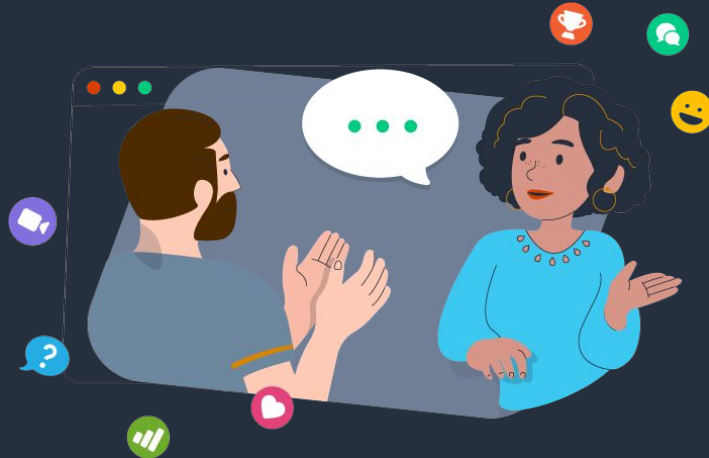


swapcard

# 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

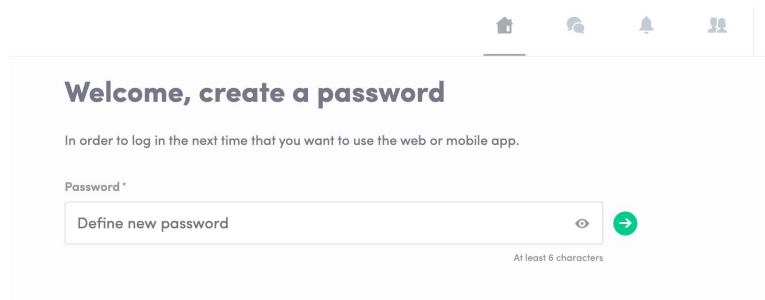
- ▶ **Access the app**
- ▶ **Exhibitor Center**
- ▶ **Content features**
- ▶ **Networking features**

**ACCESS THE APP**

**LOGIN**

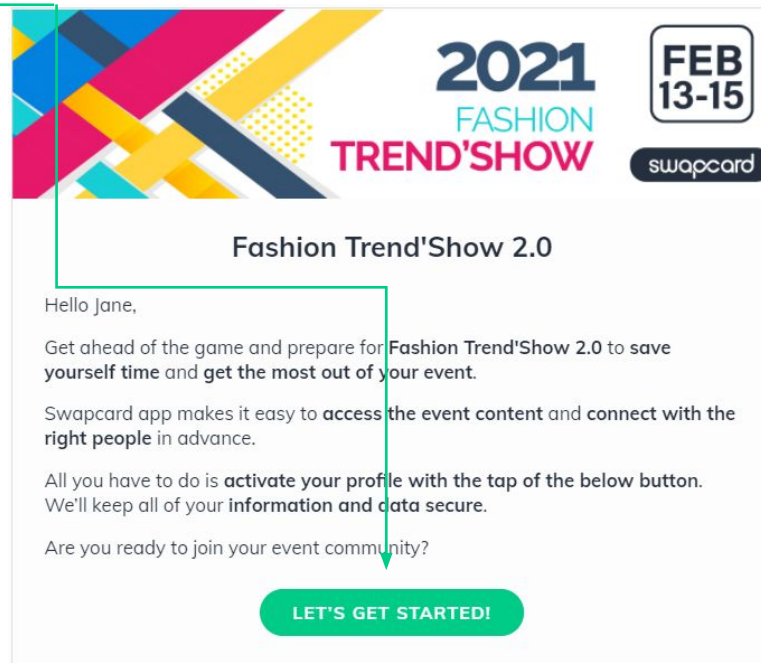
# How to login for the first time?

- 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:



A screenshot of a mobile application interface for password creation. At the top, there are navigation icons for home, back, notifications, and profile. The main heading is "Welcome, create a password". Below it, a sub-heading reads "In order to log in the next time that you want to use the web or mobile app." There is a "Password\*" label above a text input field containing the placeholder "Define new password". To the right of the input field are icons for a password strength indicator and a confirmation arrow. Below the input field, it says "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](mailto:noreply@swapcard.com)



# How to login when I have an account ?



- 1 Access your account on [app.swapcard.com](https://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 top part of the login page. At the top center is the Swapcard logo (an infinity symbol). Below it, the text "Welcome," is displayed. Underneath, there is a prompt: "Please enter the email address you provided during event registration." Below this prompt is a text input field with the placeholder text "Enter your email address" and a green arrow button to the right of the field.

The screenshot shows the bottom part of the login page. At the top center is the Swapcard logo. Below it, the text "Hi Anaïs" is displayed. Underneath, there is a prompt: "It's good to see you again. Please insert your password to login." Below this prompt is a text input field for the password with the placeholder text "Insert your password" and a green arrow button to the right of the field. Below the password field, there is a link "Forgot your password?" and a button "SEND ME A MAGIC LINK".

