HOUSING FINANCE

CONFERENCE & EXHIBITION

ACC LIVERPOOL | 15-16 MARCH 2023

NATIONAL HOUSING FEDERATION

Exhibitor Guide

Foremarke EXHIBITIONS

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

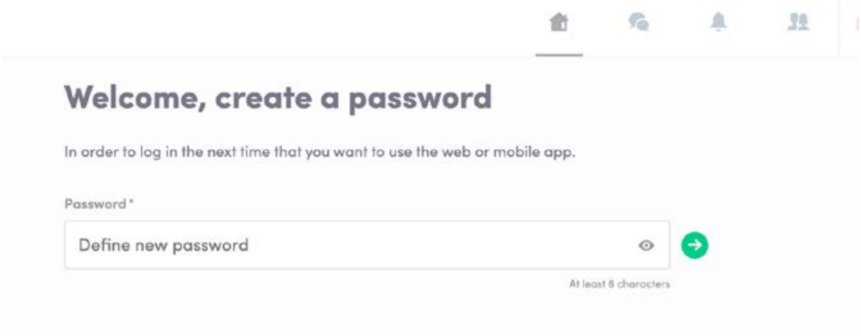
ACCESS THE EVENT PLATFORM

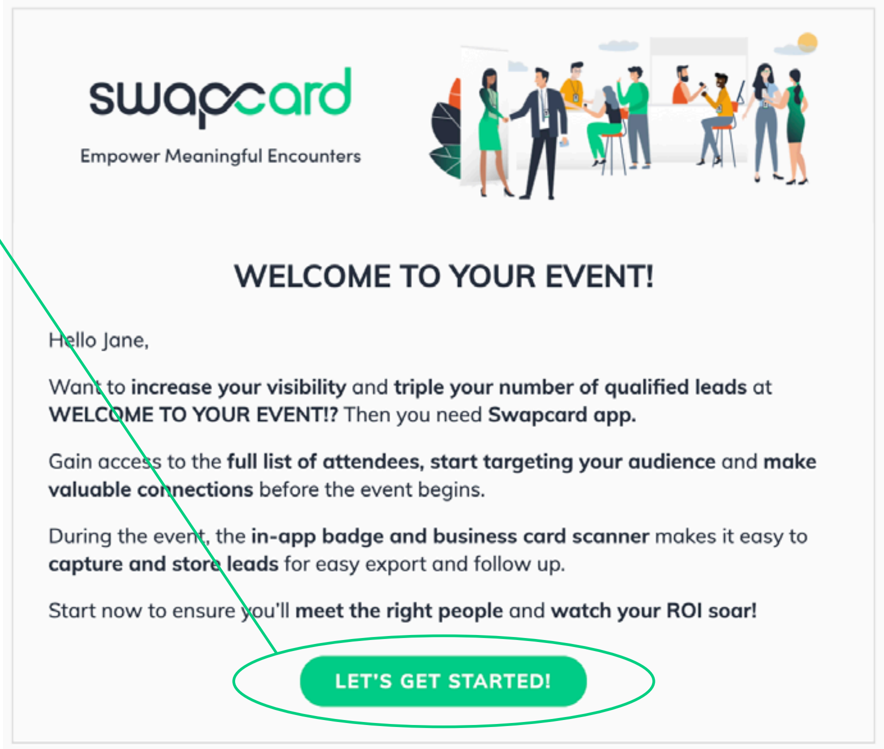
LOGIN

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.




swapcard

Empower Meaningful Encounters

WELCOME TO YOUR EVENT!

Hello Jane,

Want to **increase your visibility** and **triple your number of qualified leads** at **WELCOME TO YOUR EVENT!?** Then you need **Swapcard app.**

Gain access to the **full list of attendees, start targeting your audience** and **make valuable connections** before the event begins.

During the event, the **in-app badge and business card scanner** makes it easy to **capture and store leads** for easy export and follow up.

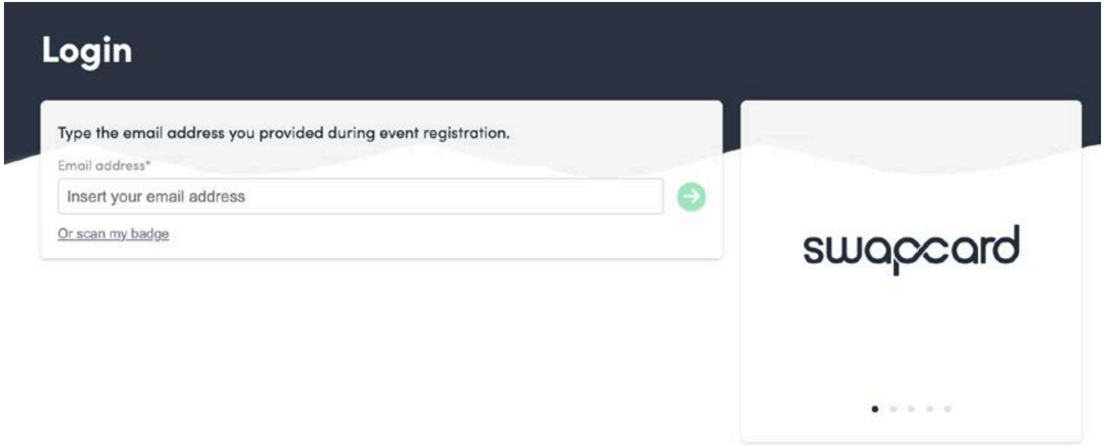
Start now to ensure you'll **meet the right people** and **watch your ROI soar!**

LET'S GET STARTED!

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

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.

