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FOOD & BEVERAGE SHOW
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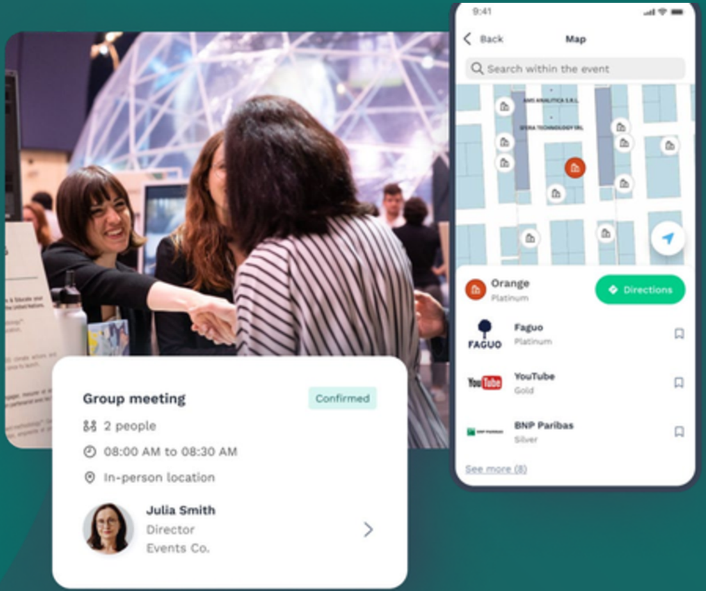
WORLD TRADE CENTER® MIAMI

The Exhibitor Guide

Maximizing Engagement & ROI: Essential Tips for Exhibitors



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Welcome to the Exhibitor Guide

This guide aims to assist you in setting up and configuring your booth in Swapcard, managing your team, and interacting with attendees before, during, and after the event!

Online Exhibition and Booth Set-up

3. Online Exhibition and Booth Set-up

1. You will receive an email with a button redirecting you to your page. Your account is automatically created by the platform after you have registered.

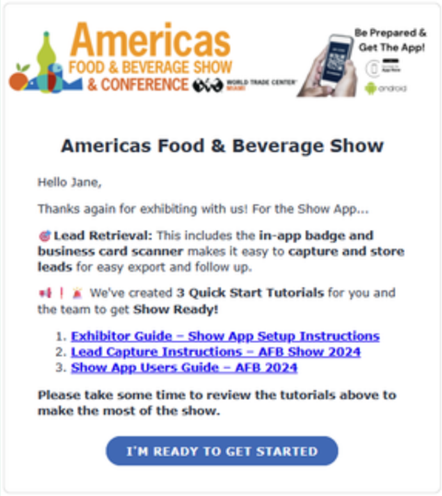
2. You can also access the event from your phone by downloading the Swapcard app (iOS/Android)

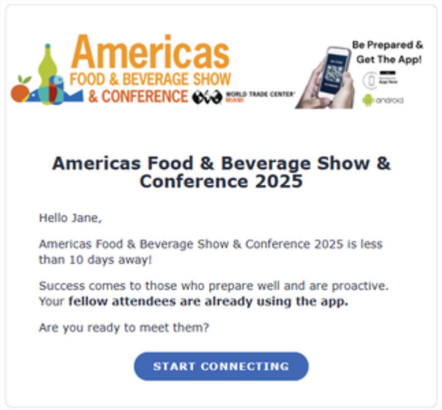
Note: *If you don't see this email in your mailbox, please check your spam folder. Most of our emails are sent from either:*

americas-food-and-beverage-show-and-conference-2025@swapcardmail.swpcd-send.com

or

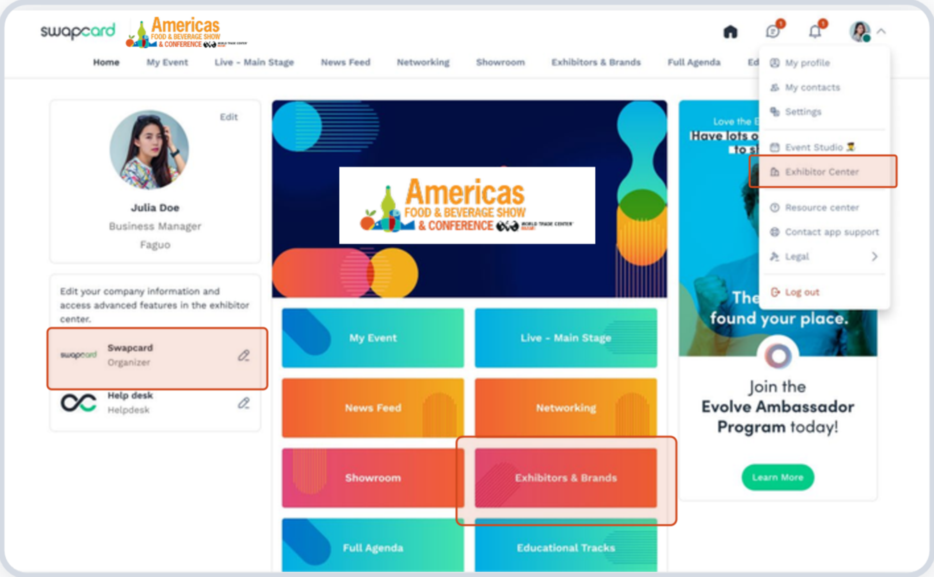
noreply@swapcard.com





There are four ways to access your Exhibitor Center

1. By clicking the button in your **invitation email**, which will redirect you to your Exhibitor Center.
2. Click “**Exhibitor Center**” in the drop down menu.
3. Click on your **Exhibitor booth from the home page**.
4. Go to **team.swapcard.com**

