swapcard
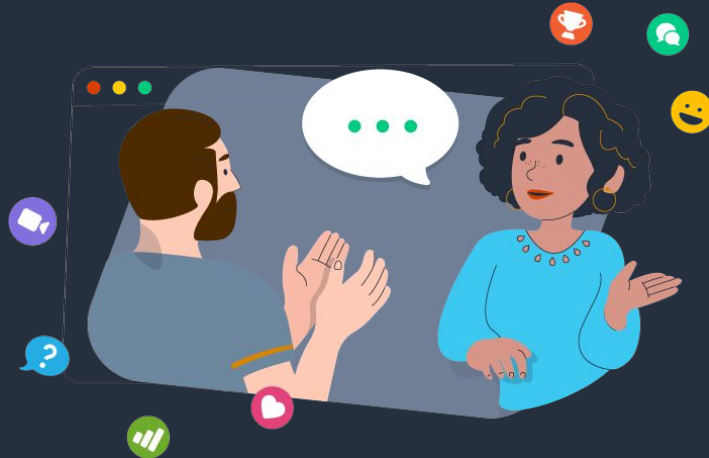
EXHIBITOR

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!
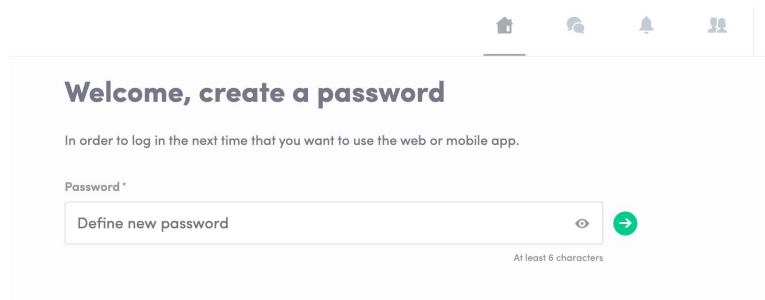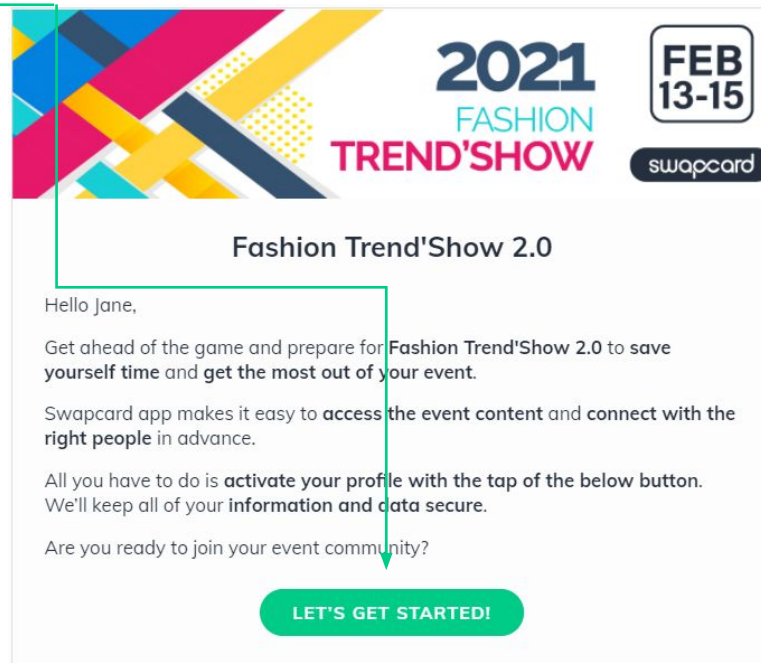
TABLE OF CONTENTS

ACCESS THE APP

LOGIN

How to login for the first time?

swapcard

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:

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

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**

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 ?

swapcard

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.
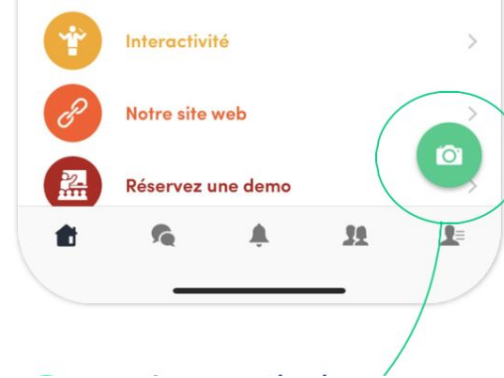

