Swapcard Guide for Exhibitors

swapcard

Summary
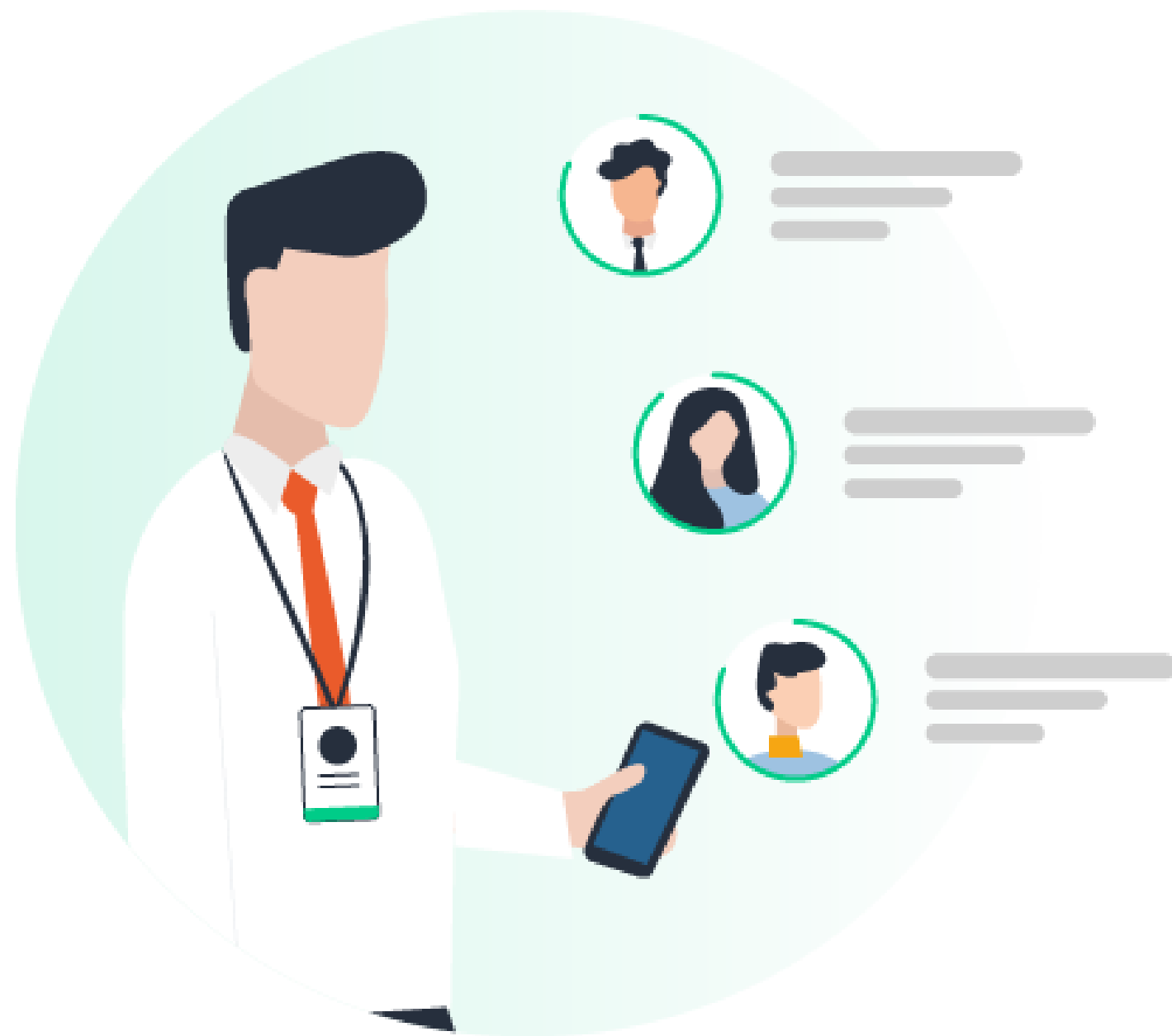
Why choosing Swapcard?

Quite simply because it is the networking platform that will save you a considerable amount of time and allow you **to multiply your ROI by 3.**

To do this:
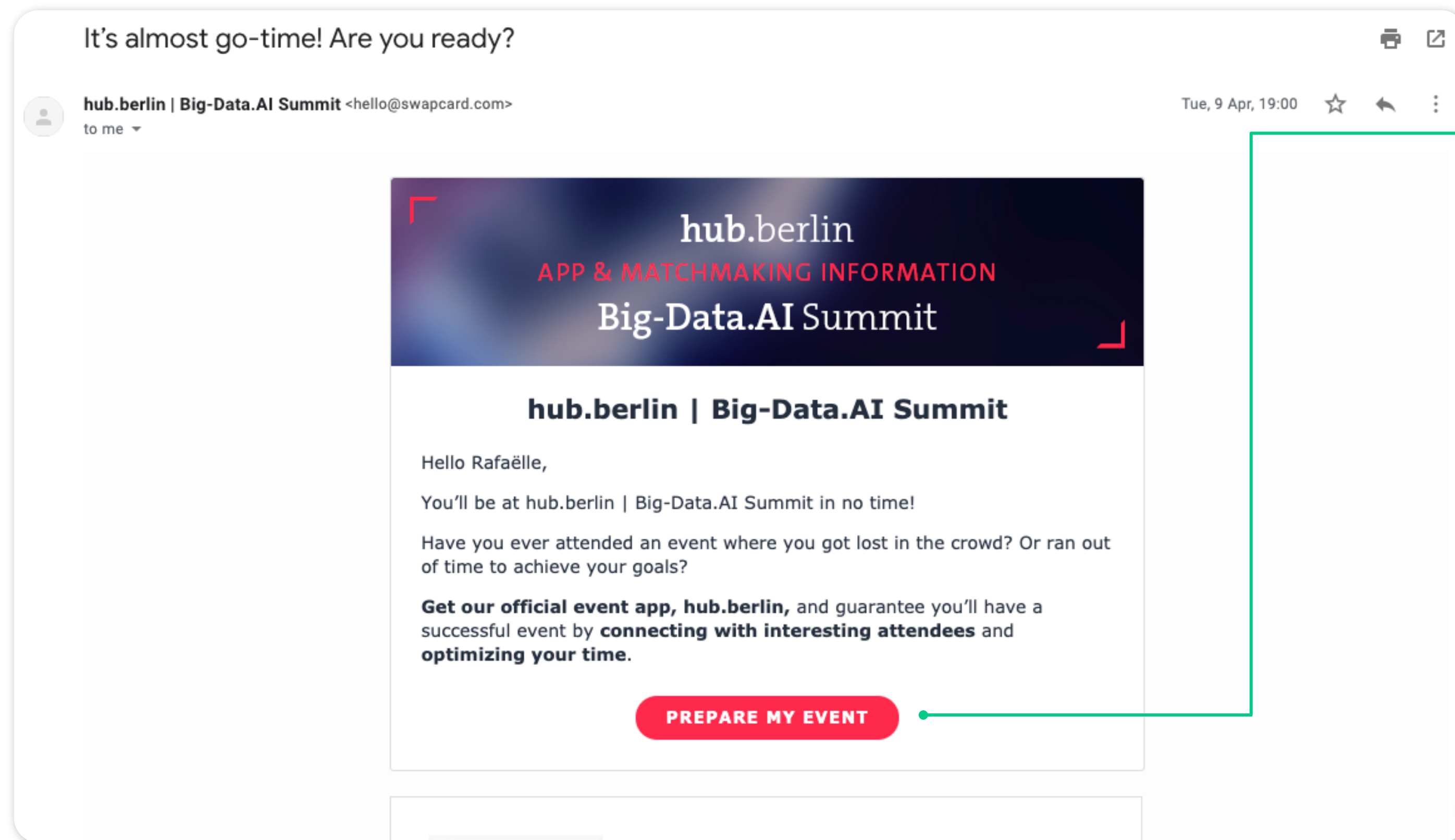- prepare your event in advance
- connect with the right people
- increase your visibility with a large number of potential prospects
- manage your meetings
- keep track of your contacts
- make your opportunities a reality

STEP 1
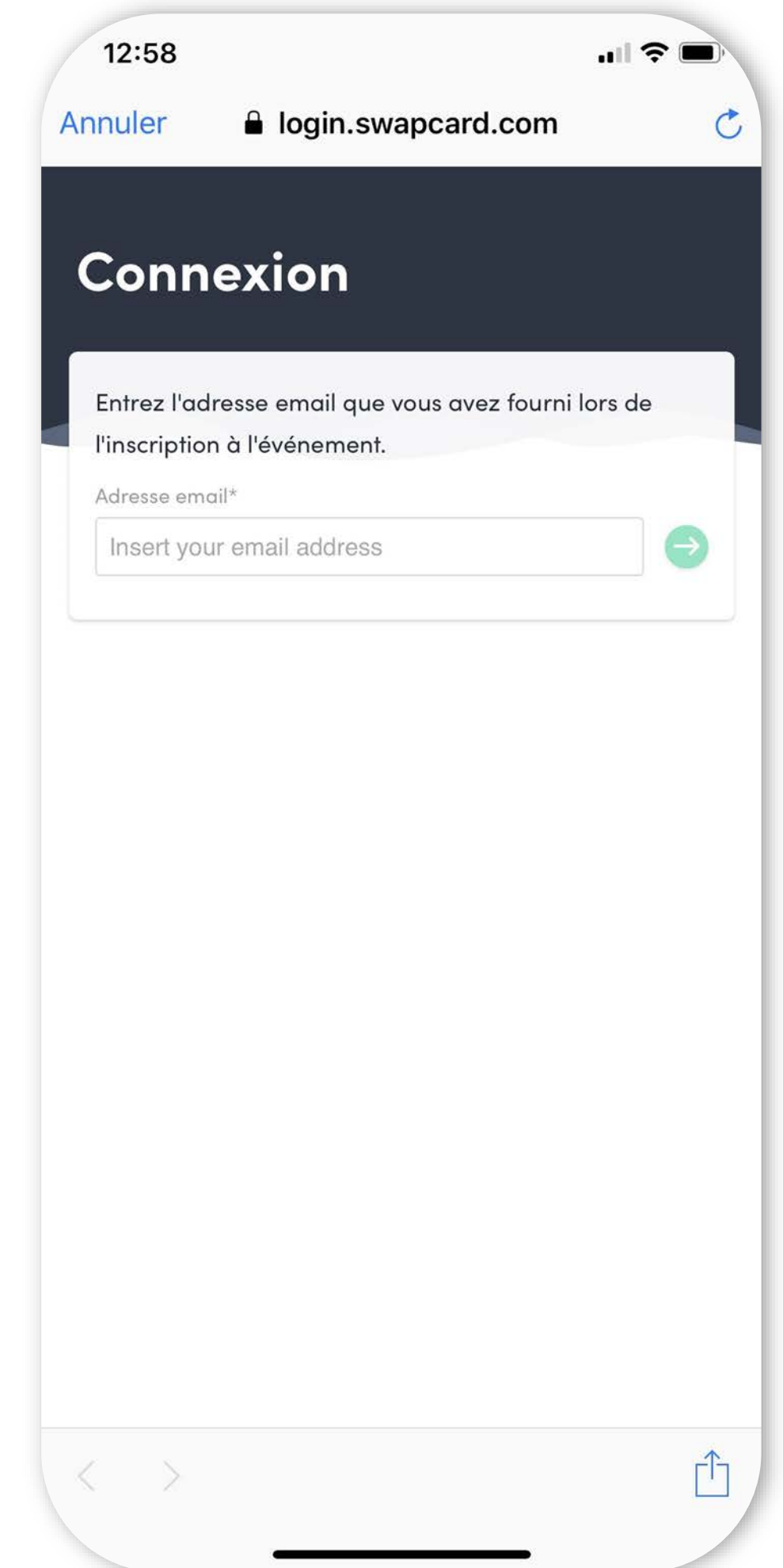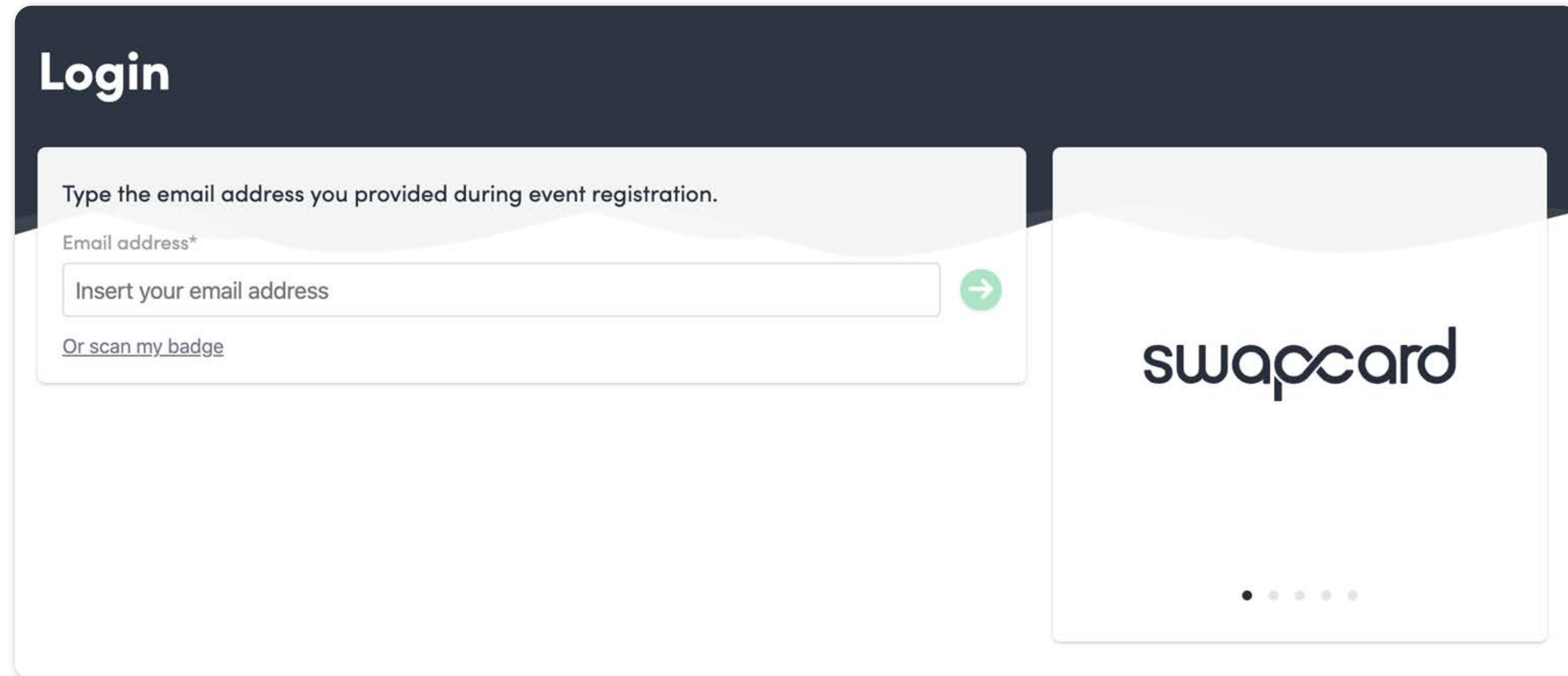# -
LOGIN

1. Login / Email

You should have received an email with a **button** redirecting to a login page. Your account is automatically pre-created by the event organizer. A window will then suggest you create a password for your account.