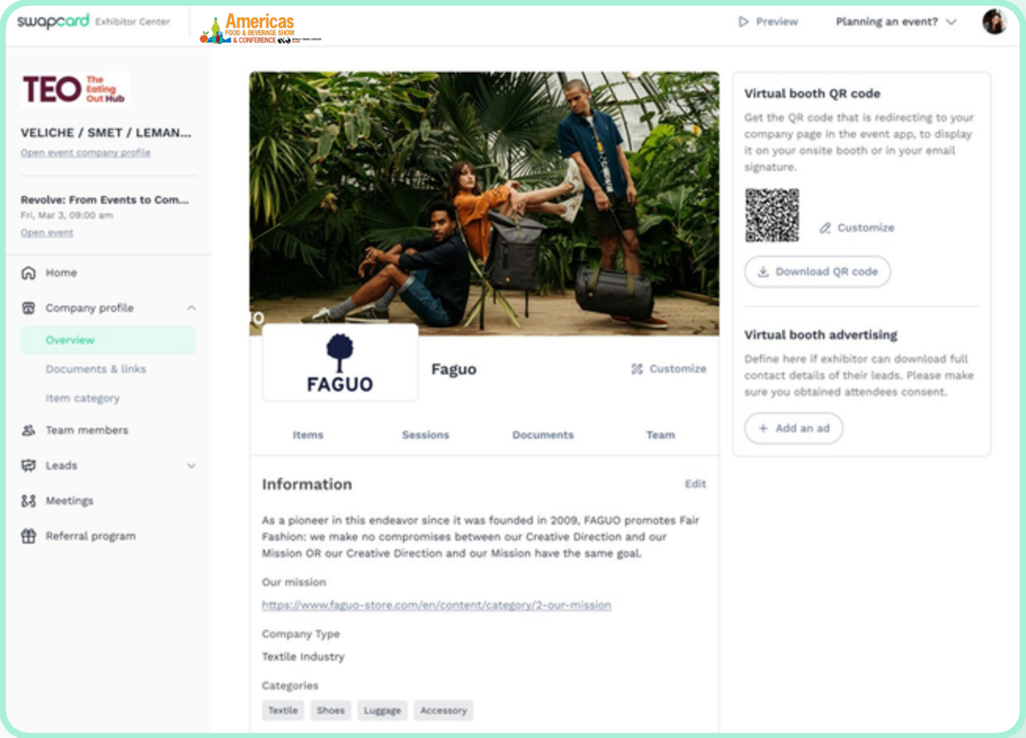


Note: You can access the Exhibitor Center even if the event isn’t live.

3. Online Exhibition and Info Page Set-up

Page Overview

To ensure your team is contacted by as many qualified participants as possible, it's very important to fill in all the editable information from your Exhibitor Portal Profile.

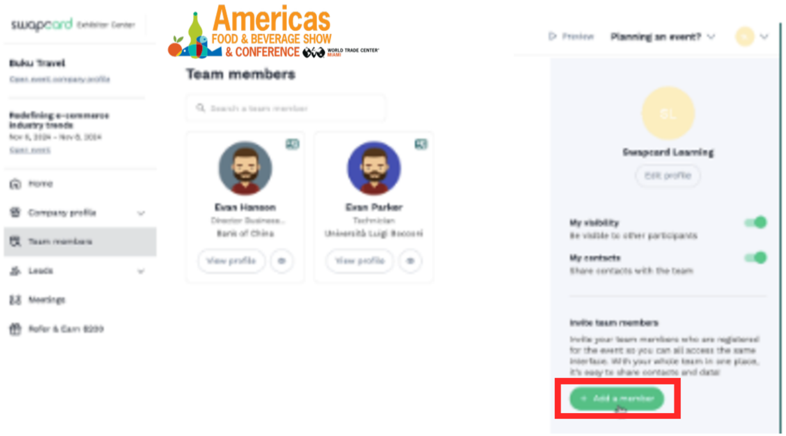


How to add Team Members to your Exhibitor Booth

1. Once inside the Exhibitor Center, click on the "Team members" tab in the left-hand menu.

2. In the section, locate the "Add a member" button on the right side of the screen.

3. A pop-up will prompt you to enter the email address of the person you want to add as a team member to your booth.



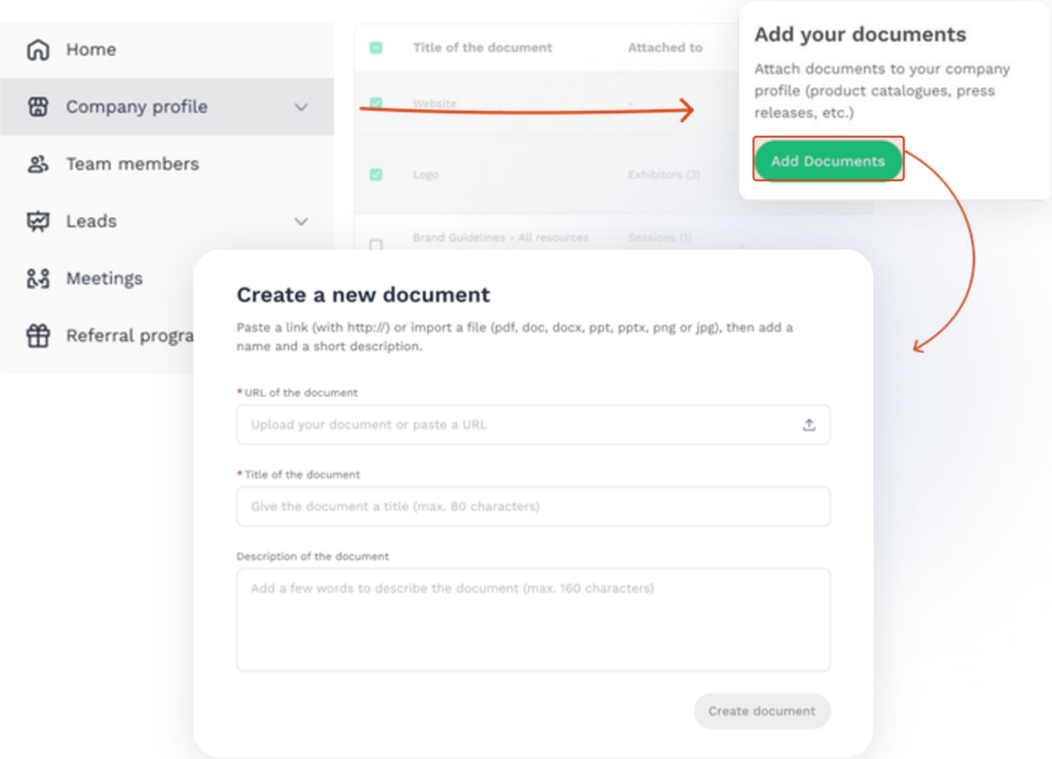
Note: *Note that you can only add individuals who are already registered for the event or community where your booth is located. If the user is not registered, you will receive an error message indicating that the invite cannot be sent.*

Documents and Links

Attach documentsto your company profile (product catalogues, press releases, etc).

