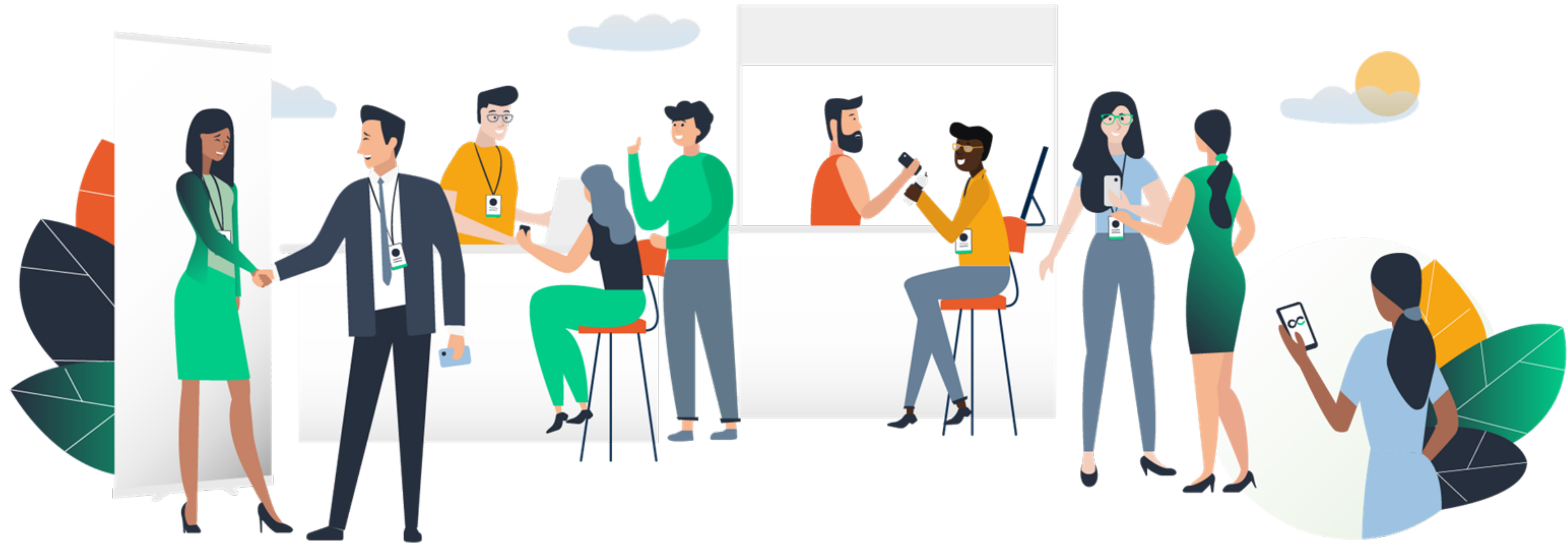


# Swapcard Guide for Exhibitors



swapcard

# Summary

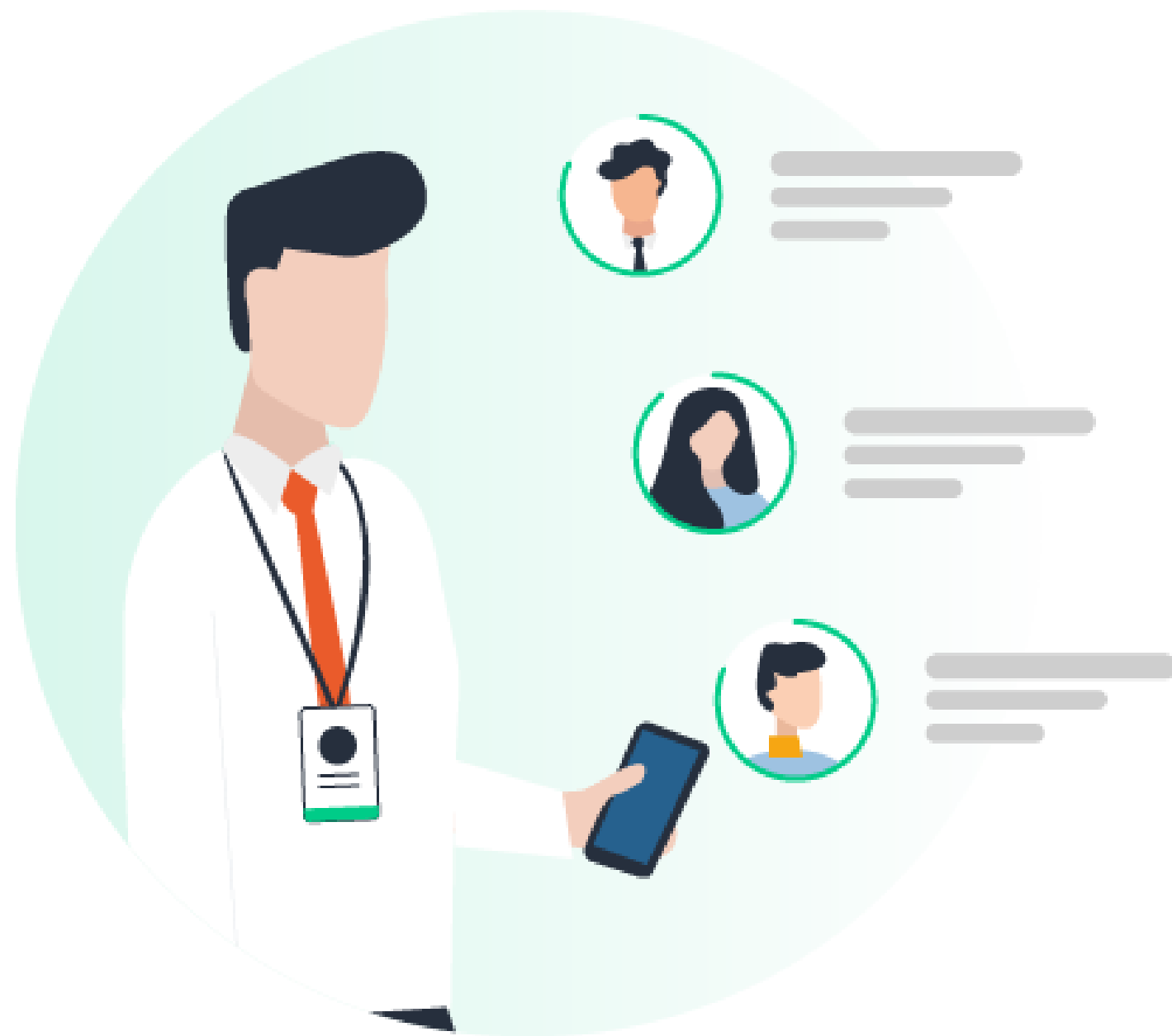


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# Why choosing Swapcard?

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:

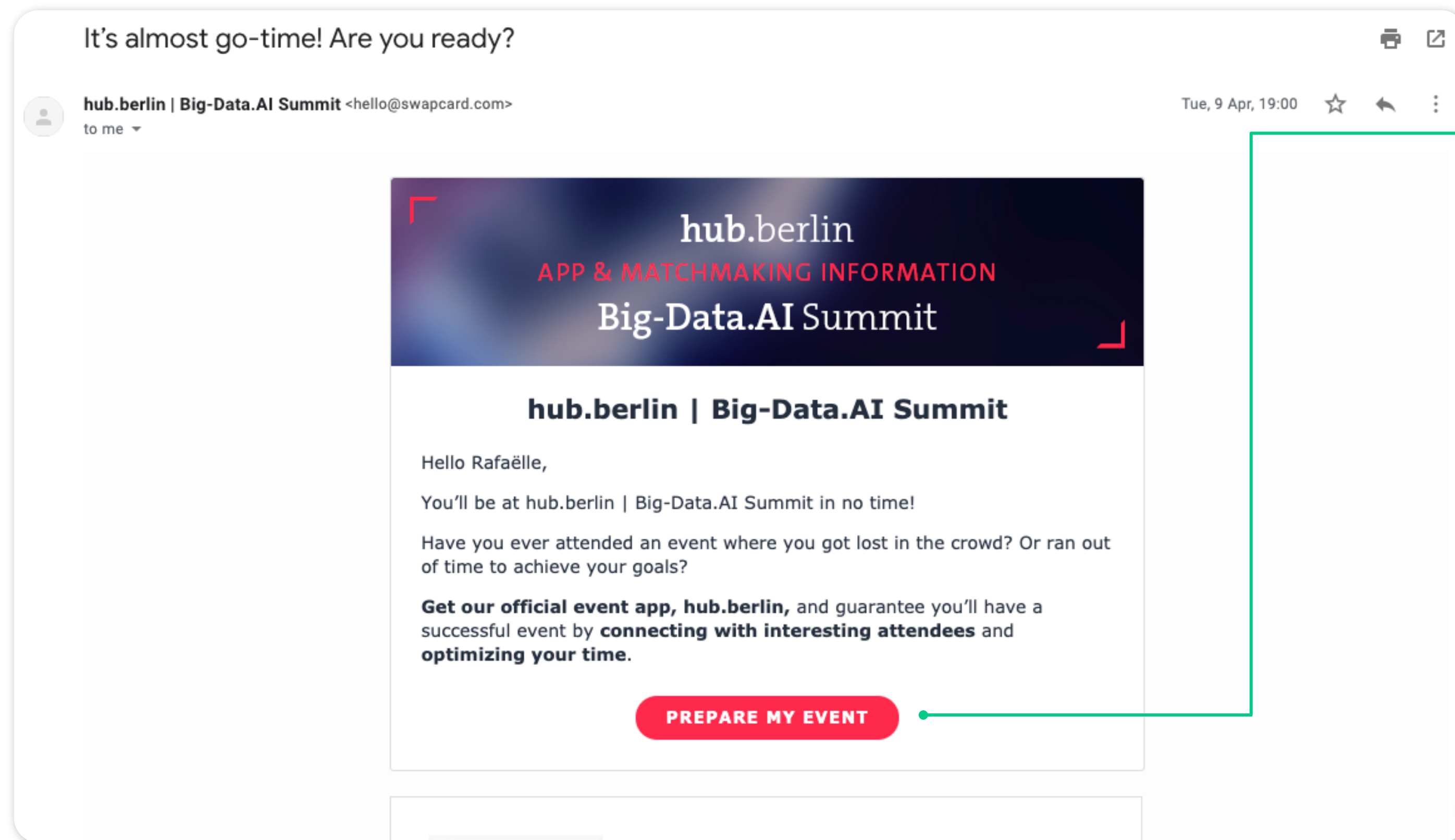
- **prepare your event** in advance
- connect with the **right people**
- **increase your visibility** with a large number of potential prospects
- manage your **meetings**
- keep track of your **contacts**
- make your **opportunities a reality**

**STEP 1**

**-**

**LOGIN**

# 1. Login / Email

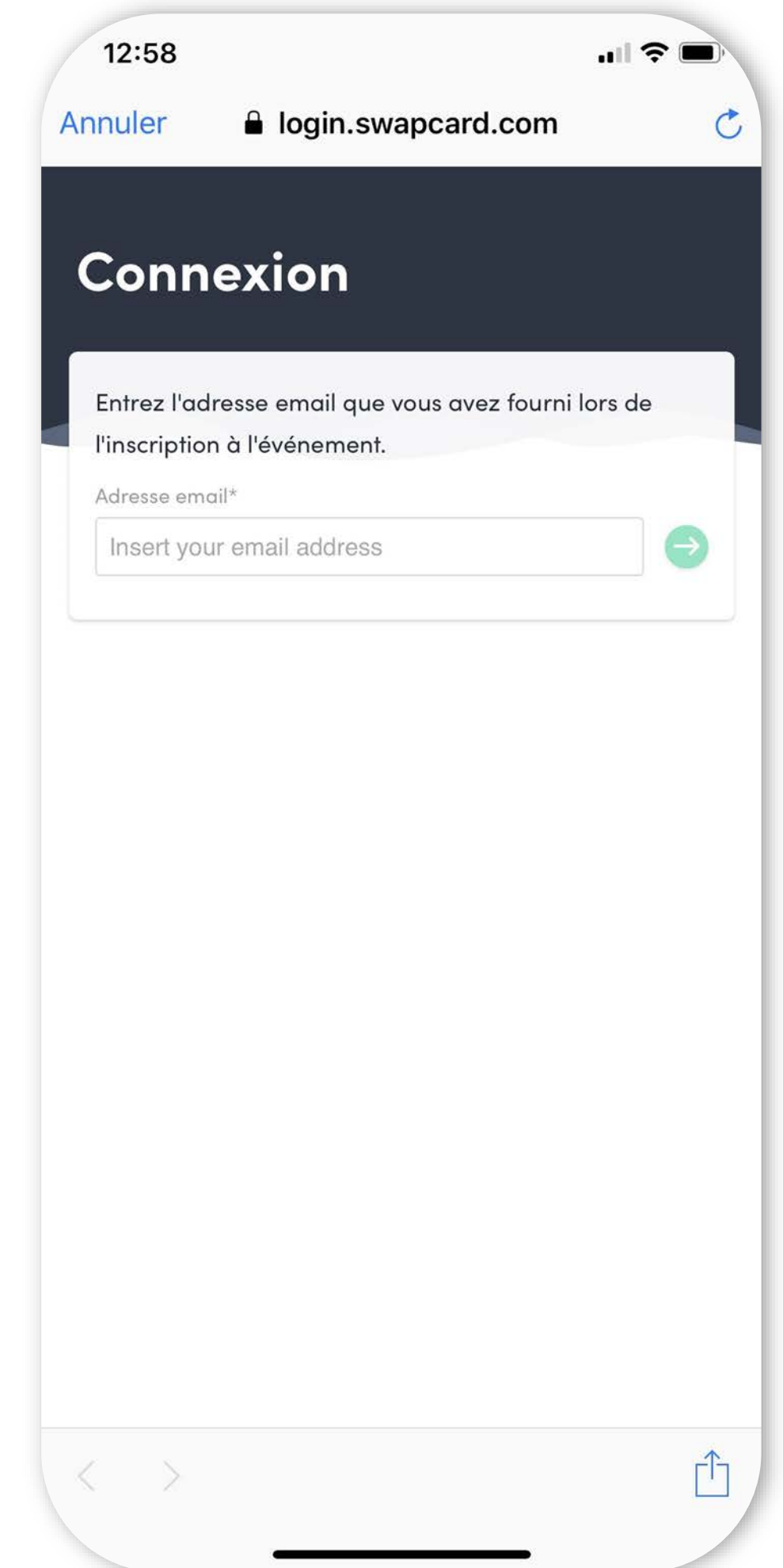
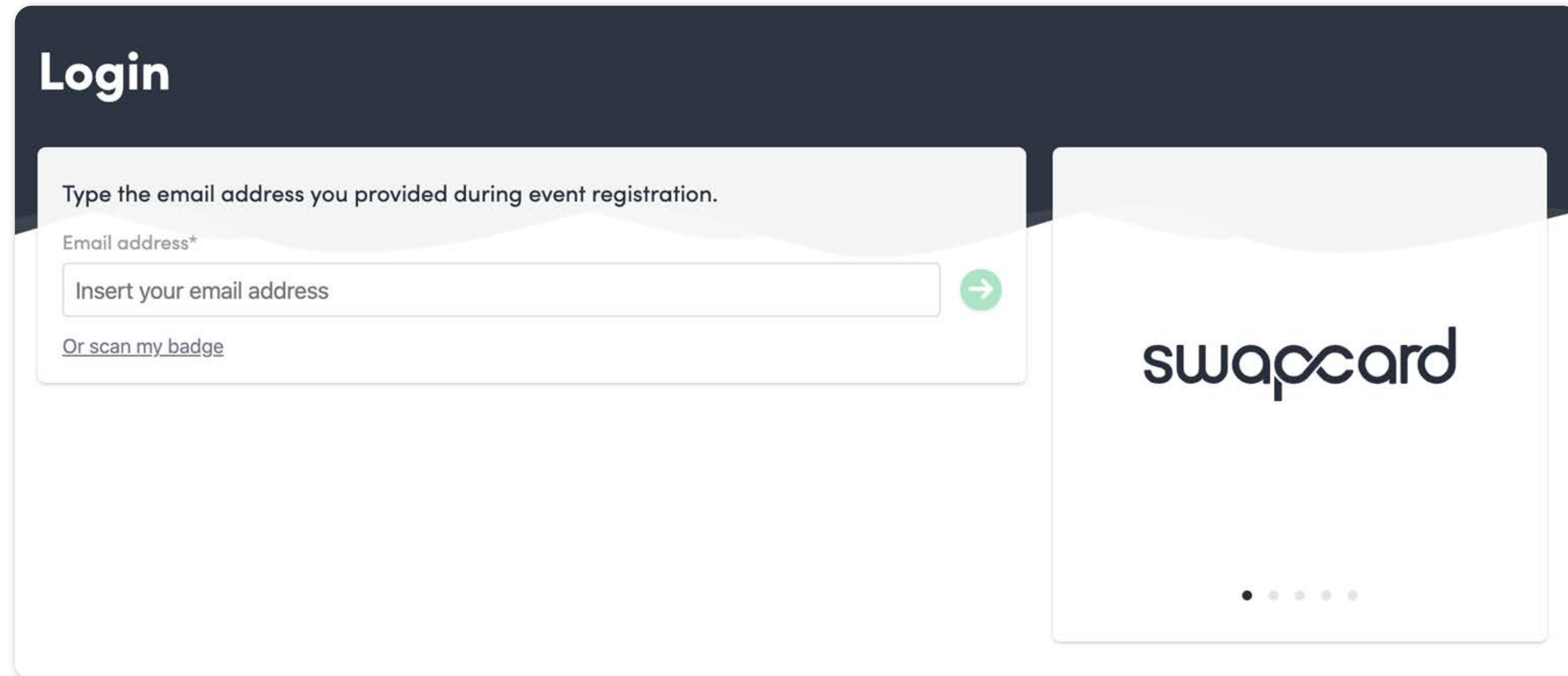


You should have received an email with a **button** redirecting to a login page. Your account is automatically pre-created by the event organizer. A window will then suggest you create a password for your account.



