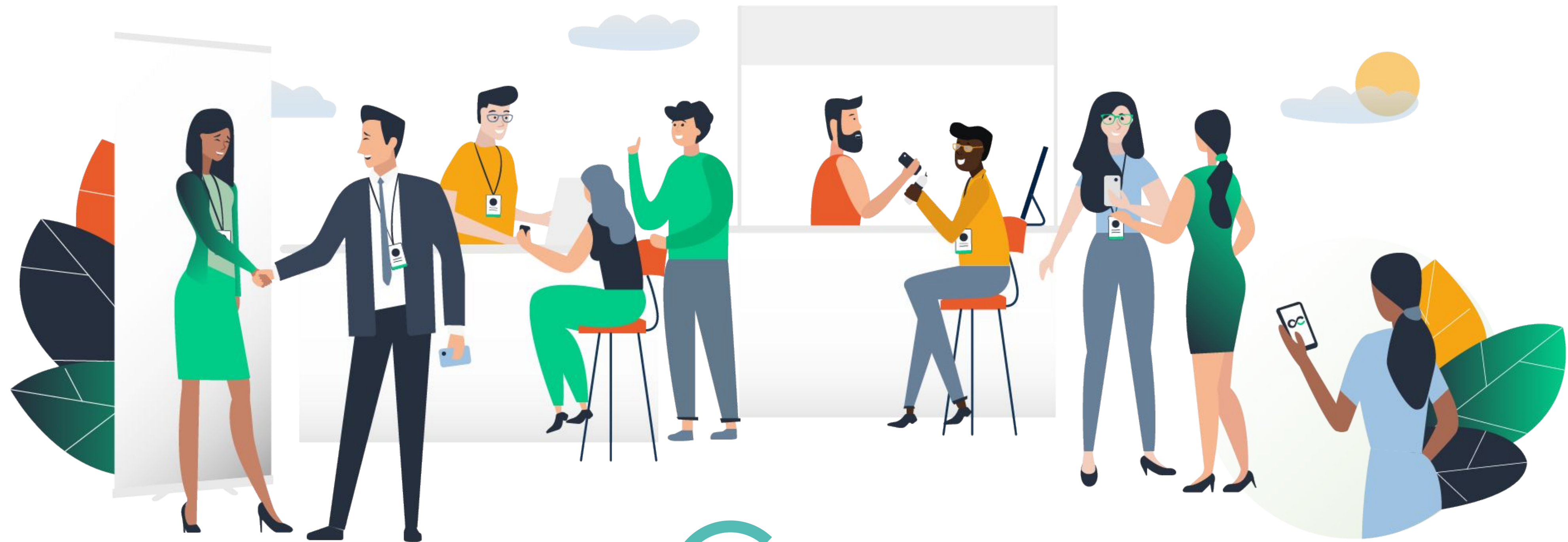# Guide for Exhibitors

CULTURAL ENTERPRISES CONFERENCE
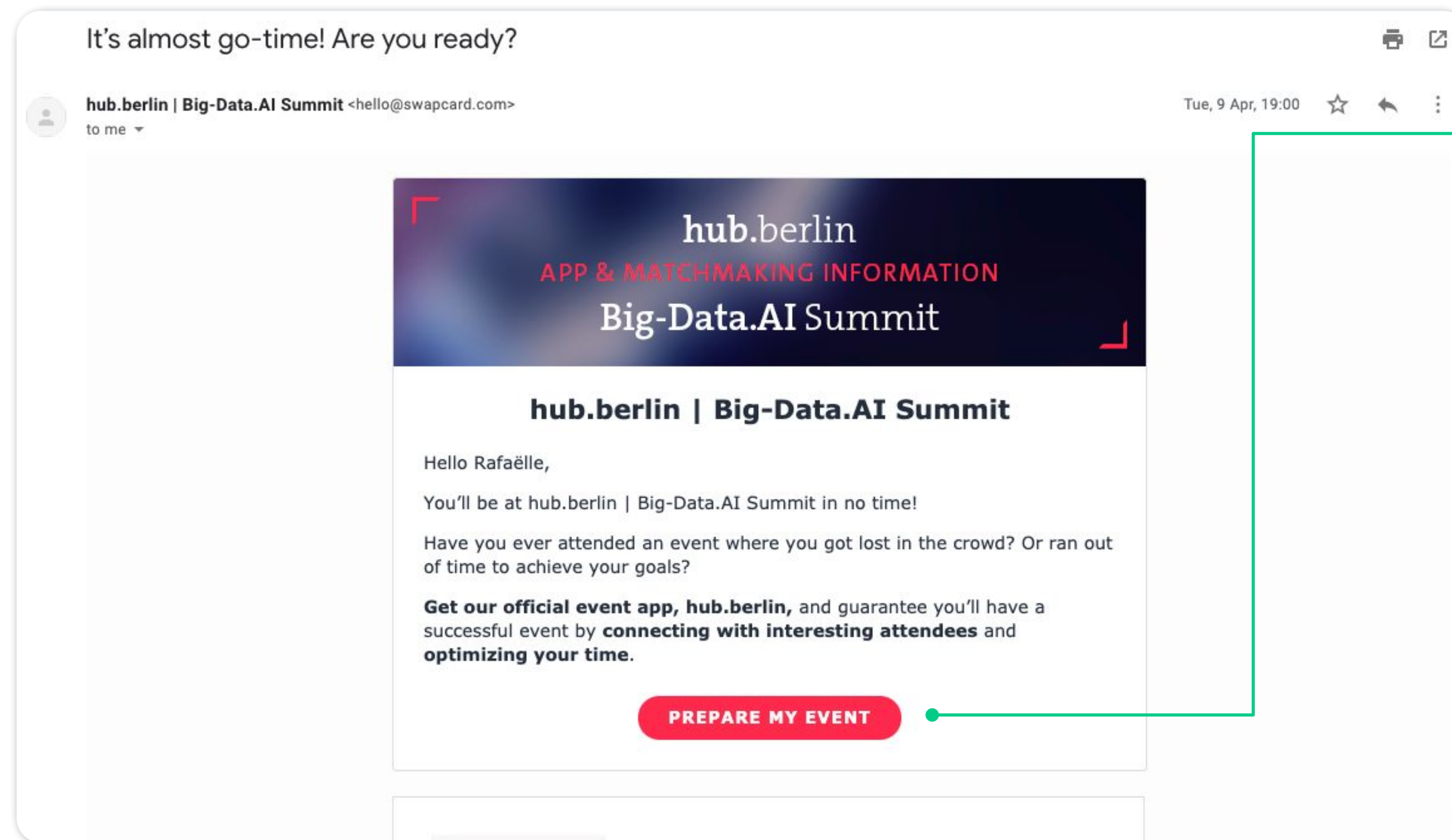
swapcard

