

SupplySide[®] EAST

PRESENTED BY



WORLD'S BEST ASHWAGANDHA

Exhibitor Guide

Event Platform

Welcome to the Exhibitor Guide

You will be using the tools in your **Event Platform** to configure your booth, manage your team and interact with attendees during the **event!**

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- + Exhibitor Center
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Access the Event Platform

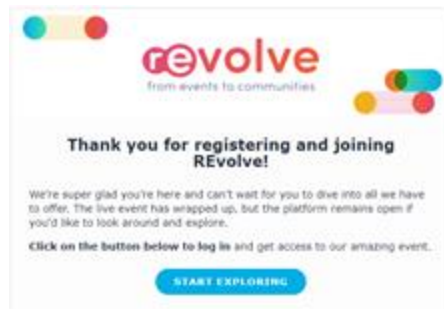
Login

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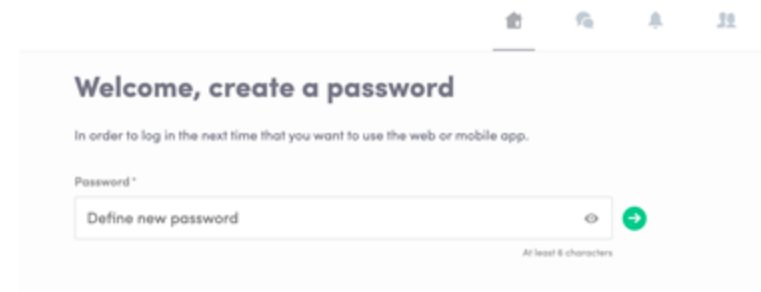
By Informa Markets

How to log in for the first time?

1. You will receive an email similar to **the below examples** with a button redirecting you to a login page. Your account is automatically created by the platform after you have registered. A window will then prompt you to create a password for your account:



- 2.



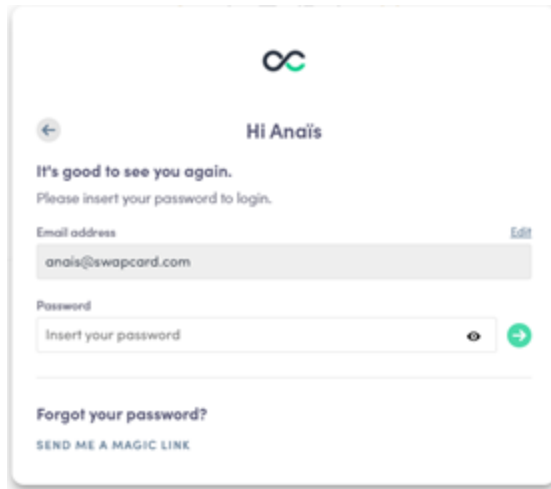
You can also access the event from your phone by downloading the SupplySide East Mobile App (**iOS/Android**).

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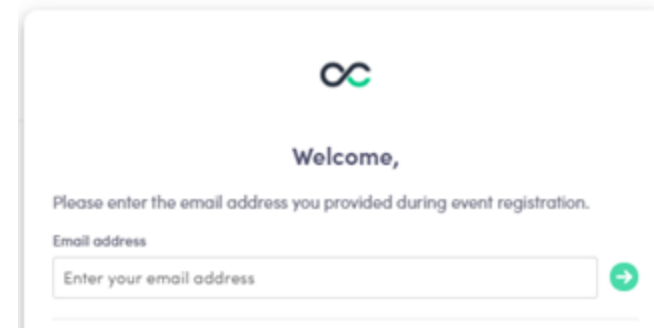
Note: If you don't see this email in your mailbox, please check your spam folder. Most of our emails are sent from **noreply@swapcard.com**.

How to log in when I have an account?