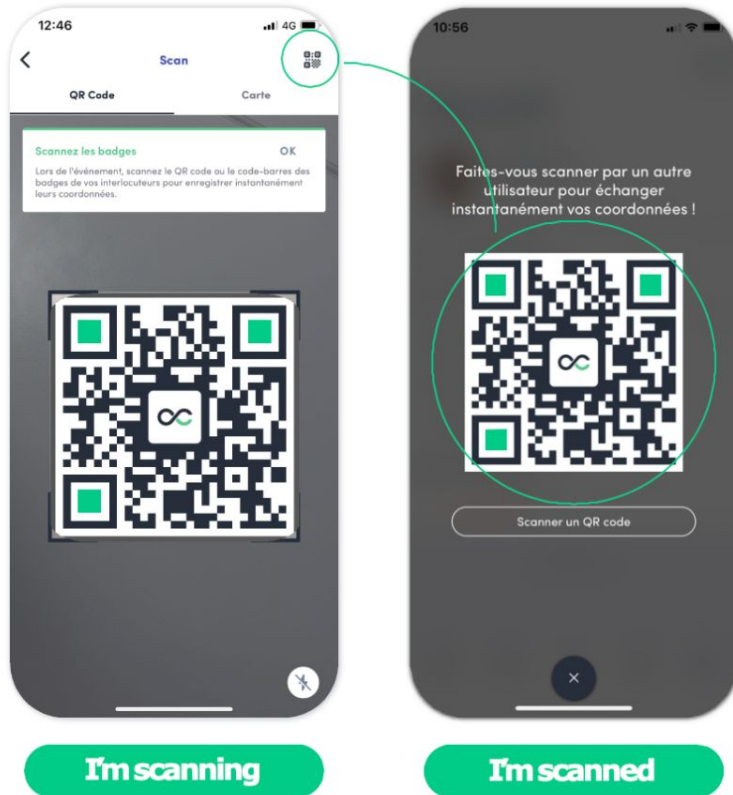**ℹ Note:** If you have forgotten your password, click "**Send me a magic link"** after entering your email. You'll receive an email to reset your password (valid for 1 hour).
If you need any help, please contact **https://help-attendees.swapcard.com**

PHYSICAL EVENT

QR CODE / SCAN BADGE

App / Badge Scanning

swapcard

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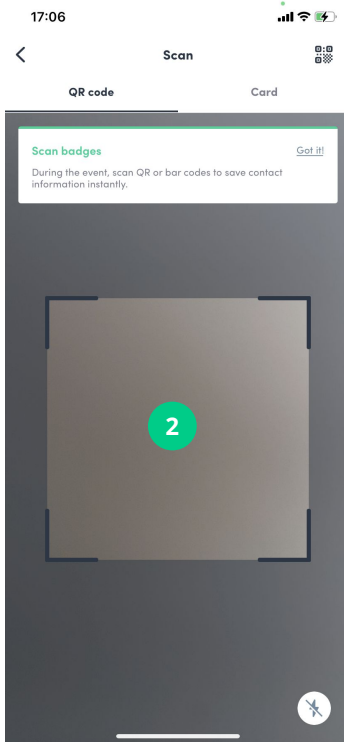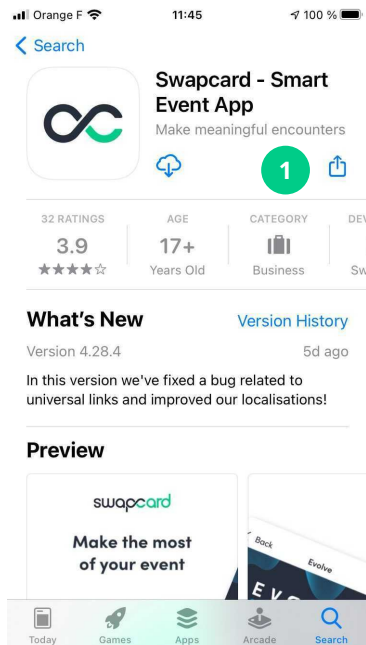
You can display your **electronic badge** to be scanned. It is located on the top right-hand corner of the scanning interface.
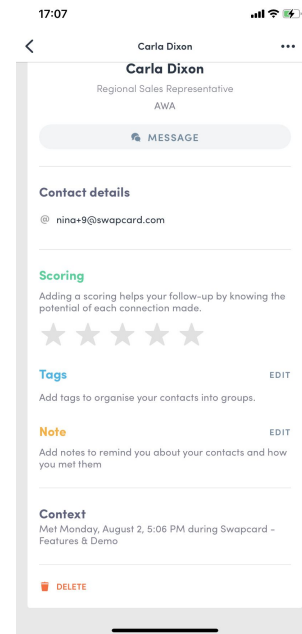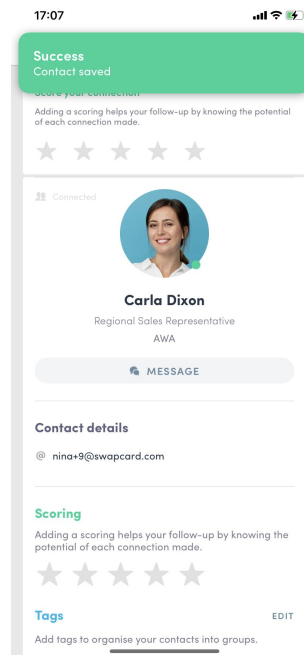
How to Scan a Badge

