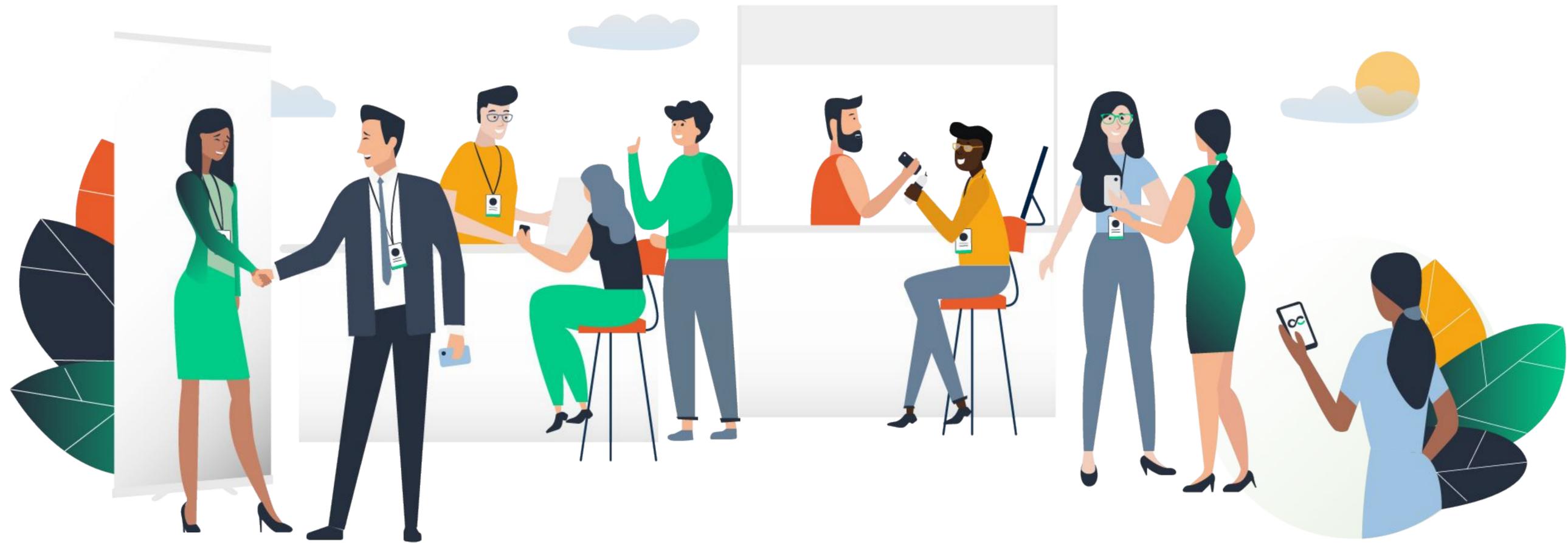


Swapcard Guide for Exhibitors



swapcard

Summary

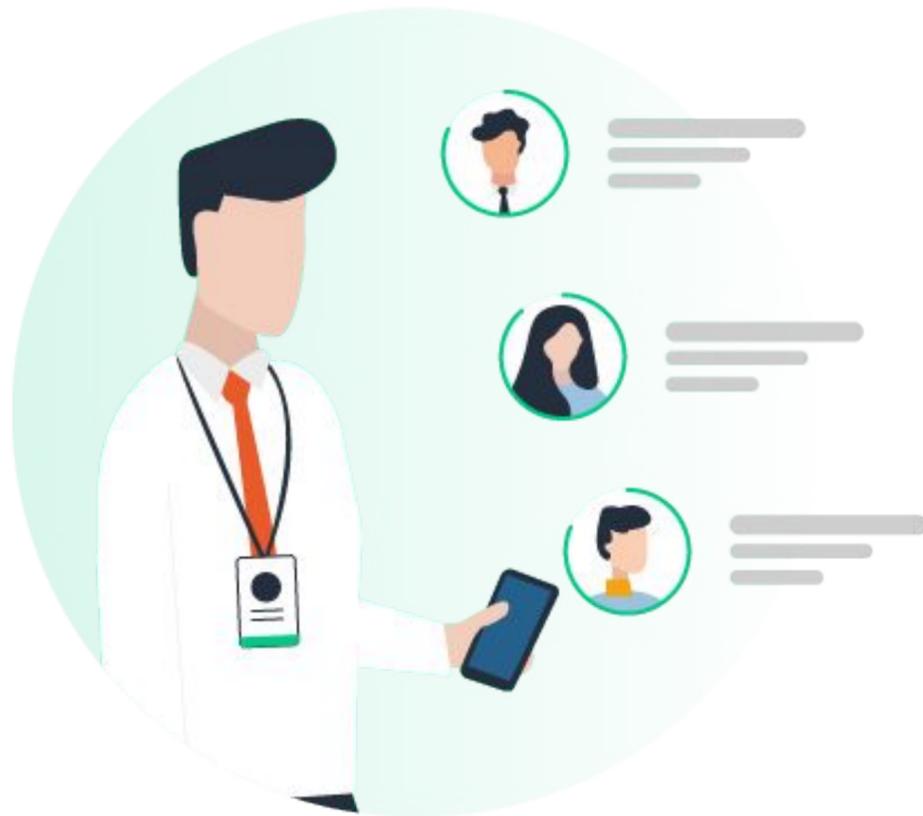


0. Why choose Swapcard ?	3
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Why choosing Swapcard?

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:

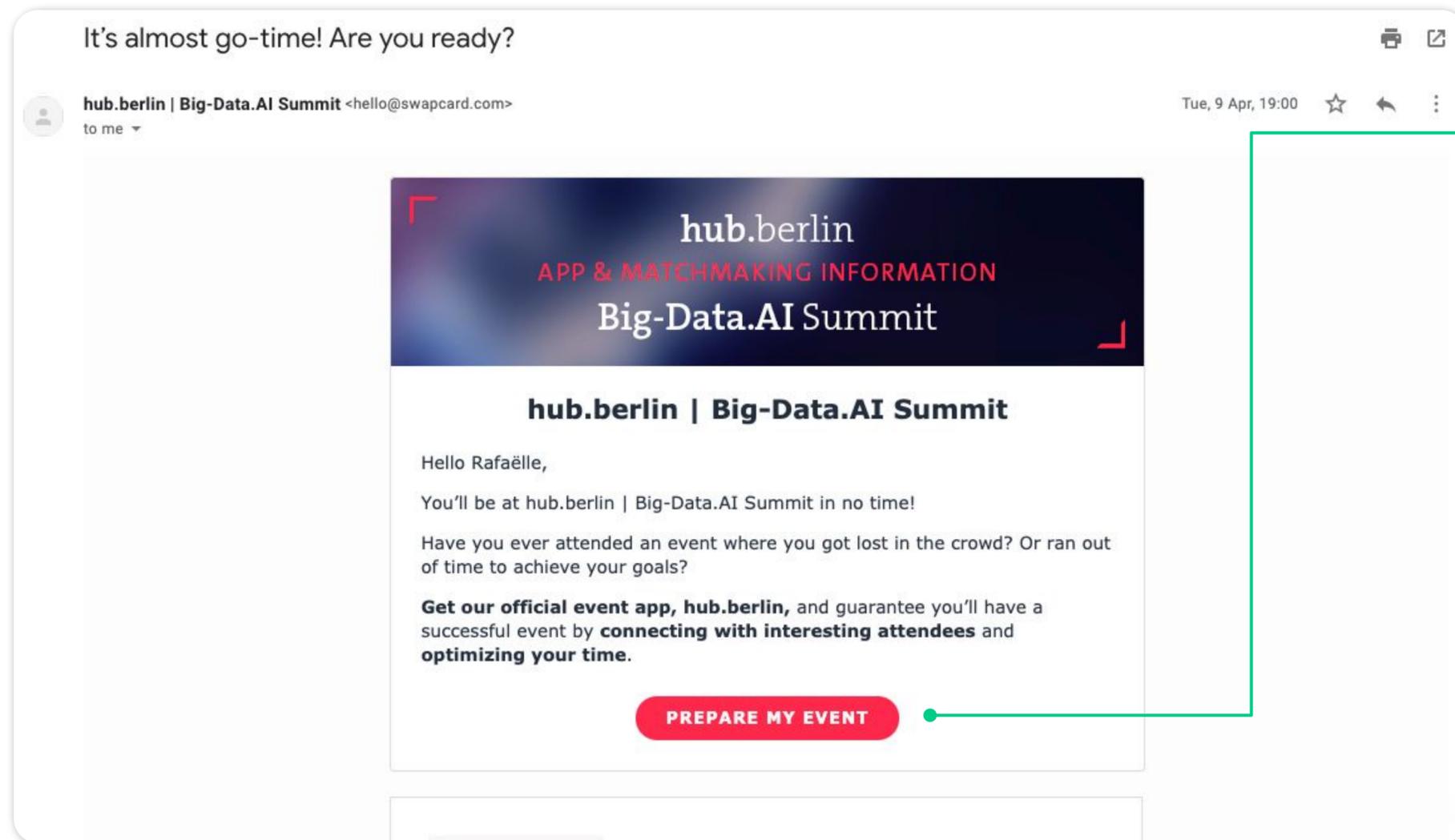
- **prepare your event** in advance
- connect with the **right people**
- **increase your visibility** with a large number of potential prospects
- manage your **meetings**
- keep track of your **contacts**
- make your **opportunities a reality**

STEP 1

-

LOGIN

1. Login / Email

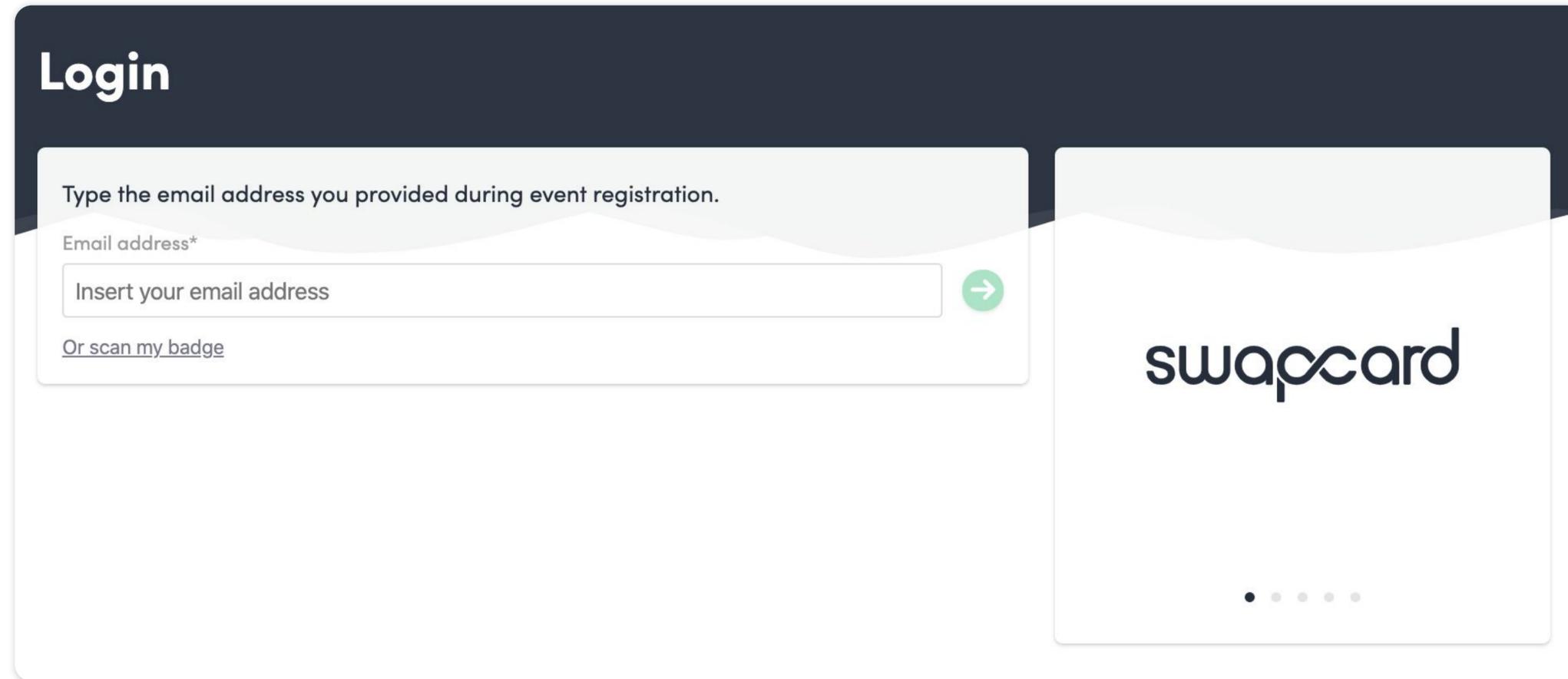


You should have received an email with a **button** redirecting to a login page. Your account is automatically pre-created by the event organizer. A window will then suggest you create a password for your account.