STEP 1
-
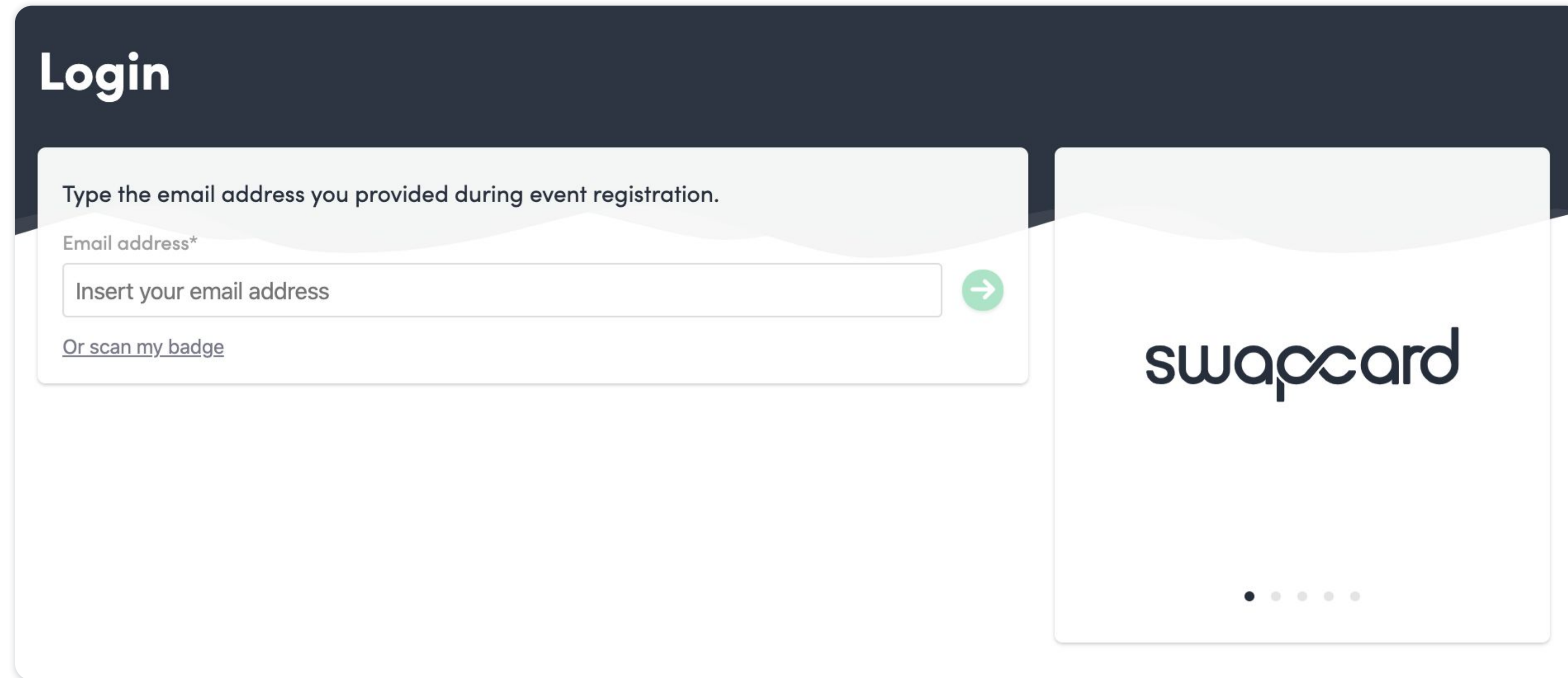# LOGIN

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 organiser. A window will then suggest you create a password for your account.

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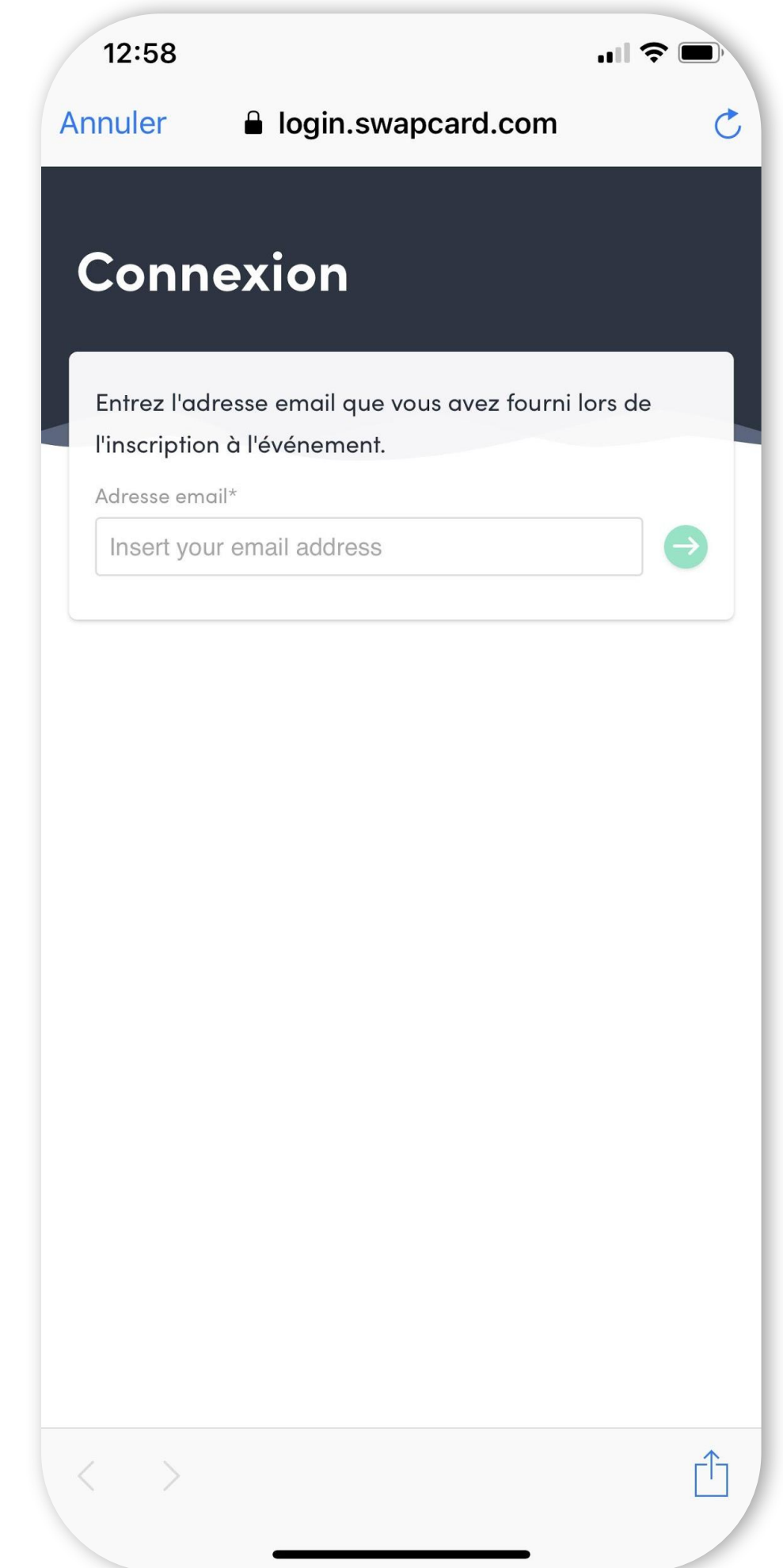
1. **Login** / Platform – *with an account*

Access your account at app.swapcard.com.
Enter the email you used to register for the event.