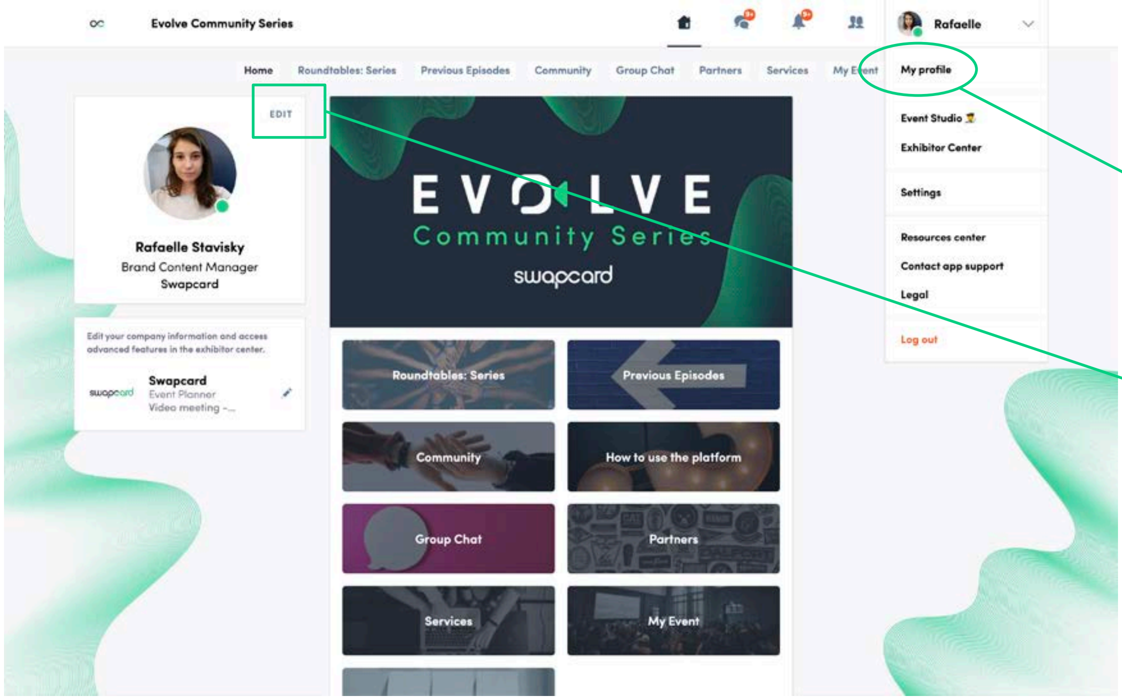


Note : If you have forgotten your password after entering your email, click on **Send me a magic link**. You'll receive in your mailbox an email to reset your password.
If you need any help, please contact rita.rua@foremarke.uk.com

AVAILABLE FEATURES

CONTENT FEATURES

How to edit my profile ? (1/2)

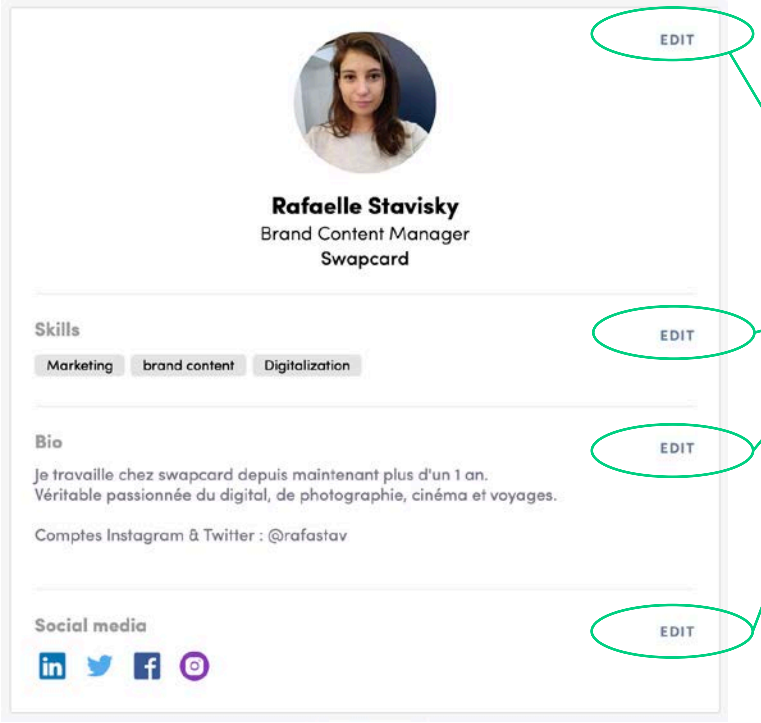


There are two ways for you to access your profile :

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

You'll be redirected to your profile details.

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.

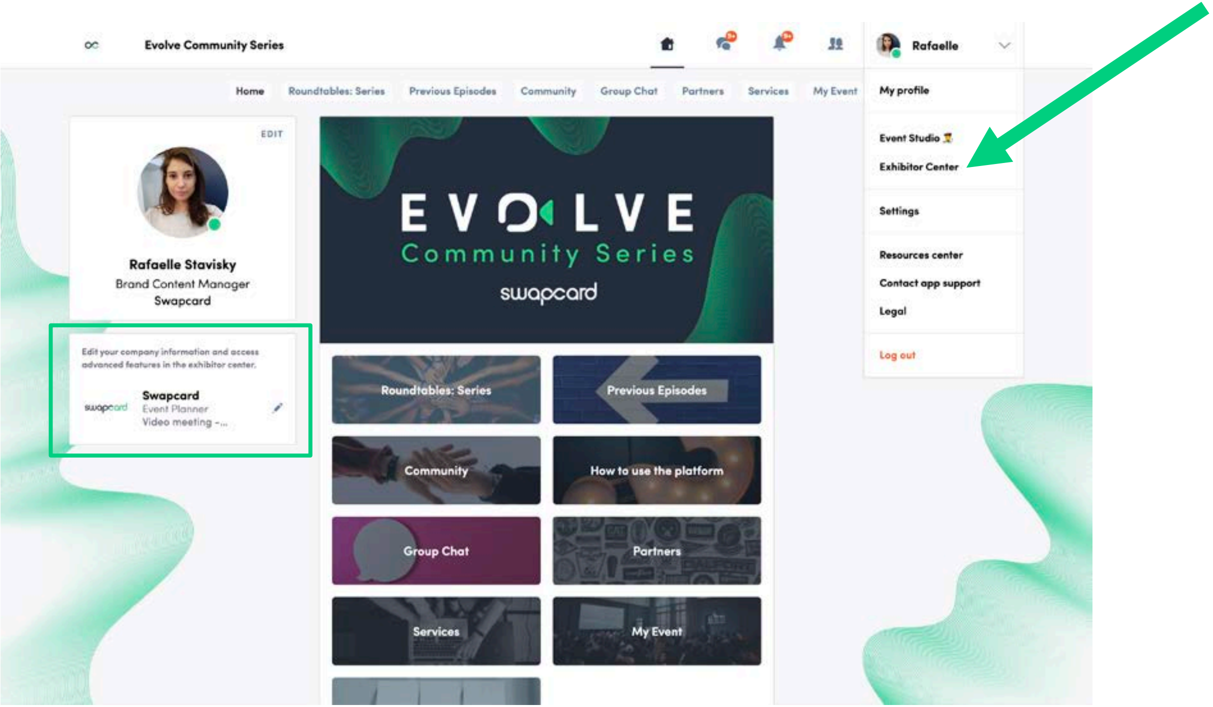
Here are the information you can edit on your profile :

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

ACCESS EXHIBITOR CENTER

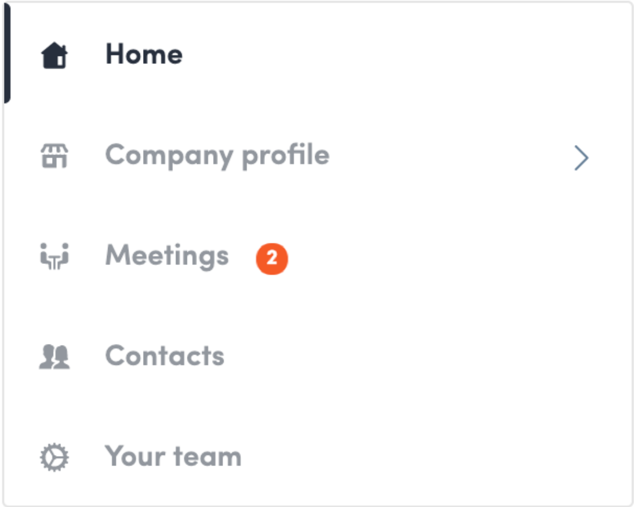
Navigation

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



Navigation

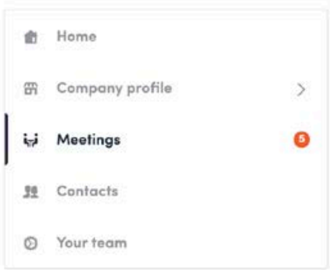
This is the **menu bar** that appears on the left side of your screen. It will be useful for you to navigate between the different sections of the Exhibitor Center.

