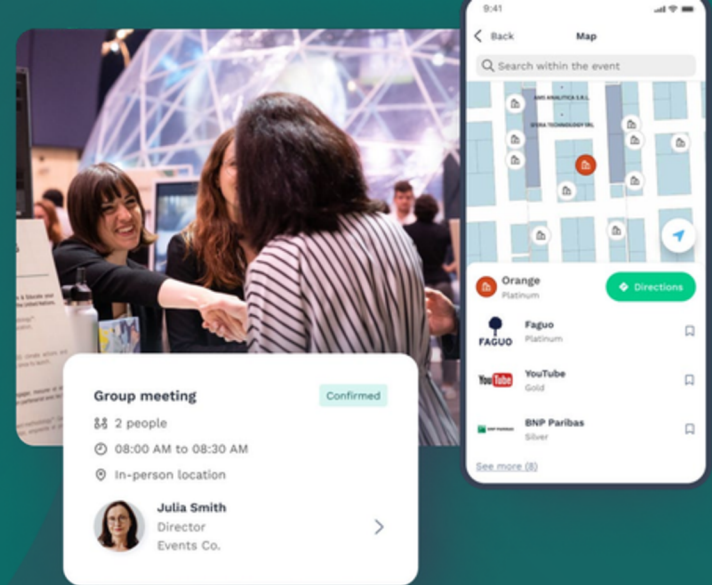


The Exhibitor Guide



# Maximizing Engagement & ROI: Essential Tips for Exhibitors



# Download Our App Today!





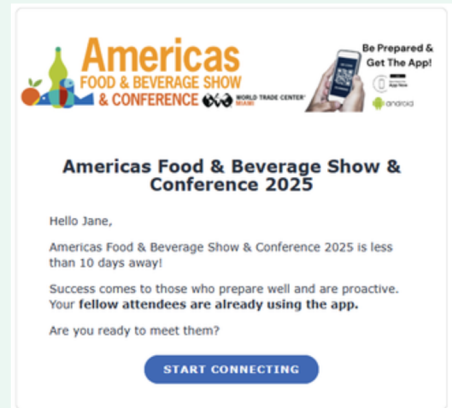
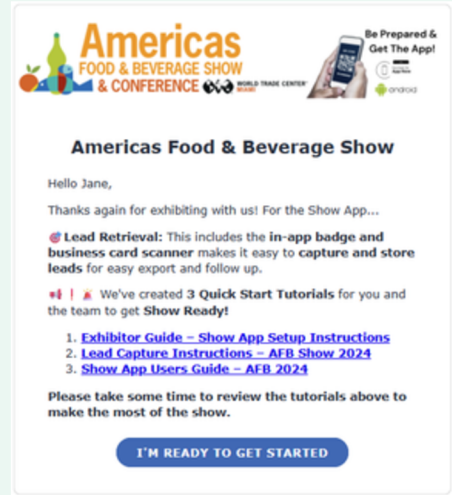
## Welcome to the Exhibitor Guide

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

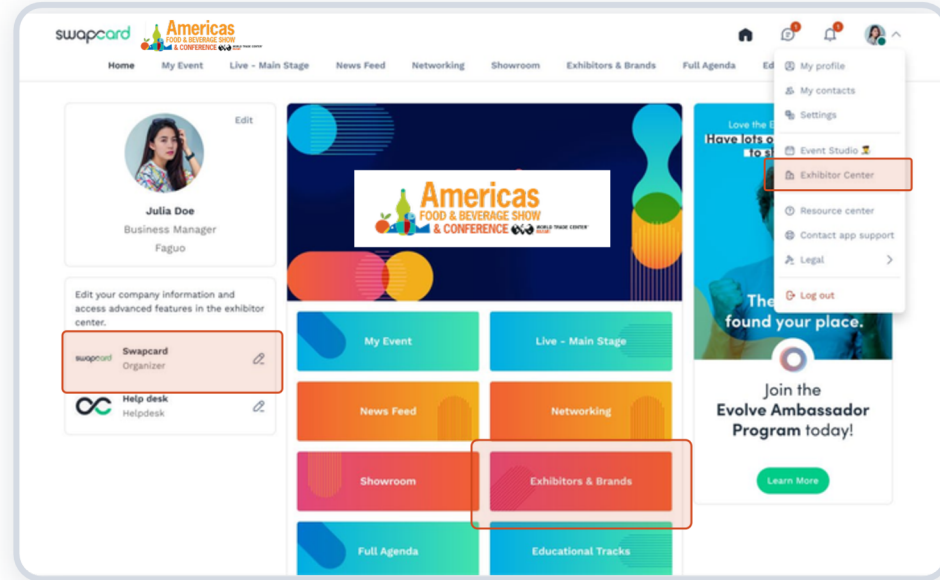
You can also access the event from your phone by downloading the Swapcard app (iOS/Android)