If you didn't receive anything, check your spam box.
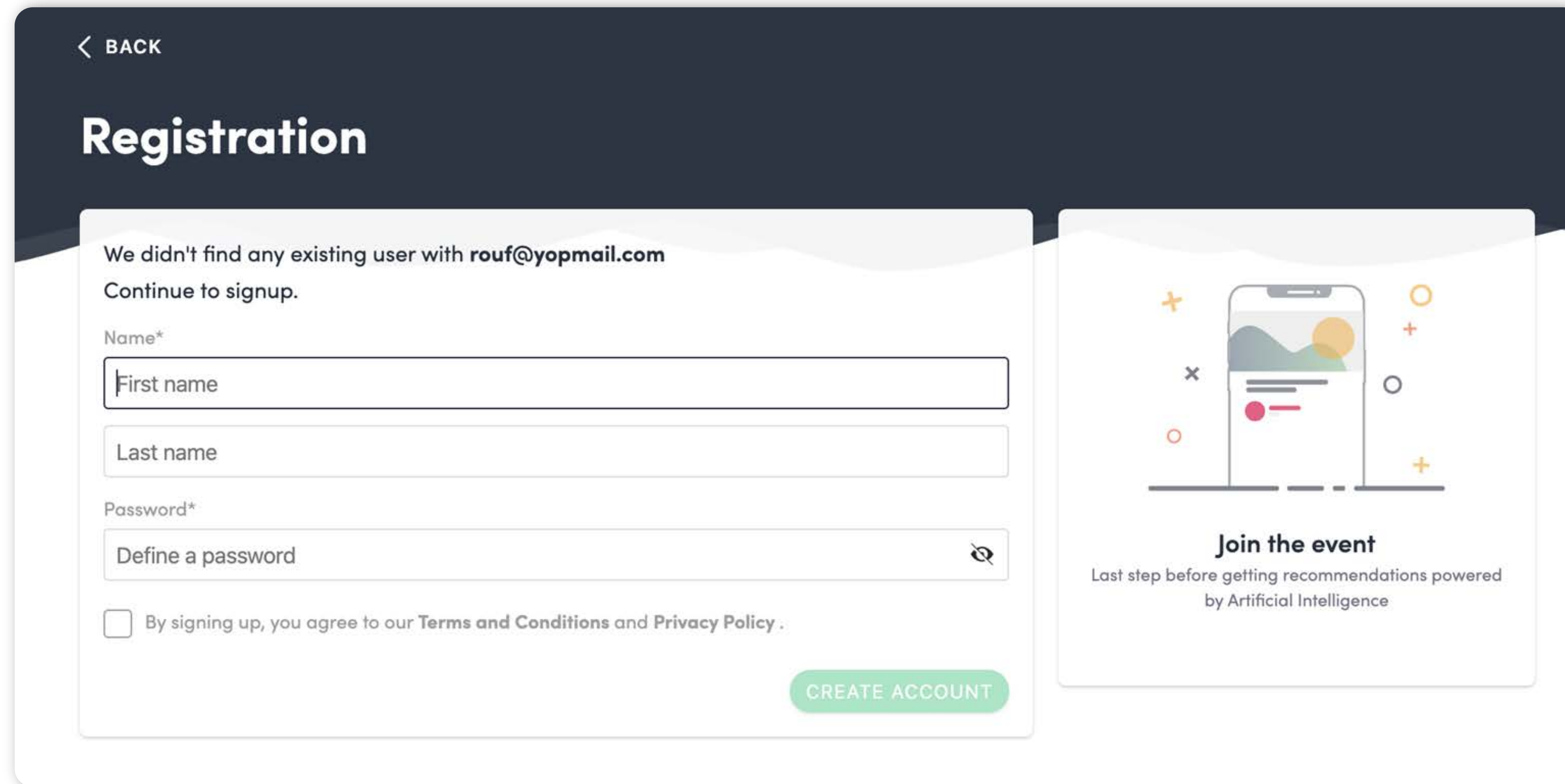
1. Login / Platform – *with an account*

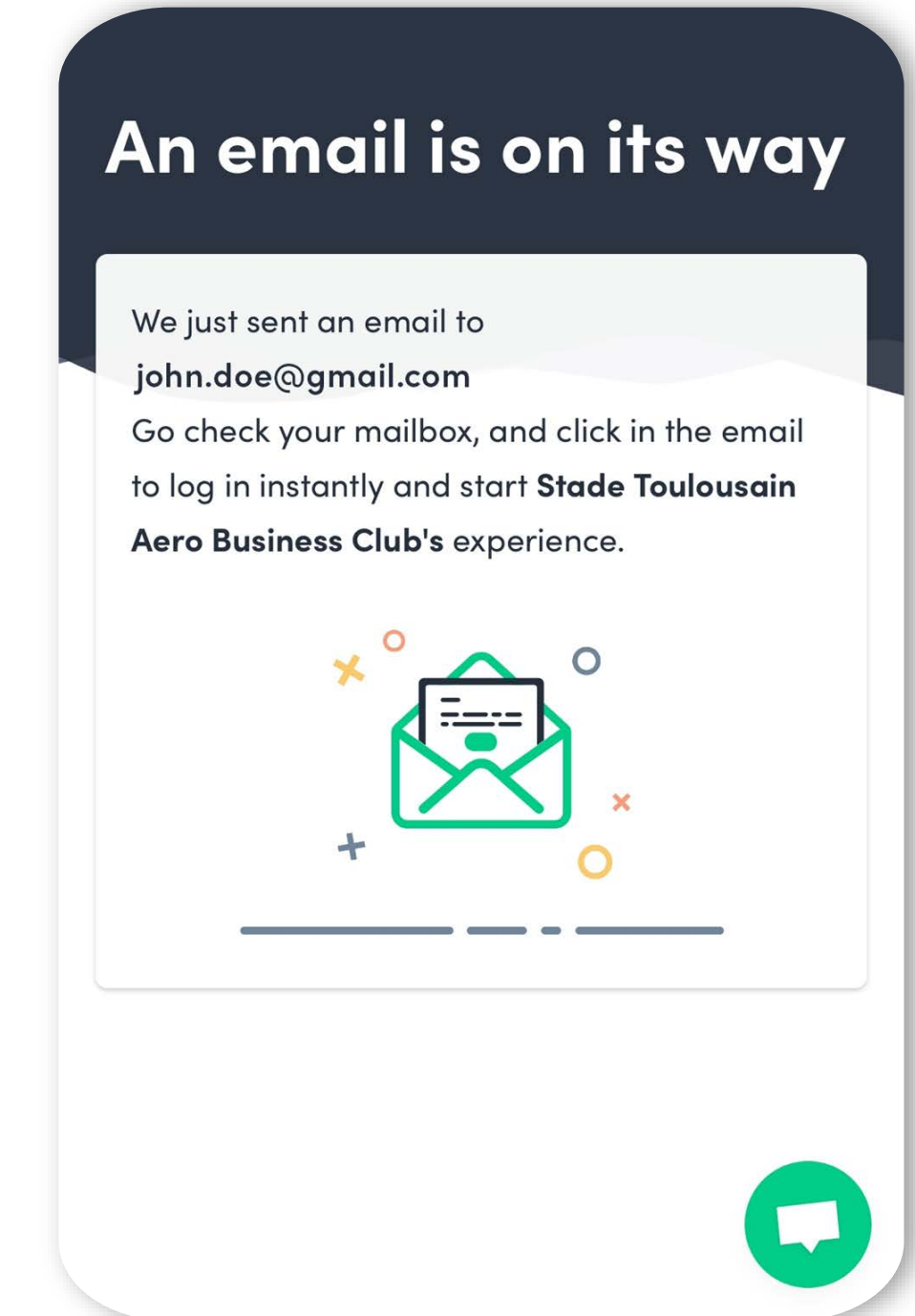Access your account at login.swapcard.com.

Enter the email you used to register for the event.

If your address is not recognized, send an email to support@swapcard.com.

1. Login / Platform – *without an account*

Simply register with the email address you prefer, and set a password.

1. Connection / Platform – *with a code*

1
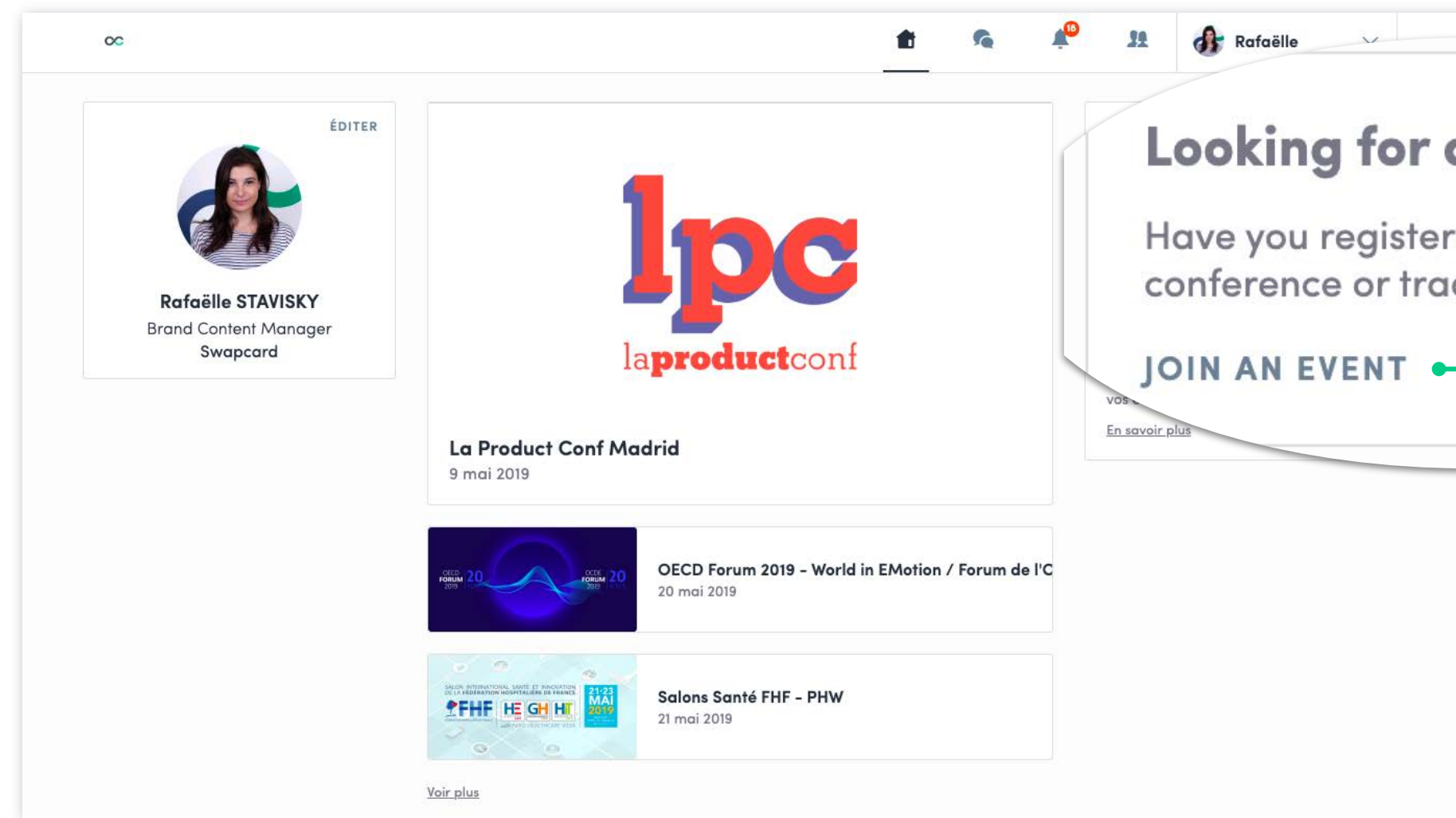
Your email address wasn't recognized? No problem, just click on "join an event".
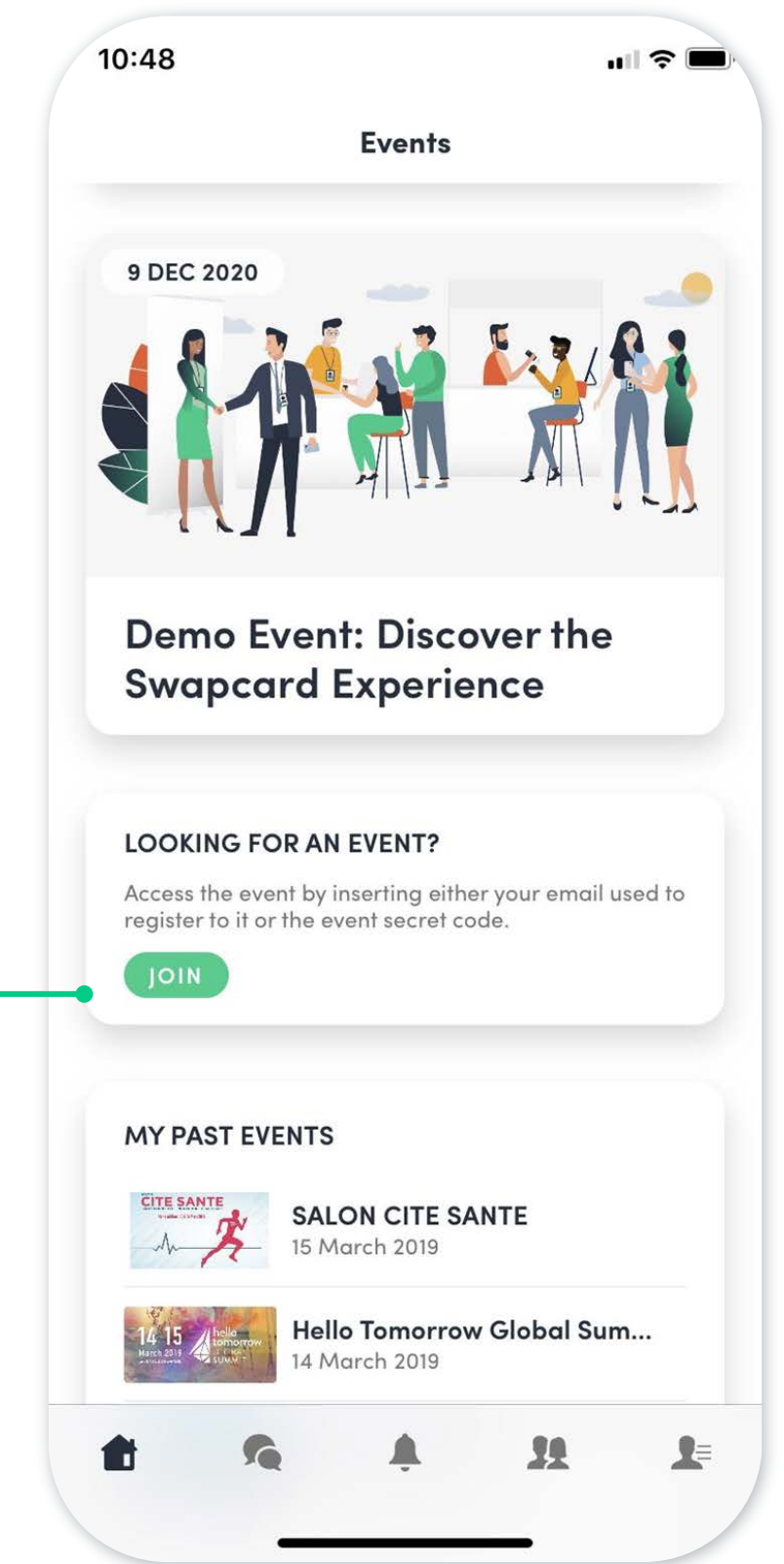
2
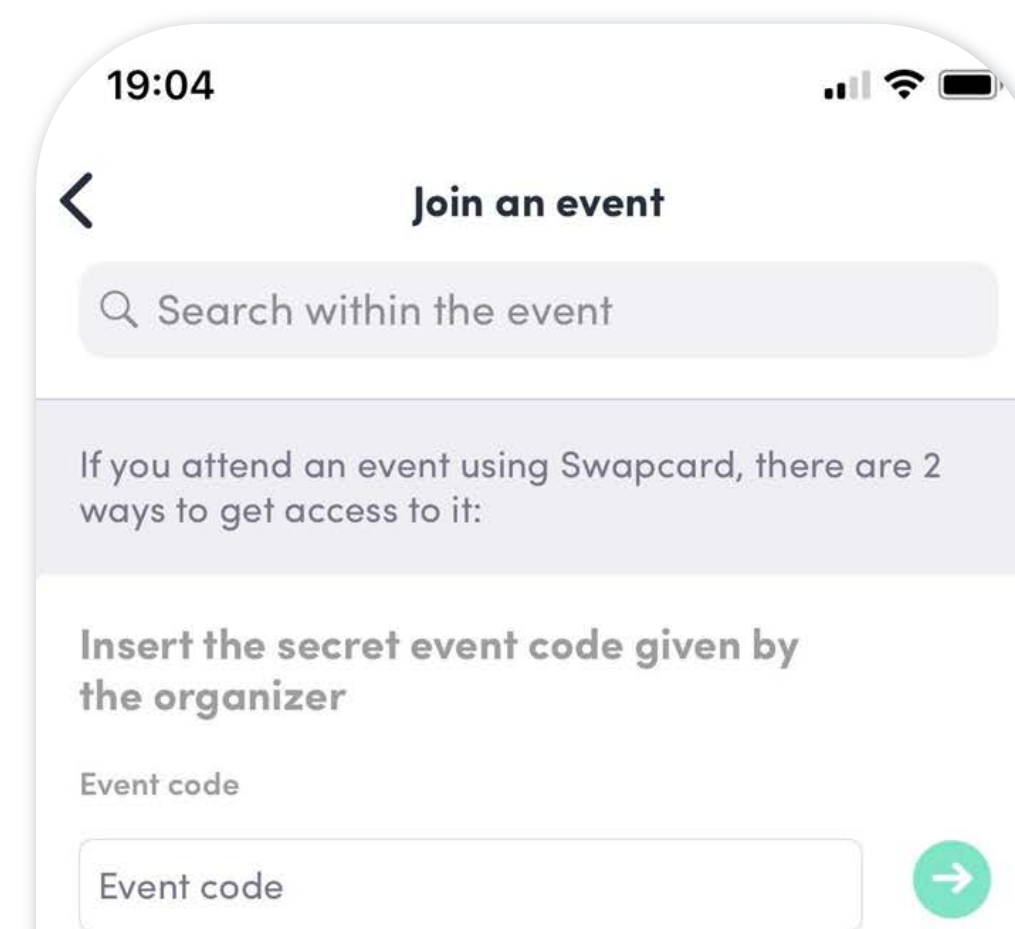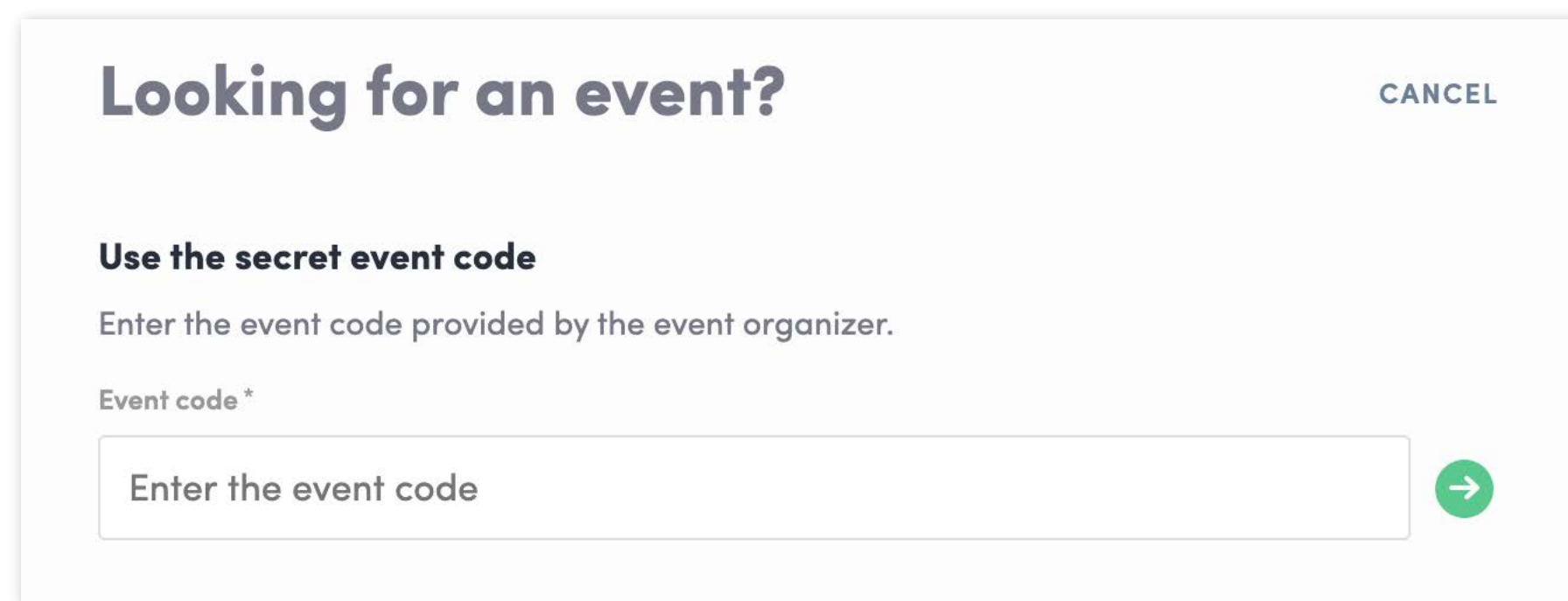
Use the secret event code :