*If you didn't receive anything, check your spam box.*

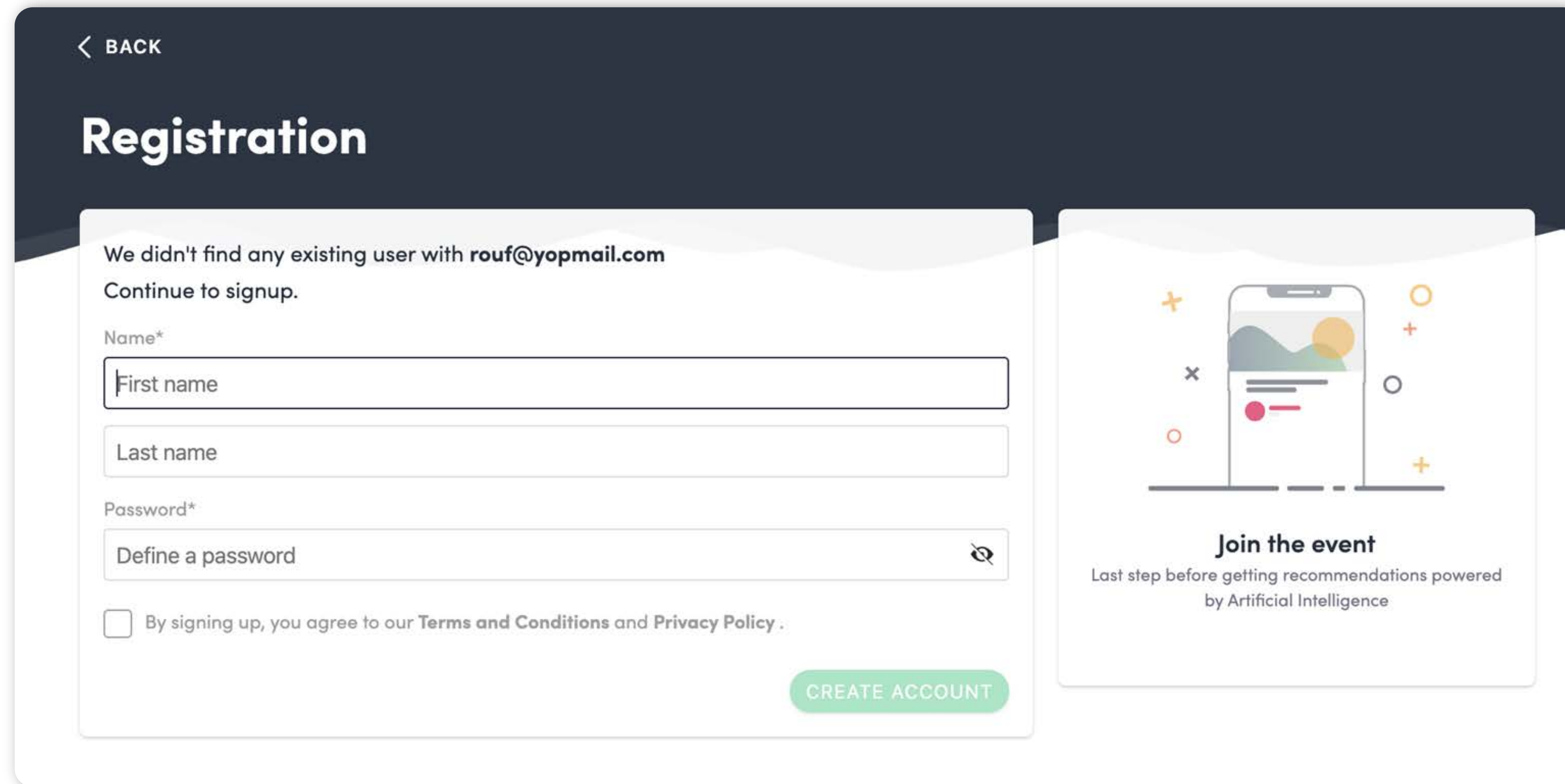
# 1. Login / Platform – *with an account*



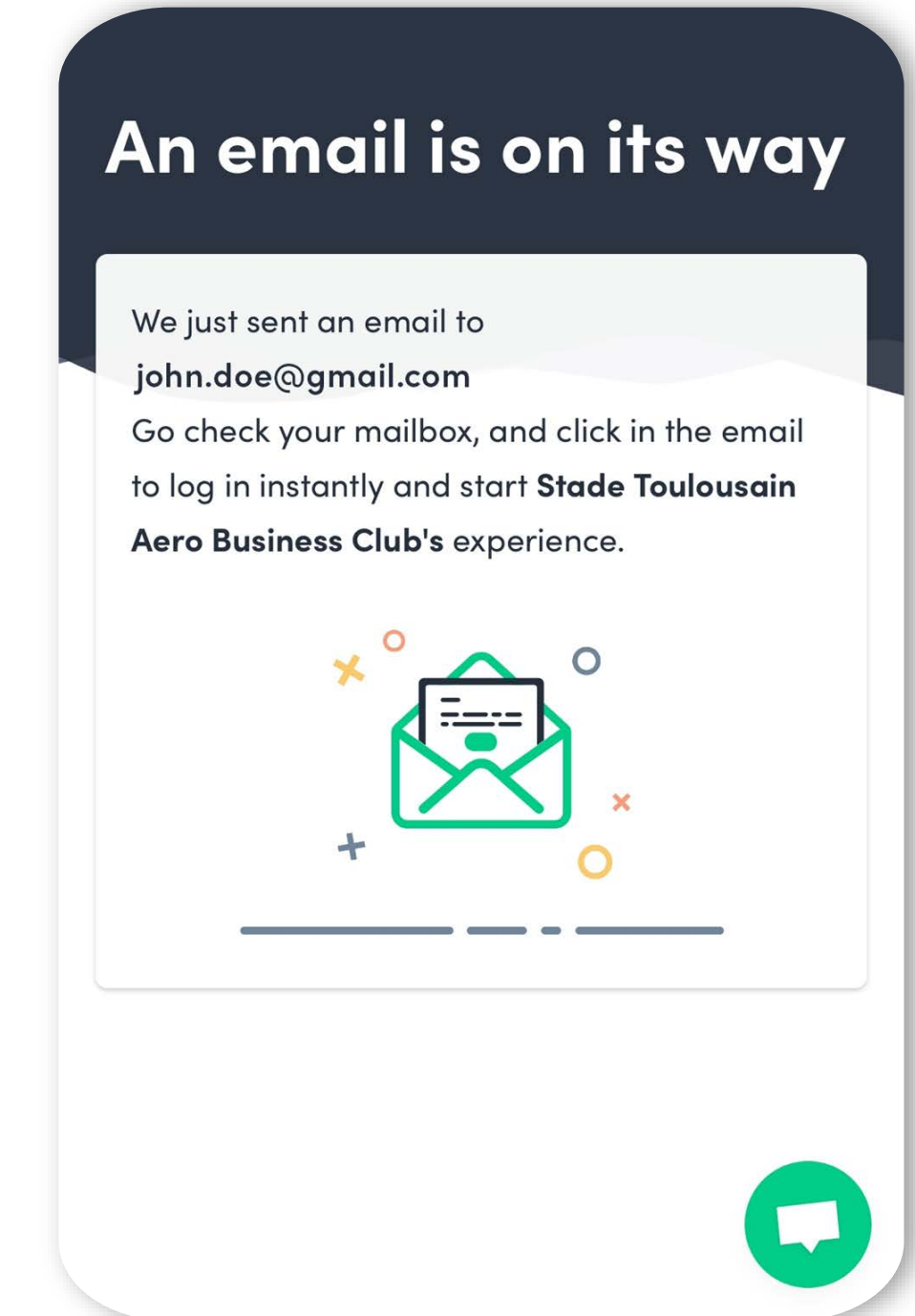
Access your account at [login.swapcard.com](https://login.swapcard.com).  
Enter the email you used to register for the event.

*If your address is not recognized, send an email to [support@swapcard.com](mailto:support@swapcard.com).*

# 1. Login / Platform – *without an account*



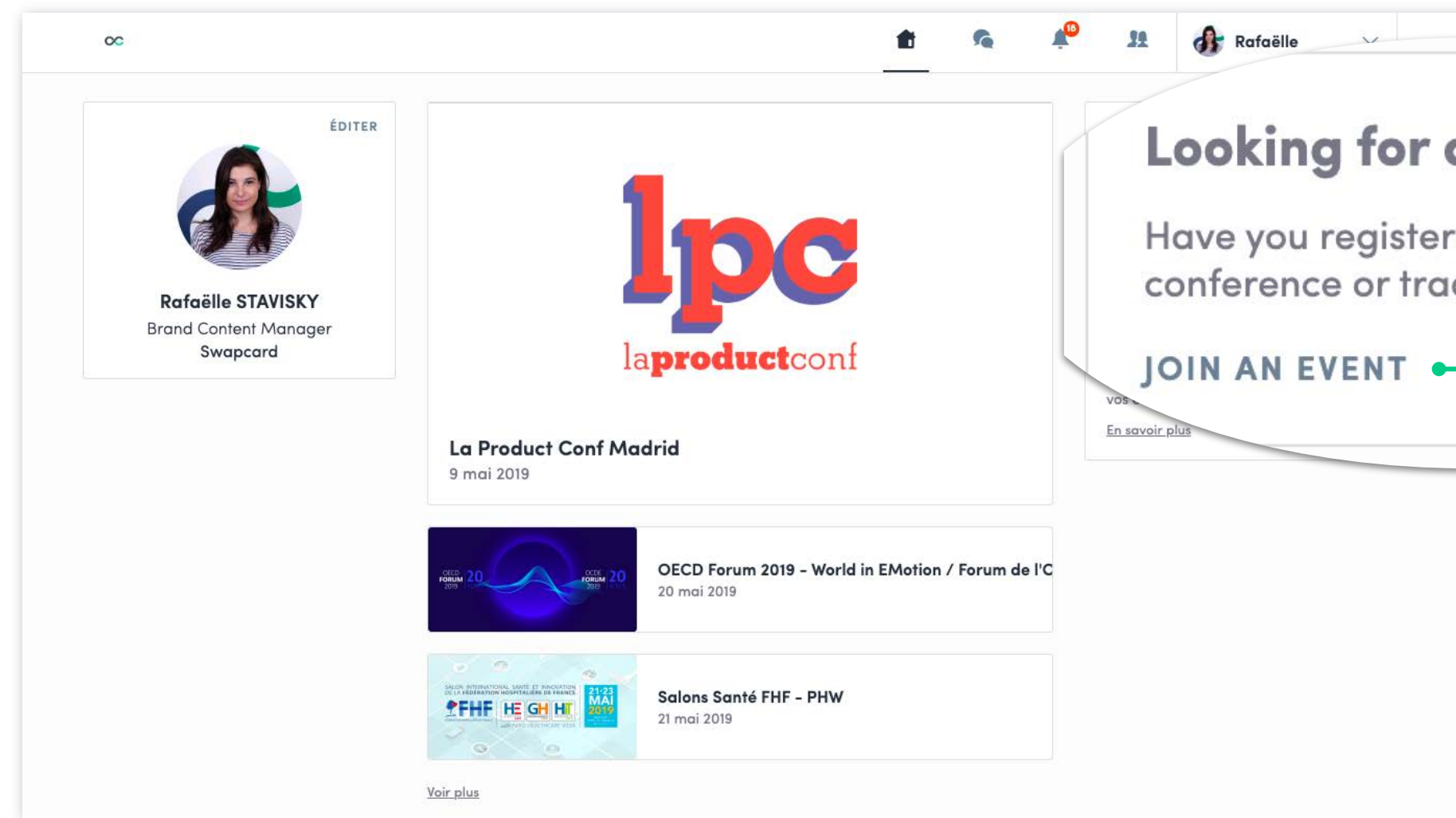
Registration form with a dark blue header containing a back arrow and the text "BACK". The main title "Registration" is in white. The form area has a light gray background and contains the following elements: a message "We didn't find any existing user with rouf@yopmail.com" and "Continue to signup."; a "Name\*" section with "First name" and "Last name" input fields; a "Password\*" section with a "Define a password" input field and a visibility toggle; a checkbox for "By signing up, you agree to our Terms and Conditions and Privacy Policy ."; and a green "CREATE ACCOUNT" button.



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

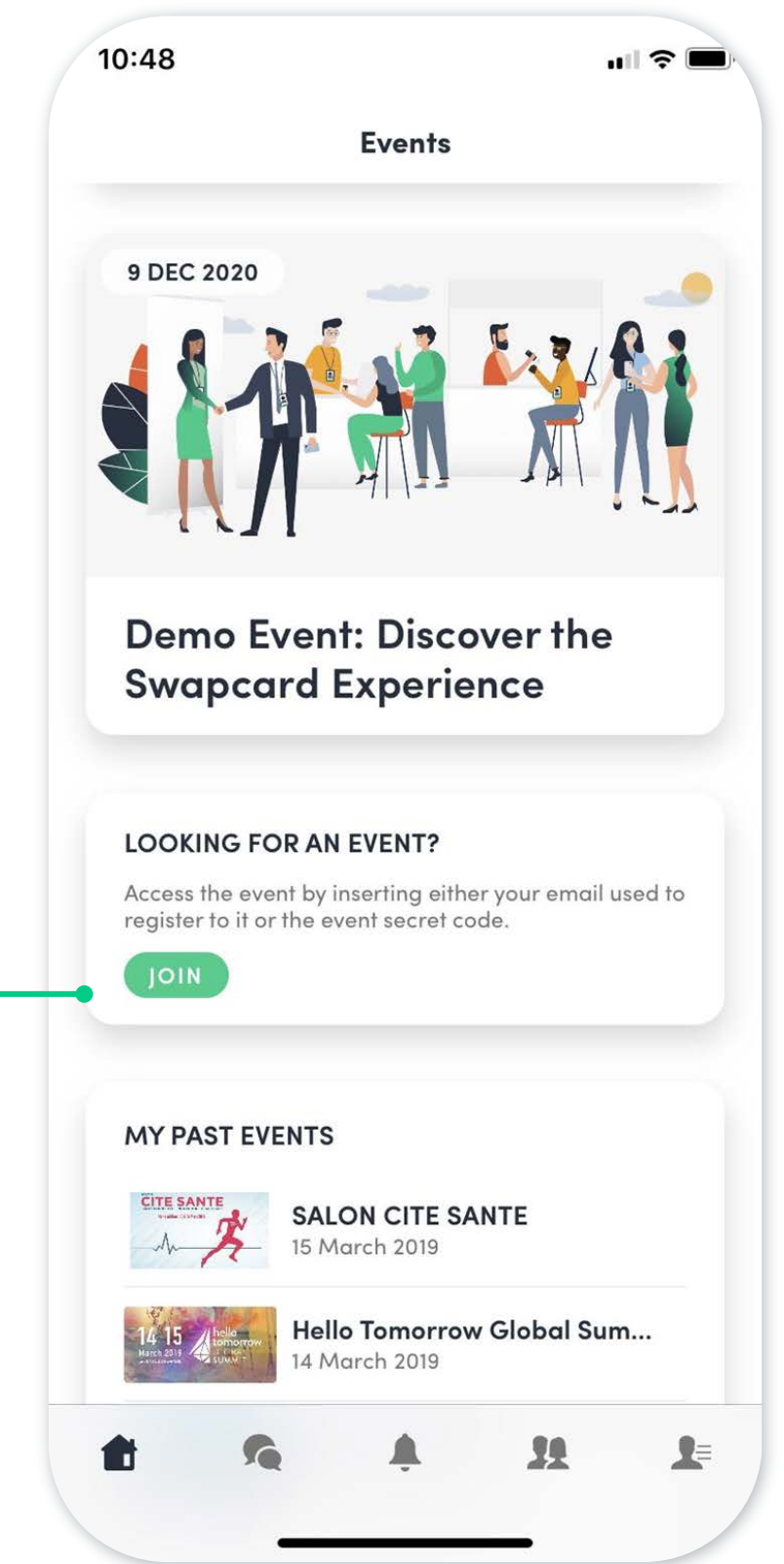
# 1. Connection / Platform – *with a code*

