Exhibitor Guide





Welcome to the Exhibitor Guide. We are using <u>Swapcard</u> as our event platform, and you will be using the tools in the Swapcard Exhibitor Center to configure your booth, manage your team, and interact with attendees.

ACCESS THE APP

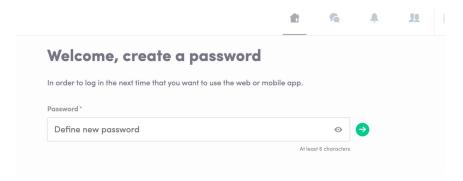
LOGIN



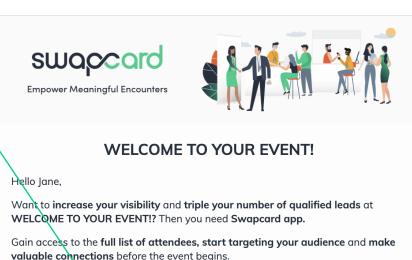
How to login for the first time?

You will receive an email similar to this one with a button redirecting to a login page. Your account is automatically pre-created by the platform after your registered.

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



Note : If you don't see this email in your mailbox, please check your spam.



During the event, the in-app badge and business card scanner makes it easy to

LET'S GET STARTED!

Start now to ensure you'll meet the right people and watch your ROI soar!

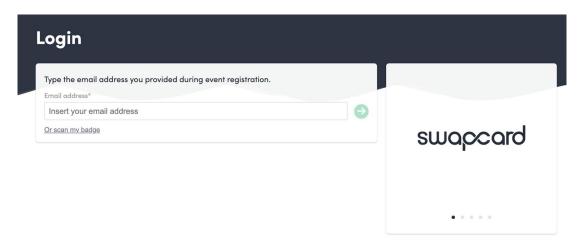
capture and store leads for easy export and follow up.

How to login when I already have an account?

Access to your account on sfe.app.swapcard.com

Enter the email you used to register to your event and the password you've created before.

Then, click enter to connect.



Note : If you have forgotten your password after entering your email, click on **Send me a magic link**. You'll receive in your mailbox an email to reset your password.

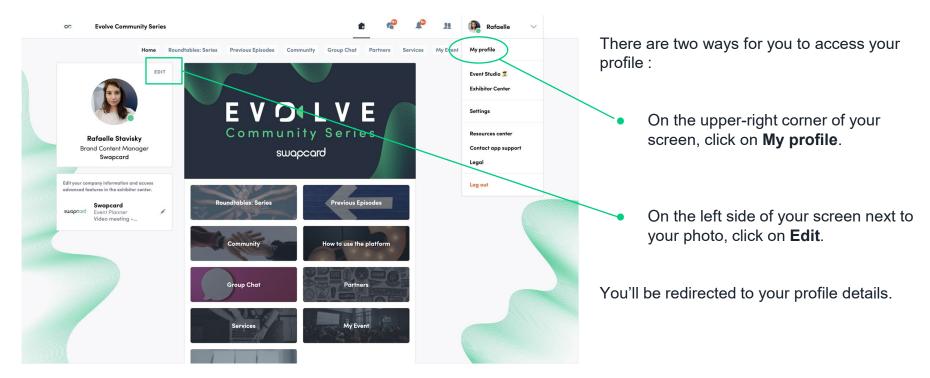
If you need any help, please contact support@swapcard.com

AVAILABLE FEATURES

CONTENT FEATURES

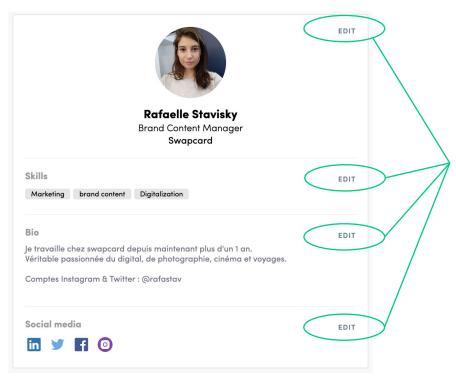


How to edit my profile? (1/2)





How to edit my profile? (2/2)



