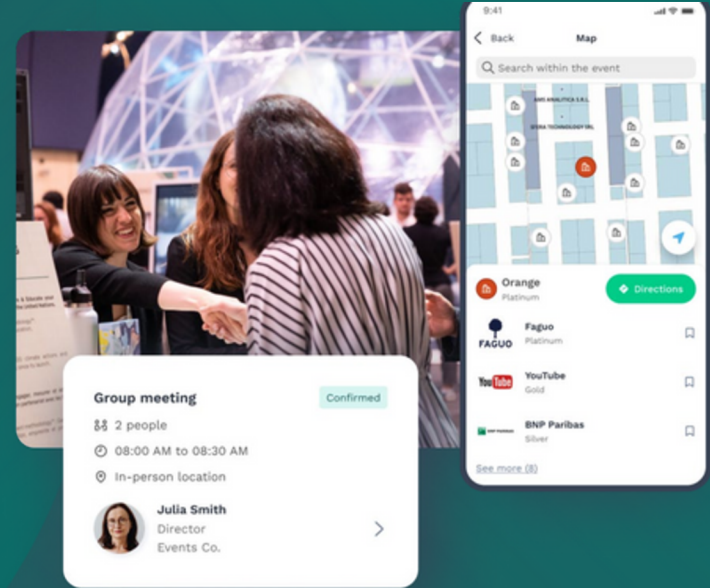


The Exhibitor Guide

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

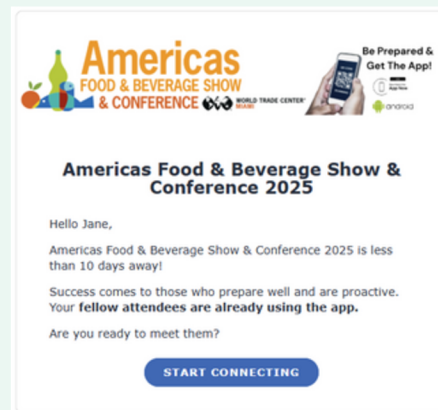
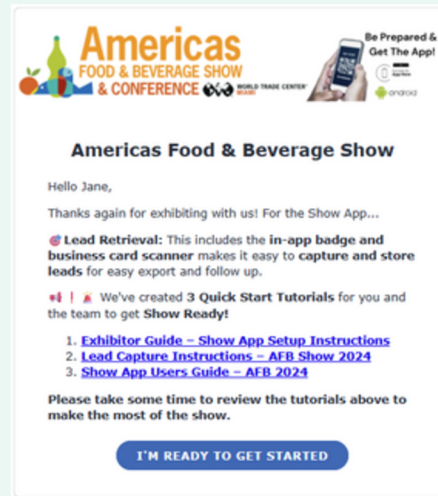
You will receive an email with a button redirecting you to your page. Your account is automatically created by the platform after you have registered.

2

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

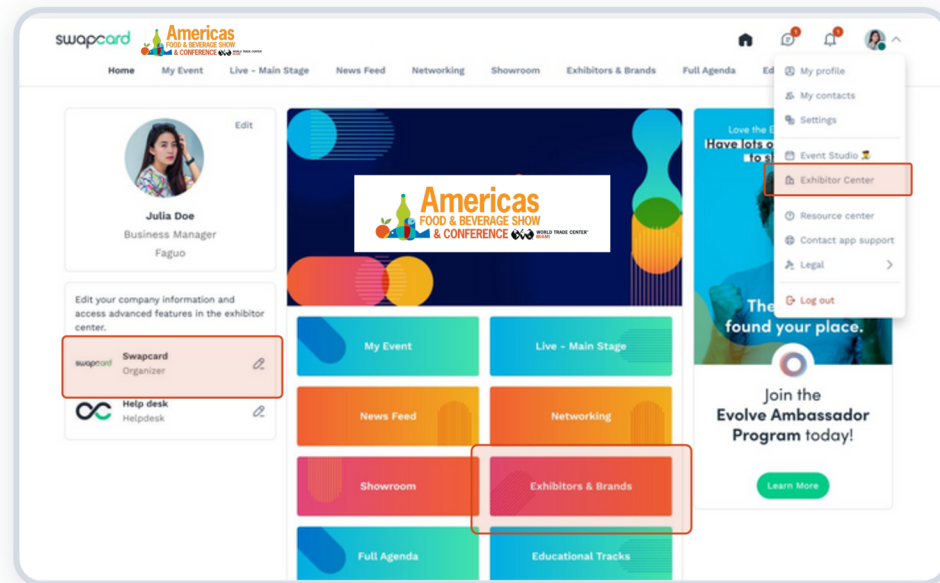
Note: If you don't see this email in your mailbox, please check your spam folder. Most of our emails are sent from either:

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**

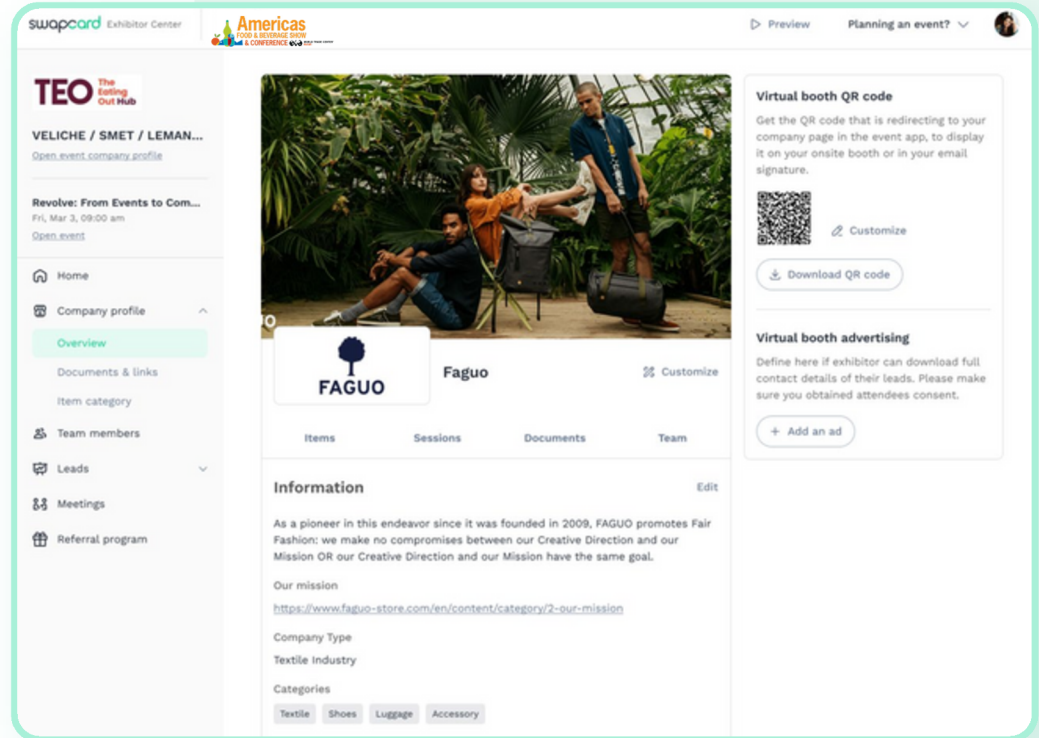


Note: You can access the Exhibitor Center even if the event isn't live.

3. Online Exhibition and Info Page Set-up

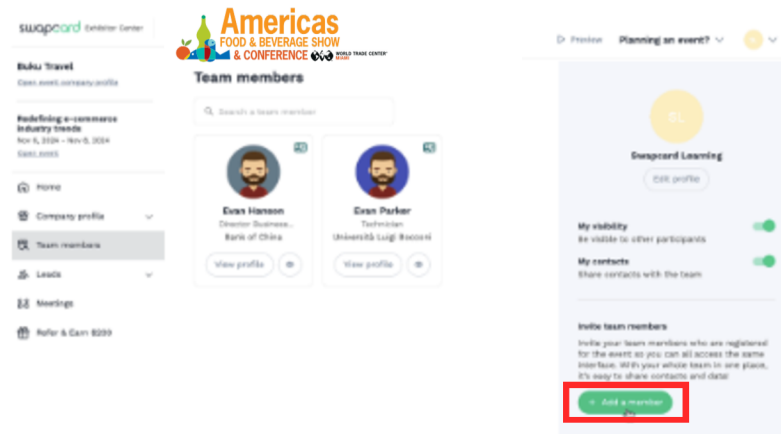
Page Overview

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.



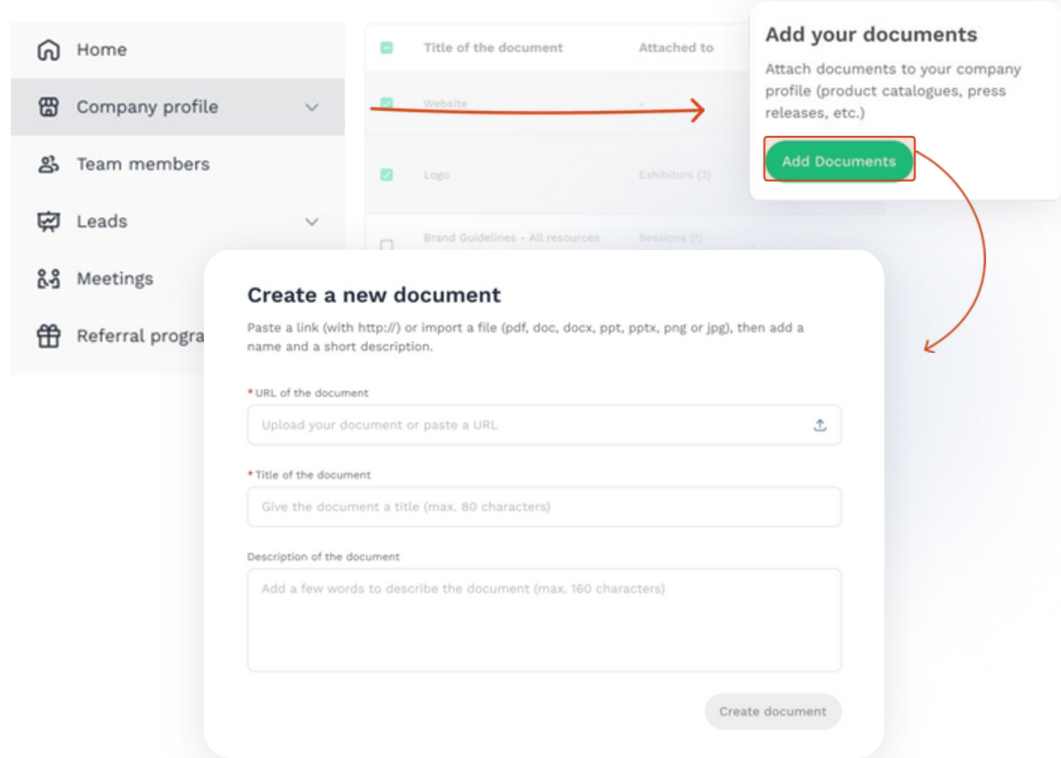
Note: Note that you can only add individuals who are already registered for the event or community where your booth is located. If the user is not registered, you will receive an error message indicating that the invite cannot be sent.

