



## Exhibitor Guide

Online Event 9-22 September 2021

Featuring



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 booth, manage your team, and interact with attendees.

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# Important Dates

| Date                | Detail  |
|---------------------|---|
| Week of 13 July     | As an exhibitor you will receive an activation email from noreply@swapcard.com with your details to login to the Fi Asia Online Event |
| 13 July – 22 August | Period for exhibitors to build their online company page  |
| 19 July             | Visitor registration Live   |
| 23 August           | Visitors live on the platform and can update their profile and start planning meetings  |
| 9 September         | Fi Asia Online Event begin  |

# Accessing the Online Event – Logging in for the first time

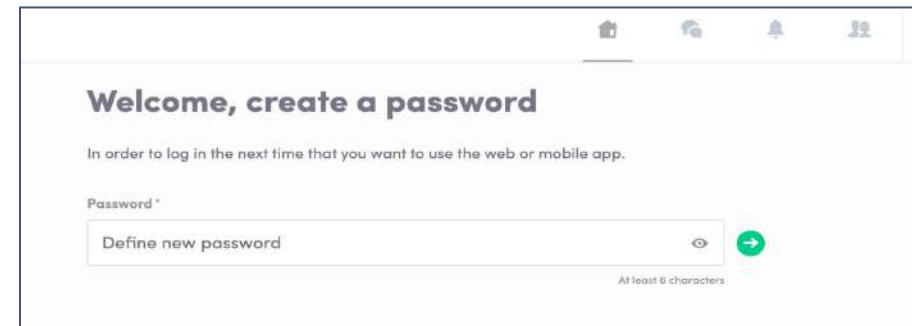
1.

You will receive an email similar to this one with a button redirecting you to a login page. Your account is automatically pre-created by the platform after your registered. This email will come from [hello@swapcard.com](mailto:hello@swapcard.com) so be sure to whitelist it.

2.

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

**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

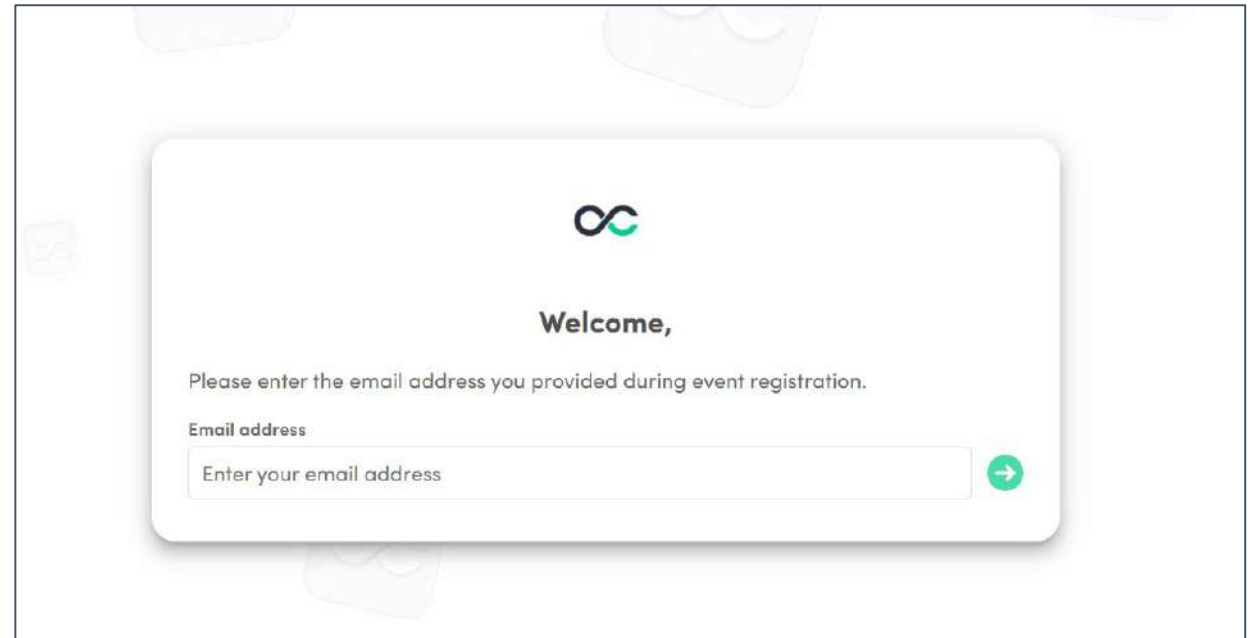
<https://app.swapcard.com/event/food-ingredients-asia-thailand>

Enter the email you used to register to your event and the password you've created before.

Then, click enter to connect.

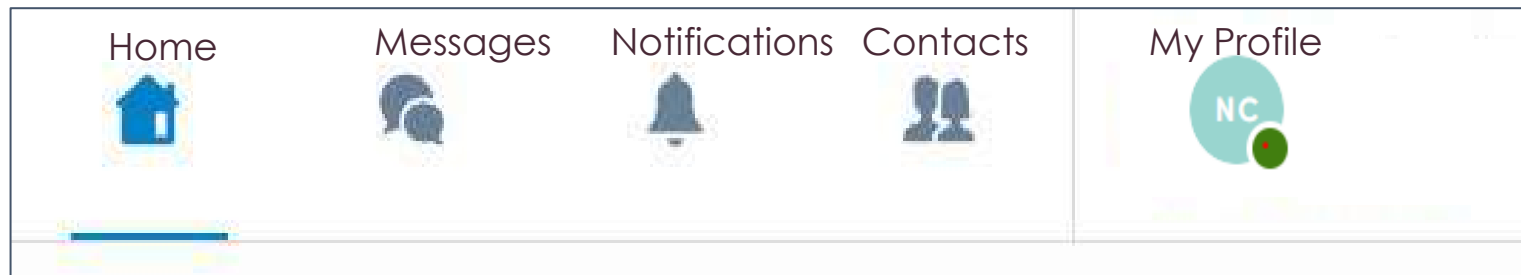
**Note :**

- 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 already have an account , the event might ask for your password.  
If you need any help, please contact [support@swapcard.com](mailto:support@swapcard.com)

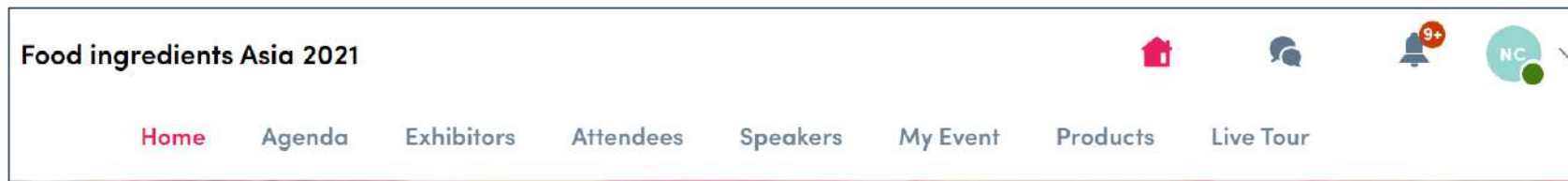


# Platform Navigation

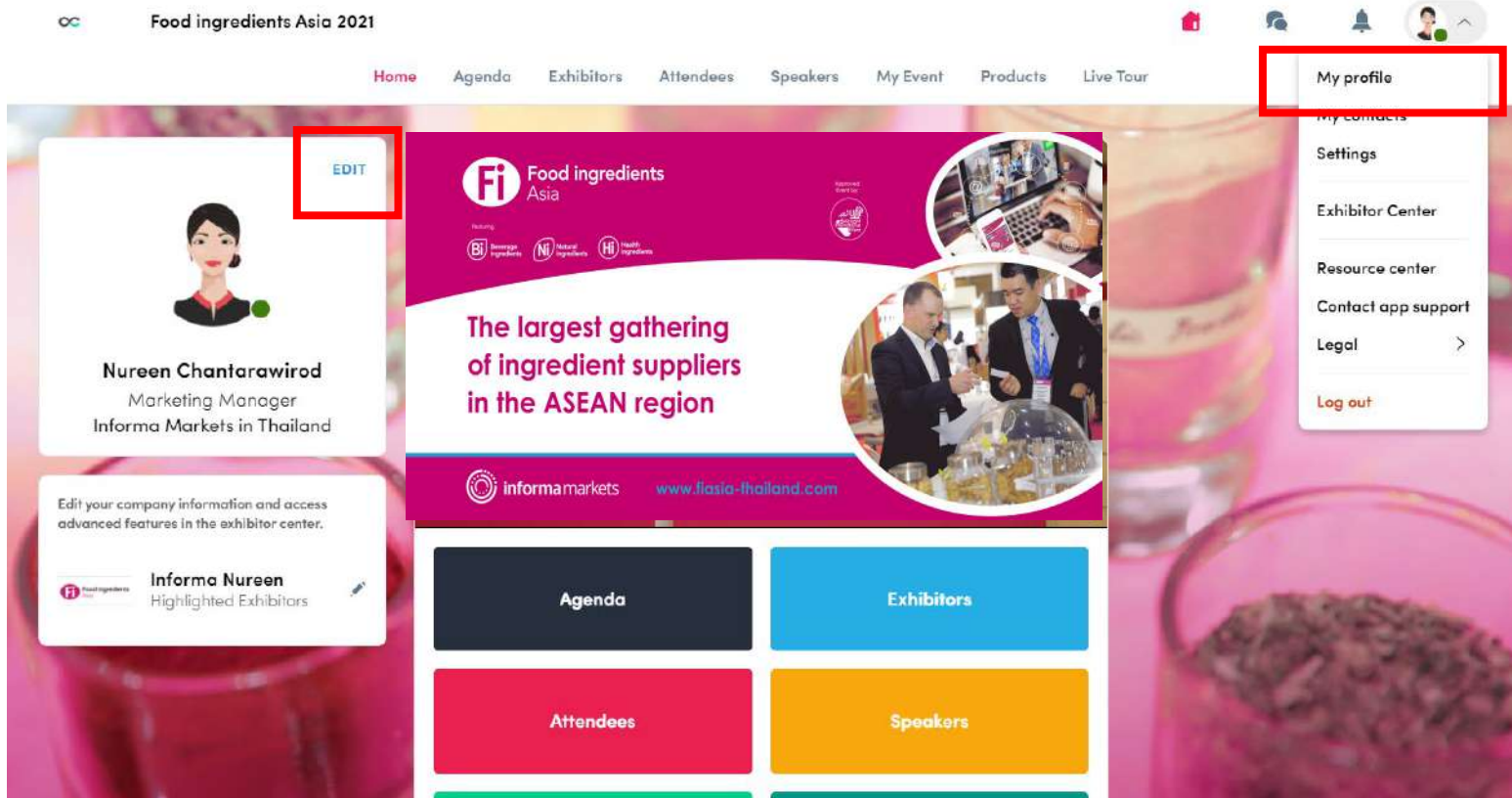
Main navigation has 5 parts:



To access different sections of the platform, use the buttons on the navigation sub-bar:



# Building Your Profile



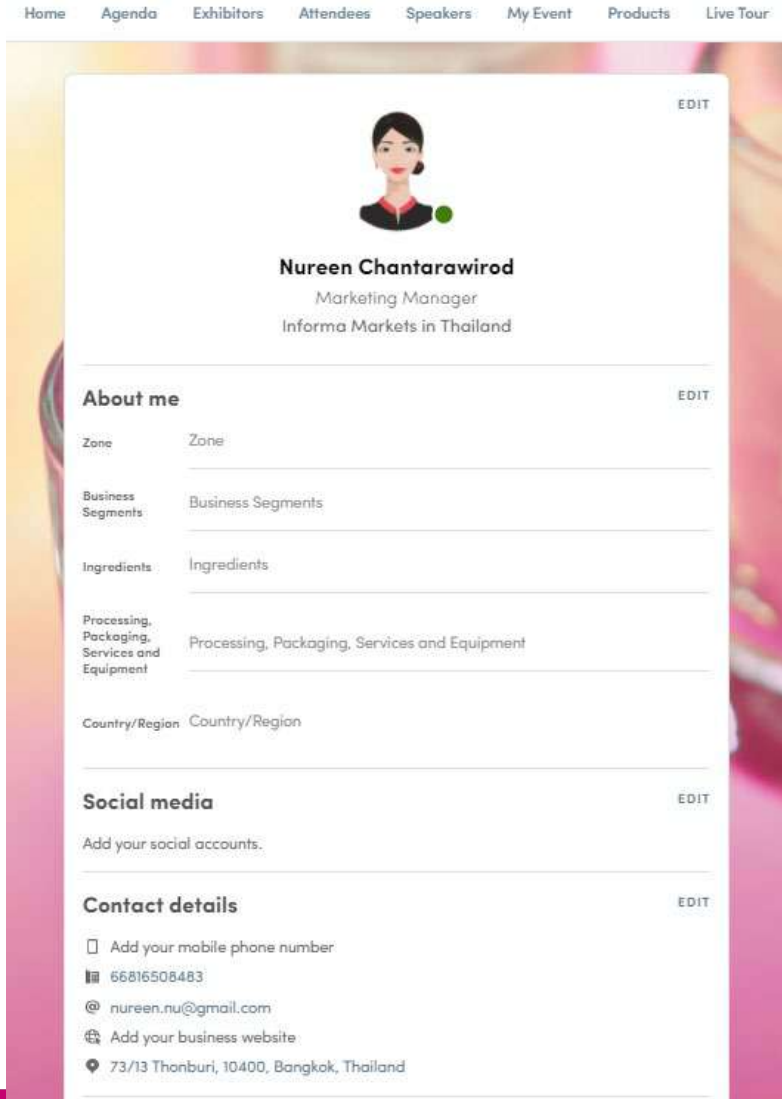
There are two ways for you to access your profile :

- 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.



# Building Your Profile



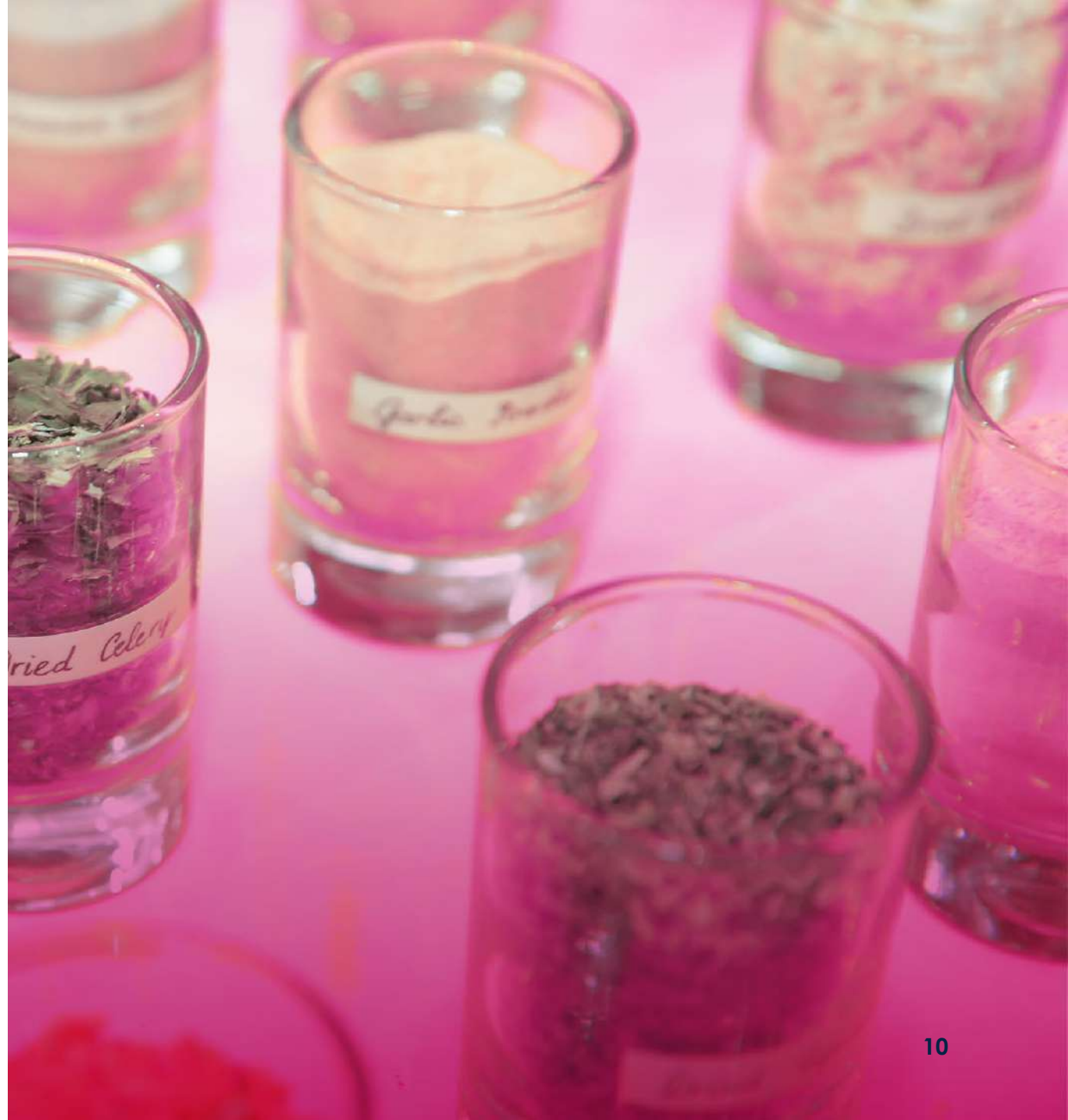
To edit the information on your profile, simply click on the **Edit** or **Add** parts depending on which type of information you want to edit.

Here are the information you can edit on your profile :

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

**Note:** It is important to add a high resolution profile picture (300 dpi). Profiles with pictures have a higher conversion rate.

# Exhibitor Center



# Exhibitor Center

1.

Once you've logged in, your upcoming event should appear.



2.