Paste a link(with http://) or**import a file** (pdf, doc, docx, ppt, pptx, png or jpg).

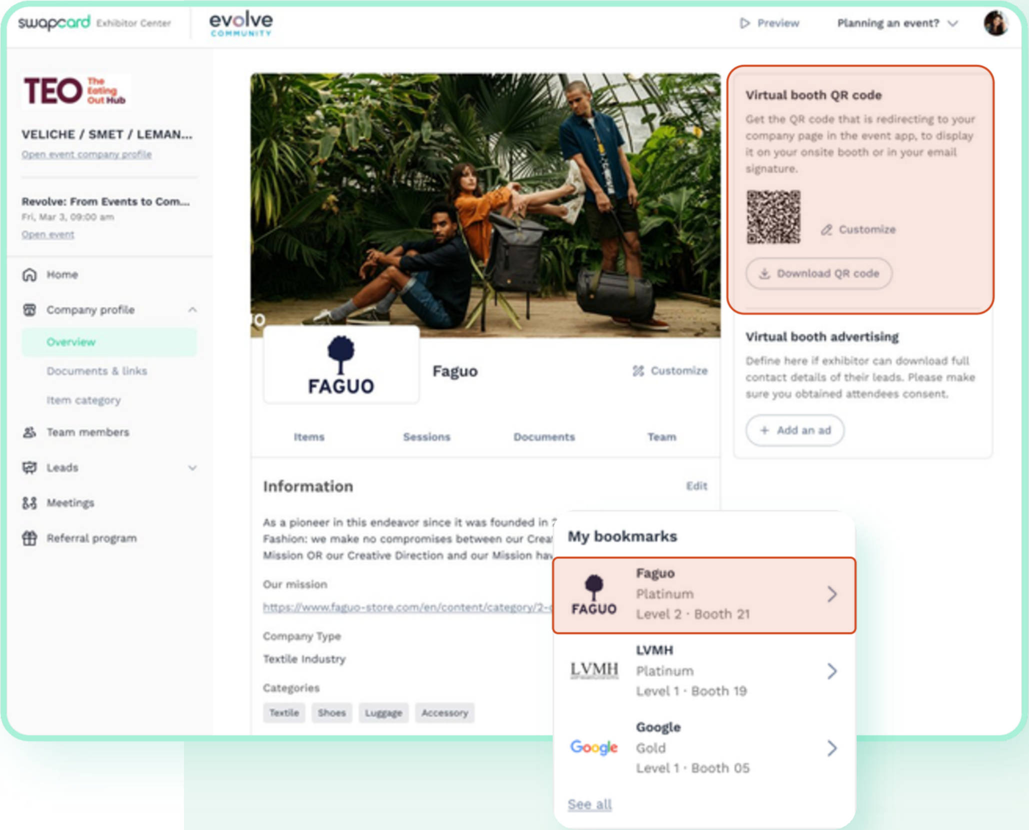
Then add a name and short description.



Exhibitor QR

As an exhibitor, you can **download your Virtual Booth QR code**so visitors can check the Company details of the Exhibitor they just scanned, start a chat, or ask for a Meeting.

Plus, the Company will be automatically listed under **My Event → My bookmarked companies**.



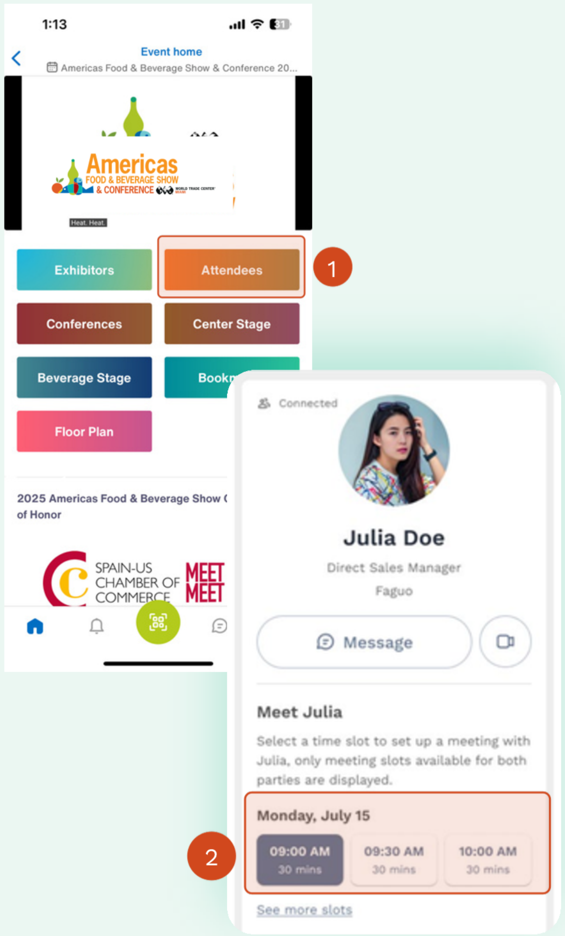
Platform Overview & Networking

How to navigate the platform

1. On the event homepage, you can access the **Networking list** labeled **Attendees**. This will help you find visitors to network with.

   Don't hesitate to contact them through the app to chat, video call, and book meetings.

2. **Time slots listed on attendees' profiles means the organizer has permitted scheduling meetings during the event.** Don't wait too long to request meetings, as their slots may fill up quickly.
   Adjust your availability from the "**My Event**" section of the app.