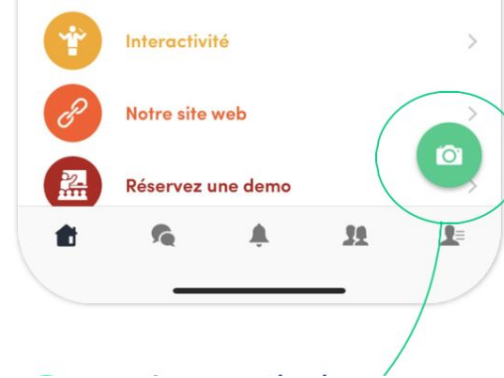
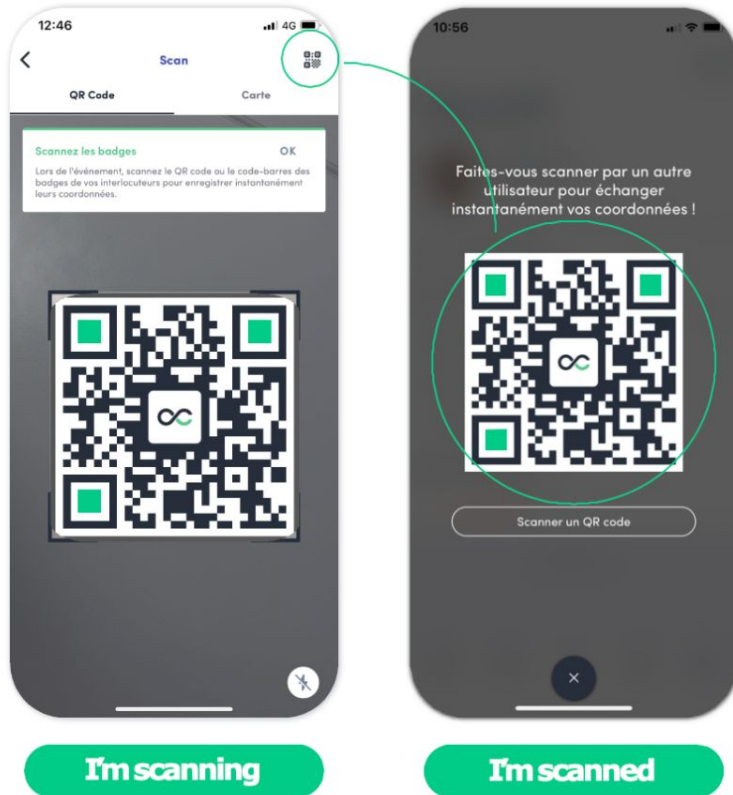
- i Note:** If you have forgotten your password, click "**Send me a magic link**" after entering your email. You'll receive an email to reset your password (valid for 1 hour).  
If you need any help, please contact <https://help-attendees.swapcard.com>

**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.**

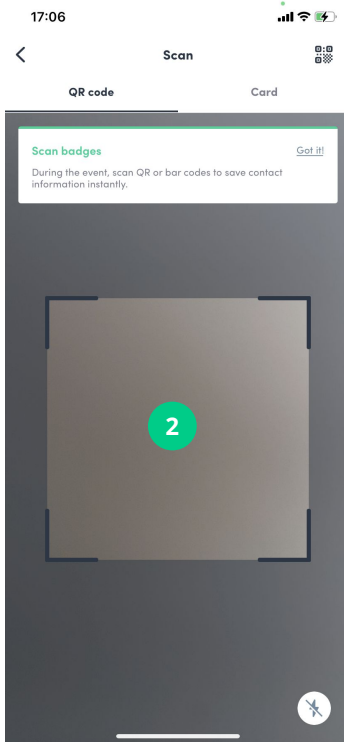
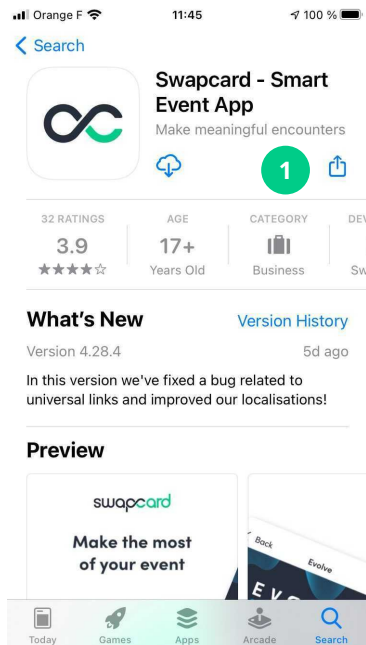
You can display your **electronic badge** to be scanned. It is located on the top right-hand corner of the scanning interface.



# How to Scan a Badge

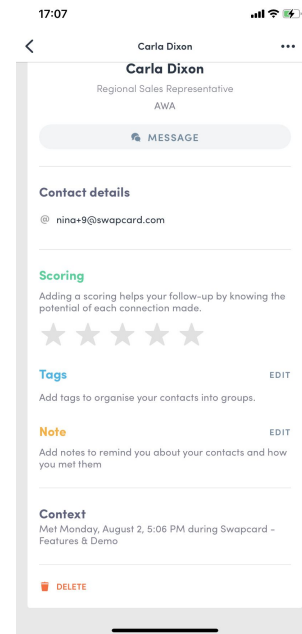
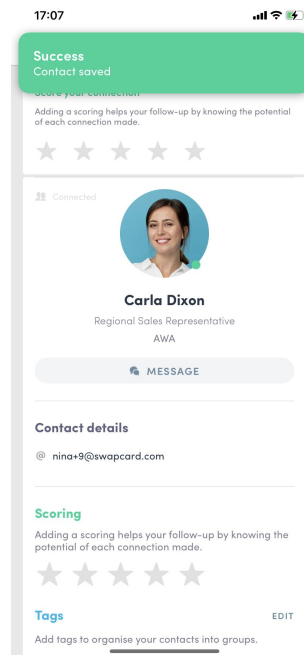