1. Access your account on <https://attendees.supplysideshow.com/event/supplyside-east-2024>.



2. Enter the email you used to register for SupplySide East and your password. Click the green arrow to connect.

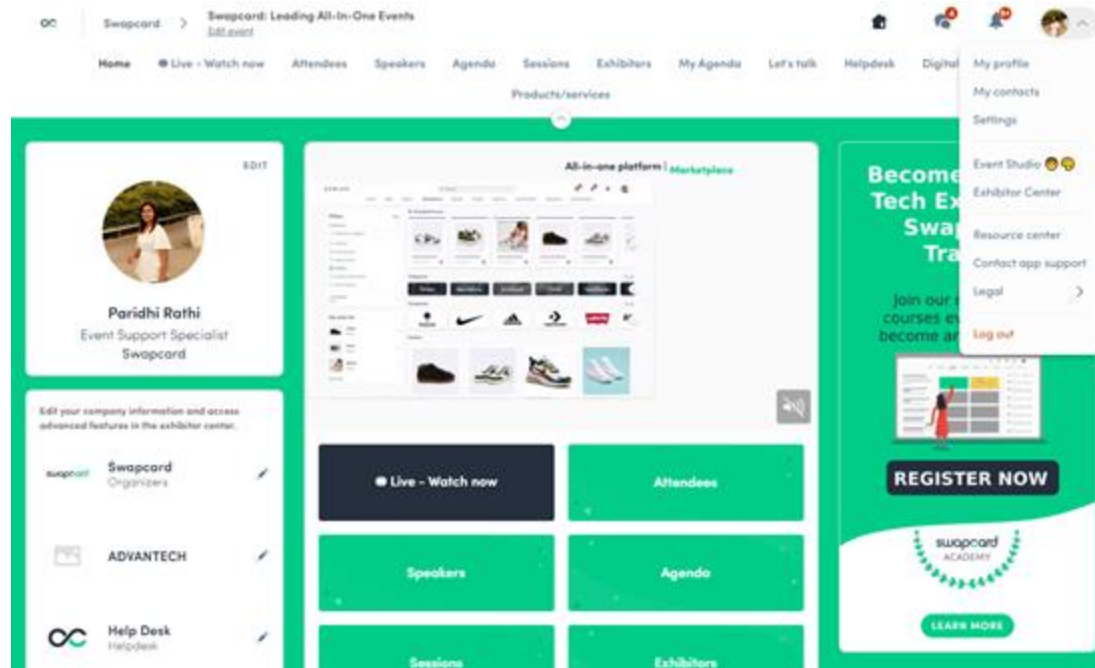


- i Note:** If you have forgotten your password, click **“Send me a magic link”** after entering your email. You’ll receive an email to reset your password (valid for one hour). If you need any help, please contact <https://help-attendees.swapcard.com>.

Exhibitor Center in the Event Platform

Functionalities

Navigation



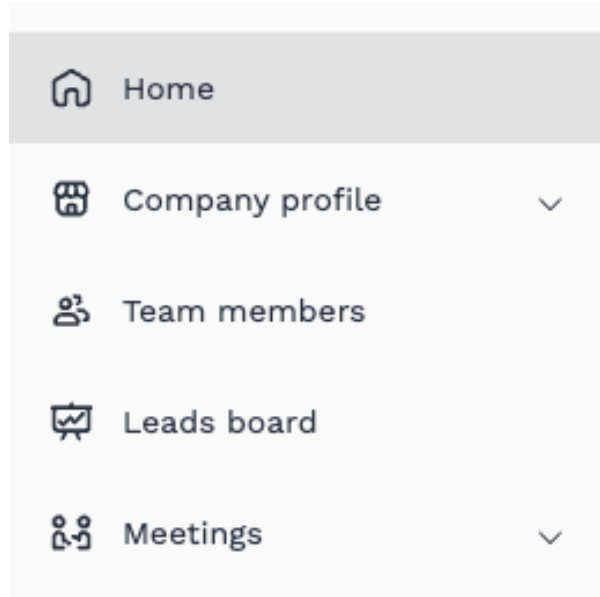
There are four ways to access your Exhibitor Center within the event platform:

1. By clicking the button in your **invitation email**, you will be directed to your **Exhibitor Center**.
 2. Click **"Exhibitor Center"** in the drop-down menu.
 3. Click on your exhibitor booth from the home page.
- + Go to **team.swapcard.com**.

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

Navigation

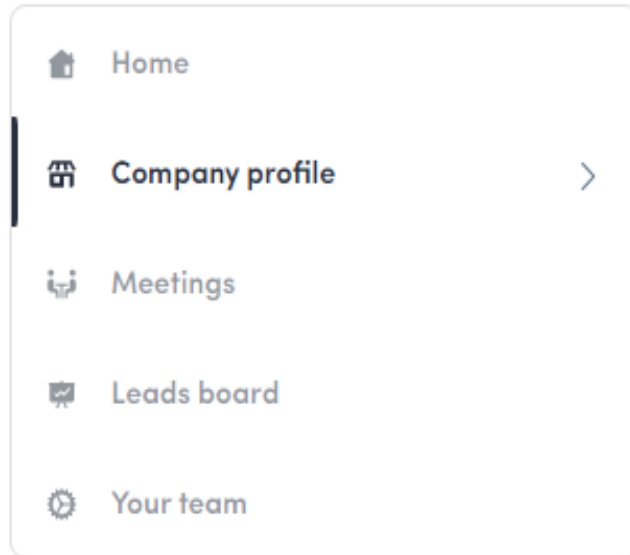


This navigation bar will appear on the left side of your screen. It will help you to navigate between the different sections of the Exhibitor Center.

- + **Home** is the first page that you will see when accessing the **Exhibitor Center**.
- + A **red pin** indicates that you have a pending notification. Click to see what's going on!