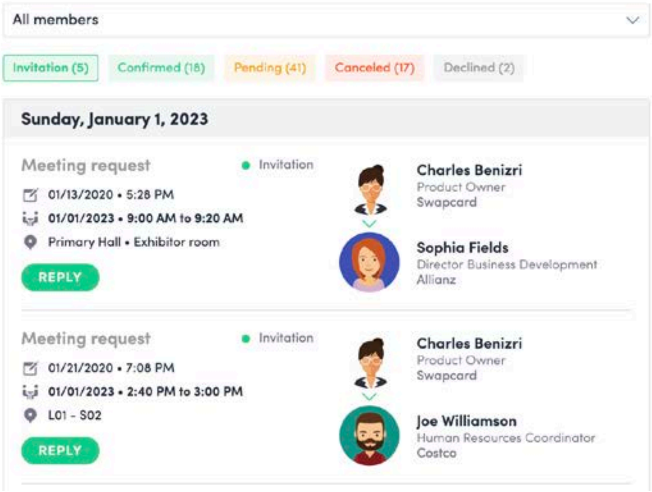


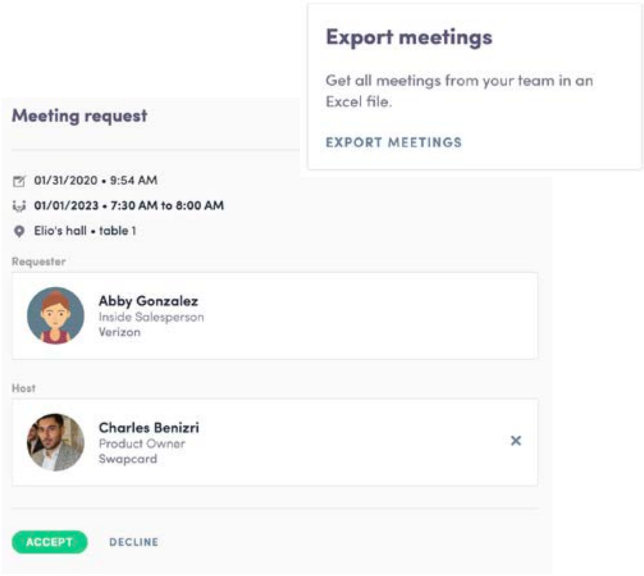
Home is the first page that you will see when accessing the Exhibitor Center.

A red pin indicates that you have a **pending notification**, so hurry up and see what's going on!

Manage your meetings



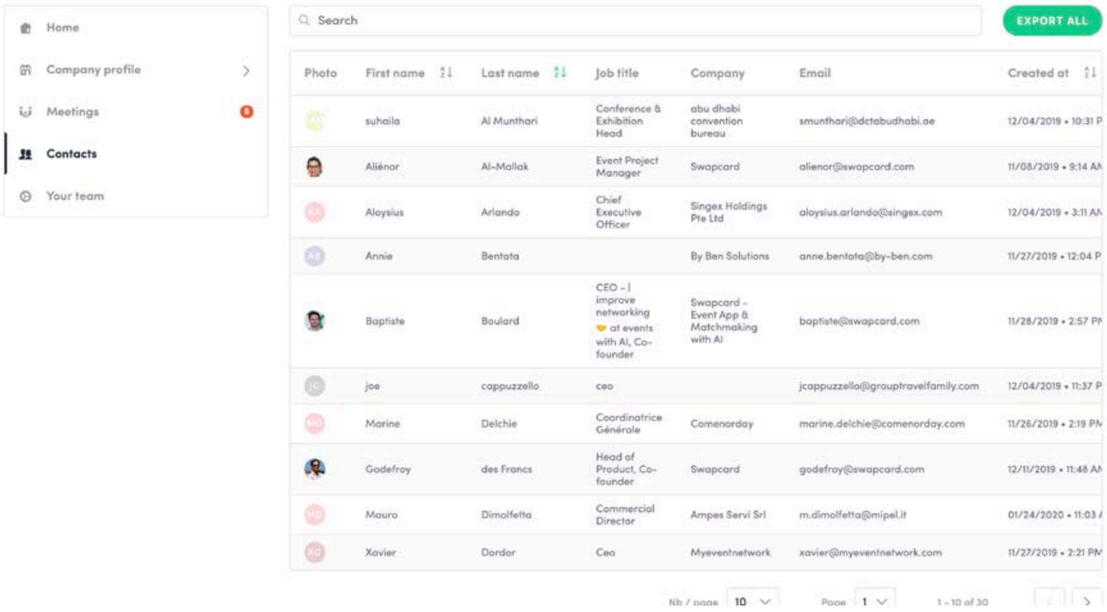




In this section you can:

- **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



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.

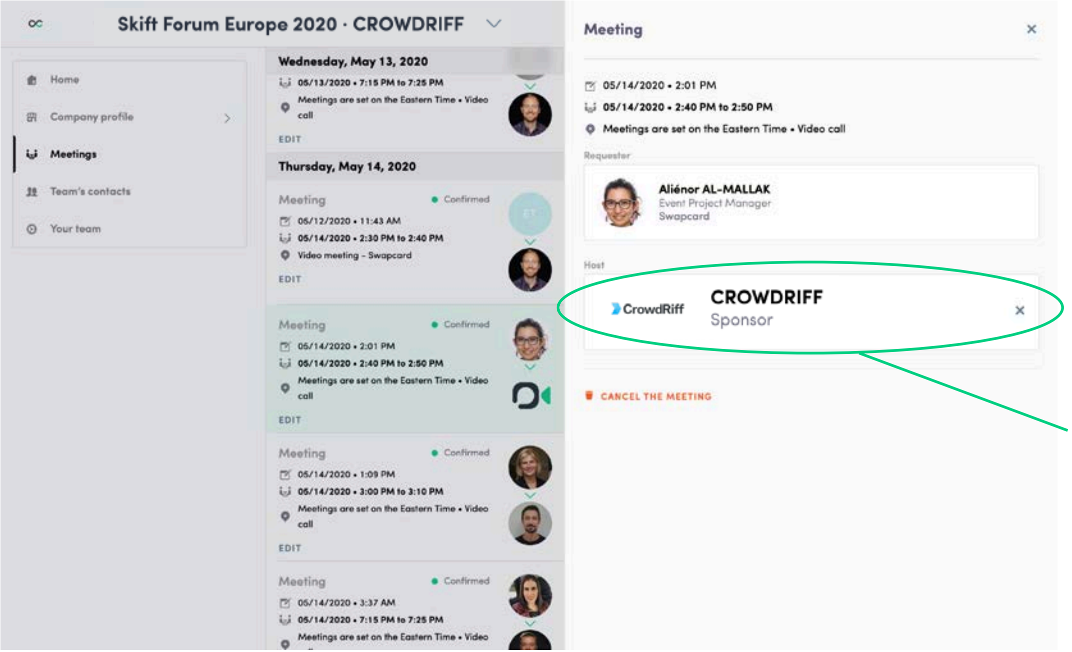
Check that **all your collaborators have activated it.**

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".