1 Download the Swapcard app



2 Open the camera and scan the QR code

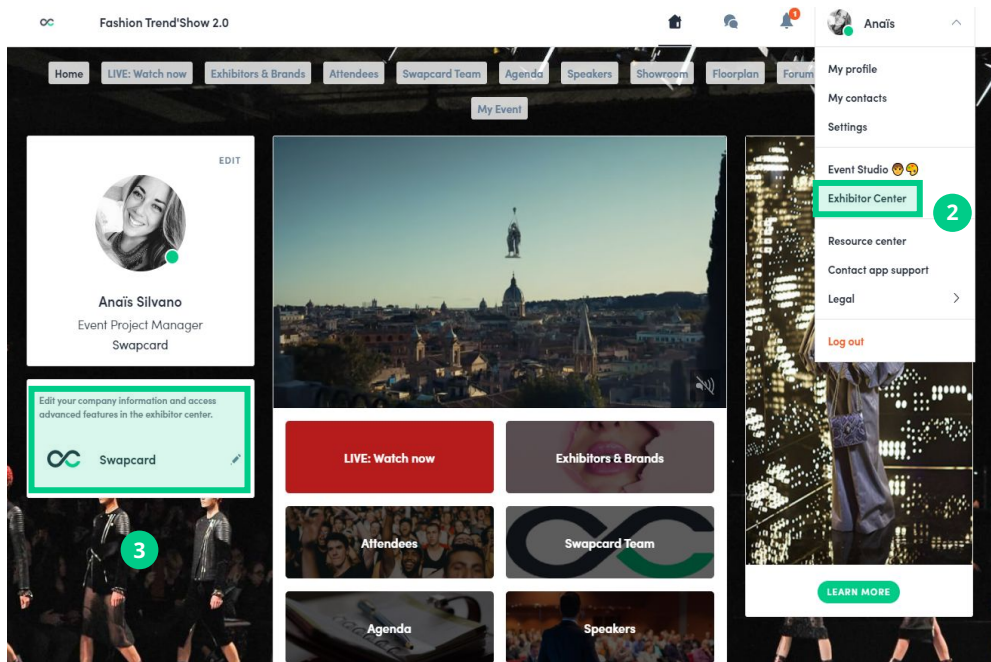
3 You will have access to the participant's information and contact details



# **EXHIBITOR CENTER**

**FUNCTIONALITIES**

# Navigation



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

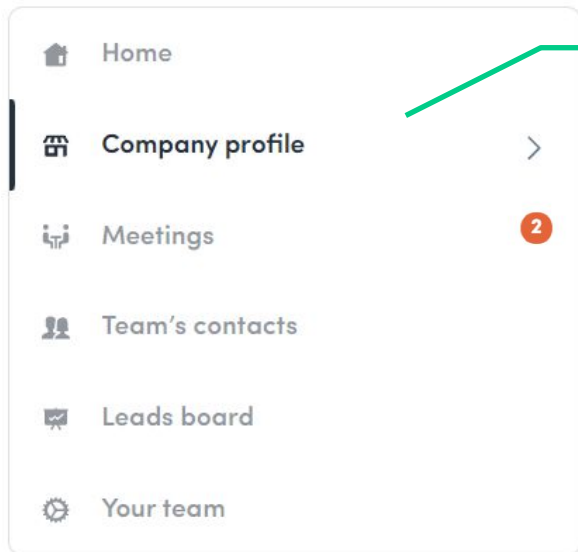
Click on your Exhibitor booth from the home page.

4

Go to [team.swapcard.com](https://team.swapcard.com)\*

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

# Navigation



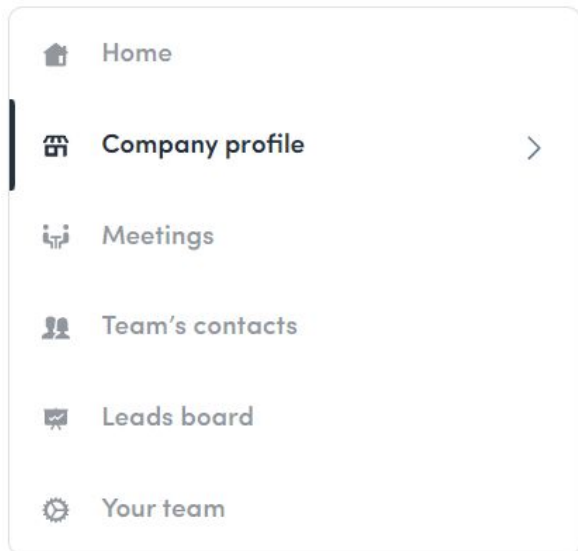
This **navigation bar** will appear on the left side of your screen. It will help you to navigate between the different sections of the **Exhibitor Center**.

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

---

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

# Company profile



- **Header image or video**
  - Image : 1200x675 px, up to 1MB
  - Video : video ID from YouTube, Vimeo or other (iframe)
- **Background image** : 2560x1600 px, up to 1MB
- **Social media links** : LinkedIn, Twitter, Facebook...

To be contacted by as many qualified participants as possible, we advise to **fill in all the editable information** from your **Exhibitor Center**. If a field cannot be edited, please contact the event organizer.

# Company profile - Overview



The screenshot displays the Swapcard user interface. On the left is a navigation sidebar with options: Home, Company profile (selected), Documents, Meetings, Team's contacts, and Your team. The 'Company profile' section is expanded to show 'Overview'. The main content area shows the company profile for 'Swapcard' with the tagline 'Get Meaningful Encounters' and an illustration of people in a meeting. Below this are sections for 'Information', 'Social media', and 'Contact details', each with an 'EDIT' button. A 'Main information' modal is open on the right, containing fields for 'Header image', 'Video platform' (set to YouTube), 'Video ID', 'Logo', and 'Name' (set to Swapcard). An 'INFORMATION' button is also visible in the modal.