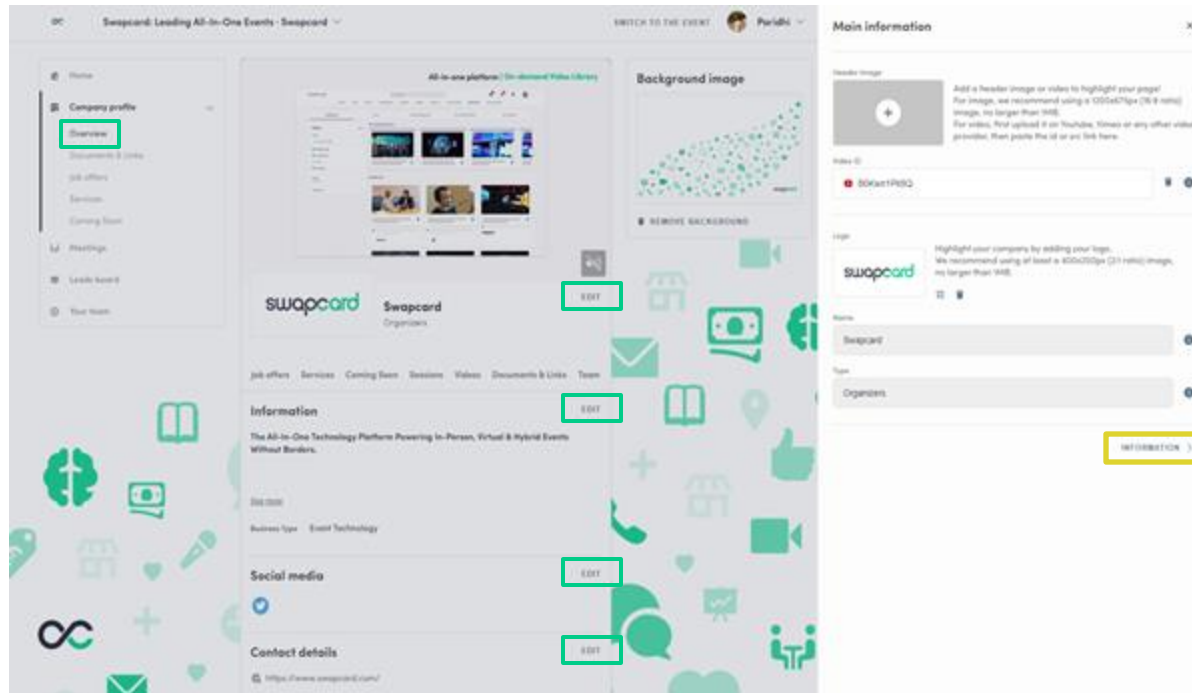
i Note: You can access the Exhibitor Center even if the event isn't live.

Company profile



- + **Background image:** 2560x1600 px, up to 1MB
- + **Social media links:** LinkedIn, Twitter, Facebook...

Company profile – overview



To be contacted by as many qualified attendees as possible, we advise to fill in all the **editable information** from your **Exhibitor Center**. If a field cannot be edited, please contact the organizer.

Company profile – documents & links

The screenshot shows a user interface for a company profile. On the left is a navigation menu with options: Home, Company profile (highlighted), Meetings, Team's contacts, Leads board, and Your team. The main content area is titled 'Company presentation' and includes a green 'ADD DOCUMENTS' button. To the right, a separate box titled 'Add your documents' provides instructions: 'Attach documents to your company profile (product catalogues, press releases, etc.)' and features another green 'ADD DOCUMENTS' button.

Attach documents to your company profile (product catalogs, 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 a short description.

The 'Add a document' form includes the following fields and instructions:

- Document ***: A text input field with the placeholder 'Upload your document or insert the URL' and a file upload icon.
- Title ***: A text input field with the placeholder 'Title of the document (max. 80 characters)'.
- Overview**: A text input field with the placeholder 'Describe in a few words the document (max. 160 characters)'.
- CREATE DOCUMENT**: A button at the bottom right of the form.

Manage your meetings

Meetings

All members

Invitation (5) Confirmed (18) Pending (41) Canceled (07) Declined (2)

Sunday, January 1, 2023

Meeting request • Invitation

01/31/2020 • 5:28 PM

01/01/2023 • 9:00 AM to 9:30 AM

Primary Hall • Exhibitor room

REPLY

Charles Benzri
Product Owner
Swapcard

Sophia Fields
Director Business Development
Alliana

Meeting request • Invitation

01/21/2020 • 7:08 PM

01/01/2023 • 2:40 PM to 3:00 PM

L01 - 502

REPLY

Charles Benzri
Product Owner
Swapcard

Joe Williamson
Human Resources Coordinator
Costco

Meeting request

01/31/2020 • 9:54 AM

01/01/2023 • 7:30 AM to 8:00 AM

Ella's hall • table 1

Requester

Abby Gonzalez
Inside Salesperson
Verizon

Host

Charles Benzri
Product Owner
Swapcard

ACCEPT DECLINE

Manage your meeting slots availability

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

Monday, October 2 2023

- 9:00 AM to 9:30 AM
- 9:30 AM to 10:00 AM
- 10:00 AM to 10:30 AM
- 10:30 AM to 11:00 AM
- 11:00 AM to 11:30 AM
- 11:30 AM to 12:00 PM
- 12:00 PM to 12:30 PM
- 12:30 PM to 1:00 PM

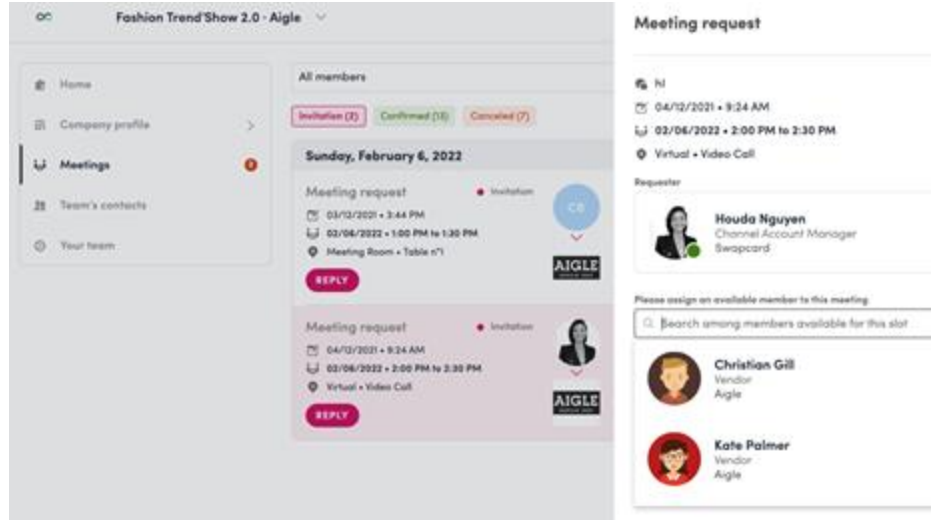
Export meetings

Get all meetings from your team in an Excel file.