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

1. **Login** / Platform – *without an account*
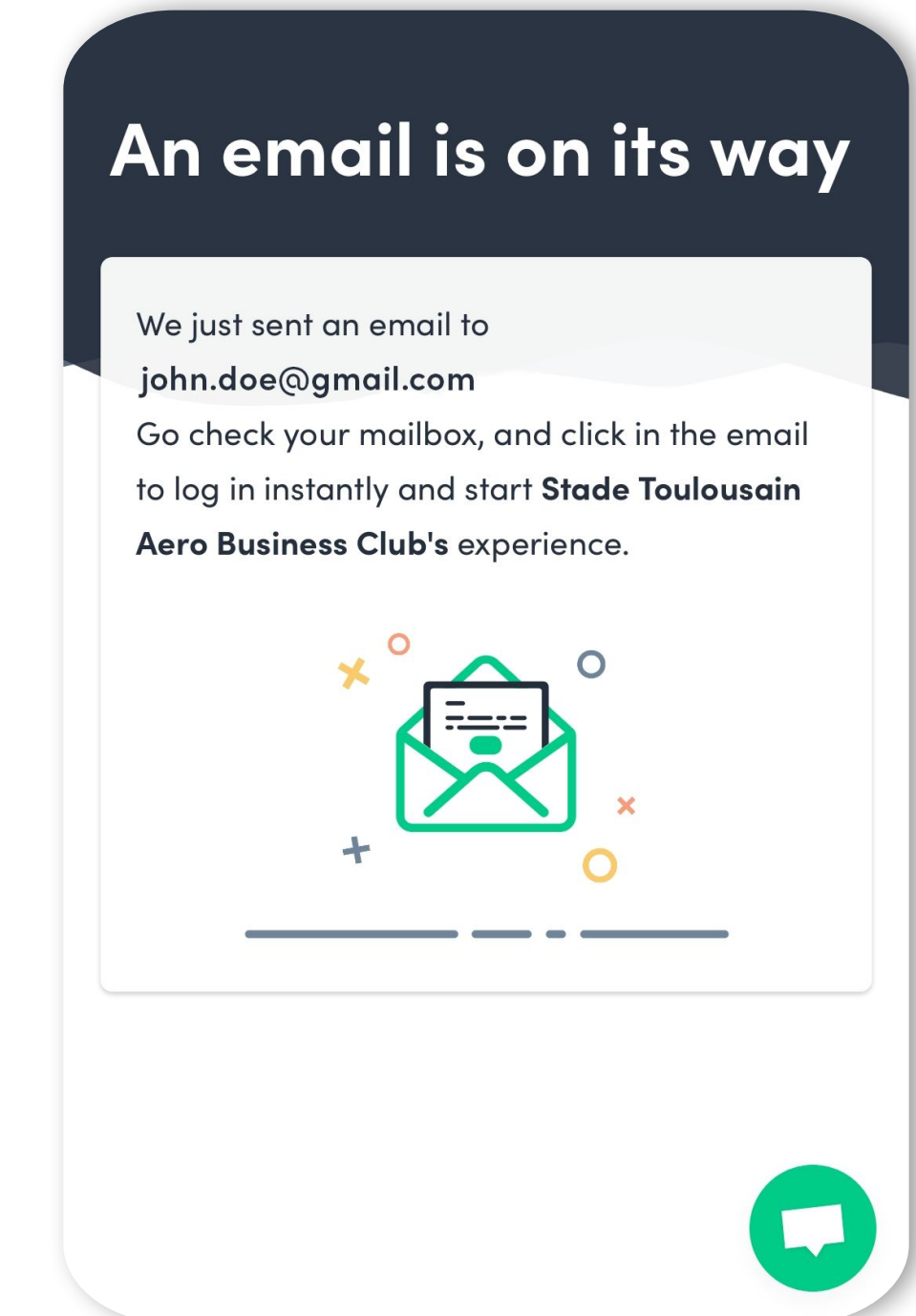
Simply register with the email address you prefer, and set a password.

WELL DONE! YOU NOW HAVE ACCESS TO YOUR EVENT

STEP 2
-
NAVIGATION

2. 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:**
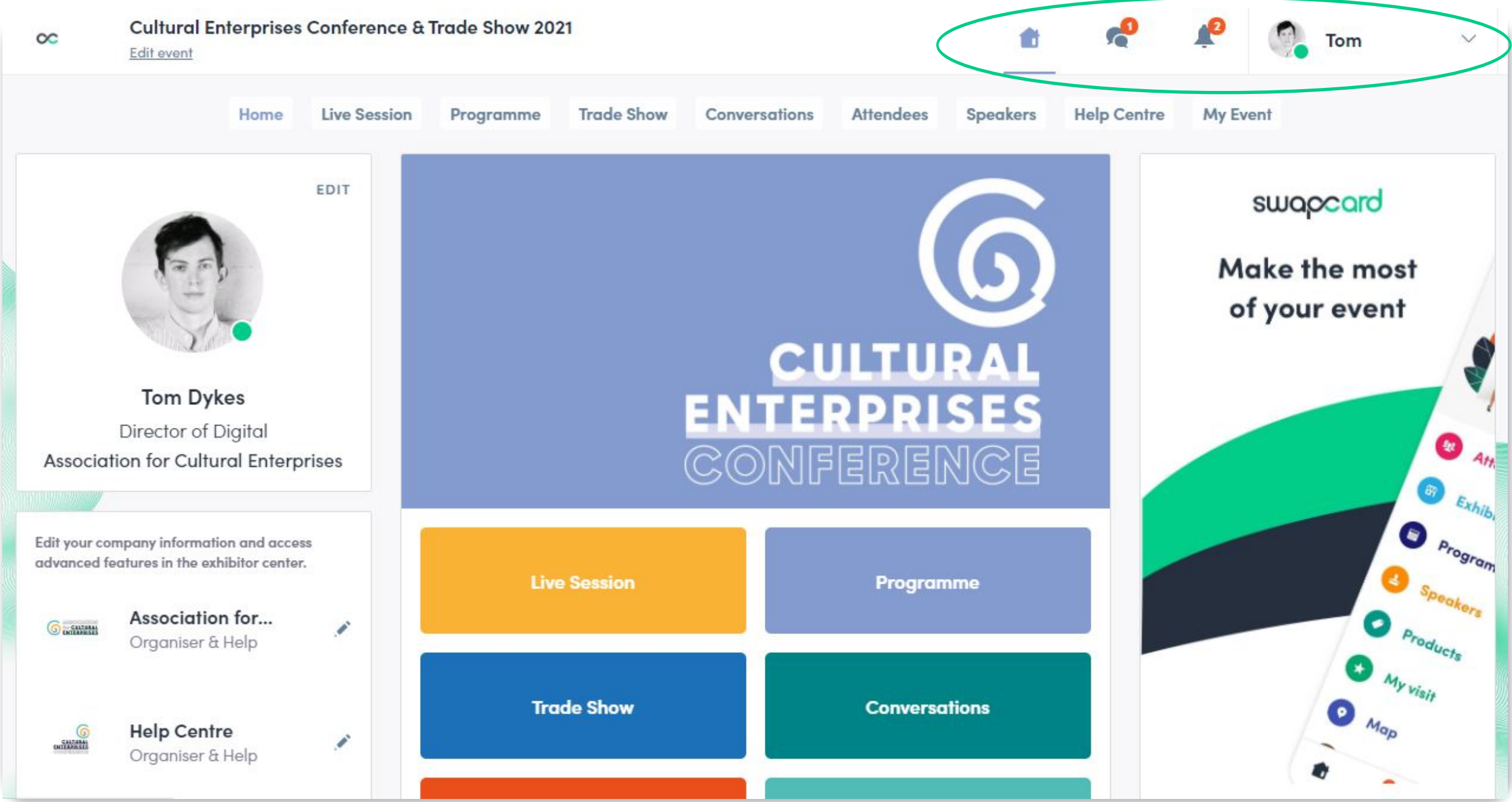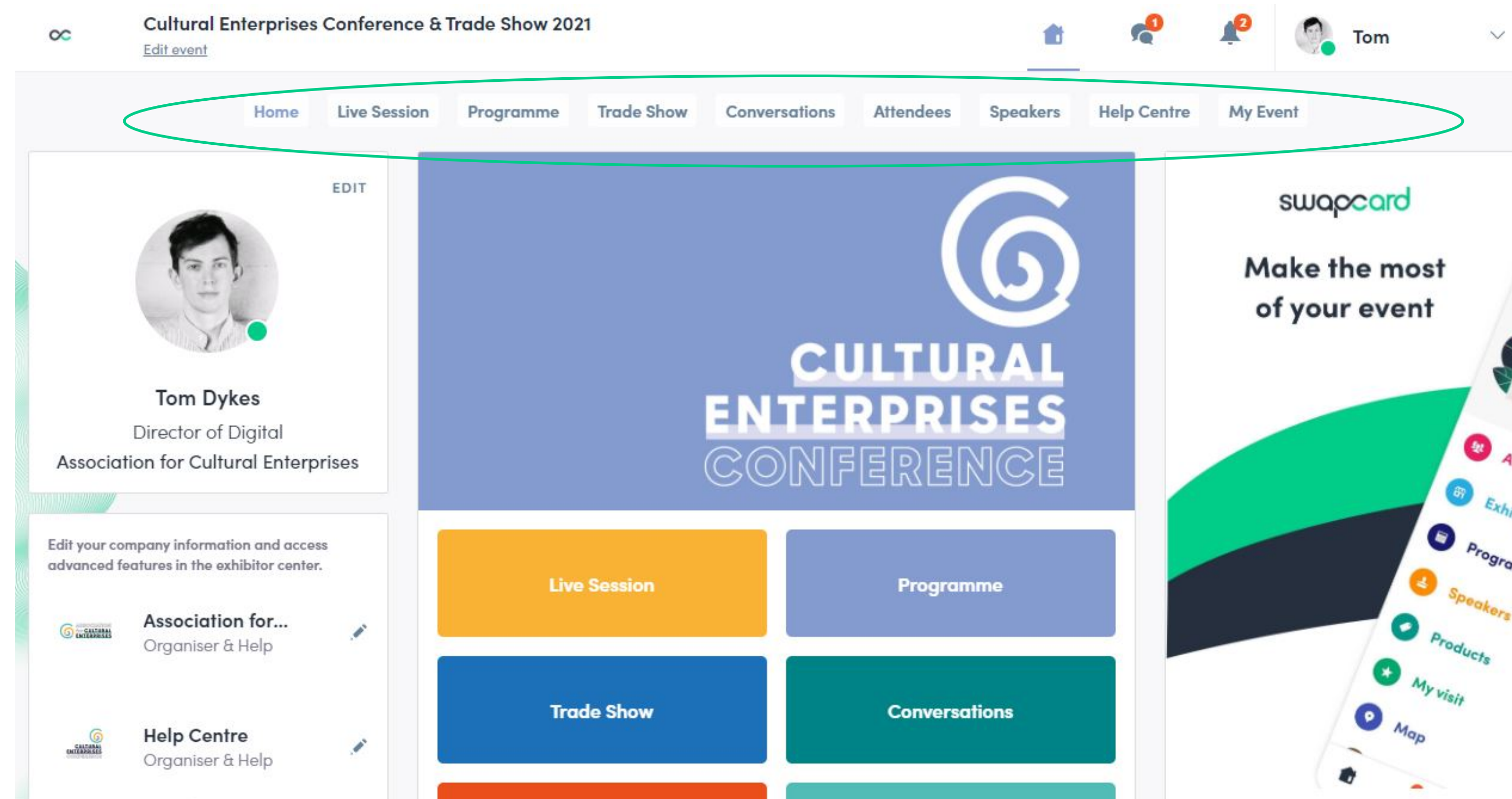
🏠 Home