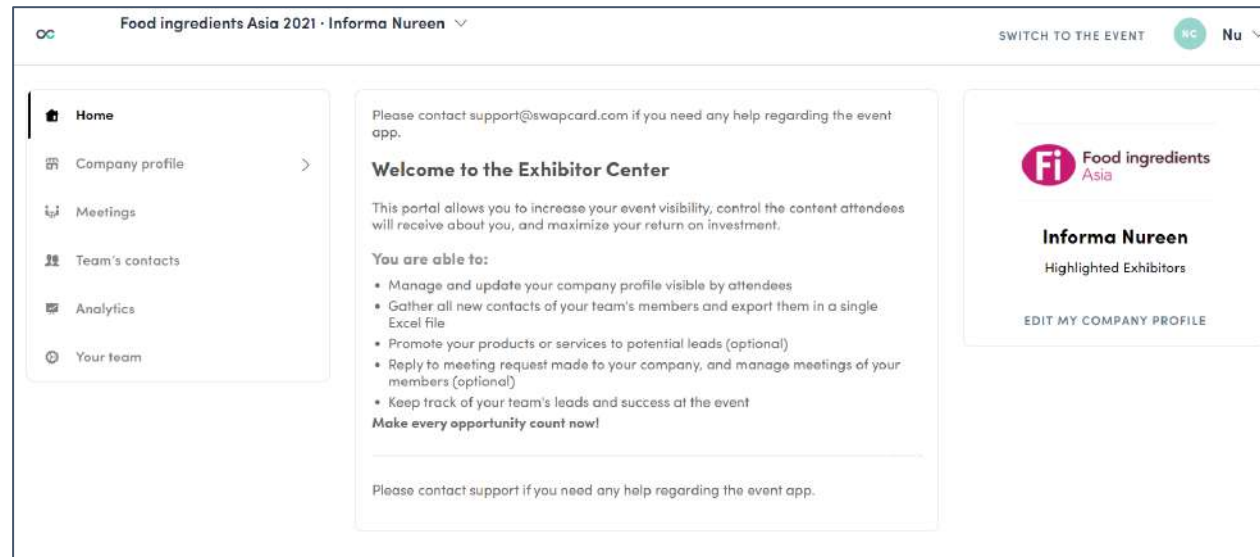
To access the Exhibitor Center, you can click on your company or on the button « Exhibitor center » in the drop down menu.



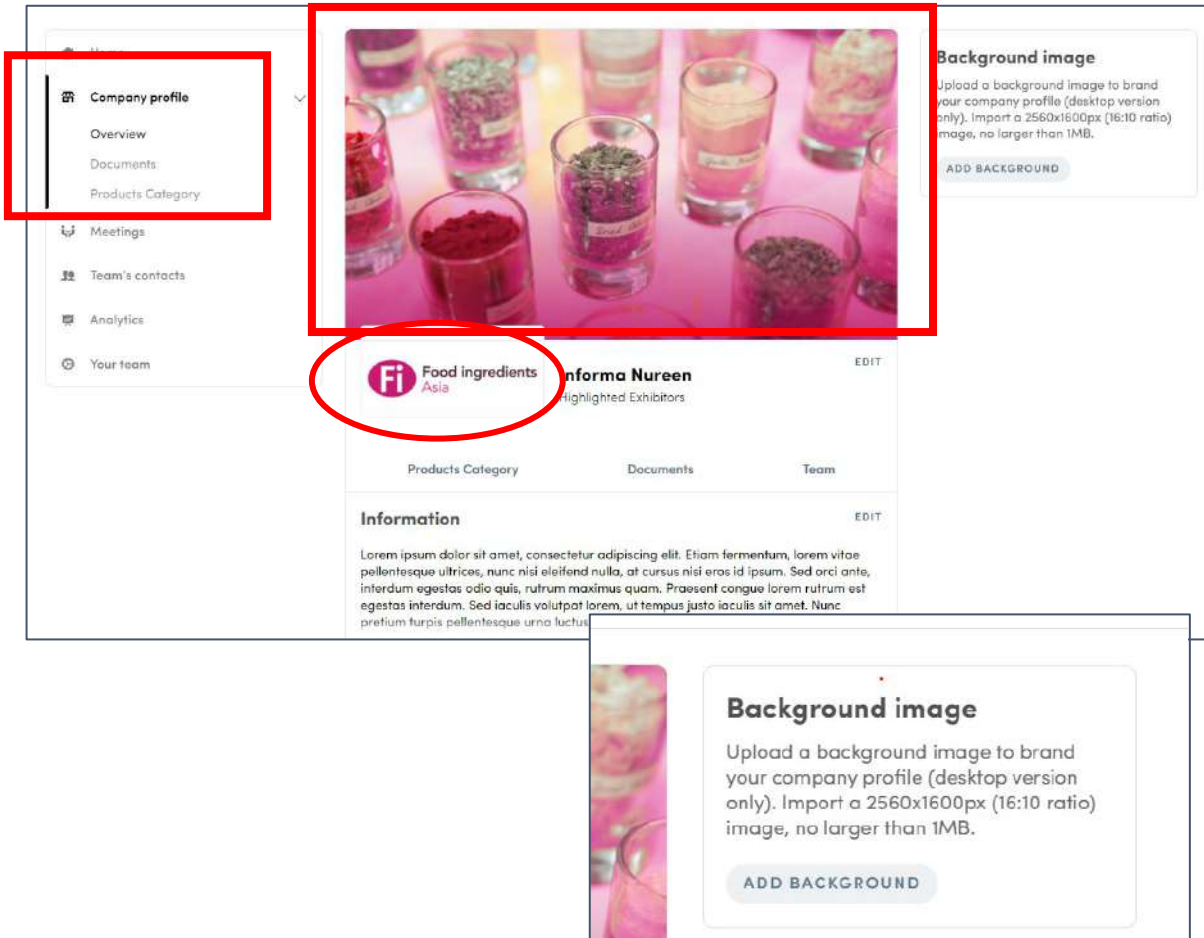
# Swapcard Exhibitor Center

- Manage your company profile visible to attendees.
  - Highlight your company's products and services.
  - Share company assets (white papers, case studies).
- See and reply to meeting requests made to your company, and manage meetings of your members.
- Export contacts your team members engage with.

Note: all team members will have access to update your virtual exhibitor page



# Building Your Virtual Company Homepage



To build or update your company profile, in the Exhibitor Center menu on the left, click on “Company profile”

In the first part, click on “Edit”.

## Header

Add a header image or video to highlight on your page.

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

For video, first upload it on Youtube or Vimeo, then paste the video id link in the open field for video.

## Logo

Add your company logo

400x200px (2:1 ratio) image, no larger than 1MB

Pro and Premium package exhibitors can also add a **background image**.

**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](https://www.youtube.com/watch?v=_mKoi9VNgx4) », the ID of the video is « mKoi9VNgx4 ».



# Building Your Virtual Company Homepage

## Company information

To be contacted by as many qualified participants as possible, please fill in all the information in your Virtual Company Homepage:

- Company Information
- Product Zone
- Exhibitor Business Segments
- Country
- Social Media
- Company contact detail
- Documents or brochures

The screenshot shows the 'Informa Nureen' virtual company homepage editor. The main content area is titled 'Information' and contains two paragraphs of placeholder text. Below the text, there are sections for 'Zone' and 'Exhibitor Business Segments'. The 'Zone' section includes a dropdown menu and three buttons: 'Beverage Ingredients', 'Lab Services', and 'Looking for distributor in Thailand'. The 'Exhibitor Business Segments' section includes a dropdown menu and several buttons: 'Anti-allergens', 'Beauty & Wellness', 'Bone and Joint Health', 'Cardiovascular Health', 'Clinical/Medical Nutrition', 'Digestive Health', 'Energy and Endurance/Sports Nutrition', and 'Healthy Aging'. The interface also shows a 'Country/Region' dropdown menu.

# Building Your Virtual Company Homepage

## PRODUCTS GALLERY

- A listing of specific products and services you'd like to highlight –limited by the level of your exhibitor package.
- Select from categories that attendees can filter by.
- Add name of your product and service and a description in the order upon which you'd like them to appear.
- Add a photo or image of your product or service.
- Add URL link to your product or service so attendees can learn more.

 allows you to drag the item and place it in the position you want.

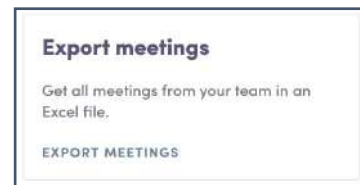
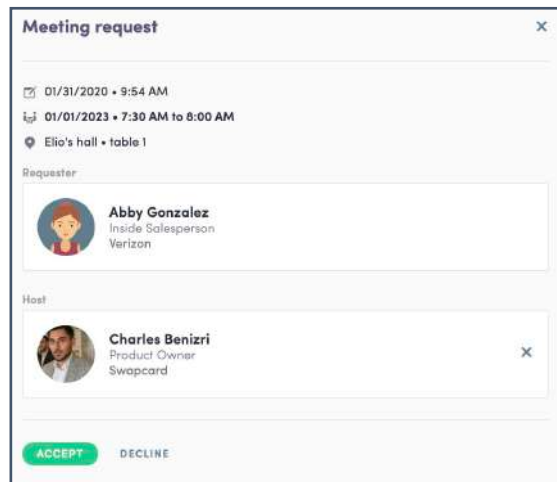
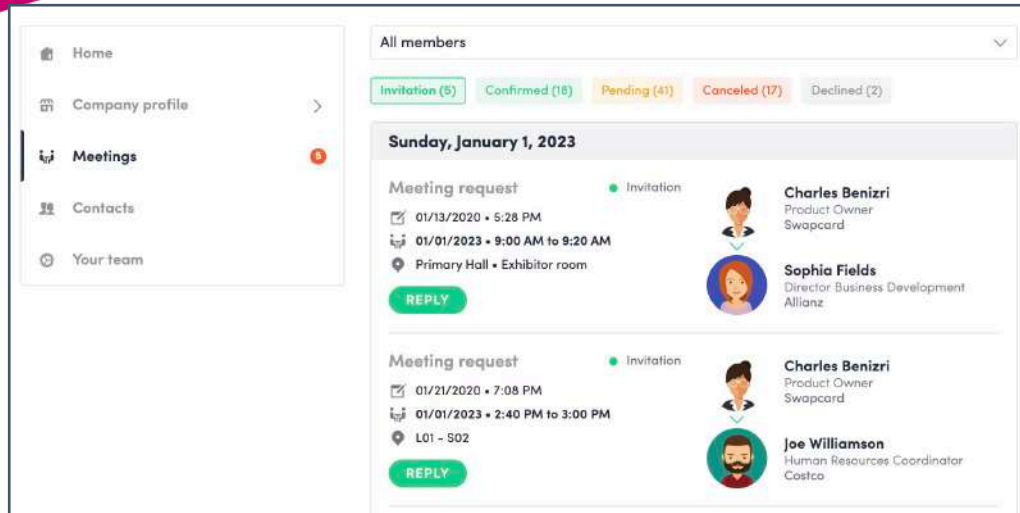
 allows you to move the product to the top (first item to show up in the list).