CODEXX
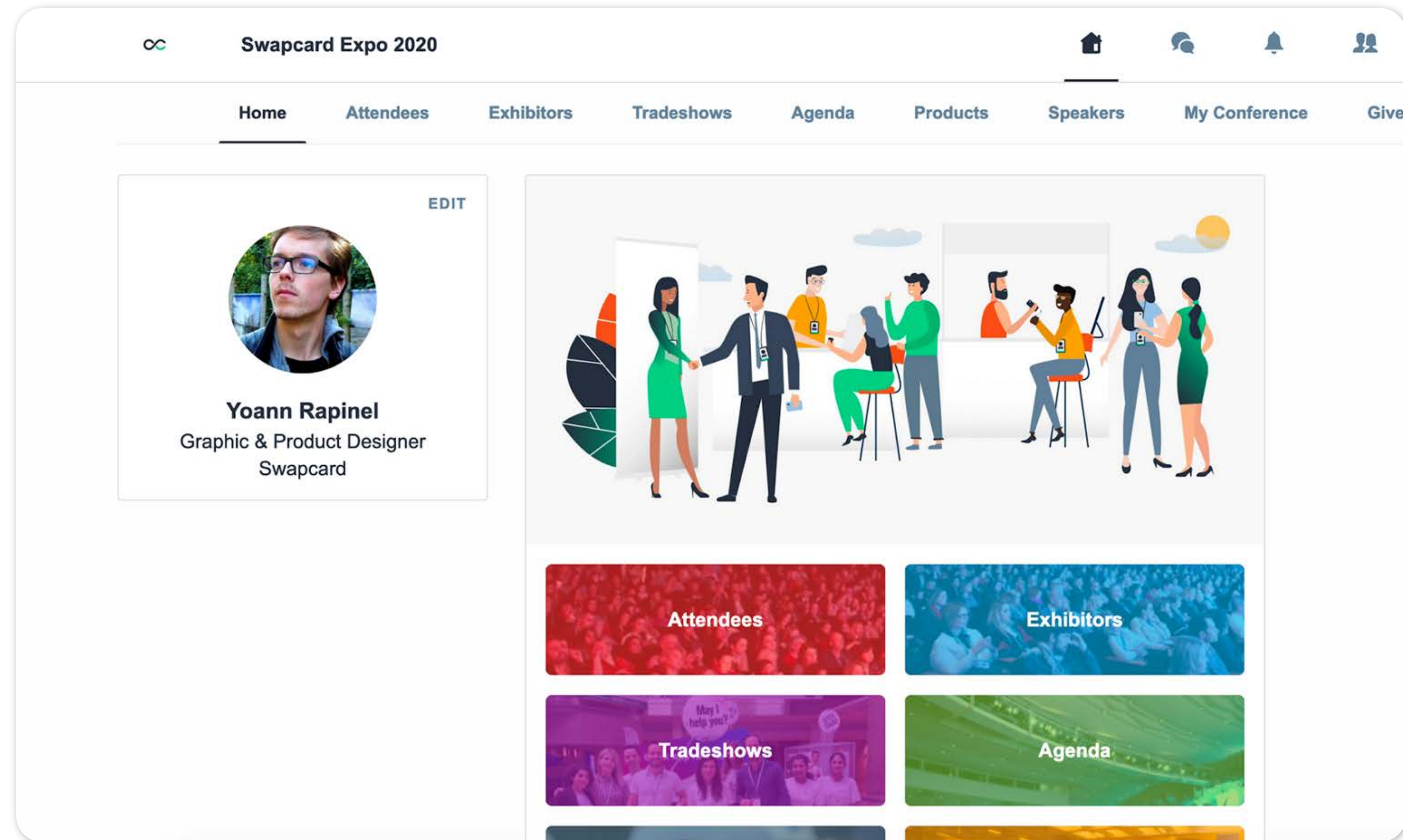
WELL DONE! YOU NOW HAVE ACCESS TO YOUR EVENT

STEP 2
-
APP & WEBAPP

2. App & WebApp / Navigation
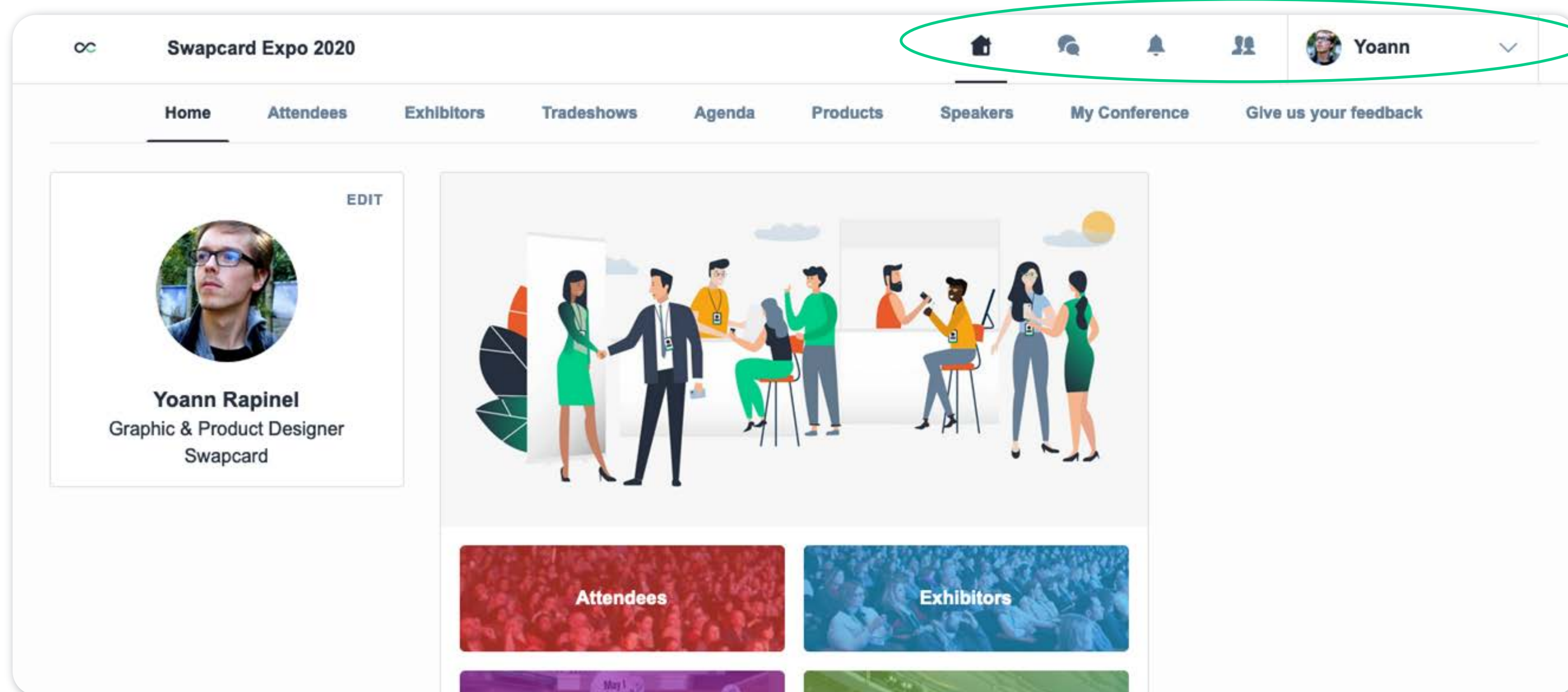
Web App

App

This is the home page of your event. The main navigation page is the same on Web and Mobile. It is divided into **5 parts:**

🏠 Home   💬 Messages   🔔 Notifications

👥 Contacts   👤 My profile
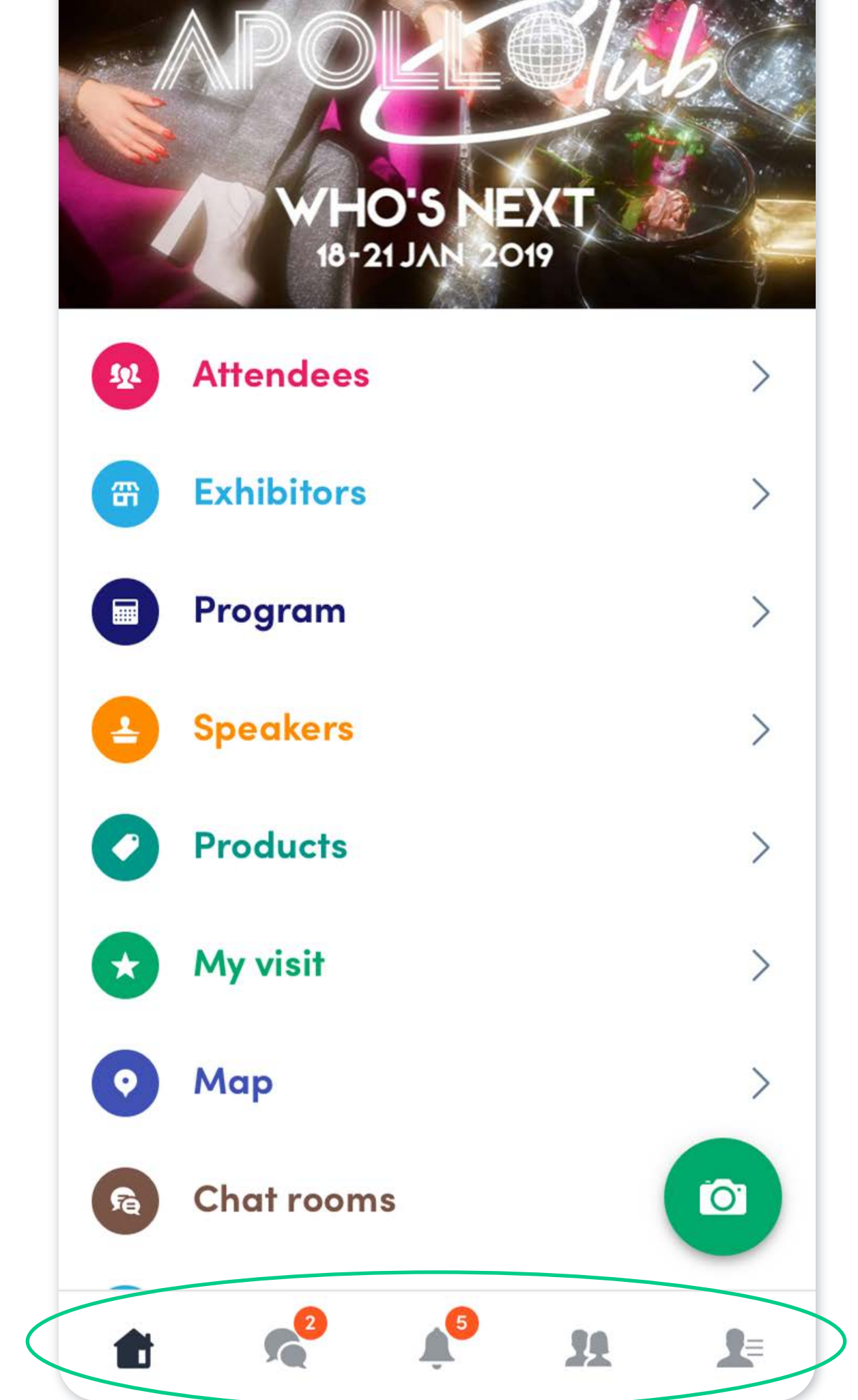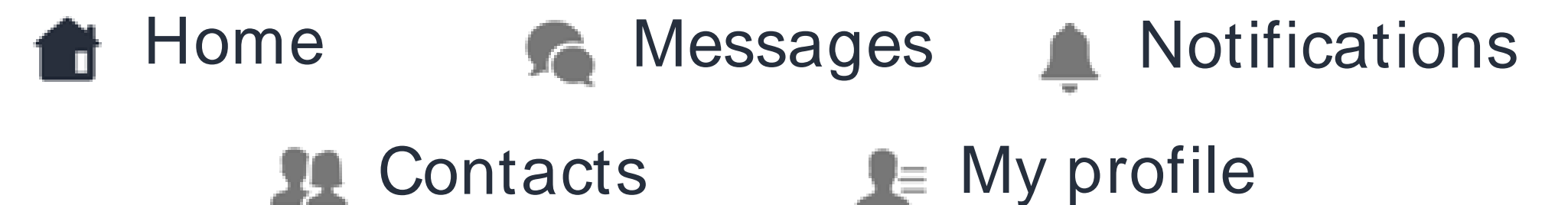
2. App & WebApp / Navigation
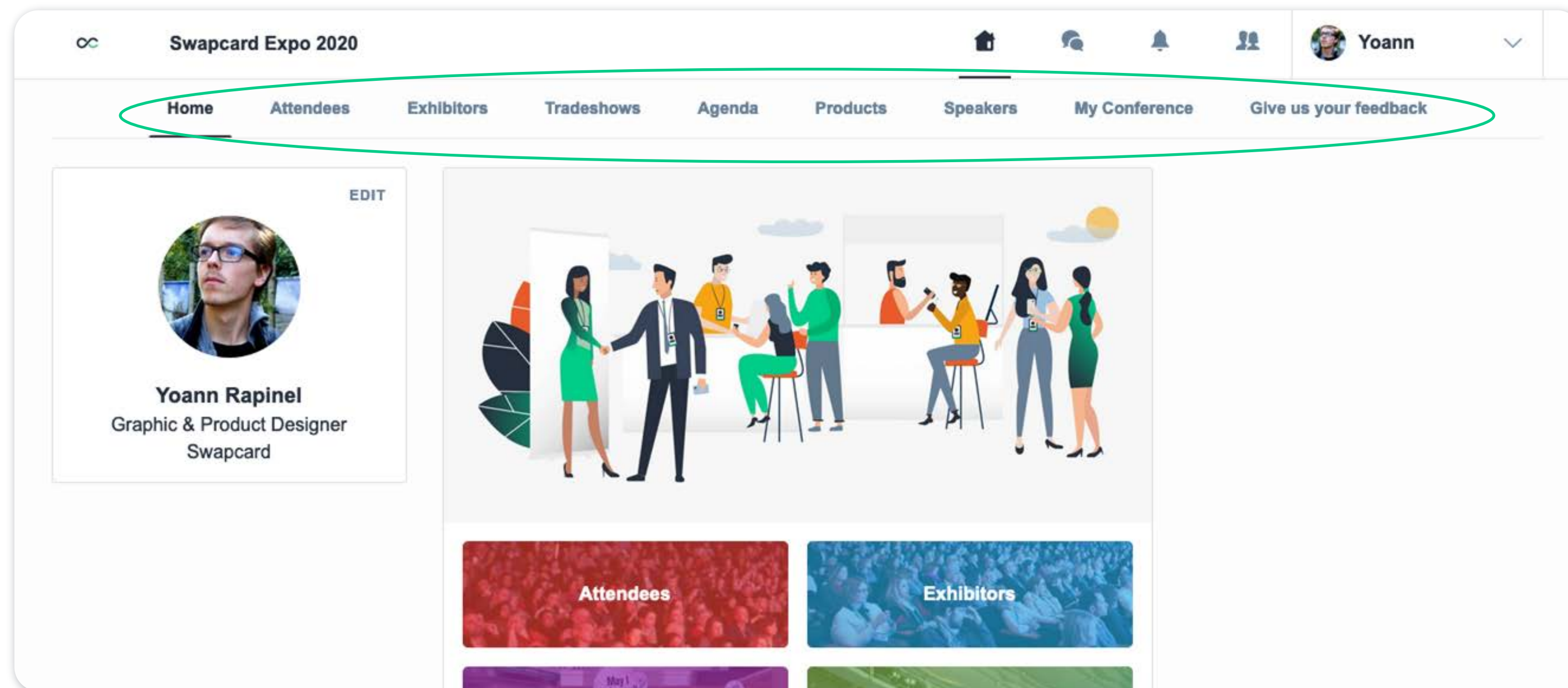
Web App

