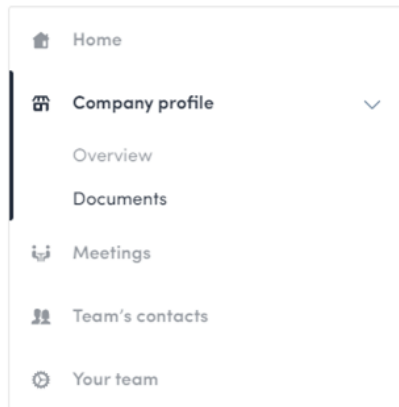
The screenshot shows the Swapcard company profile overview page. The left sidebar contains navigation links: Home, Company profile (selected), Documents, Meetings, Team's contacts, and Your team. The main content area is divided into several sections, each with an 'EDIT' button highlighted by a red box:

- Header image:** A large image at the top of the profile page.
- Video platform:** A dropdown menu currently set to 'YouTube'.
- Video ID:** A text input field containing the URL 'https://www.youtube.com/watch?v='.
- Logo:** A square logo placeholder.
- Name:** A text input field containing the name 'Swapcard'.
- Information:** A section containing 'Welcome' and 'Service(s) provided'.
- Social media:** A section containing social media icons for LinkedIn, Instagram, and Facebook.
- Contact details:** A section containing the website URL 'www.swapcard.com'.

The right sidebar, titled 'Main information', contains the same fields as the main content area, with an 'INFORMATION >' button at the bottom highlighted by a red box.

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



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),

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 screenshot displays the Swapcard Exhibitor Center interface. On the left is a sidebar menu with options: Home, Company profile, Overview, Documents, Products (highlighted with a green box), Job offers (highlighted with a green box), Meetings, and Team's contacts. The main area shows a search bar and a list of items: 'Marketing Manager Swapcard' and 'Sales Representative Swapcard'. A green box highlights the 'Marketing Manager' item, and a green arrow points to a 'Marketing Manager' item card below it. To the right, there is a 'Add job offers' section with a list of 'Job offers (2)' and an 'ADD' button. A green box labeled '1' highlights the 'Add a new item' form, which includes fields for 'Category' (a dropdown menu), 'Name' (with a 'Name' label), 'Add a name' (with a red flag icon), 'Description' (with a 'Description' label), and 'Add a description' (with a red flag icon). A green box labeled '2' highlights the 'ADD' button. A green box labeled '3' highlights the 'URL' field at the bottom of the form.

- 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 5

Contacts

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

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



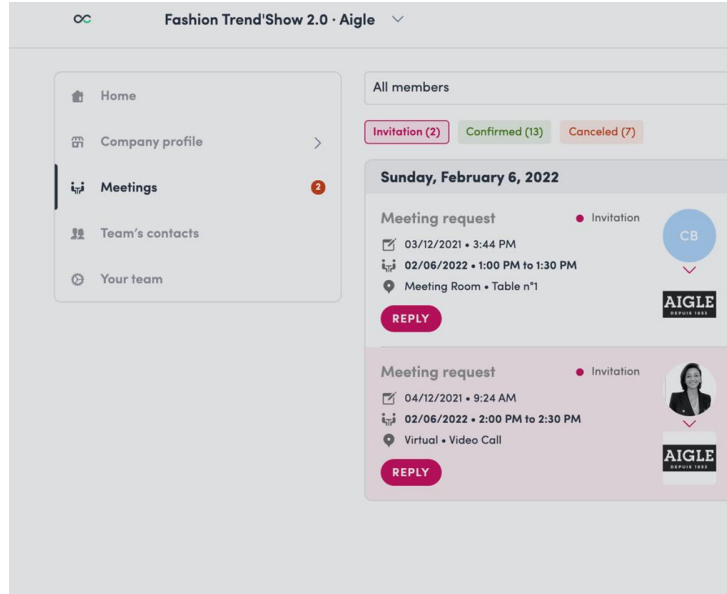
Charles Benizri
Product Owner
Swapcard

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

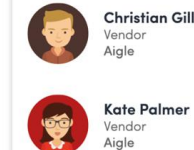
hl
04/12/2021 • 9:24 AM
02/06/2022 • 2:00 PM to 2:30 PM
Virtual • Video Call

Requester



Please assign an available member to this meeting

Search among members available for this slot



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

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

To assign or change a team member for a meeting, **click on the meeting** and choose the team member you wish to assign.