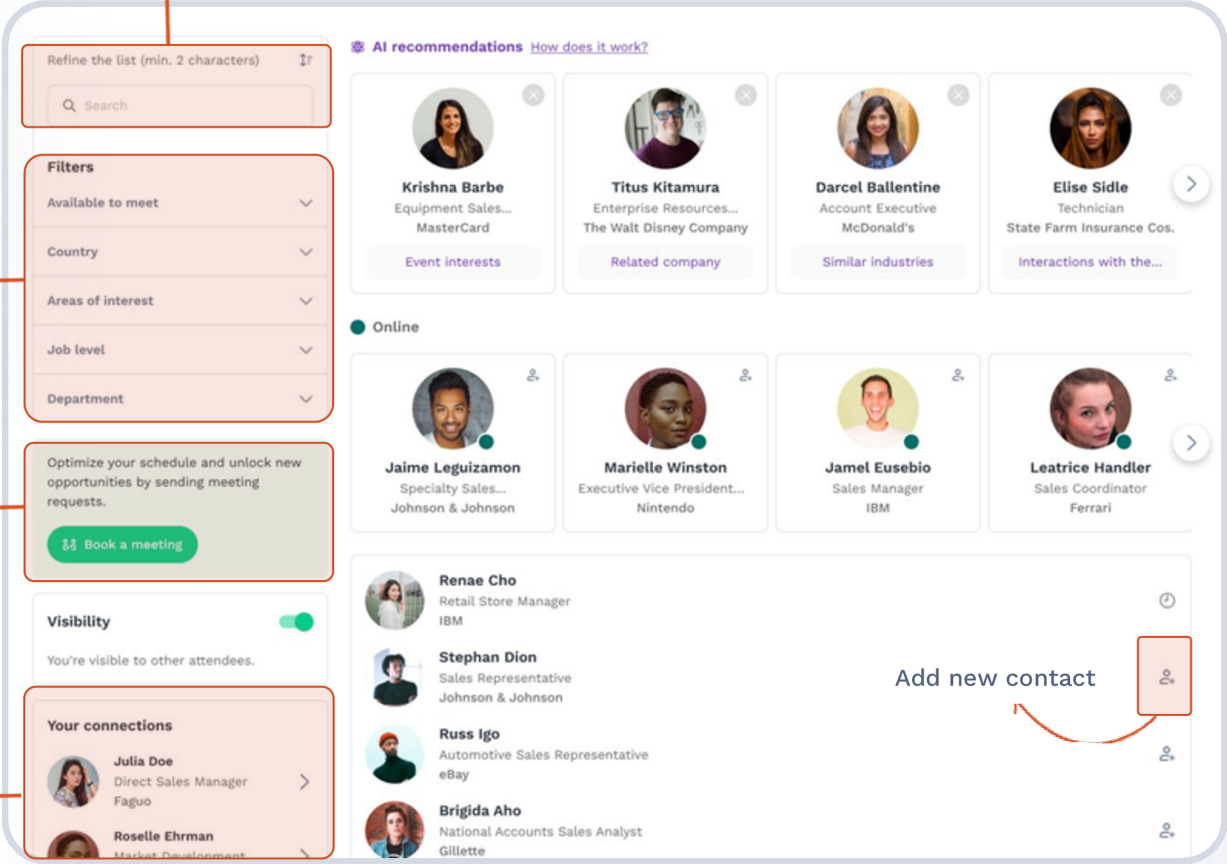
How to navigate the platform

Full text search

Attendees filters

Book a meeting

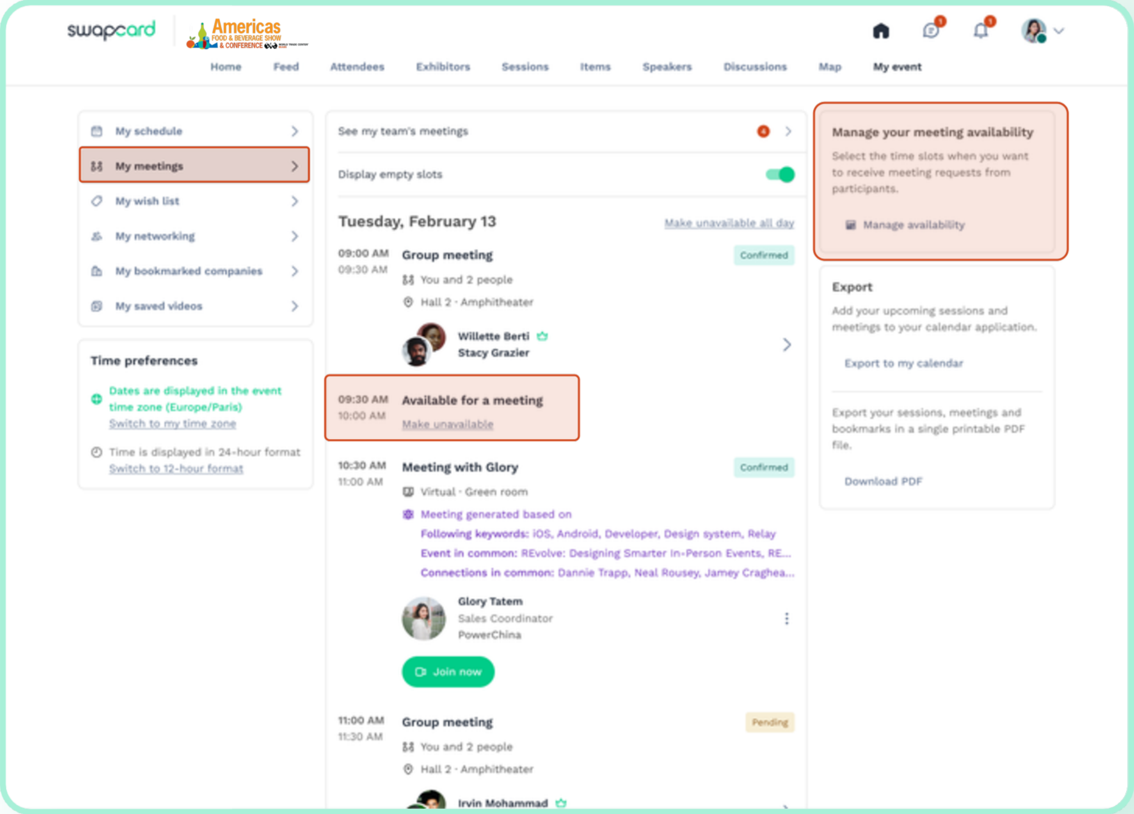
Existing contacts



Manage your availability

Go to **My Event** and then open **My Meetings** where you will find the **Manage availability** option.