Your listings will show on your company pages and on the “Products Gallery” page available on the main navigation.

# Meetings

In this section you can:

- See your team's meetings.
- Filter meetings by status: Pending, Validated, Declined, Cancelled.
- To Assign or change a meeting to a member of your team: click "Answer" on the meeting request and choose the person to assign.
- Accept or decline meeting requests.
- Export the list of your team's meeting.



**Pro Tip** –Go to “My Event” to view and manage your meetings; note a meeting slot is blocked until someone on your team has accepted or declined the request to meet.

- Above points are key to action all incoming meeting requests, whether this is accept or decline



# Team's Contact

## CONTACTS

- View and export contacts collected by you and your team before, during and after the event.
- Contacts include anyone who has initiated or accepted a connection request.
- *Note:* only contacts of your team members who have enabled the “sharing option” will be displayed on this team –so be sure all your team members have activated it!

Food ingredients Asia 2021 · Informa Nureen

SWITCH TO THE EVENT Nureen

Home

Company profile

Meetings

**Team's contacts**

Analytics

Your team

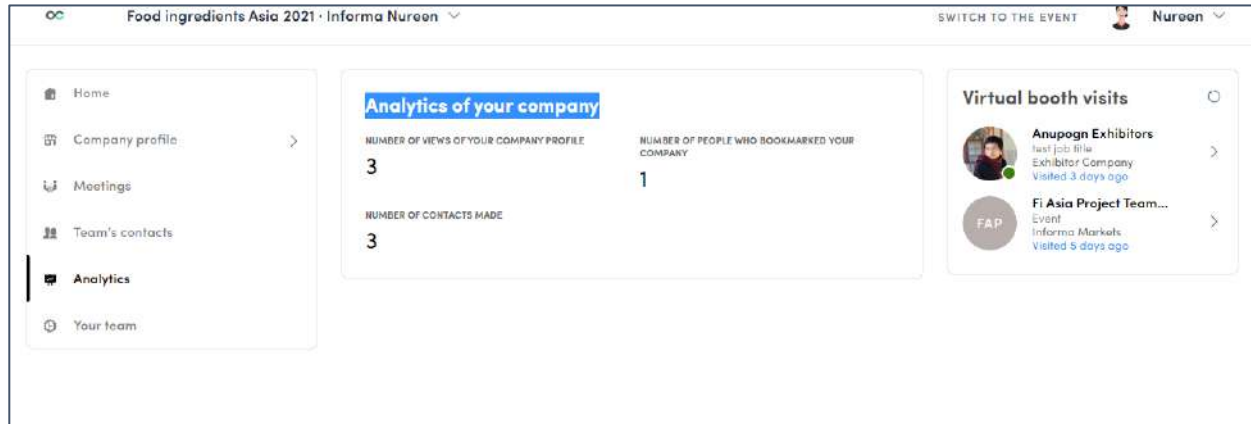
Search

| Photo | First name | Last name  | Job title       | Company             | Email                        | Created on           |
|-------|------------|------------|-----------------|---------------------|------------------------------|----------------------|
|       | Jirawat    | Boonjaiyai | Event Executive | informa Thailand1   | jirawatboon@gmail.com        | 07/04/2021 • 9:23 AM |
|       | Katherine  | Wang       | Owner           | I Eat Them All_Lite | sitikul@gmail.com            | 07/05/2021 • 6:46 AM |
|       | Stacy      | Wu         | President       | I EAT THEM ALL_Lite | informamarketscom5@gmail.com | 07/04/2021 • 9:14 AM |

Nb / page 10 Page 1 1 - 3 of 3

EXPORT ALL

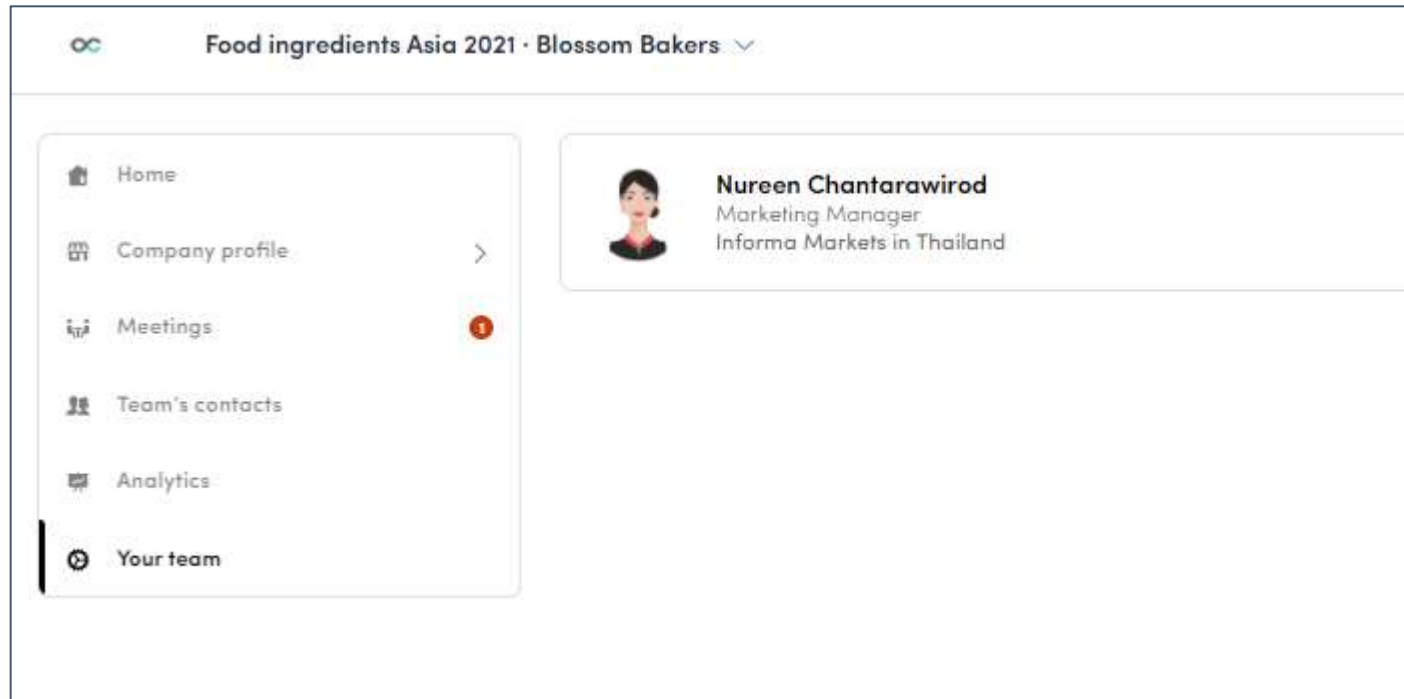
# Analytics



In the analytics tab you can access data about:

- Number of views on your company page
- Virtual booth visits
- Number of times your company has been bookmarked
- Total number of connections made by team members
- Total number of meetings booked by team members
- Total number of scores on connections made by team members
- Average score on connections made by team members

# Your Team



- You can check your member under Your Team.
- Ensure everyone's profile is turned on

*Note:*

- Exhibitor packages have separate allotments.
- Contact the organizer if you want to add your team.