EXPORT MEETINGS

- + **Display the meetings** of your team (all members or a specific team member).
- + **Filter meetings by status:** Pending, Confirmed, Canceled or Declined.
- + **Assign a meeting:** reply to the meeting request and select a team member to assign.
- + **Accept or decline** meeting requests or cancel an existing meeting.
- + **Export** the full list of meetings.
- + **Manage availability** (for the day or a specific slot).

How to assign a teammate to a meeting



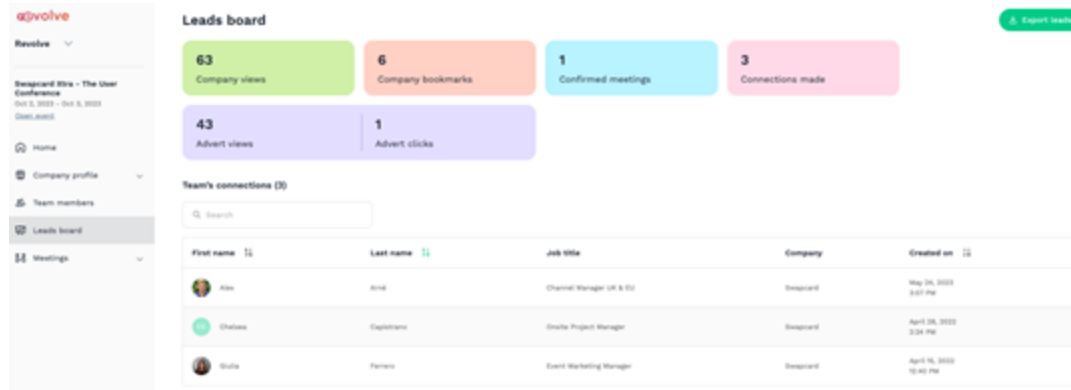
In your Exhibitor Center, you can manage your team members' meetings.

- + Go to the **"Meetings"** tab and see all your team meetings during the event.
- + To assign/change a team member for a meeting, click on the meeting and choose the team member you wish to assign.
- + A confirmed meeting has to be assigned to a member of the team for them to get reminders.



Note: Once the meeting has been initiated by a team member, you are unable to assign someone else.

How to export leads report?



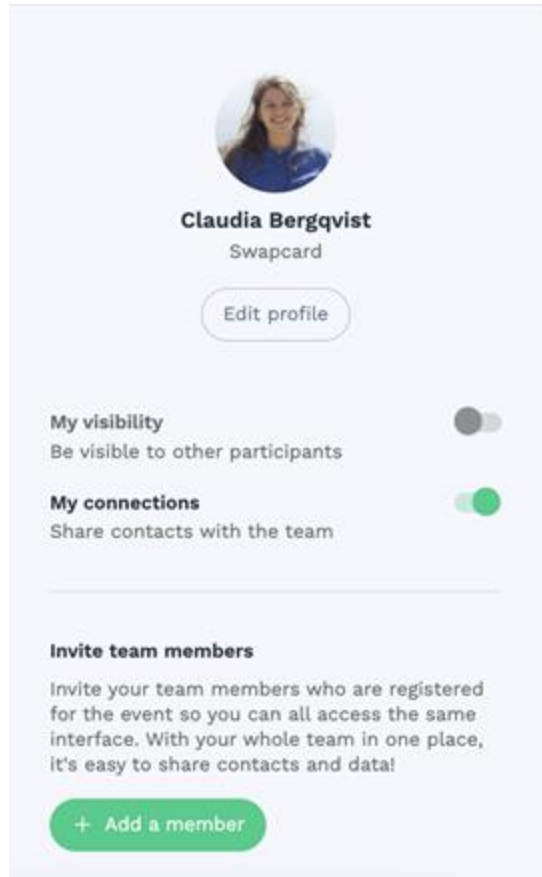
1. By going to the "Leads board" tab, you can view the main analytics of your company, see your team's contact and export leads report.
2. Only the contacts (from connections, meetings and people who can chat in the exhibitor booth) of your collaborators who have enabled the contact sharing option will be displayed, in addition to yours. You can check if all your collaborators have activated it from the "Your team" tab.
3. From the app or web app, you can also export your contacts (and only yours) as an Excel file by going to your contacts and clicking on "Export all."



Let's talk GDPR...

All users of the platform have agreed to share their data with the event organizer. When you connect with a user, they tacitly agree to share their information with you. You therefore retrieve this information in accordance with GDPR.

How to share your contacts with your team?



Each team member can choose to share their contacts with the team.

- + Go to the **"Your team"** tab and see all your teammates on the booth.
- + To share contacts, click the pen to the right of your name. You will then see a toggle list appear where you'll be able to choose whether to share your contacts with the team.