swapcard

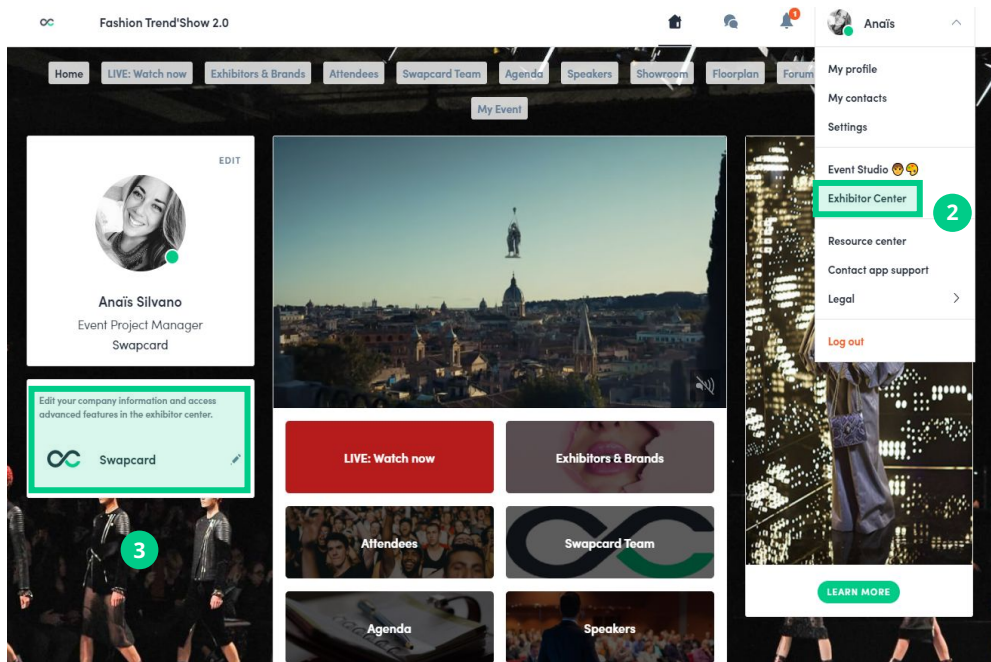**1** Download the Swapcard app

2 Open the camera and scan the QR code

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

EXHIBITOR CENTER

FUNCTIONALITIES

Navigation

Swapcard

1

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

2

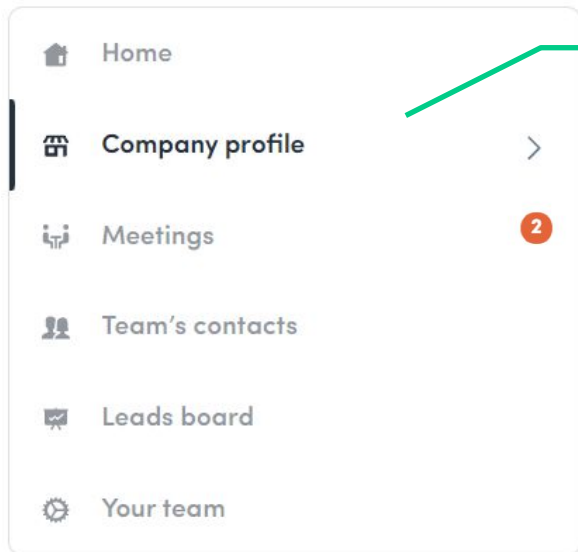Click **"Exhibitor Center"** in the drop down menu.