# Networking Features

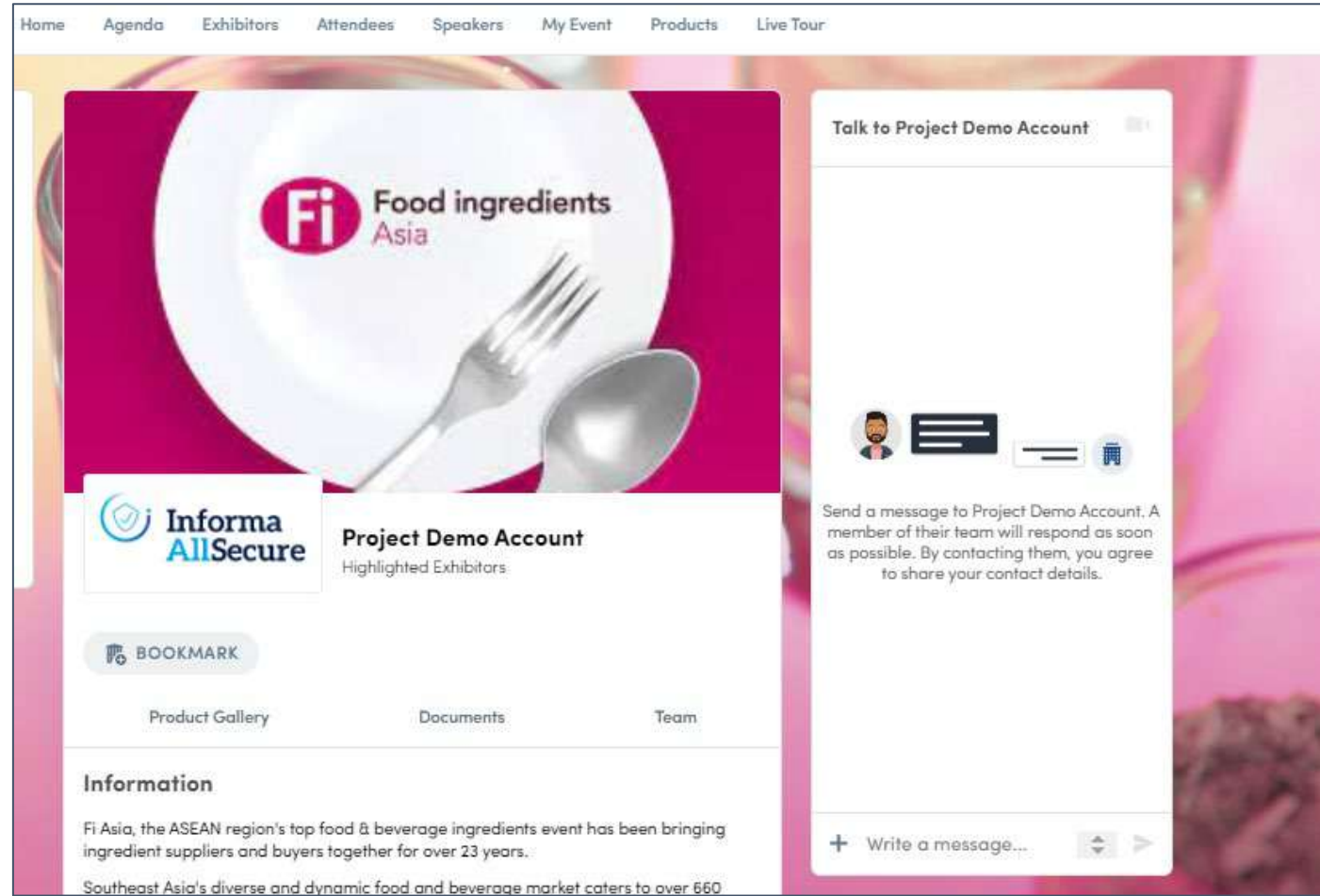
How to engage  
with attendees



# How to Network

## Attendees Can:

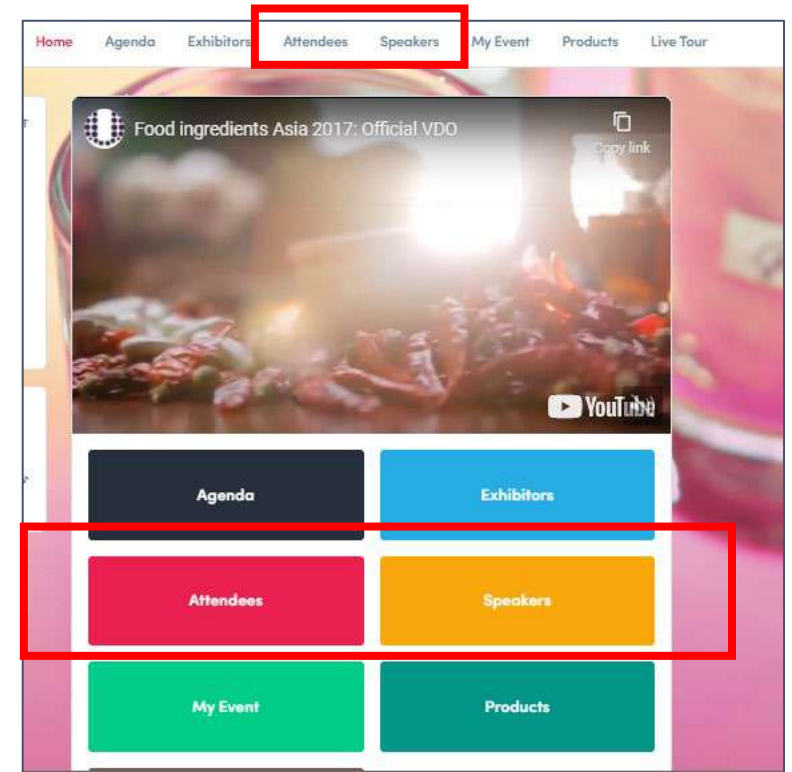
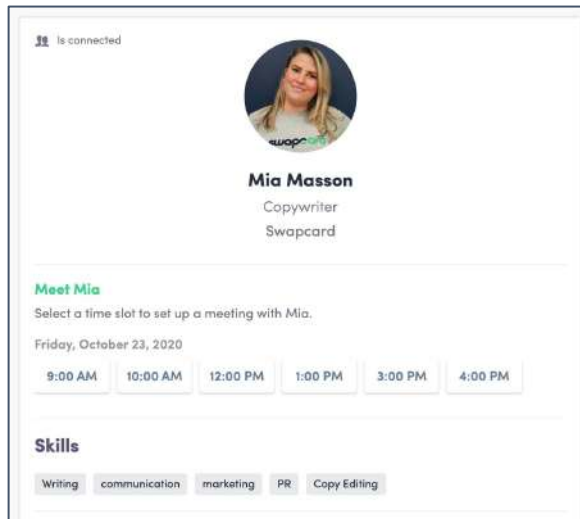
- Bookmark your company
- Chat “live” with a team member –via video or text
- Book a meeting with your company
- Learn about your products and services
- Access your marketing materials –such as whitepapers, case studies, research etc.
- View and connect directly with your team members



# How to Network

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

Thanks to this, once you have found someone of interest you can connect with them and chat directly or you can request a meeting with them.



Update your availability so attendees know when they can request meetings with you.



# Make a connection

**Connect with Dennis**

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

**SEND CONNECTION REQUEST**

**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  |          |          |         |         |          |

- From main navigation click on “attendees”
- Sort and filter attendees to find contacts you’d like to connect with
- Click on their name to view their profile or click on the person icon with the plus sign
- Write a personal message to person and send a connection request
- Once you’ve made a connection you can chat directly with the contact and, score, tag and make notes about the contact

# Request a Meeting

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  |          |          |         |         |          |

- From main navigation click on “attendees”
- Sort and filter attendees to find contacts you’d like to connect with
- Click on their name to view their profile
- Click on an available meeting slot
- Select Virtual Meeting
- Write a personal message to person and send
- Go to “**My Event**” to see if contacts have accepted your meeting request

Note the meeting time is held and blocked until its accepted or declined

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

Select a place to meet at the event.

Virtual Meeting

**Video Call**

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

Virtual Meeting • Video Call

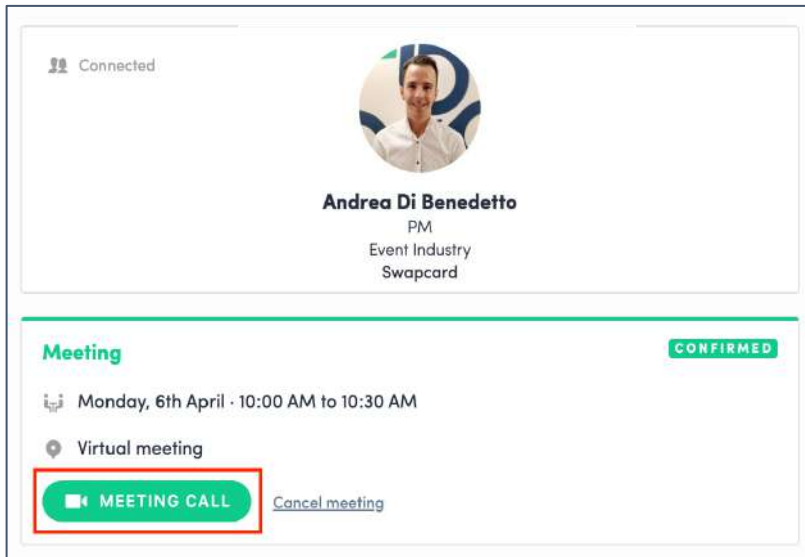
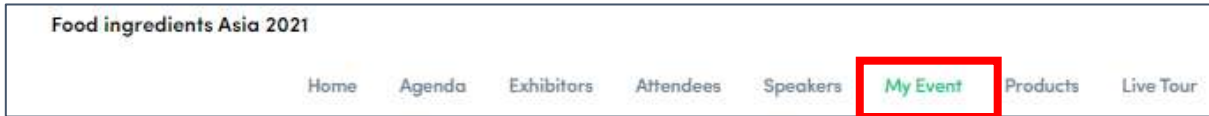
Message (optional)

Introduce yourself and the purpose of the meeting

**SEND MEETING REQUEST**



# Start a Video Meeting



- From main navigation, click on “**My Event**”
- If your meeting request is confirmed, a button “meeting call” will appear 1 hour before your meeting
- Click on meeting call to start your video meeting

Note: Incoming Meeting requests will appear in your notifications area on the toolbar

**Pro Tip** –You can also start a video call during a private chat conversation you’re having with a contact; simply click on the camera button to start the video call. You can share your screen during a video meeting if you need to.

# Connection Request -Examples

## Connection Request Accepted

**Connection requests**

Hi Vanessa I see you are registered to attend Channel Partners Virtual do you want to meet and chat? 21 hours ago



**Mary Bond**  
Group Director - Seatrade Cruise Informa

You accepted the request.