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

1. Login / Platform – *with an account*



Login

Type the email address you provided during event registration.

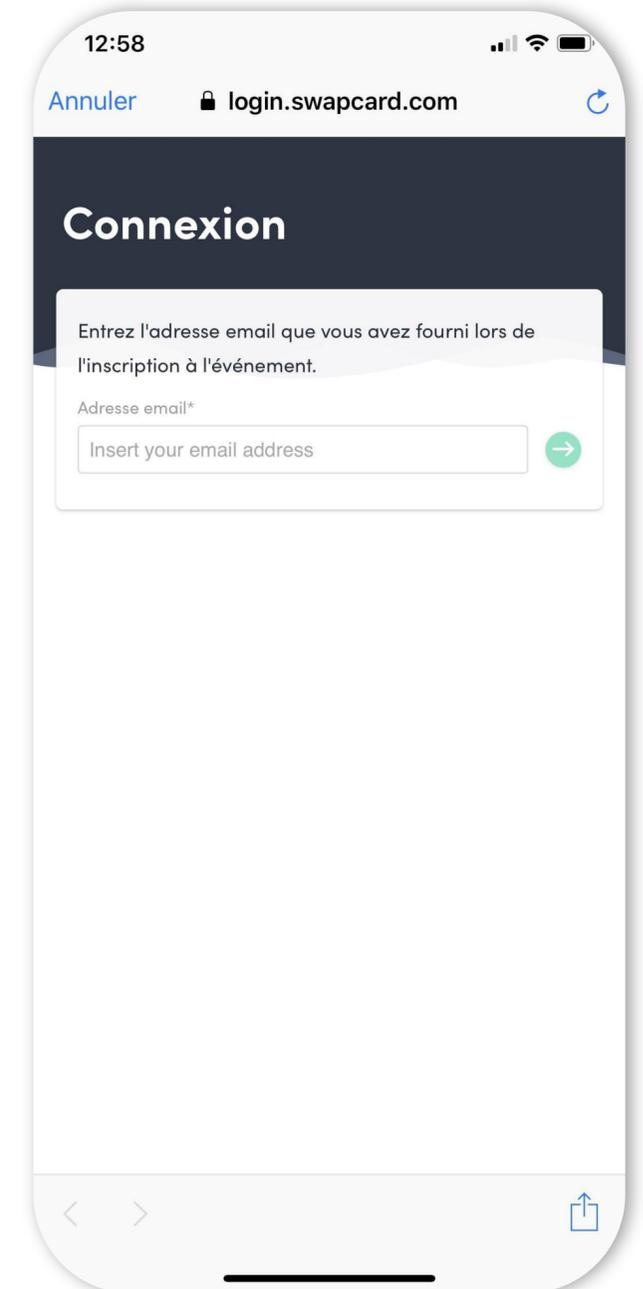
Email address*

[Or scan my badge](#)

swapcard

• • • •



12:58

Annuler login.swapcard.com

Connexion

Entrez l'adresse email que vous avez fourni lors de l'inscription à l'événement.

Adresse email*

< > 

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*

< BACK

Registration

We didn't find any existing user with **rouf@yopmail.com**
Continue to signup.

Name*

First name

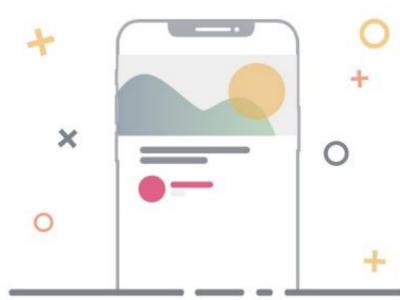
Last name

Password*

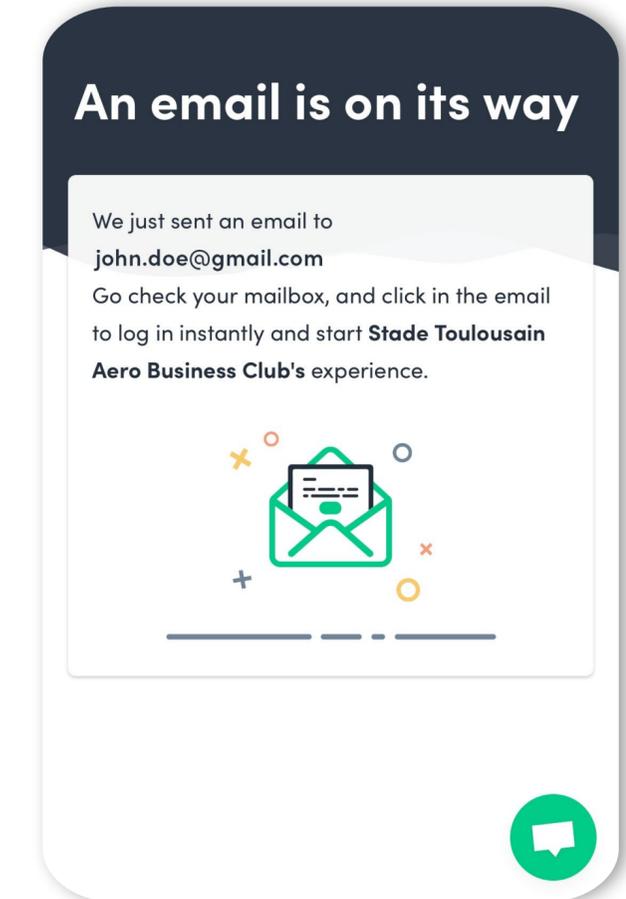
Define a password

By signing up, you agree to our [Terms and Conditions](#) and [Privacy Policy](#) .

CREATE ACCOUNT



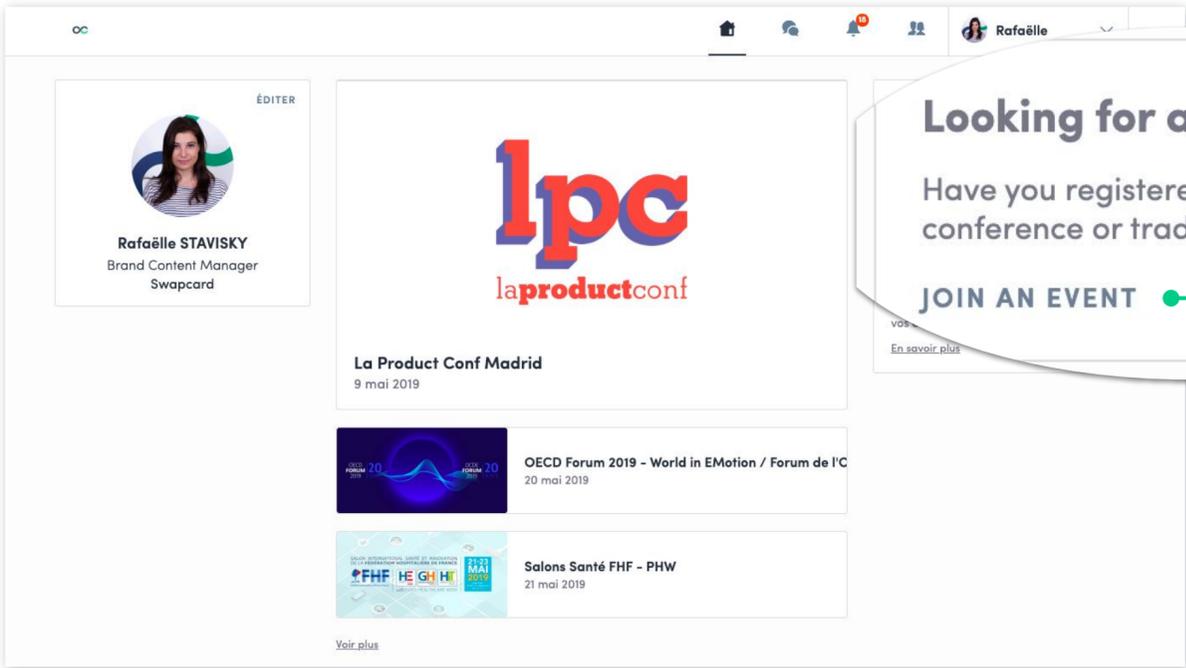
Join the event
Last step before getting recommendations powered by Artificial Intelligence



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

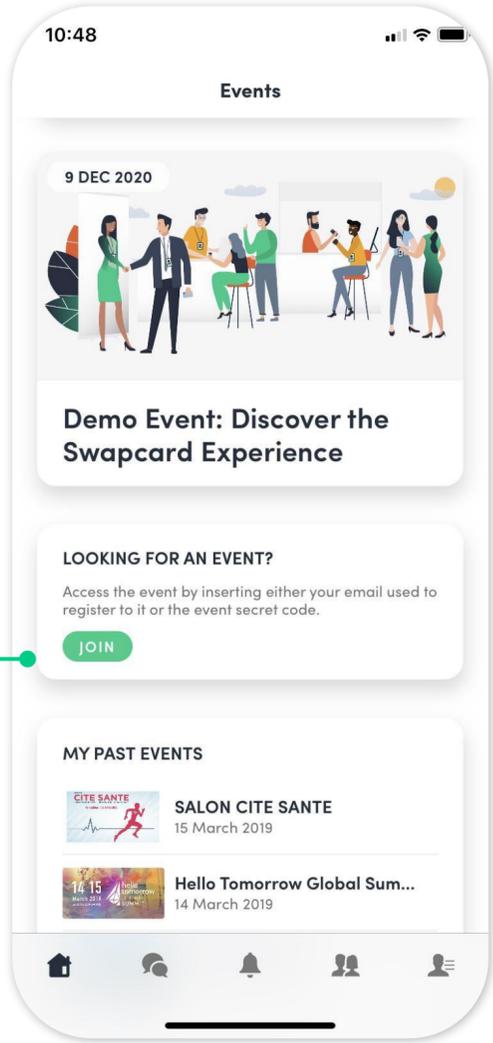
1. Connection / Platform – *with a code*