💬 Messages   🔔 Notifications

👥 Contacts   👤 My profile

2. Navigation

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 **9 sections** of the event:

- Home
- Live Session
- Programme
- Trade Show
- Conversations
- Attendees
- Speakers
- Help Centre
- My Event

2. Attendees & Networking

Find out who to meet

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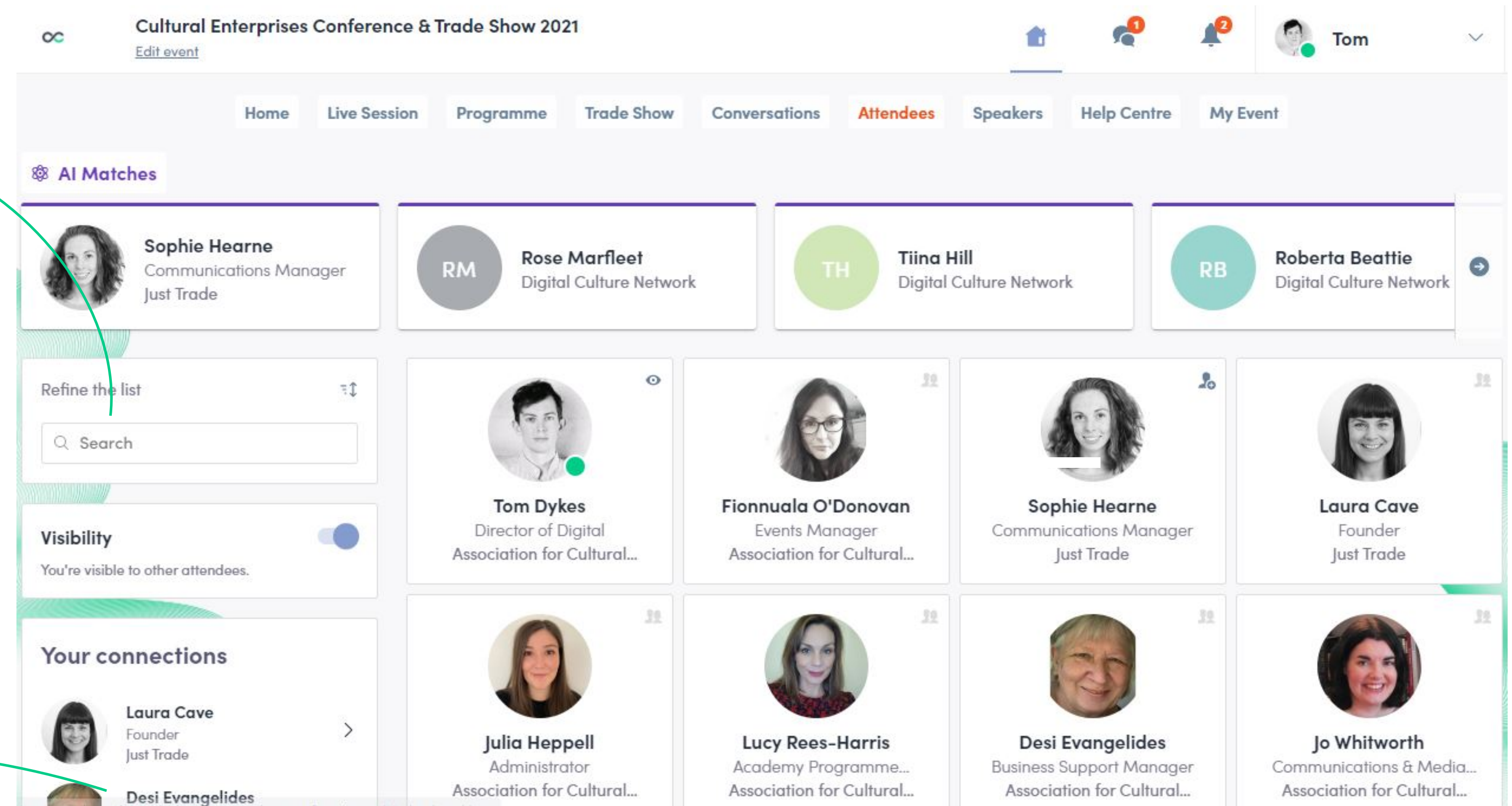3. **Connect** with qualified profiles

A personalised connection request (with message) is four 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. Trade Show, Programme & Speakers

Trade Show

All exhibitors are featured in the **interactive Trade Show.** Bookmark your favourites, send a message, or event set up a meeting.