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, 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 ?

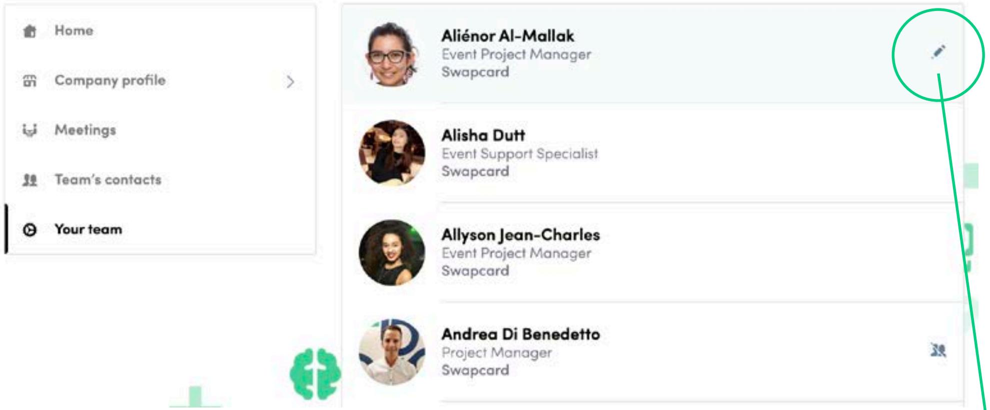


In your exhibitor center, you can manage your teammates meetings.

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.

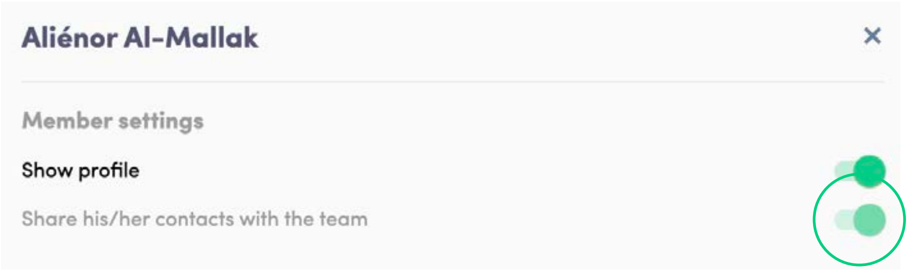
How to share contacts with your team?



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.

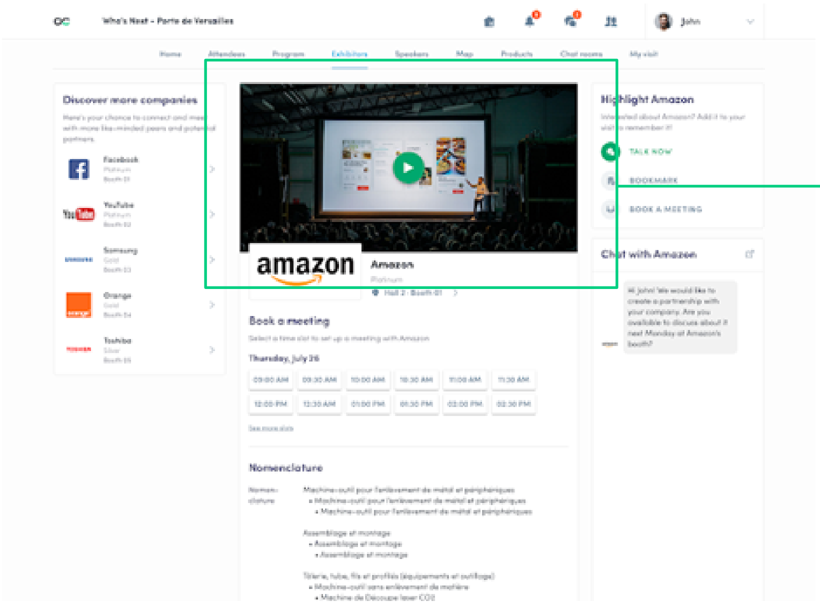
Go to the « **Your team** » tab and see all your teammates on the booth.

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.

How to add a video in my company profile ?



As an exhibitor, you are able to upload an image 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.

- For image, we recommend using a 1200x675px (16:9 ratio) image, no larger than 1MB.

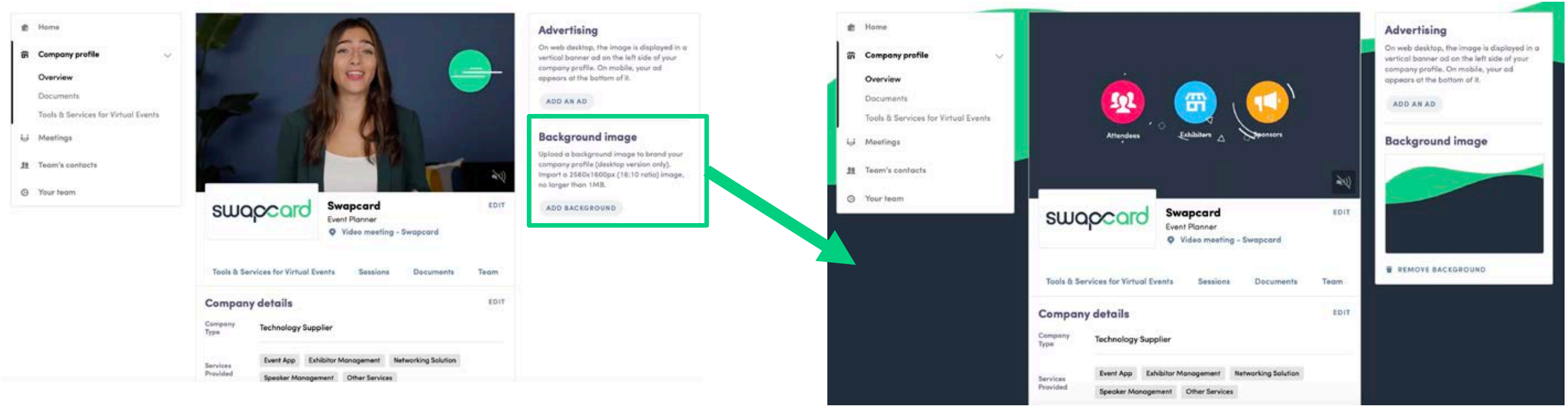
- For video, it can be live or pre-recorded and hosted on Youtube, Vimeo or any other provider, choose the provider and paste the id or SRC link.

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 ».