Content features

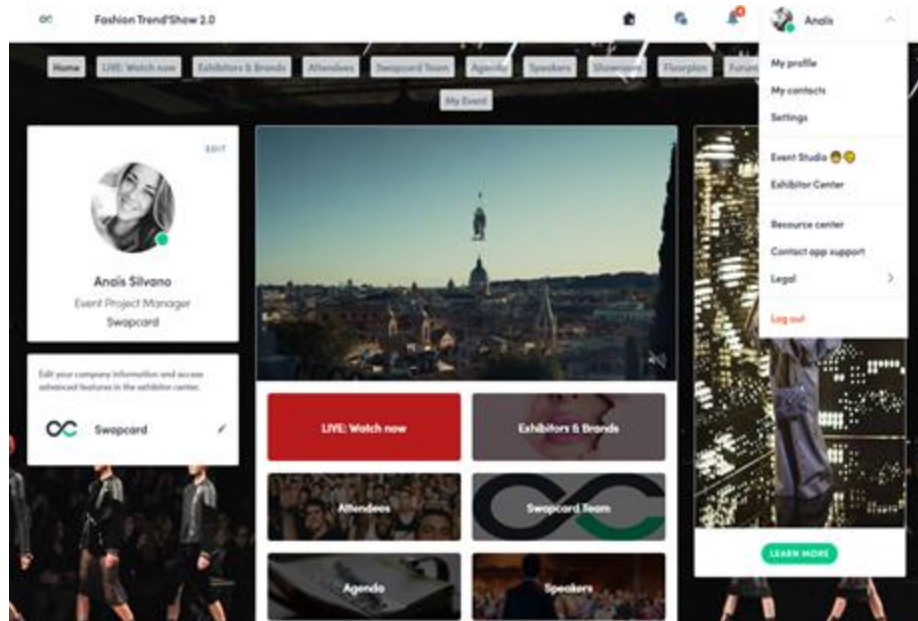
Increase your visibility

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By Informa Markets

How to edit my personal profile? (1/2)

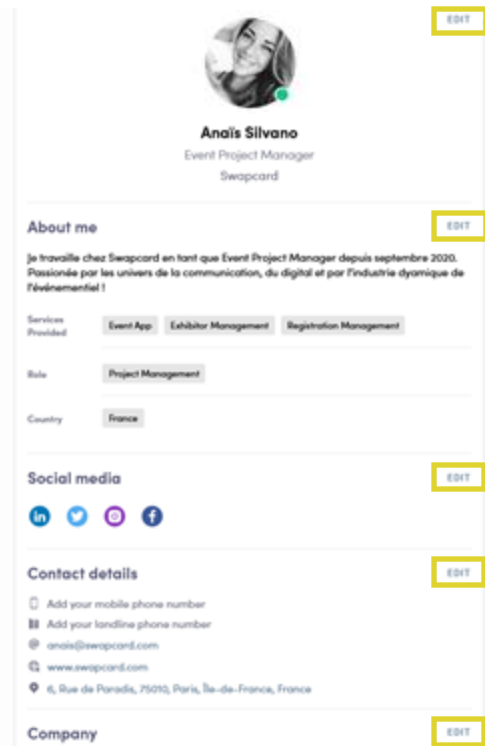


There are two ways for you to access your profile:

1. On the upper-right corner of your screen, click on **"My profile."**
2. On the left side of your screen next to your photo, click on **"Edit."**

You'll then be redirected to your **profile details**.

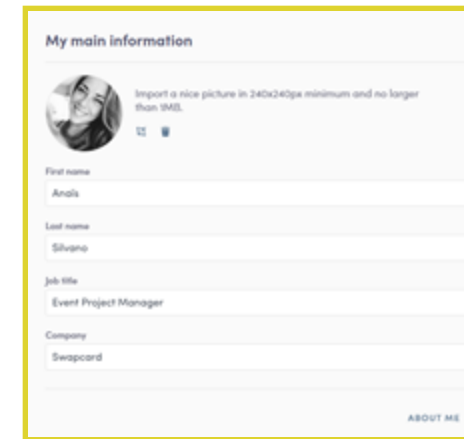
How to edit my personal profile? (2/2)



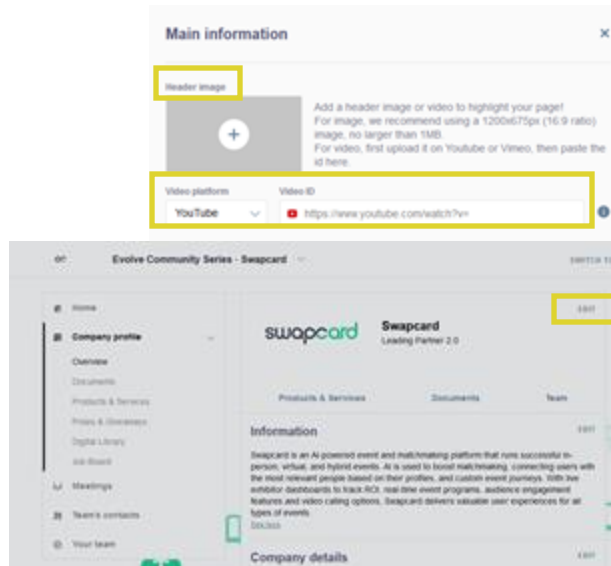
To edit the information on your profile, simply click on **“Edit”** or **“Add”** depending on which type of information you want to edit.