Refine the exhibitors by the filters to find exactly what you're looking for, then visit their profiles to find out more.
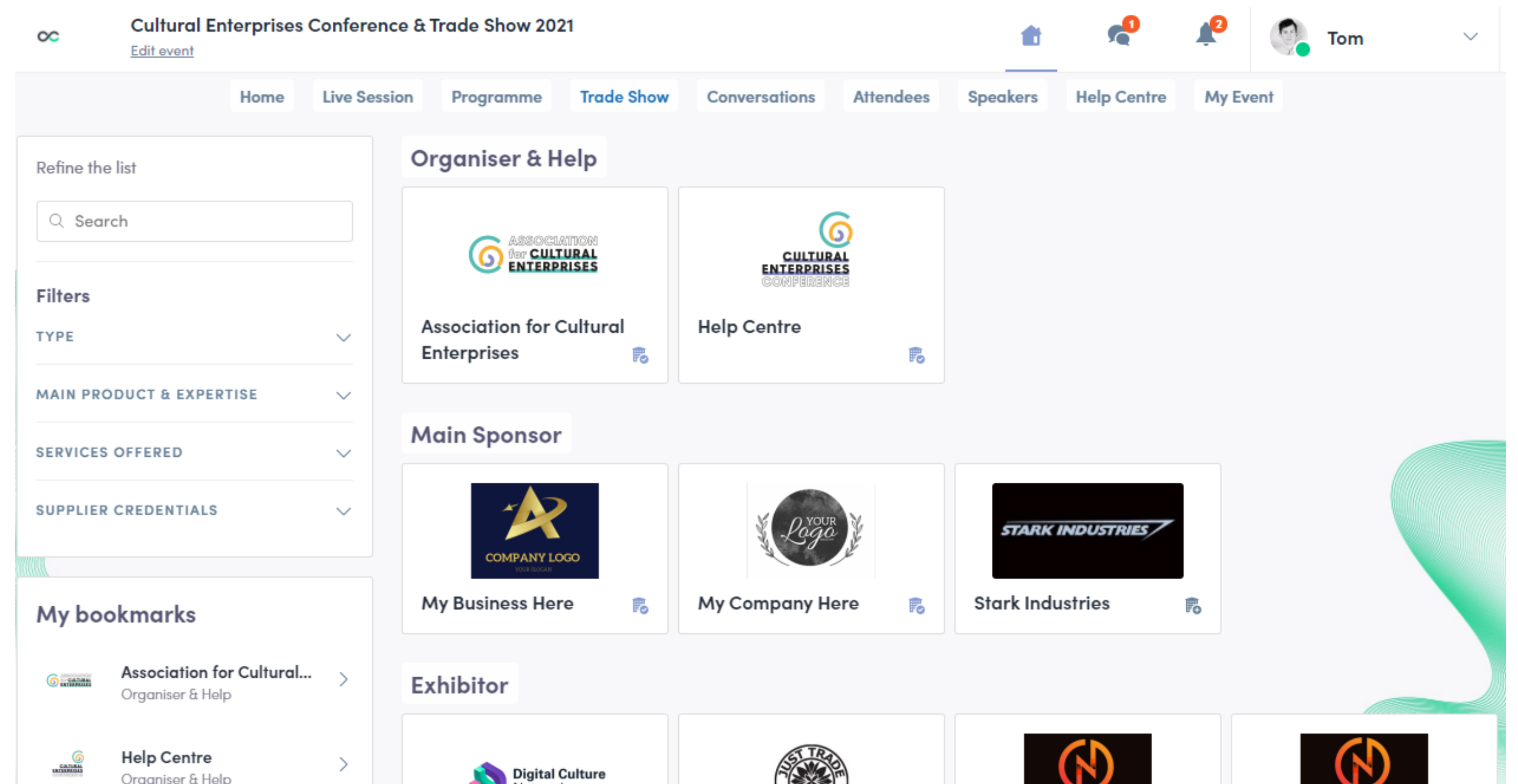
Programme

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

By clicking on a session, you can find more information about 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 profile, you will also find the **list of the sessions they run.**

2. My Event

You can export your meetings and your personalised agenda directly to your calendar

This is the hub of your event. Find your personalised schedule, meetings, contacts made and bookmarked companies.

2. 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 personalised message to the participant you wish to contact so that the meeting can take place.

4 **Manage your meetings**

In "My Event", 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.**
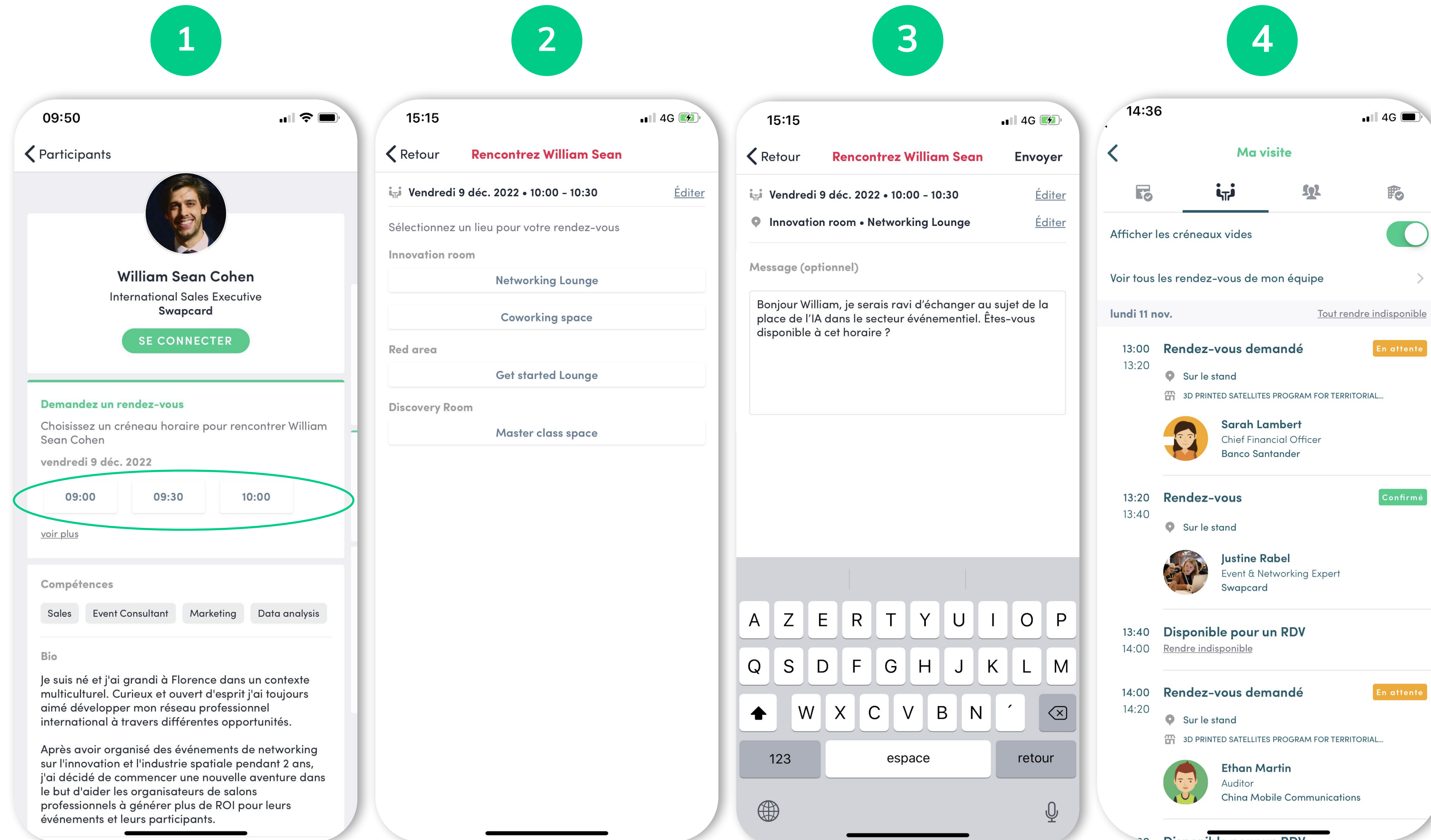
# **2.** Video meetings and calls

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.