1

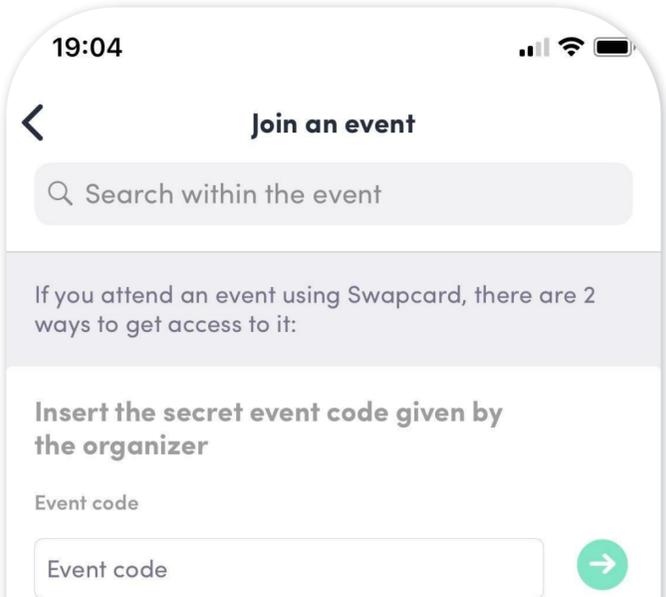
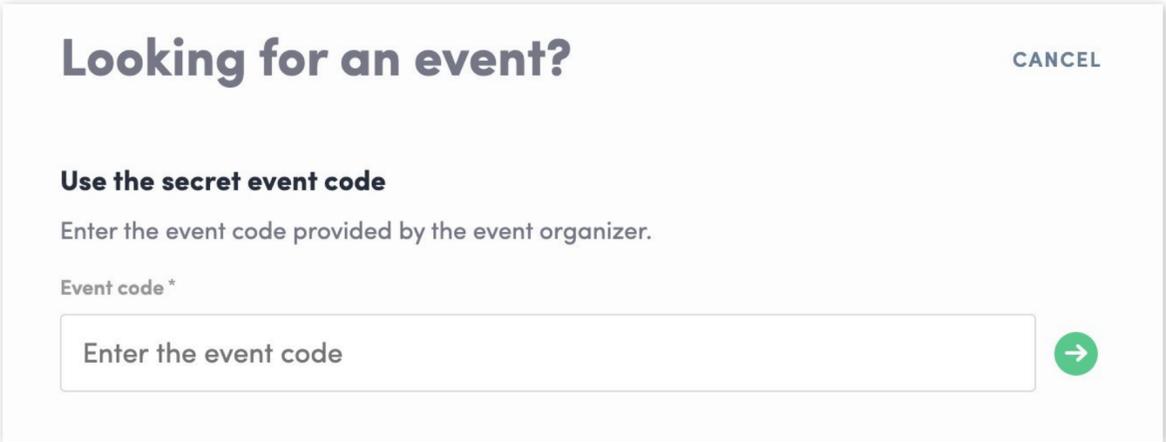


Looking for an event?
Have you registered but can't find your conference or trade show?
JOIN AN EVENT

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

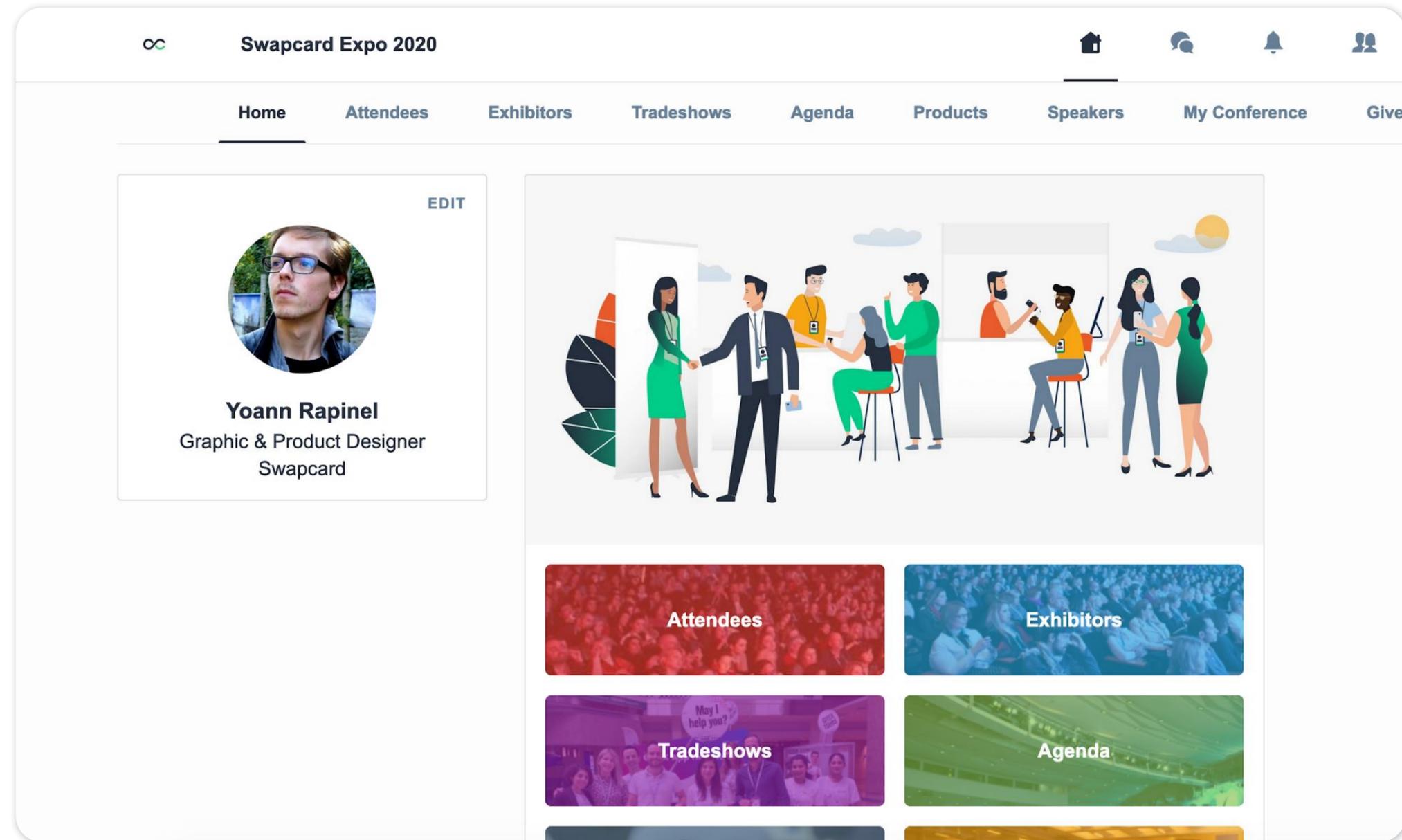


2



Use the secret event code :

CODEXX



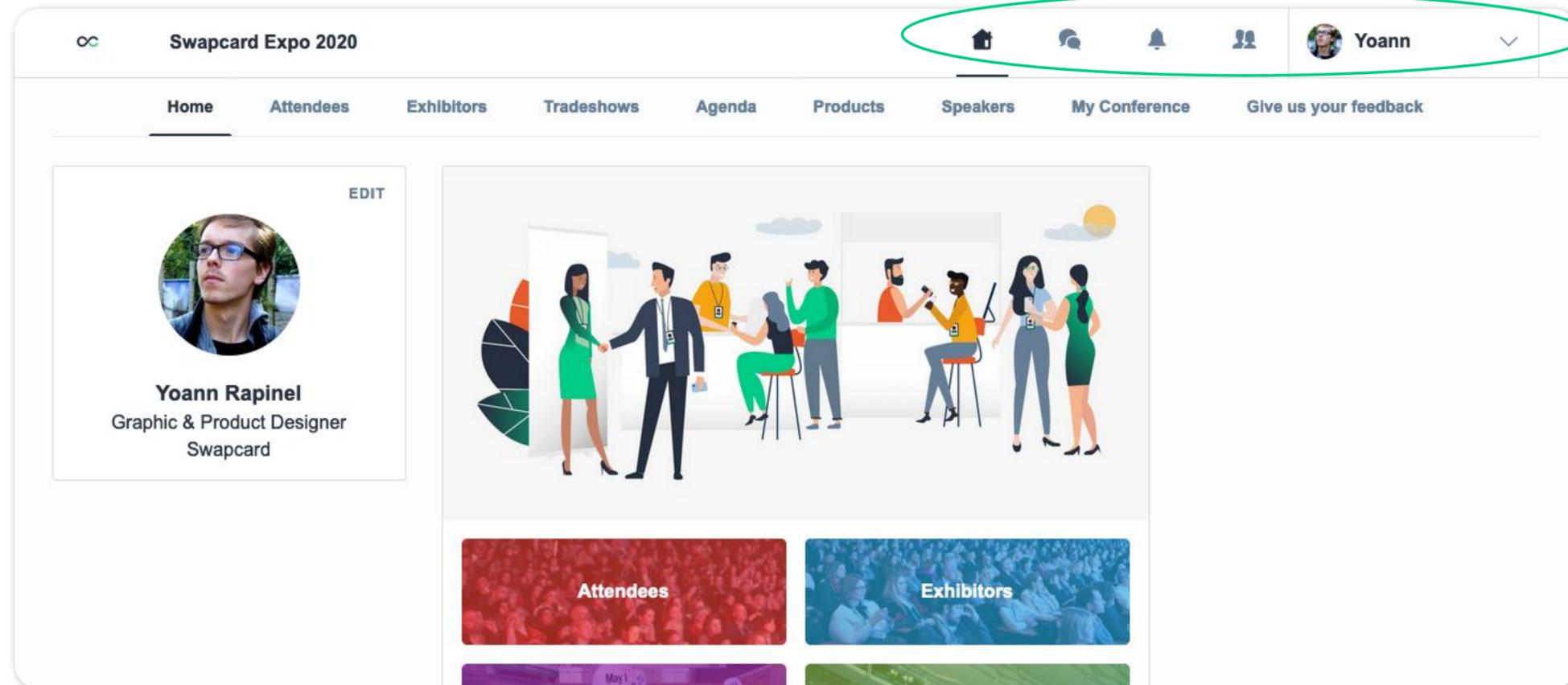
**WELL DONE! YOU NOW HAVE
ACCESS TO YOUR EVENT**