**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**

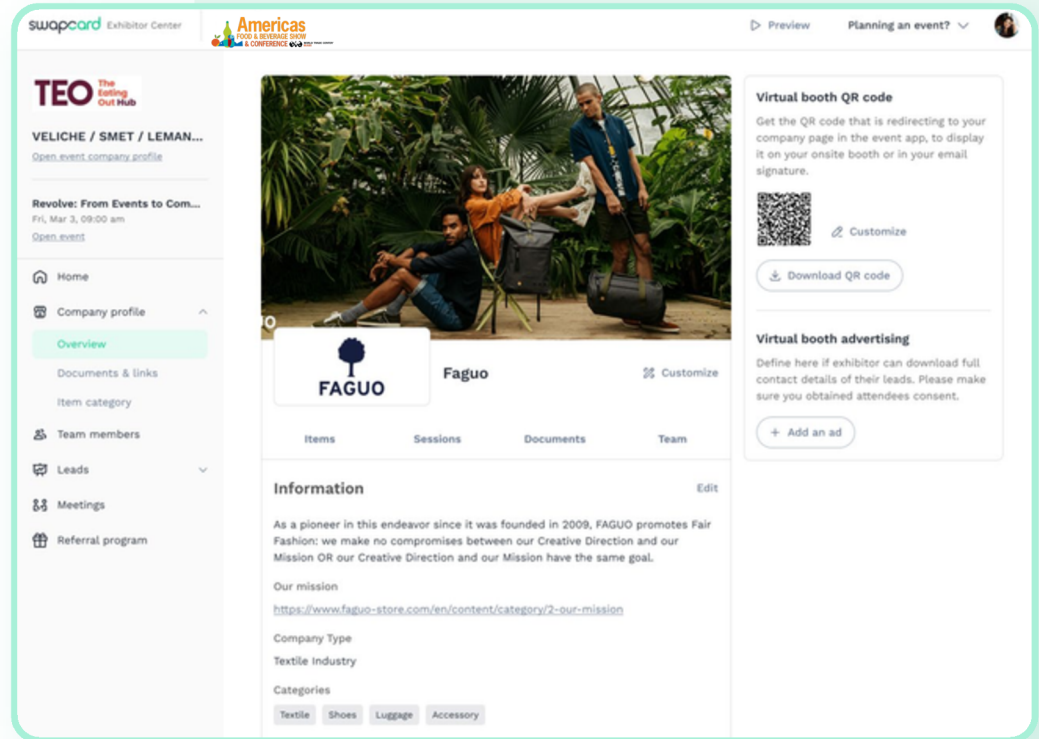


*Note: You can access the Exhibitor Center even if the event isn't live.*

# 3. Online Exhibition and Info Page Set-up

## Page Overview

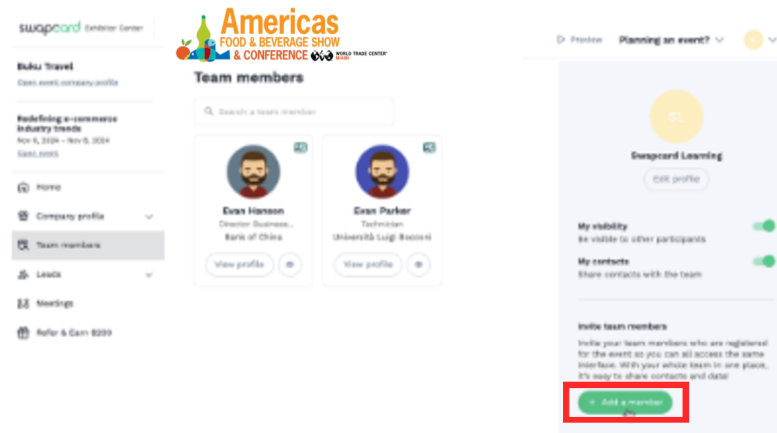
To ensure your team is contacted by as many qualified participants as possible, it's very important to fill in all the editable information from your Exhibitor Portal Profile.





## 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.*

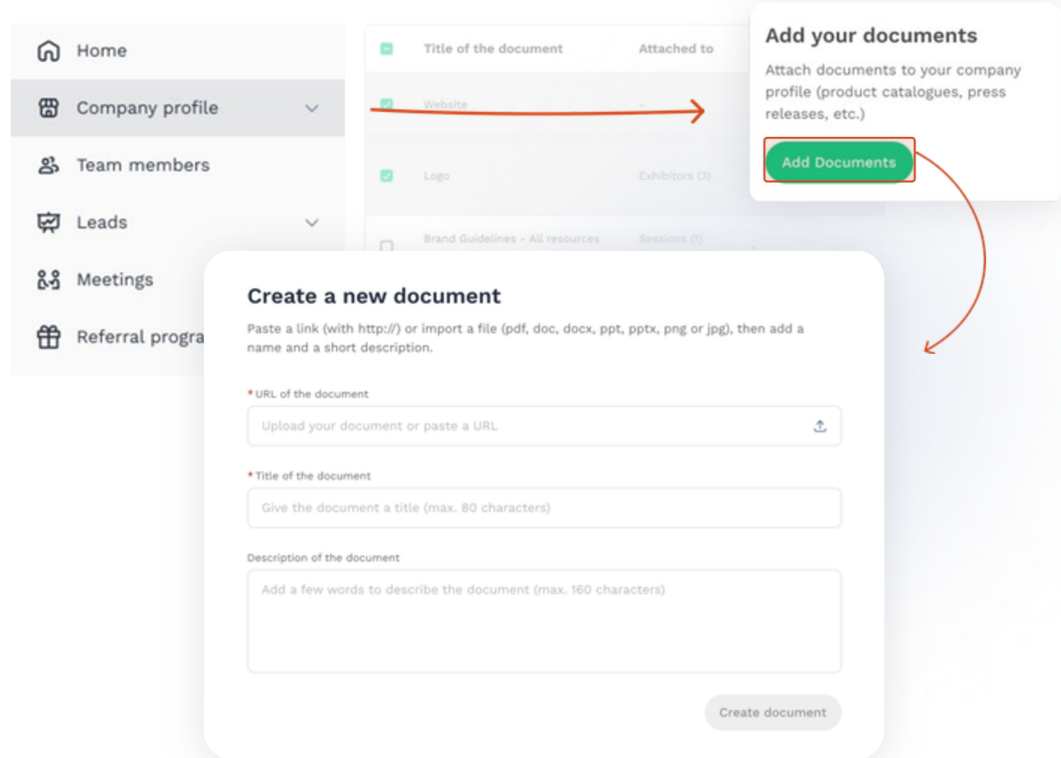


## Documents and Links

Attach documents to 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.