Once you click on **Manage availability**, you will see a list of all the available Meeting Slots. You simply need to **de-select the slots that you want to make yourself unavailable**.



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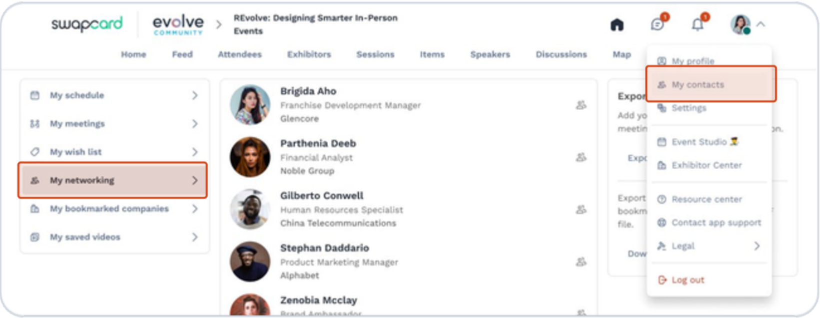
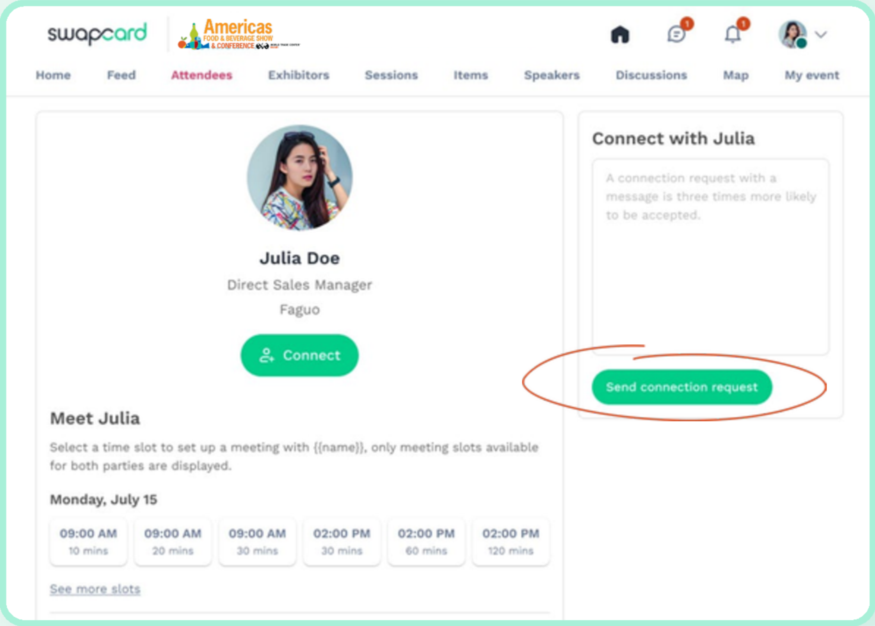
Manage your availability

Go to someone’s profile via the list of participants or a company profile and click on "**Send connection request**".

Find all the people you have been in contact with from “**My contacts**” tab under your profile picture, or in the “**My Event**” button in **My Networking**tab.



A connection request with a message is three times more likely to be accepted.

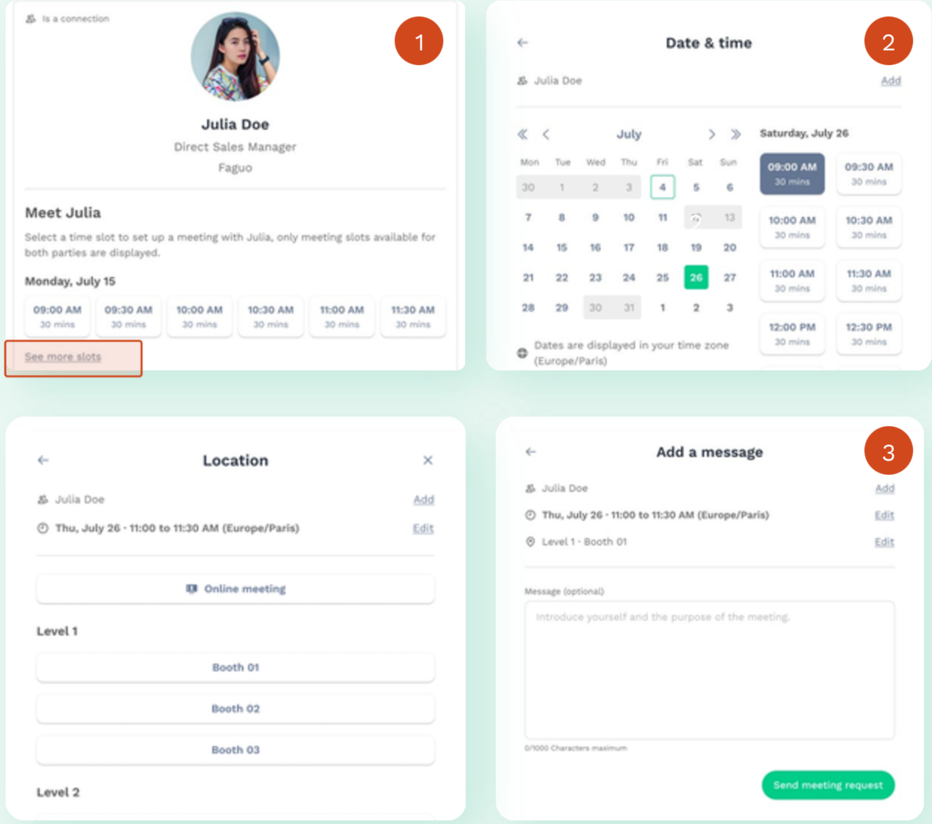


How to navigate the platform

1. Go to a person's profile -by going to the list of participants.

2. Click on one of the suggested meeting slots. If you want to see other slots, click **"See more slots." Select a slot and the Meeting location.**