1

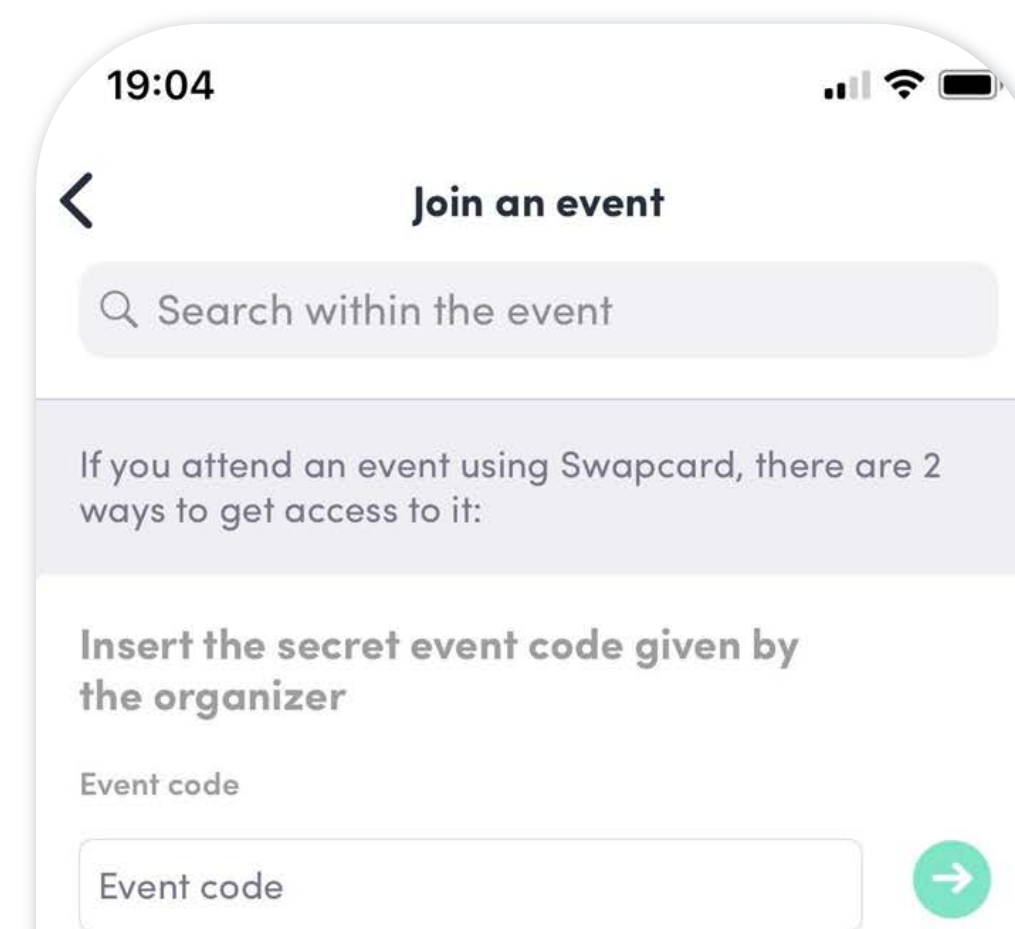
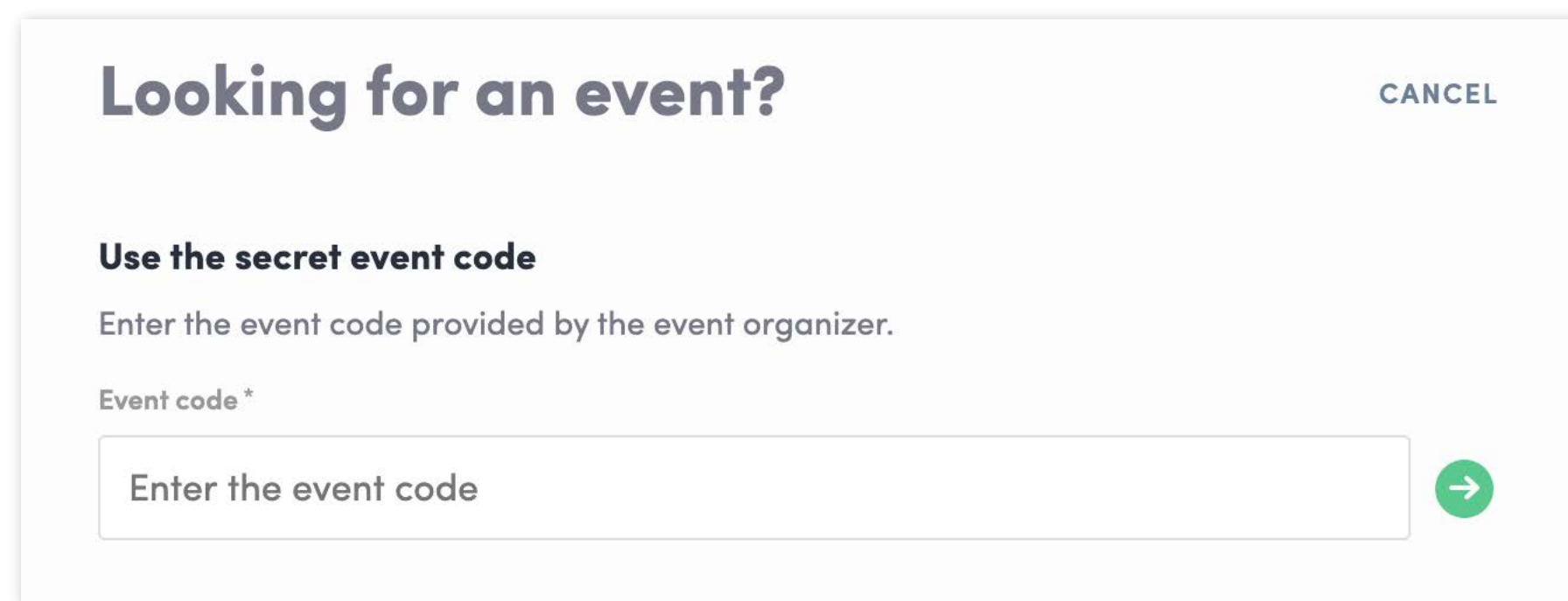


**Looking for an event?**  
Have you registered but can't find your conference or trade show?  
**JOIN AN EVENT**

Your email address wasn't recognized? No problem, just click on "join an event".



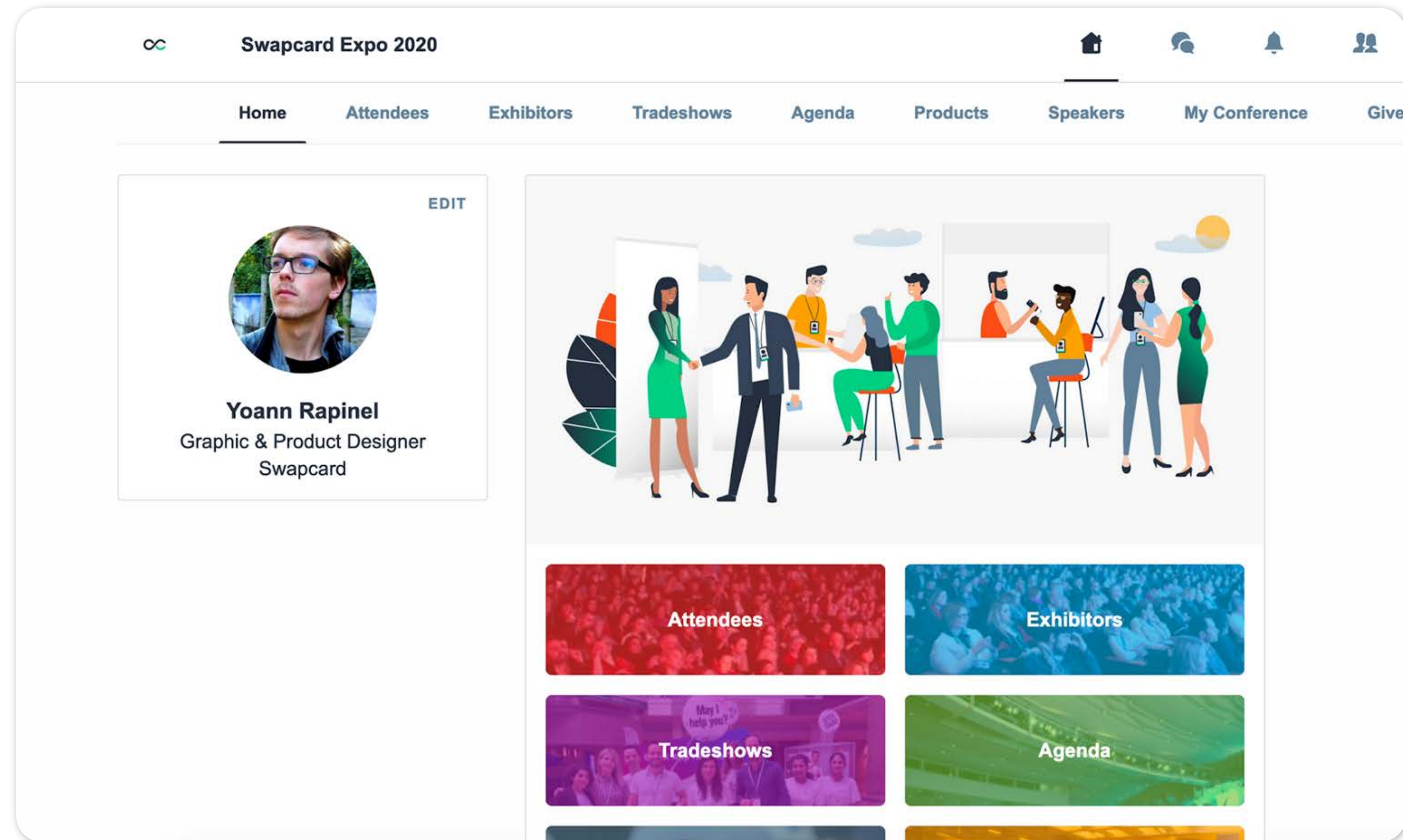
2



Use the secret event code :

**CODEXX**





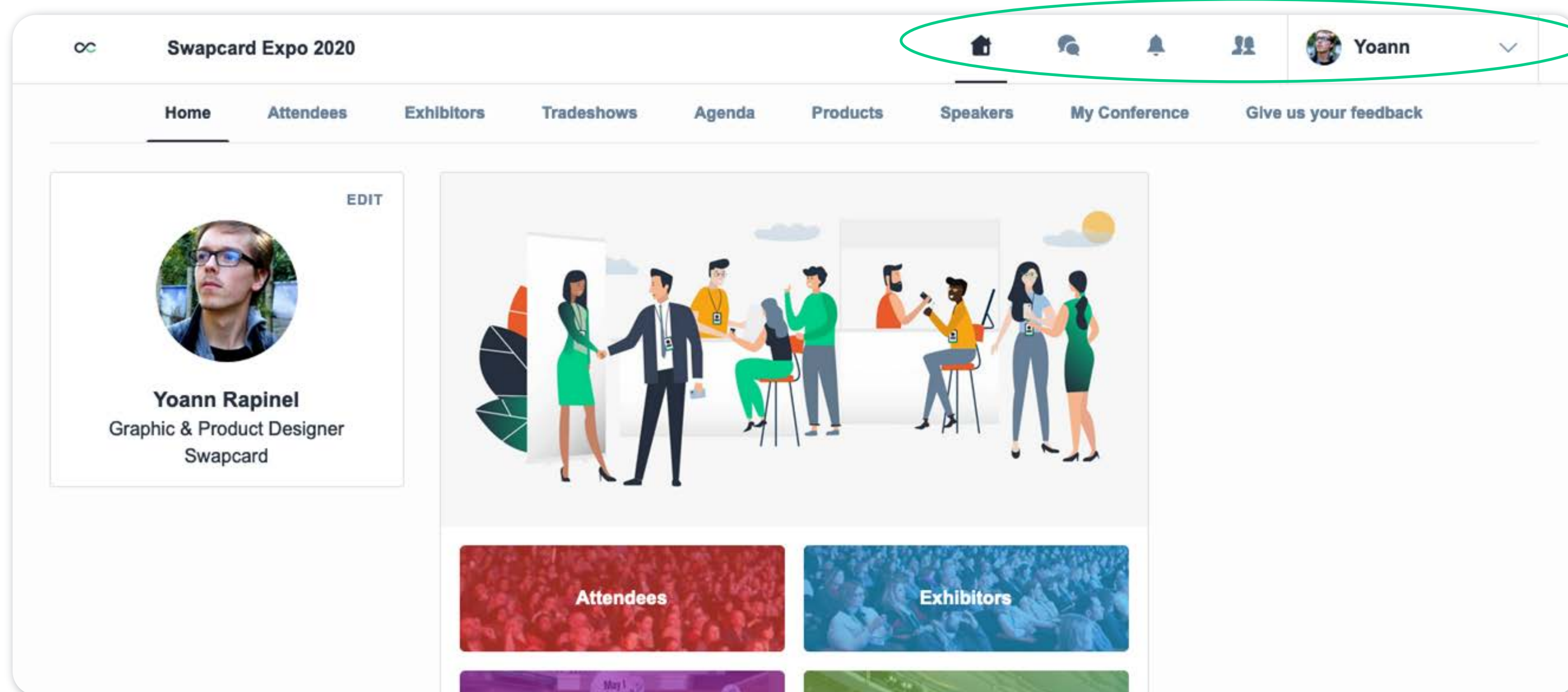
**WELL DONE! YOU NOW HAVE  
ACCESS TO YOUR EVENT**