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

swapcard

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

swapcard

Home

Company profile >

Meetings

Team's contacts

Leads board

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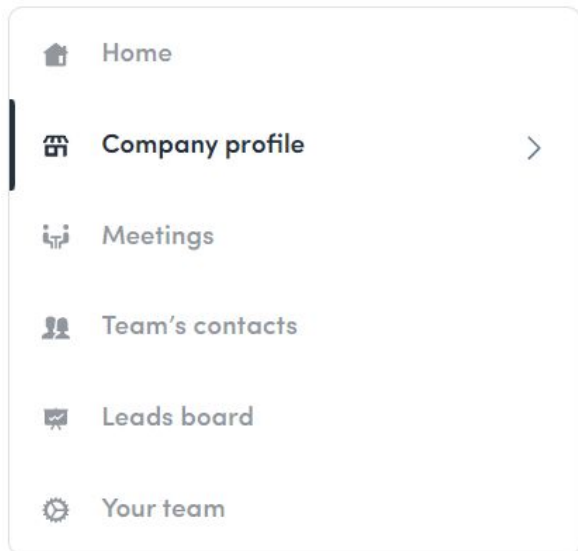
- **Header image or video**
  - Image : 1200x675 px, up to 1MB
  - Video : video ID from YouTube, Vimeo or other (Iframe)

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

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

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

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

swapcard

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

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

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.

Showcase different types of items

swapcard

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

swapcard
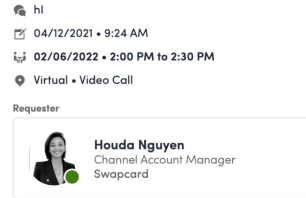

- **Display the meetings** of your team (_All members_ or a specific team membe[r]
- **Filter meetings by status**: Pending, Confirmed, Canceled or Declined.
- **Assign a meeting**: reply to the meeting request and select a team member to assign.
- **Accept or decline meeting requests or cancel an existing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

How to assign a teammate to a meeting?*
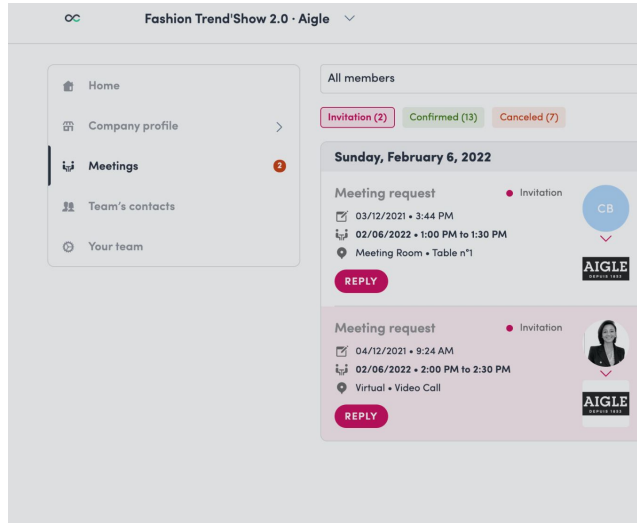
In your Exhibitor Center, you can manage your team member's meetings.

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

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

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

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

Team's contacts and exports

swapcard

3

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

1

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

2

Only the contacts (from connections, meetings, and people who can chat in the exhibitor booth) of your **collaborators who have enabled** the **contact sharing option will be displayed**, in addition to yours. You can check if **all your collaborators have activated it** from the **"Your team"** tab.

3

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

Let's talk GDPR...

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

How to add a teammate to your team?*
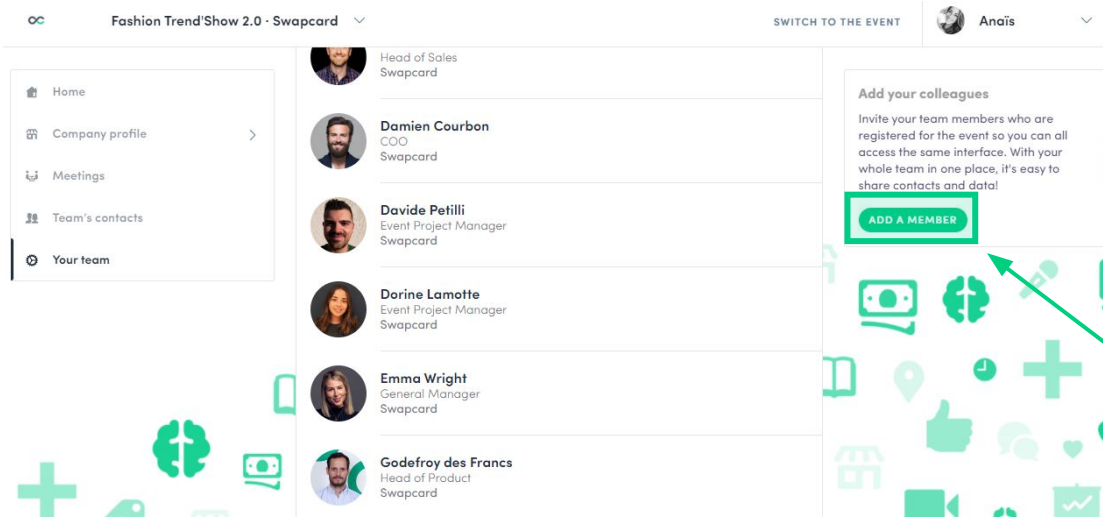
In your **Exhibitor Center**, you can manage your team.