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 displays the 'Company profile' section of the Exhibitor Guide. On the left, a sidebar menu includes 'Home', 'Company profile', 'Team members', 'Leads', 'Meetings', and 'Referral program'. The 'Company profile' section is active, showing a table with columns 'Title of the document' and 'Attached to'. The table lists 'Website' and 'Logo'. A red arrow points from the 'Website' row to the 'Add your documents' modal. This modal contains the text 'Attach documents to your company profile (product catalogues, press releases, etc.)' and a green 'Add Documents' button. Another red arrow points from the 'Add Documents' button to the 'Create a new document' modal. This modal has a title 'Create a new document' and instructions: 'Paste a link (with http://) or import a file (pdf, doc, docx, ppt, pptx, png or jpg), then add a name and a short description.' It includes three input 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 at the bottom right.

Title of the document	Attached to
Website	-
Logo	Exhibitors (2)

Add your documents
Attach documents to your company profile (product catalogues, press releases, etc.)
[Add Documents](#)

Create a new document
Paste a link (with http://) or import a file (pdf, doc, docx, ppt, pptx, png or jpg), then add a name and a short description.

* URL of the document
Upload your document or paste a URL 

* Title of the document
Give the document a title (max. 80 characters)

Description of the document
Add a few words to describe the document (max. 160 characters)

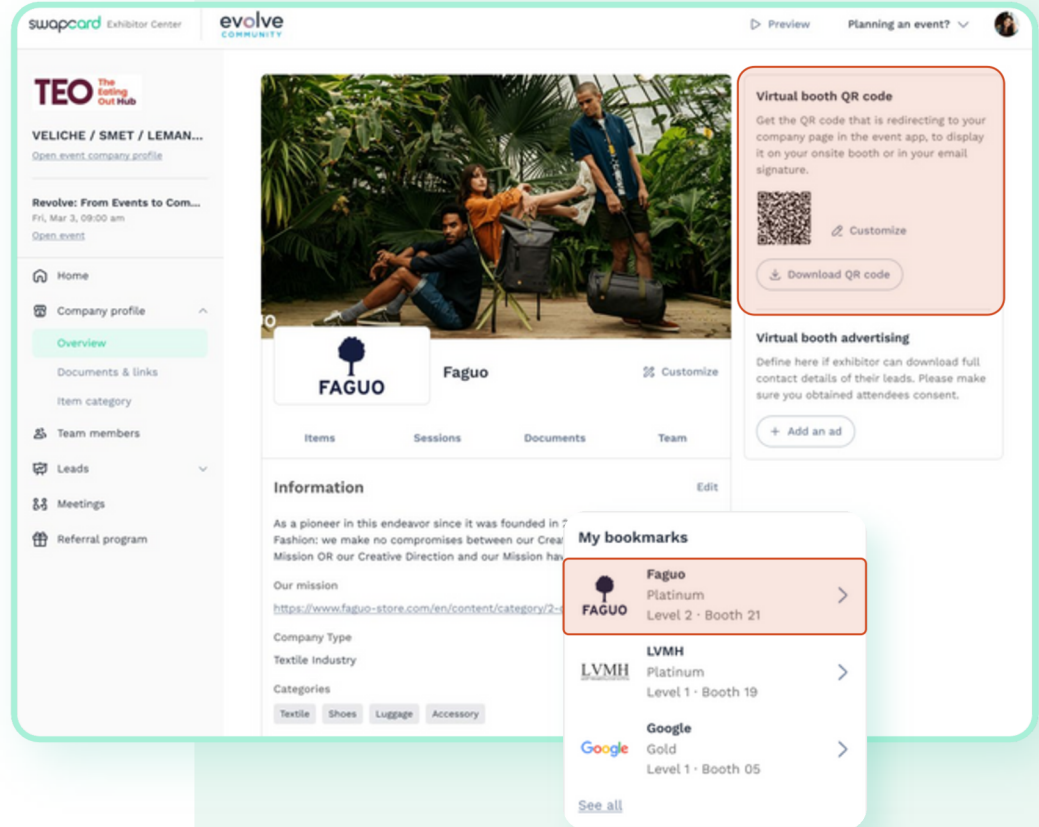
[Create document](#)

3. Online Exhibition and Info Page Set-up

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**.