STEP 2

-

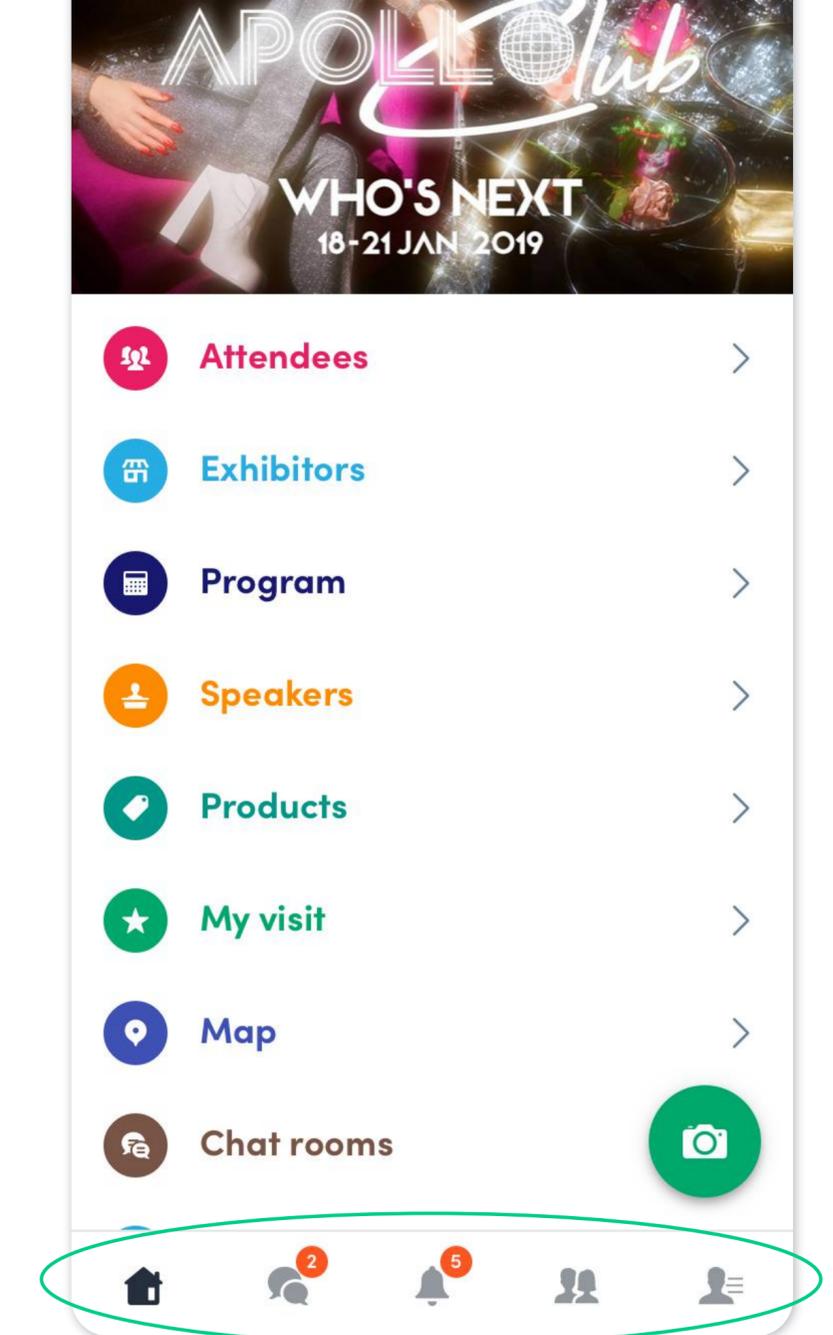
APP & WEBAPP

2. App & WebApp / Navigation

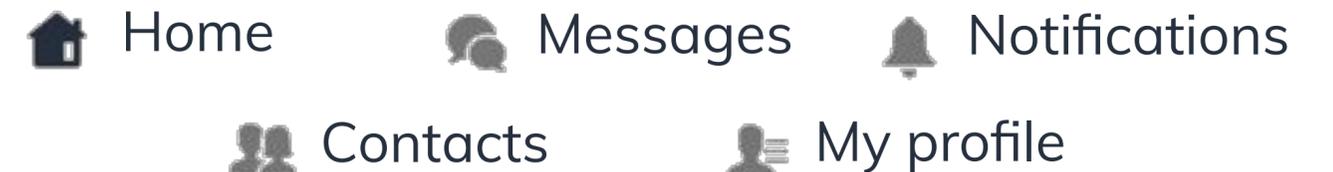


Web App

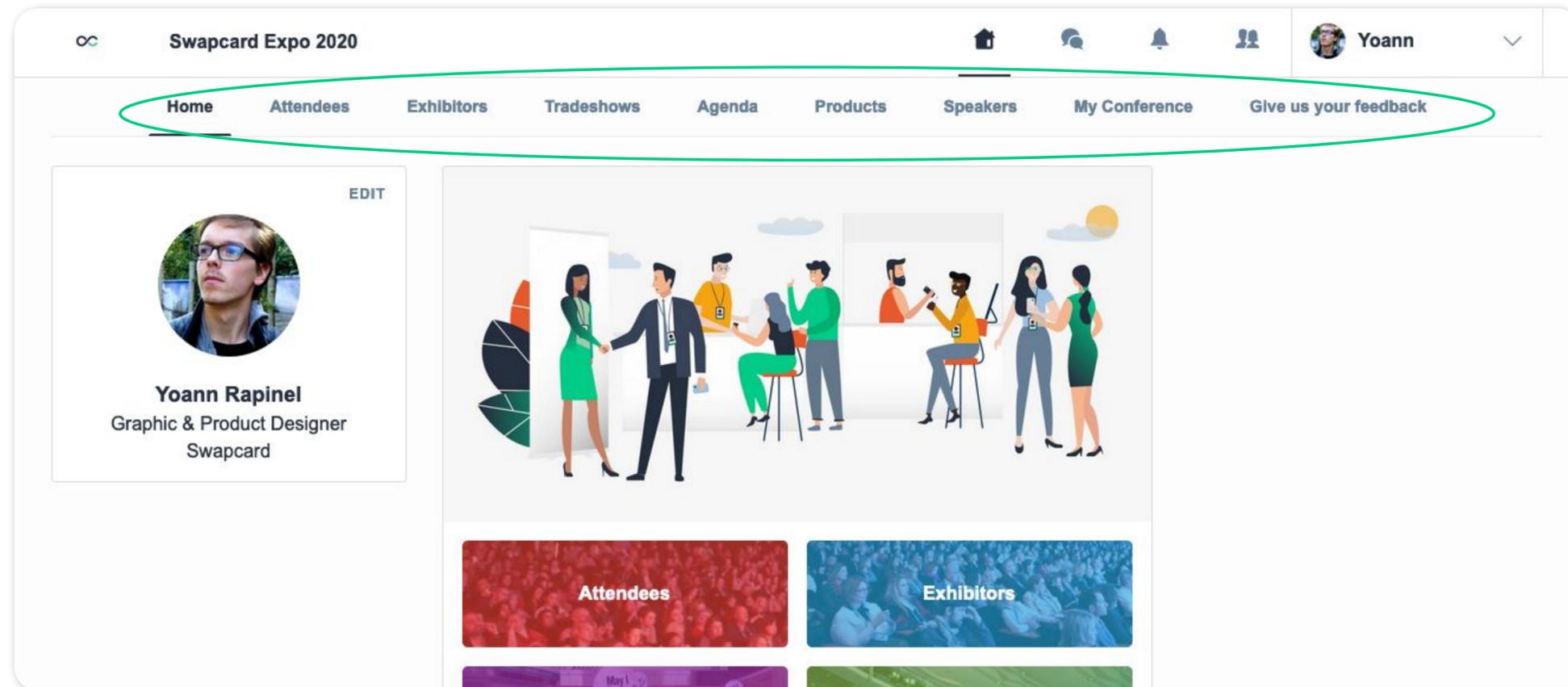
This is the home page of your event. The main navigation page is the same on Web and Mobile. It is divided into **5 parts**:



App

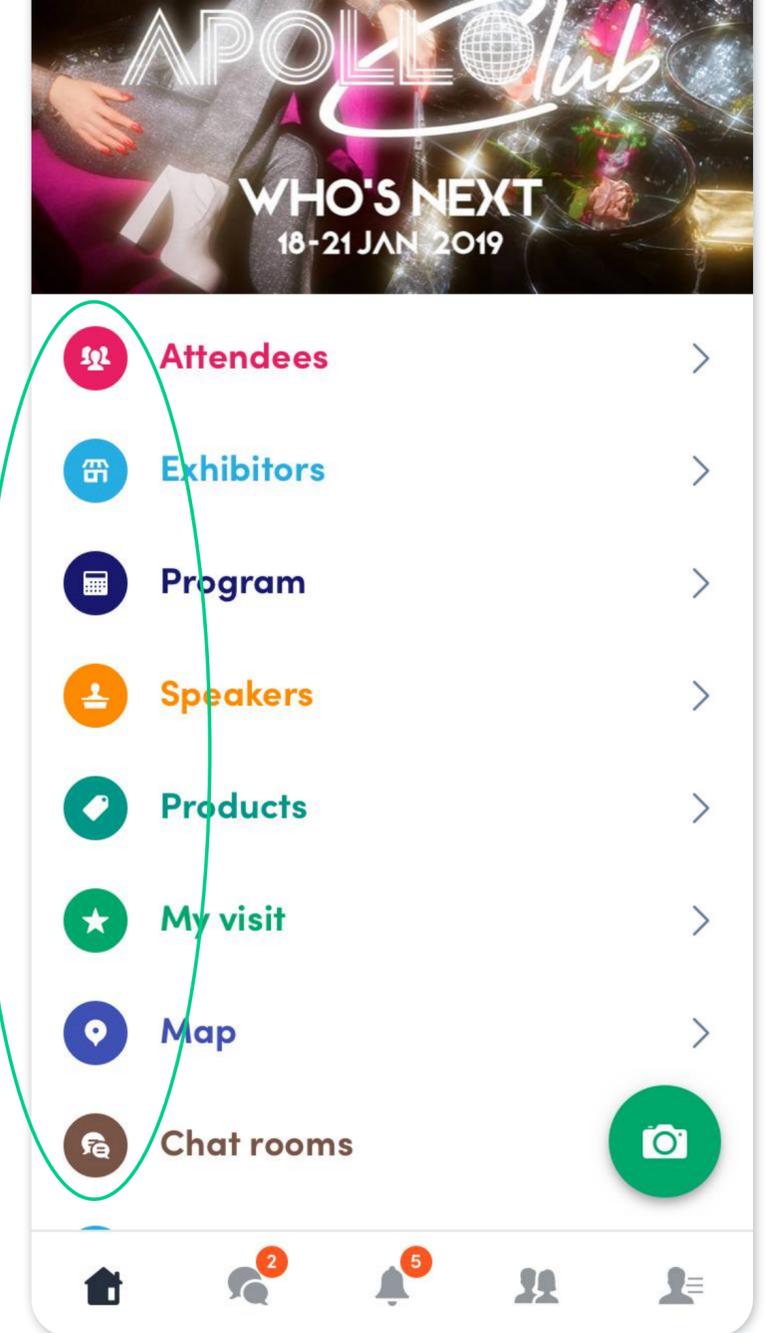


2. App & WebApp / Navigation



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



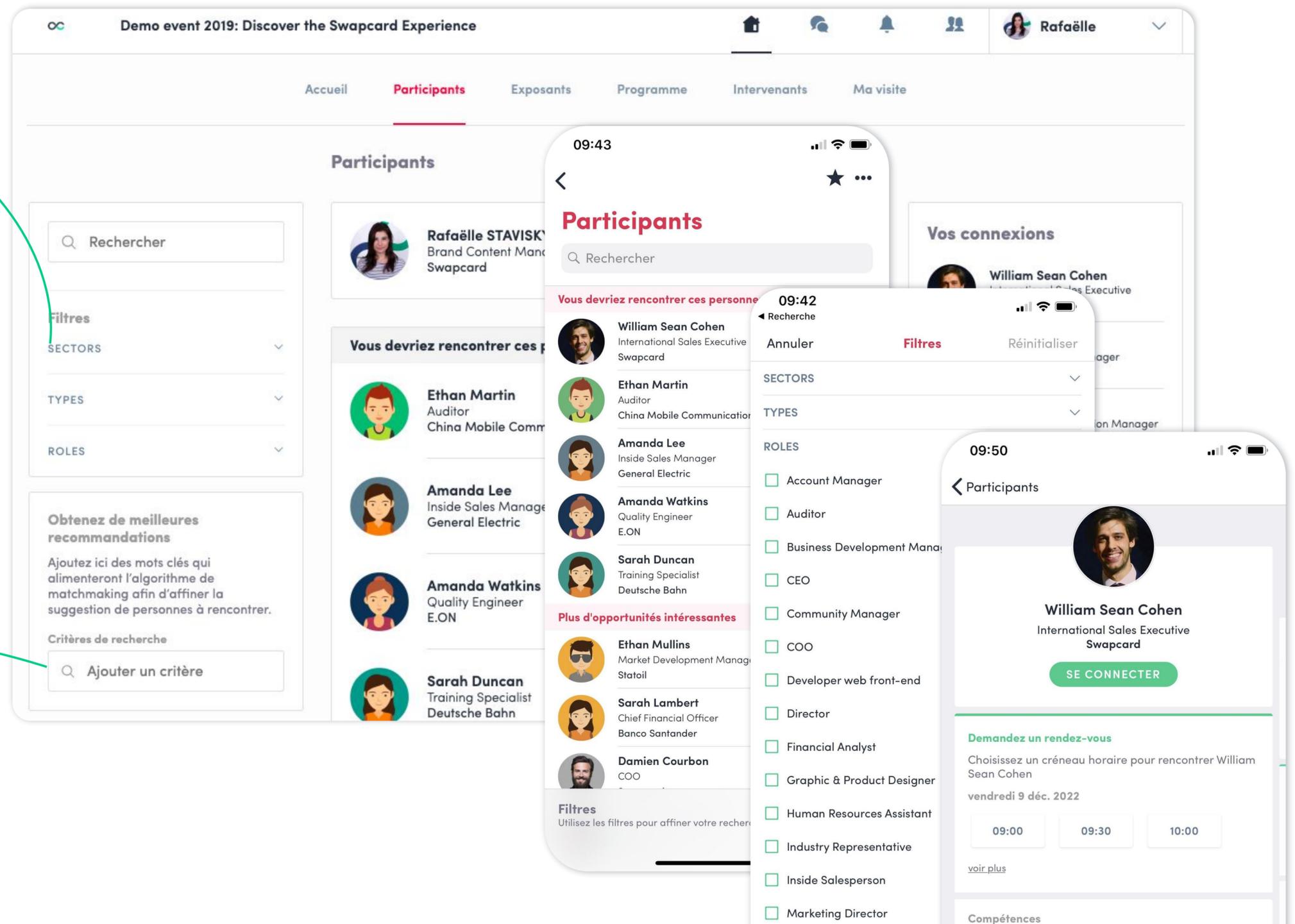
A personalized connection request (with message) is 4 times more likely to be accepted.