If you don't have a video and would like to have an image of a stand with your logo on the page, please contact rita.rua@foremarke.uk.com

How to add a background in my company profile ?

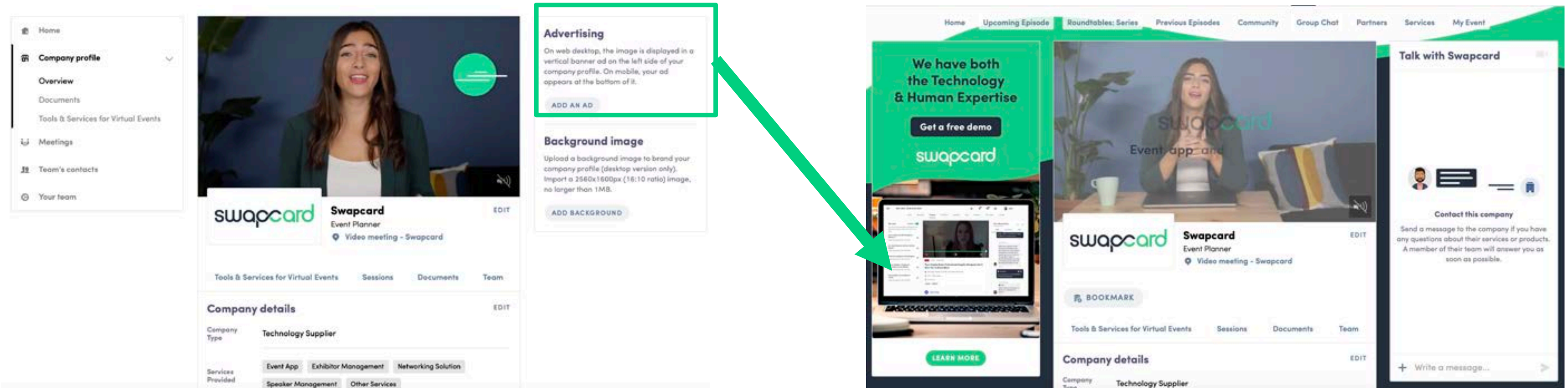


As an exhibitor, you can upload a background image onto your company homepage.

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

- Import a 2560x1600px (16:10 ratio) image, no larger than 1MB.

How to add an ad in my company profile ?



As an exhibitor, you can also add an ad to your company homepage and choose your redirection for it. To upload a file, go to your exhibitor center and click on « Company Profile ». You will then be able to add your file.

- Import a 1080x1920px (9:16 ratio) image, no larger than 1MB

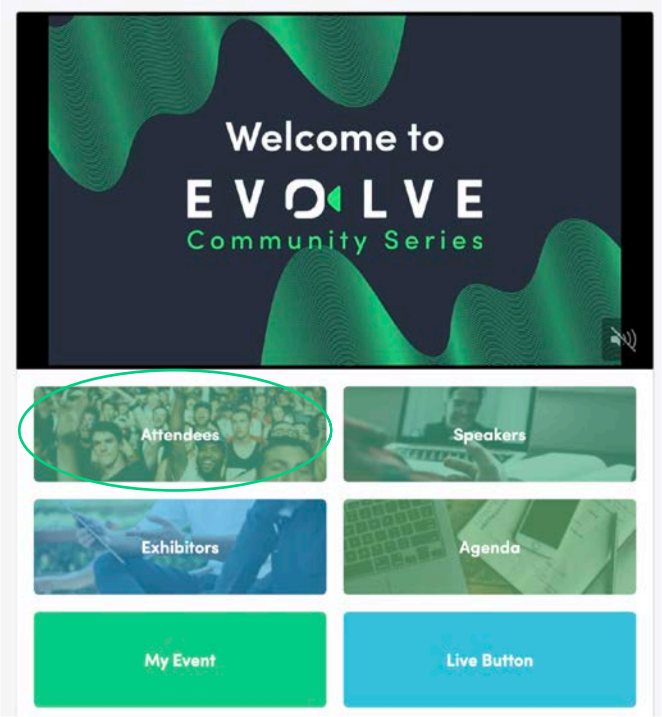
AVAILABLE FEATURES

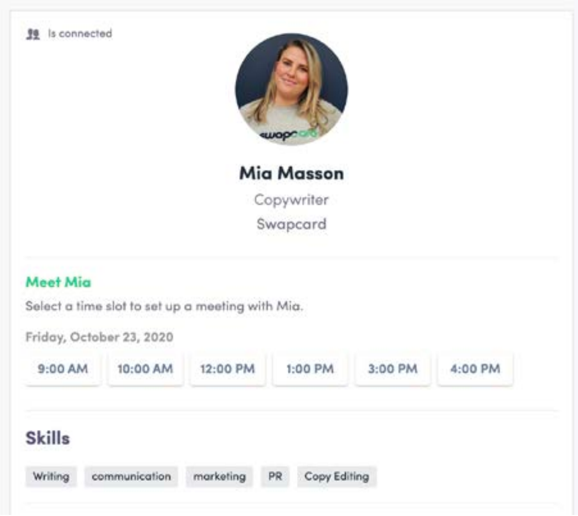
NETWORKING FEATURES

How to network ?

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

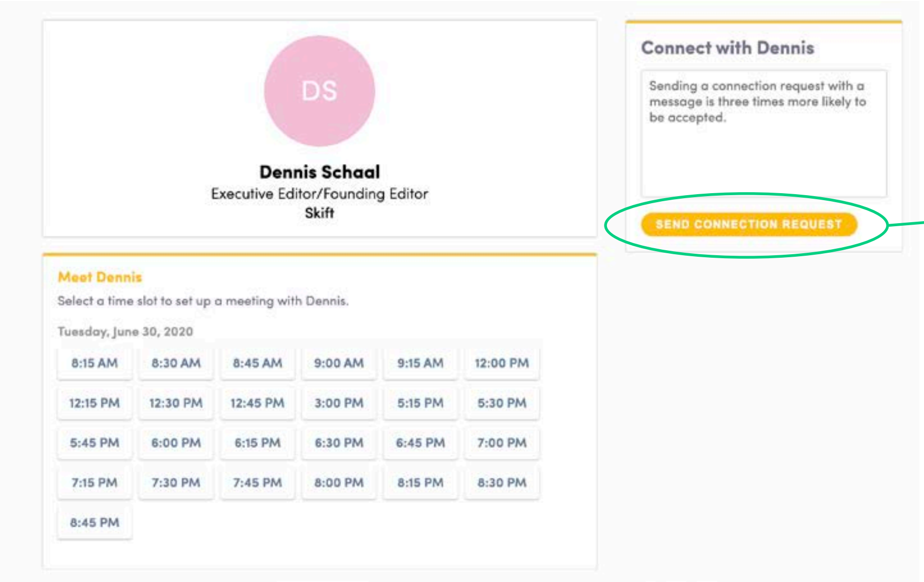
Thanks to this, you can identify people of interest. Do not hesitate to contact them through the application to network and schedule '**face-to-face**' meetings with video calls.





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.