A confirmed meeting has to be assigned to a member of the team for them to get reminders.

Note*: once the meeting has been initiated by a team member, you are unable to assign someone else.

Shared contacts and exports



The screenshot shows the Swapcard web interface. On the left is a sidebar with navigation links: Home, Company profile, Meetings, **Contacts** (highlighted), and Your team. The main area has a search bar and an 'EXPORT ALL' button. Below is a table of contacts with columns: Photo, First name, Last name, Job title, Company, Email, and Created at.

| Photo | First name | Last name | Job title | Company | Email | Created at |
|-------|------------|-------------|--|--|------------------------------------|-----------------------|
| | suhaila | Al Munthari | Conference & Exhibition Head | abu dhabi convention bureau | smunthari@dcstabudhabi.ae | 12/04/2019 • 10:31 P |
| | Aliénor | Al-Mallak | Event Project Manager | Swapcard | alienor@swapcard.com | 11/08/2019 • 9:14 AM |
| | Aloysius | Arlando | Chief Executive Officer | Singex Holdings Pte Ltd | alloysius.arlando@singex.com | 12/04/2019 • 3:11 AM |
| | Annie | Benlata | | By Ben Solutions | anne.benlata@by-ben.com | 11/27/2019 • 12:04 P |
| | Baptiste | Boulard | CEO - improve networking at events with AI, Co-founder | Swapcard - Event App & Matchmaking with AI | baptiste@swapcard.com | 11/28/2019 • 2:57 PM |
| | joe | cappuzzello | ceo | | jcappuzzello@grouptravelfamily.com | 12/04/2019 • 11:37 P |
| | Marine | Delchie | Coordinatrice Générale | Comenorday | marine.delchie@comenorday.com | 11/26/2019 • 2:19 PM |
| | Godefroy | des Francs | Head of Product, Co-founder | Swapcard | godefroy@swapcard.com | 12/11/2019 • 11:48 AM |
| | Mauro | Dimolfetta | Commercial Director | Ampes Servi Srl | m.dimolfetta@mipel.it | 01/24/2020 • 11:03 / |
| | Xavier | Dordor | Ceo | Myeventnetwork | xavier@myeventnetwork.com | 11/27/2019 • 2:21 PM |

At the bottom of the table, there is a pagination bar: 'Nb / page' with a dropdown set to '10', 'Page' with a dropdown set to '1', and '1 - 10 of 30'.

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

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

Only the contacts (from connections, meetings, and people who can chat in the exhibitor booth) of your **collaborators who have enabled the contact sharing option will be displayed**, in addition to yours.

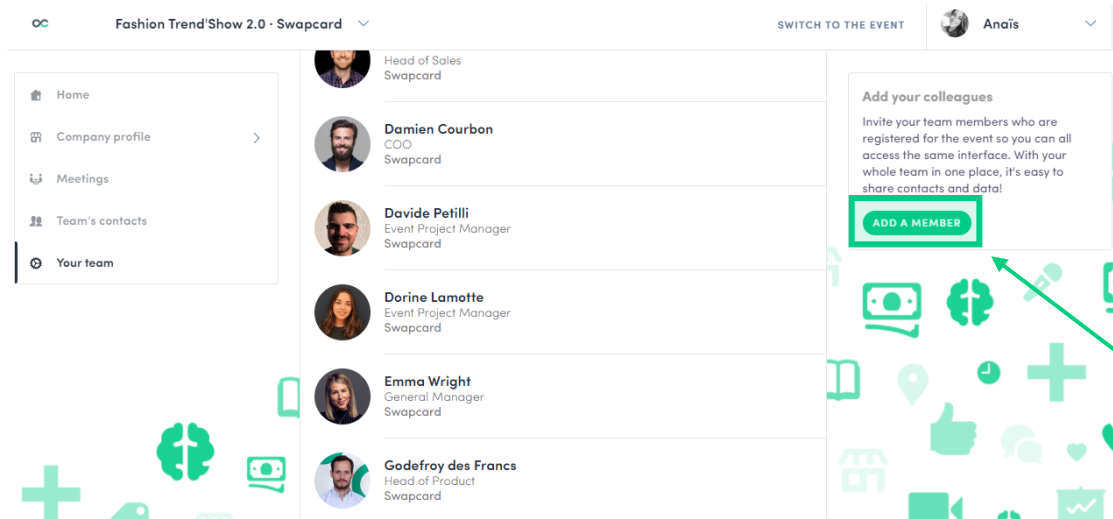
You can check if **all your collaborators have activated it.**