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

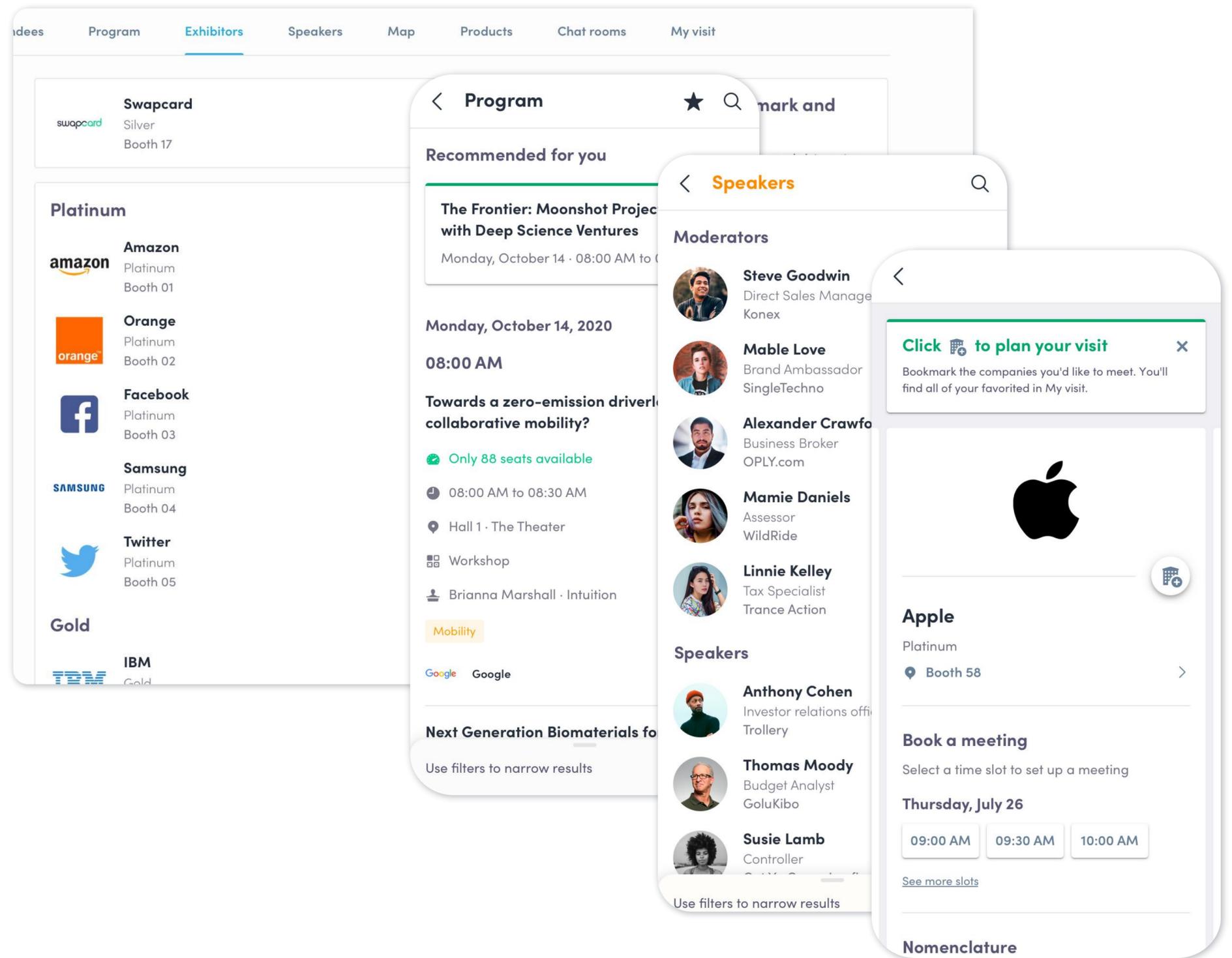
All sessions are located in the **"Program"** section. You have the possibility to bookmark the sessions that interest you to create your personalized agenda.

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

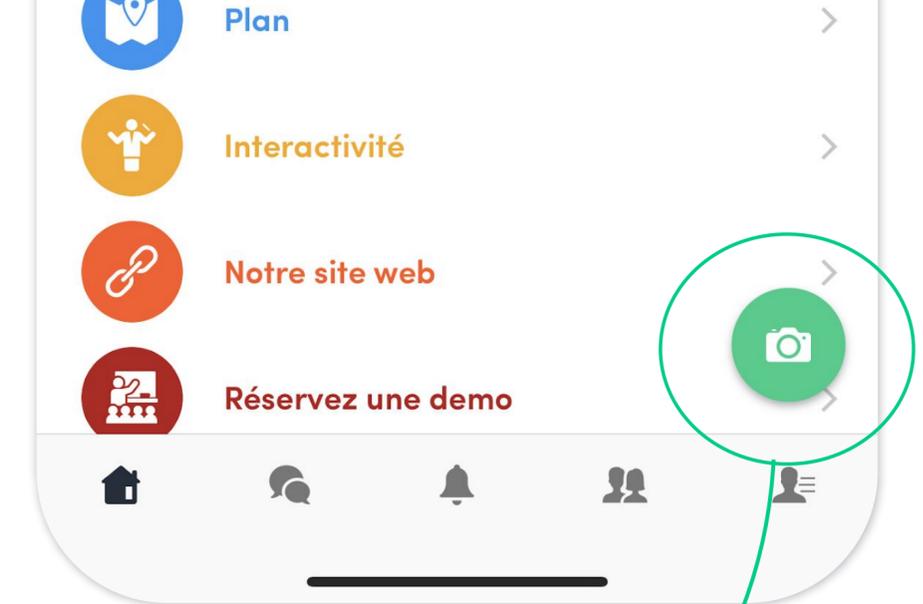
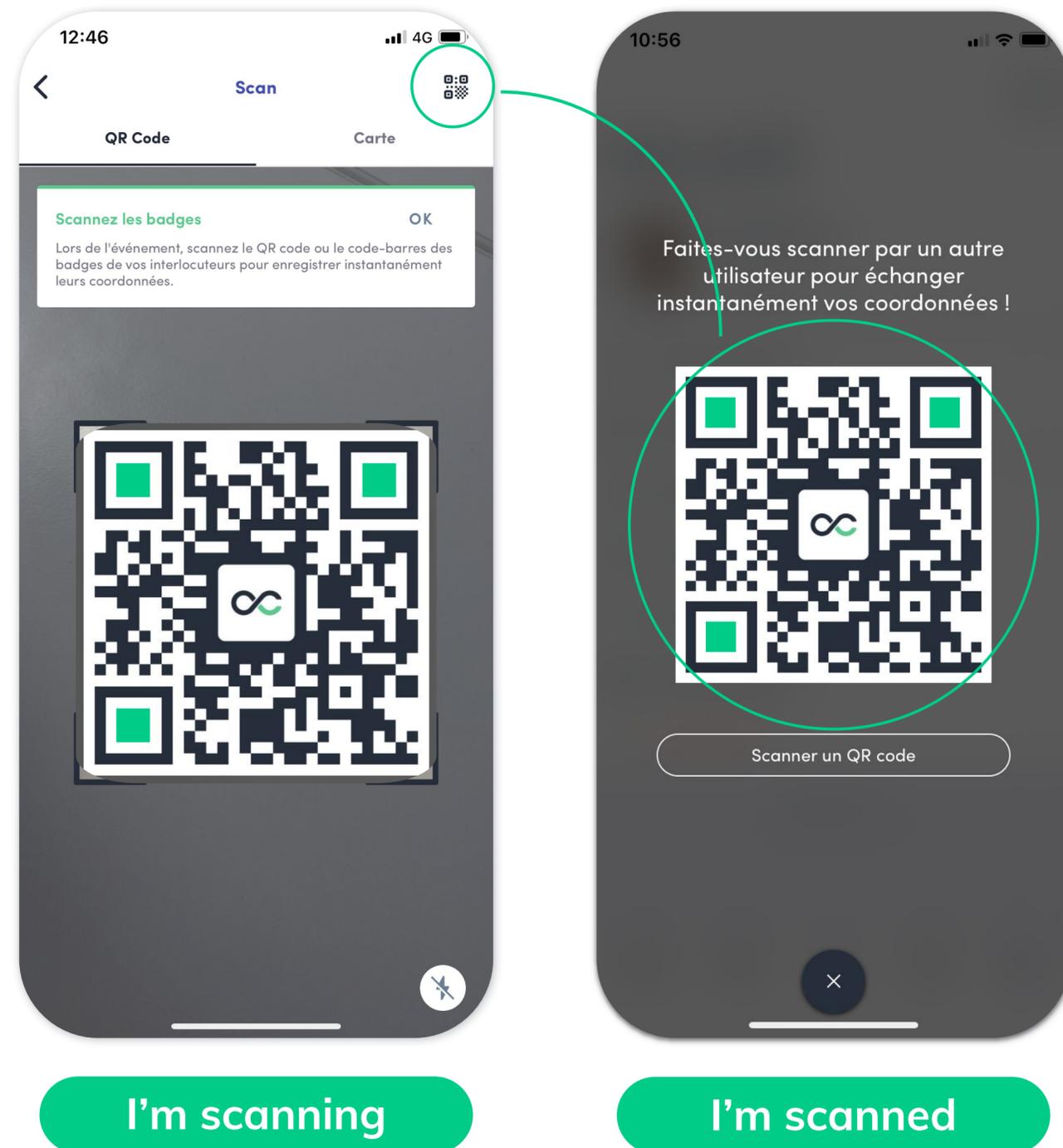
Speakers