App

To access the different sections of the platform, use the **buttons** on the home screen. From the Web App, navigation is made easier by the **navigation sub-bar**. This allows access to the **6 sections** of the event:
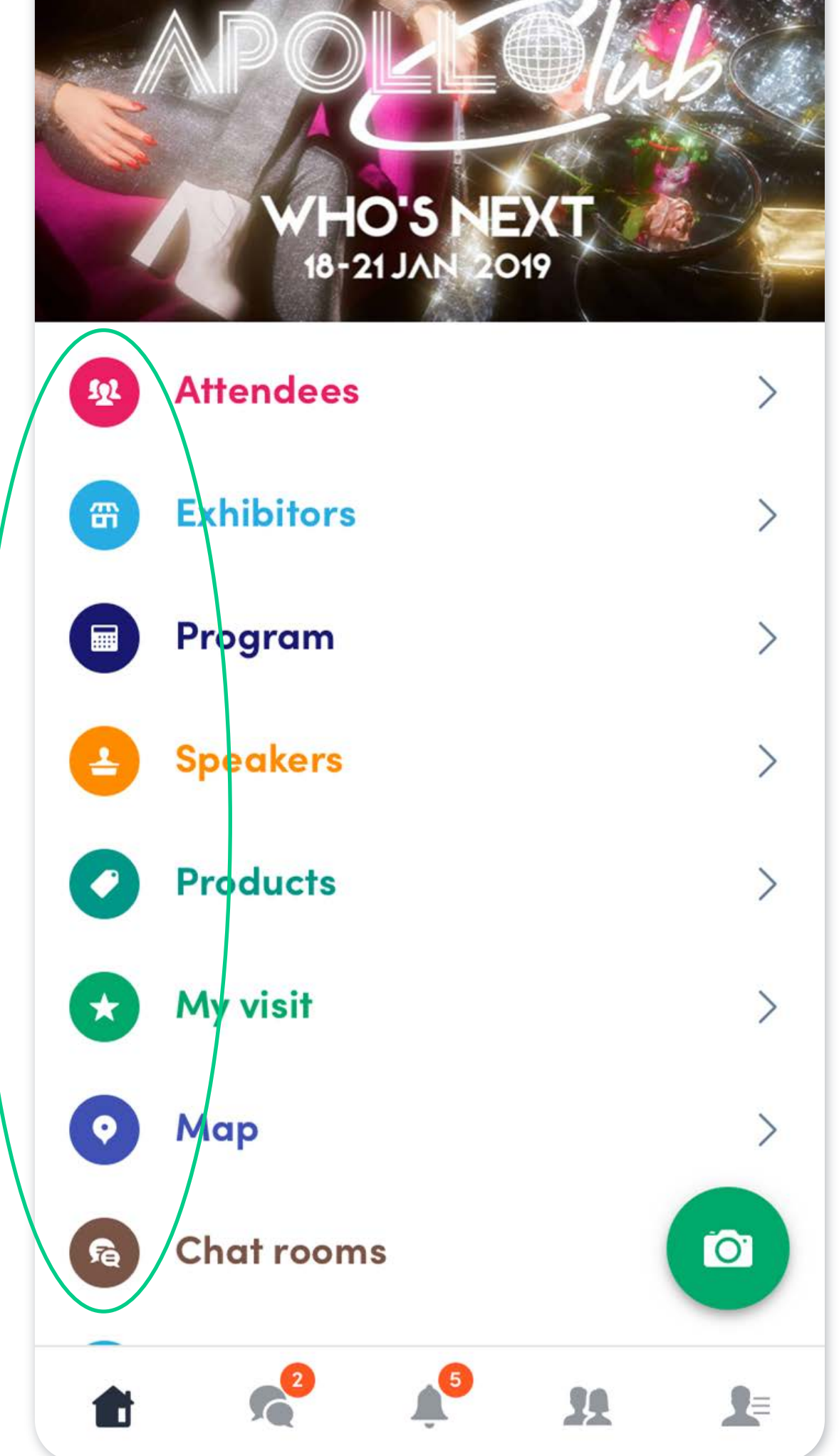
- Home
- Attendees
- Exhibitors
- Program
- Speakers
- My Visit

2. App & WebApp / Attendees & Matchmaking

Find out who to meet!

1. **Sort** the attendees to see the most relevant results
2. **Click** on a participant to view their information
3. **Connect** with qualified profiles

A personalized connection request (with message) is 4 times more likely to be accepted.

AI & Matchmaking

1. **Fill in** your profile information
2. **Enter** your search criteria
3. **Add** the profiles that interest you

The more data you enter into the platform, the more efficient the matchmaking will be.
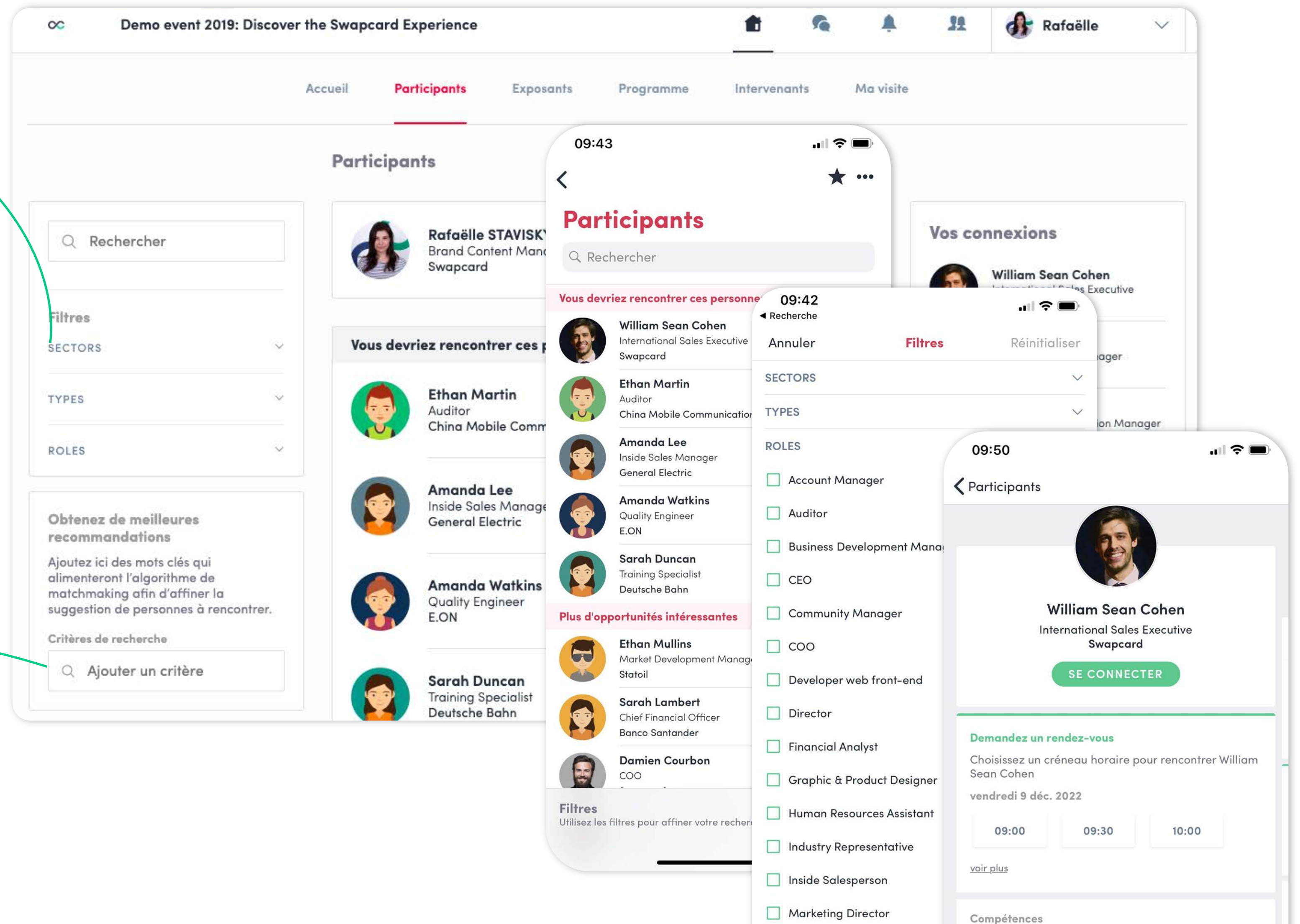
2. App & WebApp / Exhibitors, Program & Speakers

Exhibitors

All exhibitors (companies) are **included in this list**, both on mobile phones and on the web application.

You can access another exhibitor's or your own page, its description and location on the map.

Program

All sessions are located in the **"Program"** section. You have the possibility to bookmark the sessions that interest you to create your personalized agenda.

By clicking on a session, visualize who is leading it and which **sponsors** are attached to it.

Speakers

Find the list of different speakers at the event, and get in touch with them!

In addition to the general information available on their file, you will also find the **list of the sessions they run.**