Let's talk GDPR...

All users of the platform have agreed to share their data with the event organizer. When you connect with a user, they tacitly agree to share their information with you. You therefore retrieve this information in accordance with GDPR.

How to add a teammate to your team?*



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

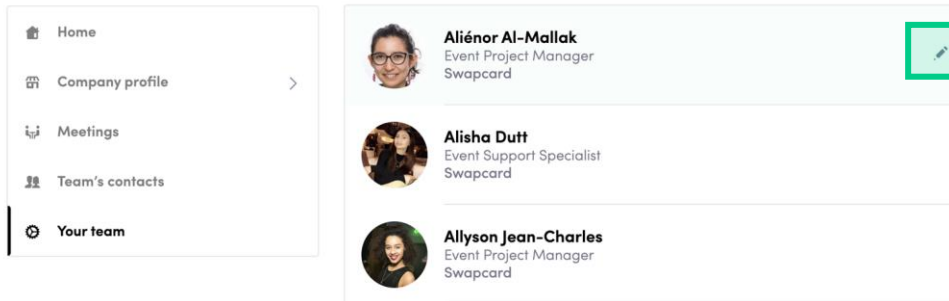
Go to the **“Your Team”** tab and see all your teammates on the booth.

To add new members, click **this button** and add their email address. If you can't see this button please contact the event organizer. The contacts of new members aren't shared by default for security.

To add a member, he/she must already be in the list of participants.

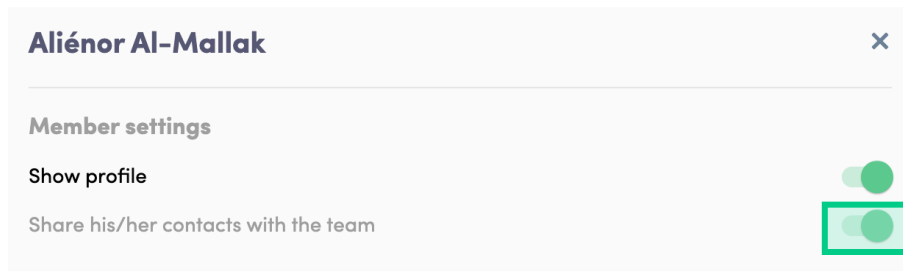
 *** Note:** only is allowed by the organizer

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.