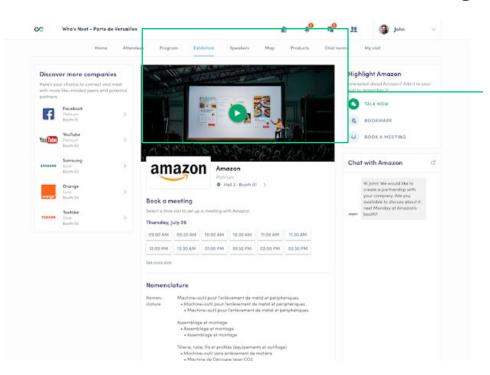
To edit the information on your profile, simply click on the **Edit** or **Add** parts depending on which type of information you want to edit.

Here are the information you can edit on your profile:

- Personal information
- Skills
- Biography
- Social Media
- Contact details
- Company



How to add a video in my company profile?



As an exhibitor, you are able to upload an image, a live banner, or a video onto your company homepage.

To upload a file, go to your exhibitor center and click on « Company Profile ». In the first part, click on « Edit ».

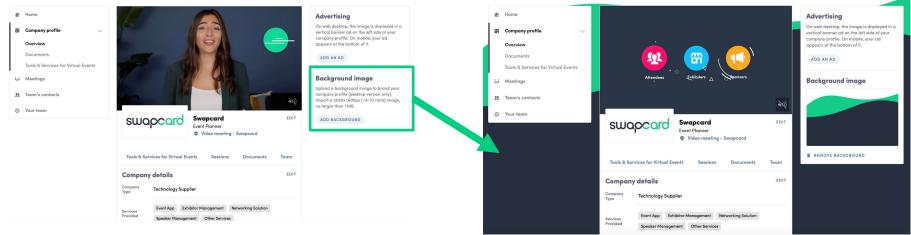
You will then be able to add your file or a YouTube video ID as a banner.

Note: A YouTube video ID is the caracters after « /watch?v=_ » in the website link.

For exemple in
 « https://www.youtube.com/watch?v=_mKoi9VNgx4 », the
 ID of the video is « mKoi9VNgx4 ».



How to add a background in my company profile?

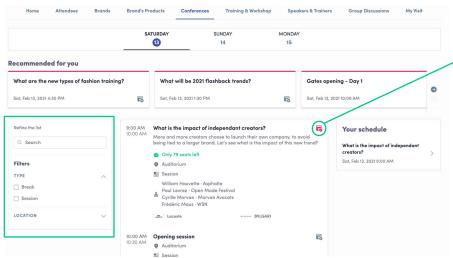


As an exhibitor, you can upload a background image onto your company homepage.

To upload a file, go to your exhibitor center and click on « Company Profile ». You will then be able to add your file



How does the program work?

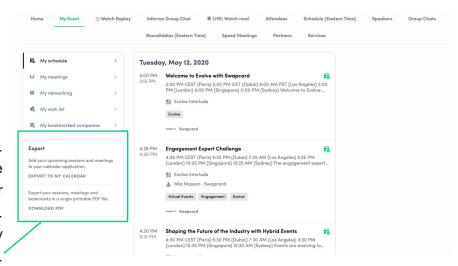


The tab of "My Event" allows you to see your own schedule. You can find there the sessions you are interested in, the sponsors and partners you bookmarked, as well as your confirmed meetings.

You can **export your program** by clicking on « Export to my calendar » or « Download PDF ».

The program tab gathers all sessions of the event. You can easily register to sessions by clicking on this logo.

Note: You can define your search by using **filters** located on the left side of the screen.





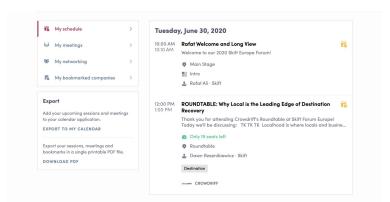
How to access a live streaming session?

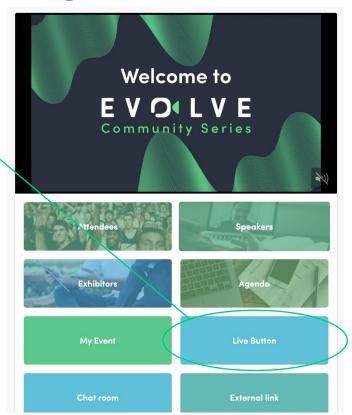
There are two ways to access a live streaming session.