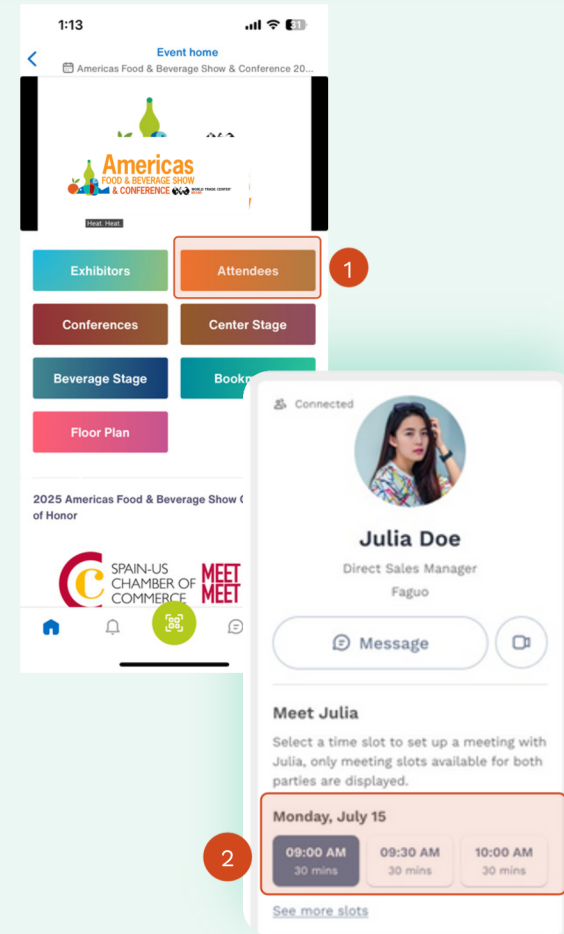
Platform Overview & Networking

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.



4. Platform overview & Networking



How to navigate the platform

Full text search

Attendees filters

Book a meeting

Existing contacts

Add new contact

The screenshot displays the platform's main interface. On the left, a sidebar contains several sections: a 'Full text search' bar at the top, followed by 'Attendees filters' with dropdowns for 'Available to meet', 'Country', 'Areas of interest', 'Job level', and 'Department'; a 'Book a meeting' section with a green button; a 'Visibility' toggle switch; and a 'Your connections' section listing 'Julia Doe' and 'Roselle Ehrman'. The main area shows 'AI recommendations' with a grid of attendee profiles including Krishna Barbe, Titus Kitamura, Darcel Ballentine, Elise Sidle, Jaime Leguizamon, Marielle Winston, Jamel Eusebio, and Leatrice Handler. At the bottom, there's a section for 'Add new contact' with a plus icon.

Refine the list (min. 2 characters)

Search

Filters

Available to meet

Country

Areas of interest

Job level

Department

Optimize your schedule and unlock new opportunities by sending meeting requests.

Book a meeting

Visibility

You're visible to other attendees.

Your connections

Julia Doe
Direct Sales Manager
Faguo

Roselle Ehrman
Market Development

AI recommendations [How does it work?](#)

Krishna Barbe
Equipment Sales...
MasterCard
Event interests

Titus Kitamura
Enterprise Resources...
The Walt Disney Company
Related company

Darcel Ballentine
Account Executive
McDonald's
Similar industries

Elise Sidle
Technician
State Farm Insurance Cos.
Interactions with the...

Online

Jaime Leguizamon
Specialty Sales...
Johnson & Johnson

Marielle Winston
Executive Vice President...
Nintendo

Jamel Eusebio
Sales Manager
IBM

Leatrice Handler
Sales Coordinator
Ferrari

Renae Cho
Retail Store Manager
IBM

Stephan Dion
Sales Representative
Johnson & Johnson

Russ Igo
Automotive Sales Representative
eBay

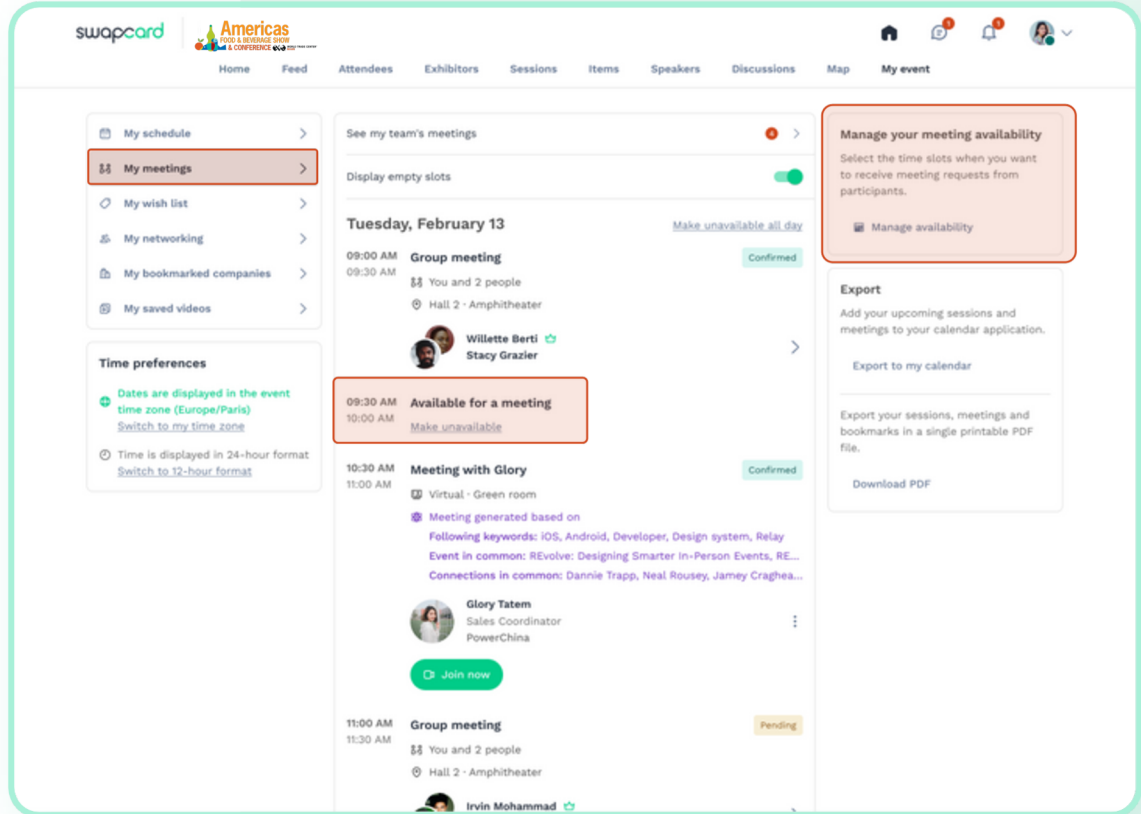
Brigida Aho
National Accounts Sales Analyst
Gillette