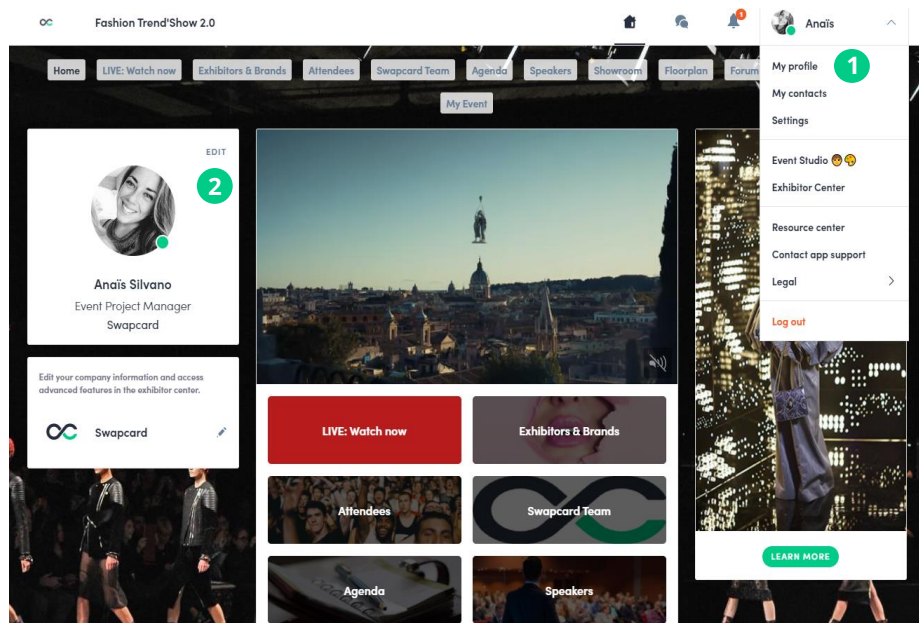


To share contacts, click the pen to the right of your name. You will then see a toggle list appear where you'll be able to choose whether to share your contacts with the team.

CONTENT FEATURES

INCREASE YOUR VISIBILITY

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



There are two ways for you to access your profile

1

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

2

On the left side of your screen next to
your photo, click on **"Edit."**

You'll then be redirected to your profile details.

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



Anaïs Silvano
Event Project Manager
Swapcard

About me

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

Services Provided: Event App, Exhibitor Management, Registration Management

Role: Project Management

Country: France

Social media

in, , , f

Contact details

☐ Add your mobile phone number
☎ Add your landline phone number
✉ anaïs@swapcard.com
🌐 www.swapcard.com
📍 6, Rue de Paradis, 75010, Paris, Île-de-France, France


Company

To edit the information on your profile, simply click on the **"Edit"** or **"Add"** parts depending on which type of information you want to edit.

Below is some of the information you can edit on your profile:

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

My main information ✕

 Import a nice picture in 240x240px minimum and no larger than 1MB. 🗑️

First name
Anais

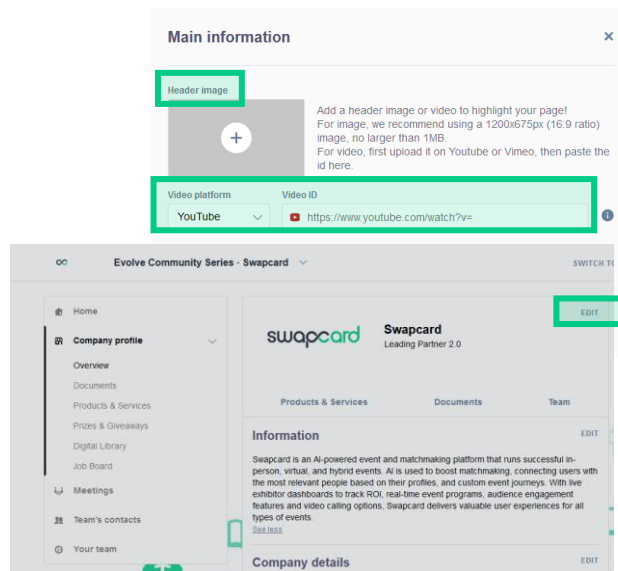
Last name
Silvano

Job title
Event Project Manager

Company
Swapcard

ABOUT ME >

Company profile - How to add a video?



