



**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 app – login - page 3
- Available features – content features – page 6
- Access exhibitor centre – page 9
- Available features – networking features– page 19
- Some suggestions – page 26
- Conference sessions – attending sessions – page 27

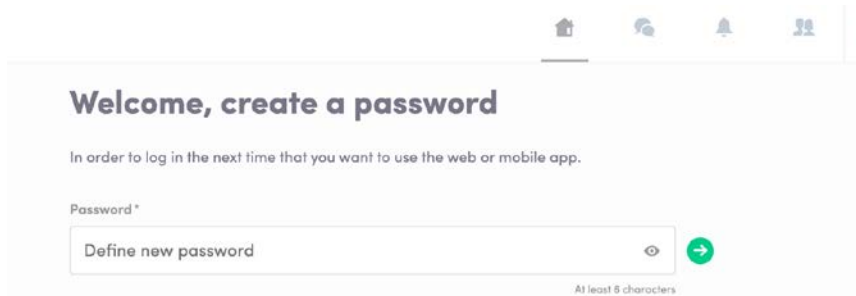
ACCESS THE EVENT PLATFORM

LOGIN

How to login for the first time?

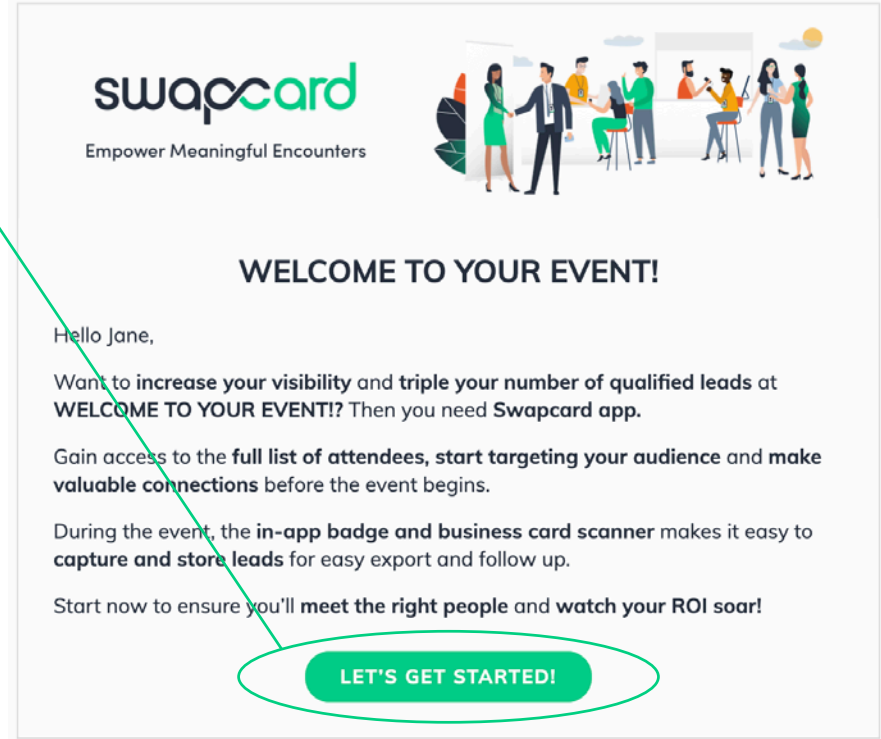
You will receive an email similar to this one with a button redirecting to a login page. Your account is automatically pre-created by the platform after your registered.

A window will then suggest you to create a password for your account.



The screenshot shows a mobile app interface for creating a password. At the top, there are navigation icons for home, search, notifications, and profile. The main heading is "Welcome, create a password". Below it, a message reads: "In order to log in the next time that you want to use the web or mobile app." There is a "Password *" label above a text input field containing "Define new password". To the right of the input field are an eye icon and a green arrow icon. Below the input field, it says "At least 6 characters".

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

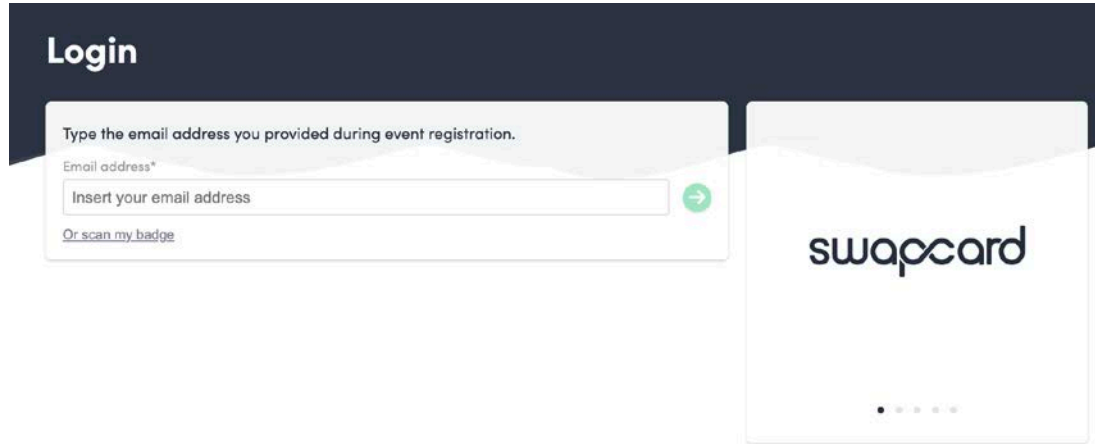


The screenshot shows an email from Swapcard. The logo "swapcard" is at the top left, with the tagline "Empower Meaningful Encounters" below it. To the right is an illustration of a group of people in business attire interacting. The main heading is "WELCOME TO YOUR EVENT!". Below that, it says "Hello Jane," followed by a paragraph: "Want to **increase your visibility** and **triple your number of qualified leads** at **WELCOME TO YOUR EVENT!?** Then you need **Swapcard app**." Another paragraph follows: "Gain access to the **full list of attendees**, **start targeting your audience** and **make valuable connections** before the event begins." A third paragraph: "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." The final paragraph: "Start now to ensure you'll **meet the right people** and **watch your ROI soar!**" At the bottom, there is a green button with the text "LET'S GET STARTED!". A green line points from this button to the "LET'S GET STARTED!" text in the note above.

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.



Login

Type the email address you provided during event registration.