**STEP 2**

**-**

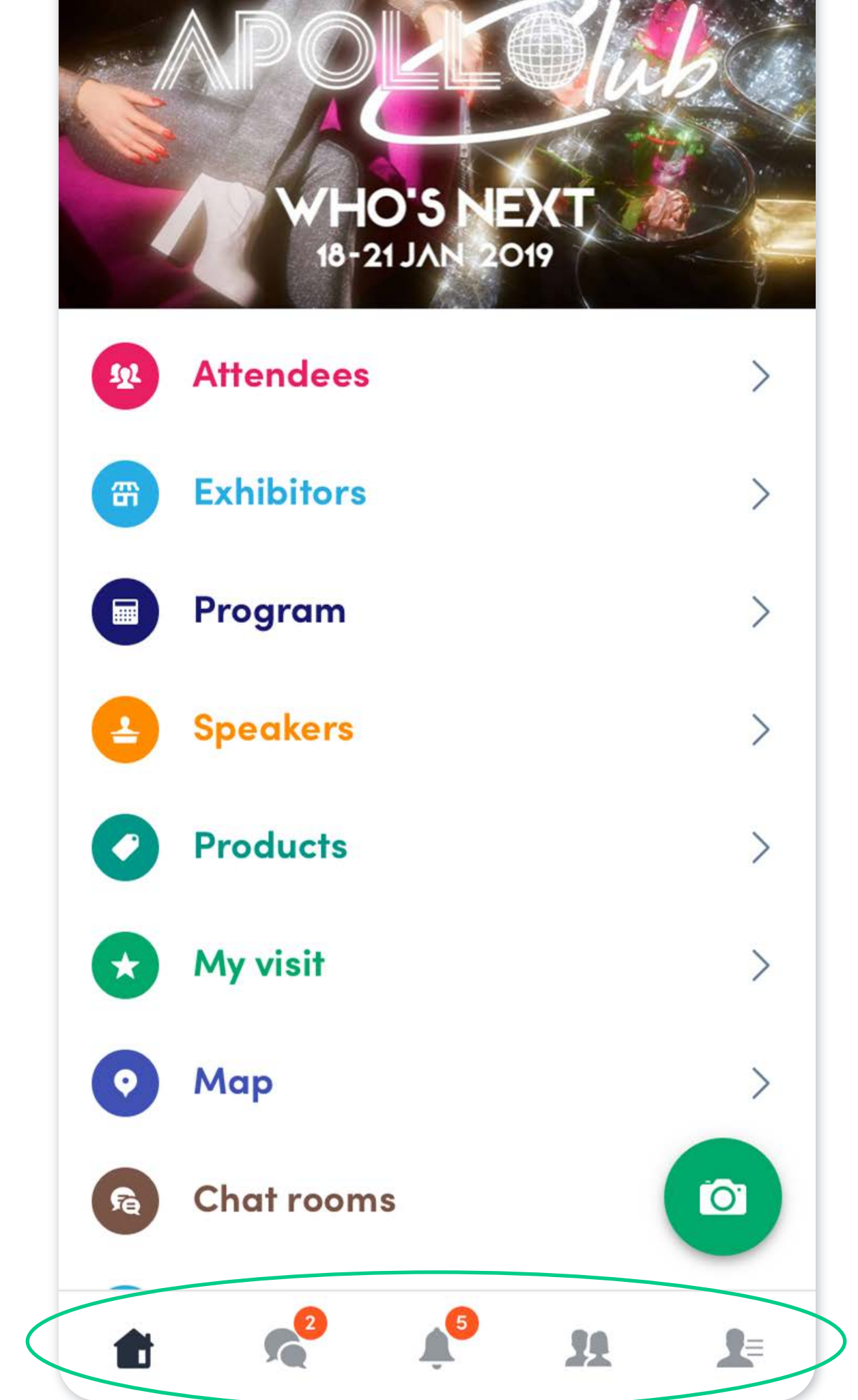
**APP & WEBAPP**

## 2. App & WebApp / Navigation

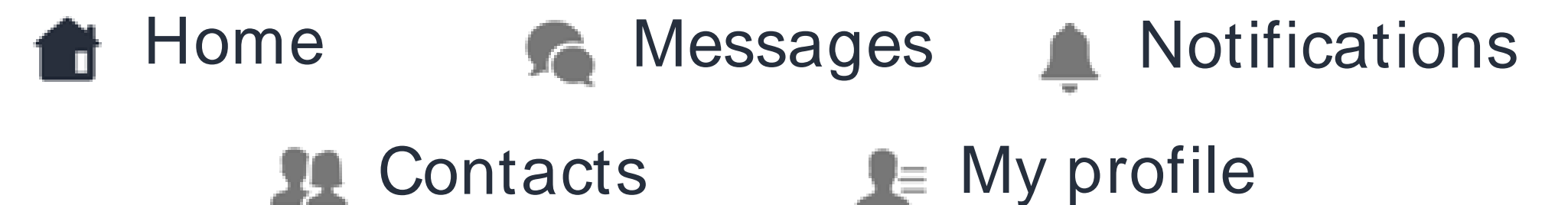


Web App

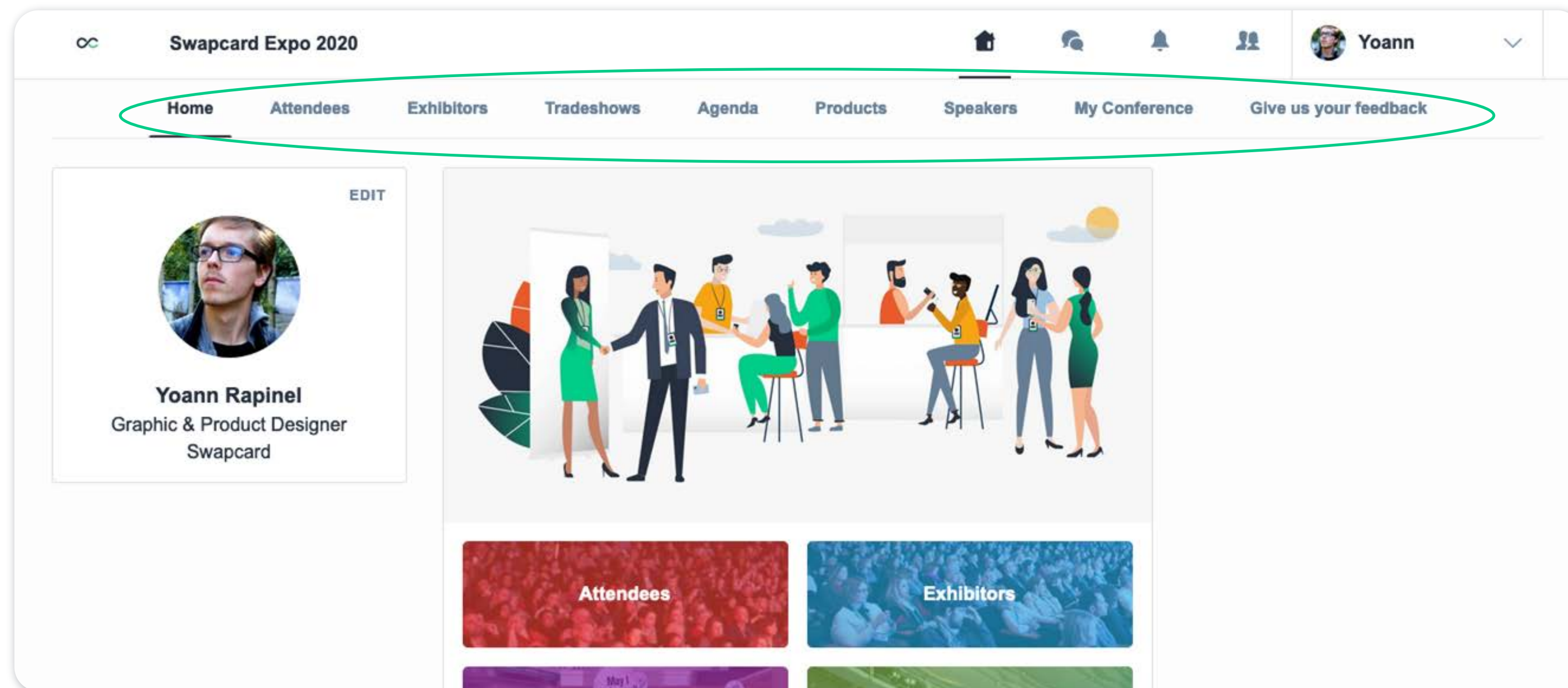
This is the home page of your event. The main navigation page is the same on Web and Mobile. It is divided into **5 parts**:



App

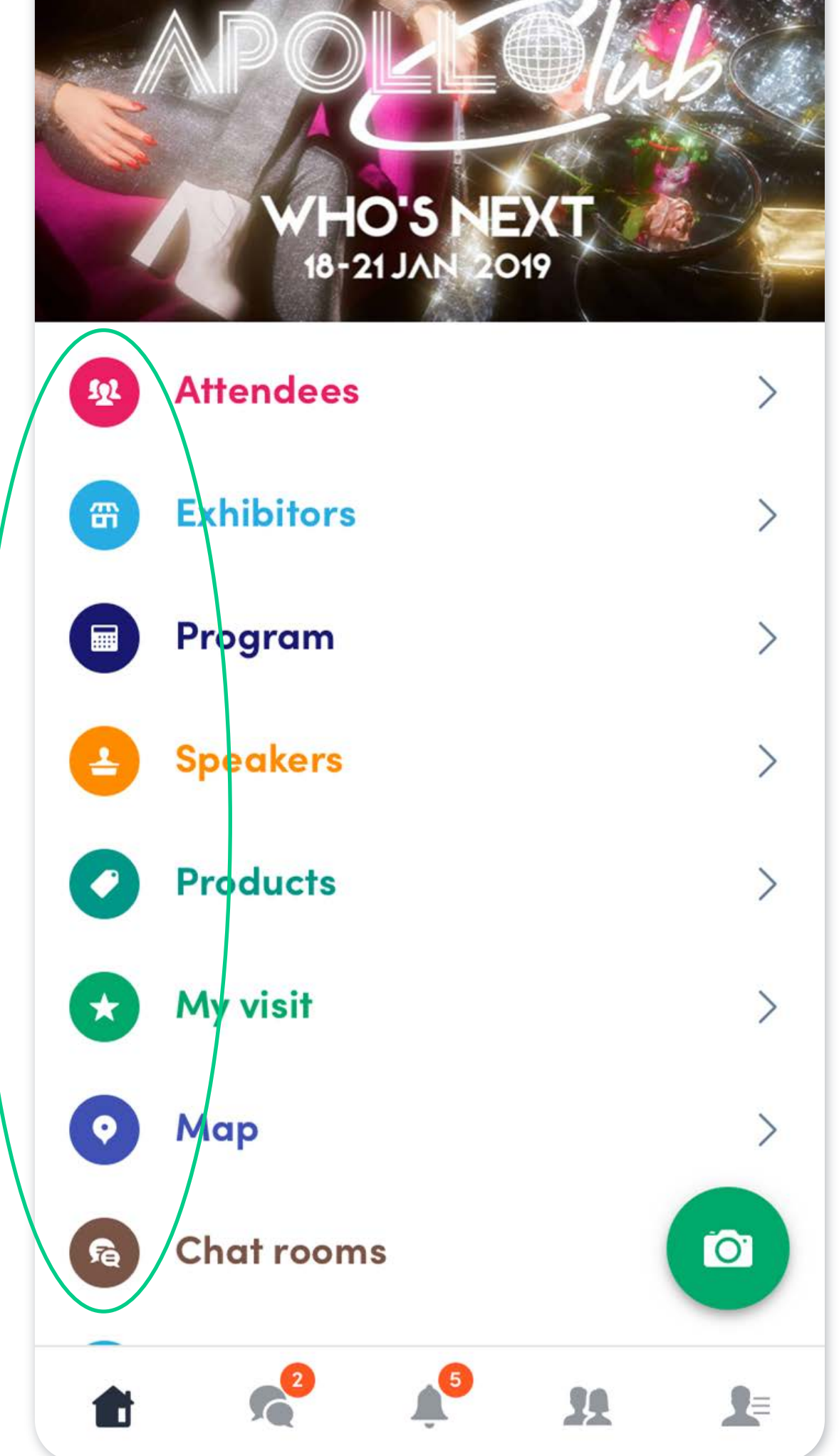


## 2. App & WebApp / Navigation



Web 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:



App

- 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



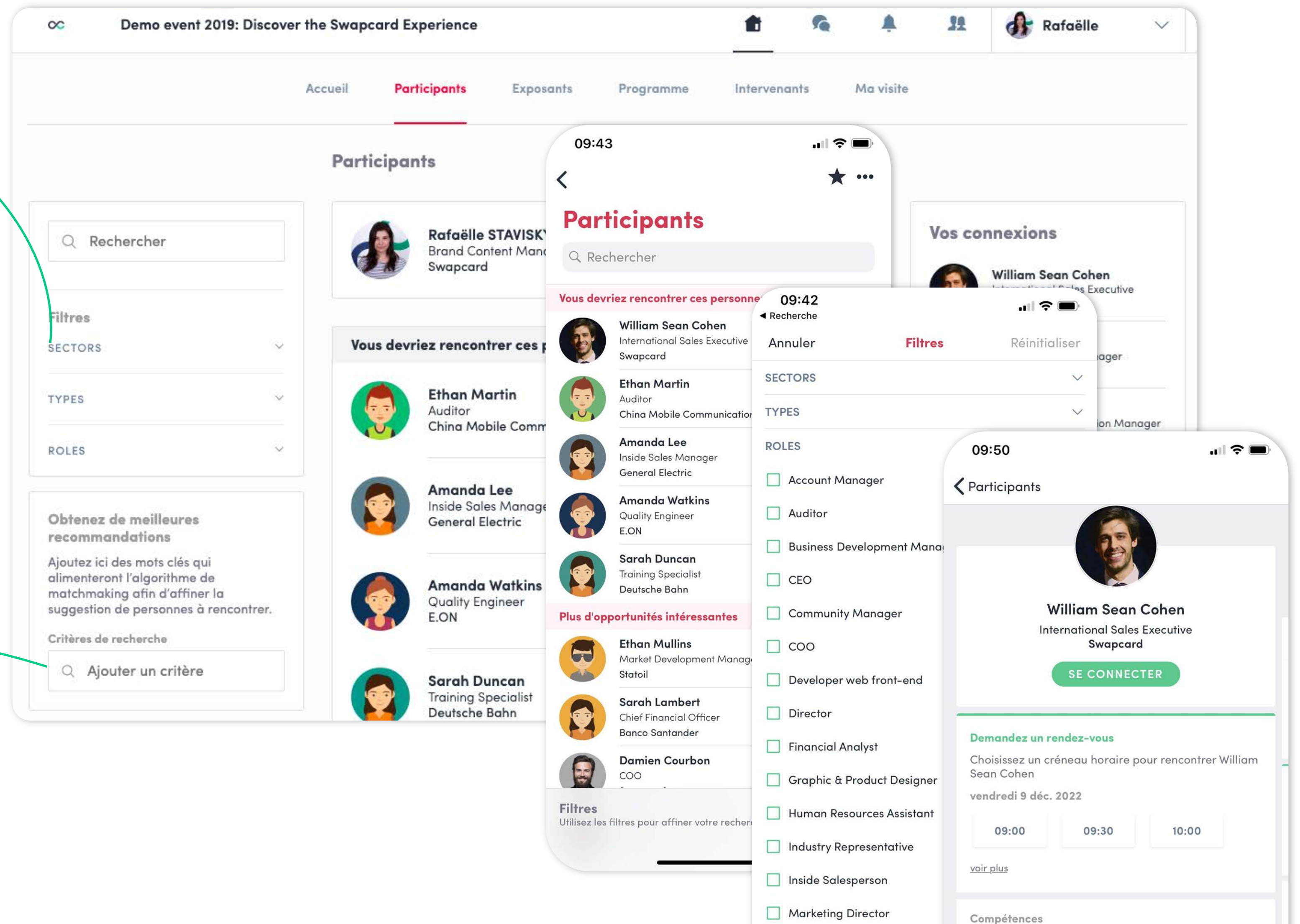
*A personalized connection request (with message) is 4 times more likely to be accepted.*

## 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

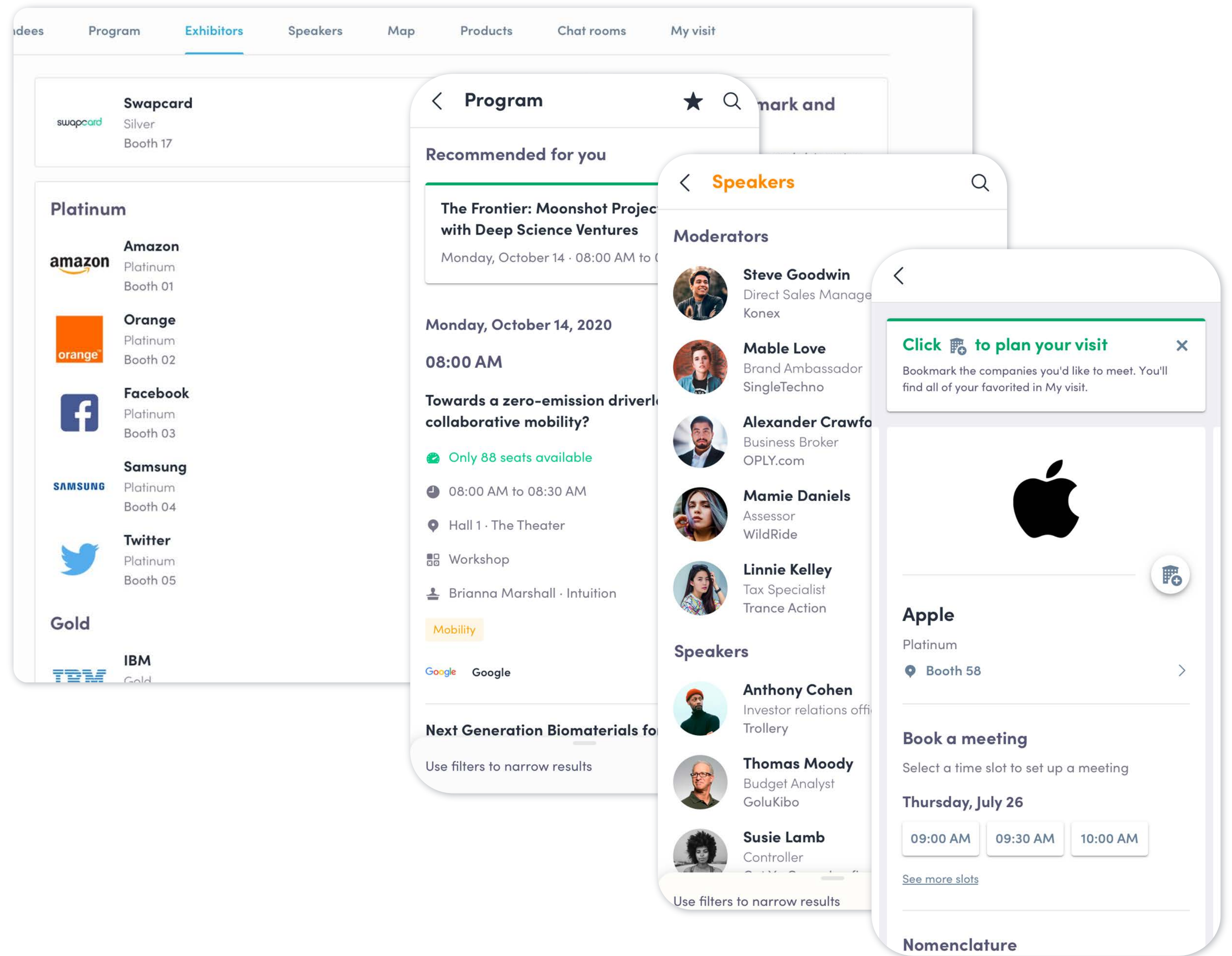
All sessions are located in the **"Program"** section. You have the possibility to bookmark the sessions that interest you to create your personalized agenda.