3. Now you are ready to write a message to the person you want to meet. Once done, click **"Send meeting request".**



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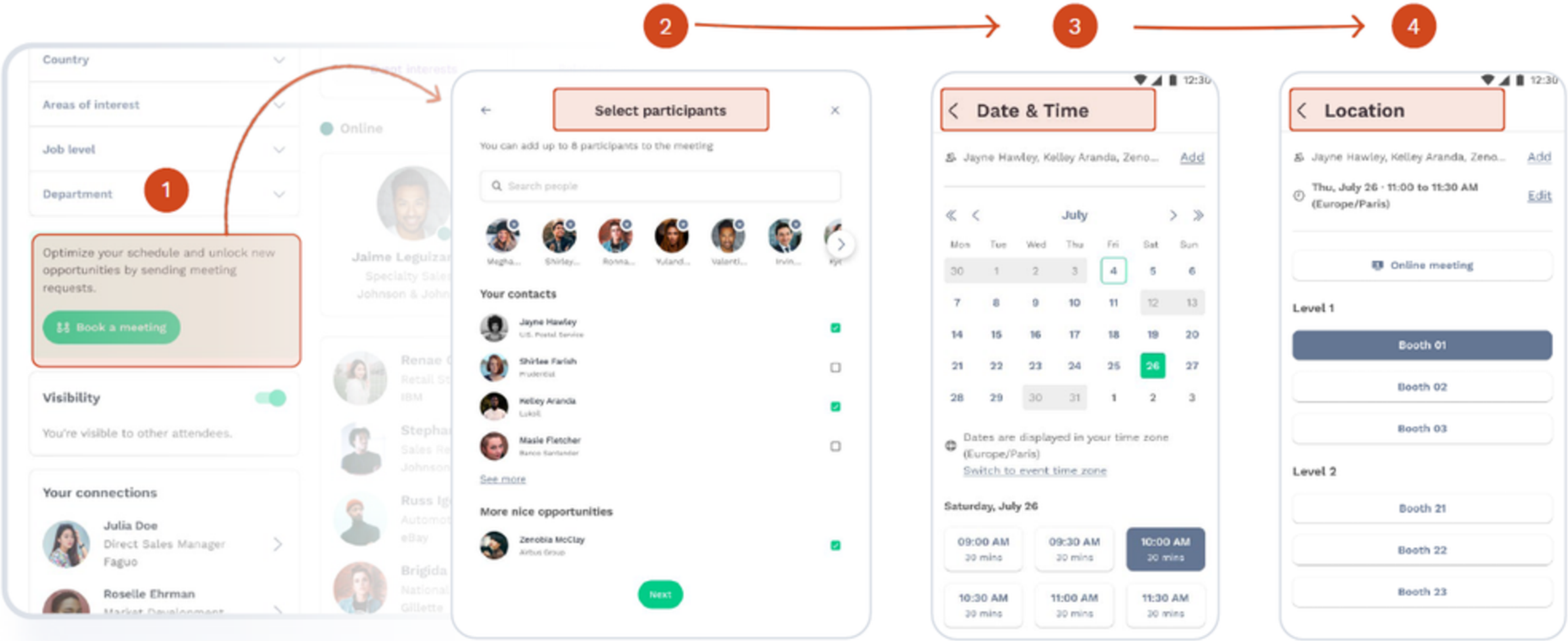
Process to book a meeting