From your **Event Home**, click on the « **Live session** » button which should be displayed.

You will get redirected to the current session, or the following one if nothing is happening at that time.

From your **Event schedule** or **My Event** tab, click on the current session you want to follow. You are now on the session page where the live session is taking place.







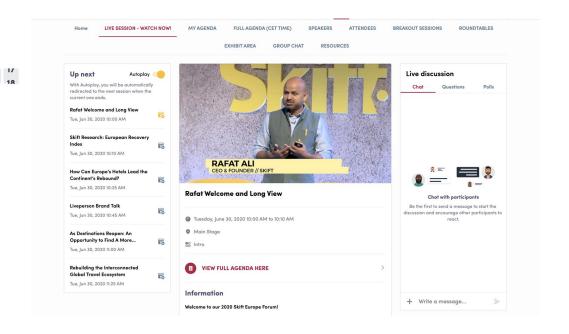
How to follow a live streaming session?

Less than 24 hours before: a countdown will be added to the session page

Streaming will start Monday, April 20, 2020 4:40 PM 06 03 17

As soon as the session begins, the video will be displayed at the top of the session page and will start automatically (except on Safari for which you will have to click on "Play").

You will then be able to watch the video, in **full screen** mode if you wish, or continue to browse the app while watching the session.



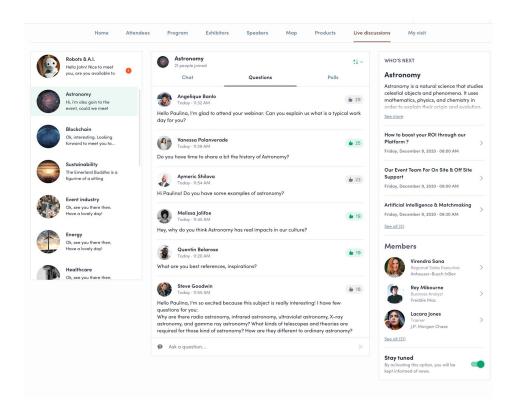


How to interact during a live session?

Thanks to the **live discussion**, you are now able to **speak** with other attendees, ask **questions** to the speakers, and answer to different **polls** they will create.

React on other people's messages or delete your message by click on the three dots next to it.

Questions will be sorted by upvotes.



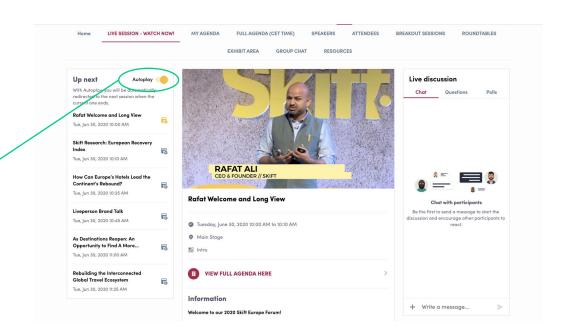


What's the autoplay?

The autoplay feature is automatically activated when you click on a "live" agenda button.

This features allows a seamless experience when watching sessions since it takes you from one session to another at the end of the first one.

To deactivate it, simply click on the « Autoplay » button on the upper left side of your screen.



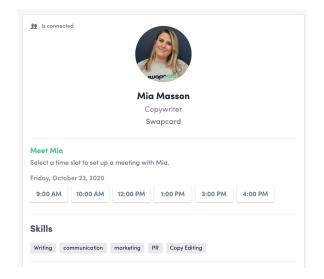
AVAILABLE FEATURES

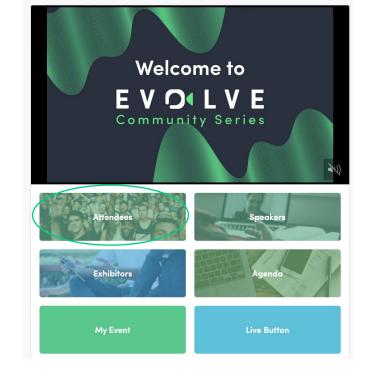
NETWORKING FEATURES

How to network?