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

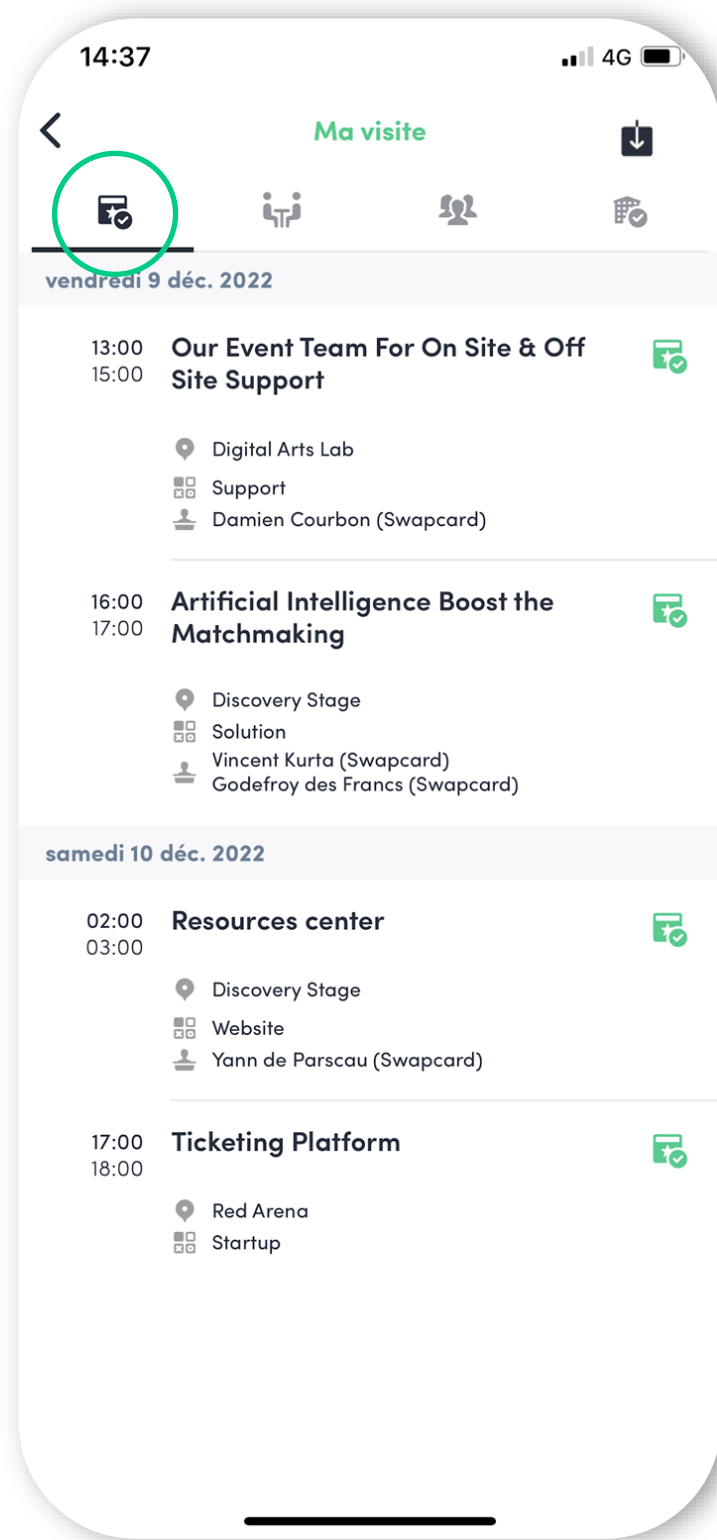
## Speakers

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

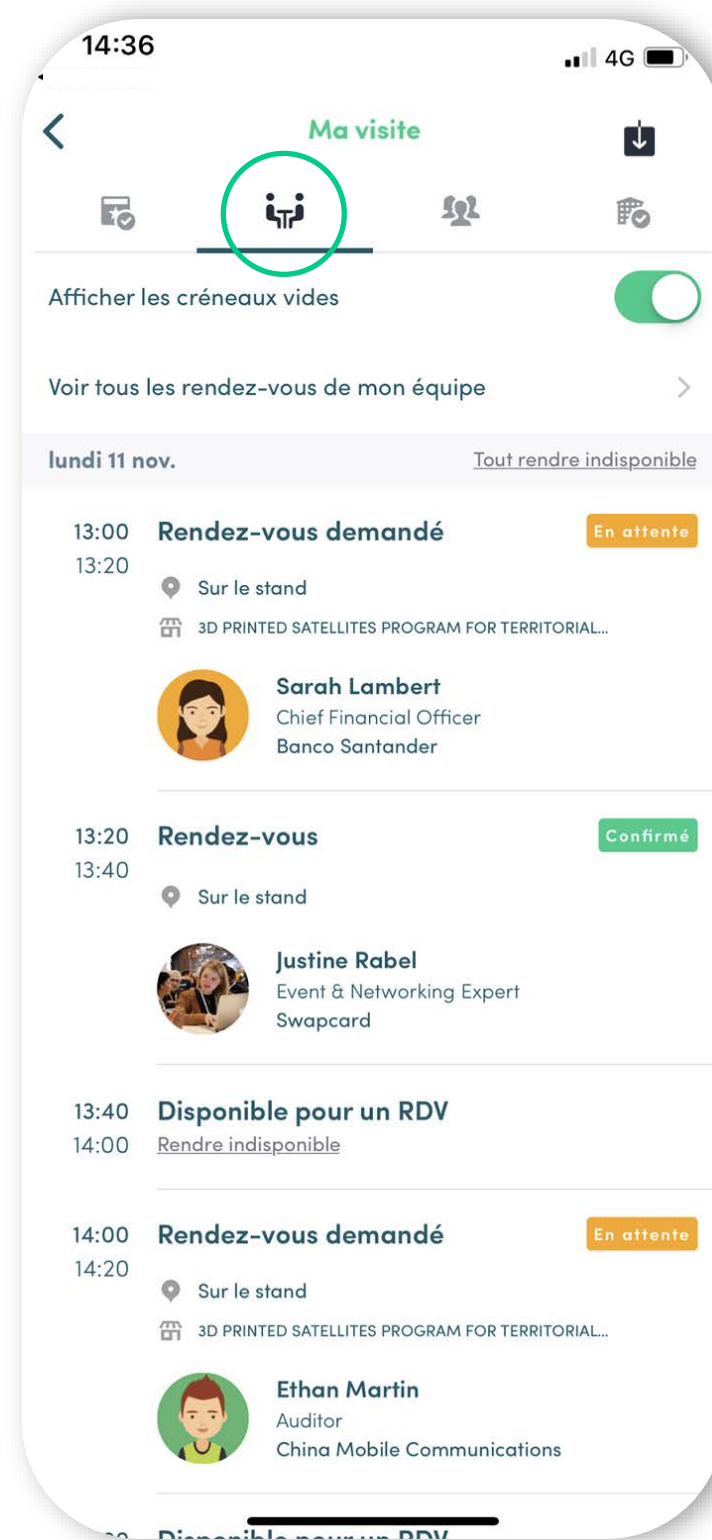
In addition to the general information available on their file, you will also find the **list of the sessions they run**.