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 / Badge Scanning



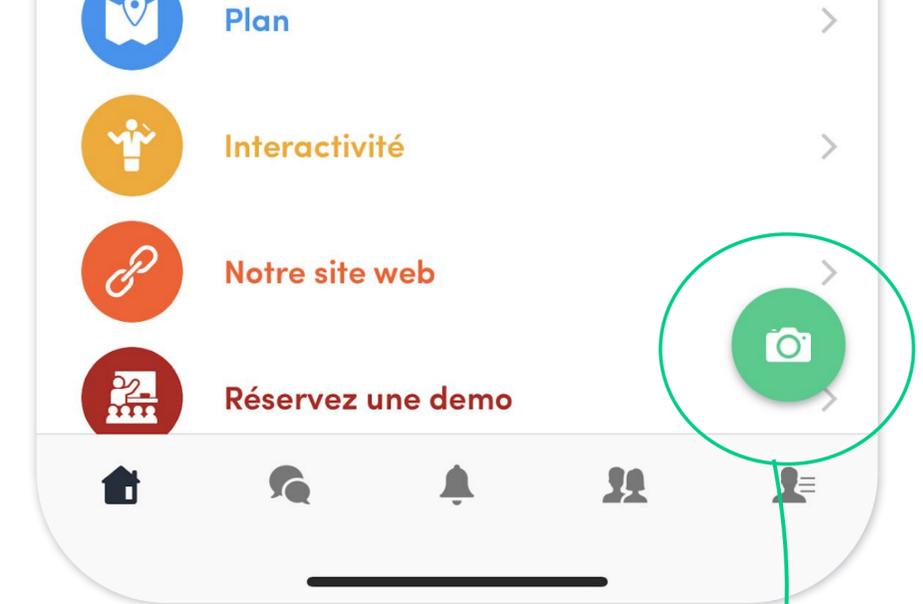
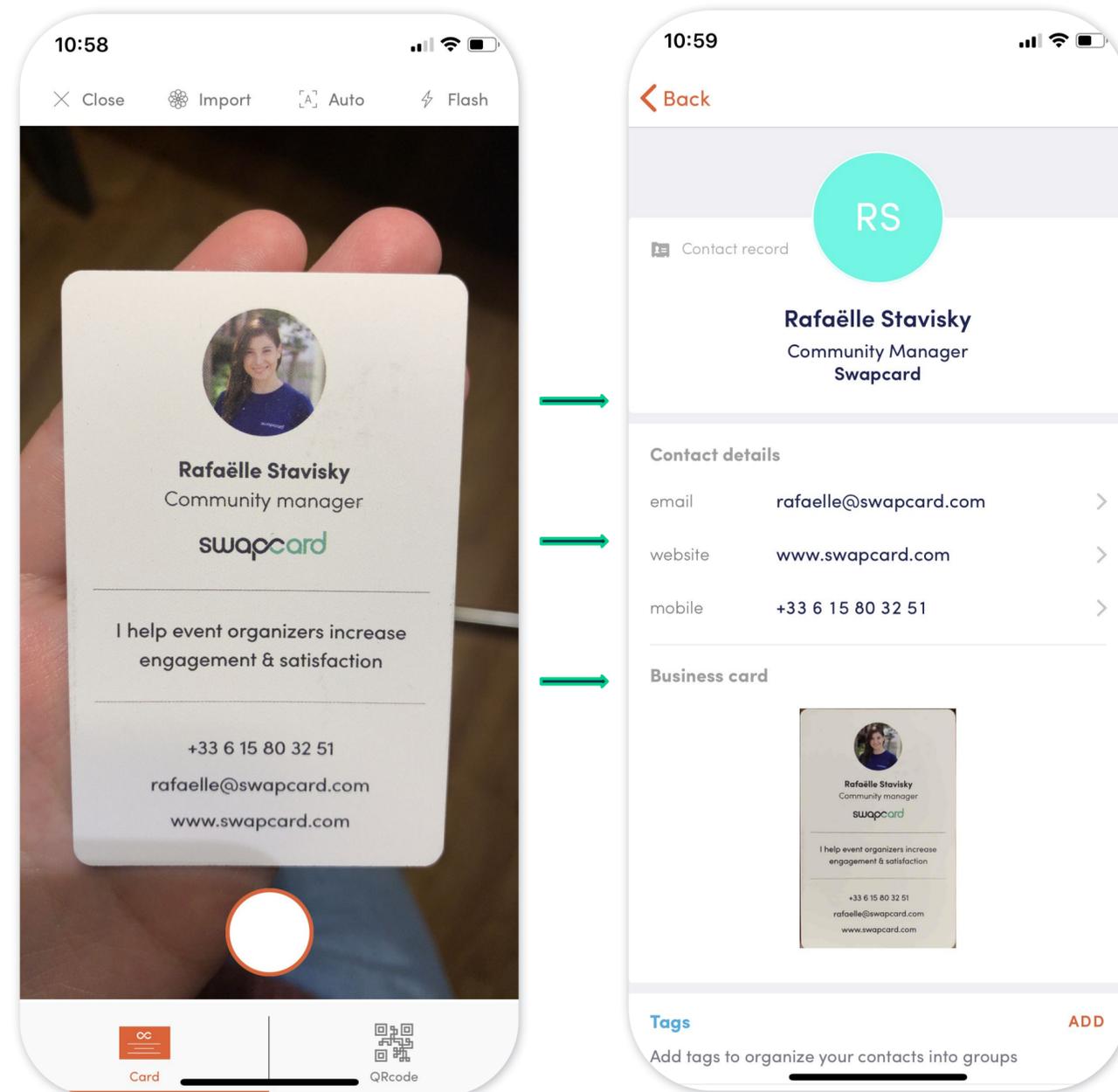
To scan a badge, click the « **Scan** » icon on the home screen of your event.

By scanning the QR Code on an attendee's badge or application, you automatically add it to your contacts. This allows you to **chat, share contact details and add tags and notes** to your contact.

Your contact details are also transmitted to the other person.

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

2. App / Business card scanning

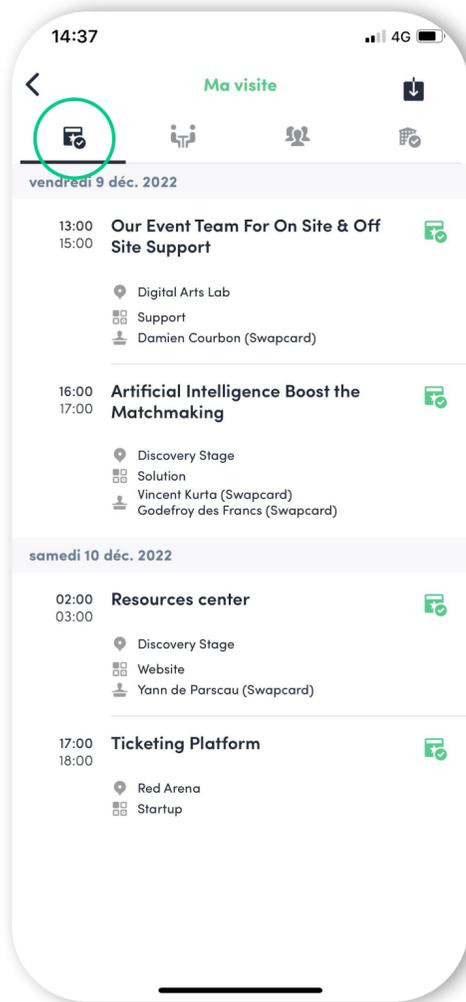


To scan a business card, click on the **"Scan"** icon on the home screen of your event. Then select **"Card"** in the top right-hand corner of the screen.

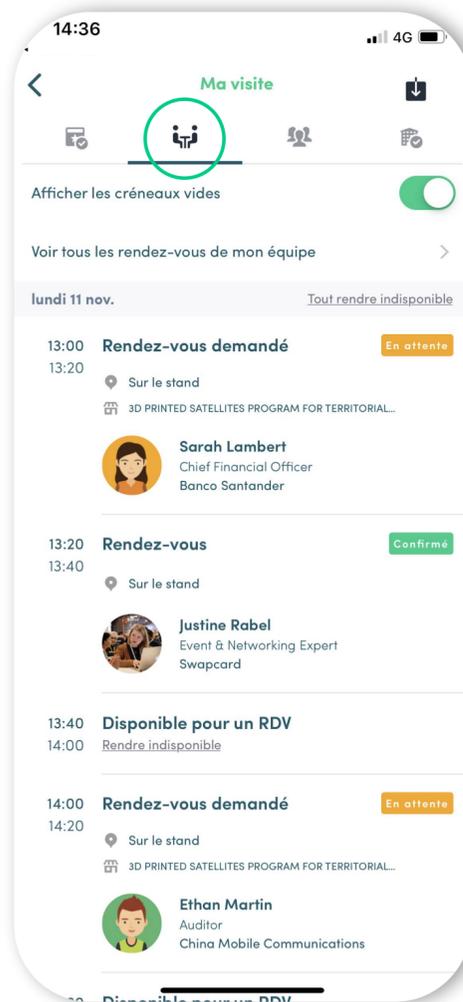
By scanning an attendee's business card, you can **save their data directly to your contacts**. The business card data is **automatically recognized and extracted in a contact form**. You can edit the information contained in this sheet at any time.

As with badge scanning, it is possible to **add tags and notes** to imported contacts.