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**.

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
- Team's contacts
- Leads board
- Your team

All members

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

**Sunday, January 1, 2023**

Meeting request • Invitation

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

**Charles Benizri**  
Product Owner  
Swapcard

**Sophia Fields**  
Director Business Development  
Allianz

REPLY

Meeting request • Invitation

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

**Charles Benizri**  
Product Owner  
Swapcard

**Joe Williamson**  
Human Resources Coordinator  
Costco

REPLY

**Export meetings**

Get all meetings from your team in an Excel file.

EXPORT MEETINGS

**Meeting request** X

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

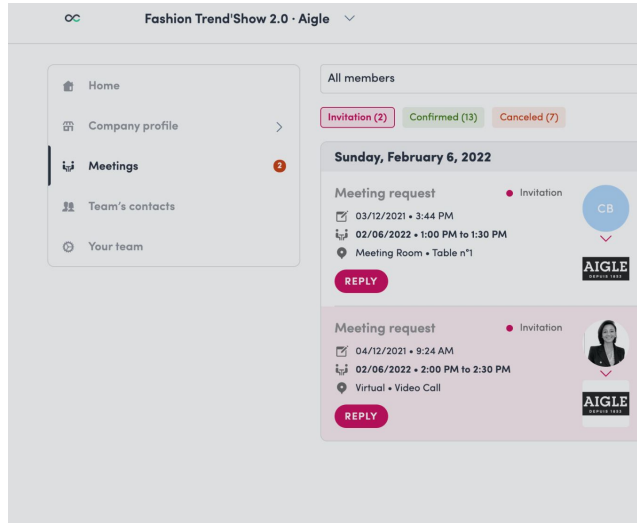
Host

**Charles Benizri**  
Product Owner  
Swapcard

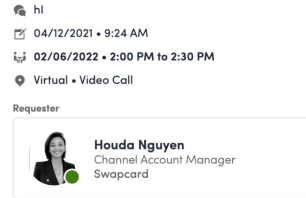
ACCEPT DECLINE

- **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



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



1

2

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
	Hirma	Lopez	Event Support Specialist	Swapcard	hirma@swapcard.com	11/16/2021 • 9:15 AM
	Anais	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

Nb / page 10 Page 1 1 - 5 of 5

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

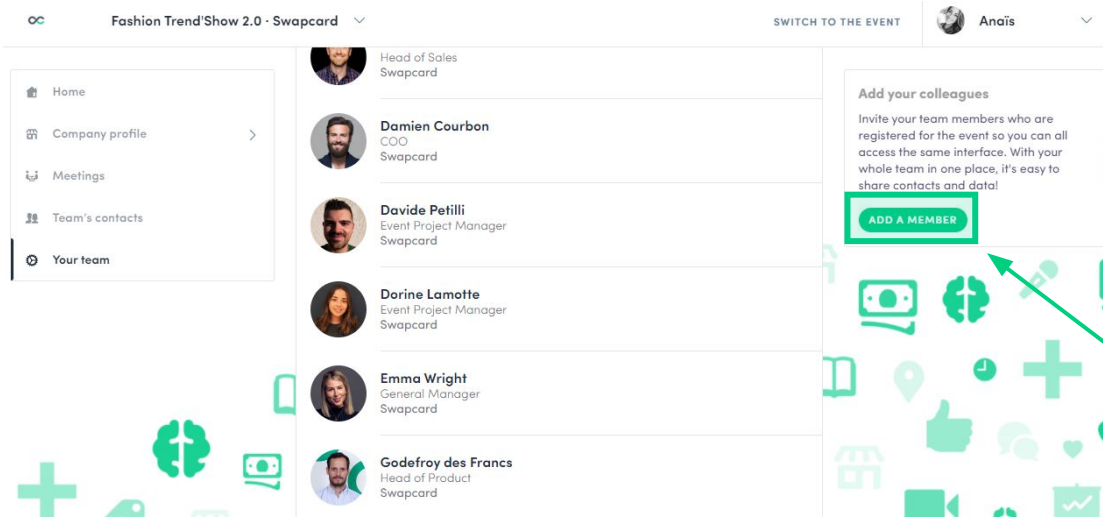
From the App or Web App, **you can also export your contacts (and only yours)** as an Excel file by going to your contacts and clicking on **"Export all."**



## 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.**

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

# How to share your contacts with your team?



The screenshot shows the Swapcard interface. On the left is a navigation menu with options: Home, Company profile, Meetings, Team's contacts, and Your team. The 'Your team' tab is selected. The main area displays a list of team members: Aliénor Al-Mallak (Event Project Manager), Alisha Dutt (Event Support Specialist), and Allyson Jean-Charles (Event Project Manager). A green box highlights a pen icon next to Aliénor Al-Mallak's name. Below this, a modal window titled 'Aliénor Al-Mallak' is open, showing 'Member settings'. Under 'Show profile', there is a toggle switch. Under 'Share his/her contacts with the team', there is another toggle switch, which is highlighted with a green box.