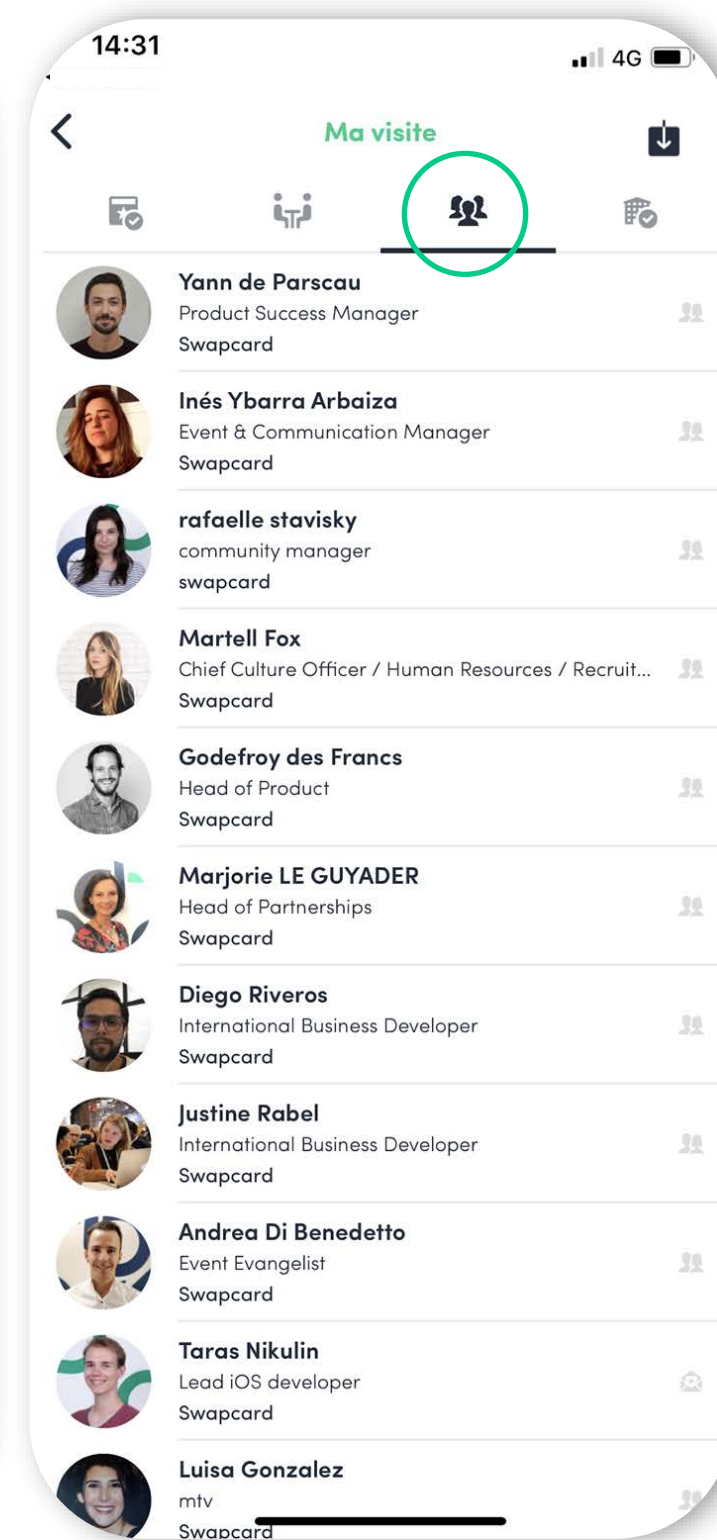
# 2. App & WebApp / My Visit



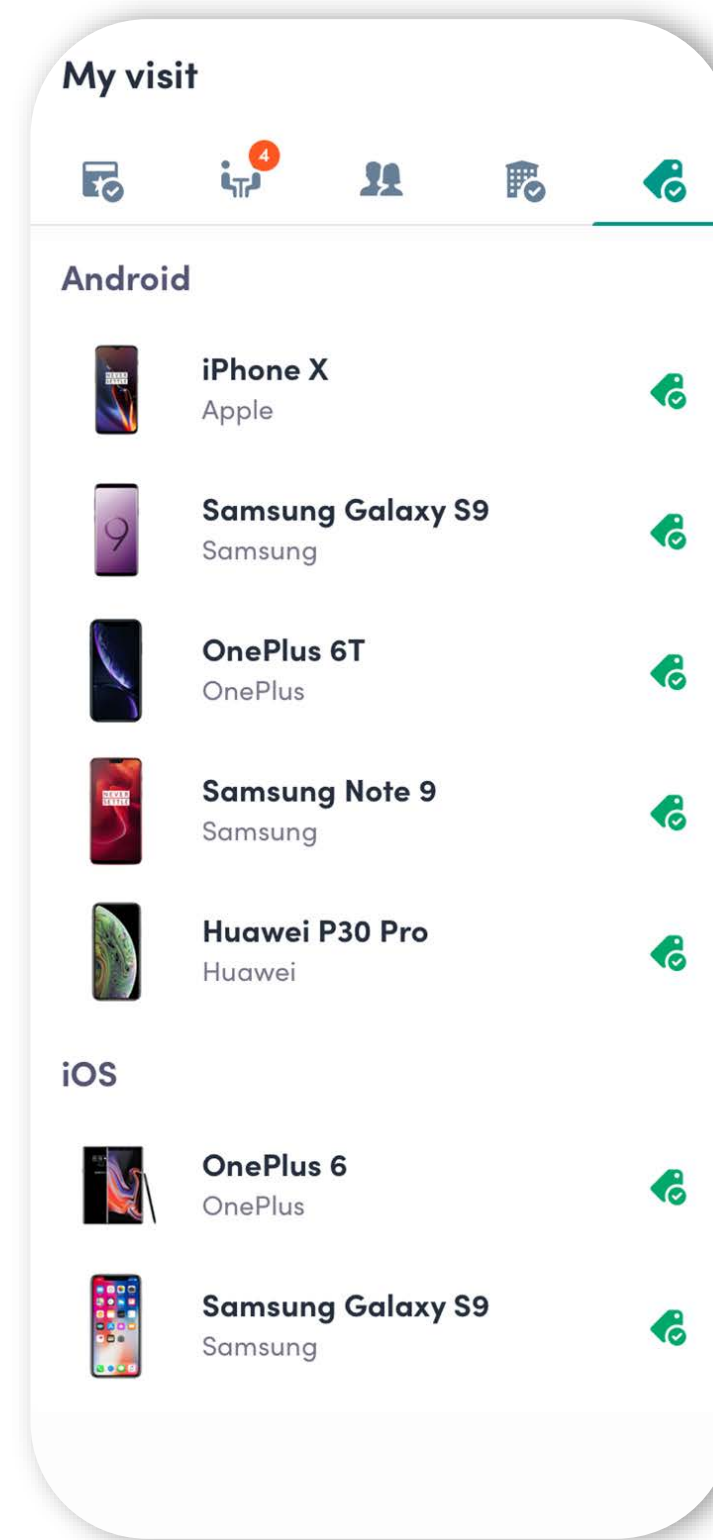
My Schedule



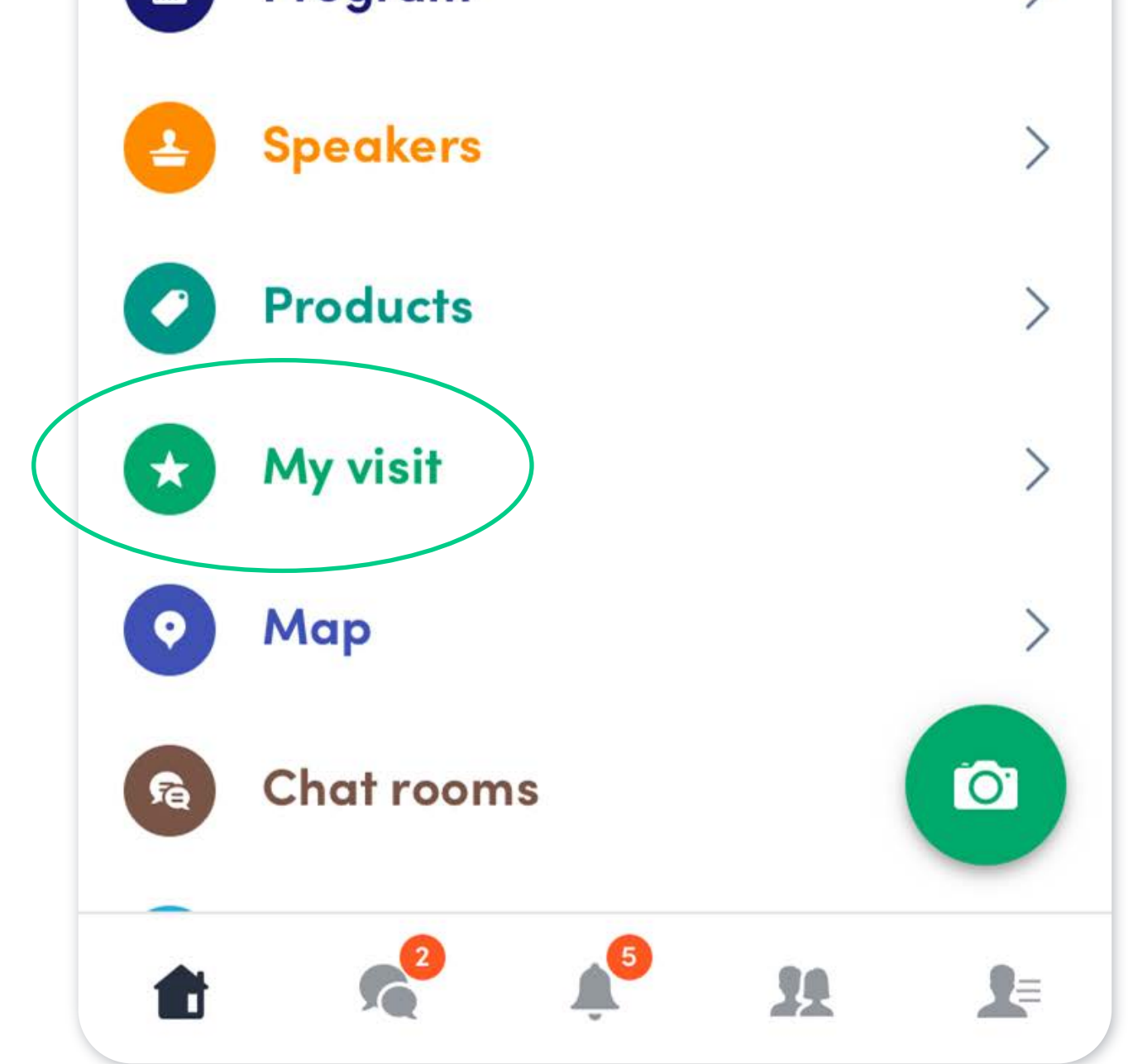
My Meetings



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

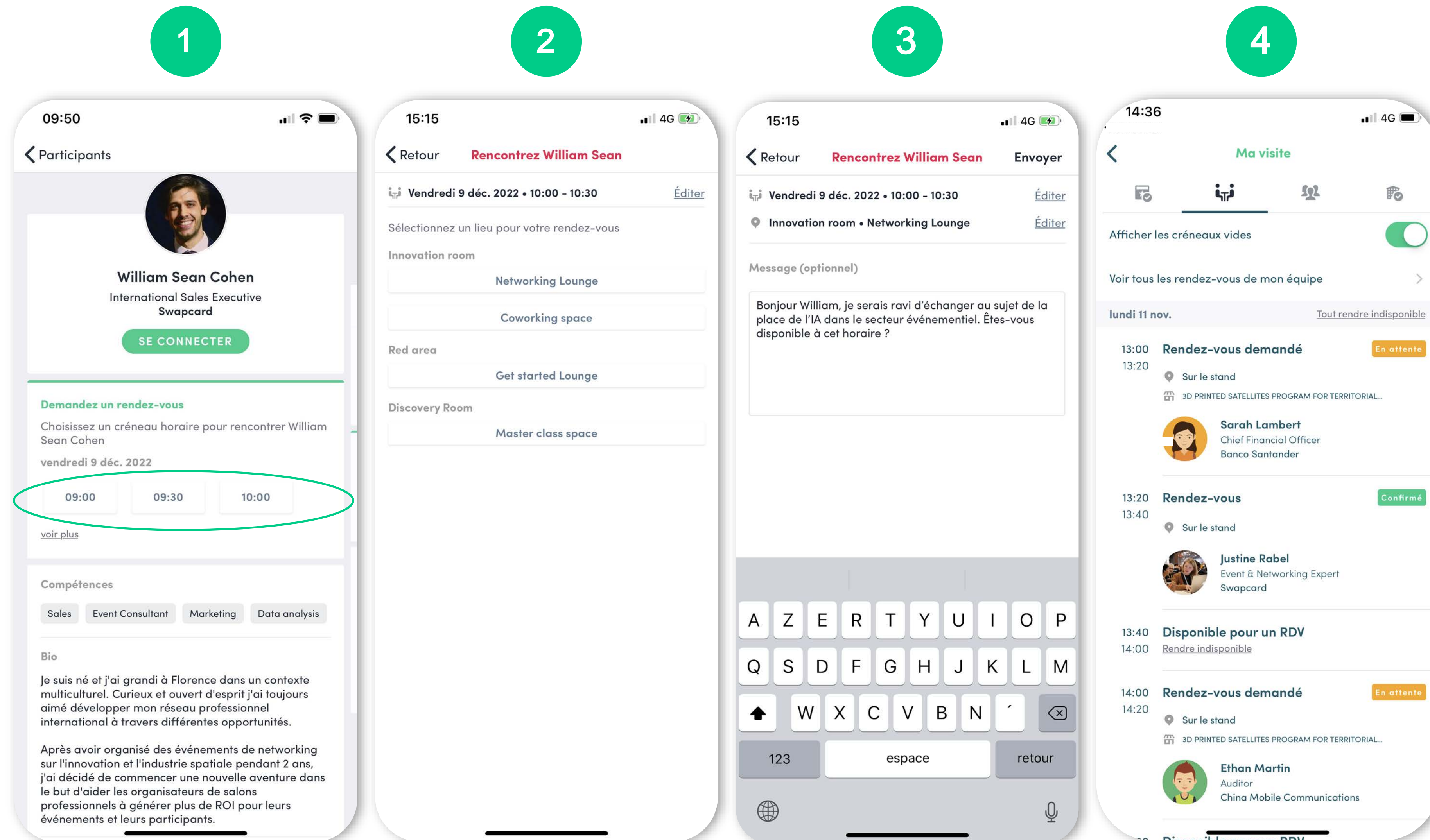
The list of appointment spaces appears. Select the one you are interested in.

## 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.**





# 2. App & WebApp / Video meetings and calls

## Video Meetings

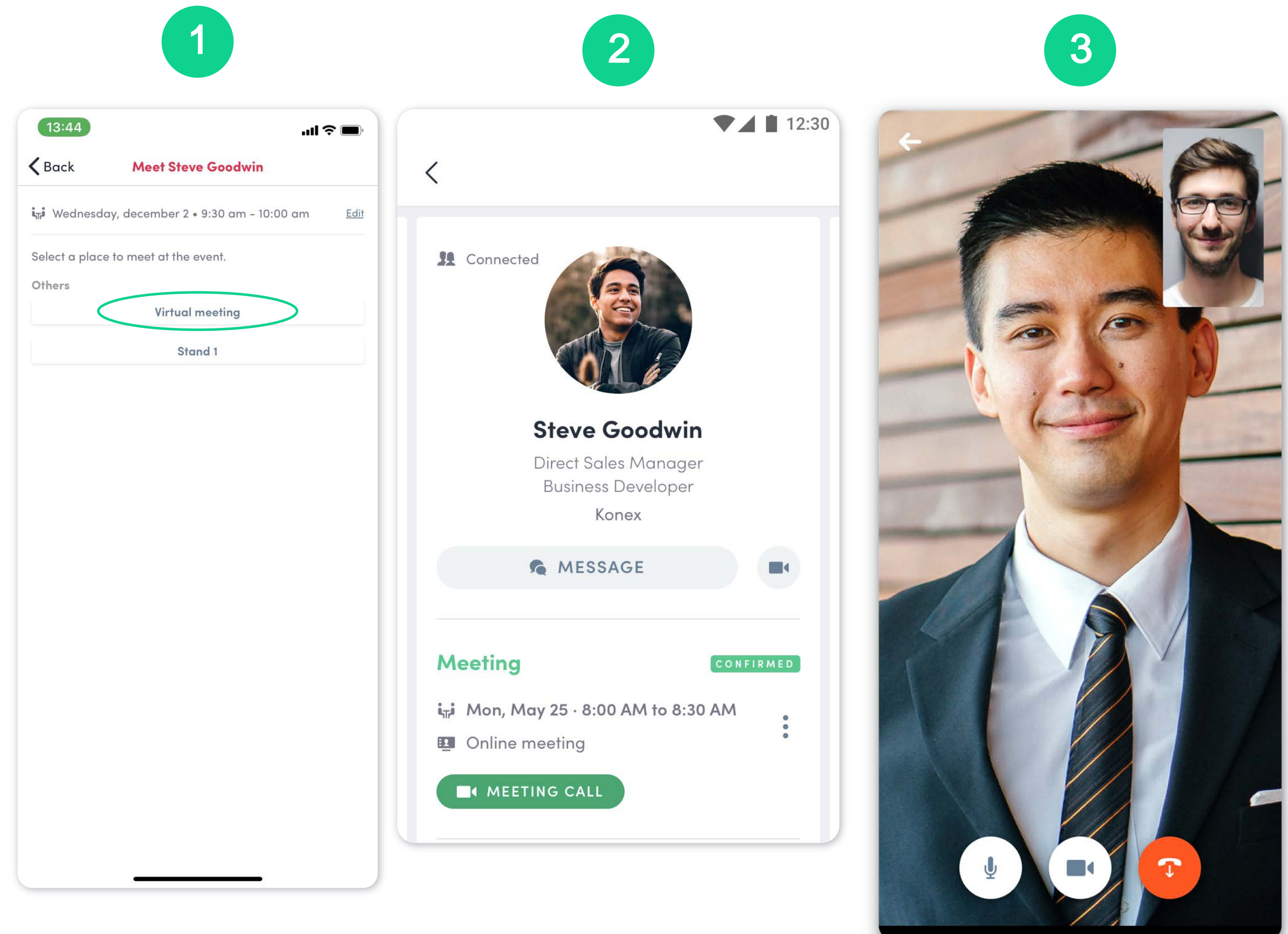
- 1 You can set up a virtual meeting with someone.
- 2 When your meeting request is confirmed, the button *“Meeting call”* will appear 1 hour before your meeting on your profile (only if the meeting is confirmed).
- 3 Your meeting will also appear in your *“My Event”* list, which is your own schedule 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.