In the home page of the event, you can access to the **Speakers** and **Attendees** lists.

Thanks to this, you can identify people of interest. Do not hesitate to contact them through the application to network and schedule 'face-to-face' meetings with video calls.





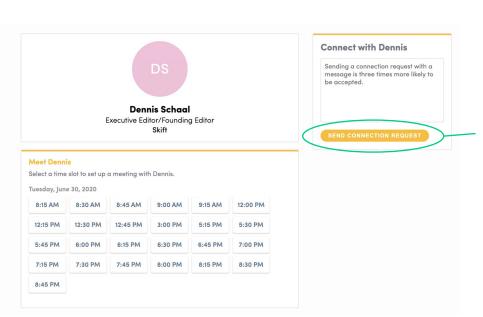
If you see time slots appearing on people's profiles, it means that the organizer has allowed scheduling meetings on the event.

Don't loose time and ask for meetings to the people of your choice before all their slots are booked.

You can manage your availabilities from the "My Event" section of the application.



How to make a connection request?



To send a connection request to a person, go to someone's profile (via the list of participants, speakers, or a company profile) and click on SEND CONNECTION REQUEST.

Tip : We encourage you to write a message before sending your connection request to introduce yourself and explain the reason of your request.

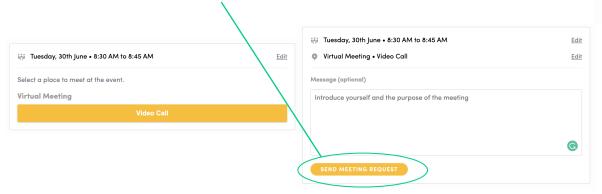
You will be able to find all the people you have been in contact with in the "My Visit" button, in My Contacts tab.

How to request a meeting?

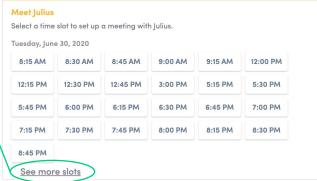
Step 1 : Go to a person's profile - by going to the list of participants, speakers, or a sponsor's profile.

Step 2: Click on one of the suggested meeting slots. If you want to see other slots, click on « see more slots ».

Step 3: After selecting a slot and the virtual location, write a message to the person you want to meet. Once done, click on « send meeting request ».







Note: If you plan to do a virtual meeting, select Online Meeting when choosing the location.

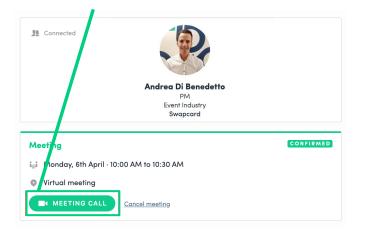


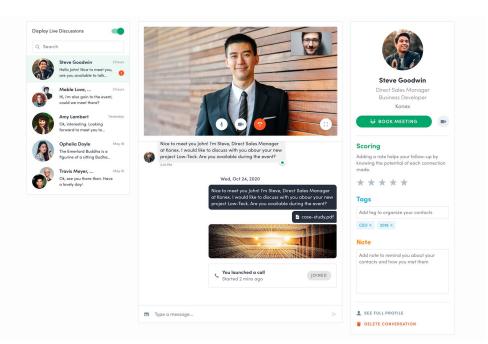
How to do a virtual meeting?

To do a virtual meeting, you must select the **virtual location** when requesting a meeting.

(See : How to request a meeting?)

A few minutes before the meeting, go to the profile of the participant you have a meeting with, and click on the colored "**Meeting call**" button that will launch the video call (only available if the meeting is confirmed).