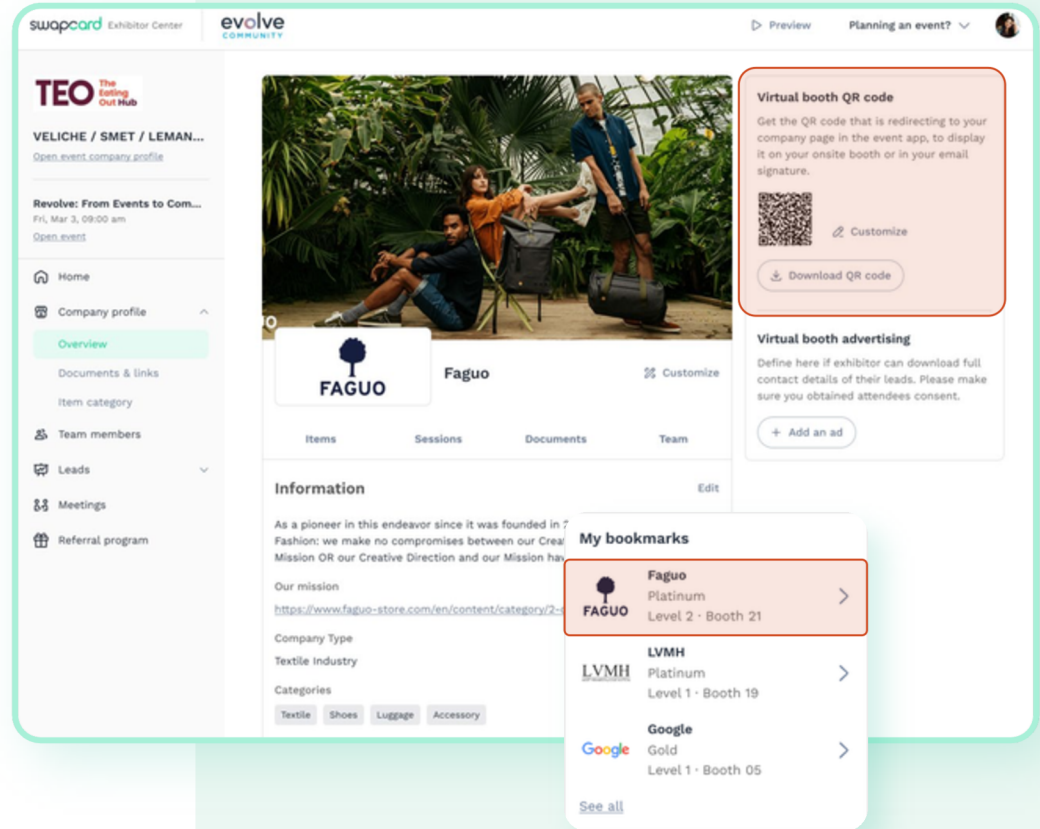


The screenshot shows a dashboard with a sidebar menu on the left containing: Home, Company profile (selected), Team members, Leads, Meetings, and Referral program. The main content area displays a list of documents with columns for 'Title of the document' and 'Attached to'. A red arrow points from the 'Website' entry in the list to a callout box titled 'Add your documents'. This callout box contains the text: 'Attach documents to your company profile (product catalogues, press releases, etc.)' and a green 'Add Documents' button. Below the callout is a 'Create a new document' form with the following fields: 'URL of the document' (with a placeholder 'Upload your document or paste a URL' and an upload icon), 'Title of the document' (with a placeholder 'Give the document a title (max. 80 characters)'), and 'Description of the document' (with a placeholder 'Add a few words to describe the document (max. 160 characters)'). A 'Create document' button is located at the bottom right of the form.

## Exhibitor QR

As an exhibitor, you can **download your Virtual Booth QR codes** 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