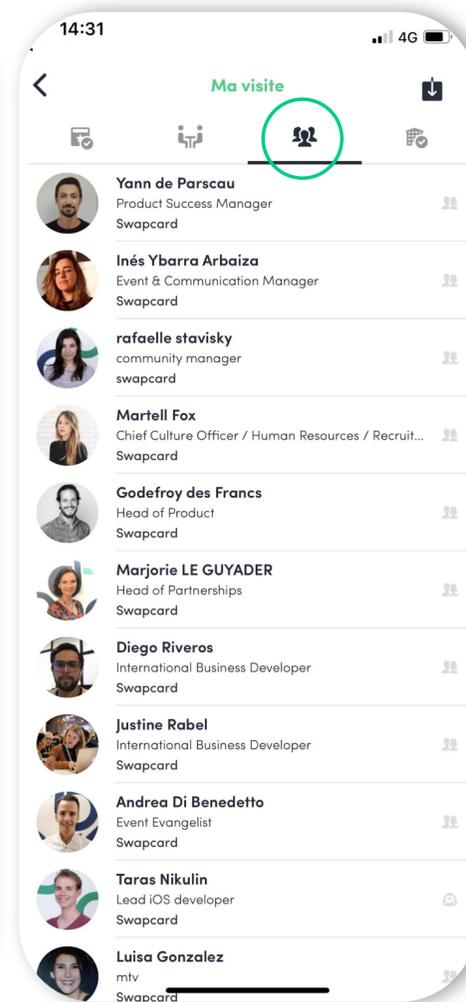
2. App & WebApp / My Visit



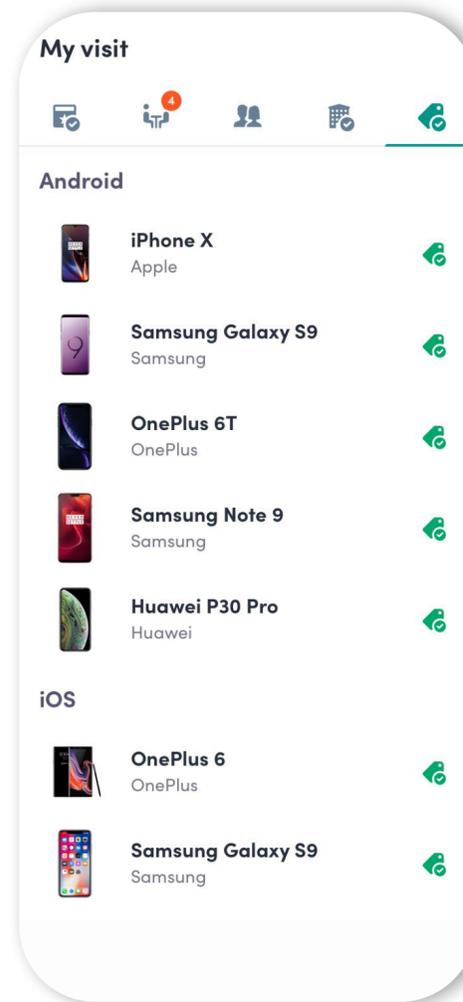
My Schedule



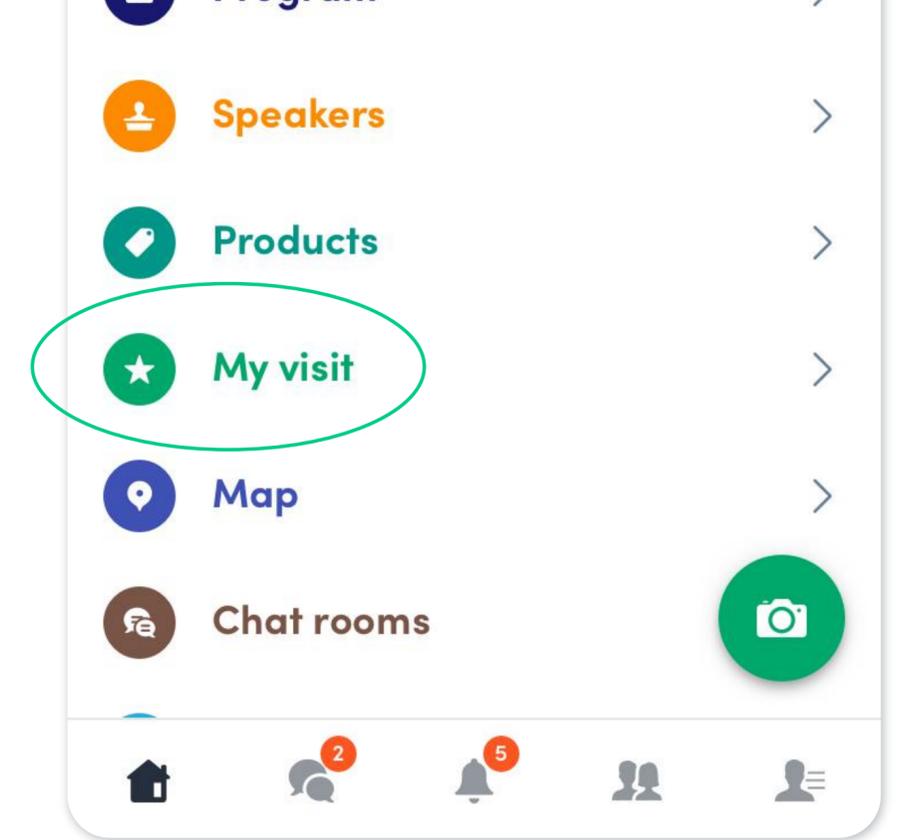
My Meetings



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

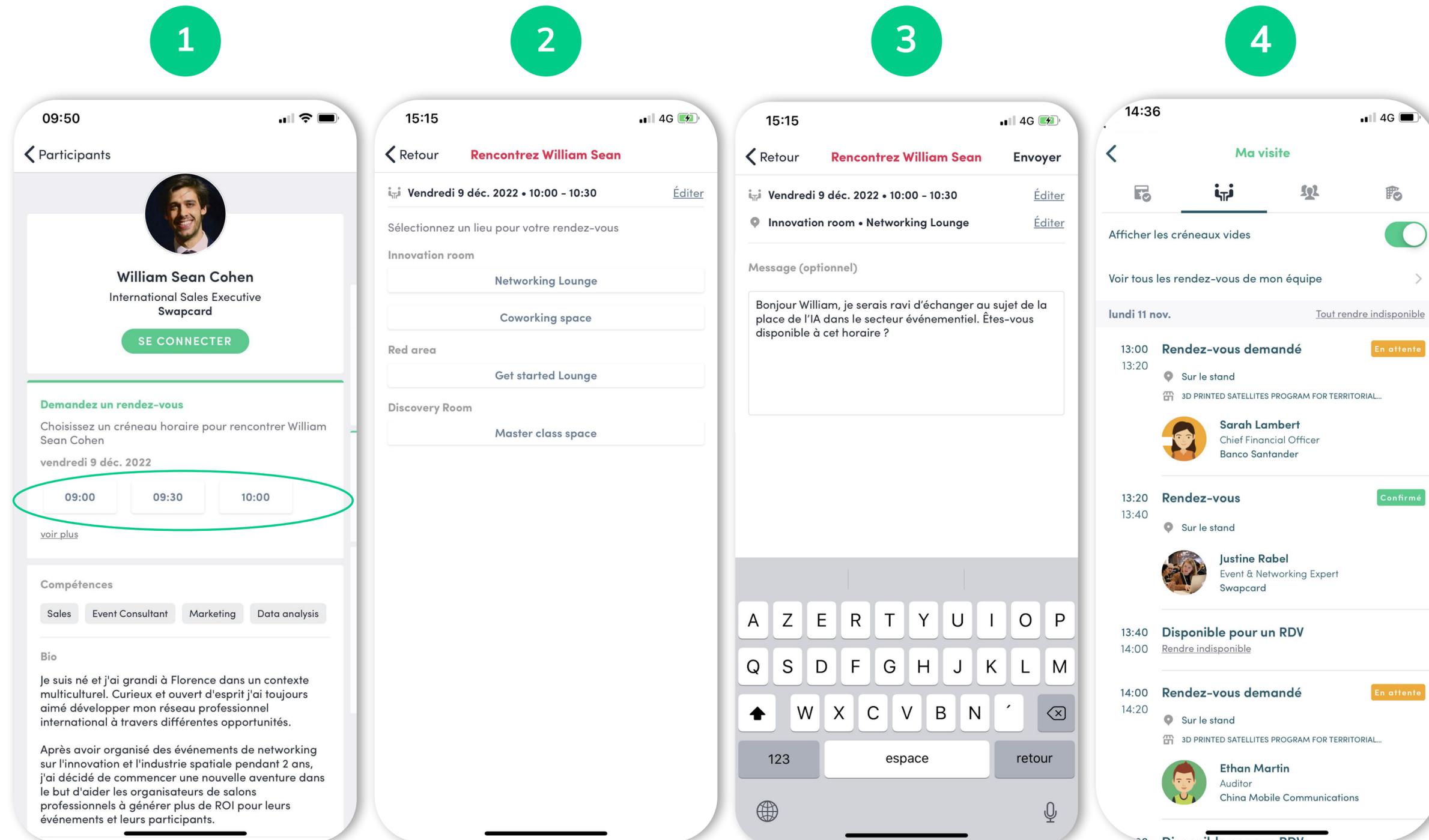
The list of appointment spaces appears. Select the one you are interested in.

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

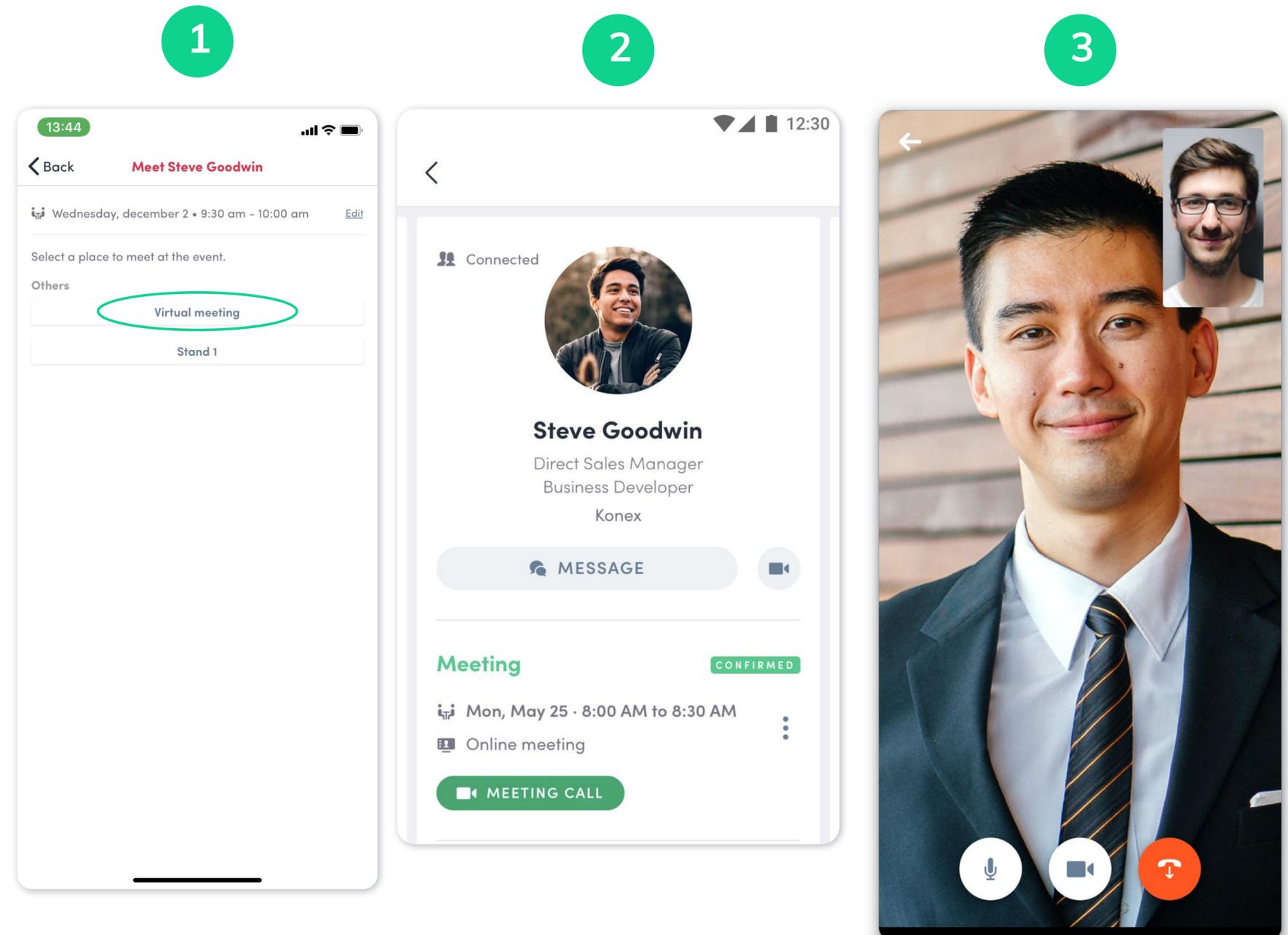
- 1 You can set up a virtual meeting with someone.
- 2 When your meeting request is confirmed, the button “Meeting call” will appear 1 hour before your meeting on your profile (only if the meeting is confirmed).
- 3 Your meeting will also appear in your “My Event” list, which is your own schedule for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