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

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

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

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

How to share your contacts with your team?

swapcard

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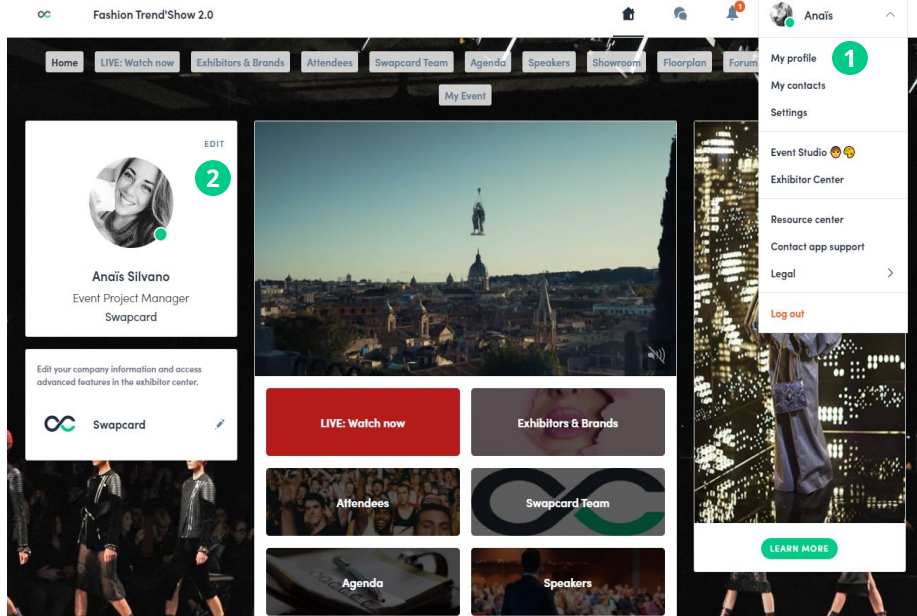to share their contacts with the team.

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)

swapcard

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)

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)
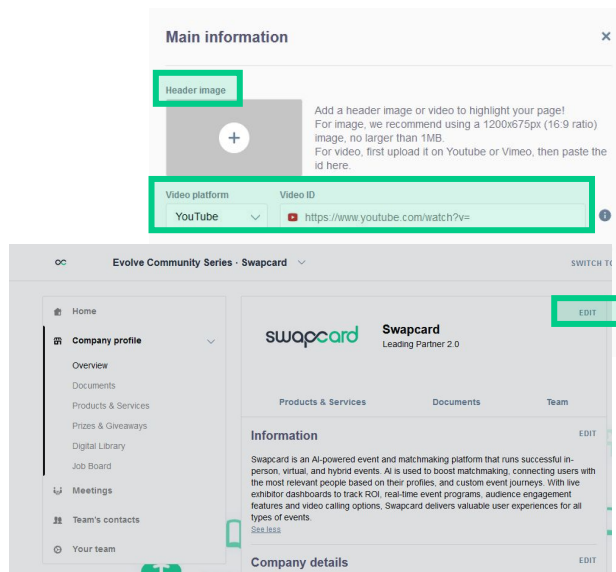- Social Media
- Contact details
- Company

Company profile - How to add a video?