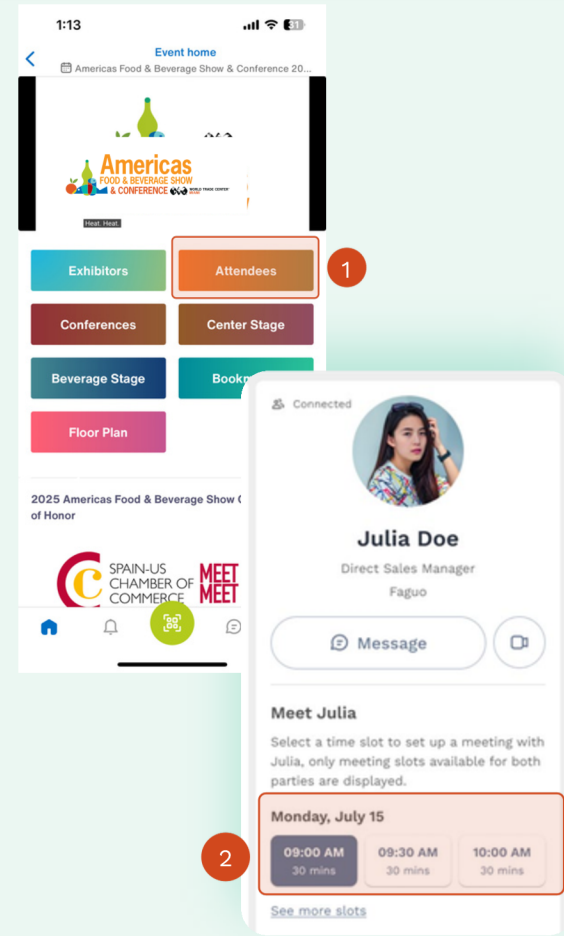
## How to navigate the platform

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

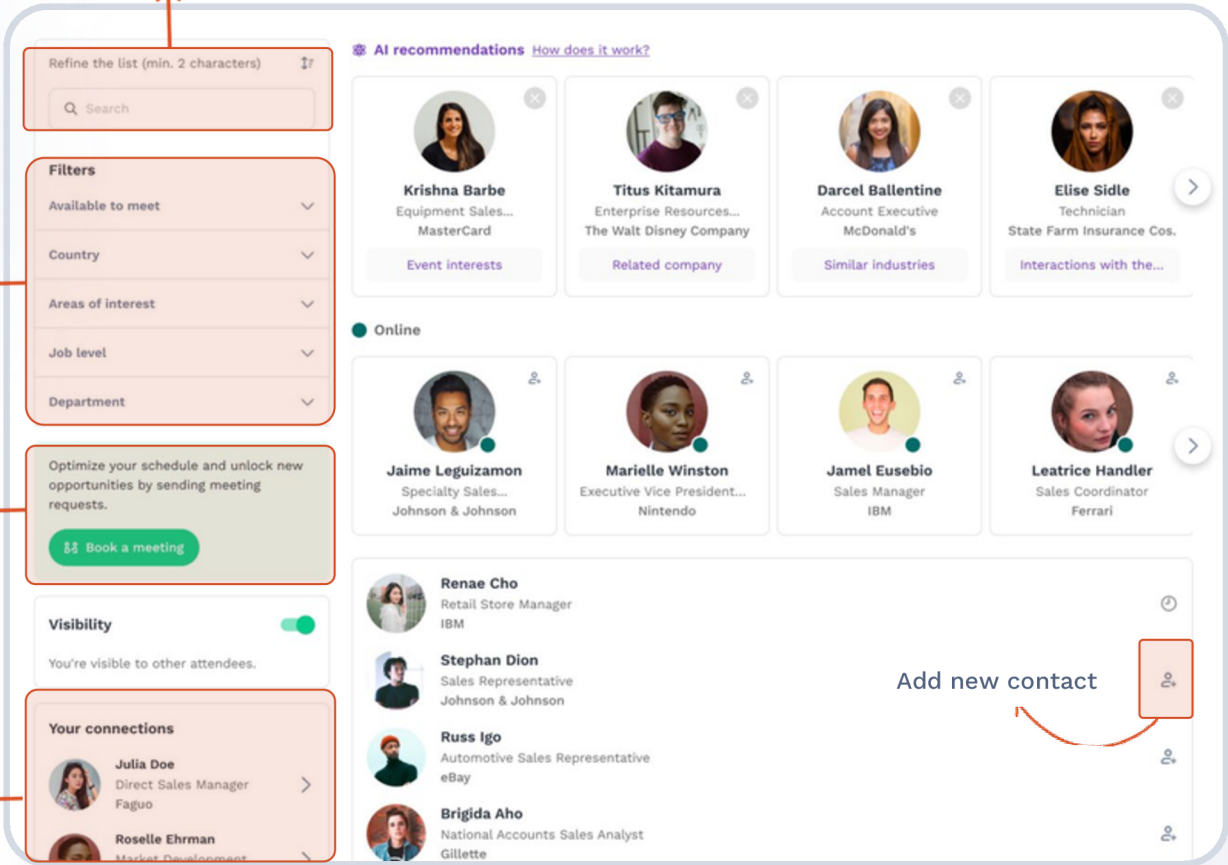
Don't hesitate to contact them through the app to chat, video call, and book meetings.

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



The screenshot shows a networking platform interface with several key sections and navigation points:

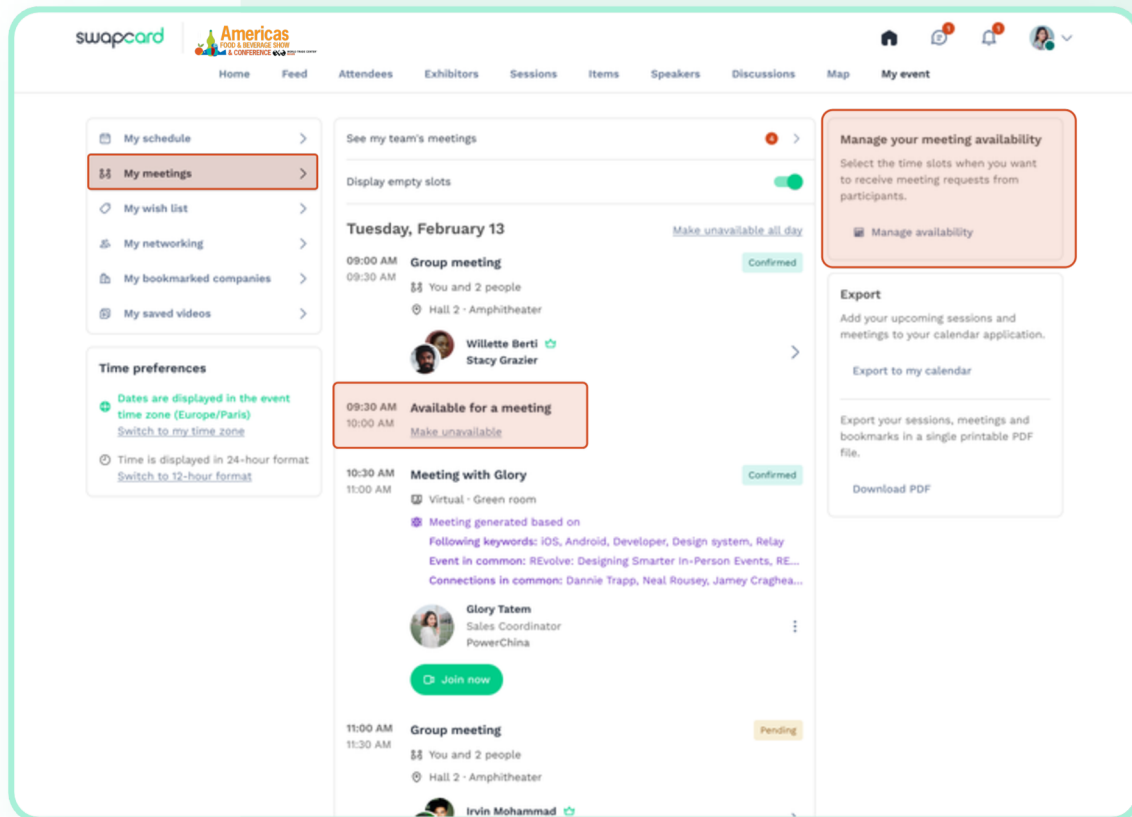
- Full text search:** Located at the top, with an arrow pointing to the search bar.
- Attendees filters:** A sidebar on the left containing filters for 'Available to meet', 'Country', 'Areas of interest', 'Job level', and 'Department'. An arrow points to this section.
- Book a meeting:** A green button in the sidebar with the text 'Book a meeting'. An arrow points to this button.
- Existing contacts:** A section at the bottom of the sidebar titled 'Your connections' showing profiles for Julia Doe and Roselle Ehrman. An arrow points to this section.
- AI recommendations:** A section titled 'AI recommendations' with a link 'How does it work?'. It displays four attendee cards: Krishna Barbe (MasterCard), Titus Kitamura (The Walt Disney Company), Darcel Ballentine (McDonald's), and Elise Sidle (State Farm Insurance Cos.).
- Online:** A section titled 'Online' displaying four attendee cards: Jaime Leguizamon (Johnson & Johnson), Marielle Winston (Nintendo), Jamel Eusebio (IBM), and Leatrice Handler (Ferrari).
- Add new contact:** A button labeled 'Add new contact' with a plus icon, located on the right side of the interface. An arrow points to this button.



## 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 **deselect** the slots that you want to make yourself unavailable.