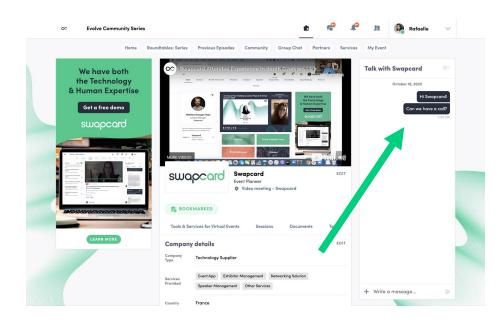


What happens if I receive a message as an exhibitor? (1/2)

Once you are added to an exhibit team, you will have access to an exhibitor inbox shared with all of your organization's team members. Messages in the inbox are generated when an attendee visits your booth and types a message into the "Talk with..." 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.

An exhibitor team member will not see the discussion in the "Talk to" window; only the attendee will see it there.

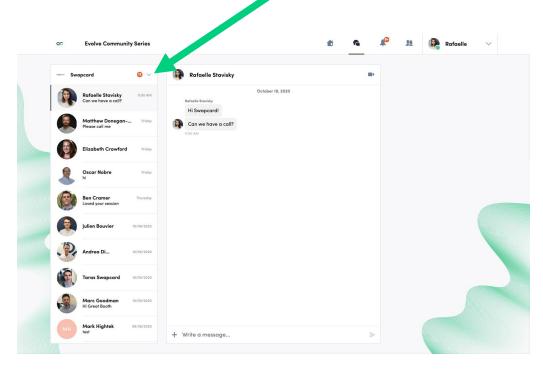




What happens if I receive a message as an exhibitor? (1/2)

To view your exhibitor inbox, click on the chat bubble icon along the top menu. Once there, toggle between your personal inbox and the exhibitor inbox by clicking on the dropdown box nested under your name on the left hand side.

All exhibitors will see a red notification circle over the chat bubble icon when new messages are received. However, please note that once any exhibitor team member reads the message, the red circle will disappear for the entire team.

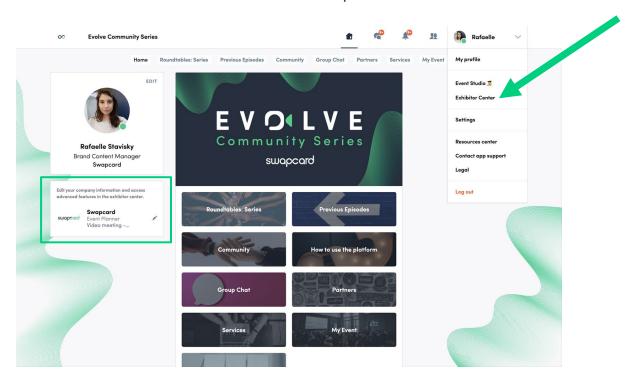


EXHIBITOR CENTER



Navigation

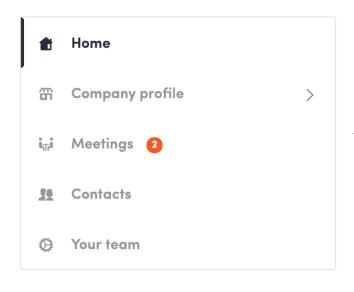
To access the Exhibitor Center, you can click on your company or on the button « Exhibitor center » in the drop down menu.





Navigation

This is the **menu bar** that appears on the left 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 hurry up and see what's going on!



Company Information

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

- ✓ Header Image and/or Header Video
 - Image: 1200 x 675 px, 16:9 ratio, no larger than 1MB
 - Video: Video ID on YouTube or Vimeo; be sure to enter the video ID, and not the full URL of the video.
- ✓ Background image
- ✓ Social media links
- ✓ Open Source Projects: name, description, link, 200x200 image for each
- ✓ Products and Services: name, description, link, 200x200 image for each.
- ✓ Documents (links to content or imported files)



Get all meetings from your team in an

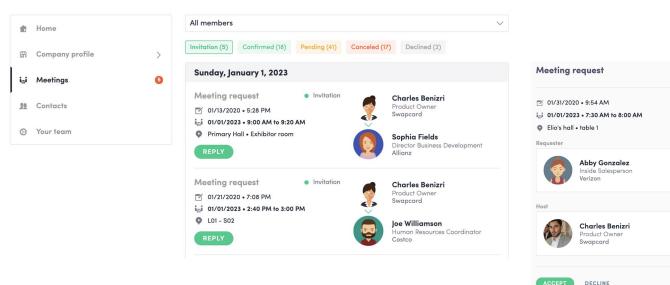
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Export meetings

EXPORT MEETINGS

Excel file.