Below is some of the information you can edit on your profile:

- + My main information
- + About me (Biography)
- + Social media
- + Contact details
- + Company



Company profile – How to add a video?



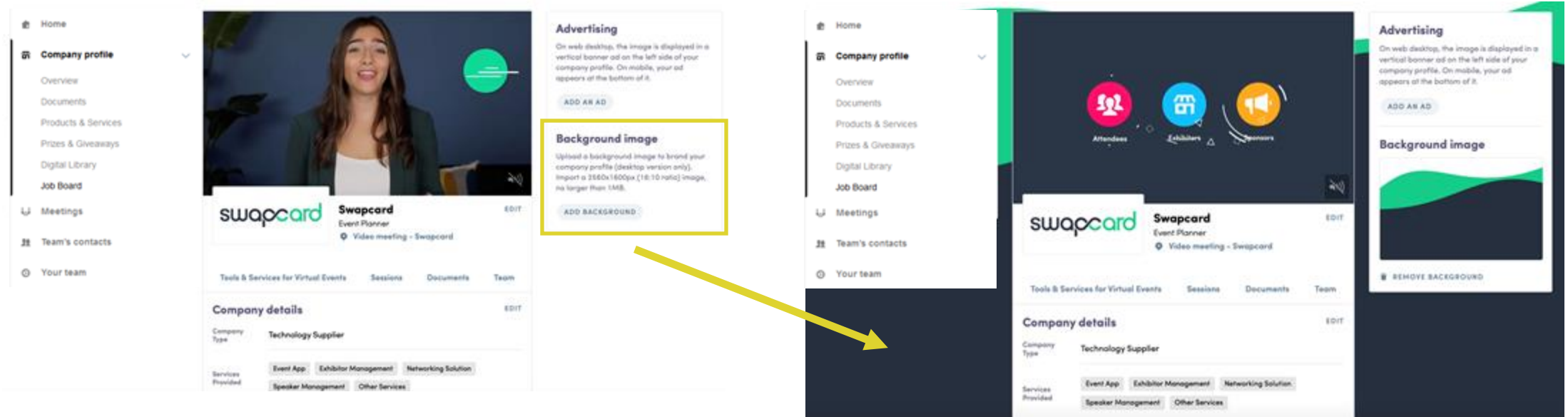
As an exhibitor, you are able to upload either an image or a video (live or pre-recorded) onto your company homepage.

1. To upload a file, go to your **Exhibitor Center** and click on "Company profile." In the first part, click "Edit."
2. You will then be able to add your file or a live or pre-recorded video hosted on YouTube or Vimeo, or add an iFrame.

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Note: A YouTube video ID is the characters after "/watch?v=_ " in the website link, e.g., in "https://www.youtube.com/watch?v=_mKoi9VNngx4" the ID of the video is **"mKoi9VNngx4"**

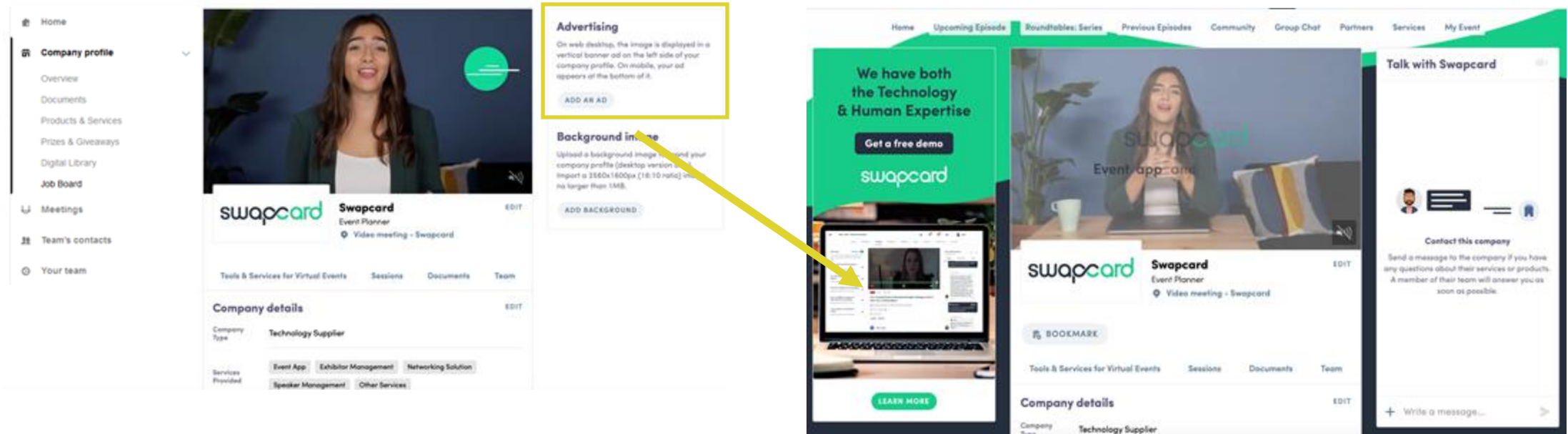
Company profile – How to include a background?



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

1. To upload a file, go to your **Exhibitor Center** and click on **"Company profile."**
2. You will then be able to add your image.

Company profile – How to add an ad?