## Connection Request Decline\*

Claire wants to connect with you. A year ago



**Claire Fussey**  
Marketing Manager  
Positive Actions Publications

**DECLINE** **CANCEL**

## Connection Request Pending




**Joshua Multer**  
Sales Marketing Manager  
Informa Markets



## Connection Summary

**Connection requests**

Hi Vanessa I see you are registered to attend Channel Partners Virtual do you want to meet and chat? 21 hours ago




**Mary Bond**  
Group Director - Seatrade Cruise Informa

You accepted the request.

---

Claire wants to connect with you. A year ago

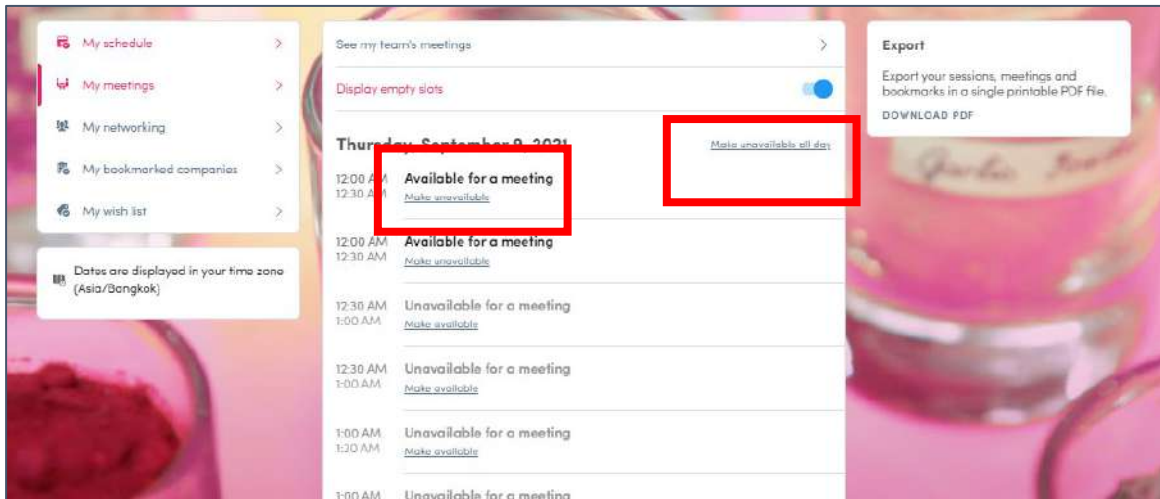


**Claire Fussey**  
Marketing Manager  
Positive Actions Publications

You declined the request.

\*In the case, an attendee declines your connection request, you won't be notified. They will appear as "connect-able" again.

# How to set available meeting times



**\*This is how to set available meeting times as an “individual”, not for your company**

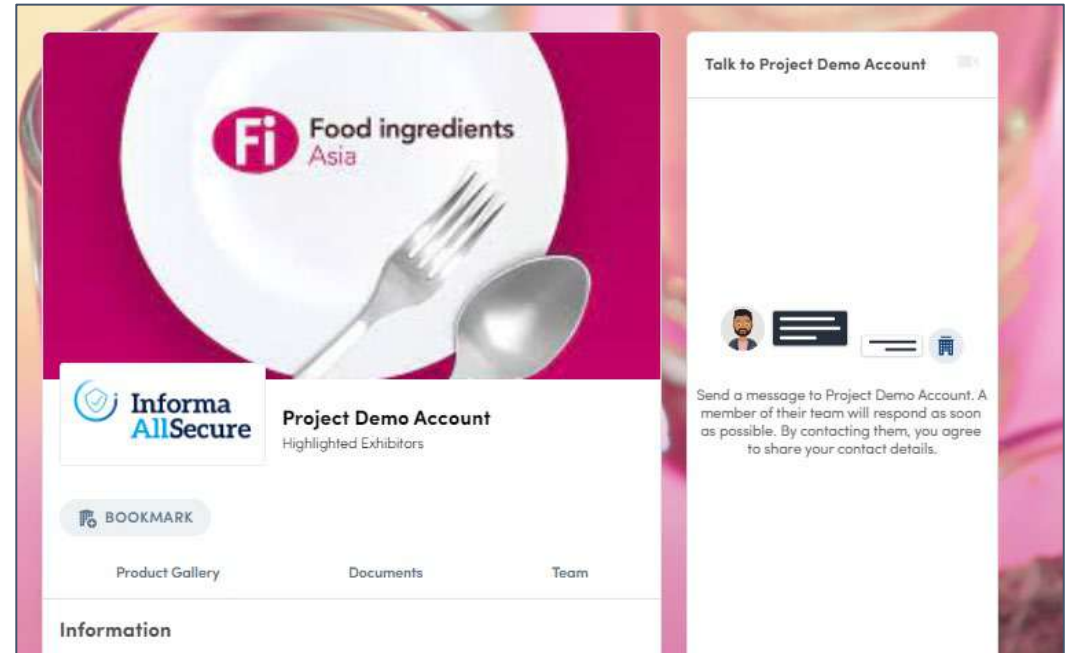
- From main navigation click on “my event”
- Time slots are pre-populated
- If you'd like to block slots simply click on the “make unavailable” button within the time you'd like to block
- If you'd like to block the entire day, click on “make unavailable all day”

# Exhibitor Inbox

Once you are added to a company 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.

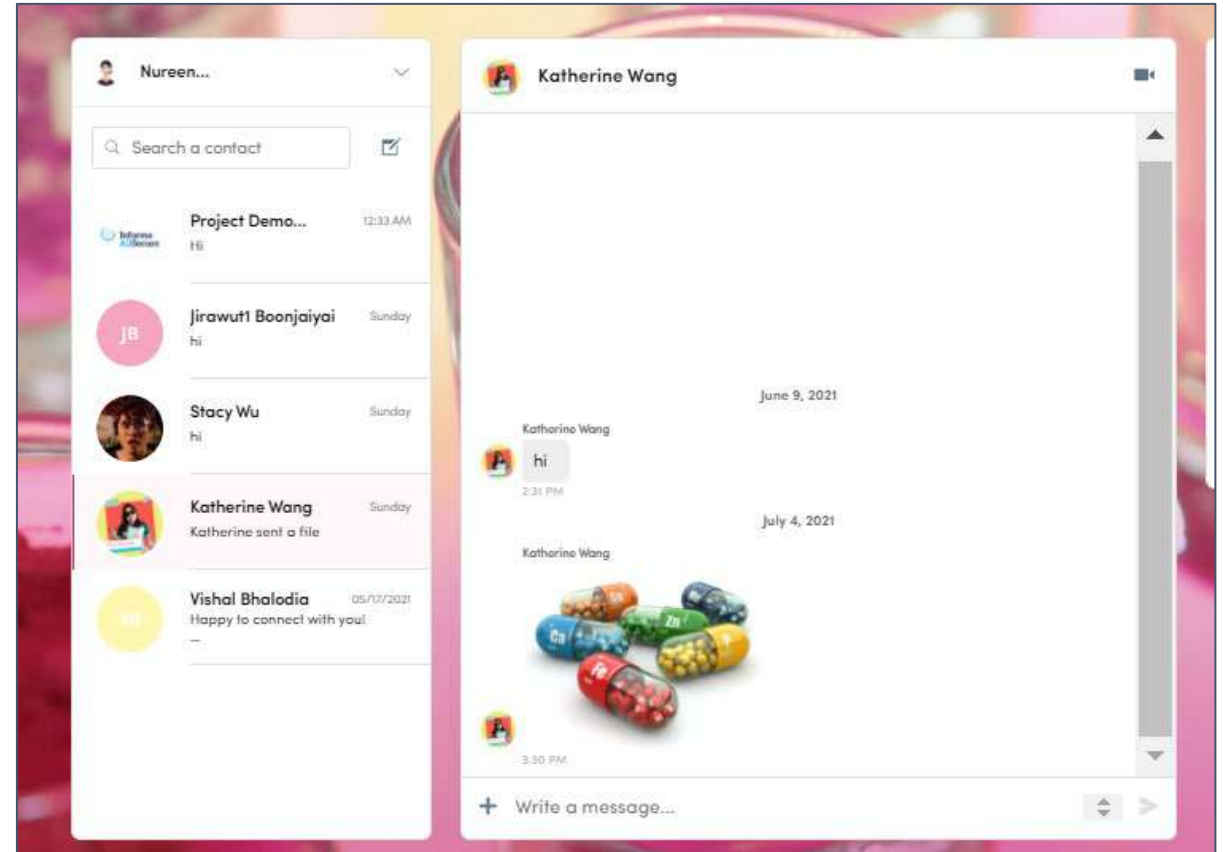


# Exhibitor Inbox

## 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.

**Pro Tip** - As a team it is good to allocate a single person to manage the inbox during the event for consistency, and to ensure that no messages are missed.