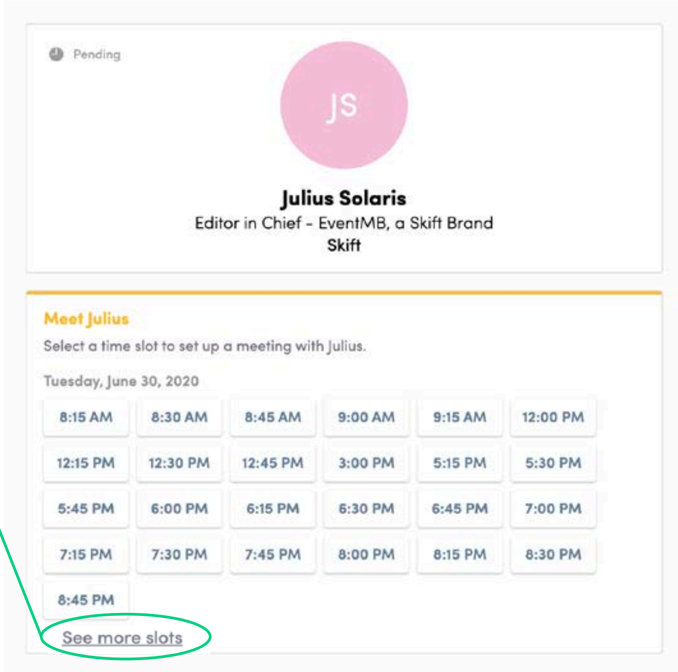
You will be able to find all the people you have been in contact with in the "My Visit" button, in My Contacts tab.

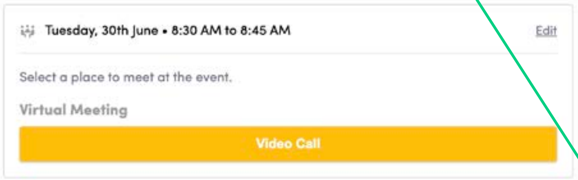
How to request a meeting ?

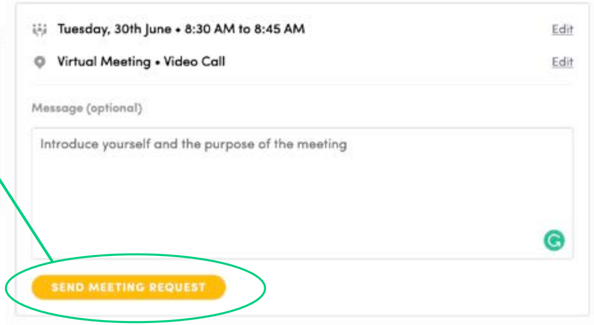
Step 1 : Go to a person's profile - by going to the list of participants, speakers, or a sponsor's profile.

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 ».





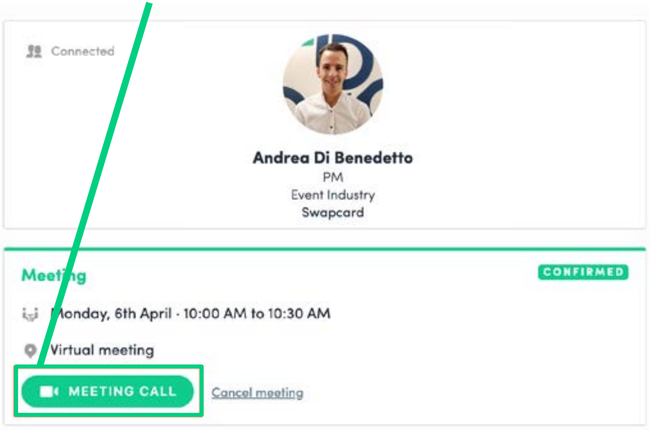


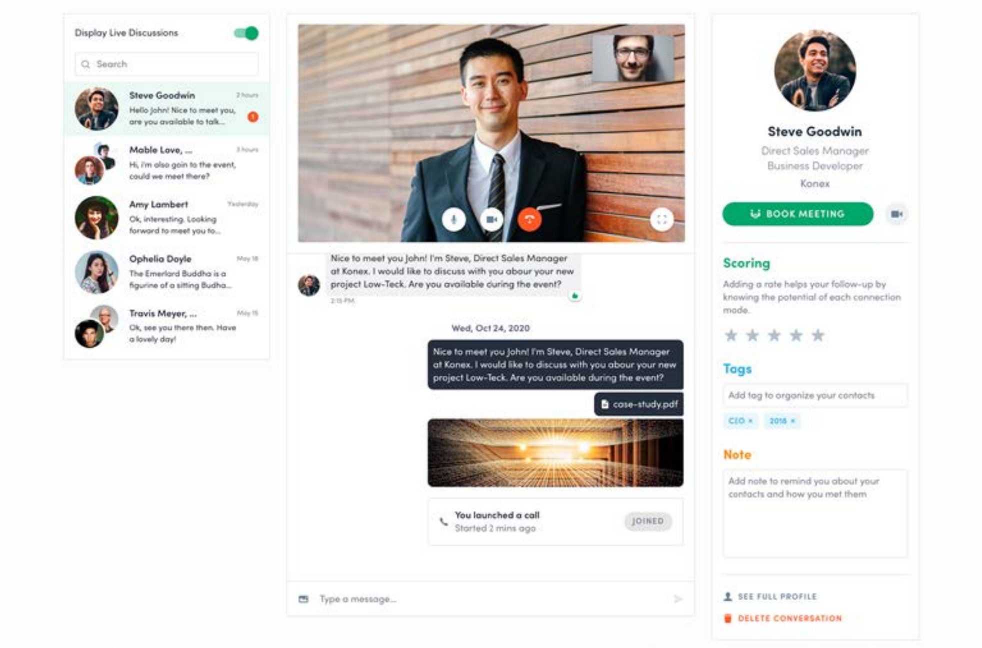
Note: If you plan to do a virtual meeting, select Online Meeting when choosing the location.

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).



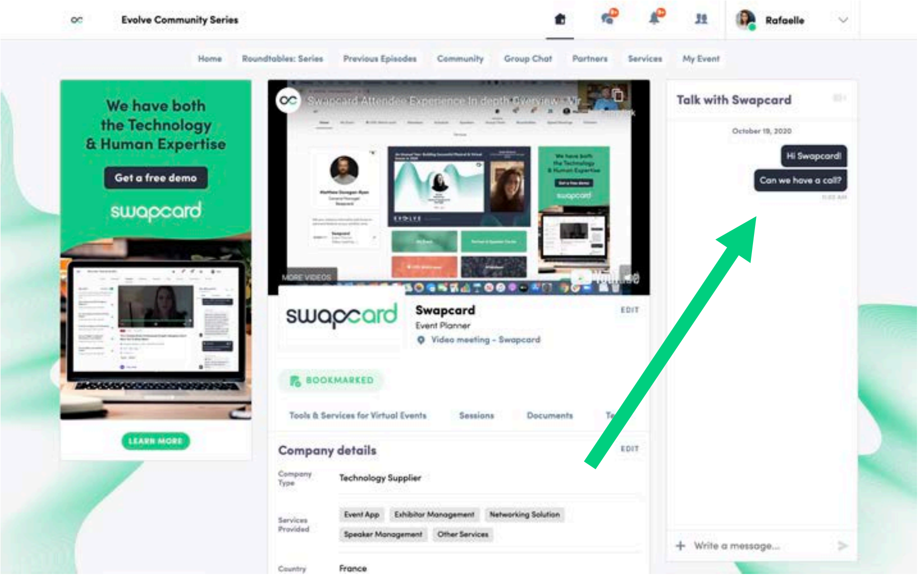


What happens if I receive a message as an exhibitor? (1/2)

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.