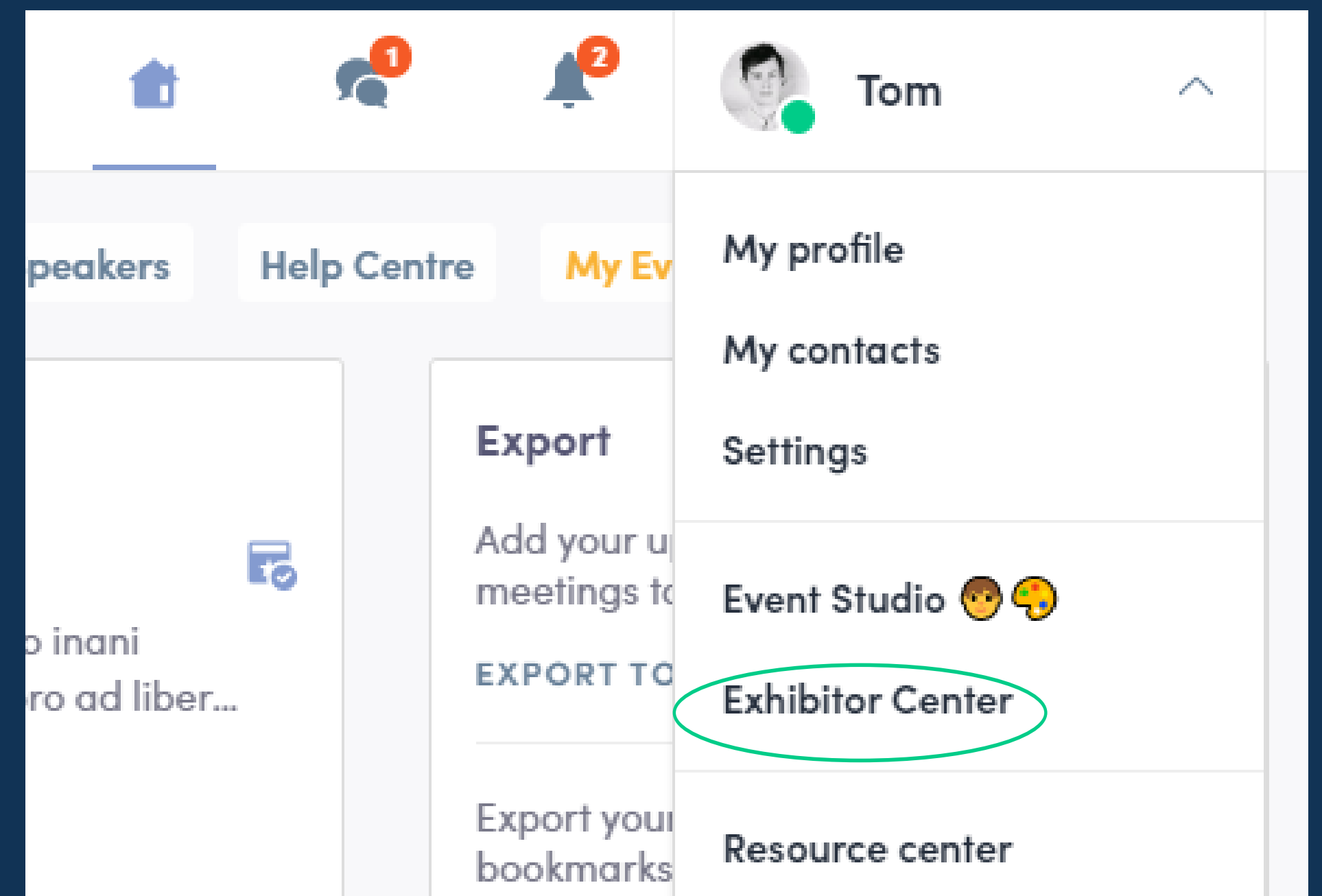You have the possibility to share your screen.
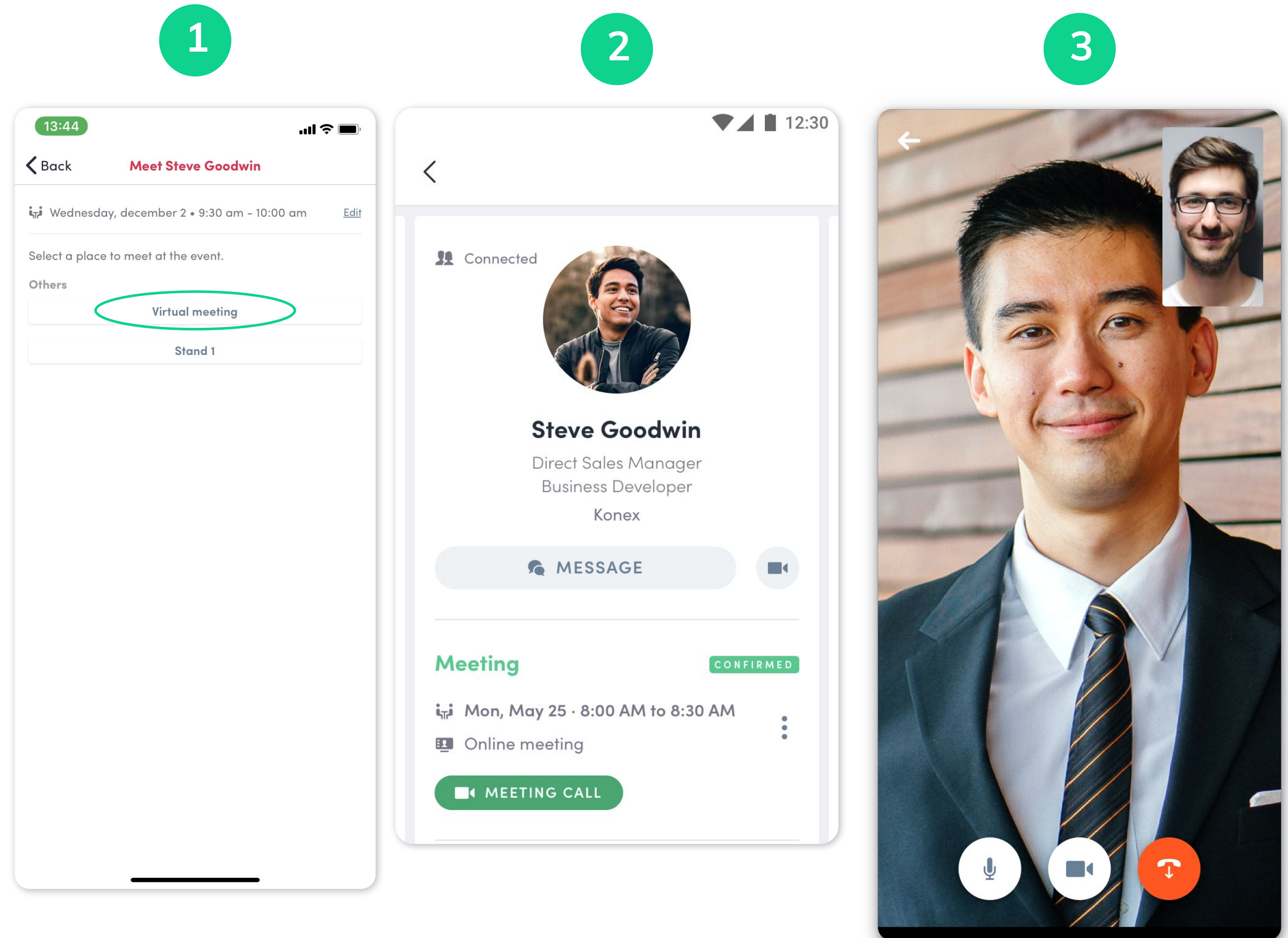
STEP 3