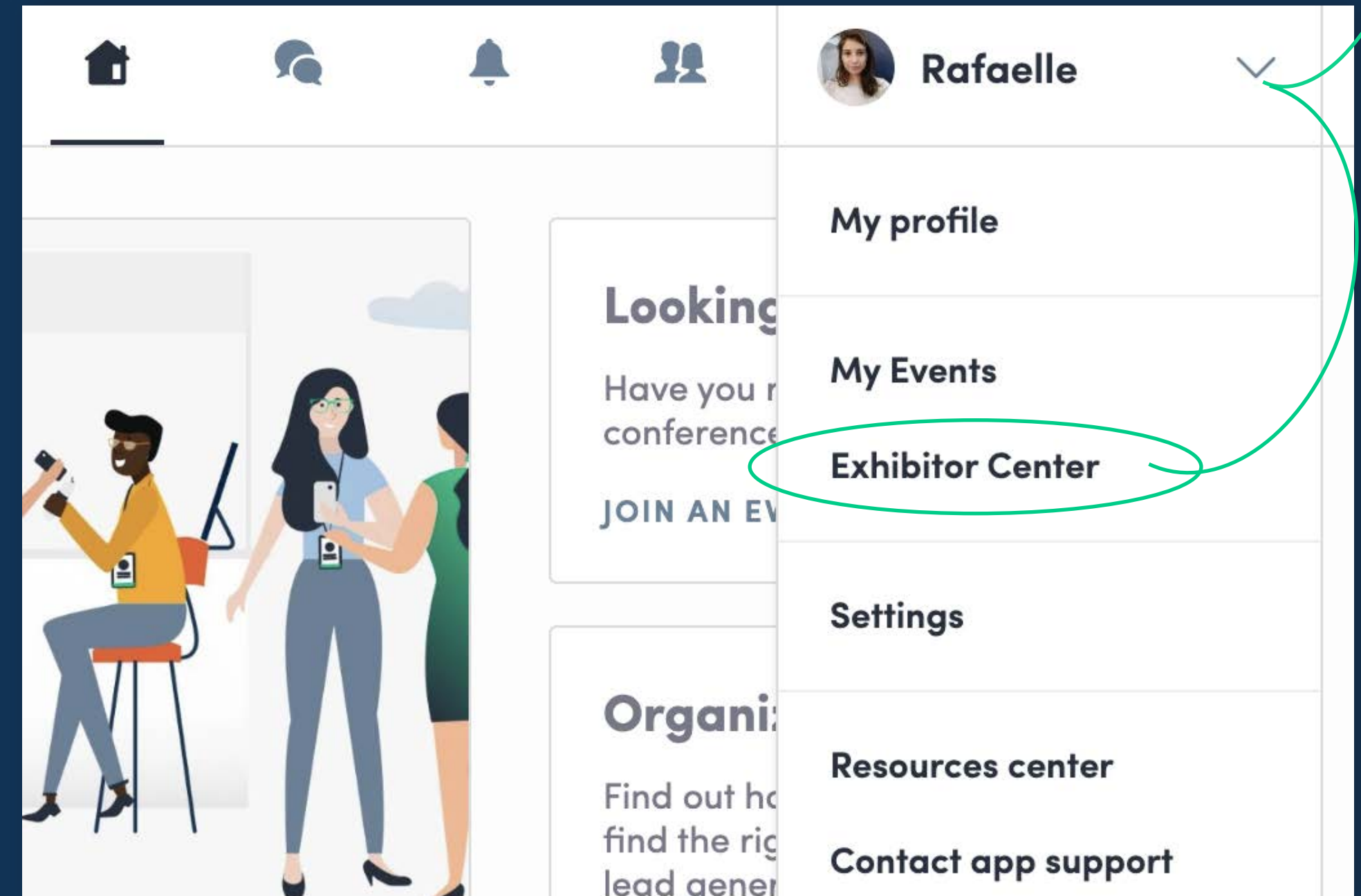


# STEP 3

—

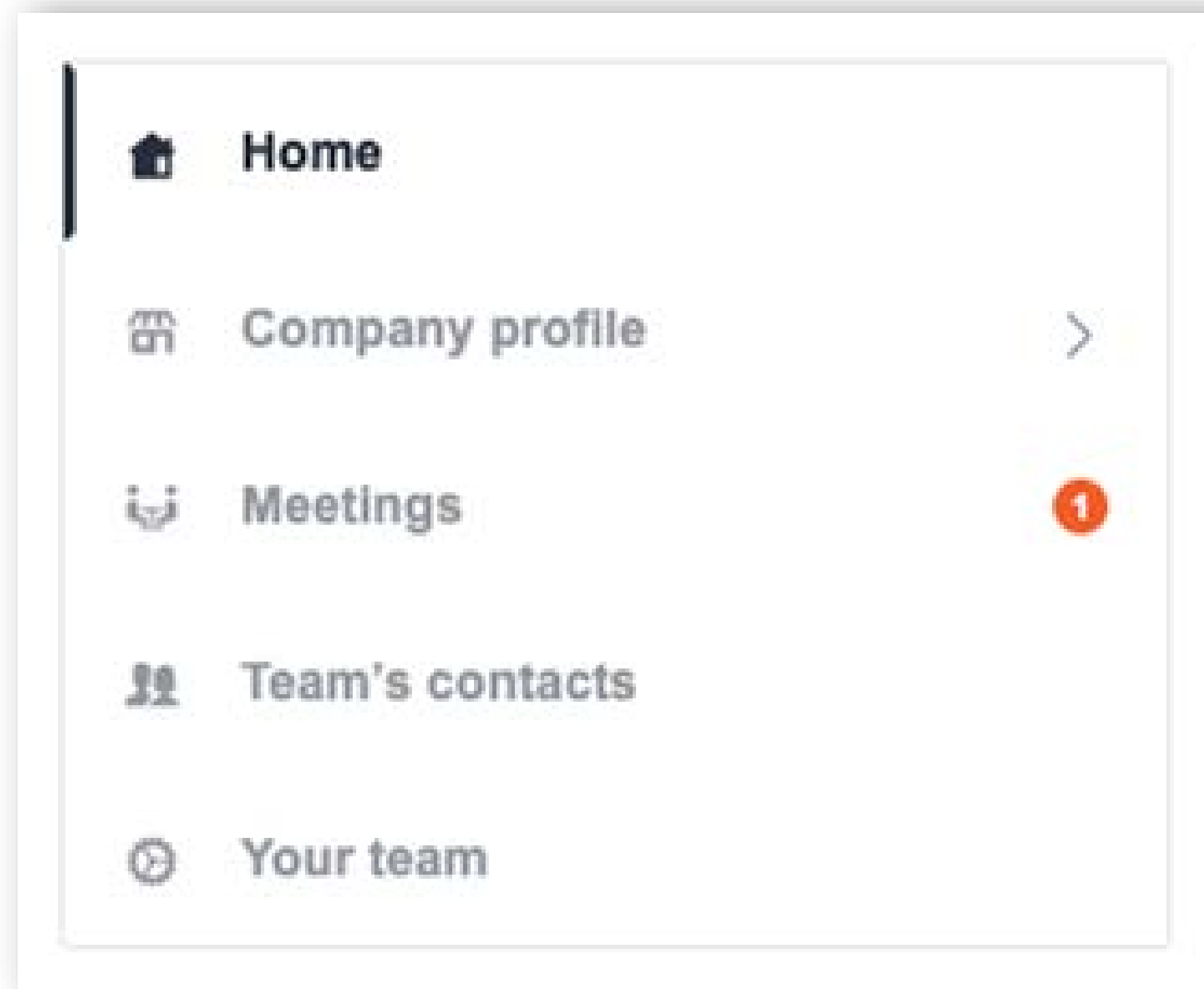
# EXHIBITOR CENTER

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!

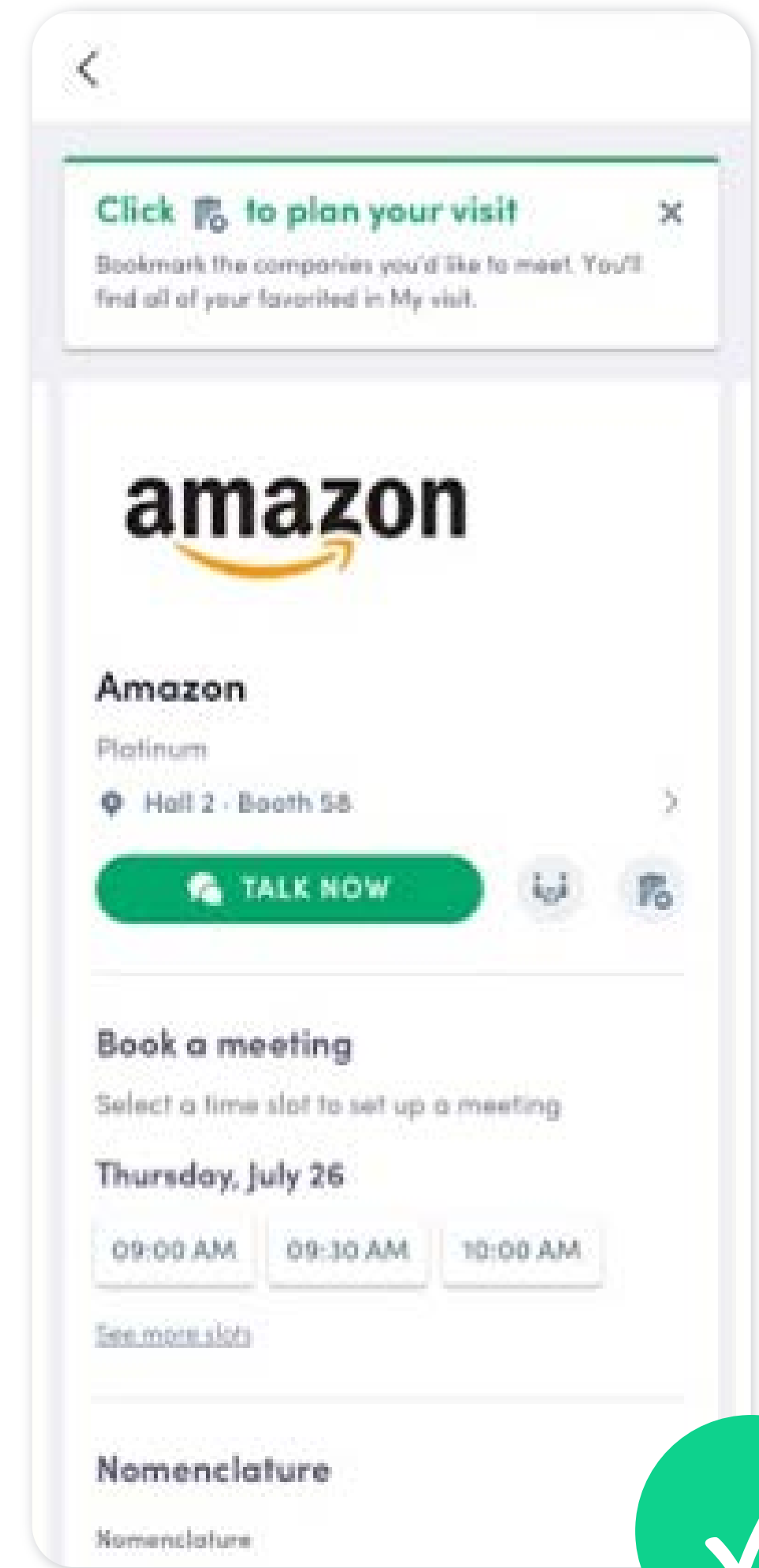
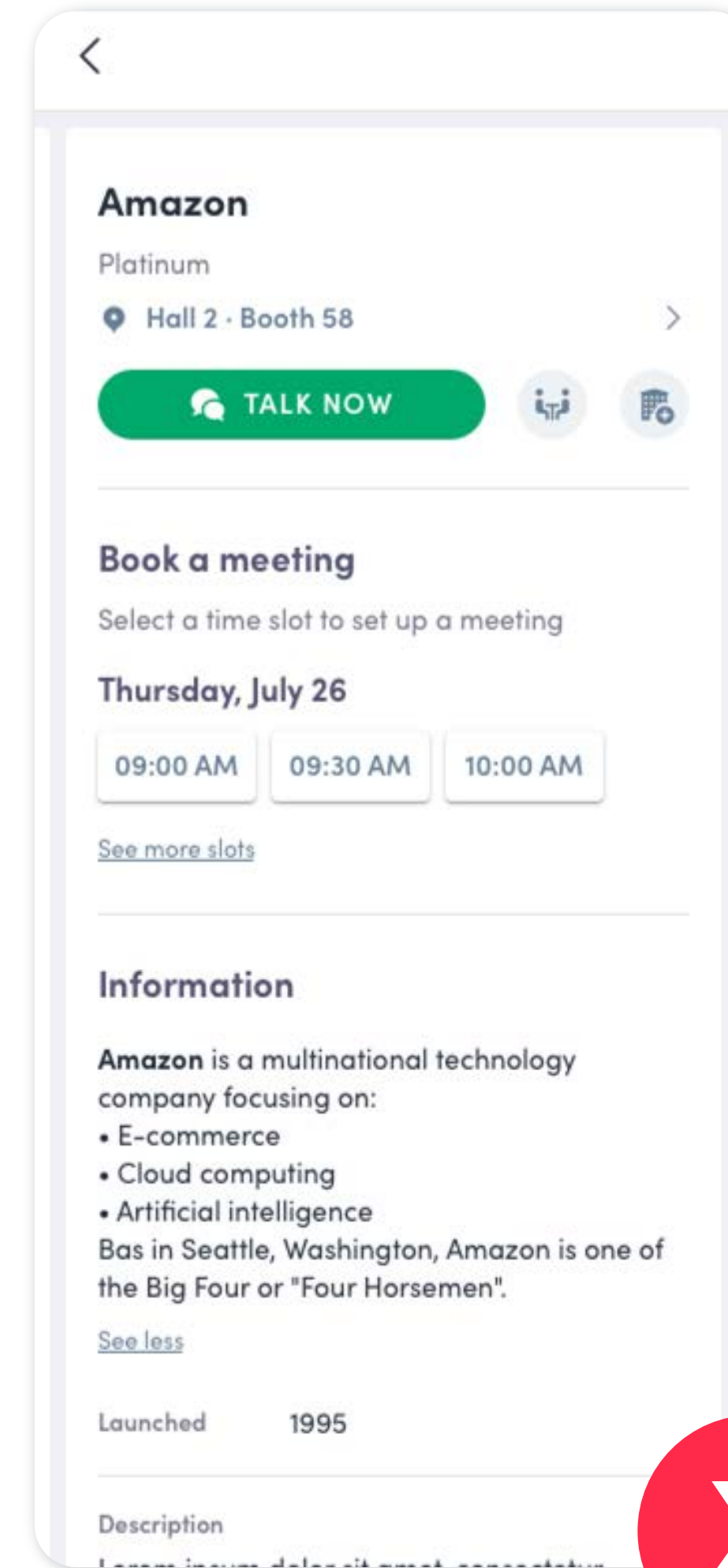
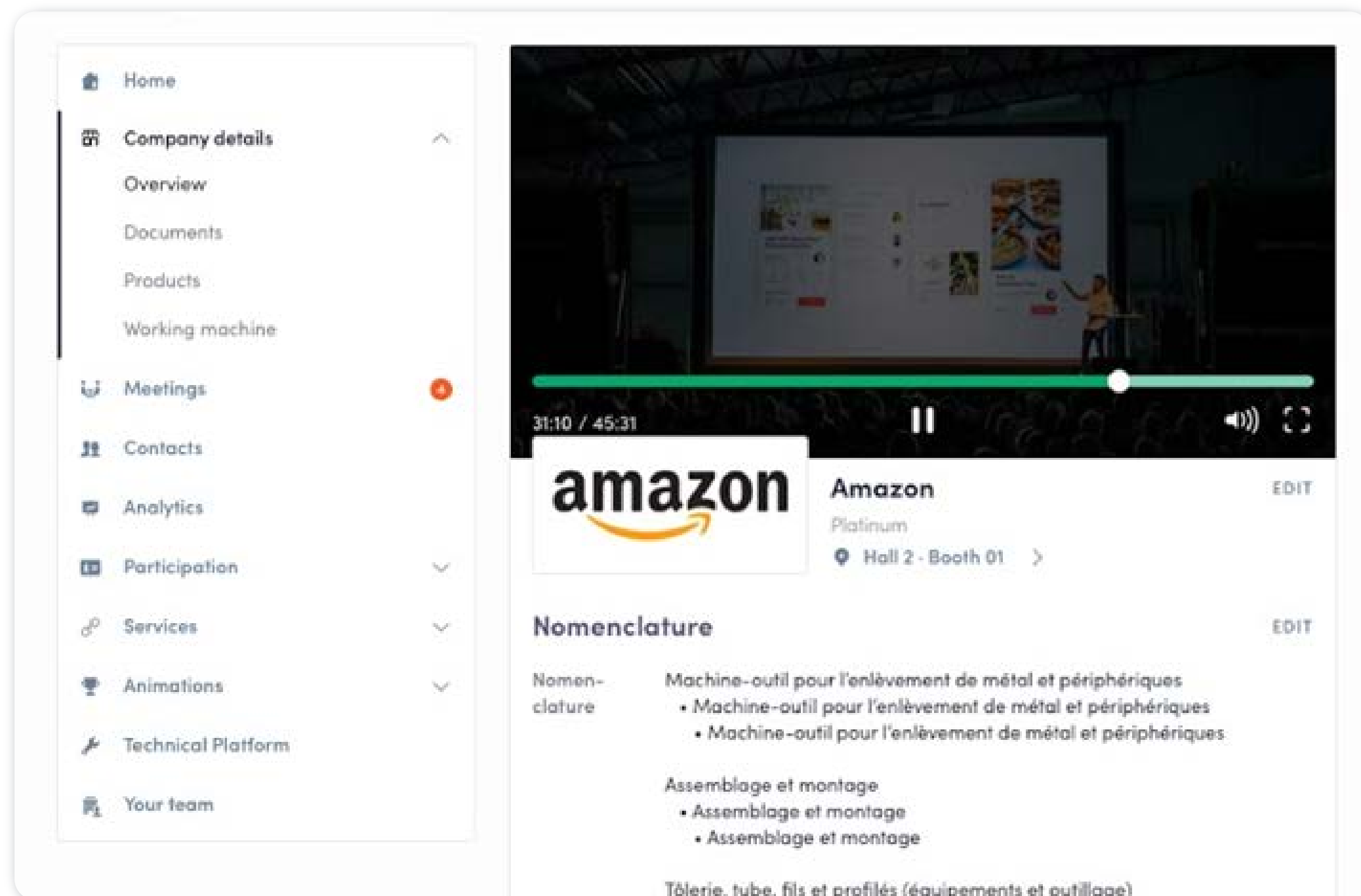
# 3. Exhibitor Center / Company Information

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

Attendee Preview

- ✓ Logo
- ✓ Video
- ✓ Name
- ✓ Description
- ✓ Social Networks
- ✓ Website
- ✓ Address
- ✓ Products

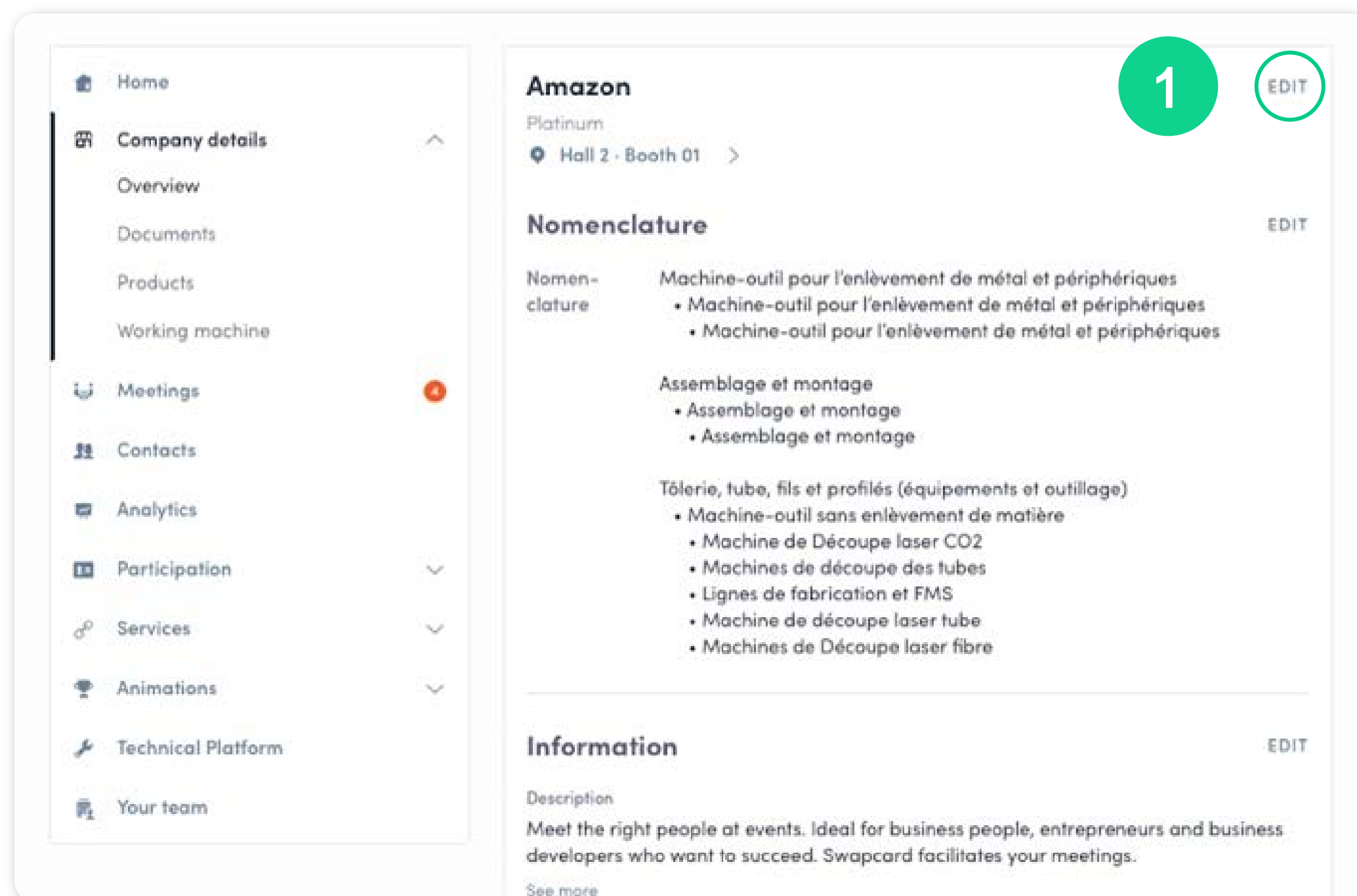
You can also add files to your company page.