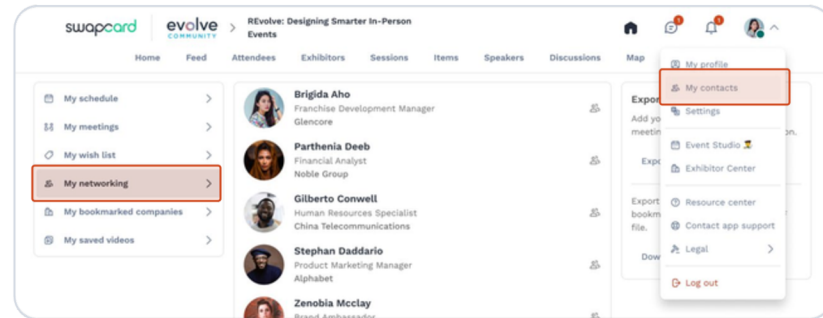




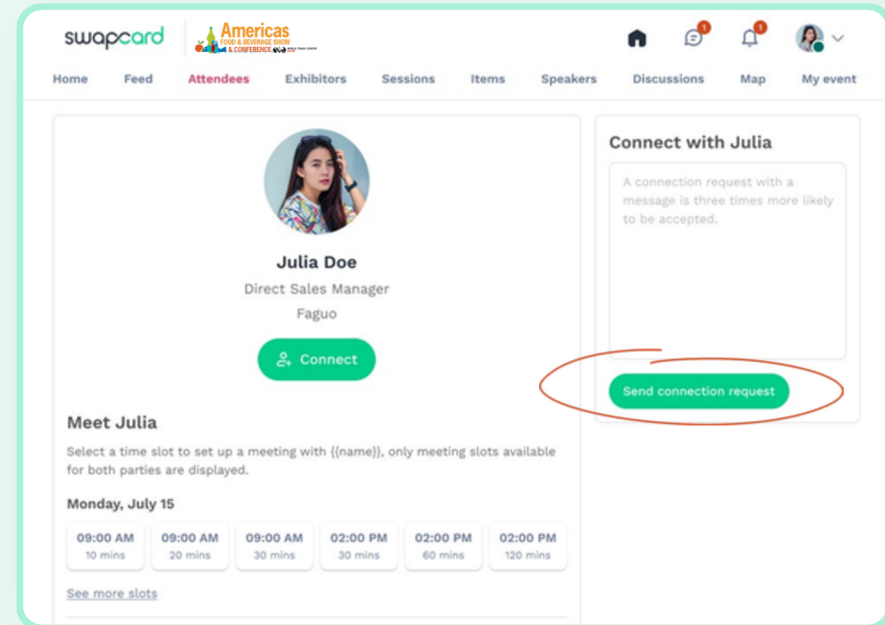
## Manage your availability

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.



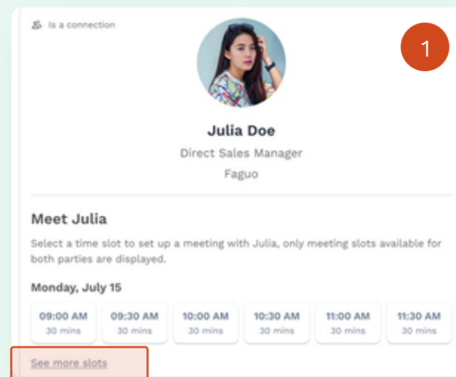
A connection request with a message is three times more likely to be accepted.



# 4. Platform overview & Networking

## 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”**.



is a connection

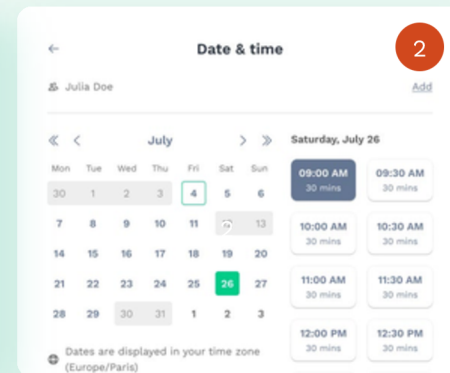
**Julia Doe**  
Direct Sales Manager  
Faguo

**Meet Julia**  
Select a time slot to set up a meeting with Julia, only meeting slots available for both parties are displayed.

Monday, July 15

09:00 AM 30 mins	09:30 AM 30 mins	10:00 AM 30 mins	10:30 AM 30 mins	11:00 AM 30 mins	11:30 AM 30 mins
---------------------	---------------------	---------------------	---------------------	---------------------	---------------------

[See more slots](#)



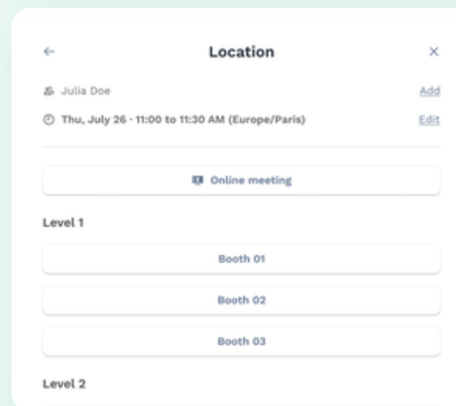
**Date & time**

Julia Doe [Add](#)

July

30	1	2	3	4	5	6	09:00 AM 30 mins	09:30 AM 30 mins
7	8	9	10	11	12	13	10:00 AM 30 mins	10:30 AM 30 mins
14	15	16	17	18	19	20	11:00 AM 30 mins	11:30 AM 30 mins
21	22	23	24	25	26	27	12:00 PM 30 mins	12:30 PM 30 mins

Dates are displayed in your time zone (Europe/Paris)



**Location**

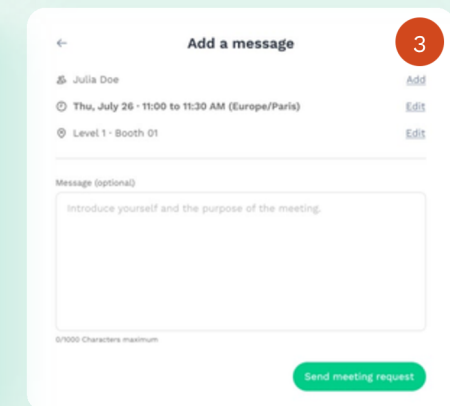
Julia Doe [Add](#)