—

EXHIBITOR CENTRE

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

3. Exhibitor Centre / 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 Centre…
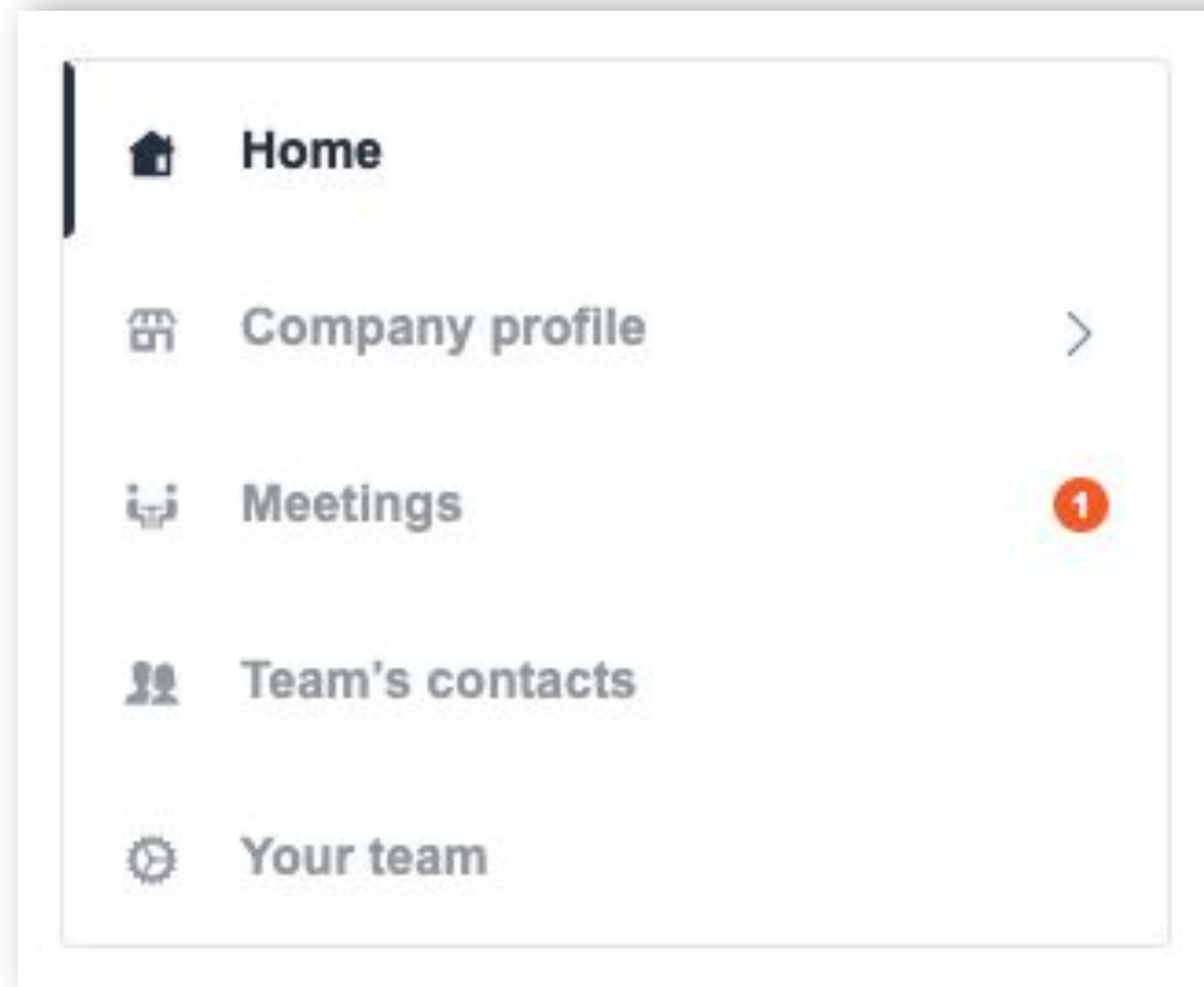
Home is the first page that you will see when accessing the Exhibitor Centre

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

3. Exhibitor Centre / Company Information

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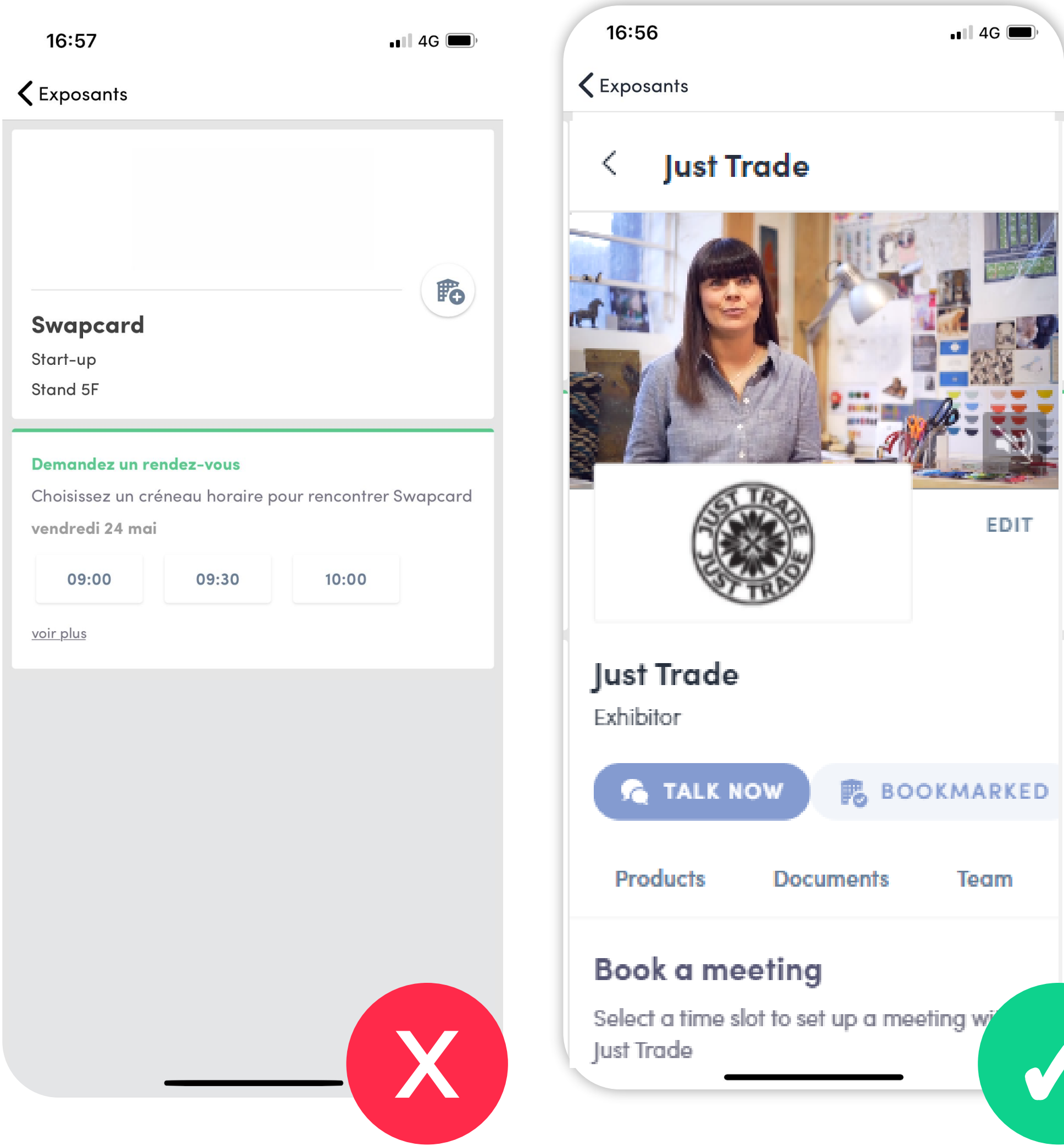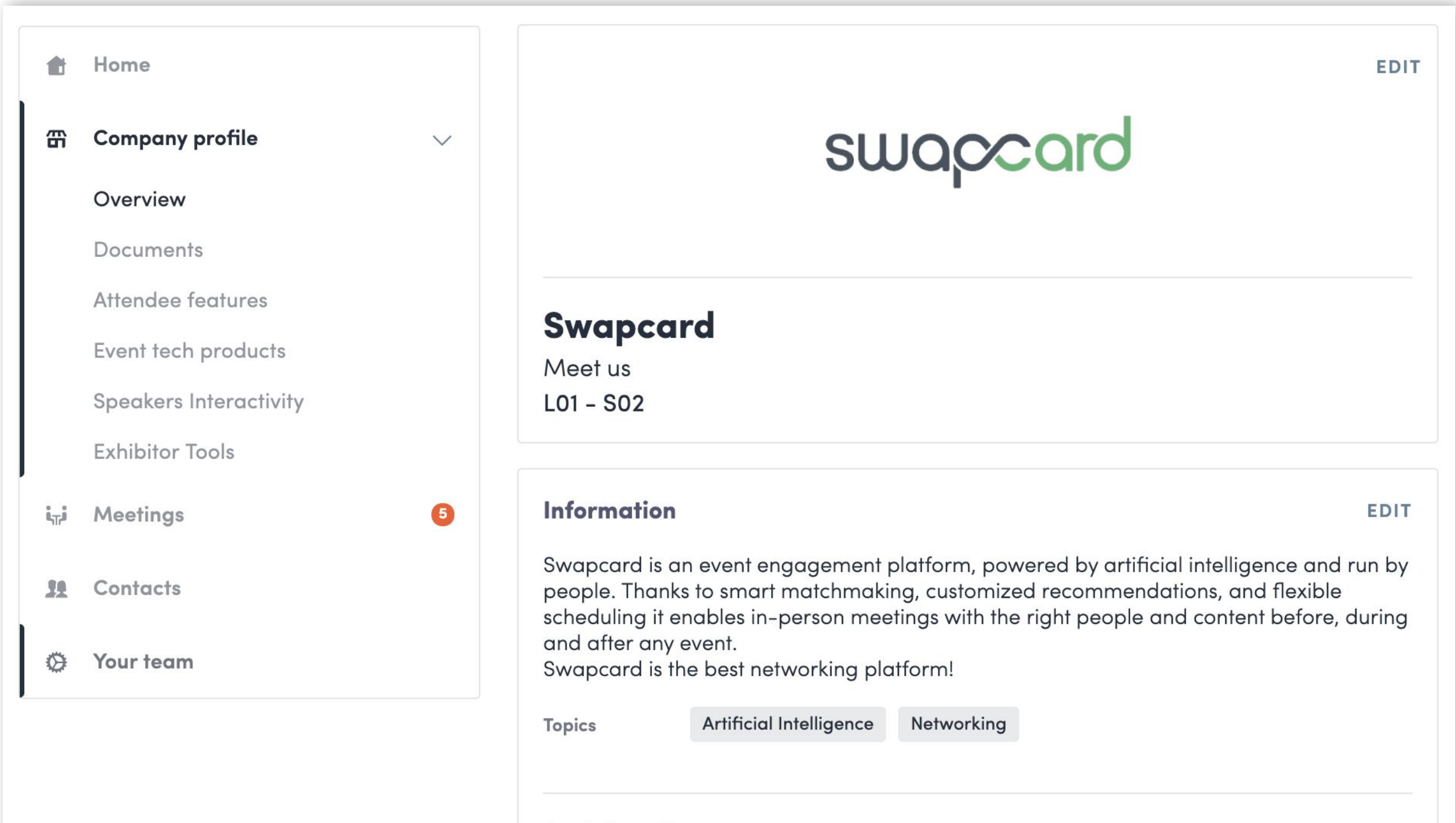
✓ Logo