Email address*

Insert your email address

[Or scan my badge](#)

swapcard

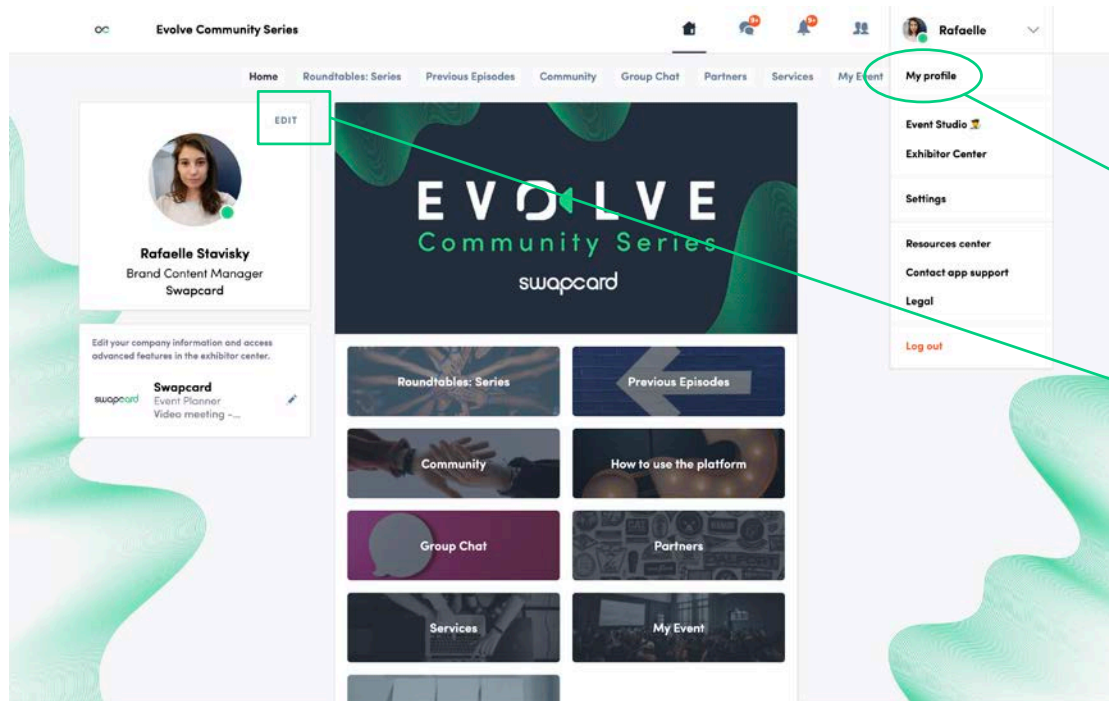
Note : If you have forgotten your password after entering your email, click on **Send me a magic link**. You'll receive in your mailbox an email to reset your password.

If you need any help, please contact rita.rua@foremarke.uk.com

AVAILABLE FEATURES

CONTENT FEATURES

How to edit my profile ? (1/2)



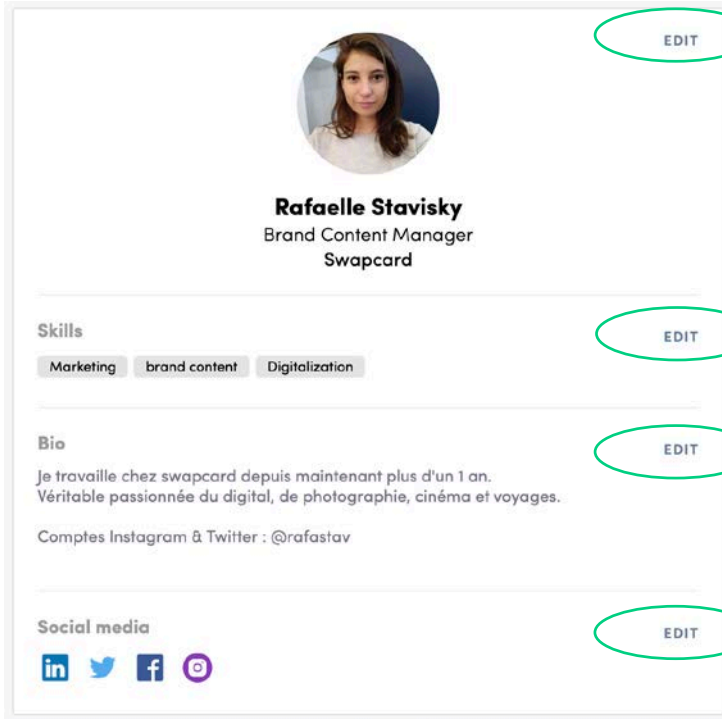
There are two ways for you to access your profile :

- 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)



The image shows a LinkedIn profile for Raffaella Stavisky, Brand Content Manager at Swapcard. The profile includes a profile picture, name, title, company, skills (Marketing, brand content, Digitalization), bio, and social media links. Four 'EDIT' buttons are circled in green, indicating the areas that can be edited: the profile picture, the name and title, the bio, and the social media links.

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.

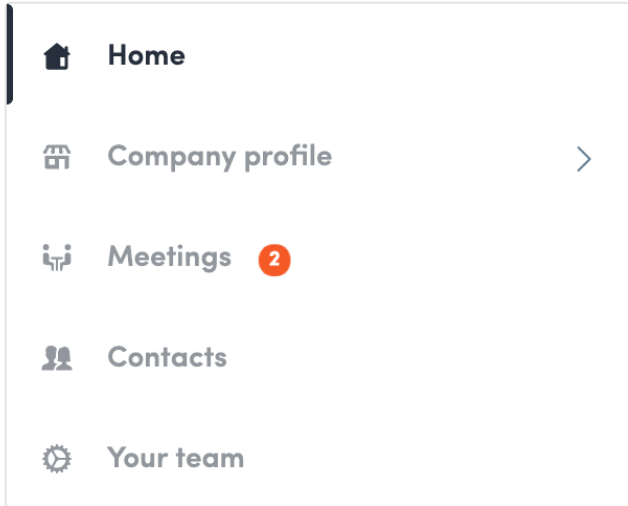
The screenshot displays the user interface for the Evolve Community Series. At the top, the page title is "Evolve Community Series". The navigation bar includes links for Home, Roundtables: Series, Previous Episodes, Community, Group Chat, Partners, Services, and My Event. On the right side, a user profile dropdown menu is open for "Rafaelle", listing options: My profile, Event Studio, Exhibitor Center (highlighted with a green arrow), Settings, Resources center, Contact app support, Legal, and Log out.

On the left side, the user's profile information is shown for "Rafaelle Stavisky, Brand Content Manager, Swapcard". Below this, a box highlights the "Swapcard" company information, which includes the text: "Edit your company information and access advanced features in the exhibitor center." and lists "Swapcard" as an "Event Planner" with a "Video meeting" option.

The main content area features a large banner for "EVOLVE Community Series" by "swapcard". Below the banner are several navigation tiles: "Roundtables: Series", "Previous Episodes", "Community", "How to use the platform", "Group Chat", "Partners", "Services", and "My Event".

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.