Thu, July 26 - 11:00 to 11:30 AM (Europe/Paris) [Edit](#)

**Level 1**

- 
- 
- 

**Level 2**



**Add a message**

Julia Doe [Add](#)

Thu, July 26 - 11:00 to 11:30 AM (Europe/Paris) [Edit](#)

Level 1 - Booth 01 [Edit](#)

Message (optional)

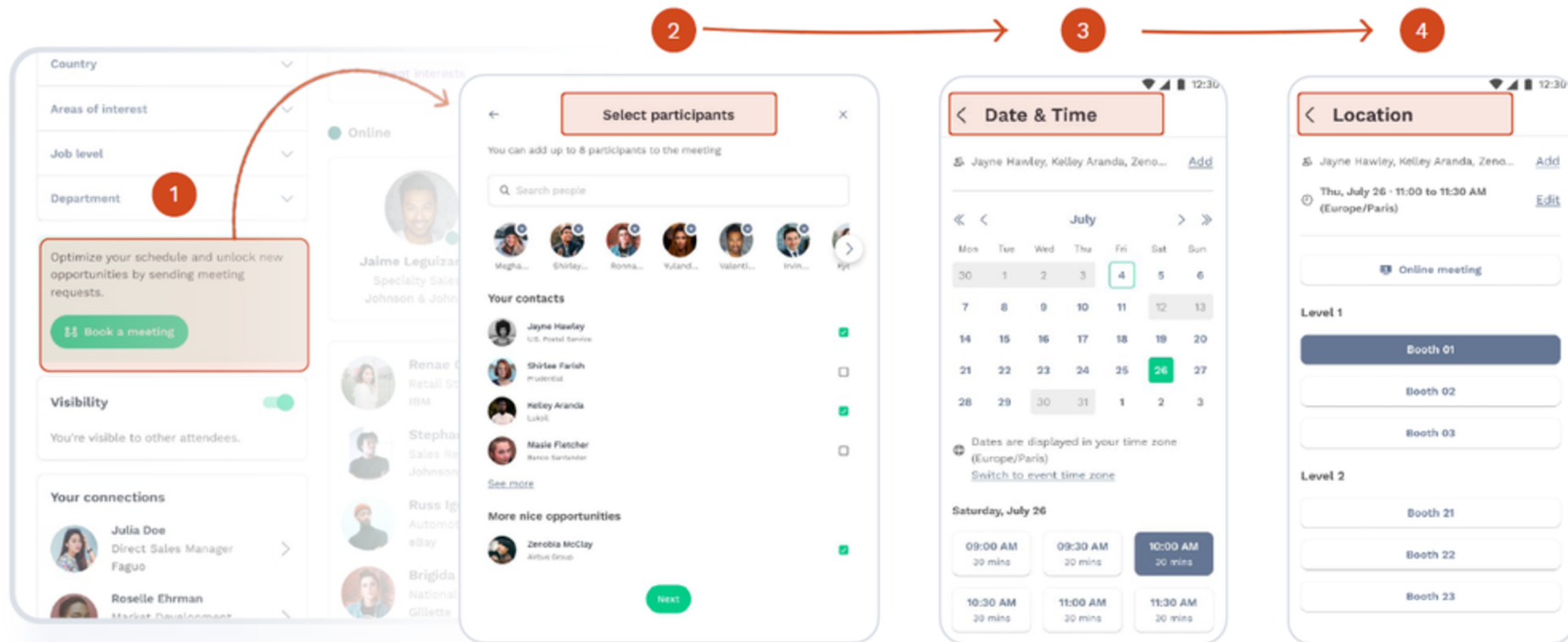
Introduce yourself and the purpose of the meeting.

0/1000 Characters maximum

[Send meeting request](#)



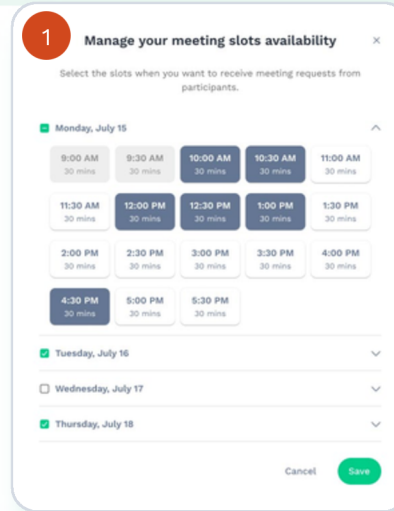
## Process to book a meeting



# 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.



**1 Manage your meeting slots availability**

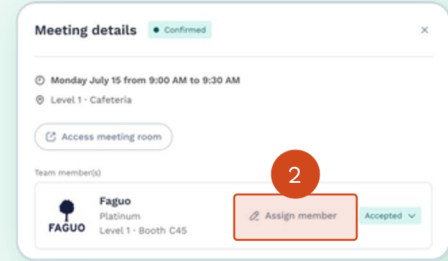
Select the slots when you want to receive meeting requests from participants.

Monday, July 15

9:00 AM 30 mins  
9:30 AM 30 mins  
10:00 AM 30 mins  
10:30 AM 30 mins  
11:00 AM 30 mins  
11:30 AM 30 mins  
12:00 PM 30 mins  
12:30 PM 30 mins  
1:00 PM 30 mins  
1:30 PM 30 mins  
2:00 PM 30 mins  
2:30 PM 30 mins  
3:00 PM 30 mins  
3:30 PM 30 mins  
4:00 PM 30 mins  
4:30 PM 30 mins  
5:00 PM 30 mins  
5:30 PM 30 mins

Tuesday, July 16  
 Wednesday, July 17  
 Thursday, July 18

Cancel Save



**Meeting details** Confirmed

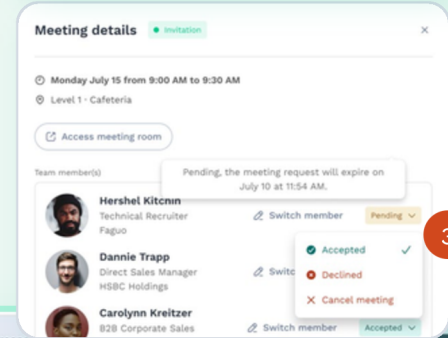
Monday July 15 from 9:00 AM to 9:30 AM  
Level 1 - Cafeteria

Access meeting room

Team member(s)

**Faguo**  
Platinum  
Level 1 - Booth C45

Assign member Accepted



**Meeting details** Invitation

Monday July 15 from 9:00 AM to 9:30 AM  
Level 1 - Cafeteria

Access meeting room

Team member(s)

Pending, the meeting request will expire on July 10 at 11:54 AM.