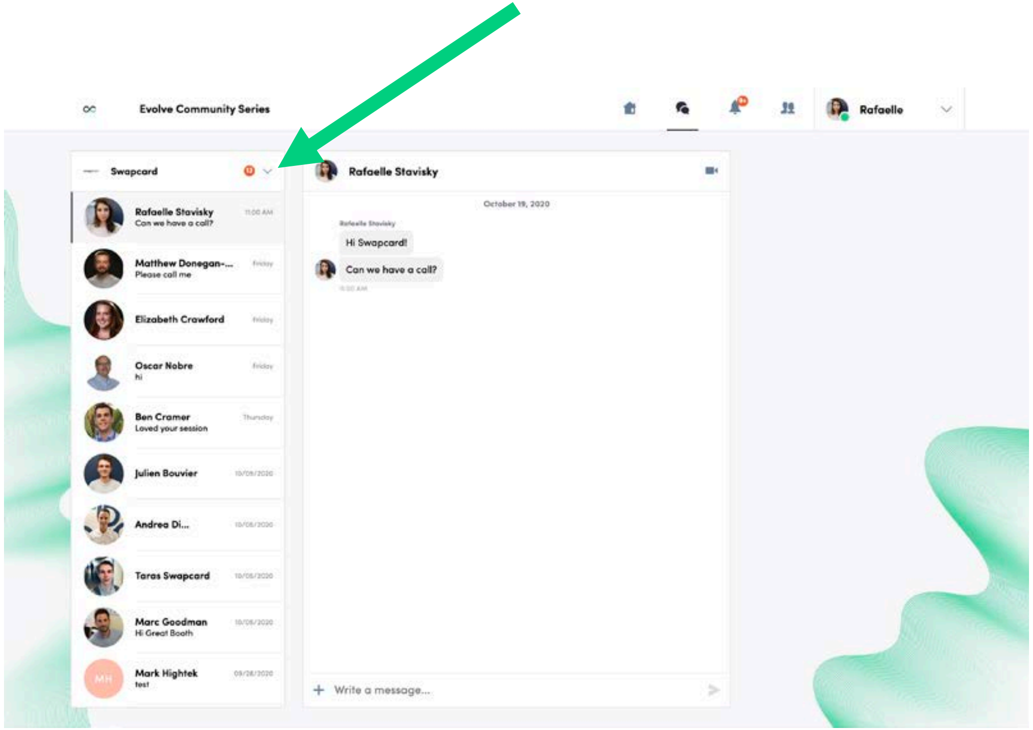
An exhibitor team member will not see the discussion in the "Talk to" window; only the attendee will see it there.



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.



Some Suggestions

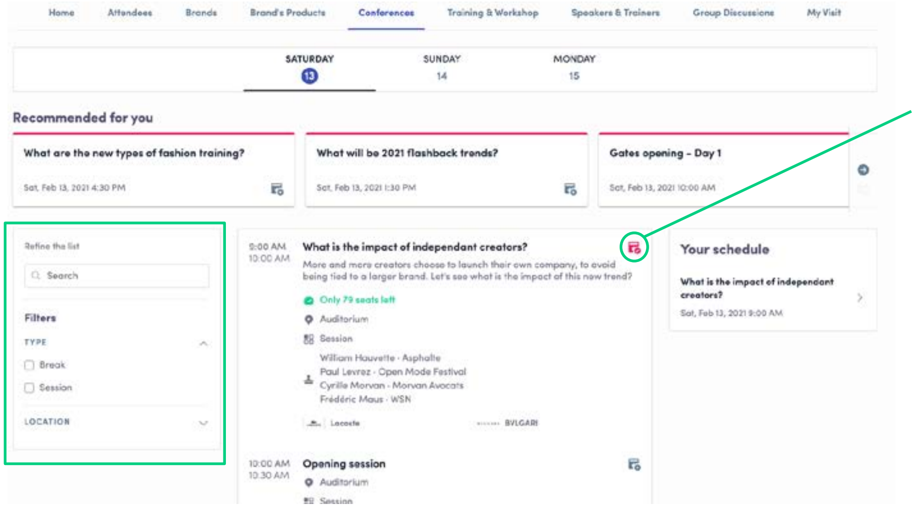
To be contacted/collect data by as many attendees as possible, please **fill in all the information** in your exhibitor form:

- ✓ 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.
- ✓ 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) – this is a great way to collect data as delegates enjoy checking out what exhibitors have to offer on their stand, and exhibitors at our previous virtual events have found it valuable
- ✓ Be proactive in making connections with attendees and ideally book meetings.

CONFERENCE

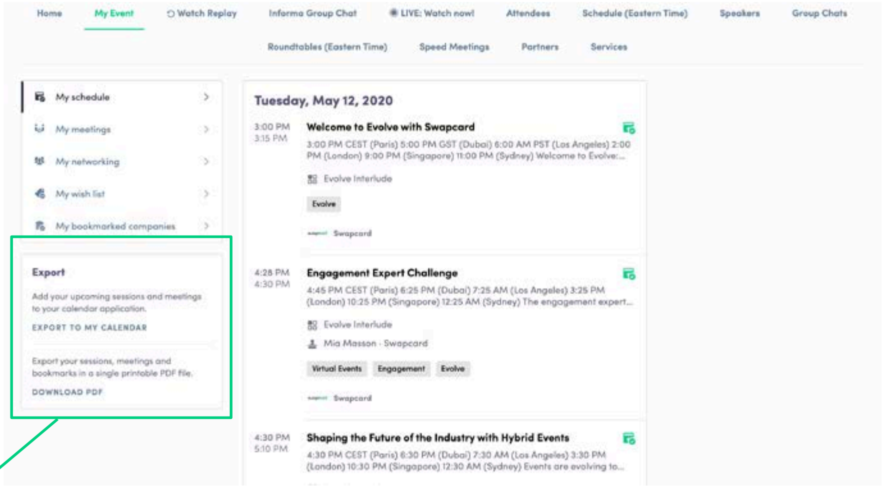
ATTENDING LIVE SESSIONS

How does the program work ?



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.



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**.