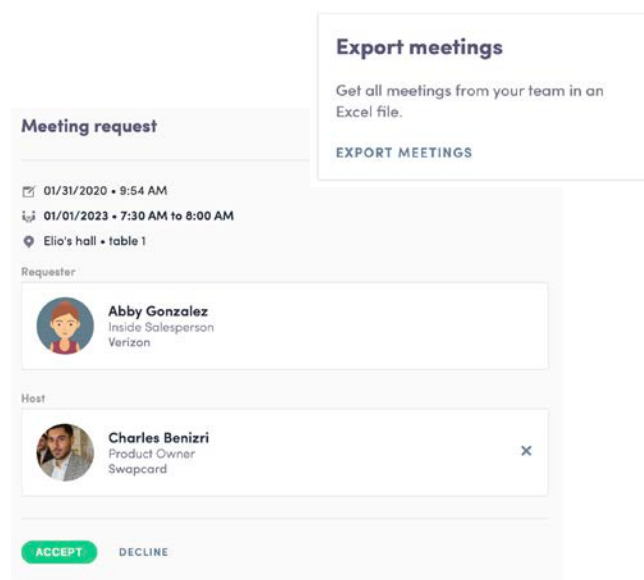
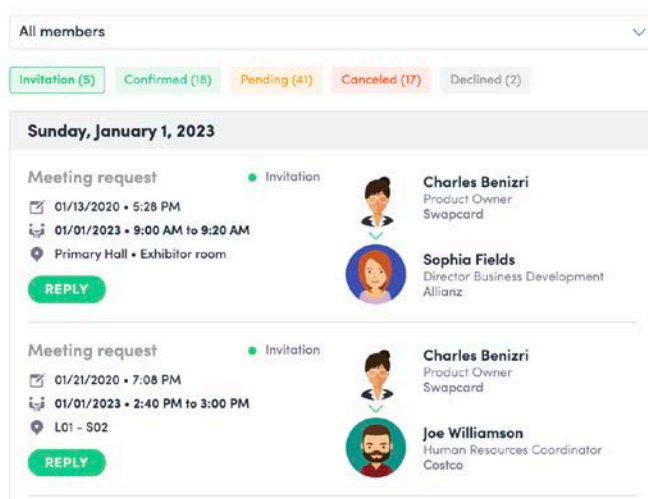
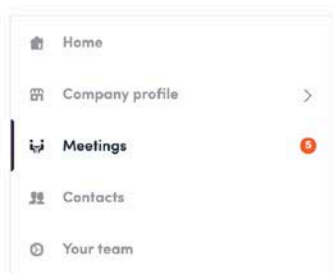


Home is the first page that you will see when accessing the Exhibitor Center.

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 or decline meeting requests**
- **Export the full list of meetings** from your team.

Shared contacts & export

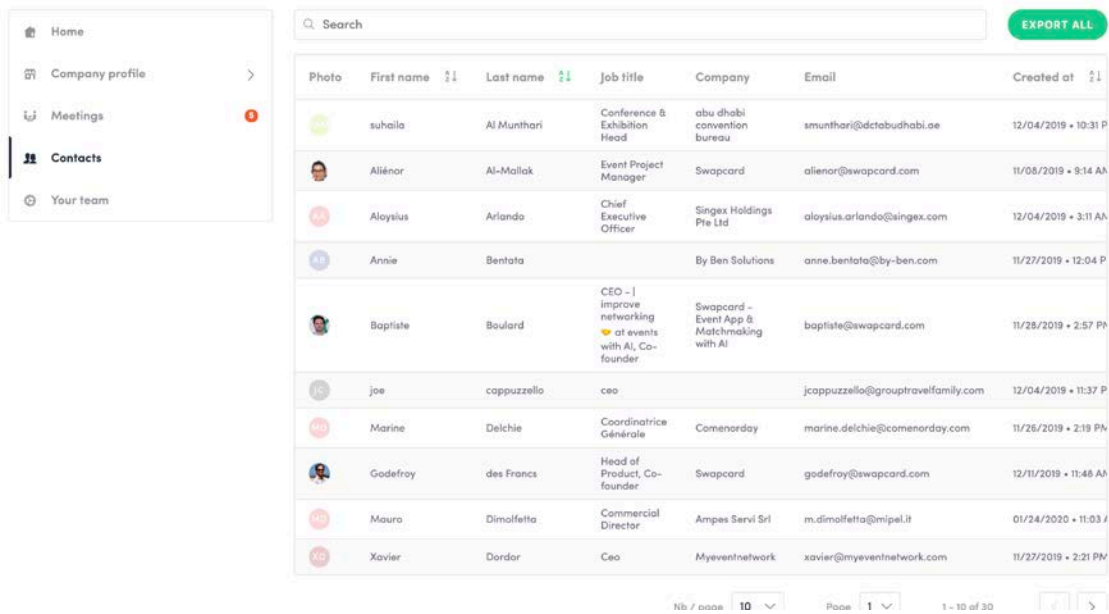


Photo	First name	Last name	Job title	Company	Email	Created at
	suhaila	Al Munthari	Conference & Exhibition Head	abu dhabi convention bureau	smunthari@dctabudhabi.ae	12/04/2019 • 10:31 P
	Aliénor	Al-Mallak	Event Project Manager	Swapcard	alienor@swapcard.com	11/08/2019 • 9:14 AA
	Aloysius	Arlando	Chief Executive Officer	Singex Holdings Pte Ltd	aloysius.arlando@singex.com	12/04/2019 • 3:11 AA
	Annie	Bentata		By Ben Solutions	anne.bentata@by-ben.com	11/27/2019 • 12:04 P
	Baptiste	Boulard	CEO -] improve networking at events with AI, Co-founder	Swapcard - Event App & Matchmaking with AI	baptiste@swapcard.com	11/28/2019 • 2:57 PM
	joe	cappuzzello	ceo		jcappuzzello@grouptravelfamily.com	12/04/2019 • 11:37 P
	Marine	Delchie	Coordinatrice Générale	Comenorday	marine.delchie@comenorday.com	11/26/2019 • 2:19 PM
	Godefroy	des Francs	Head of Product, Co-founder	Swapcard	godefroy@swapcard.com	12/11/2019 • 11:48 AM
	Mauro	Dimolfetta	Commercial Director	Ampes Servi Srl	m.dimolfetta@miipel.it	01/24/2020 • 11:03 J
	Xavier	Dordor	Ceo	Myeventnetwork	xavier@myeventnetwork.com	11/27/2019 • 2:21 PM

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".

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.



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 ?