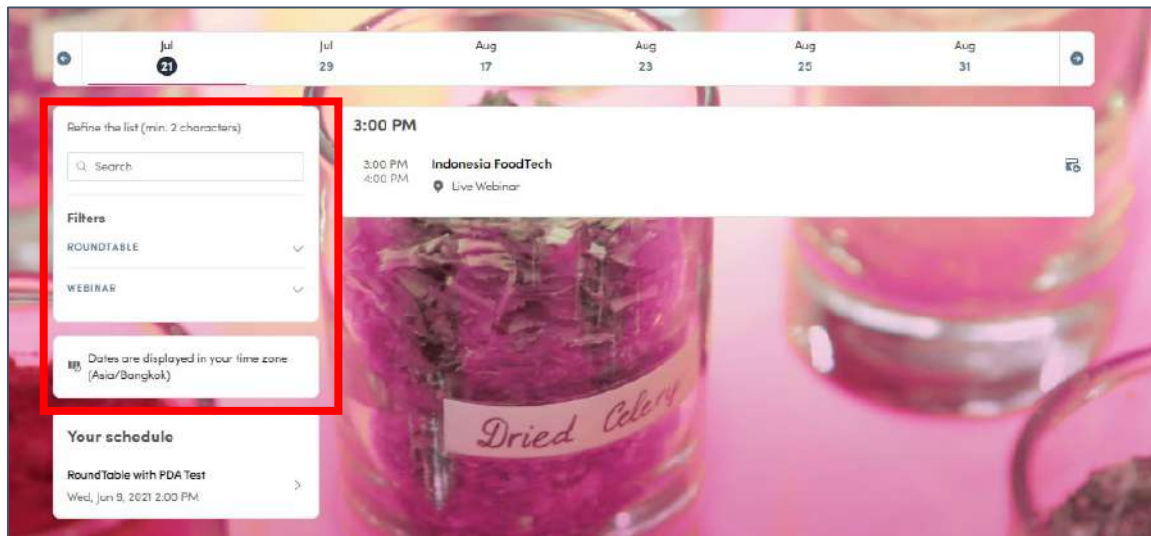




# Content Features



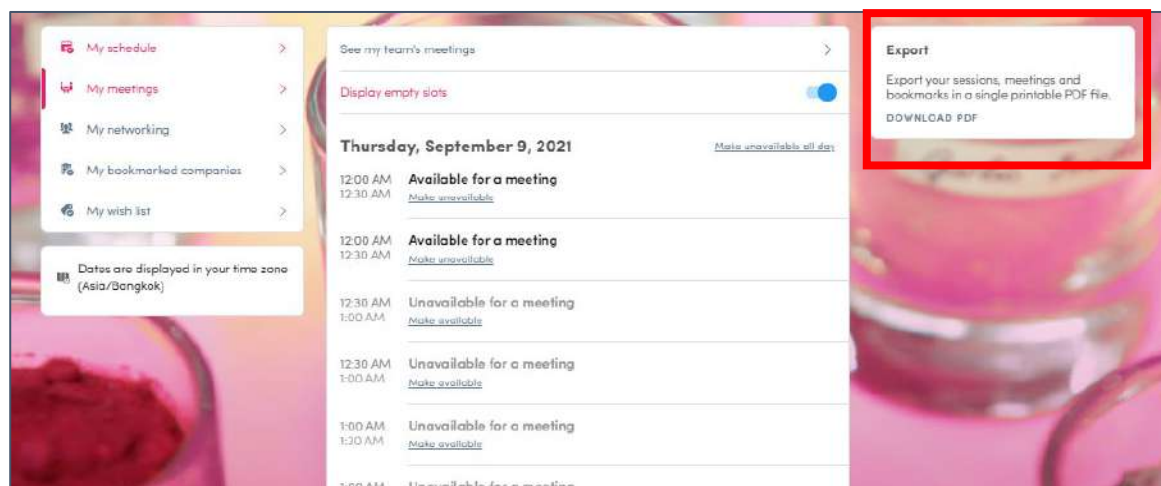
## How does the program work ?



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.

## How does the program work ?



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 ».



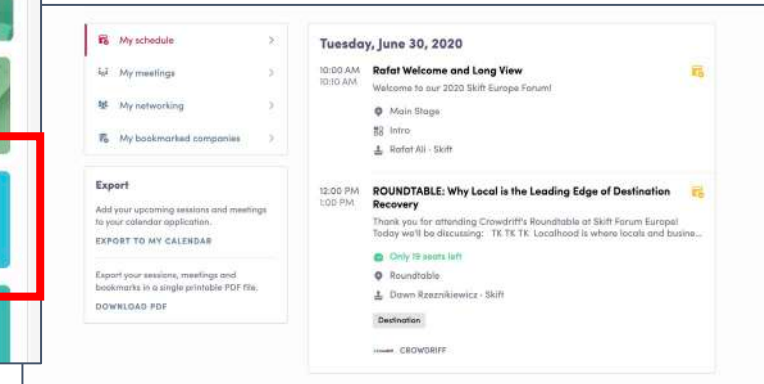
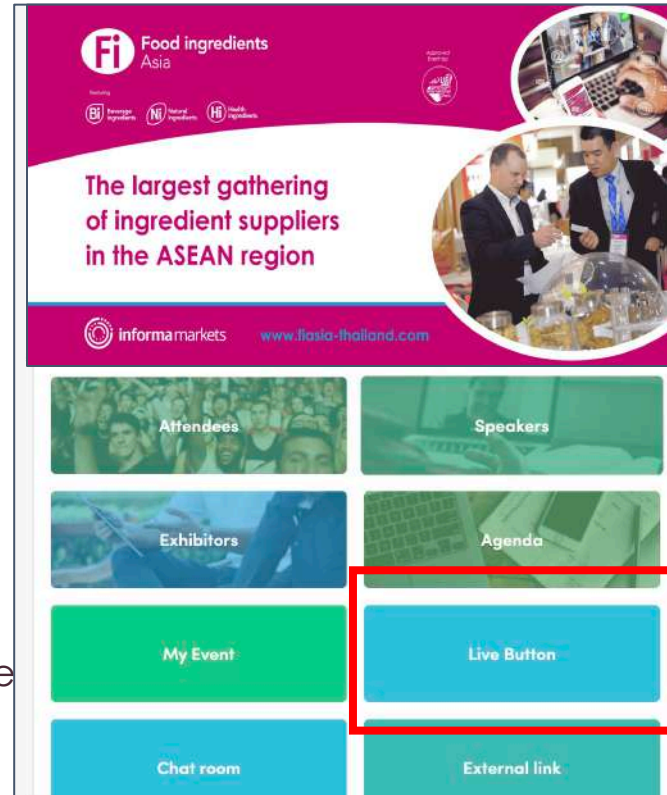
# Access a live streaming session

There are two ways to access a live streaming session.

1. 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.

2. 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 ?

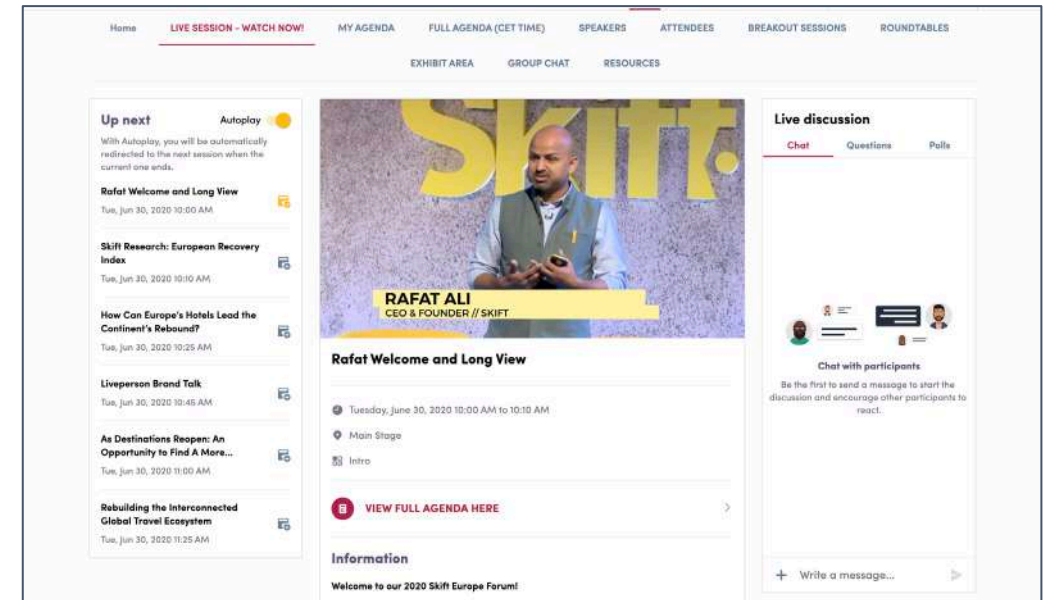
Less than 24 hours before: a countdown will be added to the session page

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

06 03 1/1A

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.