As an exhibitor, you can also include an ad on your company homepage and choose your redirection for it.

1. To upload a file, go to your **Exhibitor Center** and click on **"Company profile."**
2. You will then be able to add your file.

Networking features

Main functionalities

How to network?



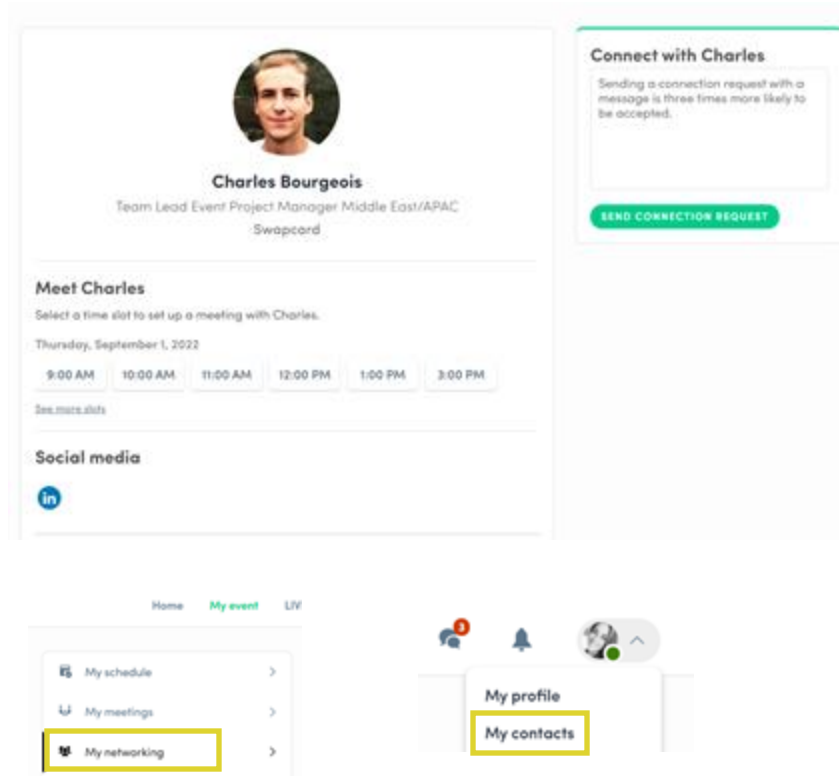
1. On the homepage of the event, you can access the **Attendees** button. This will help you find attendees to network with.

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

2. If you see time slots appearing on attendees' profiles, it means that the organizer has allowed meetings to be scheduled during the event.

Request meetings with the attendees of your choice before all their slots are booked. You can also manage your availabilities from the **"My event"** section of the application.

How to make a connection request?



- + Go to someone's profile via the list of attendees, speakers or a company profile and click on:

SEND CONNECTION REQUEST

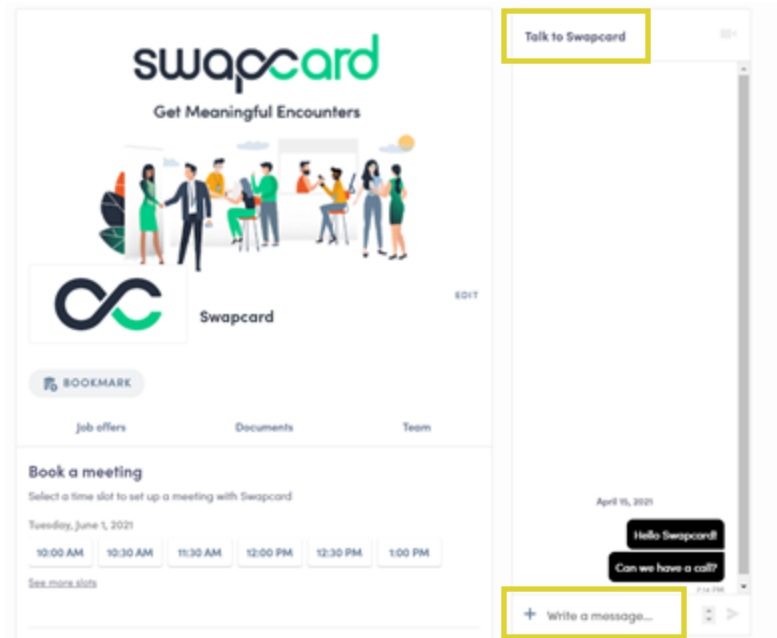
- + We encourage you to write a message before sending your connection request to introduce yourself and explain the reason for your request.
- + You will be able to find all the people you have been in contact with from the **"My contacts"** tab under your profile picture, or in the **"My event"** button in "My networking" tab.

How to request a meeting?

1. Go to a person's profile — by going to the list of attendees, speakers or an exhibitor's profile.
2. Click on one of the suggested meeting slots. If you want to see other slots, click **"See more slots."**
3. After selecting a slot and the **meeting location**, write a message to the person you want to meet. Once done, click **this button**.

The screenshot shows a profile for Charles Bourgeois, Team Lead Event Project Manager Middle East/APAC. Below the profile is a 'Meet Charles' section with a 'Select a time slot to set up a meeting with Charles.' prompt. The date is Thursday, September 1, 2022. Time slots are listed: 9:00 AM, 10:00 AM, 11:00 AM, 12:00 PM, 1:00 PM, and 3:00 PM. A 'See more slots' button is highlighted with a yellow box. Below this are three smaller screenshots: 'Add a message' with a 'SEND MEETING REQUEST' button, 'Location' set to 'ONLINE' with 'General meetings' selected, and 'Date & time' showing the selected slot of Thursday, September 1, 2022, from 1:00 PM to 2:00 PM.