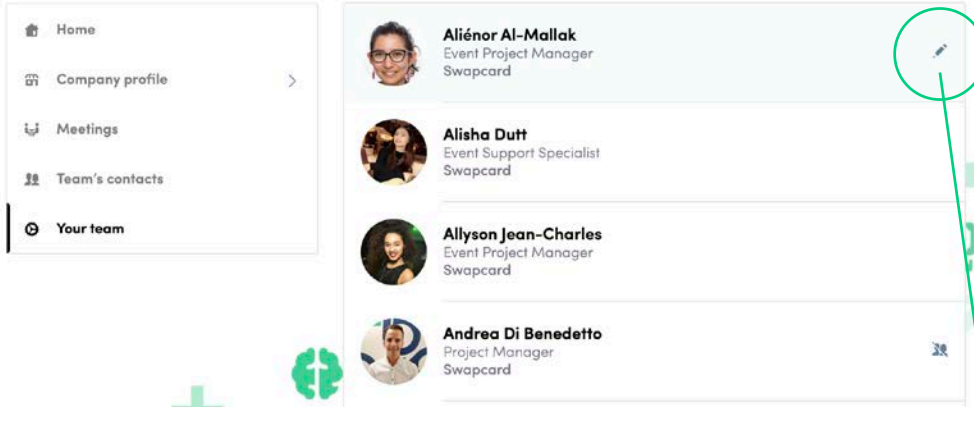
The screenshot displays the 'Skift Forum Europe 2020 - CROWDRIFF' interface. On the left, a navigation menu includes 'Home', 'Company profile', 'Meetings', 'Team's contacts', and 'Your team'. The main area shows a list of meetings for Wednesday, May 13, 2020, and Thursday, May 14, 2020. A green circle highlights a meeting on Thursday, May 14, 2020, at 2:01 PM. To the right, a detailed view of this meeting is shown, including the requester 'Aliénor AL-MALLAK' and the host 'CROWDRIFF Sponsor'. A green circle highlights the host information, and a green arrow points from this circle to the text on the right.

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?

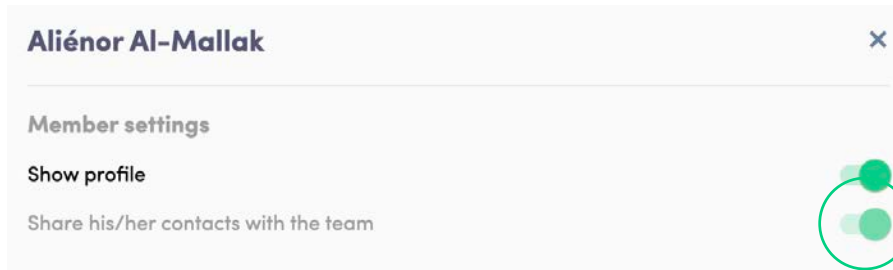


If you are the admin of the Exhibitor Profile, you can choose who can share or not their contacts with the team. If you're not, you will only be able to choose to share your contacts or not.

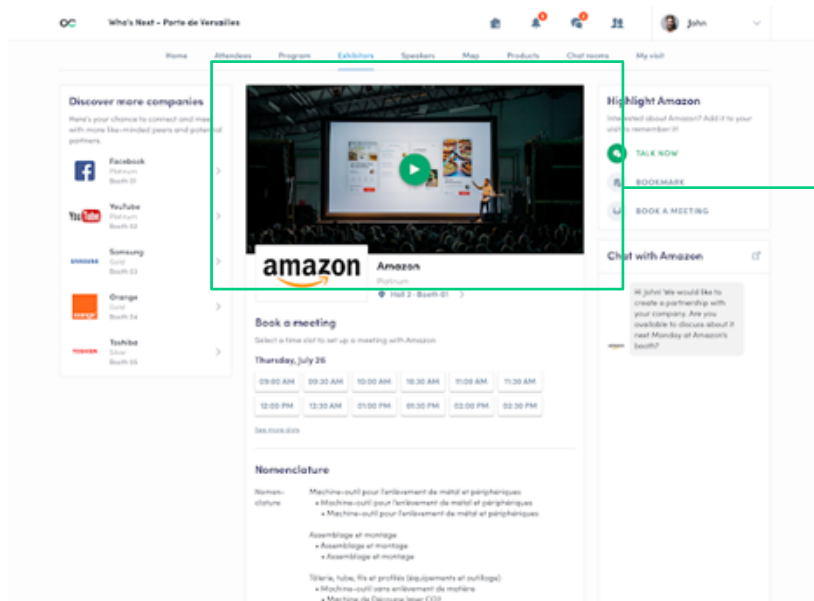
Go to the « **Your team** » tab and see all your teammates on the booth.

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.

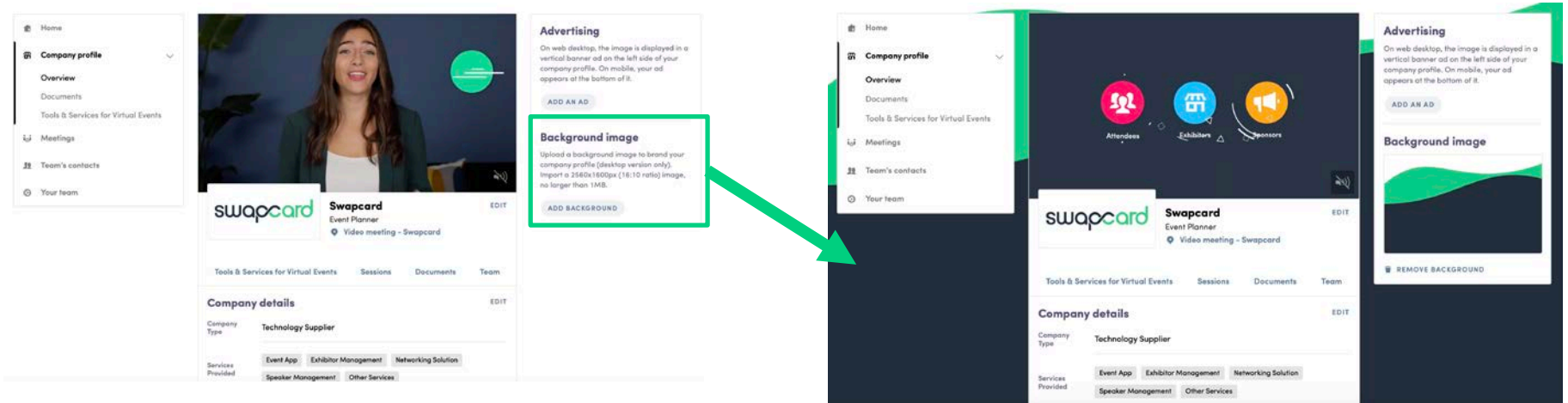
- For image, we recommend using a 1200x675px (16:9 ratio) image, no larger than 1MB.
- For video, it can be live or pre-recorded and hosted on Youtube, Vimeo or any other provider, choose the provider and paste the id or SRC link.

Note: A YouTube video ID is the characters 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 ?