4. Platform overview & Networking

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.



The screenshot displays the Swapcard platform interface for the Americas Food & Beverage Show & Conference. The top navigation bar includes links for Home, Feed, Attendees, Exhibitors, Sessions, Items, Speakers, Discussions, Map, and My event. The left sidebar contains a list of options: My schedule, My meetings (highlighted with a red box), My wish list, My networking, My bookmarked companies, and My saved videos. Below this is a 'Time preferences' section with two options: 'Dates are displayed in the event time zone (Europe/Paris)' and 'Time is displayed in 24-hour format'. The main content area shows 'See my team's meetings' with a toggle for 'Display empty slots'. It lists meetings for Tuesday, February 13, including a 'Group meeting' with Willette Berti and Stacy Grazier, and a 'Meeting with Glory' which is marked as 'Confirmed'. A red box highlights the 'Available for a meeting' slot from 09:30 AM to 10:00 AM, with a 'Make unavailable' link. The right sidebar contains a 'Manage your meeting availability' section with a 'Manage availability' link, and an 'Export' section with links to 'Export to my calendar' and 'Download PDF'.

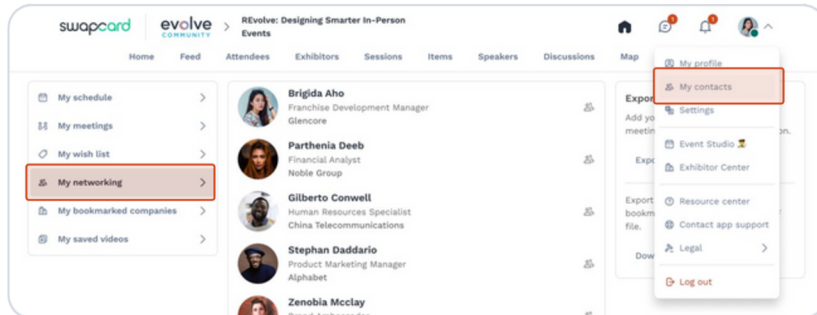
4. Networking



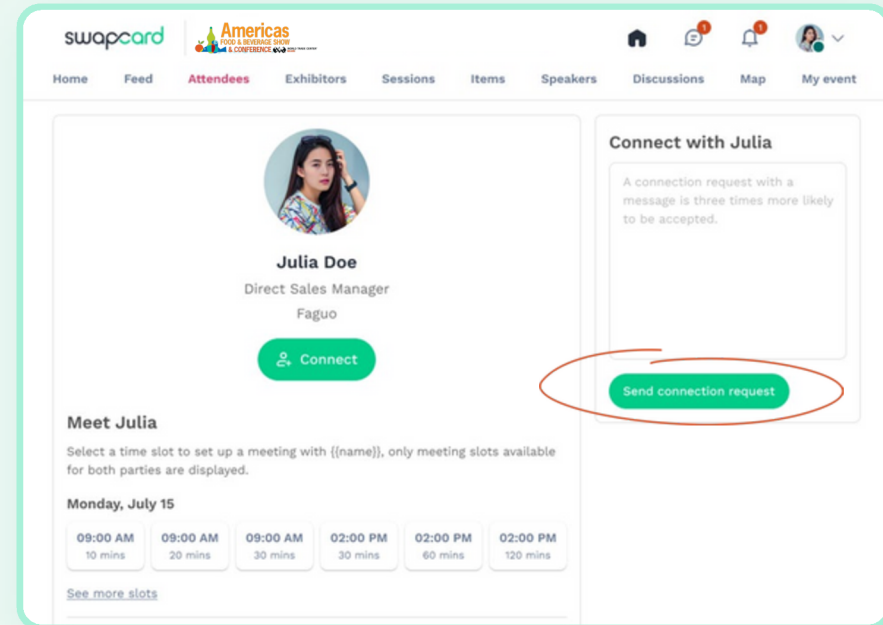
Manage your availability

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.