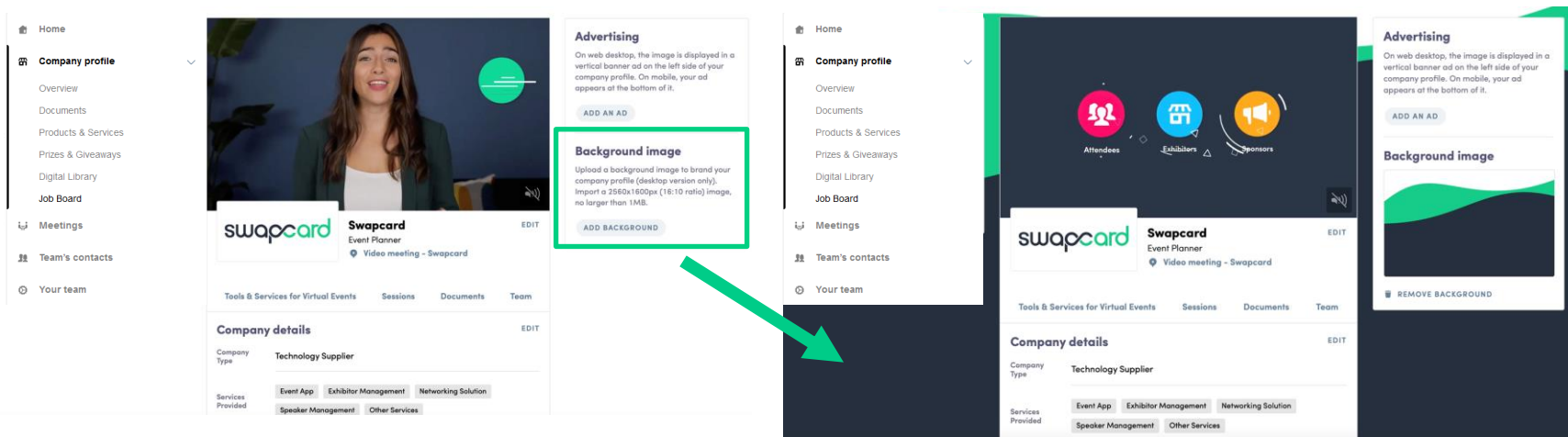
As an exhibitor, you are able to upload either an image or a video (live or pre-recorded) onto your company homepage.

- 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=_mKoi9VNngx4"` the ID of the video is `"mKoi9VNngx4"`.

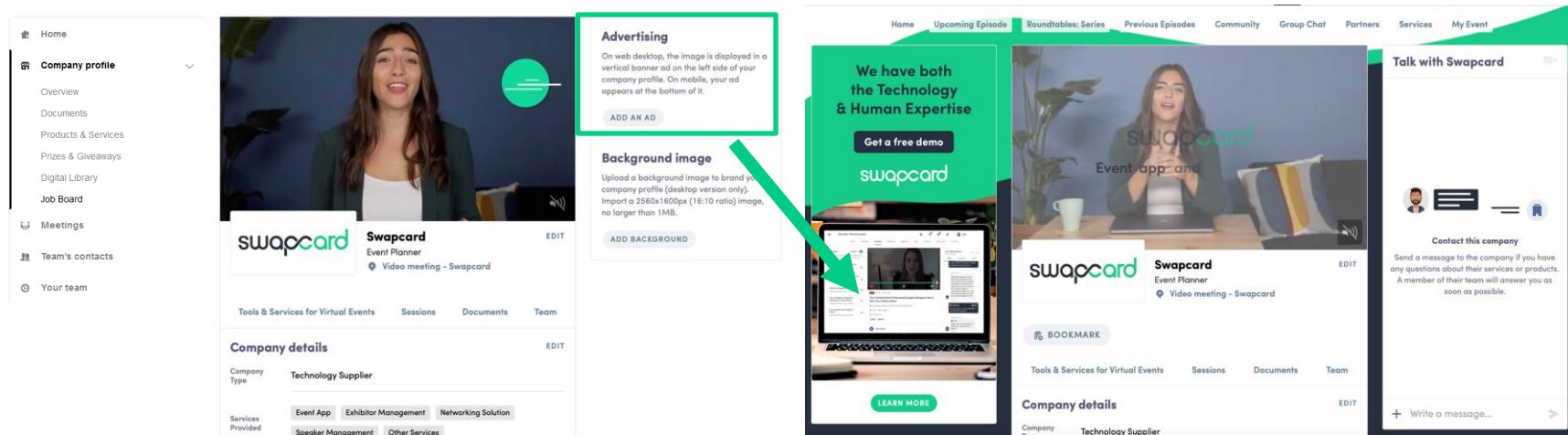
Company profile - How to add a background?



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?