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

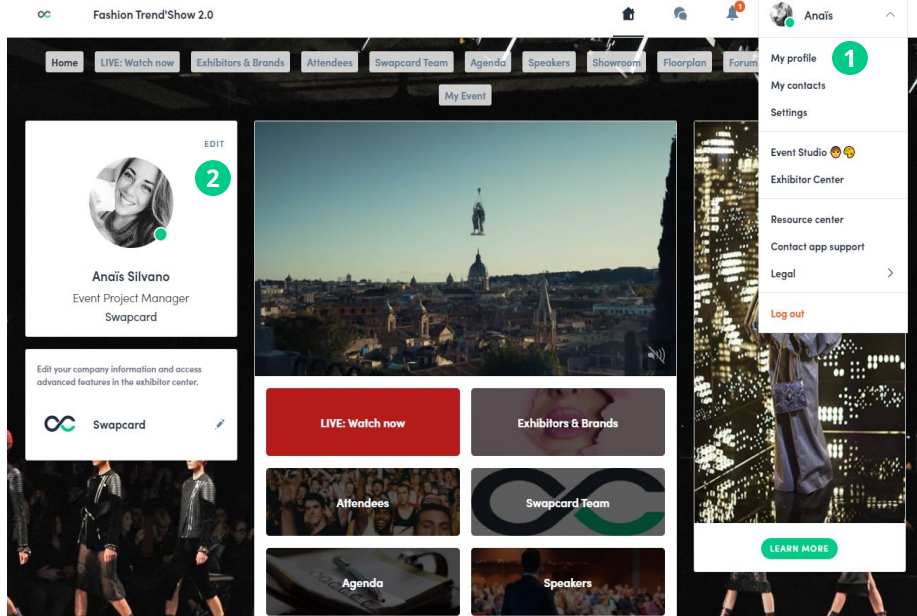
Go to the **"Your team"** tab and see all your teammates on the booth.

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', title 'Event Project Manager', and company 'Swapcard'. An 'EDIT' button is located to the right of the profile picture.
- About me:** Contains a biography: '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 !'. An 'EDIT' button is to the right.
- Services Provided:** Lists 'Event App', 'Exhibitor Management', and 'Registration Management'. An 'EDIT' button is to the right.
- Role:** Lists 'Project Management'. An 'EDIT' button is to the right.
- Country:** Lists 'France'. An 'EDIT' button is to the right.
- Social media:** Shows icons for LinkedIn, Twitter, Instagram, and Facebook. An 'EDIT' button is to the right.
- Contact details:** Includes fields for mobile and landline phone numbers, email '@ anaïs@swapcard.com', website 'www.swapcard.com', and address '6, Rue de Paradis, 75010, Paris, Ile-de-France, France'. An 'EDIT' button is to the right.
- Company:** Lists 'Swapcard'. An 'EDIT' button is to the right.

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

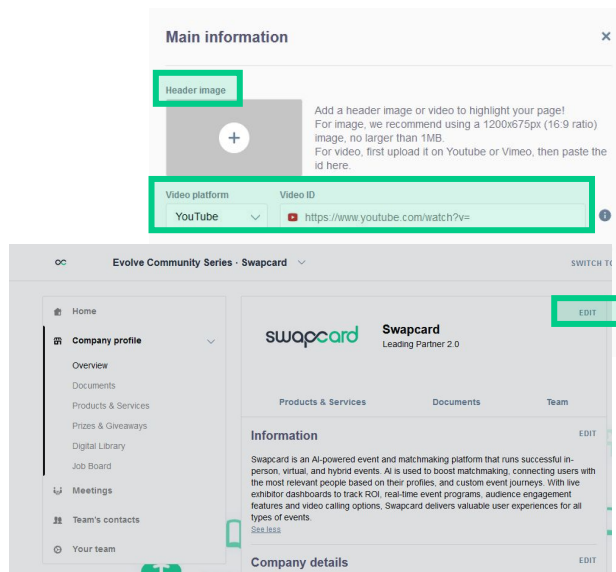
The screenshot shows the 'My main information' edit form, which is a modal window with a close button (X) in the top right corner. It contains the following fields:

- Profile Picture:** A circular image of Anaïs Silvano with a caption: 'Import a nice picture in 240x240px minimum and no larger than 1MB.' and icons for crop and delete.
- 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?



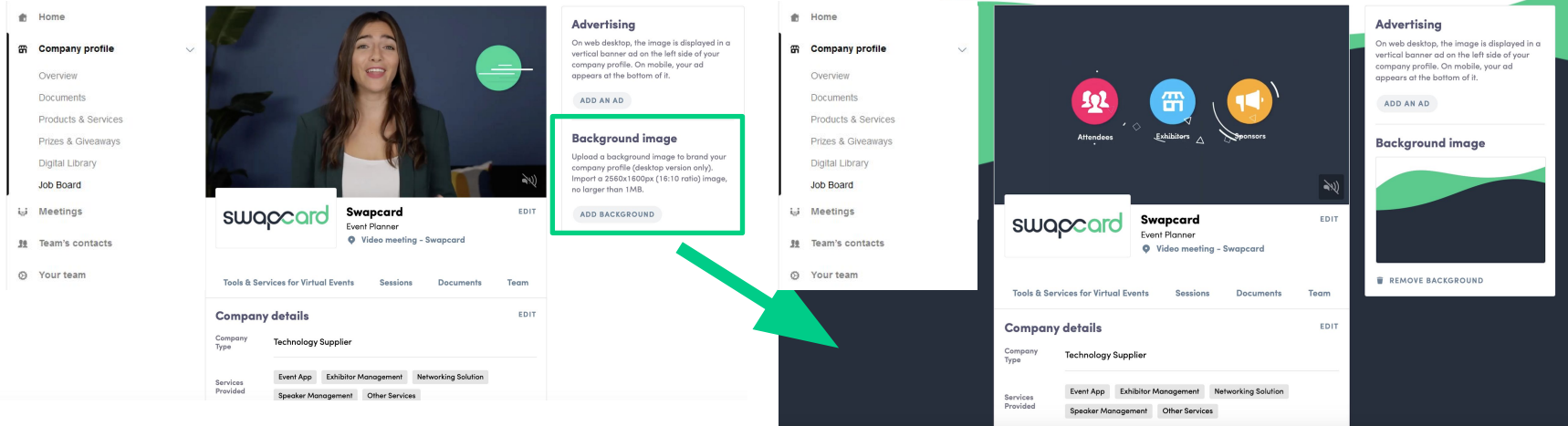
As an exhibitor, you are able to upload either an image or a video (live or pre-recorded) onto your company homepage.