Manage your meetings

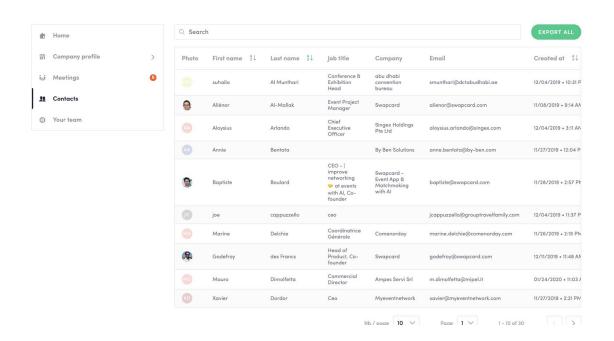


In this section you can:

- Display the meetings of your team
- Filter meetings by status: Pending, Validated or Declined, Cancelled.
- Assign a meeting to a member of your team: click on « answer » on the meeting request, and choose the person to assign.
- · Accept of decline meeting requests
- Export the full list of meetings from your team.



Shared contacts & export



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".

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.

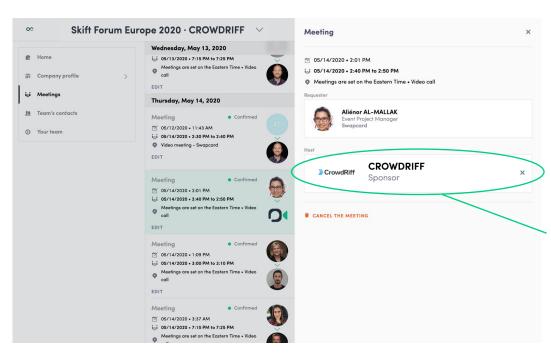


Let's talk GDPR...

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, he tacitly agrees to share information with you. You therefore retrieve this information in accordance with the GDPR.



How to assign a teammate to a meeting?



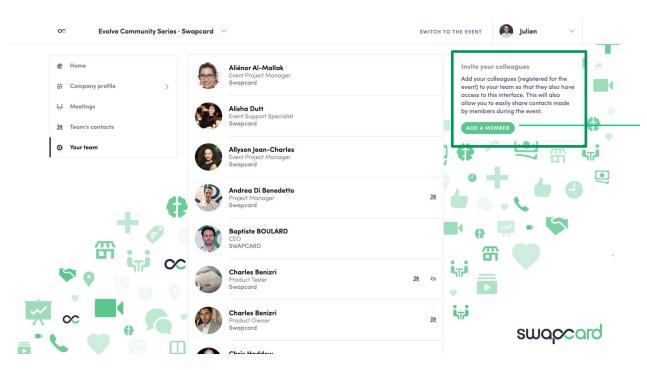
In your exhibitor center, you can manage your teammates meetings.

Go to the « **Meetings** » tab and see all your team meetings during the event.

To assign or change a teammate to a meeting, click on the meeting and choose the team member you want to assign.



How to add a teammate to your team?



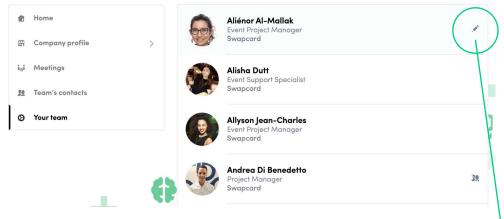
In your exhibitor center, you can manage your team.

Go to the « **Your Team** » tab and see all your teammates on the booth.

To add a new member, click on the button here and add their email address. They will receive an email to join the event.



How to share contacts with your team?



Aliénor Al-Mallak

Member settings

Show profile

Share his/her contacts with the team

If your are the admin of the Exhibitor Profile, you can choose who can share or not their contacts with the team. If you're not, you will only be able to choose to share your contacts or not.

Go to the « **Your team** » tab and see all your teammates on the booth

To share contacts, click on the pen on the right side of the profile.

You will then see a toggle list appear where you'll be able to choose whether to share or not contacts with the team.