swapcard

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?
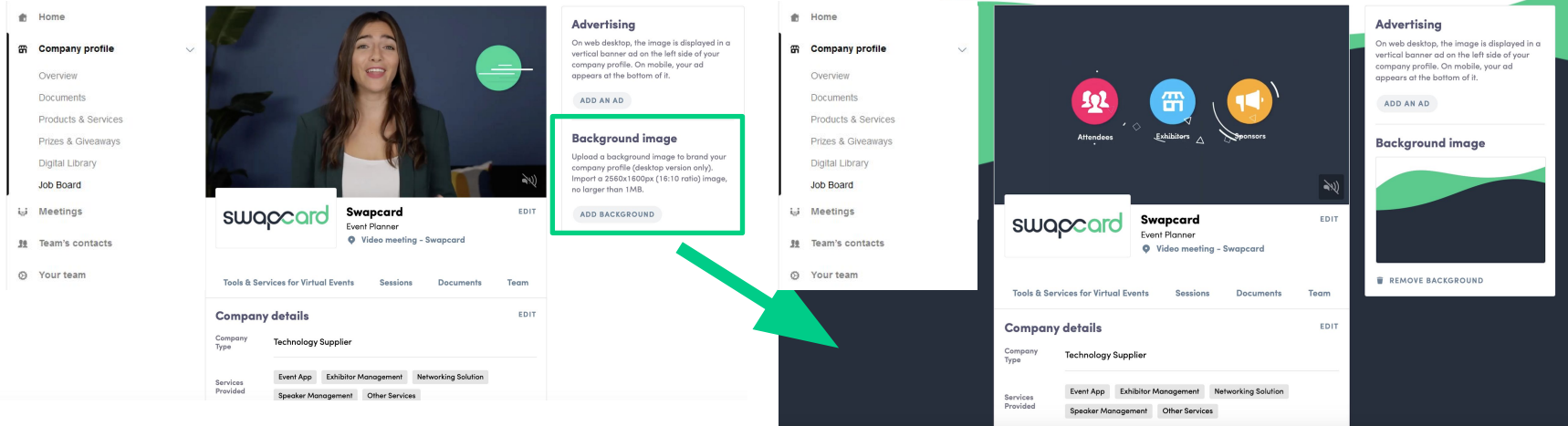
As an exhibitor, depending on your sponsorship package, you can upload a background image onto your company homepage.

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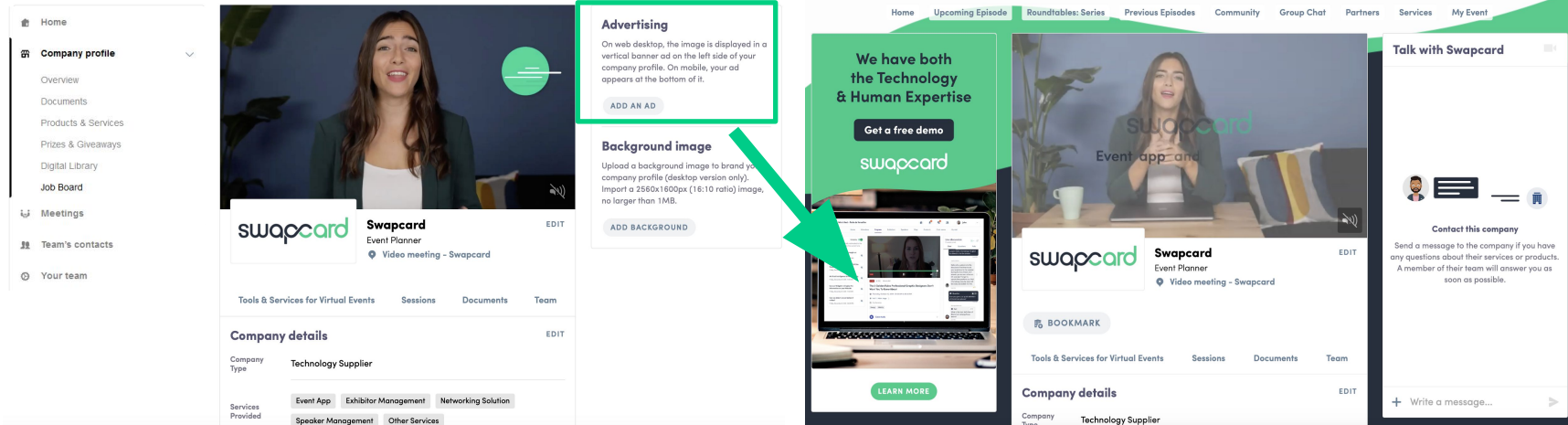
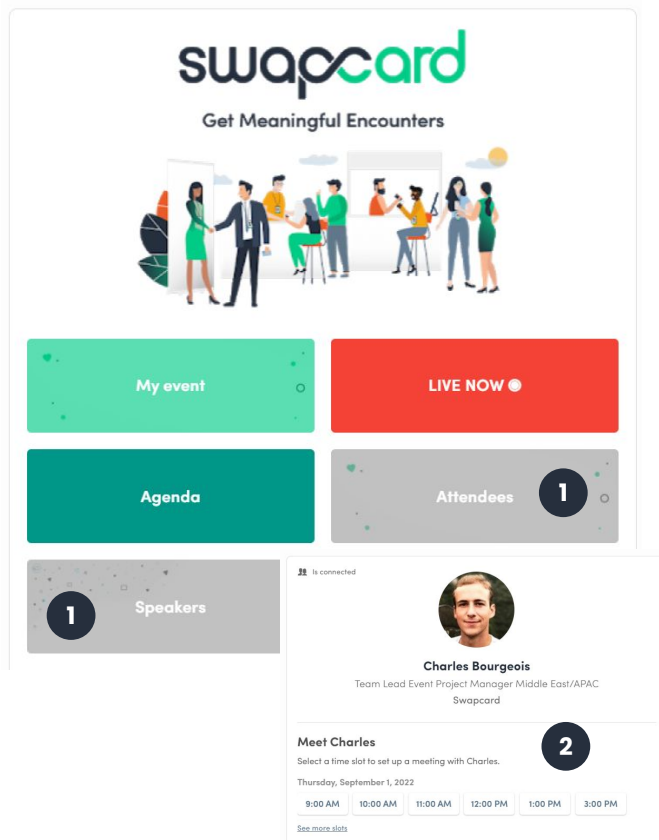As an exhibitor, depending on your sponsorship package, you can also include an ad to your company homepage and choose your redirection for it.