- 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"`.

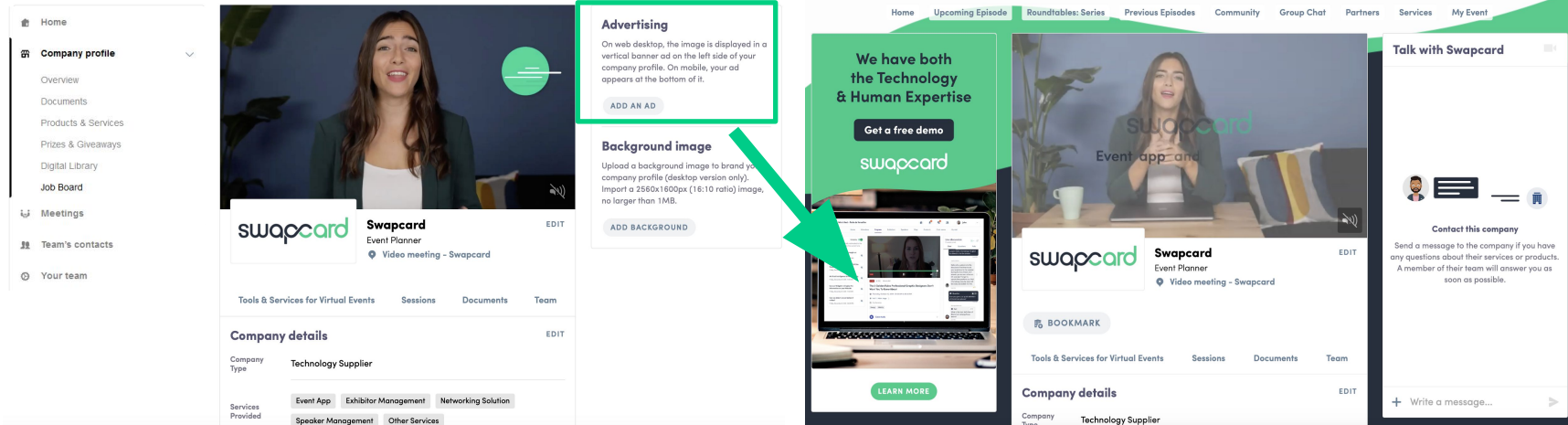
# Company profile – How to add a background?



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?



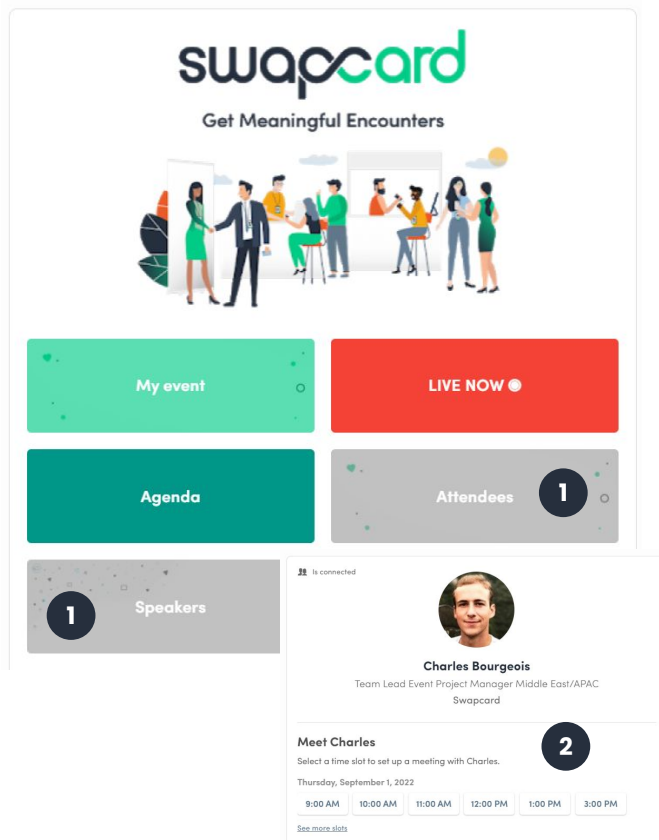
As an exhibitor, depending on your sponsorship package, you can also include an ad to your company homepage and choose your redirection for it.

- 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.