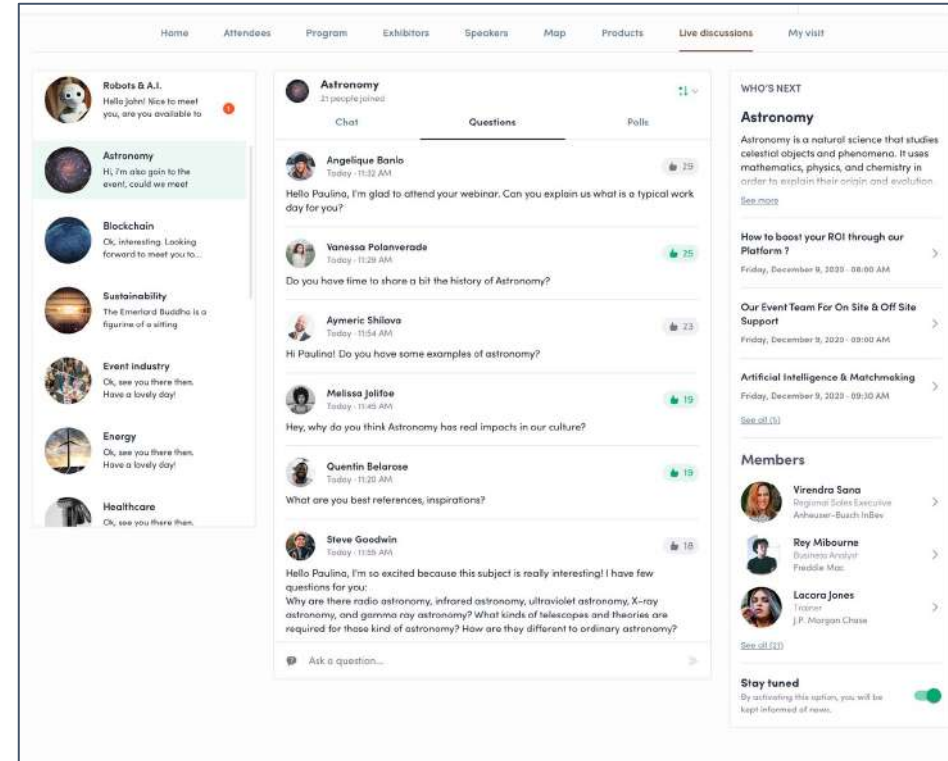


# Interact during a live session

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.

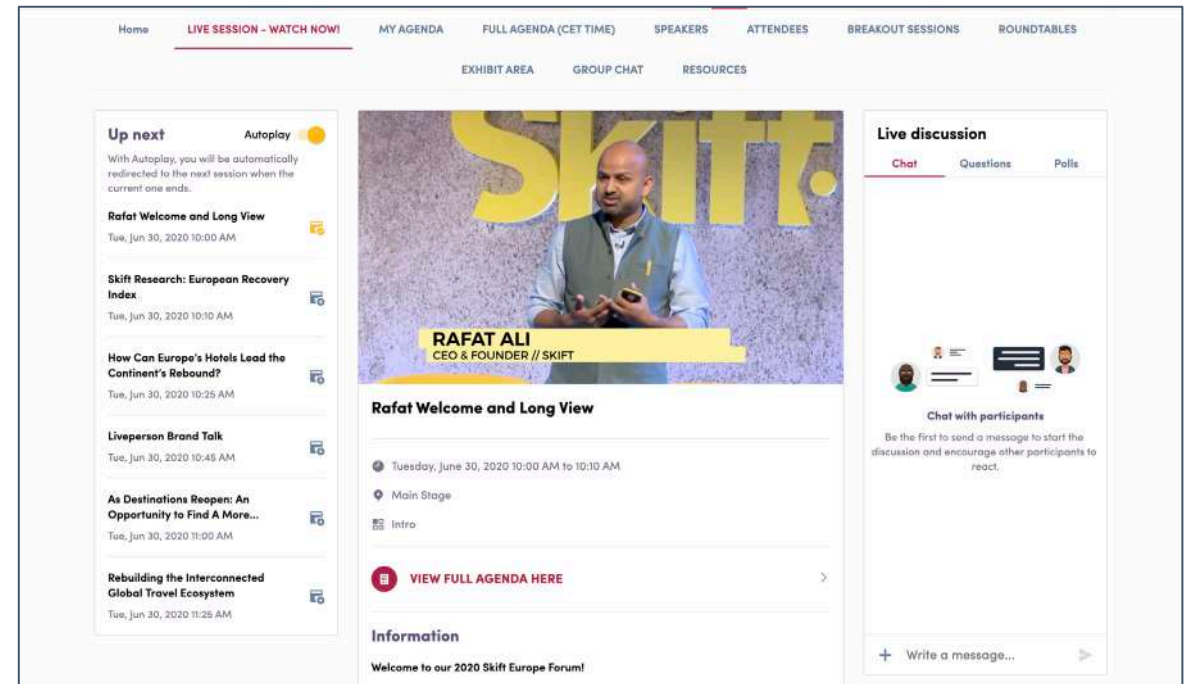
React on other people's messages or delete your message by click on the three dots next to it.

Questions will be sorted by upvotes.

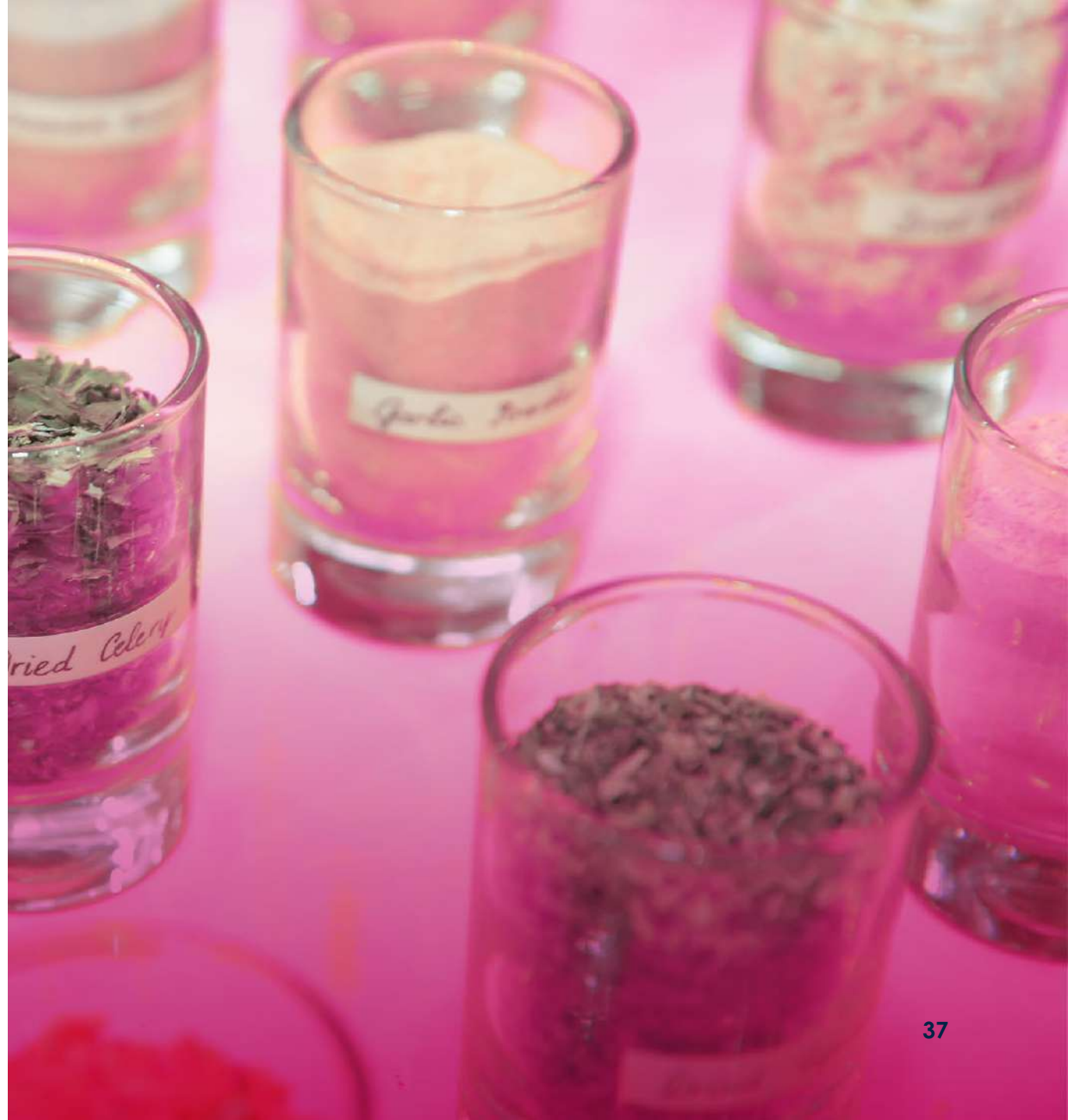


# What's the autoplay ?

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



# How to - Make the Most of Your Investment





## Tips For A Successful Event

1. [Engage and be proactive](#) -find attendees to connect with
2. Be sure to make yourself visible to attendees and [update](#) your team [member profile](#) to help AI matching
3. Use the [search functionality](#) to filter and find the best matches for your company's solutions
4. [Join keynote and track sessions](#) to hear more about the challenges that prospects are facing  
-take the opportunity to chat and understand what they're talking about
5. [Add content](#). Make use of the [video capabilities](#) of the platform (think about product demos and bring customers into your offices virtually)
6. Keep an eye on the [notification alarm](#) at the top of the navigation bar  
Take advantage of the platform post-event

To be contacted by as many qualified participants as possible, you must **fill in all the information** in your exhibitor page:

✓ **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.

✓ **Advertising:** Import a 1080x1920px (9:16 ratio) image, no larger than 1MB, and add your redirection link (external or to your product)

✓ **Background image** (2560x1600px (16:10 ratio) image, no larger than 1MB.)

✓ **Social media links**

✓ **Open Source Projects:** name, description, link, 200x200 image for each

✓ **Products and Services:** name, description, link, 200x200 image for each.

✓ **Documents** (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.)

Name: 80 characters max

Description: 160 characters max

✓ **Logo** (at least 400x200px, 2:1 ratio image, no larger than 1MB)



Food ingredients  
Asia

THANK YOU

[www.fiasia.com](http://www.fiasia.com)