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?

swapcard

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?

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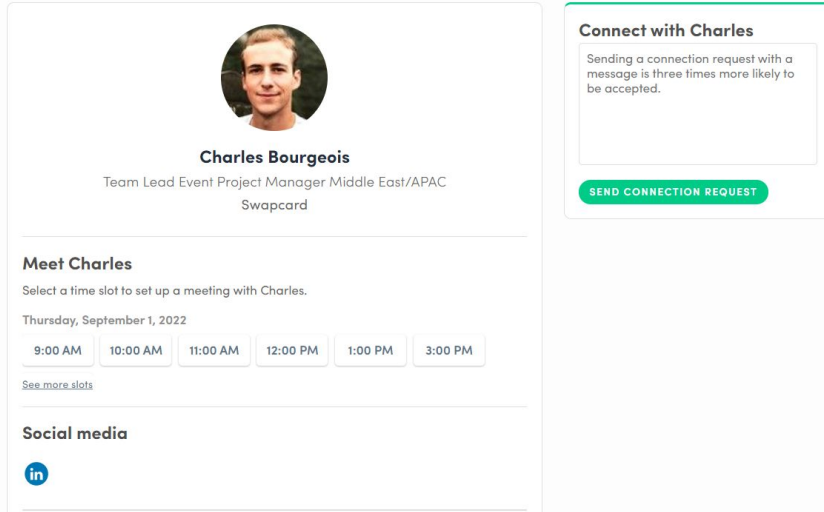
Go to someone's profile via the list of participants, speakers, or a company profile and click on

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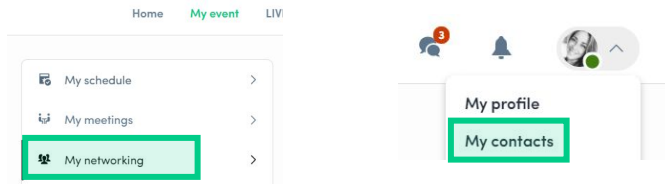
You will be able to find all the people you have been in contact with from "My contacts" tab under your profile picture, or in the **"My Event"** button in **My Networking** tab.

How to request a meeting?

swapcard

1 Go to a person's profile - by going to the list of participants, speakers, or a sponsor's profile.

2 Click on one of the suggested meeting slots.
If you want to see other slots, click "**See more slots.**"

3 After selecting a slot and the **Meeting** location, write a message to the person you want to meet. Once done, click

Send meeting request

Charles Bourgeois

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.
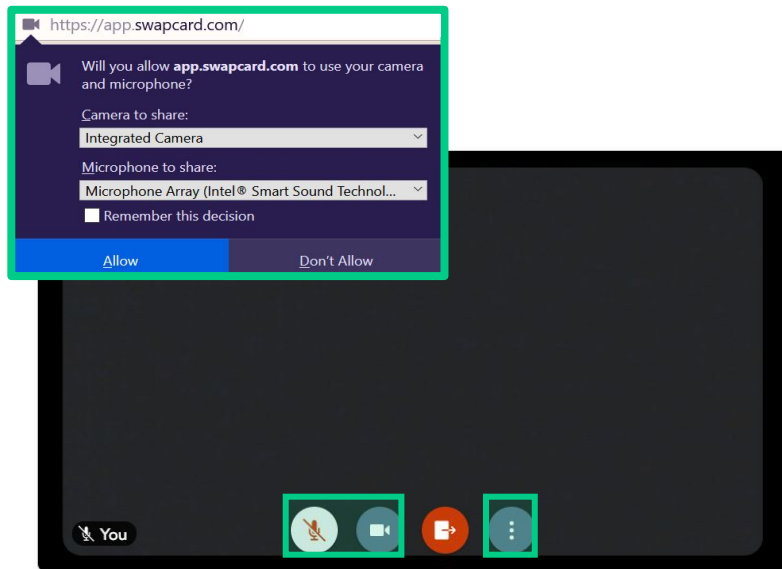You can also join the video call from your reminder notification/email.