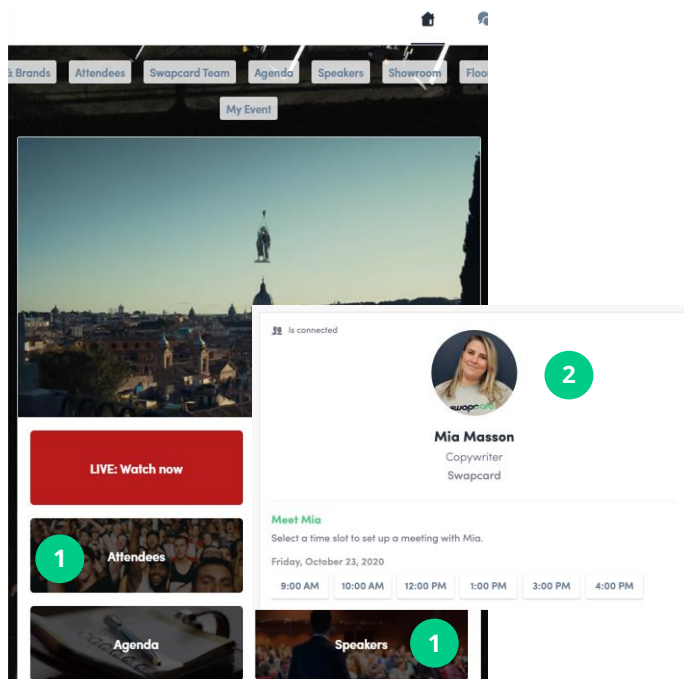
As an exhibitor, depending on your sponsorship package, you can also include an ad to your company homepage and choose your redirection for it.

- 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 **Community list** (i.e. Attendees, Speakers). This will help you find visitors to network with.

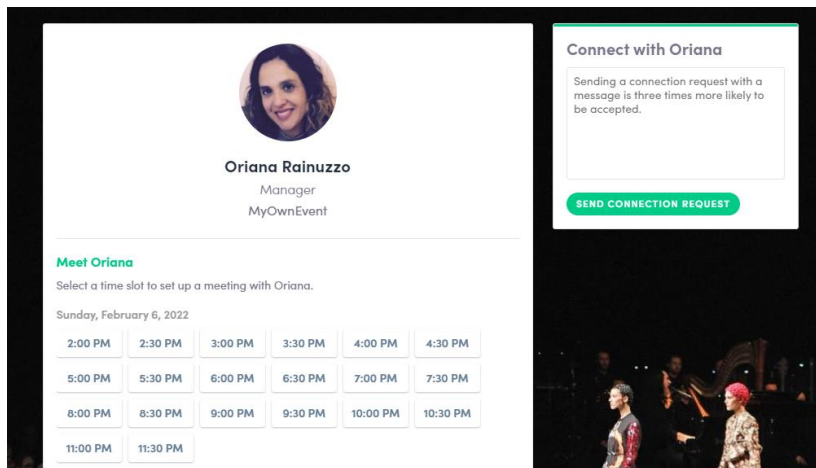
Don't hesitate to contact them through the application to chat, video call, and book meetings.

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?



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 in the **"My Event"** button in **My contacts** 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 15 minute 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

Sunday, 6th February • 2:00 PM to 2:30 PM

Virtual

Message (optional)

Introduce yourself and the purpose of the meeting

0/1000 Characters maximum

SEND MEETING REQUEST

Tuesday, 1st June • 5:00 PM to 5:30 PM

Edit

Select a place to meet at the event.

Virtual Meeting



Oriana Rainuzzo

Manager
MyOwnEvent

Meet Oriana

Select a time slot to set up a meeting with Oriana.