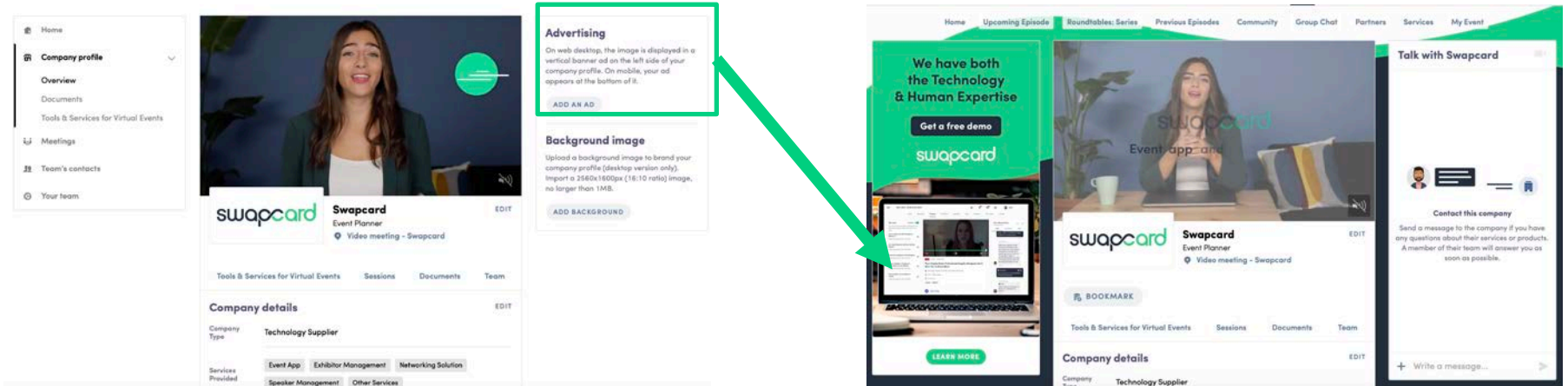


As an exhibitor, you can upload a background image onto your company homepage.

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

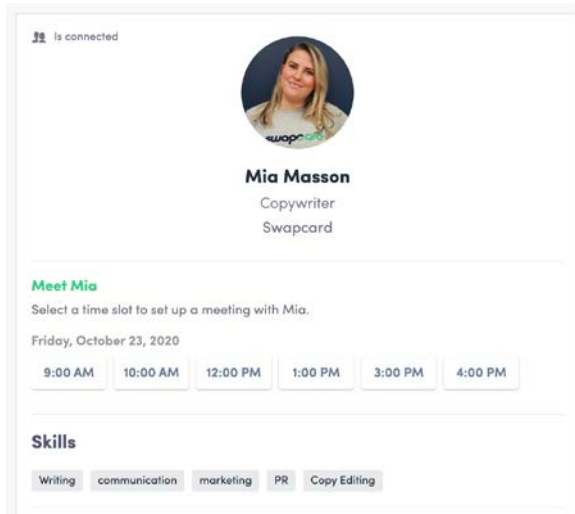
AVAILABLE FEATURES

NETWORKING FEATURES

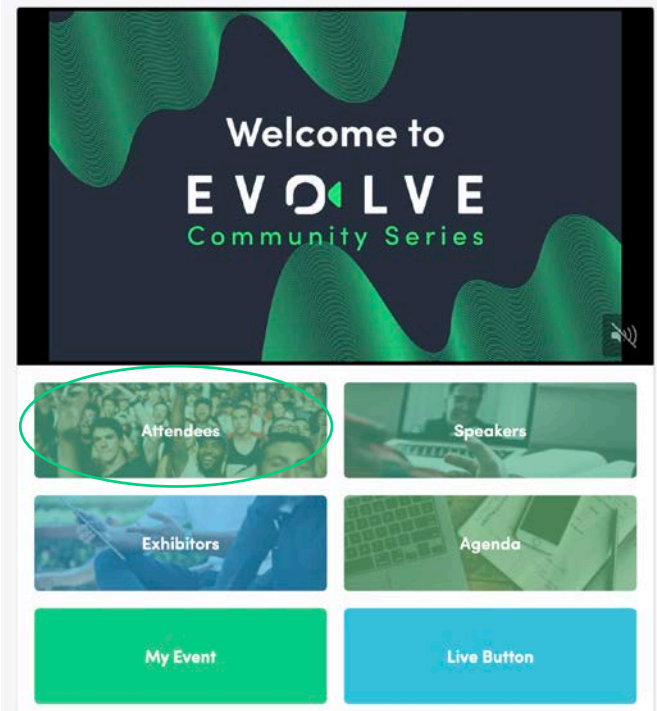
How to network ?

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.



Profile card for Mia Masson, Copywriter at Swapcard. It includes a circular profile picture, her name and title, and a 'Meet Mia' section with a meeting scheduler for Friday, October 23, 2020. The scheduler shows time slots from 9:00 AM to 4:00 PM. Below the scheduler, there is a 'Skills' section with tags for Writing, communication, marketing, PR, and Copy Editing.



If you see time slots appearing on people's profiles, it means that the organizer has allowed scheduling meetings on the event.

Don't lose 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 ?

Dennis Schaal
Executive Editor/Founding Editor
Skift

Meet Dennis
Select a time slot to set up a meeting with Dennis.

Tuesday, June 30, 2020

8:15 AM	8:30 AM	8:45 AM	9:00 AM	9:15 AM	12:00 PM
12:15 PM	12:30 PM	12:45 PM	3:00 PM	5:15 PM	5:30 PM
5:45 PM	6:00 PM	6:15 PM	6:30 PM	6:45 PM	7:00 PM
7:15 PM	7:30 PM	7:45 PM	8:00 PM	8:15 PM	8:30 PM
8:45 PM					

Connect with Dennis

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

SEND 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.

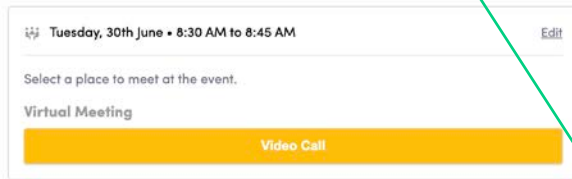
You will be able to find all the people you have been in contact with in the "My Visit" button, in My Contacts tab.

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 ».

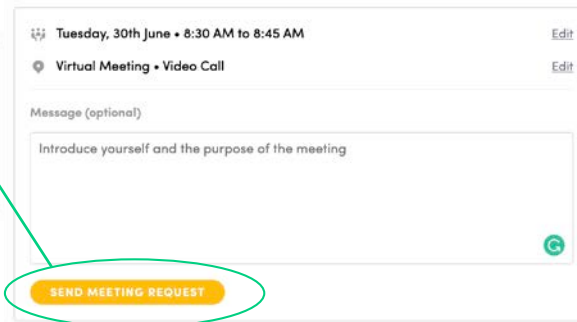


Tuesday, 30th June • 8:30 AM to 8:45 AM Edit

Select a place to meet at the event.