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

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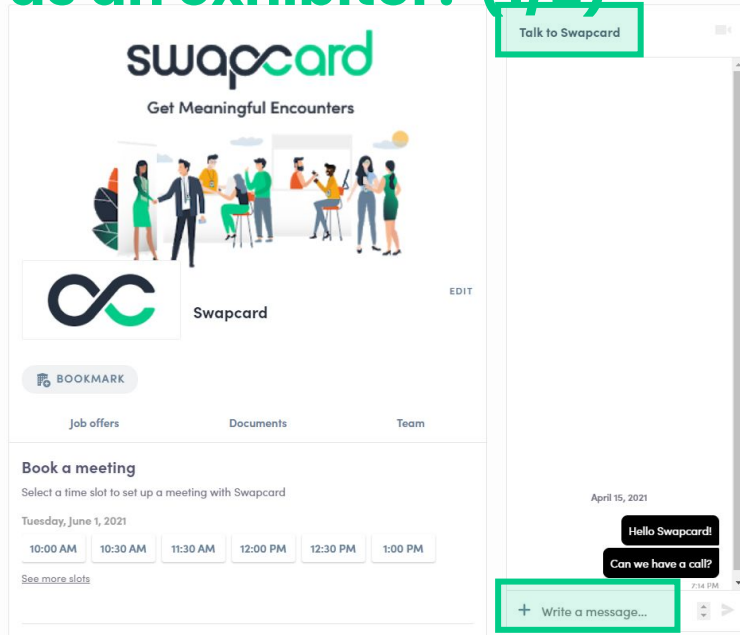
3 By clicking on the 3 dots on the right side, you can also **share your screen** or select the **full screen option**.

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)

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)

swapcard

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.
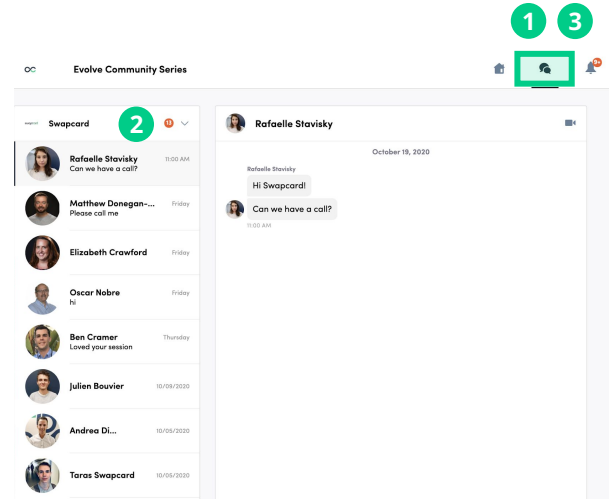
How to create Group chats?

swapcard

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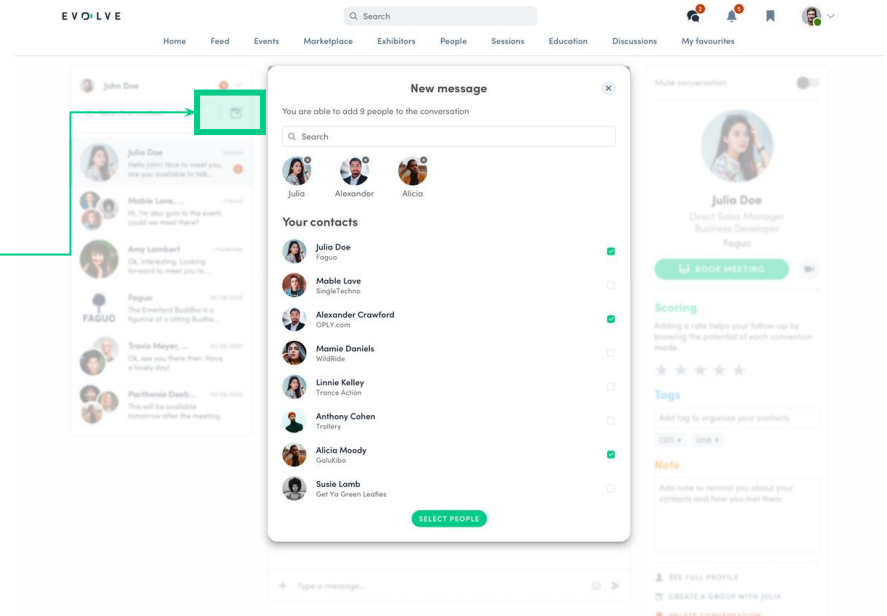
**Thank you for taking the
time to read this presentation.**

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

GET READY !