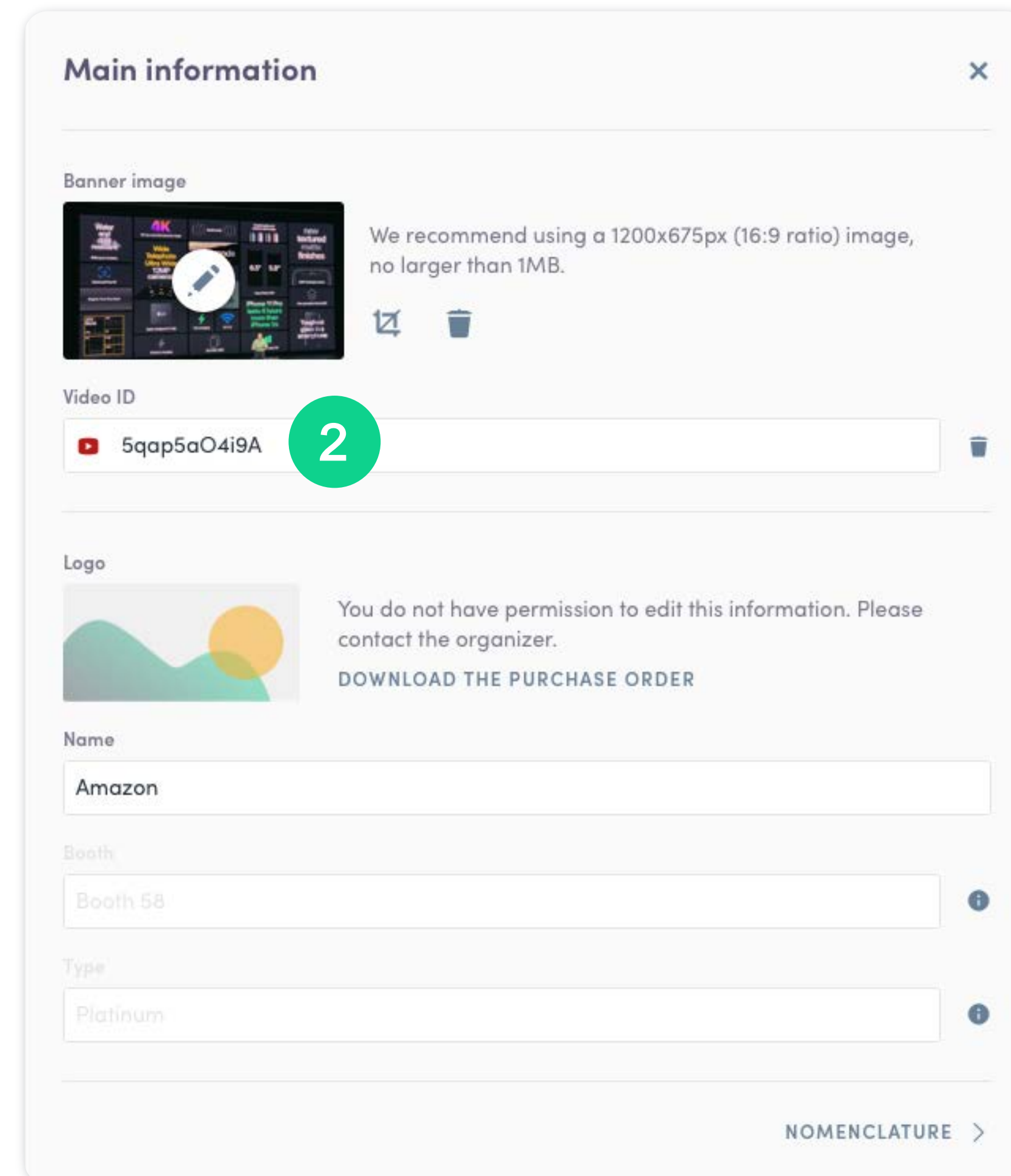
# 3. Exhibitor Center / Company Information

To boost your booth 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**



The screenshot shows the main interface for the Amazon exhibitor profile. On the left is a navigation menu with items like Home, Company details, Meetings, and Analytics. The main content area is titled 'Amazon' and includes sections for 'Nomenclature' (listing various machine tools) and 'Information' (with a description). A green circle with the number '1' is placed over the 'EDIT' button in the top right corner of the main content area.



The screenshot shows the 'Main information' edit modal. It contains several fields: 'Banner image' with a recommendation to use a 1200x675px image; 'Video ID' with a text input field containing '5qap5aO4i9A' and a green circle with the number '2' over it; 'Logo' with a message that the user lacks permission to edit it; 'Name' with a text input field containing 'Amazon'; 'Booth' with a text input field containing 'Booth 58'; and 'Type' with a text input field containing 'Platinum'. A 'NOMENCLATURE' button is visible at the bottom right.

# 3. Exhibitor Center / Manage your meetings

The screenshot displays the 'Meetings' section of the Exhibitor Center. On the left, a navigation menu includes Home, Company profile, Meetings (with a red notification badge '5'), Contacts, and Your team. The main content area shows a filter for 'All members' and status tabs: Invitation (5), Confirmed (18), Pending (41), Canceled (17), and Declined (2). Below this, two meeting requests are listed for 'Sunday, January 1, 2023'. The first request is from Charles Benizri (Product Owner, Swapcard) on 01/13/2020 at 5:28 PM, with a follow-up on 01/01/2023 from 9:00 AM to 9:20 AM in the Primary Hall. The second request is also from Charles Benizri on 01/21/2020 at 7:08 PM, with a follow-up on 01/01/2023 from 2:40 PM to 3:00 PM in room L01 - S02. A 'Meeting request' modal is open, showing details for a request on 01/31/2020 at 9:54 AM, with a follow-up on 01/01/2023 from 7:30 AM to 8:00 AM in Elio's hall. The modal identifies the requester as Abby Gonzalez (Inside Salesperson, Verizon) and the host as Charles Benizri (Product Owner, Swapcard). At the bottom of the modal are 'ACCEPT' and 'DECLINE' buttons. To the right, an 'Export meetings' box offers to download all team meetings as an Excel file, with an 'EXPORT MEETINGS' button.

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

Photo	First name	Last name	Job title	Company	Email	Created at
	suhaila	Al Munthari	Conference & Exhibition Head	abu dhabi convention bureau	smunthari@dctabudhabi.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	aloyus.arlando@singex.com	12/04/2019 • 3:11 AM
	Annie	Bentata		By Ben Solutions	anne.bentata@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 A
	Xavier	Dordor	Ceo	Myeventnetwork	xavier@myeventnetwork.com	11/27/2019 • 2:21 PM

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

Home

Company profile

Meetings 5

Contacts

Your team

**Aliénor Al-Mallak**  
Event Project Manager  
Swapcard

**Allyson Jean-Charles**  
Office & People Operations Manager  
SWAPCARD

**Andrea Di Benedetto**  
PM  
Swapcard

**Baptiste Boulard**  
CEO - | improve network  
Swapcard - Event App &

#EvolveVirtual20

**Invite your colleagues**  
Add your colleagues (registered for the event) to your team so that they also have access to this interface. This will also allow you to easily share contacts made by members during the event.

ADD A MEMBER

**Aliénor Al-Mallak**

**Member settings**

Show profile

Share his contacts with the team

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

2021 Fashion Trend'show · Zara

SWITCH TO THE EVENT

Rafaëlle

- Home
- Company profile
  - Overview
  - Documents
  - Products
- Meetings
- Team's contacts
- Your team

Search

**PADDED LEATHER HEEL SANDALS**  
Zara

**FLORAL PRINT SKIRT**  
Zara

**IGUANA PRINT SHIRT**  
Zara

**BI-MATERIAL CHECKED TRENCH COAT**  
Zara

**CHINTZ CROSS-BREASTED SUIT JACKET WITH COMFORT CHINTZ BUTTONS**  
Zara

**Add products**  
Products (5)  
**ADD**

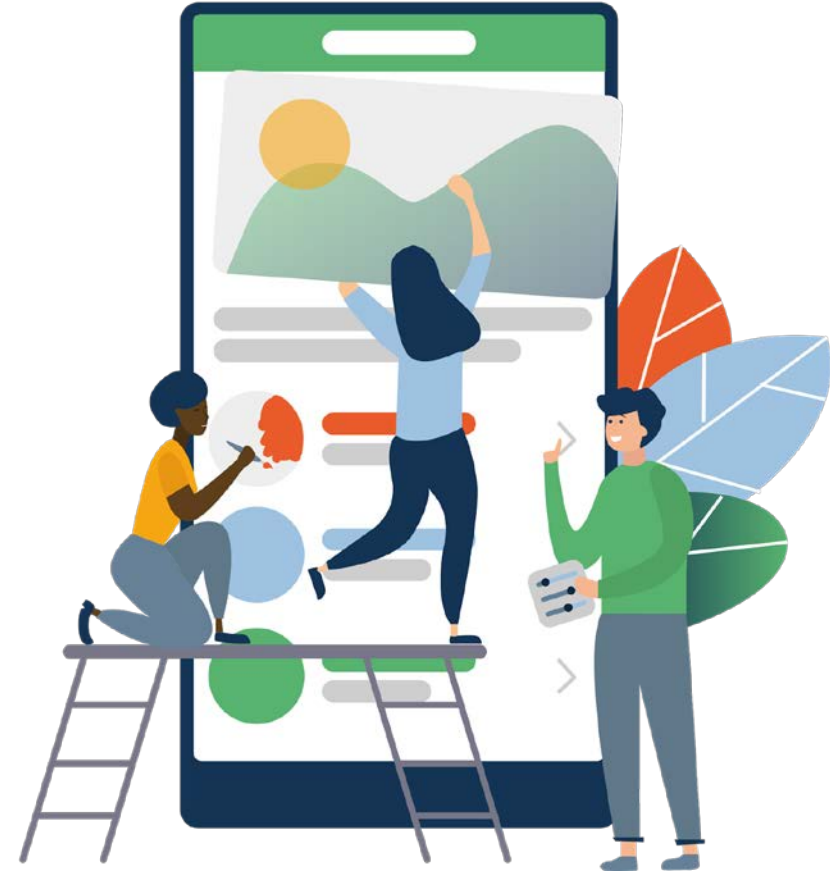
Add **your products** and services to your exhibitor page with a good quality picture and all the information a buyer could need.

**STEP 4**

**-**

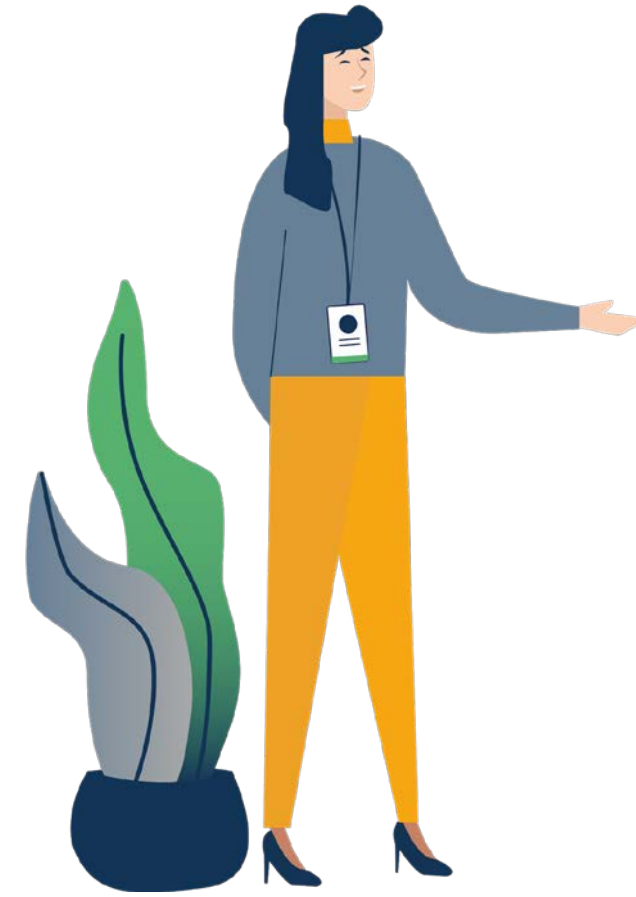
**BEST PRACTICES**

# 4. Retroplanning



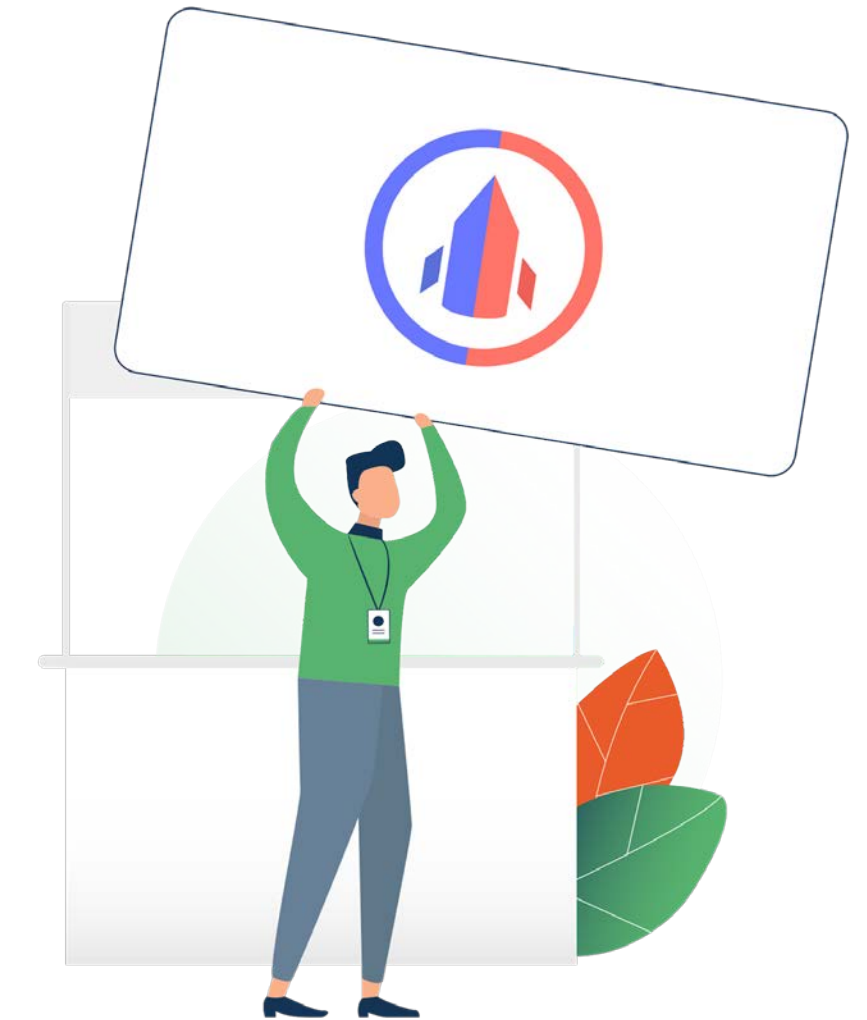
## Before the event

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!



swapcard