Virtual Meeting

Video Call



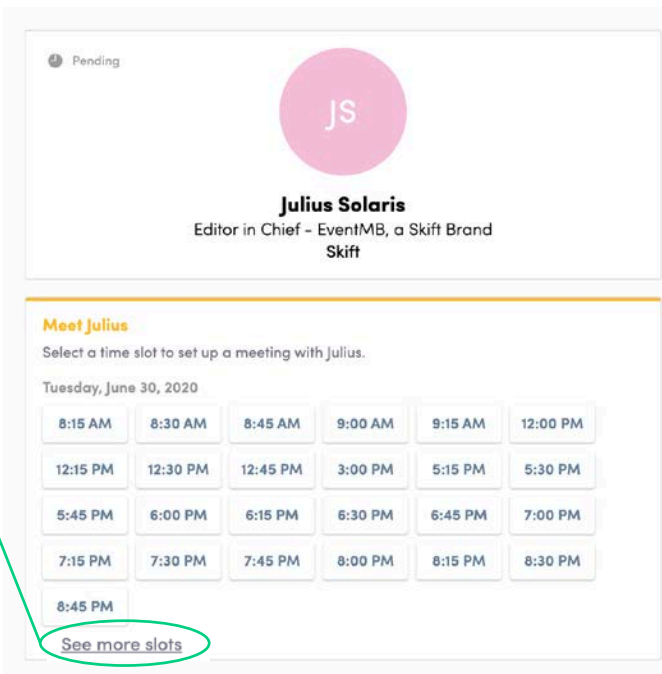
Tuesday, 30th June • 8:30 AM to 8:45 AM Edit

Virtual Meeting • Video Call Edit

Message (optional)

Introduce yourself and the purpose of the meeting

SEND MEETING REQUEST



Pending

JS

Julius Solaris
Editor in Chief - EventMB, a Skift Brand
Skift

Meet Julius
Select a time slot to set up a meeting with Julius.

Tuesday, June 30, 2020

8:15 AM	8:30 AM	8:45 AM	9:00 AM	9:15 AM	12:00 PM
12:15 PM	12:30 PM	12:45 PM	3:00 PM	5:15 PM	5:30 PM
5:45 PM	6:00 PM	6:15 PM	6:30 PM	6:45 PM	7:00 PM
7:15 PM	7:30 PM	7:45 PM	8:00 PM	8:15 PM	8:30 PM
8:45 PM					

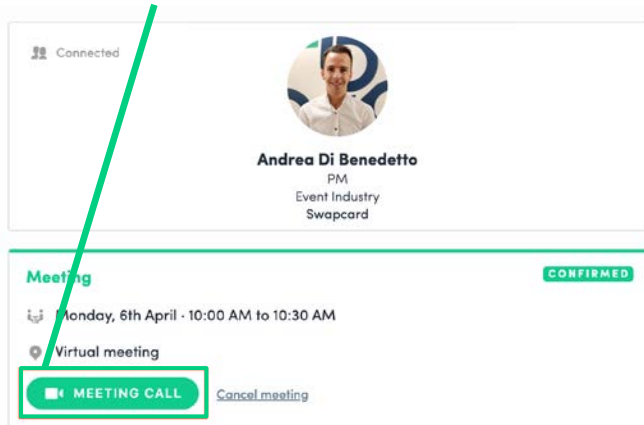
See more slots

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

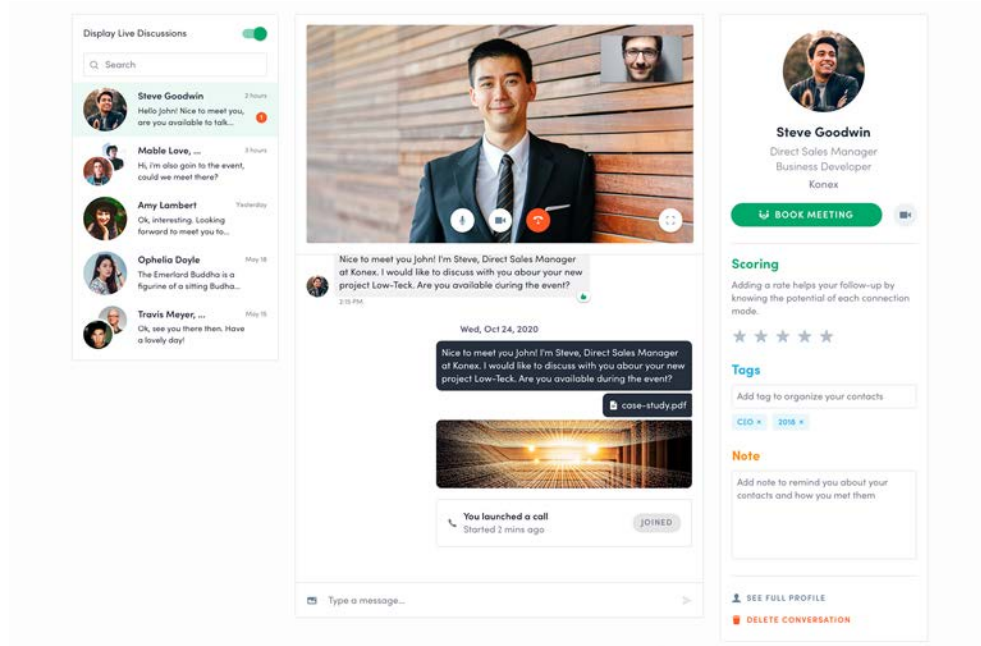
How to do a virtual meeting ?

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).



The screenshot shows a meeting confirmation card for Andrea Di Benedetto, PM at Event Industry Swapcard. The meeting is confirmed for Monday, 6th April, from 10:00 AM to 10:30 AM. It is a virtual meeting. A green box highlights the "MEETING CALL" button, which is accompanied by a "Cancel meeting" link.



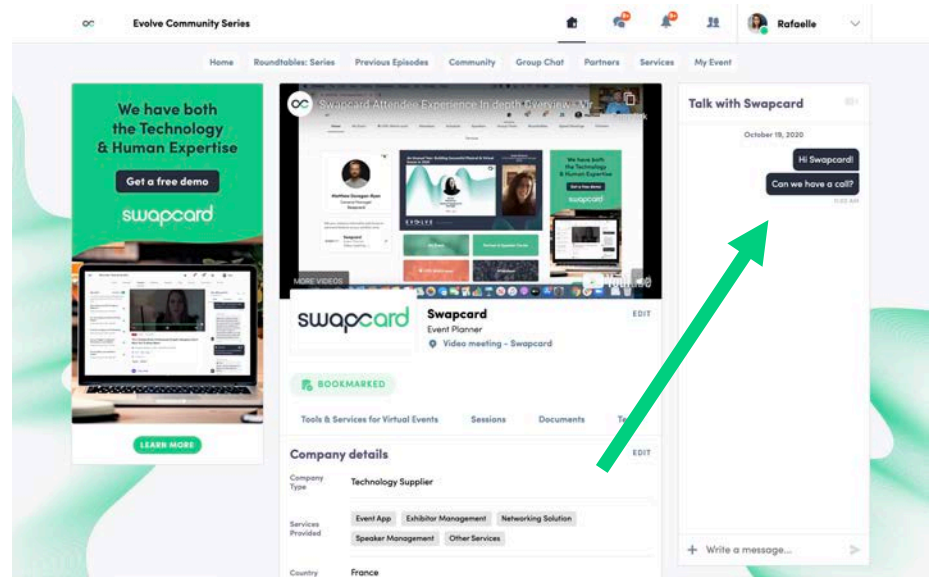
The screenshot shows a LinkedIn profile for Steve Goodwin, Direct Sales Manager at Konex. The profile includes a "Display Live Discussions" section with recent messages from Steve Goodwin, Mable Love, Amy Lambert, Ophelia Doyle, and Travis Meyer. A large video call button is visible on the profile picture. Below the profile picture, there is a message from Steve Goodwin: "Nice to meet you John! I'm Steve, Direct Sales Manager at Konex. I would like to discuss with you about your new project Low-Tech. Are you available during the event?". A date separator indicates "Wed, Oct 24, 2020". Below the message, there is a "case-study.pdf" document and a "You launched a call Started 2 mins ago" notification with a "JOINED" button. The profile also features a "BOOK MEETING" button, a "Scoring" section with a 5-star rating, and a "Tags" section with "CIO" and "2018" tags. A "Note" section is also present.