Sunday, February 6, 2022

2:00 PM

2:30 PM

3:00 PM

3:30 PM

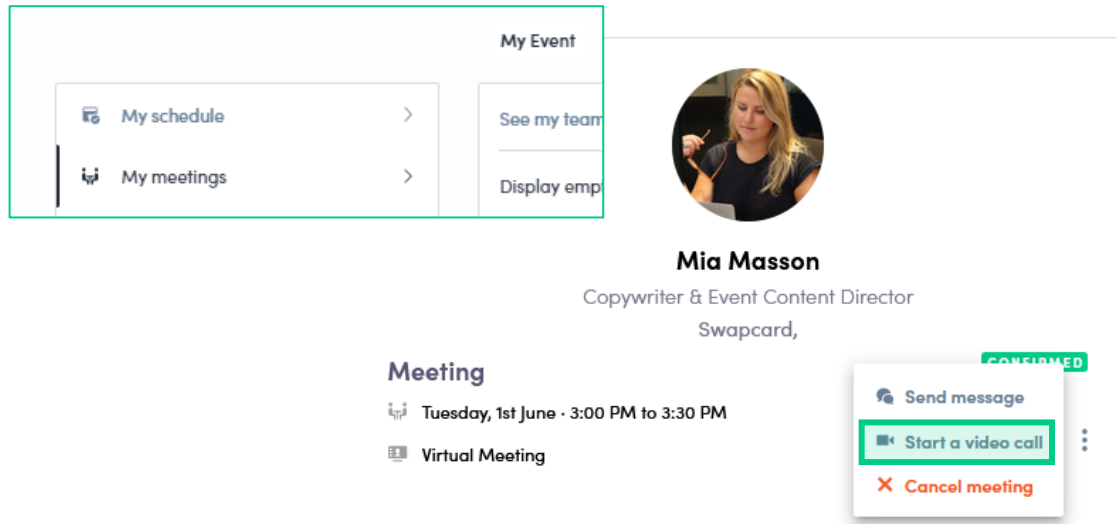
4:00 PM

4:30 PM

[See more slots](#)

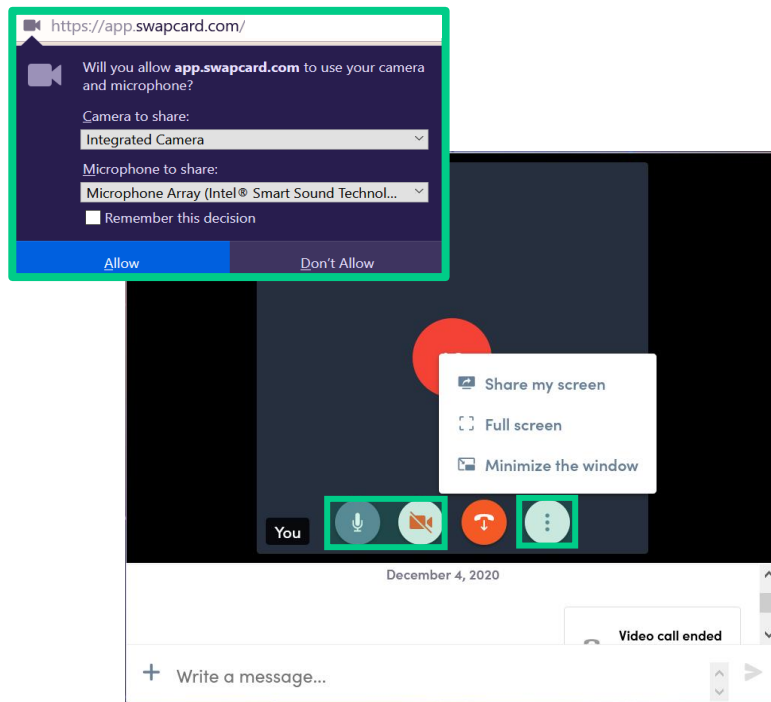
How to do a virtual meeting? (1/2)