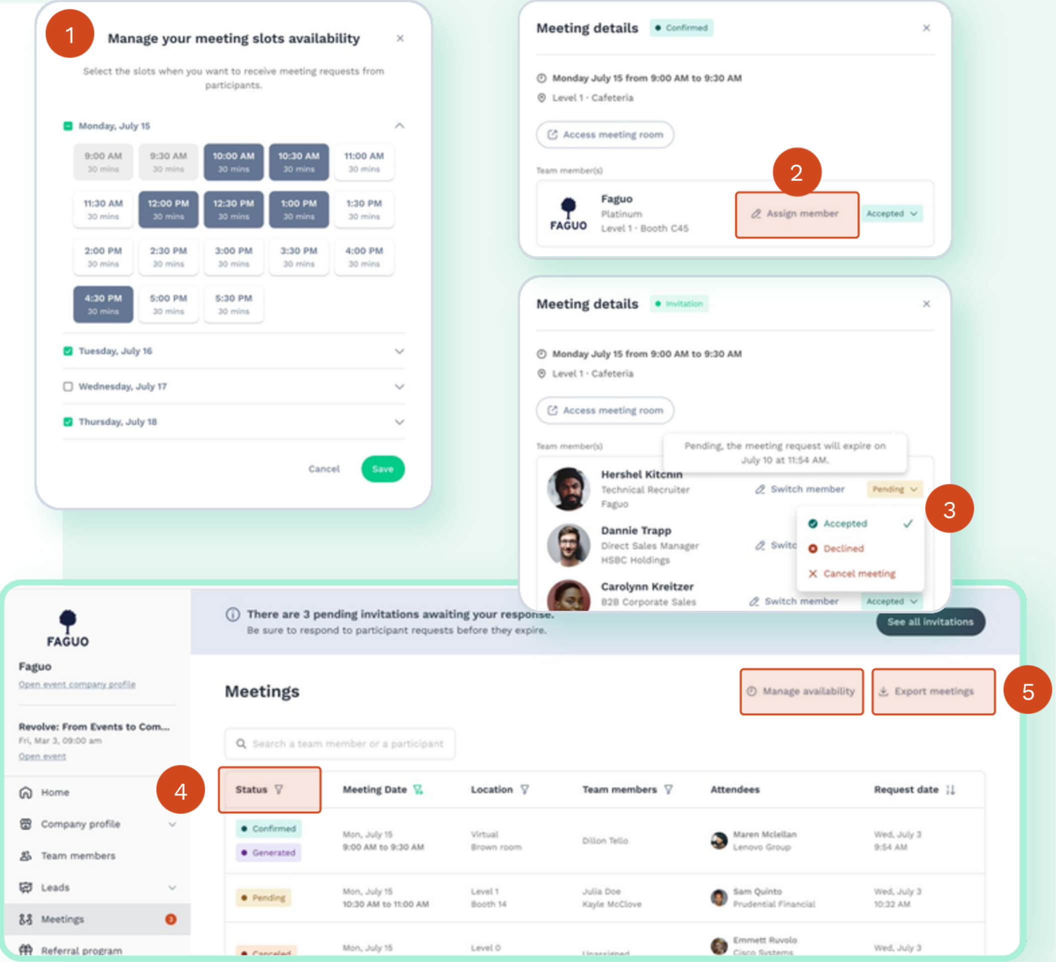
Exhibitor Center

Networking Management

5. Exhibitor Center Networking Management

Manage your meetings

1. **Manage your availability**
   (Deselect the time slots you are not available)
2. **Assign a meeting**: Reply to the meeting request and select a team member to assign.
3. **Accept or decline meeting requests**or cancel an existing meeting.
4. **Filter meetings by status:**Pending, Confirmed, Canceled or Declined.
5. **Export the full list**of meetings.



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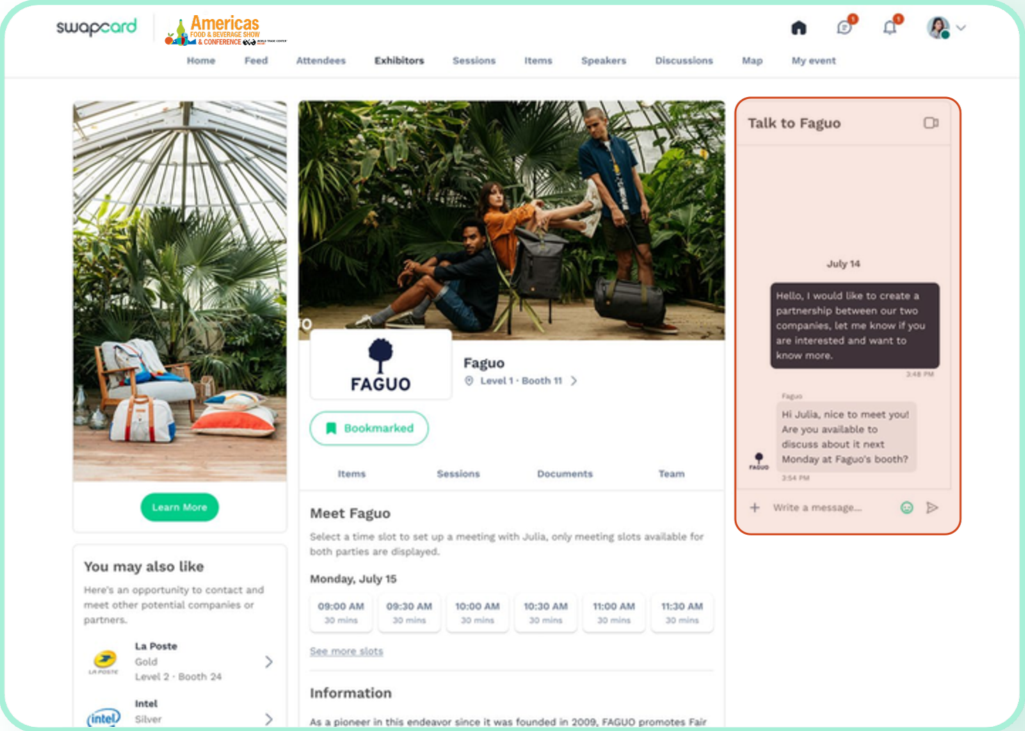
Chat with the Exhibitor

Once you're added to an Exhibitor booth as a team member, you gain access to a shared inbox with all your organization's team members.

Messages in this inbox are generated when an attendee visits your booth and types a message into the "**Talk to...**" window.

For the attendee, the message appears as a 1:1 chatwithin the booth. **For the exhibitor, the message triggers a notification**within the platform and **appears as a message in the exhibitor inbox**.



5. Exhibitor Center Networking Management

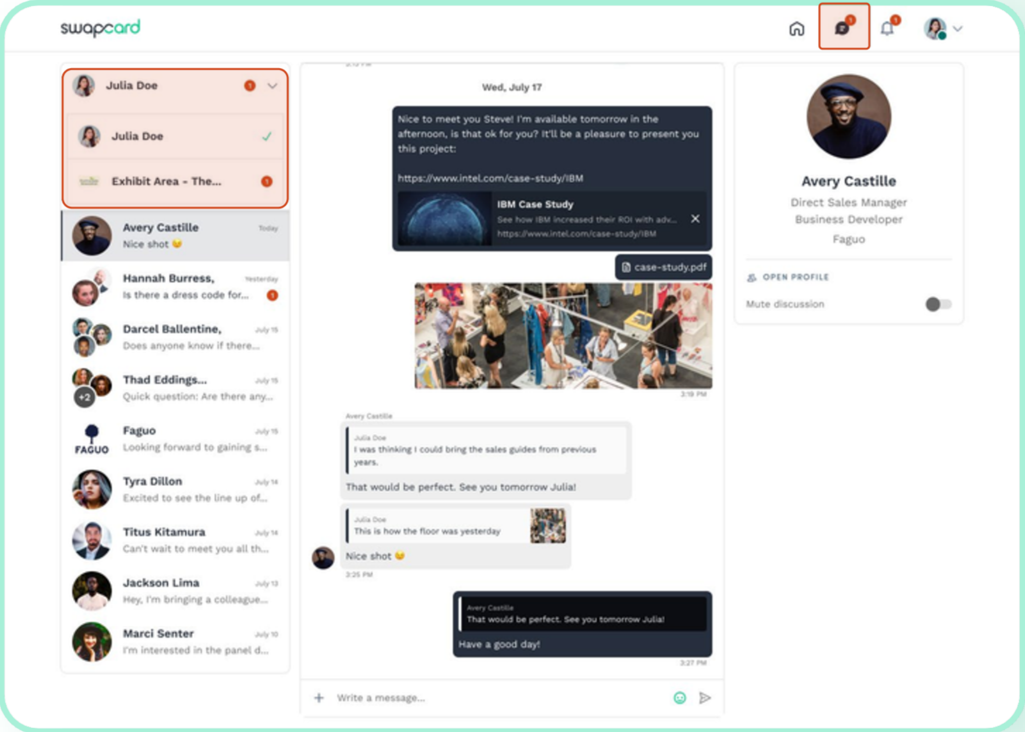
Chat with Exhibitor (Inbox)

To view your exhibitor inbox, click the **chat bubble**icon located on the top menu.