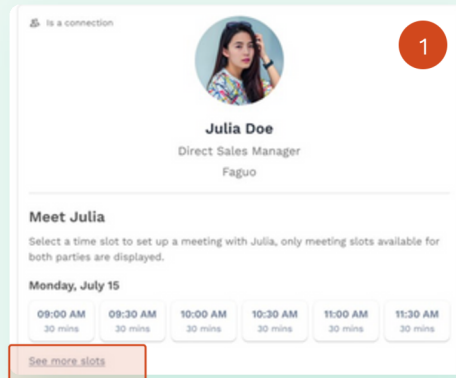
A connection request with a message is three times more likely to be accepted.



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

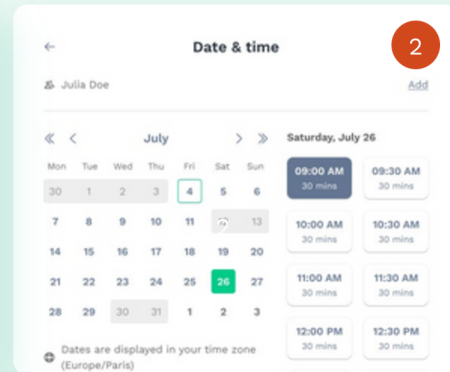
Julia Doe
Direct Sales Manager
Faguo

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

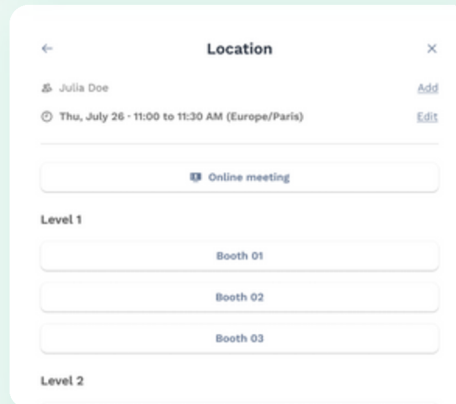
July

30	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3

Saturday, July 26

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
12:00 PM 30 mins	12:30 PM 30 mins

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



Location

Julia Doe

Thu, July 26 · 11:00 to 11:30 AM (Europe/Paris)

Online meeting

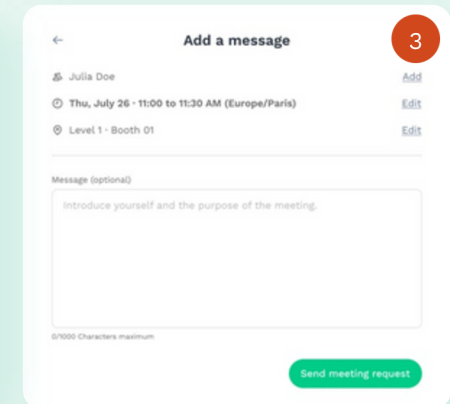
Level 1

Booth 01

Booth 02

Booth 03

Level 2



Add a message

Julia Doe

Thu, July 26 · 11:00 to 11:30 AM (Europe/Paris)

Level 1 · Booth 01

Message (optional)

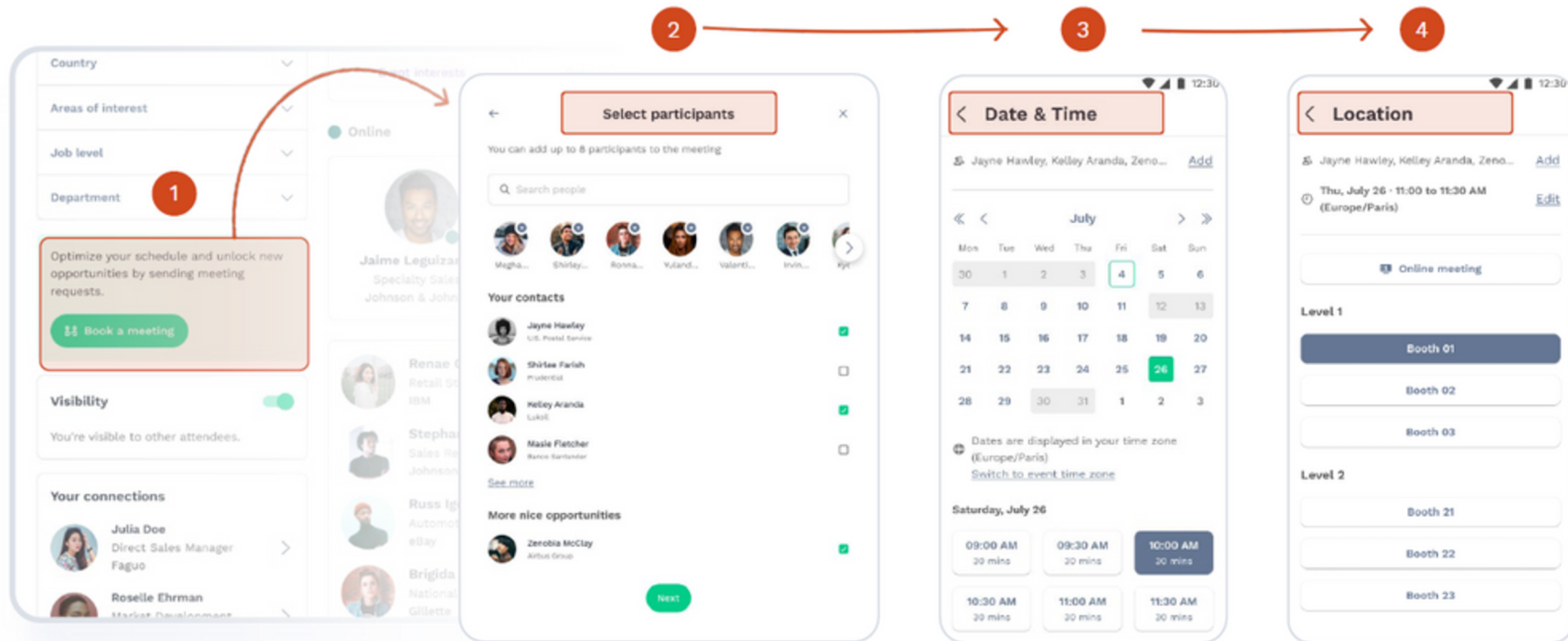
Introduce yourself and the purpose of the meeting.