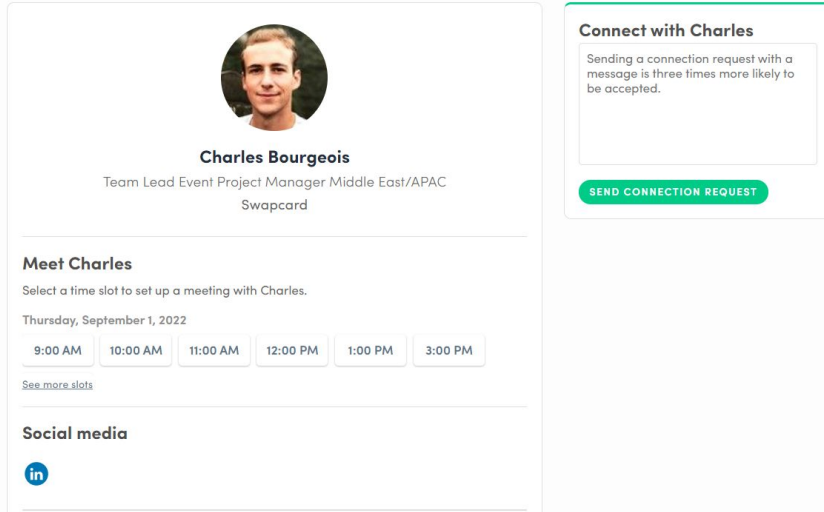
Don't hesitate to contact them through the application to chat, video call, and book meetings.

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.

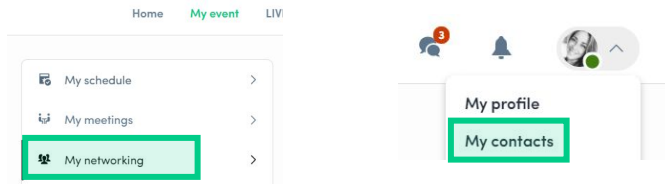
# How to make a connection request?



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

# How to request a meeting?

- 1 Go to a person's profile - by going to the list of participants, speakers, or a sponsor's profile.
- 2 Click on one of the suggested meeting slots. If you want to see other slots, click **"See more slots."**
- 3 After selecting a slot and the **Meeting** location, write a message to the person you want to meet. Once done, click

Send meeting request

Add a message

Charles Bourgeois

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

ONLINE - General meetings

Message (optional)

Introduce yourself and the purpose of the meeting

0/1000 Characters maximum

SEND MEETING REQUEST

Location

Charles Bourgeois

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

ONLINE

General meetings

Charles Bourgeois

Team Lead Event Project Manager Middle East/APAC

Swapcard

Meet Charles

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

Thursday, September 1, 2022

9:00 AM 10:00 AM 11:00 AM 12:00 PM 1:00 PM 3:00 PM

See more slots

Date & time

Charles Bourgeois

(Europe/Paris)

September 2022

Thursday, September 1

9:00 AM 10:00 AM 11:00 AM 12:00 PM 1:00 PM

3:00 PM 4:00 PM

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

A few minutes before the meeting, go to **“My Event”** and select **“My meetings”** or head directly to the profile of the participant you have a meeting with. Click on the 3 dots located to the right of the meeting details to join the call. You can also join the video call from your reminder notification/email.

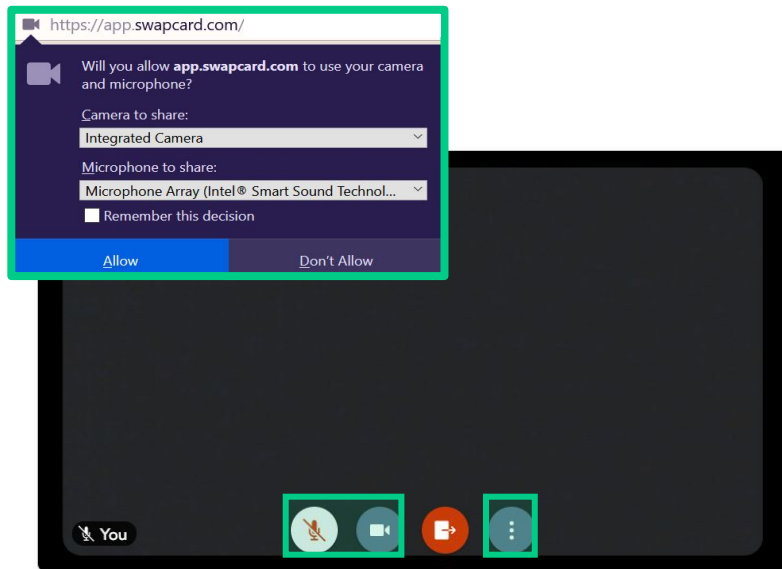
The screenshot displays the Swapcard interface with several key elements:

- Left Navigation Menu:** A vertical list of options including "My schedule", "My meetings" (highlighted with a green box), "My networking", "My bookmarked companies", "My wish list", and "My saved videos".
- Meeting List:** A list of meetings. The first entry, "Meeting with Ivan", is marked as "CONFIRMED" and shows a time slot from 2:00 PM to 3:00 PM. The second entry, "Available for a meeting", shows a time slot from 3:00 PM to 4:00 PM and includes a "Make unavailable" link.
- Profile Card for Ivan Swapcard:** Located to the right of the first meeting, it features a profile picture, the name "Ivan Swapcard", and the role "PM Speaker Swapcard". A three-dot menu is visible to its right.
- Meeting Detail Pop-up:** A white box with rounded corners containing three options: "See meeting", "View profile", and "Send message".
- Meeting with Ivan Detail View:** A detailed view of the "Meeting with Ivan" showing the date and time "Thu, Sep 1, 2022 2:00 PM to 3:00 PM (Europe/Paris)", the meeting type "ONLINE - General meetings", and the status "Ivan has accepted". A green arrow points to a button on the right side.
- Meeting with Emeline Detail View:** A detailed view of another meeting, "Meeting with Emeline", scheduled for "Friday, December 3, 2021 11:45 AM to 12:45 PM Europe/Paris". It shows a "11:45 AM on hour left" timer, the meeting type "ONLINE - General meetings", and a status of "Accepted". A red "CANCEL MEETING" button is present, and a green "JOIN" button is at the bottom.
- Illustration:** A stylized illustration of four people in a video call grid.