14
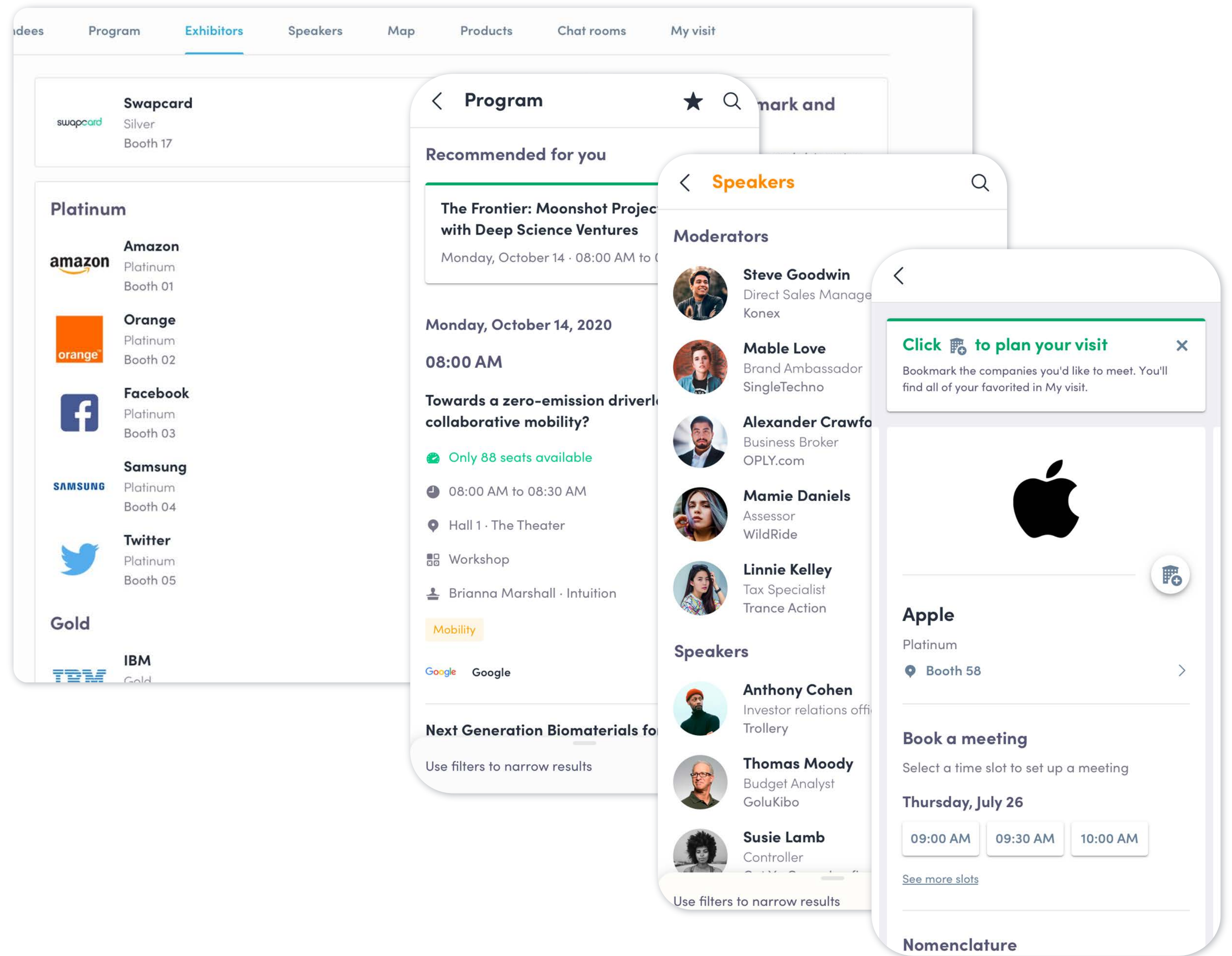
2. App & WebApp / My Visit
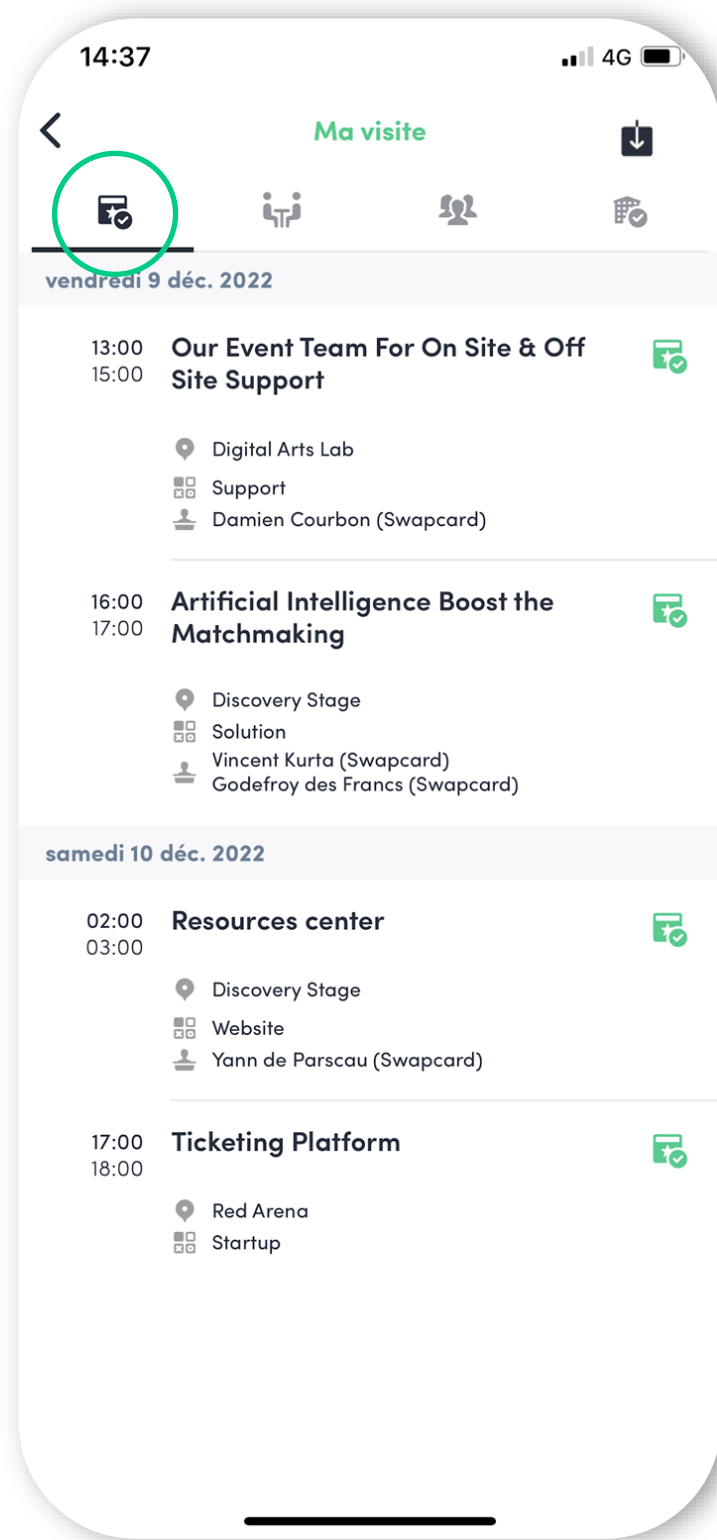
My Schedule
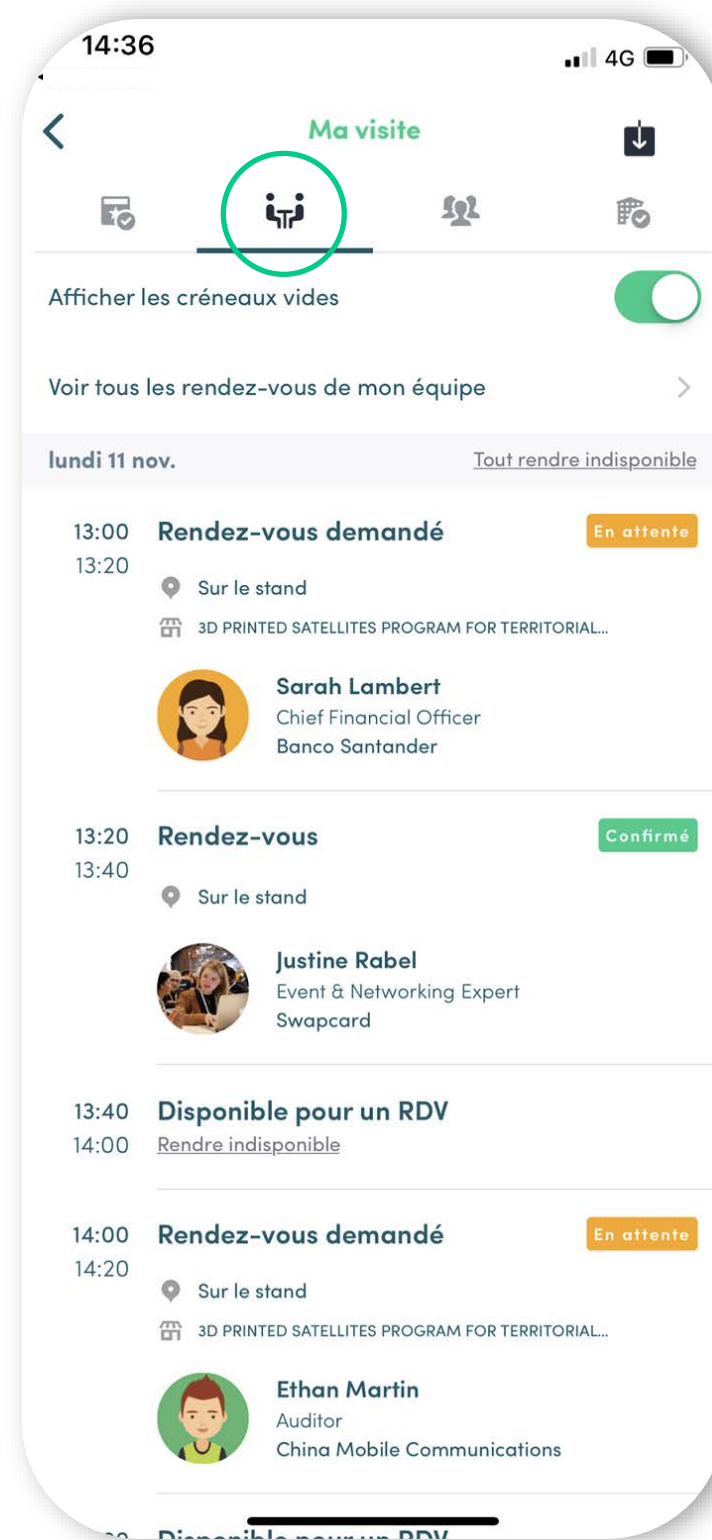
My Meetings
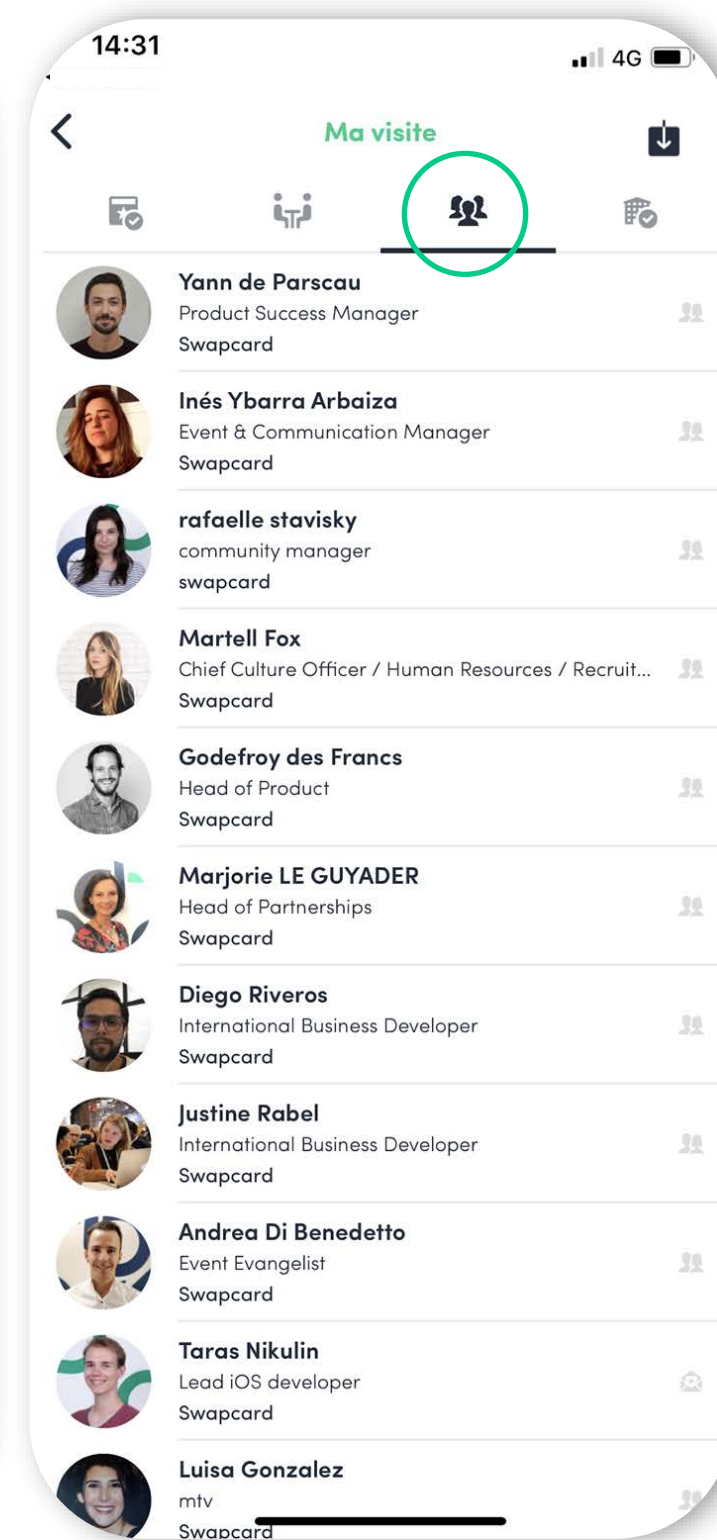
My Contacts
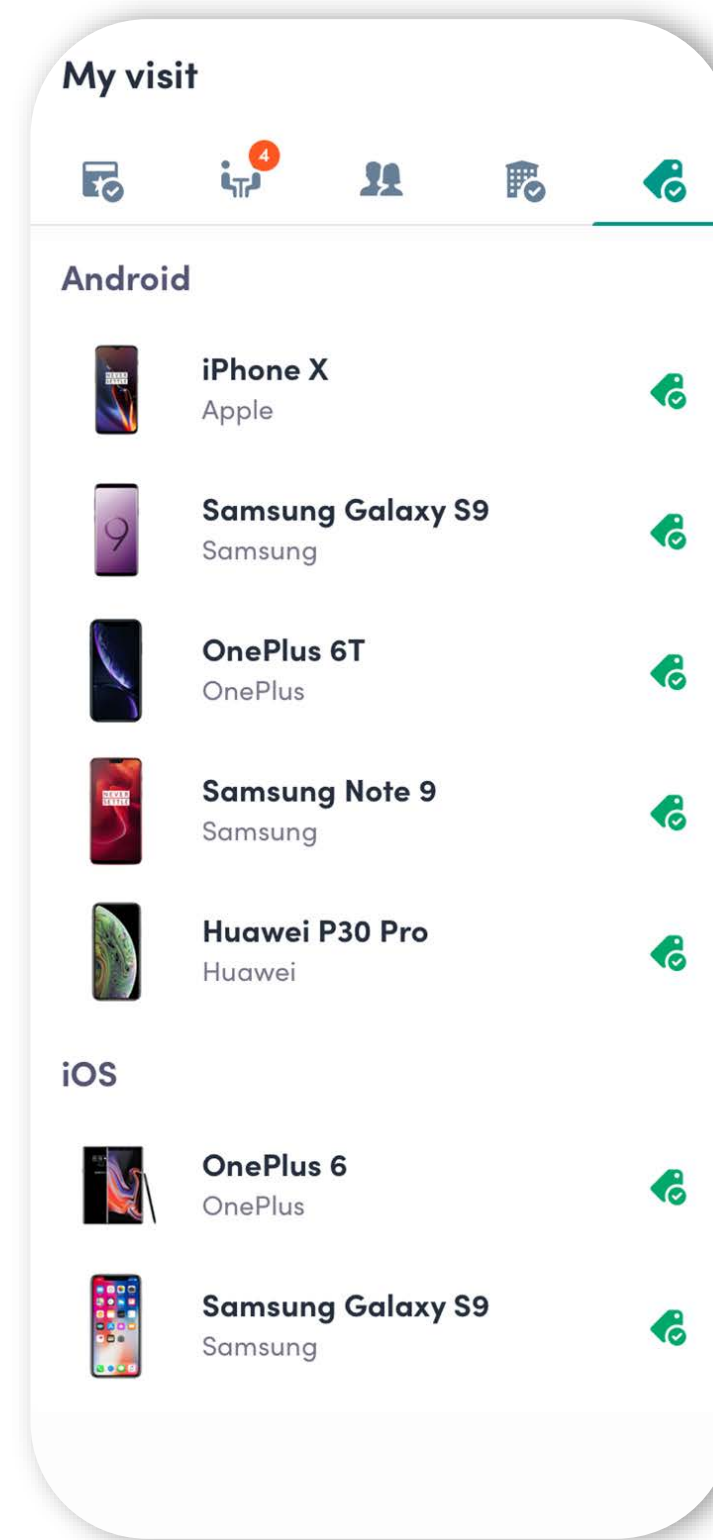
My Wishlist
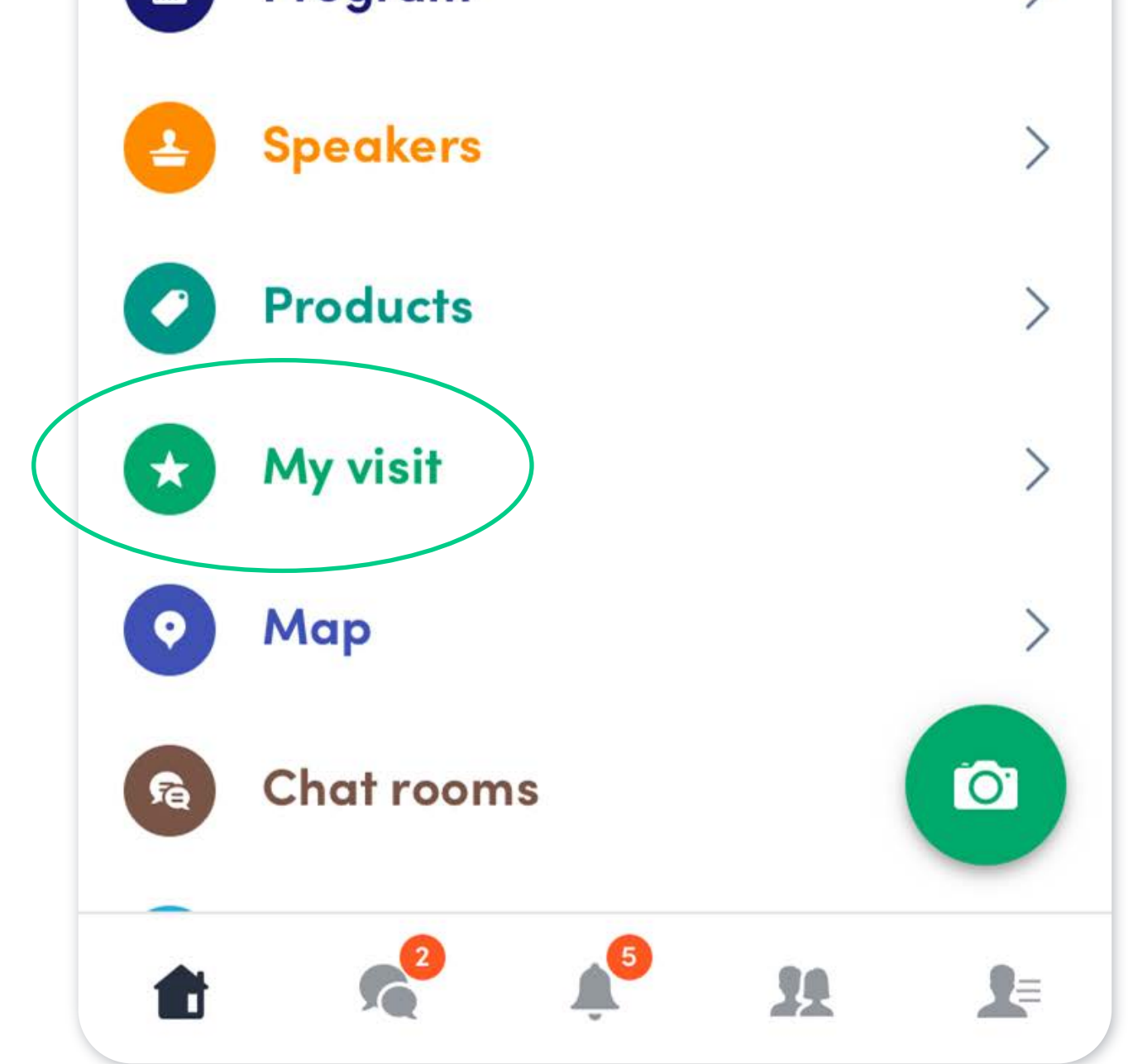
Find your meetings, the people you met on the event and your personalized schedule.