0/1000 Characters maximum

[Send meeting request](#)



Process to book a meeting



Exhibitor Center Networking Management

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.

1 Manage your meeting slots availability X

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 X

Monday July 15 from 9:00 AM to 9:30 AM

Level 1 - Cafeteria

Access meeting room

Team member(s)

2

Faguo
Platinum
Level 1 - Booth C45

Assign member Accepted

Meeting details Invitation X

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.

3

Hershel Kitcnn
Technical Recruiter
Faguo

Dannie Trapp
Direct Sales Manager
HSBC Holdings

Carolynn Kreitzer
B2B Corporate Sales

Switch member Pending

Accepted Declined Cancel meeting

4

5

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 **5**

Referral program

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
Canceled	Mon, July 15	Level 0	Unclassified	Emmett Ruolo Cisco Systems	Wed, July 3

Manage availability Export meetings

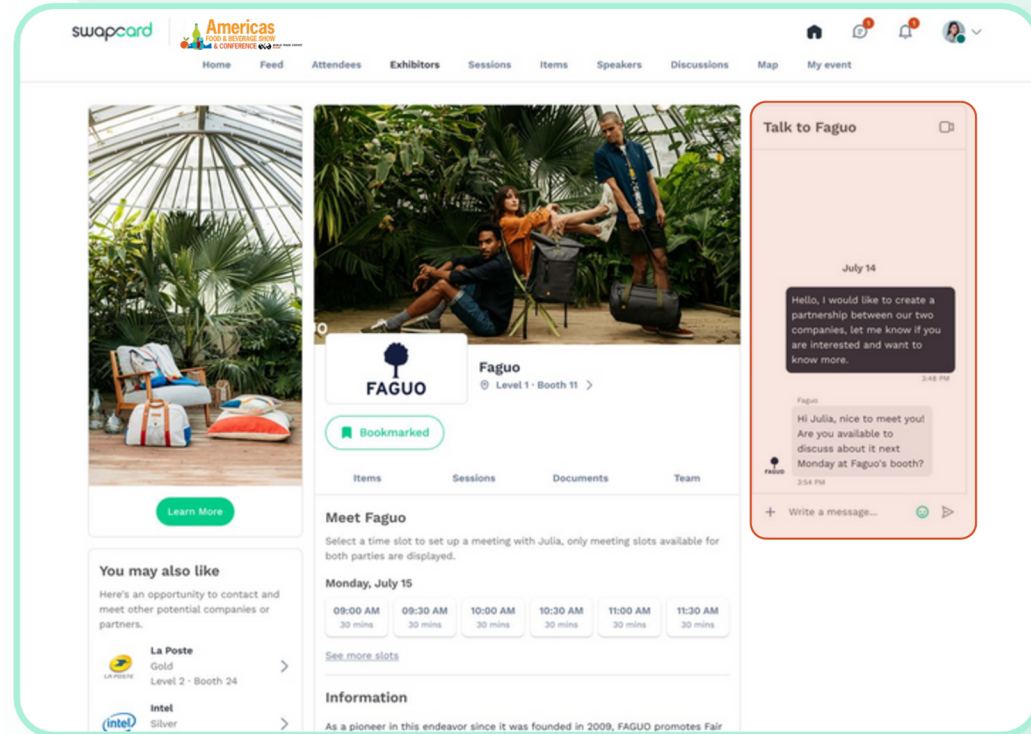
5. Exhibitor Center Networking Management

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.