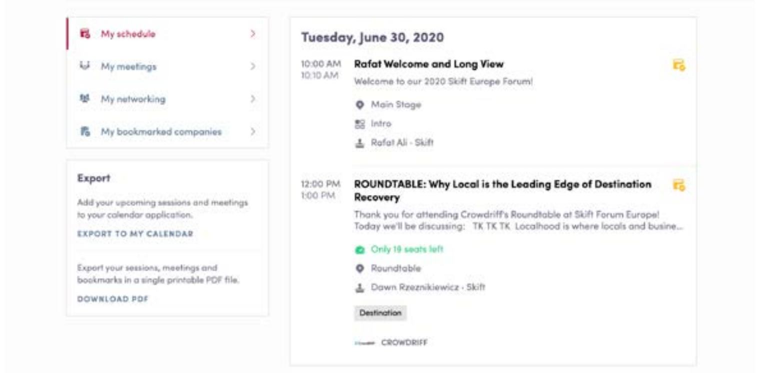
You can **export your program** by clicking on « Export to my calendar » or « Download PDF ».

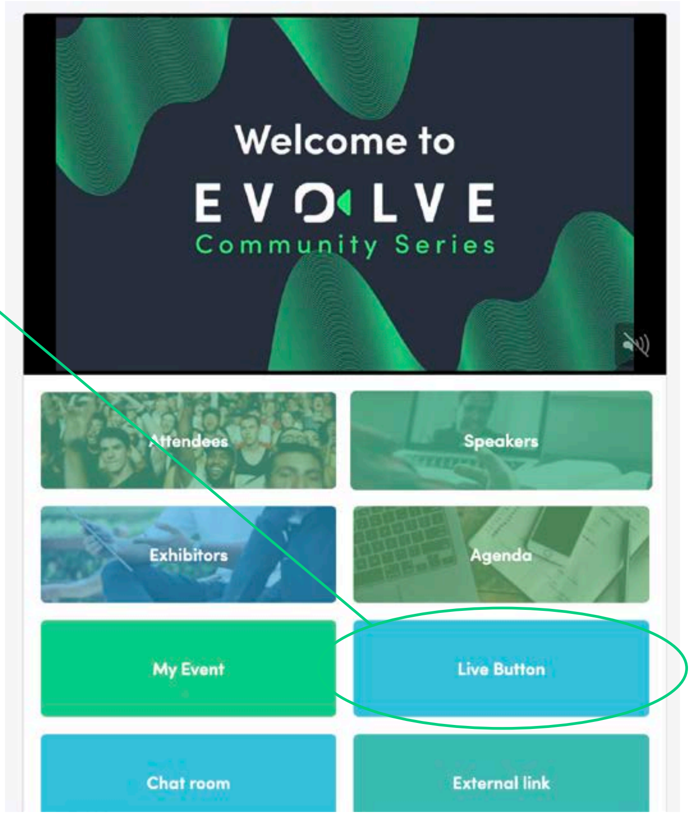
How to access a live streaming session ?

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.



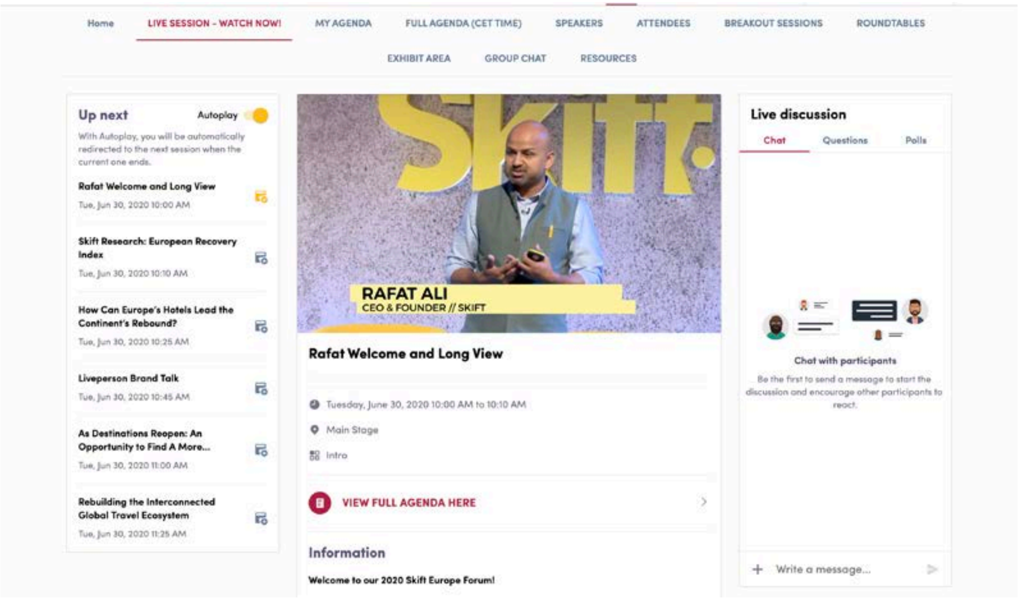


How to follow a live streaming session ?

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

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").

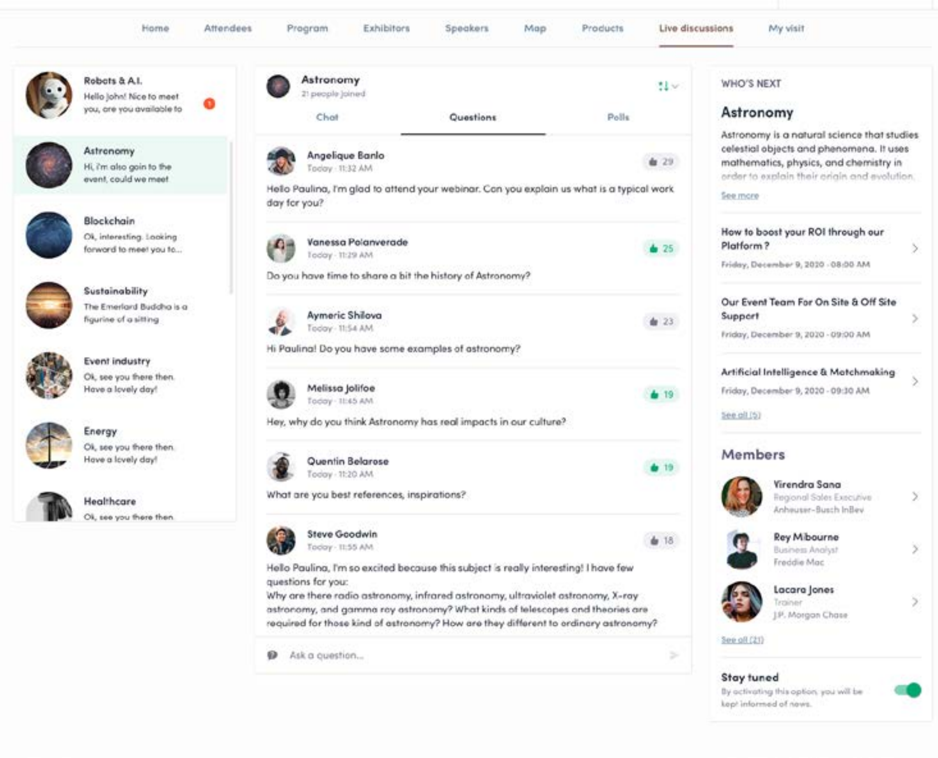
You will then be able to watch the video, in **full screen** mode if you wish, or continue to browse the app while watching the session.



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.