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



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



1

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

2

By clicking the camera and microphone icons, you can turn your camera on or off and mute or unmute yourself.

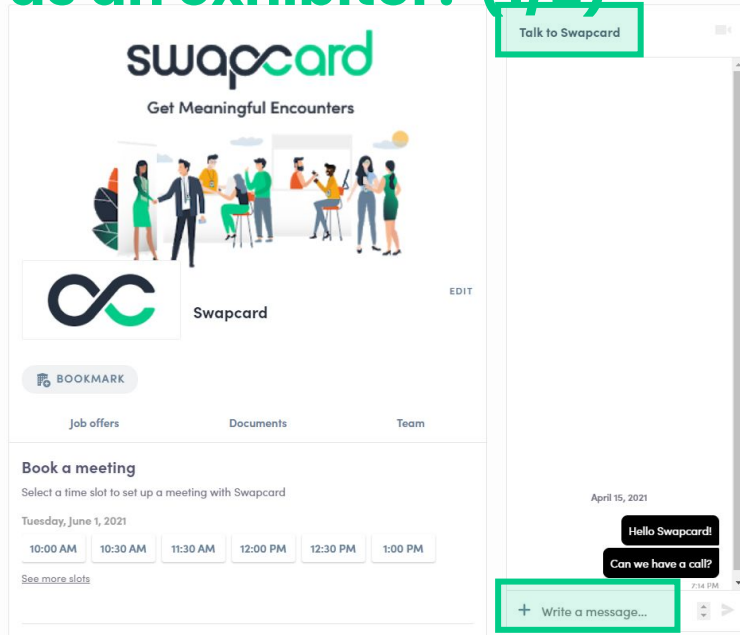
3

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



**Note:** make sure you have enabled the use of your **camera and microphone** in your browser settings.

# What happens if I receive a message as an exhibitor? (1/2)



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

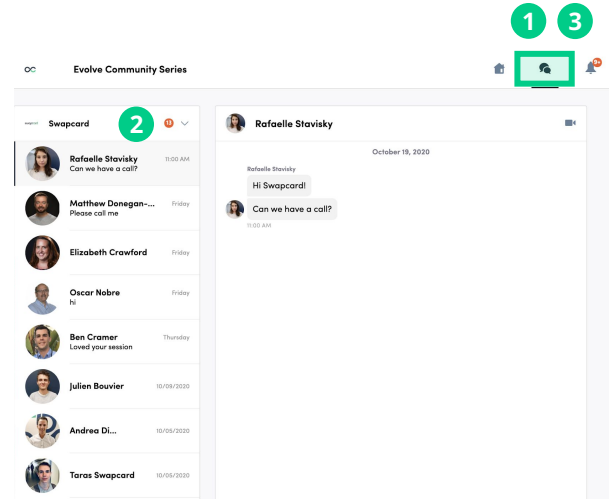
Messages in the inbox are generated when an attendee visits your booth and types a message into the "Talk to..." window.

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

# What happens if I receive a message as an exhibitor? (2/2)

- 1 To view your exhibitor inbox, click the **chat bubble icon** along the top menu.
- 2 Switch between your personal inbox and the exhibitor inbox by clicking on the dropdown box.
- 3 All exhibitors will see a **red notification circle** over the **chat bubble icon** after each new message.

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



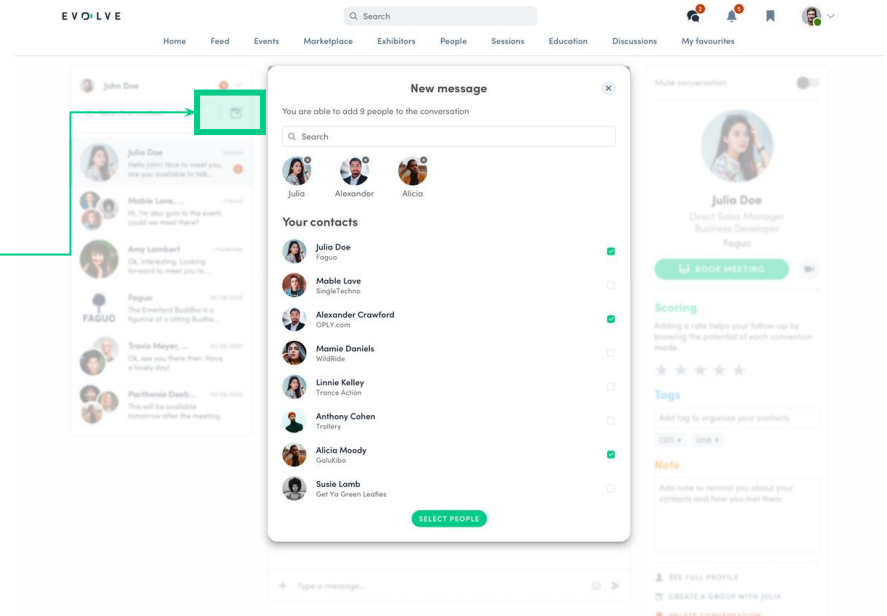
# How to create Group chats?

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 !**