**Hershel Kitcnn**  
Technical Recruiter  
Faguo

Switch member Pending

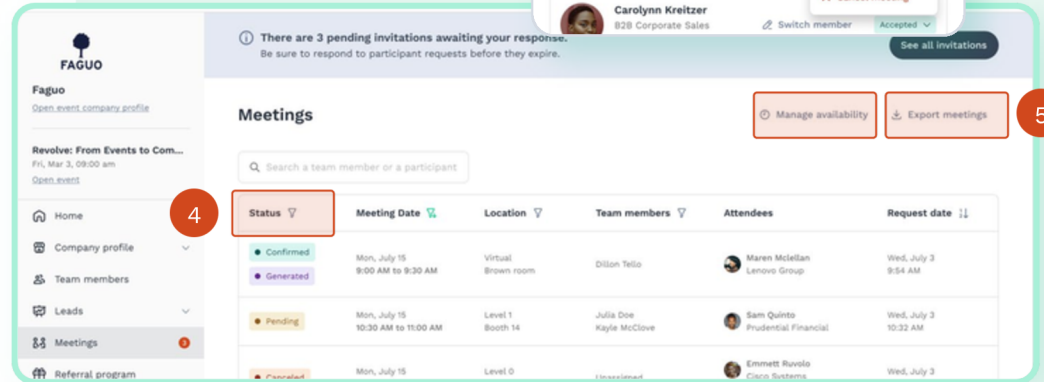
**Dannie Trapp**  
Direct Sales Manager  
HSBC Holdings

Switch

**Carolynn Kreitzer**  
B2B Corporate Sales

Switch member Accepted

Accepted  
Declined  
Cancel meeting



**Faguo**

Open event, company profile

Revolve: From Events to Com...  
Fri, Mar 3, 09:00 am  
Open event

Home  
Company profile  
Team members  
Leads  
Meetings 3  
Referral program

**4**

**5**

There are 3 pending invitations awaiting your response. Be sure to respond to participant requests before they expire. See all invitations

**Meetings**

Search a team member or a participant

Status	Meeting Date	Location	Team members	Attendees	Request date
Confirmed	Mon, July 15 9:00 AM to 9:30 AM	Virtual Brown room	Dillon Tello	Maren McEllan Lenovo Group	Wed, July 3 9:54 AM
Pending	Mon, July 15 10:30 AM to 11:00 AM	Level 1 Booth 14	Julia Doe Kayle McClove	Sam Quinte Prudential Financial	Wed, July 3 10:32 AM
Pending	Mon, July 15	Level 0	Unassigned	Emmett Ruvalo Cisco Systems	Wed, July 3

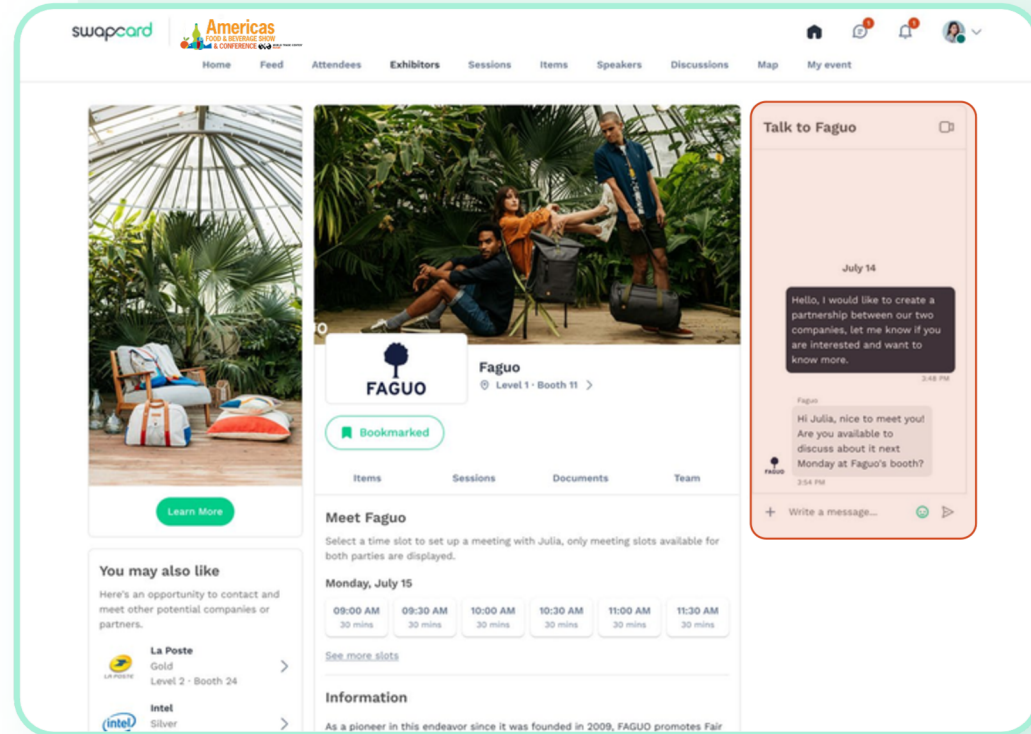
Manage availability Export meetings

## 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 chat within the booth. For the exhibitor, the message triggers a notification within the platform and appears as a message in the exhibitor inbox.