✓ Name

✓ Description

✓ Social Networks

✓ Website

✓ Filters

✓ Products

You can also add files to your company page.

3. Exhibitor Centre / 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 Centre / Shared contacts & export

By going to the **"Teams 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 colleagues who have enabled the contact sharing option will be displayed, in addition to yours.

Check that **all your colleagues 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** as an excel file by going to your contacts and clicking on "export".

3. Exhibitor Centre / Products

2021 Fashion Trend'show · Zara ∨

SWITCH TO THE EVENT

Rafaëlle ∨

🏠 Home

🏪 **Company profile** ∨

   Overview

   Documents

   Products

👥 Meetings

👥 Team's contacts

⚙ Your team

🔍 Search

Add products
Products (5)
ADD

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 **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
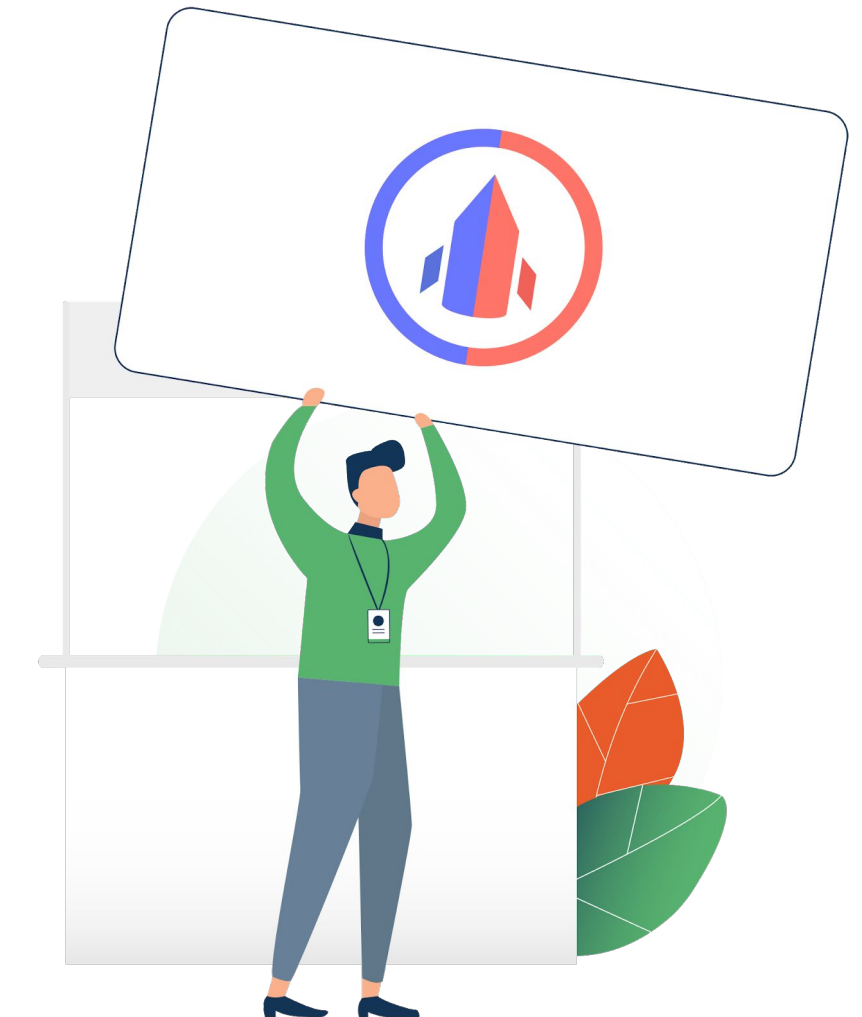
4. Best Practice

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. **Connect** with other attendees
2. **Discover and explore** the interactive trade show
3. **Use the chat function** on screen or schedule meetings

After the event

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

4. **Support** / Online

Have any questions or concerns? We're here to help you!

Chat

Chat with our team in
the **Help Centre**

Email

Technical help

support@swapcard.com

Webinar

Attend a full platform demonstration

Webinar - date TBC

Enjoy the Conference