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.

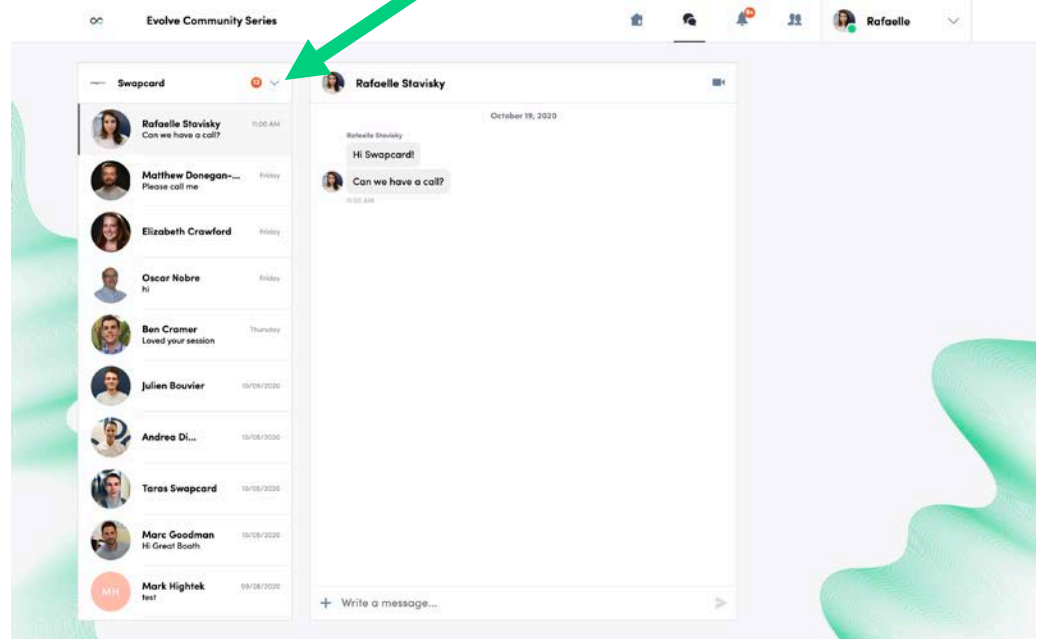
An exhibitor team member will not see the discussion in the “Talk to” window; only the attendee will see it there.



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 screenshot shows the top navigation bar with options: Home, Attendees, Brands, Brand's Products, **Conferences**, Training & Workshop, Speakers & Trainers, Group Discussions, and My Visit. Below is a date selector for Saturday (13), Sunday (14), and Monday (15). The main content area is titled 'Recommended for you' and features three event cards: 'What are the new types of fashion training?', 'What will be 2021 flashback trends?', and 'Gates opening - Day 1'. A 'Refine the list' sidebar on the left includes a search bar, filters for Type (Break, Session) and Location, and a 'Your schedule' section. A green box highlights the filters and search area, and a red circle highlights a filter icon on an event card.

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 ».

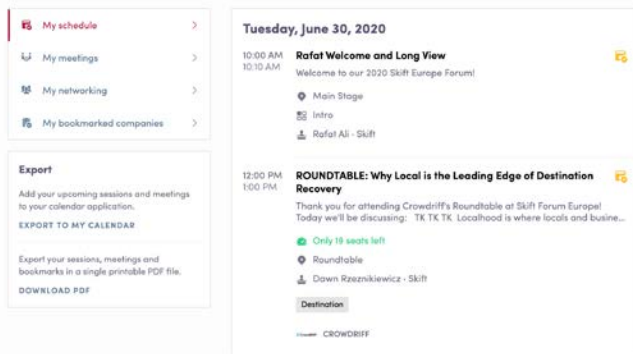
The screenshot shows the 'My Event' tab interface. The navigation bar includes: Home, **My Event**, Watch Replay, Informa Group Chat, LIVE: Watch now!, Attendees, Schedule (Eastern Time), Speakers, and Group Chats. Below the navigation bar are tabs for Roundtables (Eastern Time), Speed Meetings, Partners, and Services. The left sidebar contains: My schedule, My meetings, My networking, My wish list, My bookmarked companies, and **Export**. The main content area displays event cards for Tuesday, May 12, 2020, including 'Welcome to Evolve with Swapcard', 'Engagement Expert Challenge', and 'Shaping the Future of the Industry with Hybrid Events'. A green box highlights the 'Export' section in the sidebar, which includes options to 'EXPORT TO MY CALENDAR' and 'DOWNLOAD PDF'.

How to access a live streaming session ?

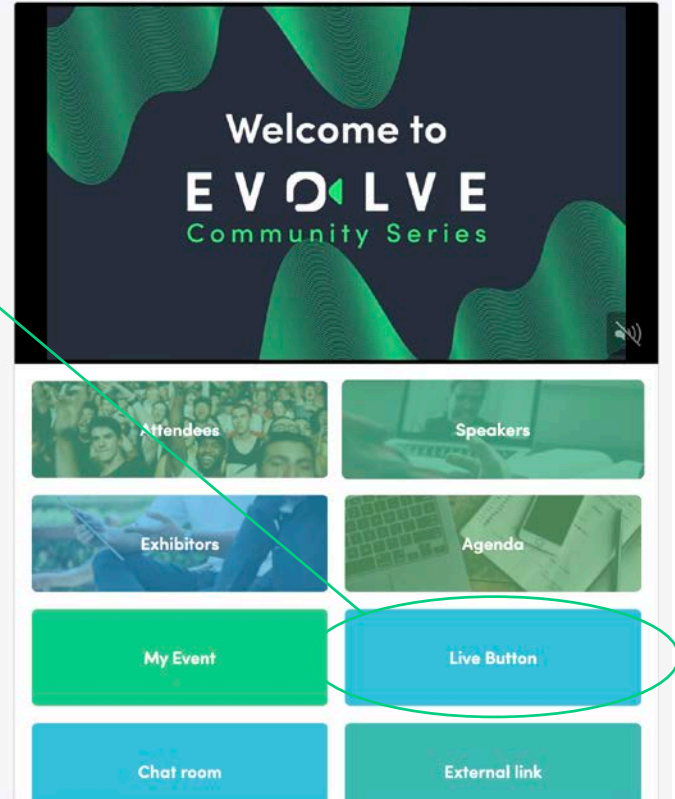
There are two ways to access a live streaming session.