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



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

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

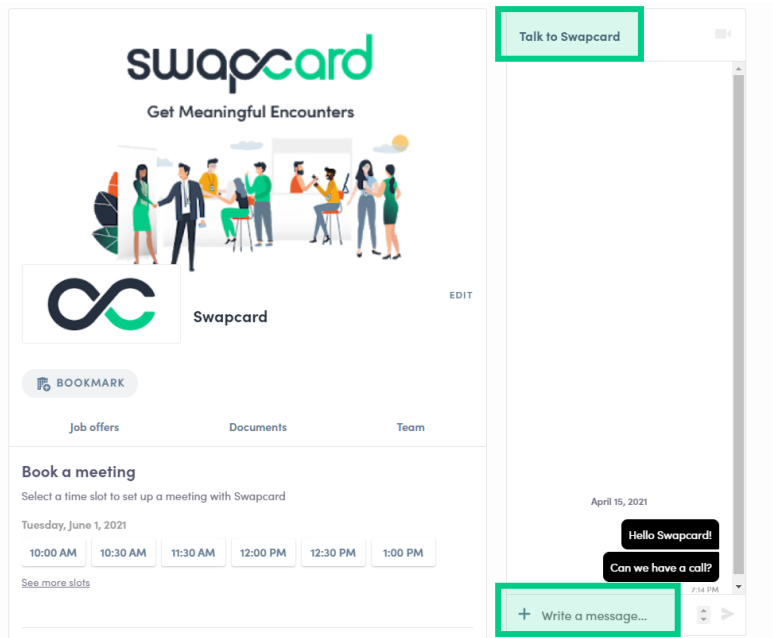


- 1 Once you clicked on the **meeting call** button, the video call will be launched.
- 2 By clicking the camera and microphone icons, you can turn your camera on or off and mute or unmute yourself.
- 3 By clicking on the 3 dots on the right side, you can also **share your screen**, select the **full screen option** or **minimize the window**.



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.

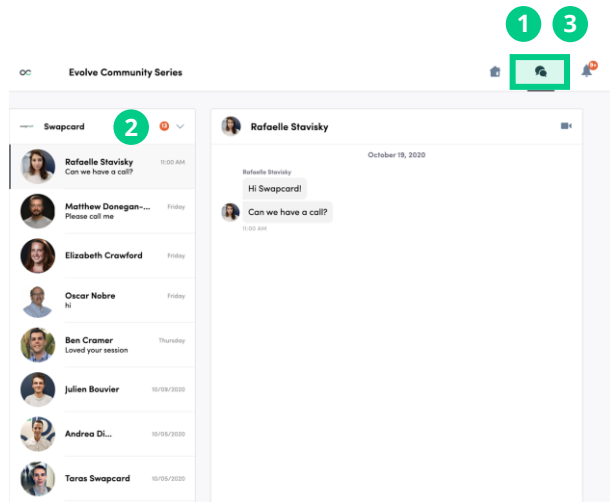
For the attendee, the message appears within the booth as a **1:1 chat**. For the exhibitor team, the message generates a notification in the platform, and appears as a message in the exhibitor inbox.

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.



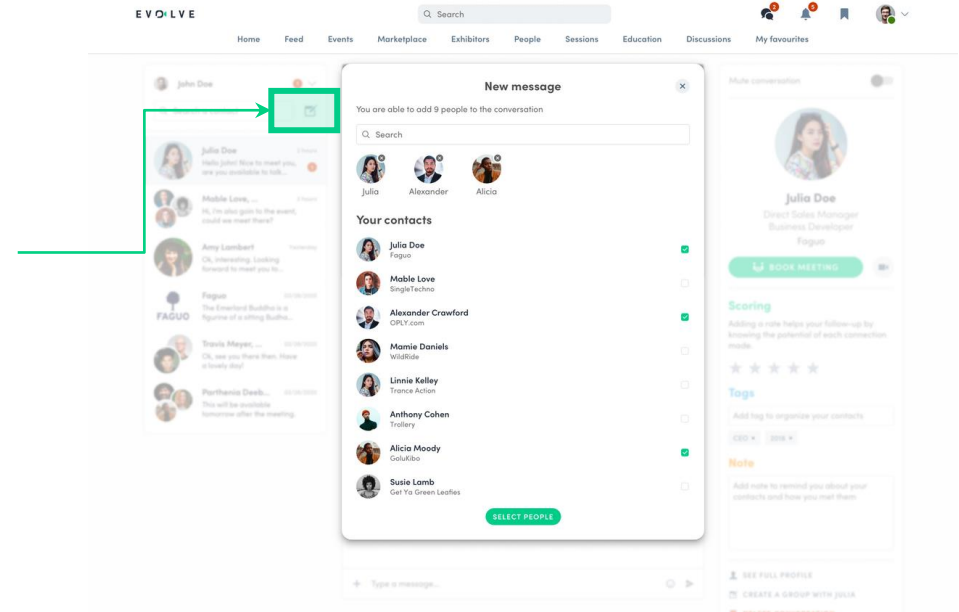
How to create Group chats?

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.**

**If needed, you can fill out this quick form
and our support team will get in touch:**

<https://www.swapcard.com/support>

GET READY !