You can export your meetings and your personalized agenda directly to your calendar by clicking on this icon.

2. App & WebApp / Send a meeting request

1 Select a slot

By clicking on a participant, you can view the appointment slots at which they are available. Select the slot that suits you.

2 Select a place

The list of appointment spaces appears. Select the one you are interested in.

3 Send a message

It is **very important** to send a personalized message to the participant you wish to contact so that the meeting can take place.

4 Manage your meetings

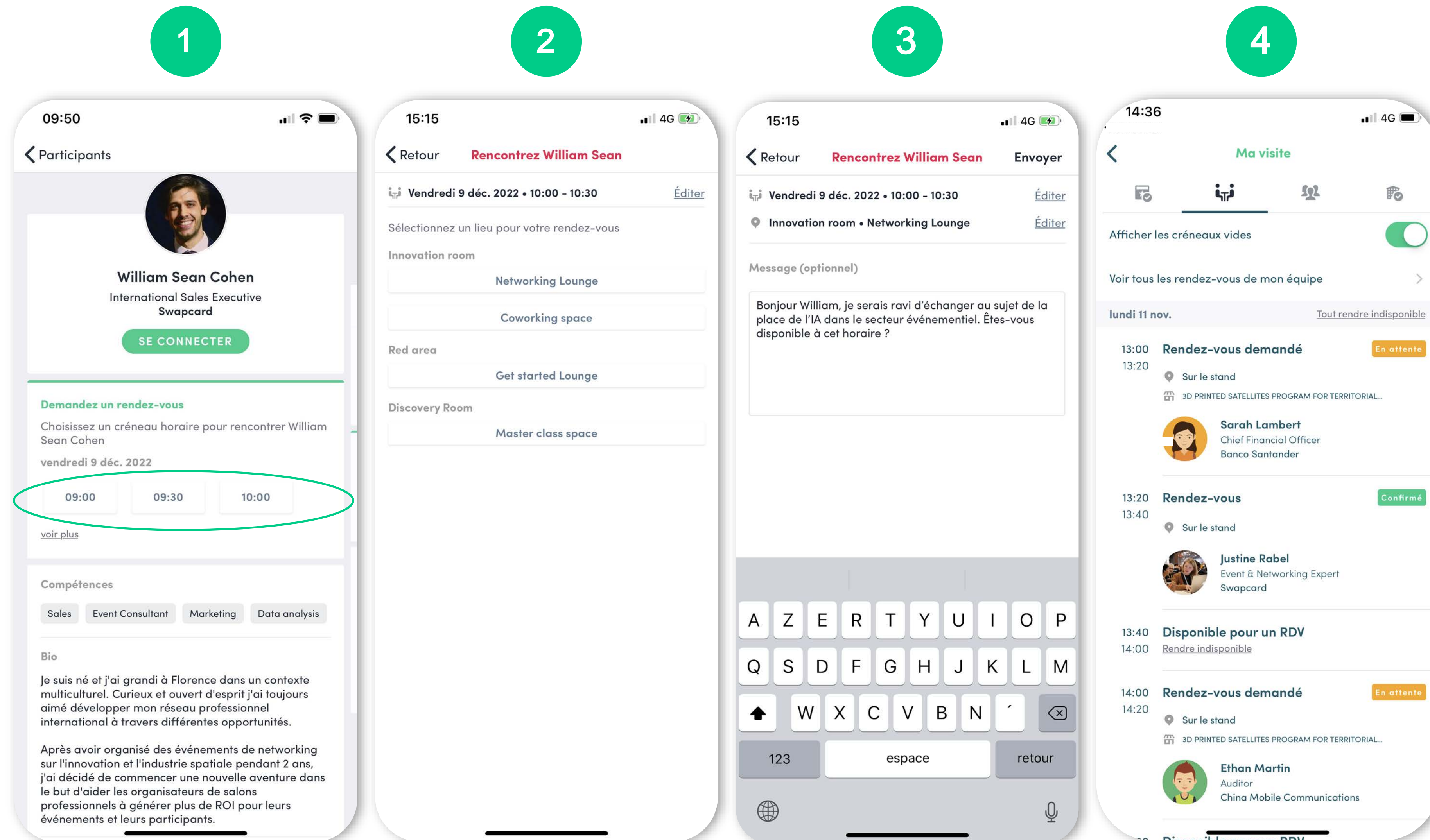In "My Visit", you can view your appointments, cancel them and manage your availability. **Be careful! A meeting slot is blocked when a request is made or received, even if it is not yet validated.**

Screen 1:

09:50

< Participants

William Sean Cohen
International Sales Executive
Swapcard

SE CONNECTER

Demandez un rendez-vous

Choisissez un créneau horaire pour rencontrer William Sean Cohen

vendredi 9 déc. 2022

09:00   09:30   10:00

voir plus

Compétences

Sales   Event Consultant   Marketing   Data analysis

Bio

Je suis né et j'ai grandi à Florence dans un contexte multiculturel. Curieux et ouvert d'esprit j'ai toujours aimé développer mon réseau professionnel international à travers différentes opportunités.

Après avoir organisé des événements de networking sur l'innovation et l'industrie spatiale pendant 2 ans, j'ai décidé de commencer une nouvelle aventure dans le but d'aider les organisateurs de salons professionnels à générer plus de ROI pour leurs événements et leurs participants.

Screen 2:

15:15

< Retour   **Rencontrez William Sean**

Vendredi 9 déc. 2022 • 10:00 – 10:30   Éditer

Sélectionnez un lieu pour votre rendez-vous

Innovation room

Networking Lounge

Coworking space

Red area

Get started Lounge

Discovery Room

Master class space

Screen 3:

15:15

< Retour   **Rencontrez William Sean**   Envoyer

Vendredi 9 déc. 2022 • 10:00 – 10:30   Éditer

Innovation room • Networking Lounge   Éditer

Message (optionnel)

Bonjour William, je serais ravi d'échanger au sujet de la place de l'IA dans le secteur événementiel. Êtes-vous disponible à cet horaire ?

Screen 4:

14:36

<   **Ma visite**

Afficher les créneaux vides

Voir tous les rendez-vous de mon équipe   >

lundi 11 nov.   Tout rendre indisponible

13:00
13:20   **Rendez-vous demandé**   En attente
        Sur le stand
        3D PRINTED SATELLITES PROGRAM FOR TERRITORIAL...
        Sarah Lambert
        Chief Financial Officer
        Banco Santander

13:20
13:40   **Rendez-vous**   Confirmé
        Sur le stand
        Justine Rabel
        Event & Networking Expert
        Swapcard

13:40
14:00   **Disponible pour un RDV**
        Rendre indisponible

14:00
14:20   **Rendez-vous demandé**   En attente
        Sur le stand
        3D PRINTED SATELLITES PROGRAM FOR TERRITORIAL...
        Ethan Martin
        Auditor
        China Mobile Communications

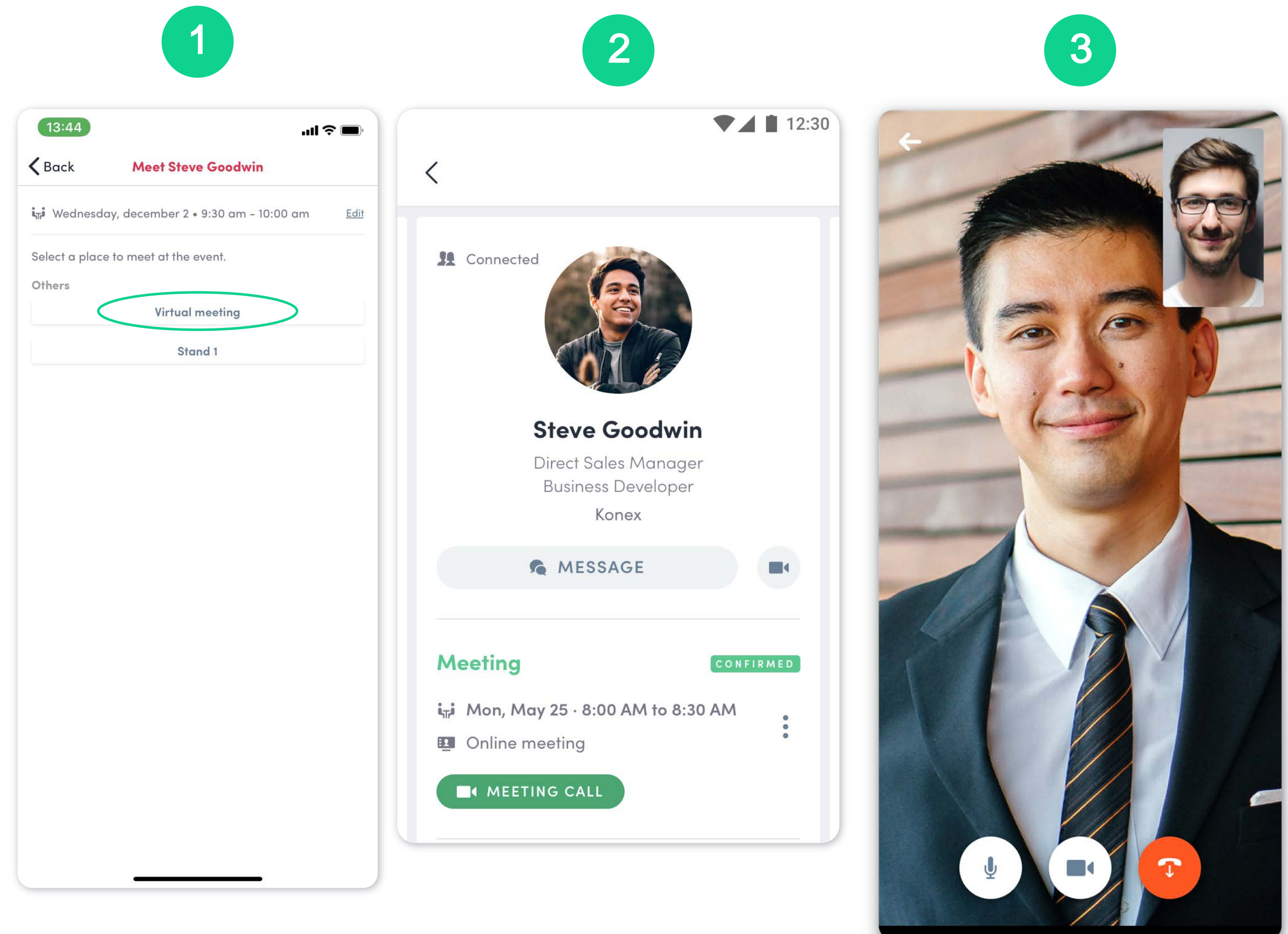# 2. App & WebApp / Video meetings and calls

Video Meetings

1 You can set up a virtual meeting with someone.

2 When your meeting request is confirmed, the button *"Meeting call"* will appear 1 hour before your meeting on your profile (only if the meeting is confirmed).

3 Your meeting will also appear in your "My Event" list, which is your own schedule for the event.

Video calls

From within a private chat discussion, you can directly call someone with the camera button.

You have the possibility to share your screen.

1

13:44

‹ Back   **Meet Steve Goodwin**

Wednesday, december 2 • 9:30 am – 10:00 am   Edit

Select a place to meet at the event.

Others

Virtual meeting

Stand 1

2

‹

Connected

Steve Goodwin

Direct Sales Manager
Business Developer

Konex

MESSAGE

Meeting   CONFIRMED

Mon, May 25 · 8:00 AM to 8:30 AM

Online meeting

MEETING CALL

3

STEP 3
—
EXHIBITOR CENTER

To access your exhibitor area, click on your name at the top right-hand corner, then on "**Exhibitor Center**".
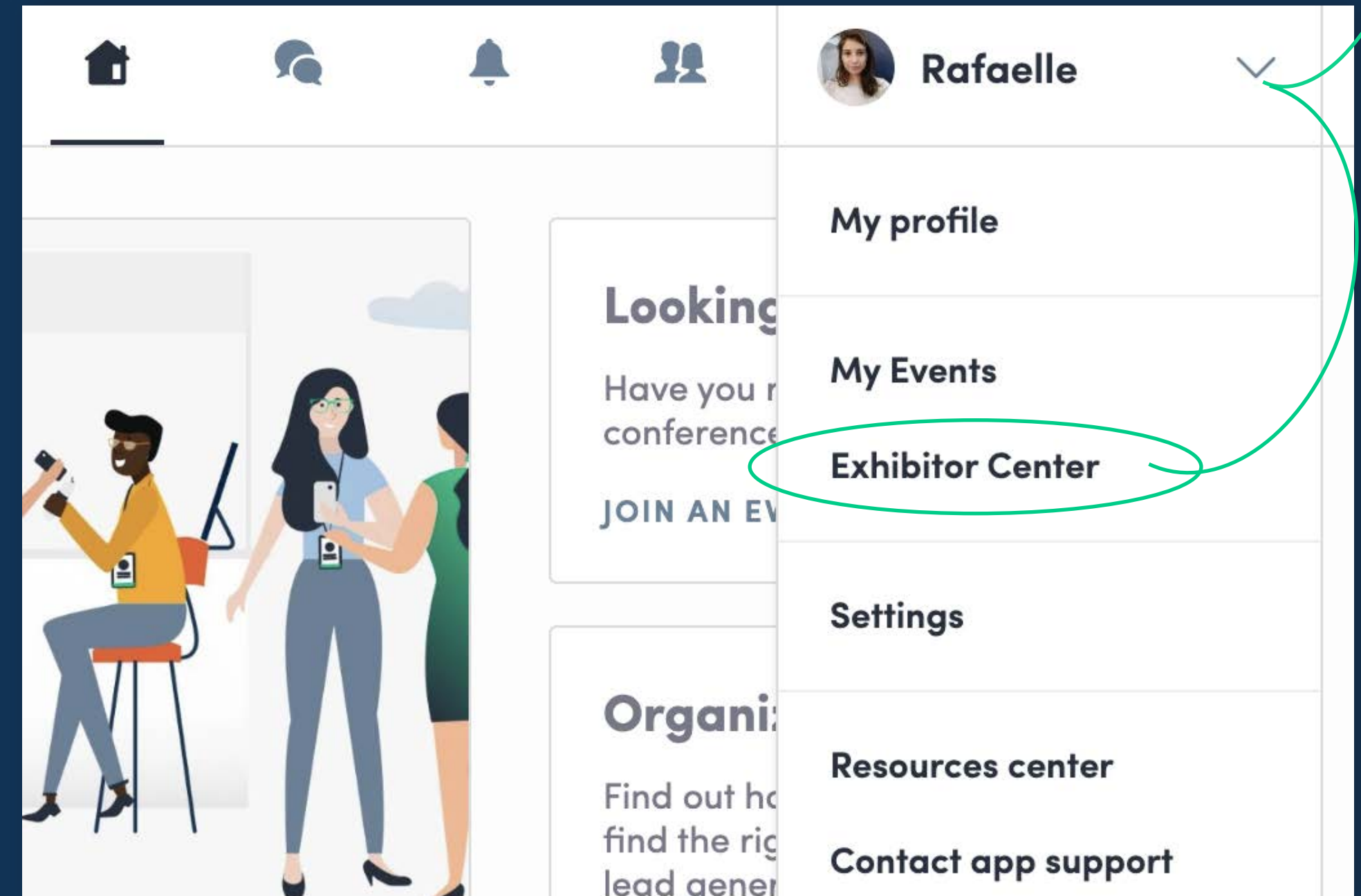
3. Exhibitor Center / Navigation