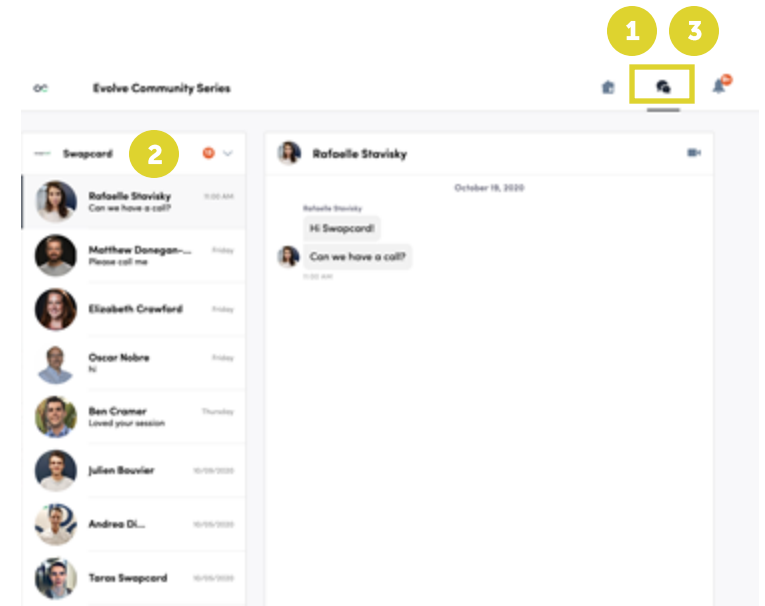
What happens if I receive a message as an exhibitor? (1/2)



- + Once you are added to an exhibitor profile as a team member, you have access to a shared inbox with all your organization's team members.
- + Messages in the inbox are generated when an attendee visits your booth and types a message into the **"Talk to..."** window.
- + For the attendee, the message appears within the profile 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.

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

1. To view your exhibitor inbox, click the **chat bubble** icon along the top menu.
2. Switch between your personal inbox and the exhibitor inbox by clicking on the dropdown box.
3. All exhibitors will see a **red notification circle** over the **chat bubble** icon after each new message.



i **Note:** Once any exhibitor team member reads the message, the red notification circle disappears for the entire team.

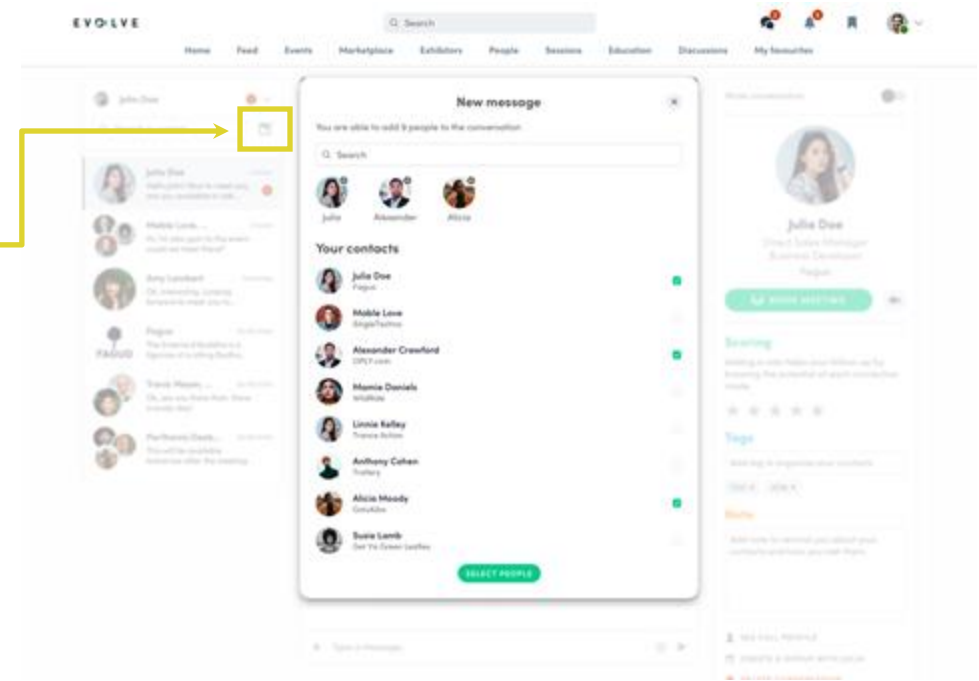
How to create group chats?

The group chat feature gives users the ability to engage in a discussion with up to **10 people**. It also allows them to **send messages, files, reactions** and even have **group video calls!**

To create a group chat, click on the **message icon** to the right of "search a contact" then add the list of **people from your contacts list** you want to include in your group.

By default, the person creating the group chat is the admin. This will give them the rights to:

- + Add and remove members
- + Rename the conversation
- + Assign or demote other admins
- + End the conversation



Thank you for taking the time to read this Exhibitor Guide.

If needed, you can fill out this quick form
and our **support team** will get in touch:

<https://help-attendees.swapcard.com>