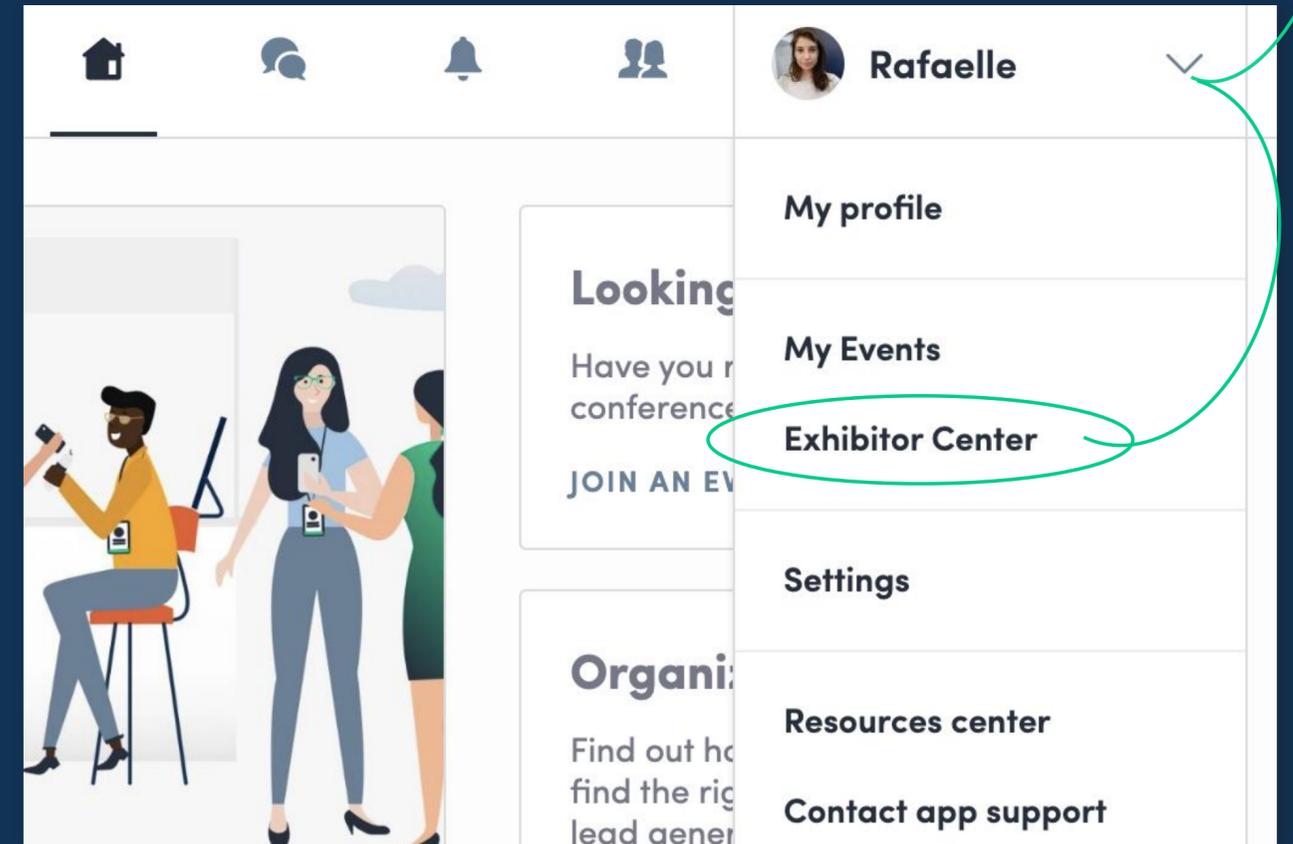


STEP 3

—

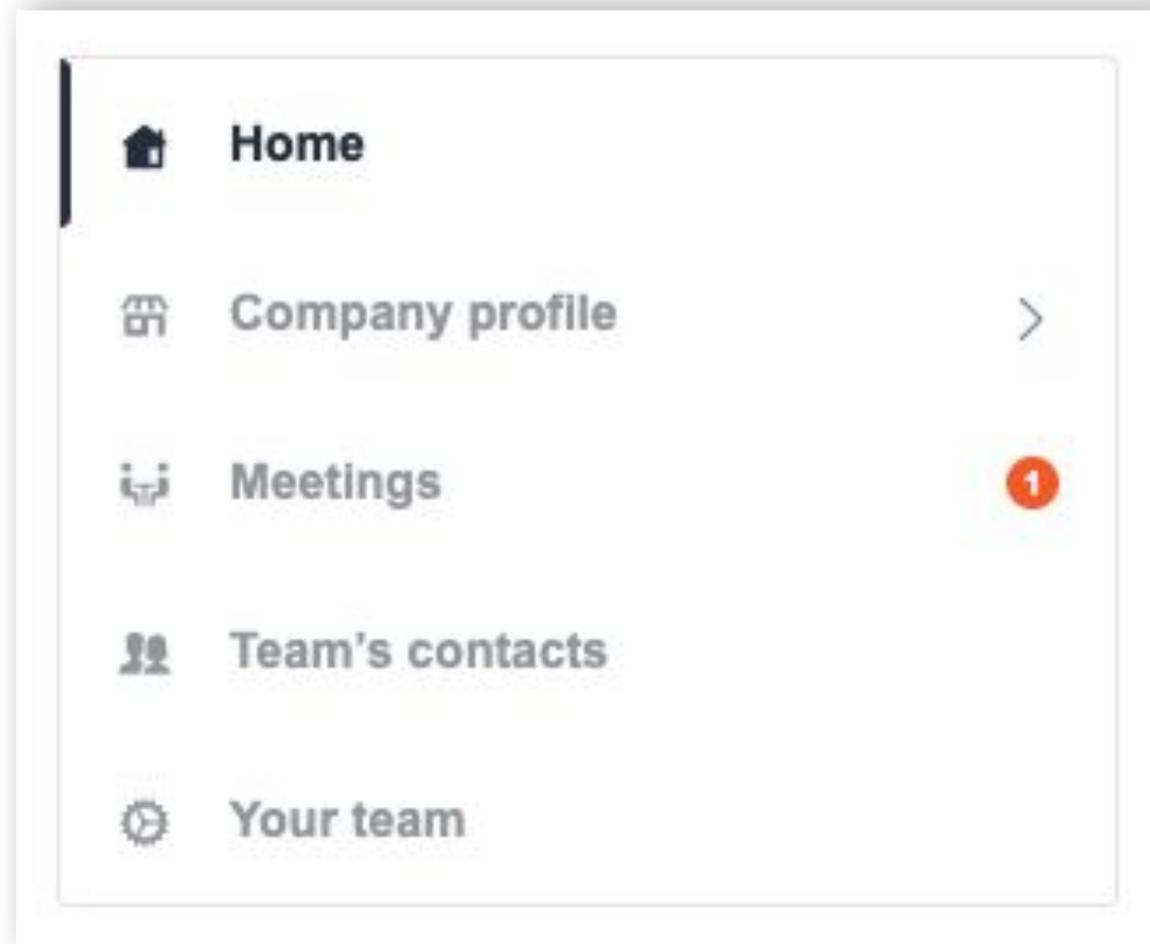
EXHIBITOR CENTER

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:

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

You can also add files to your company page.

The screenshot shows a web dashboard for an exhibitor. On the left is a navigation menu with items: Home, Company profile (with a dropdown arrow), Overview, Documents, Attendee features, Event tech products, Speakers Interactivity, Exhibitor Tools, Meetings (with a red notification bubble containing the number 5), Contacts, and Your team. The main content area shows the 'Company profile' for 'Swapcard'. It includes the company logo, the name 'Swapcard', and the text 'Meet us L01 - S02'. Below this is an 'Information' section with an 'EDIT' button, containing a description of Swapcard as an event engagement platform. At the bottom, there are 'Topics' tags for 'Artificial Intelligence' and 'Networking'.

Attendee Preview

This is a mobile app preview of the exhibitor profile. The top bar shows the time 16:57 and 4G signal. The page title is 'Exposants'. The main content shows the 'Swapcard' logo, the name 'Swapcard', and the text 'Start-up Stand 5F'. Below this is a section titled 'Demandez un rendez-vous' with the text 'Choisissez un créneau horaire pour rencontrer Swapcard vendredi 24 mai'. There are three time slot buttons: '09:00', '09:30', and '10:00'. A 'voir plus' link is visible below the buttons. A large red circle with a white 'X' is overlaid on the bottom right corner of the preview.

This is a mobile app preview of the exhibitor profile, showing a more complete version. The top bar shows the time 16:56 and 4G signal. The page title is 'Exposants'. The main content shows the 'swapcard' logo, the name 'Swapcard', and the text 'Event tech & Services Swapcard Booth'. A 'Voir sur le plan' link is visible. Below this is a section titled 'Demandez un rendez-vous' with the text 'Choisissez un créneau horaire pour rencontrer Swapcard vendredi 9 déc. 2022'. There are three time slot buttons: '09:00', '09:30', and '10:00'. A 'voir plus' link is visible below the buttons. Below this is an 'Informations' section with tags for 'Artificial Intelligence' and 'Networking', and a paragraph of text describing the platform. At the bottom, there is a 'Médias sociaux' section with icons for LinkedIn and Twitter, and a 'Coordonnées' section with the URL 'https://www.swapcard.com'. A large green circle with a white checkmark is overlaid on the bottom right corner of the preview.

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 showing '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 these, two meeting requests are listed for 'Sunday, January 1, 2023'. Each request includes a date and time, a location, and a 'REPLY' button. The first request is for 'Primary Hall • Exhibitor room' on 01/01/2023 from 9:00 AM to 9:20 AM, with requesters Charles Benizri (Product Owner, Swapcard) and Sophia Fields (Director Business, Allianz). The second request is for 'L01 - S02' on 01/01/2023 from 2:40 PM to 3:00 PM, with requesters Charles Benizri (Product Owner, Swapcard) and Joe Williamson (Human Resources, Costco). A 'Meeting request' modal is open, showing details for a request on 01/01/2023 from 7:30 AM to 8:00 AM at 'Elio's hall • table 1'. The requester is Abby Gonzalez (Inside Salesperson, Verizon) and the host is Charles Benizri (Product Owner, Swapcard). The modal has 'ACCEPT' and 'DECLINE' buttons at the bottom.

Export meetings

Get all meetings from your team in an Excel file.

EXPORT 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

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	aloysius.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

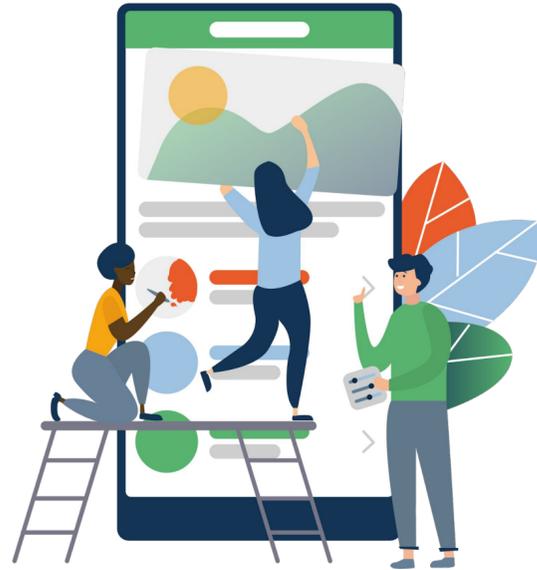
Add **your products** and services to your exhibitor page with a good quality picture and all the information a buyer could need.

STEP 4

-

BEST PRACTICES

4. Retroplanning



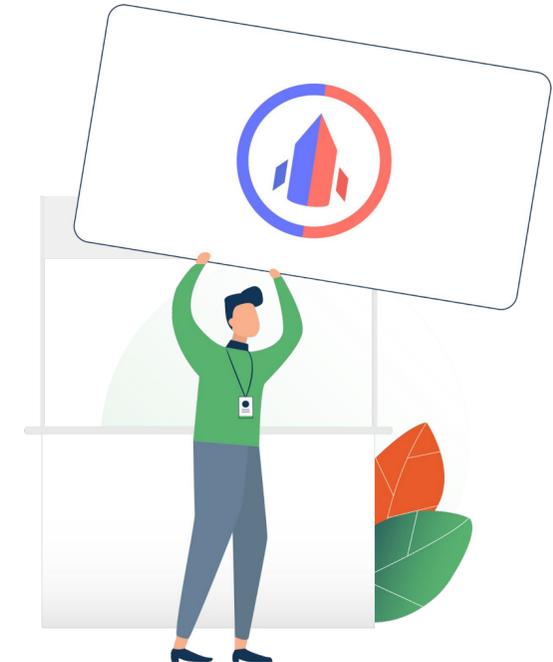
Before the event

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

4. Support / Online

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



Chat

Chat with our team on
www.swapcard.com



Email

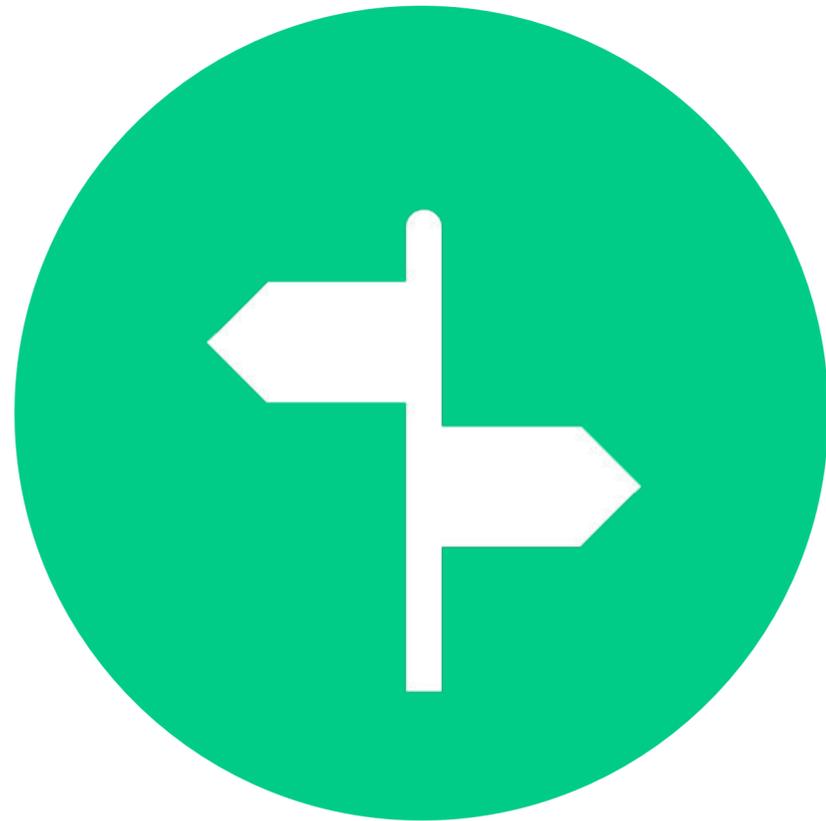
Send an email to
support@swapcard.com



Webinar

Attend a full platform demonstration
at the next Webinar

4. Support / On-site



You can also find us during the event to help you **set up and use the application.**

For any assistance, ask a **member of the Swapcard team** recognizable with this logo: 

Make the most of your event with your event app!



swapcard