This is the menu bar that appears on the left-hand side of your screen. It will be useful for you to navigate between the different sections of the Exhibitor Center...
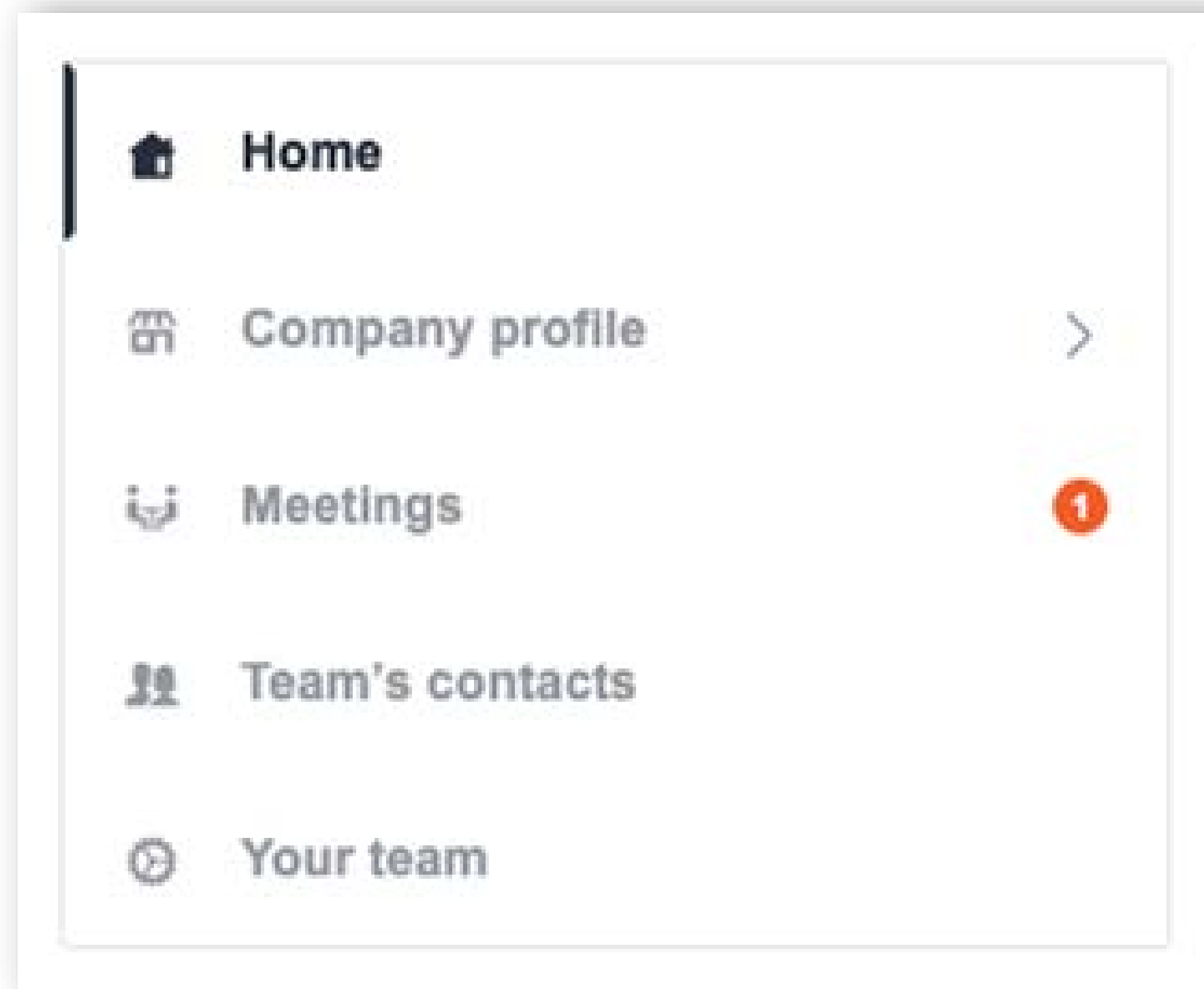
Home is the first page that you will see when accessing the Exhibitor Center.

A red pin indicates that you have a pending notification, so take a look and see what's going on!

3. Exhibitor Center / Company Information

To be contacted by as many qualified participants as possible, you must **fill in all the information** in your exhibitor form:

- ✔ Logo
- ✔ Video
- ✔ Name

- ✔ Description
- ✔ Social Networks
- ✔ Website

- ✔ Address
- ✔ Products
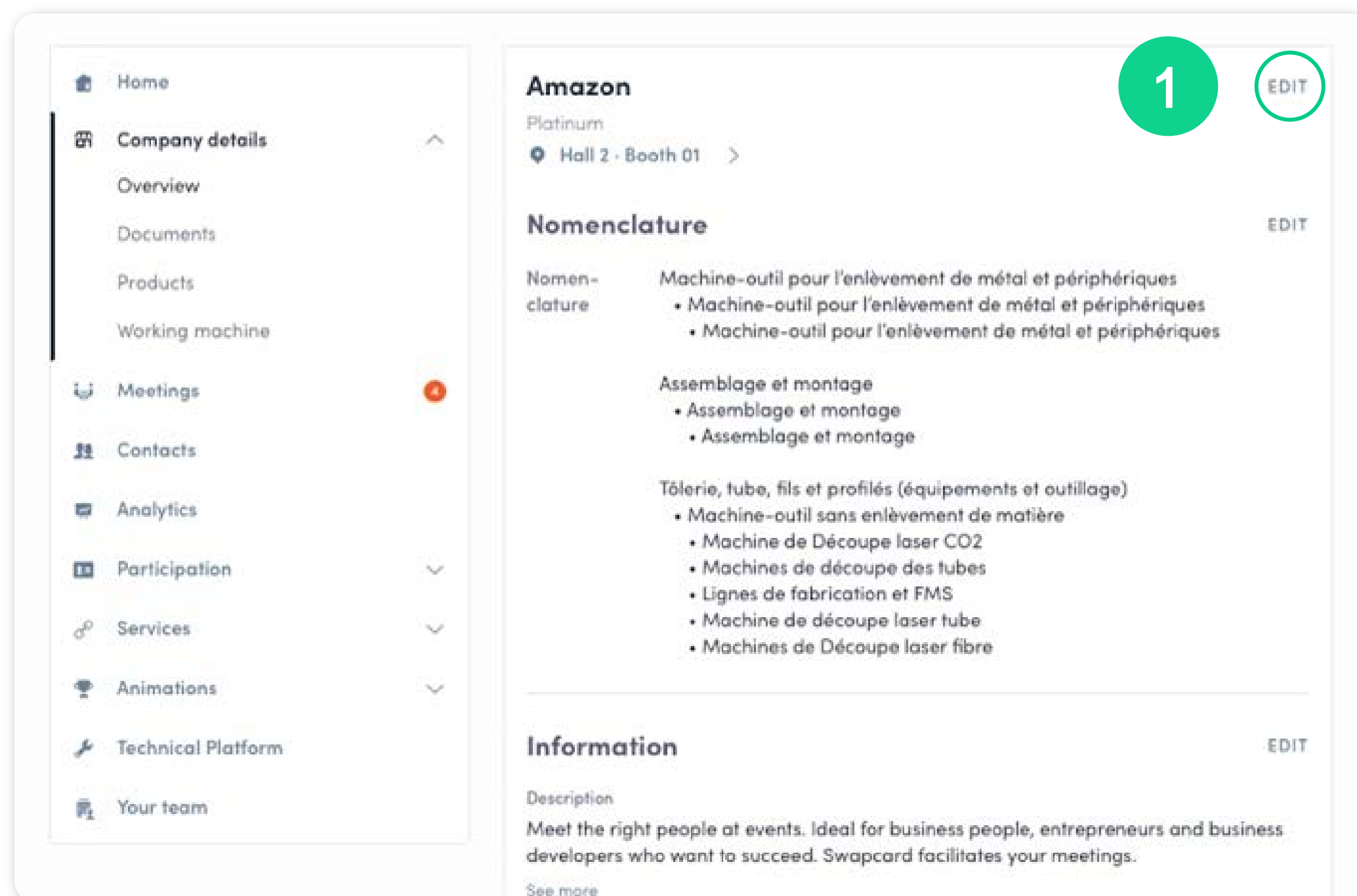
You can also add files to your company page.
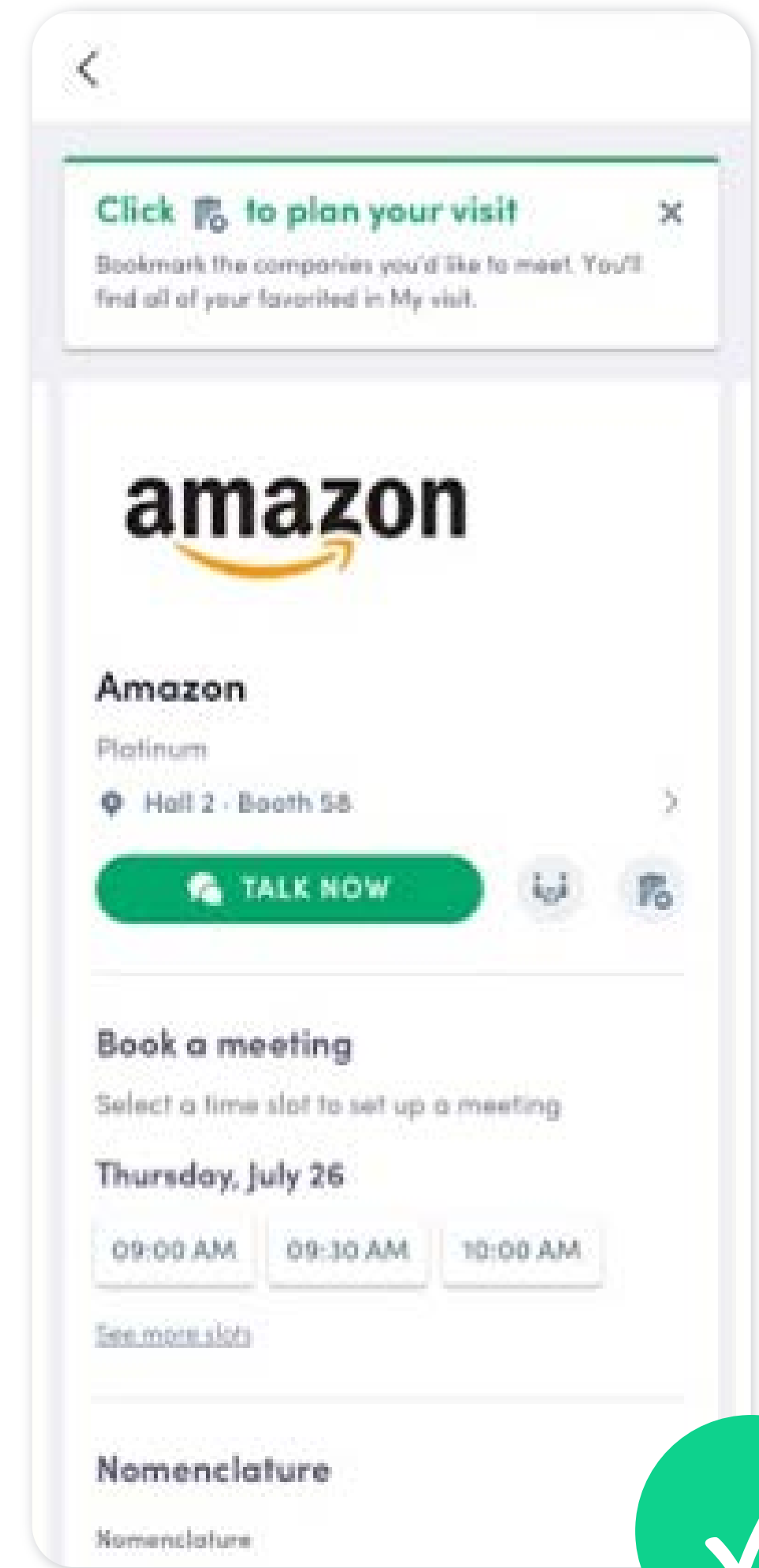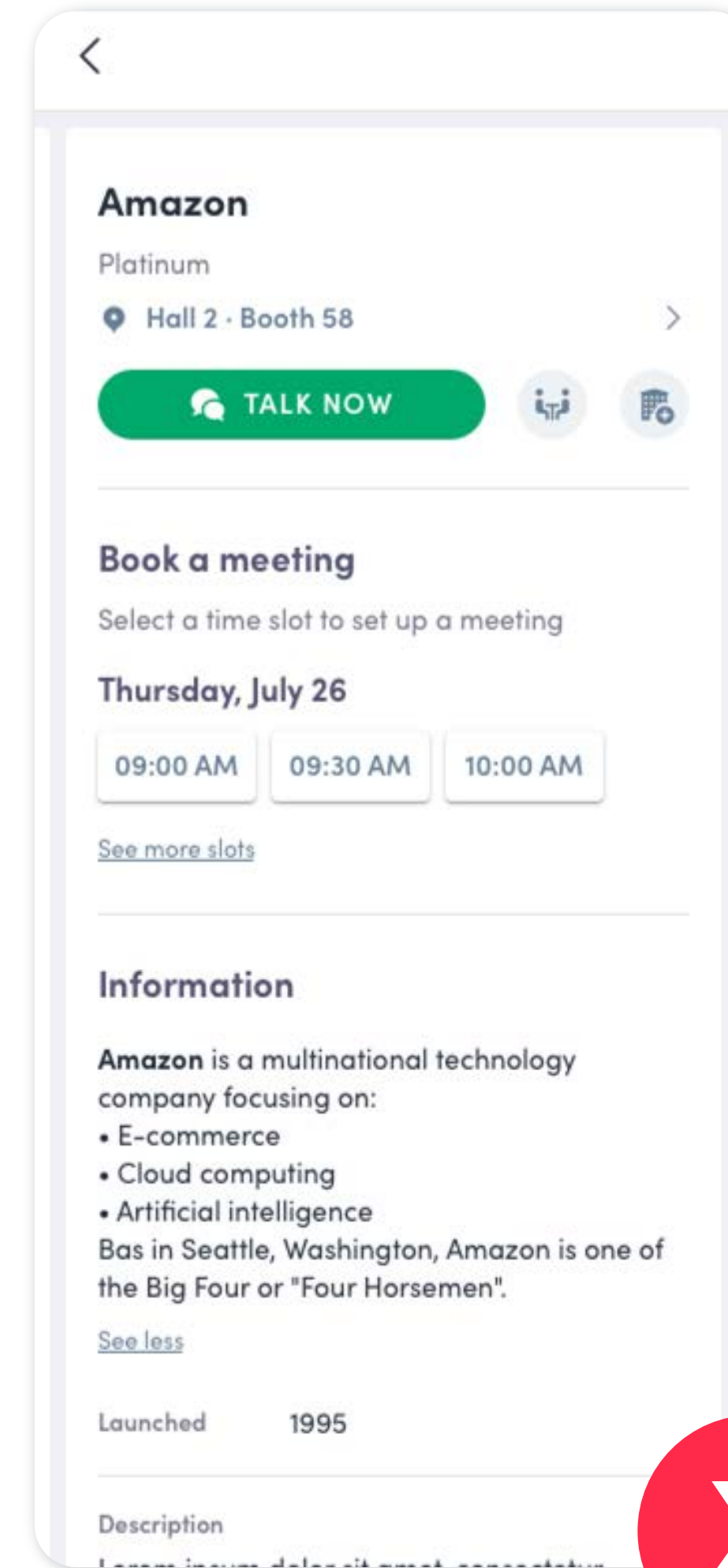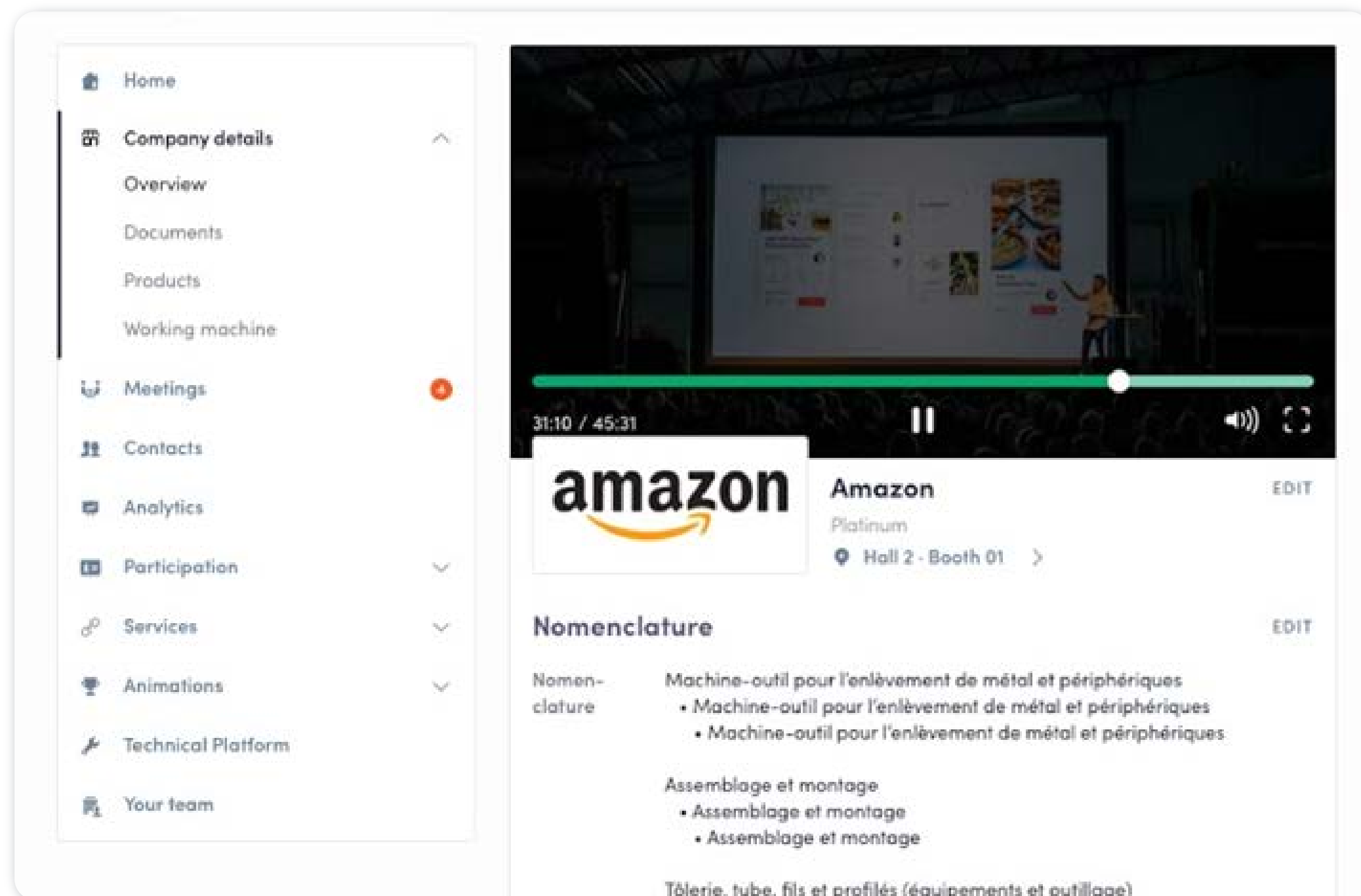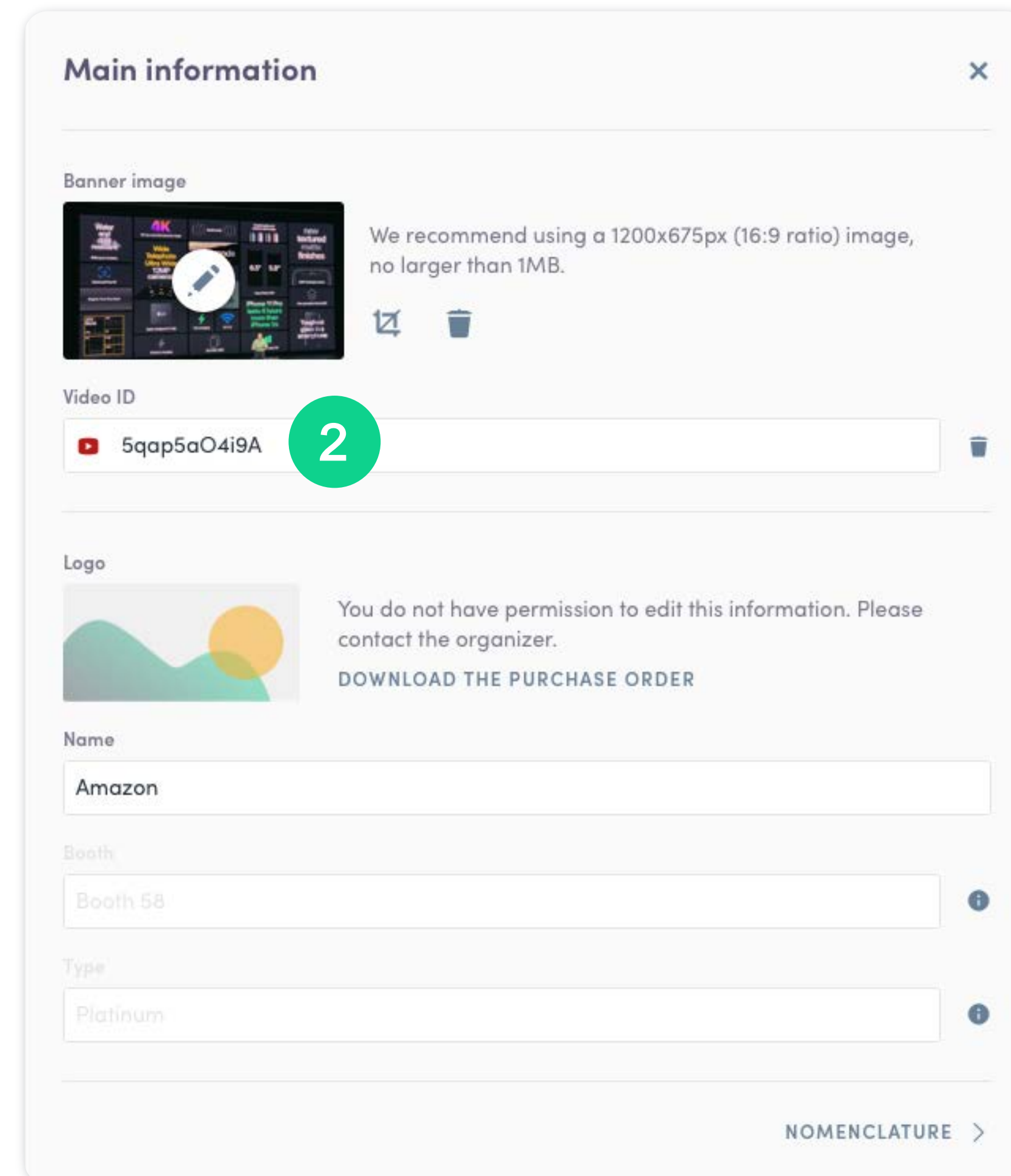
3. Exhibitor Center / Company Information