5. Exhibitor Center Networking Management

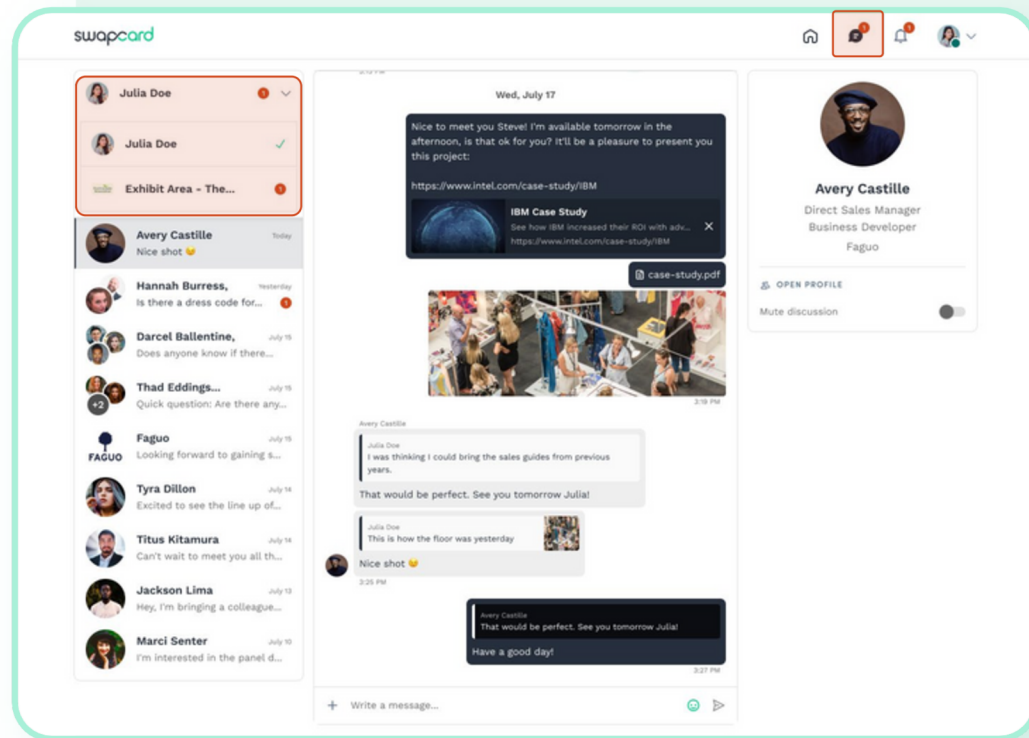
Chat with Exhibitor (Inbox)

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

Switch between your personal inbox and the **exhibitor 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.



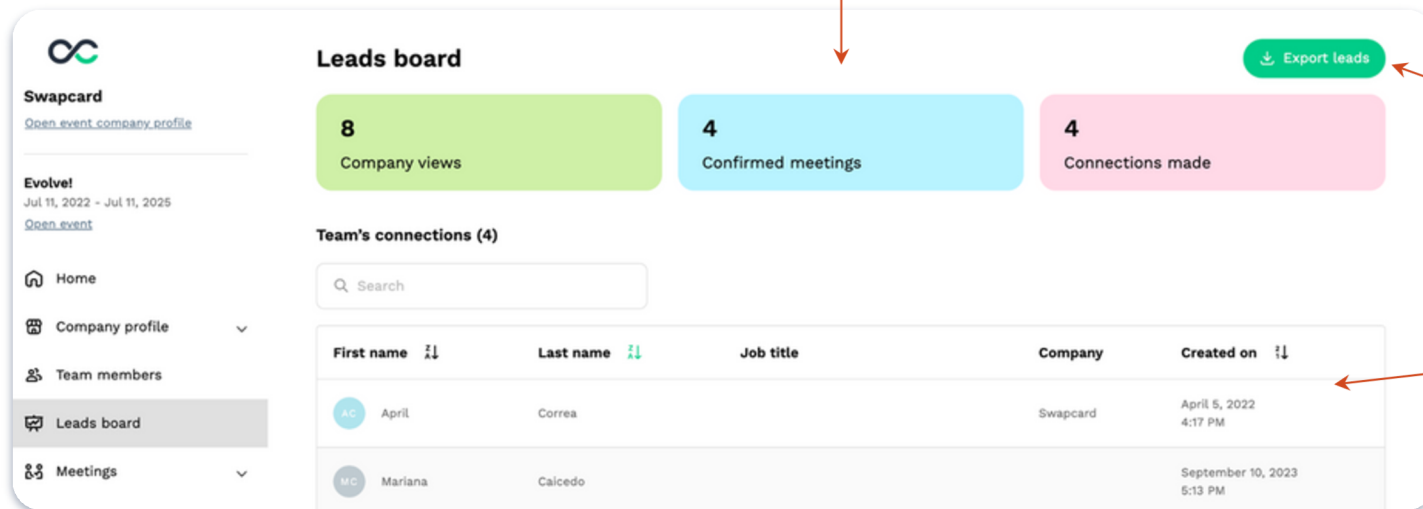
Make the most of data

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)

Search

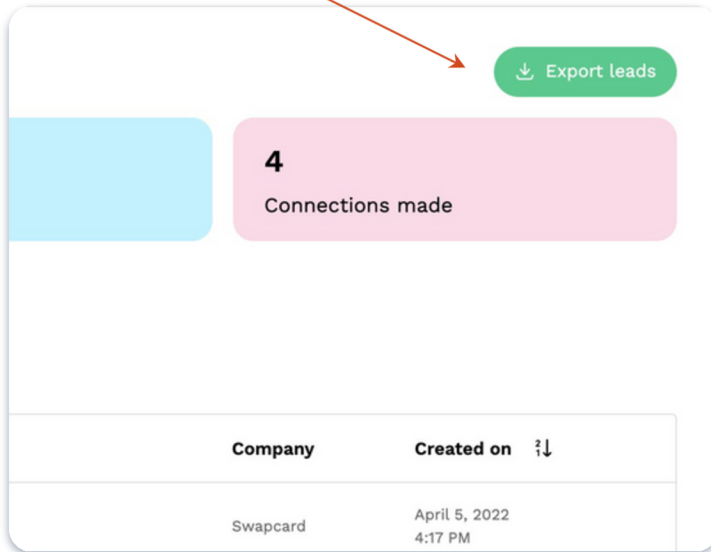
First name	Last name	Job title	Company	Created on
AC	April	Correa	Swapcard	April 5, 2022 4:17 PM
MC	Mariana	Calcedo		September 10, 2023 5:13 PM

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