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.



The screenshot shows a user interface for an event. On the left is a sidebar with navigation links: "My schedule", "My meetings", "My networking", and "My bookmarked companies". Below these is an "Export" section with options to "EXPORT TO MY CALENDAR" and "DOWNLOAD PDF". The main content area displays the date "Tuesday, June 30, 2020" and lists two events. The first event, "Rafat Welcome and Long View", is scheduled from 10:00 AM to 10:10 AM and includes a "Main Stage" with an "Intro" by Rafat Ali - Skiff. The second event, "ROUNDTABLE: Why Local is the Leading Edge of Destination Recovery", is scheduled from 12:00 PM to 1:00 PM and includes a "Roundtable" by Dawn Rzeznikiewicz - Skiff. A "Destination" tag is visible at the bottom of the second event. The Crowdriff logo is at the bottom left.



The screenshot shows a live streaming session page. At the top is a banner with the text "Welcome to EVOLVE Community Series". Below the banner is a grid of navigation buttons: "Attendees", "Speakers", "Exhibitors", "Agenda", "My Event", "Live Button", "Chat room", and "External link". The "Live Button" is highlighted with a red circle. A red line points from the "Live Button" to the "Live session" button in the text above.

How to follow a live streaming session ?

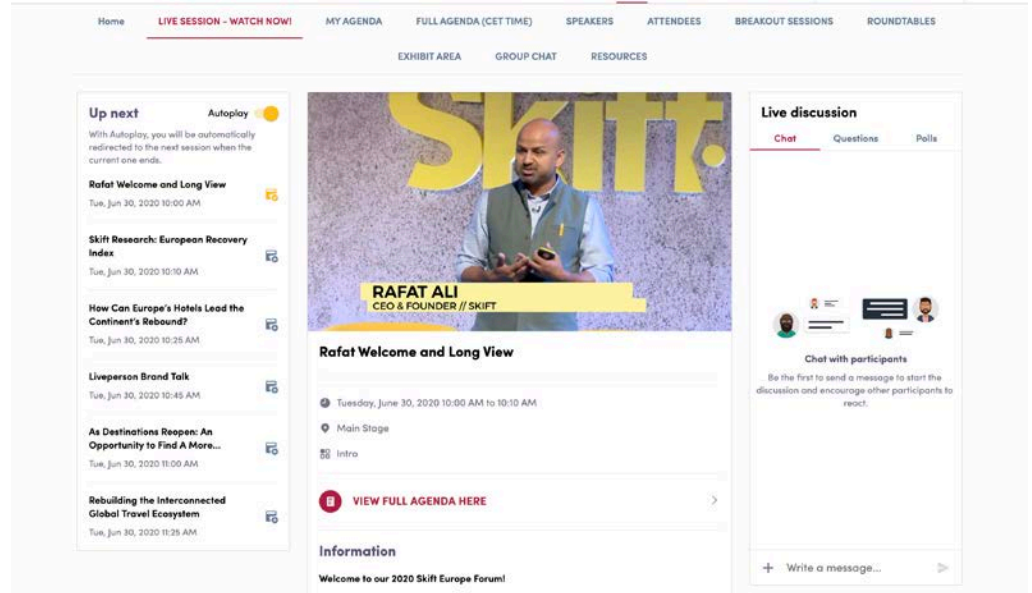
Less than 24 hours before: a countdown will be added to the session page

Streaming will start Monday, April 20, 2020 4:40 PM

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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.



The screenshot shows a web interface for a live streaming session. At the top, there is a navigation bar with links: Home, LIVE SESSION - WATCH NOW! (highlighted), MY AGENDA, FULL AGENDA (CET TIME), SPEAKERS, ATTENDEES, BREAKOUT SESSIONS, and ROUNDTABLES. Below this is a secondary navigation bar with EXHIBIT AREA, GROUP CHAT, and RESOURCES.

The main content area is divided into three sections:

- Up next**: A list of upcoming sessions with an Autoplay icon. The first session is "Rafat Welcome and Long View" starting at 10:00 AM. Other sessions include "Skift Research: European Recovery Index", "How Can Europe's Hotels Lead the Continent's Rebound?", "Liveperson Brand Talk", "As Destinations Reopen: An Opportunity to Find A More...", and "Rebuilding the Interconnected Global Travel Ecosystem".
- Video Player**: A large video player showing a man, Rafat Ali, speaking. The video title is "Rafat Welcome and Long View". Below the video, there is a timestamp "Tuesday, June 30, 2020 10:00 AM to 10:10 AM", a "Main Stage" label, and an "Intro" button. A red button labeled "VIEW FULL AGENDA HERE" is also present.
- Live discussion**: A chat area with tabs for Chat, Questions, and Polls. It includes a "Chat with participants" section with a prompt: "Be the first to send a message to start the discussion and encourage other participants to react." At the bottom, there is a text input field with a plus sign and a send button.

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.

The screenshot shows a web interface for a live discussion. At the top, there is a navigation bar with links: Home, Attendees, Program, Exhibitors, Speakers, Map, Products, **Live discussions** (highlighted), and My visit. Below the navigation bar, there are three main sections:

- Left Sidebar:** A vertical list of topics with circular icons and a brief description. The topics are: Robots & A.I., Astronomy (highlighted in green), Blockchain, Sustainability, Event industry, Energy, and Healthcare.
- Center Panel:** Titled "Astronomy" with "21 people joined". It has tabs for "Chat", "Questions", and "Polls". The "Questions" tab is active, showing a list of questions with user avatars, names, timestamps, and upvote counts. Questions include: "Hello Paula, I'm glad to attend your webinar. Can you explain to us what is a typical work day for you?", "Do you have time to share a bit the history of Astronomy?", "Hi Paulina! Do you have some examples of astronomy?", "Hey, why do you think Astronomy has real impacts in our culture?", "What are you best references, inspirations?", and "Hello Paula, I'm so excited because this subject is really interesting! I have few questions for you: Why are there radio astronomy, infrared astronomy, ultraviolet astronomy, X-ray astronomy, and gamma ray astronomy? What kinds of telescopes and theories are required for those kind of astronomy? How are they different to ordinary astronomy?". At the bottom of this panel is a text input field with a "Ask a question..." button.
- Right Panel:** Titled "WHO'S NEXT" and "Astronomy". It contains several promotional cards for related content, such as "How to boost your ROI through our Platform?", "Our Event Team For On Site & Off Site Support", and "Artificial Intelligence & Matchmaking". Below these is a "Members" section listing profiles of speakers like Yirendra Sana, Rey Mibourne, and Lucare Jones. At the bottom right, there is a "Stay tuned" toggle switch which is currently turned on.

What's the autoplay ?

The autoplay feature is automatically activated when you click on a “live” agenda button.

This feature 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.