Switch between your personal inbox and the exhibitor inboxby clicking on the dropdown box.

Each new message triggers a **red notification circle**over the **chat bubble icon**for all exhibitors.

Note: Once any exhibitor team member reads the message, the red notification circle will disappear for the entire team.



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Make the most of data

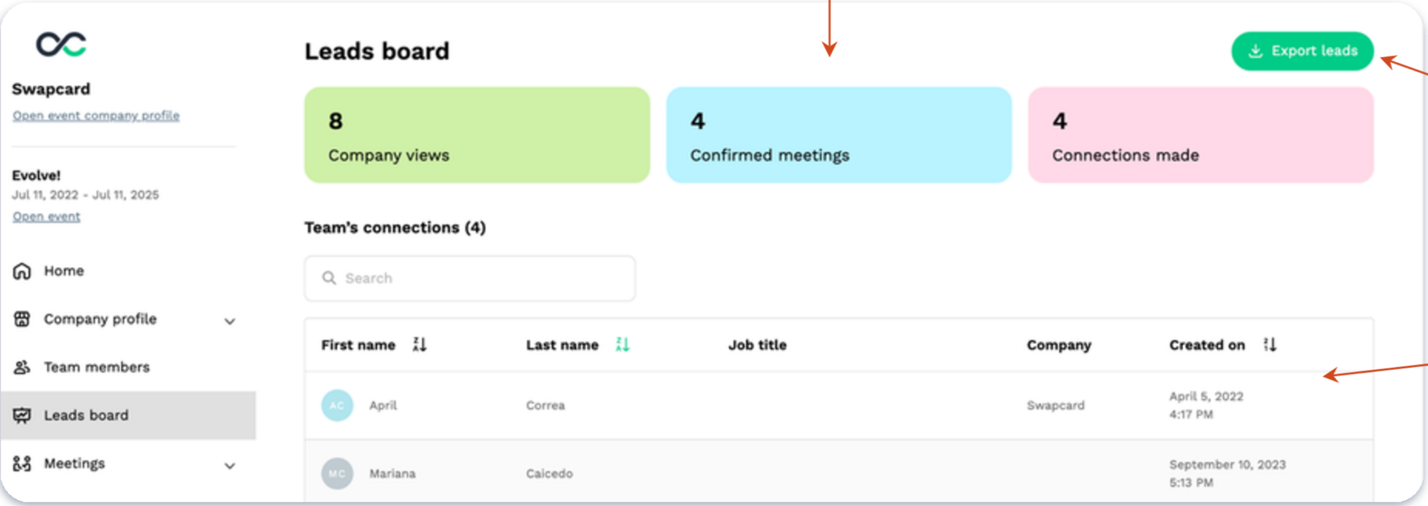
A quick review

Leads board

You can easily manage your leads in the Leads board, in the **Exhibitor Center**.

Note: Not all of these features may be available for your company. Please confirm with the organizer which ones are available according to your category of participation.

Check some statistics about your company's booth and your team's activity



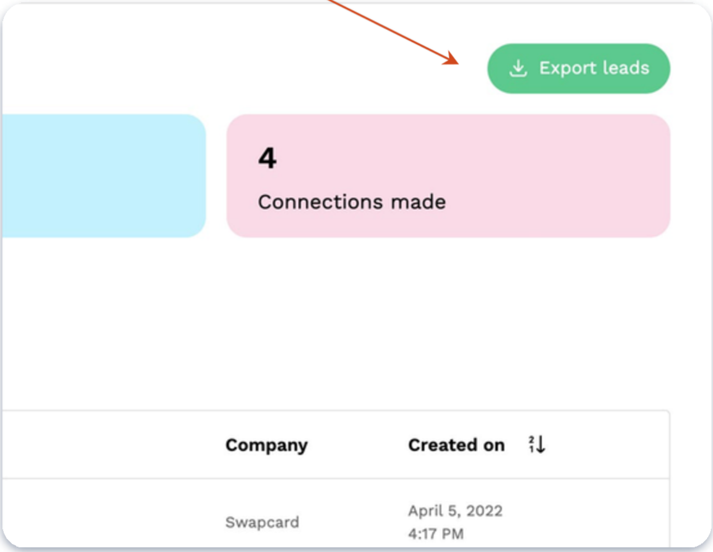
Download an Excel with the list of people your team interacted with.

Table with the contacts made by your fellow team members.

How to export the leads

You can easily download your leads from your computeraccessing the Leads board, in the **Exhibitor Center**.

1 Click on the **Export leads**button on the top right corner.



2 Select whether you want to export all leads or to filter them by date and/or lead type.
Note: Not all of these filters may be available for your company.

Send your Leads to HubSpot, Salesforce and other CRMs with Zapier

For exhibitors using Swapcard, integrating your lead generation data with HubSpot via Zapier can significantly enhance your lead management process. This guide outlines the necessary steps to establish this connection. Reach out this page for technical information: https://developer.swapcard.com/leads-api/about-the-graphql-api

Some Notes

This options is restricted by the event organizer, if you received Exhibitor not allowed to use the API. Contact your event organizer for help.

Monitor both Swapcard and Zapier regularly for updates and errors to ensure seamless data flow and functionality. Adjust your setups as needed to accommodate any changes in event structure or data requirements.

Need More Help?

For detailed scenarios or additional support, consult Swapcard's customer service or the Zapier Learning Center for advanced techniques.

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Thank you