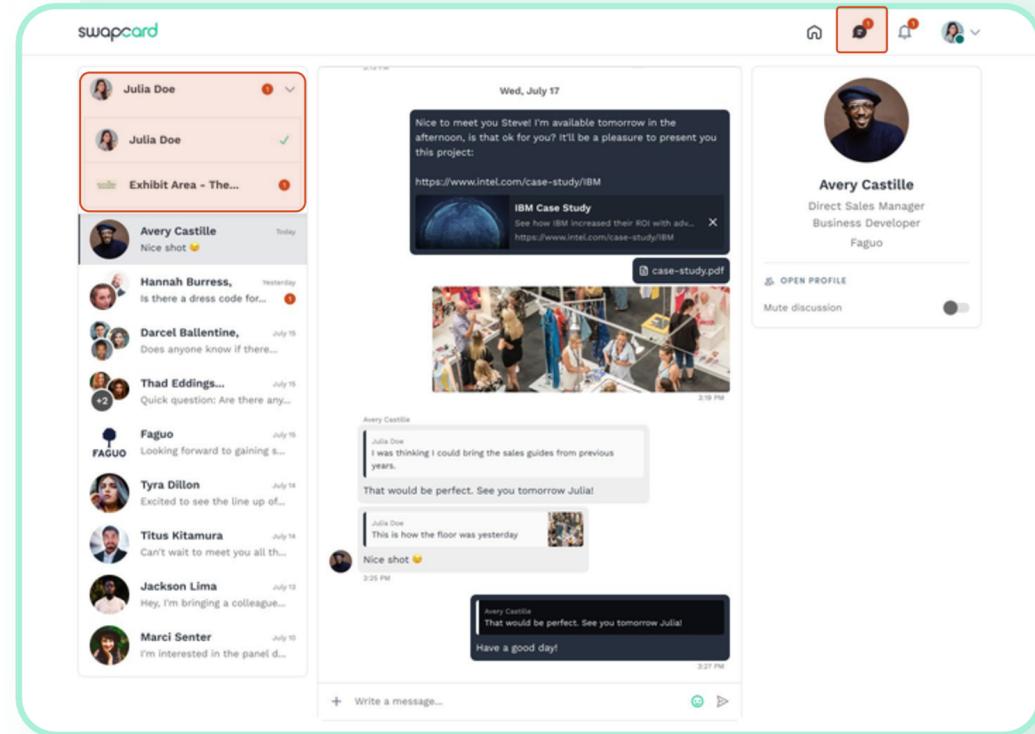
## Chat with Exhibitor (Inbox)

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

Switch between your **personal inbox** and the **exhibitor inbox** by 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.*



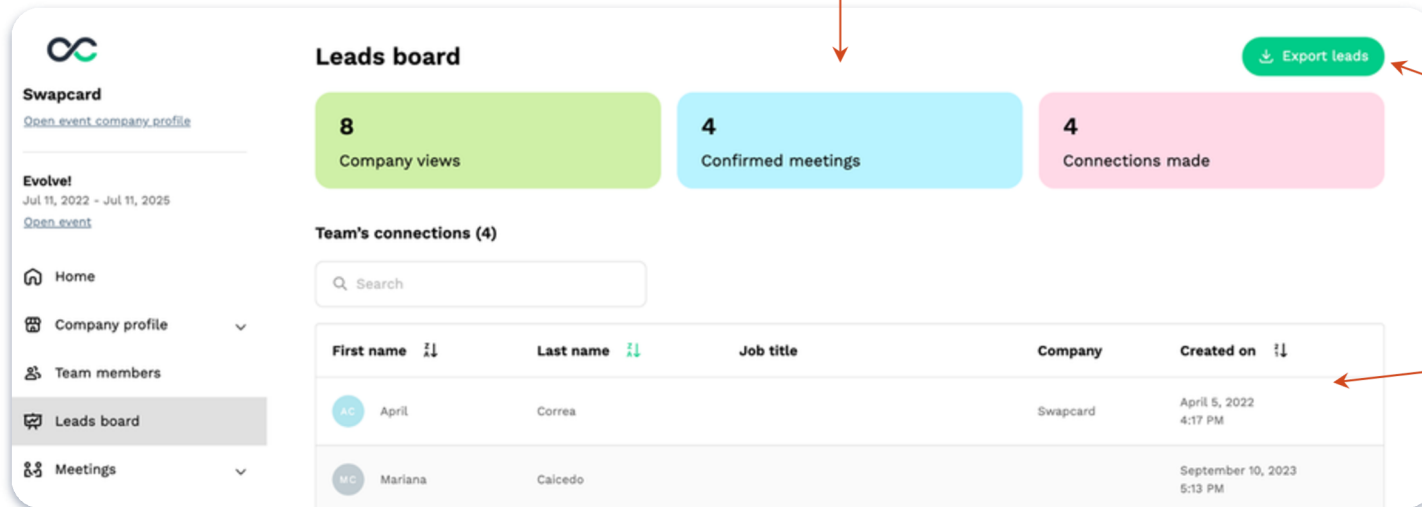
# Make the most of data

## A quick review

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



**Leads board**

8 Company views

4 Confirmed meetings

4 Connections made

Export leads

Team's connections (4)

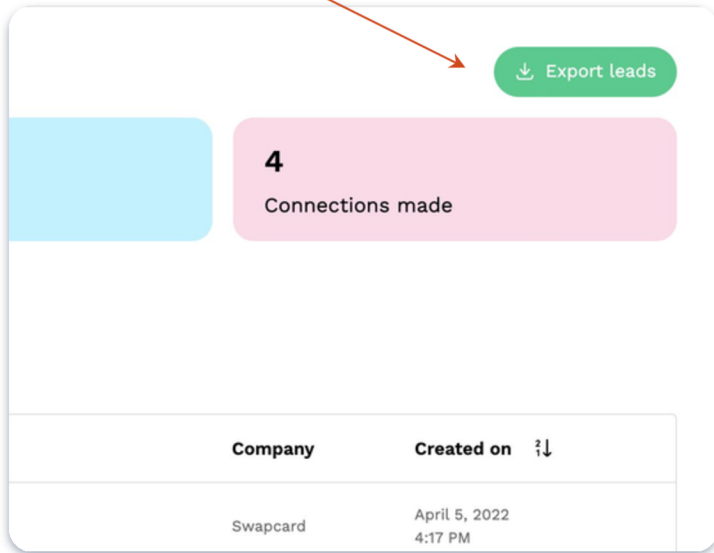
First name	Last name	Job title	Company	Created on
April	Correa		Swapcard	April 5, 2022 4:17 PM
Mariana	Caicedo			September 10, 2023 5:13 PM

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

Table with the contacts made by your fellow team members.

You can easily download your leads from your computer accessing 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.

# Download Our App Today!



Thank you