To boost your boost attractivity, you can now add
a **video banner** in your company profile.

1 Click on « **edit** » button at the top

2 Add your **video ID**

3. Exhibitor Center / Manage your meetings

In this section you can:

- **Display your team's meetings**

- **Filter meetings by status:** Pending, Validated, Declined, Cancelled

- **Assign a meeting to a member of your team:** click "Answer" on the meeting request, and choose the person to assign

- **Accept or decline meeting requests**

- **Export the full list** of your team's meetings

3. Exhibitor Center / Shared contacts & export

By going to the "Shared 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 of your collaborators who have enabled the contact sharing option will be displayed, in addition to yours.

Check that 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 scan a badge or connect with a user, they agree to share information with you. You therefore retrieve this information in compliance with the GDPR regulations.

From your App or WebApp, **you can also export your contacts (and only yours)** as an excel file by going to your contacts and clicking on "export".

3. Exhibitor Center / Your team

#EvolveVirtual20

To manage the members attached to your exhibiting entity, go to **"Your team"**.

You can then view all your collaborators, **delete or add them** and manage the visibility of their profile.
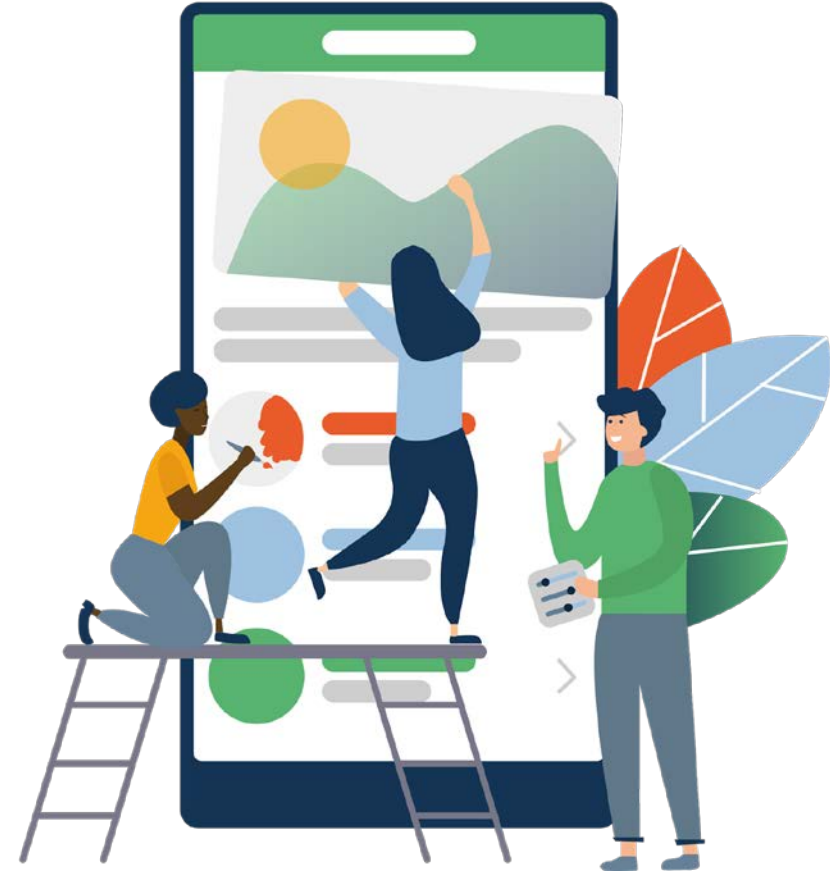
3. Exhibitor Center / Products

Add **your products** and services to your exhibitor page with a good quality picture and all the information a buyer could need.
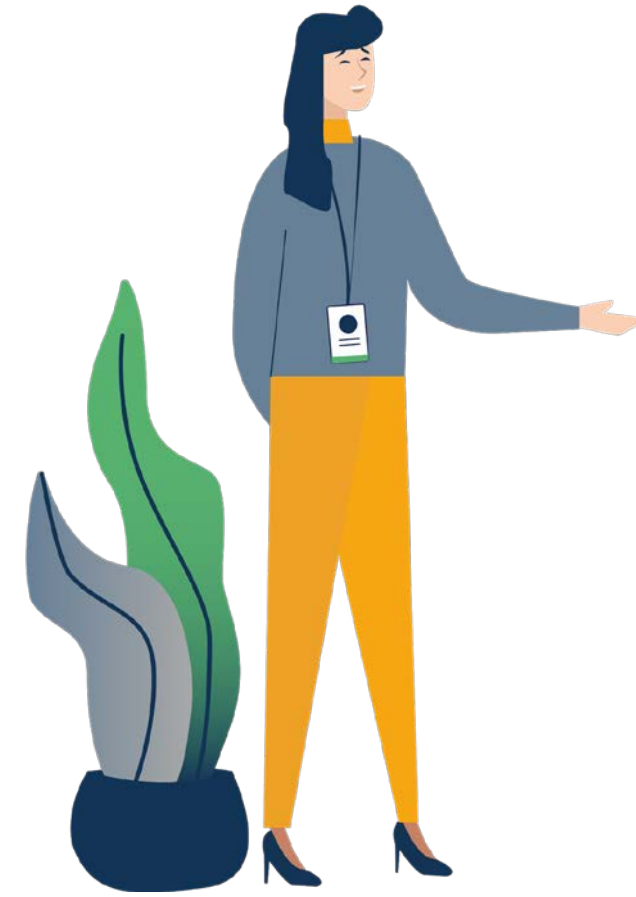
STEP 4
-
BEST PRACTICES
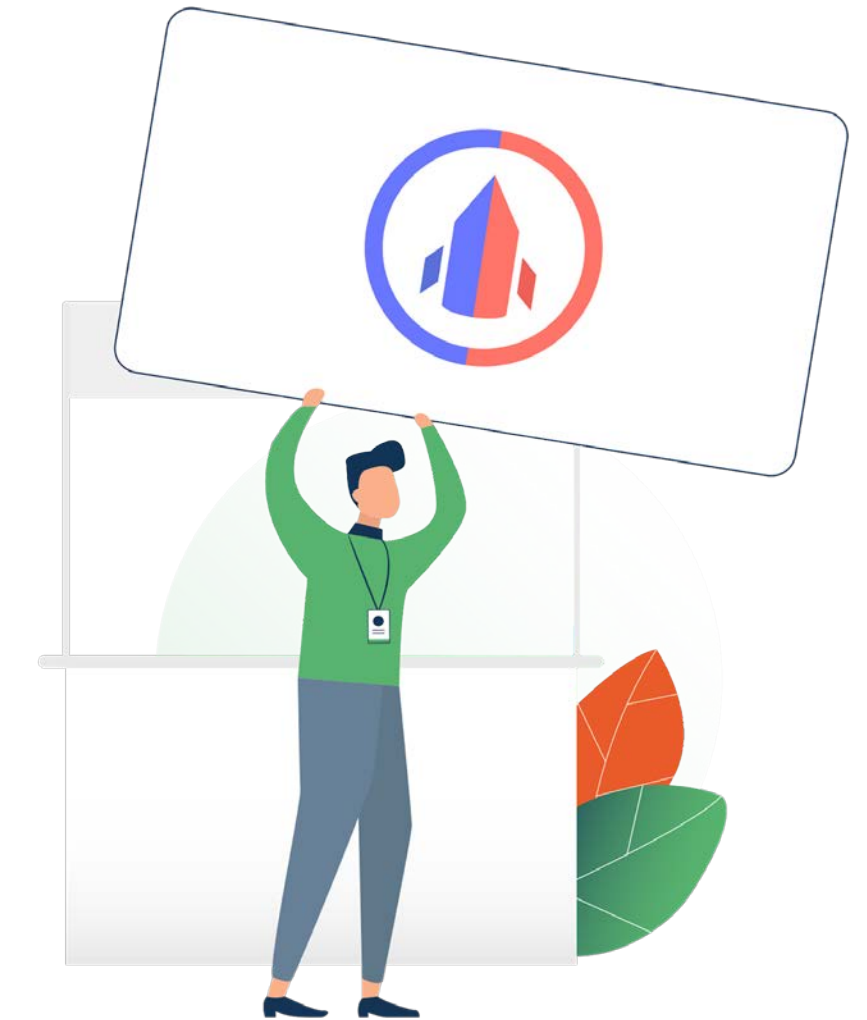
4. Retroplanning

Before the event

1. **Edit** your profile and your company profile
2. **Connect** with qualified attendees
3. **Send** your first few meeting requests
4. **Answer** your first few meeting requests

During the event

1. **Scan badges** and business cards of the relevant connections
2. **Note & tag** your new contacts
3. **Chat with them** in the app

After the event

1. **Ensure a follow-up** with your new contacts
2. **Export** your contact list
3. **Qualify your leads** for better ROI

Make the most of your event with your event app!