The Exhibitor Guide

Maximizing Engagement and ROI: Essential Tips for Exhibitors
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Welcome to the Exhibitor Guide.

The aim of this guide is to assist in configure your booth in **Swapcard**, manage your **team**, and interact with attendees before, during and after the event!

Let’s build meaningful connections that grow into authentic, long-lasting relationships.
2. Timeline
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- Exhibitor Center Launches: Week of April 22
- Online Exhibitor Center Set-up deadline: May 15th
- Platform/App Launches for Attendees: Week of May 20
- DIA 2024: June 16th-20th
- Platform & App Close: August 30th
3. Online Exhibition and Booth Set-up
3. Online Exhibition and Info Page Set-up

Login instructions

There are different ways to access your Exhibitor Center

By clicking the button in your invitation email, which will redirect you to your Exhibitor Center.

Click “Exhibitor Center” in the drop down menu.

Click on your Exhibitor booth from the home page.

Visiting the Exhibitor Event page and clicking on your Booth

Go to team.swapcard.com*

*Note: The URL team.swapcard.com is an example and may not be the actual URL for accessing the Exhibitor Center.
3. Online Exhibition and Booth Set-up

Login instructions

1. Primary, Secondary, and Marketing contacts will receive an email from NAevents@DIAglobal.org. This will only provide you access to the Exhibitor Center.

2. Did not receive the email? Contact Americas.Exhibits@DIAglobal.org.

1. When logging in, if this is your first time using our platform, a prompt will appear, requesting you to create a password for your account.

2. In case you can't recall your password, select "Send me a magic link," and you'll receive an email enabling you to reset it.
3. Online Exhibition and Info Page Set-up

Front-end of the Exhibitor Booth

Video Header (pitch)

Exhibitor Ad

Company Information

Customized Background for Exhibitor Booth
To be contacted by as many **qualified participants** 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.
3. Online Exhibition and Info Page Set-up

Video or Image Header, Background and Logo

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

*Note: A YouTube video ID is the characters after "/watch?v=_" in the website link.
I.e. In "https://www.youtube.com/watch?v=_mKi9VNgx4" the ID of the video is "mKi9VNgx4".

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

If a field is greyed out, it indicates that only the organizer can edit it.
Attach **documents** to your company profile (product catalogues, press, releases, etc.). **Paste a link** (with http://) or **import a file** (pdf, doc, docx, ppt, pptx, png or jpg), then add a name and a short description.
As an exhibitor, you can also include 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 image.
As an exhibitor, you can download your Virtual Booth QR code so visitors can check the Company details of the Exhibitor they just scanned, start a chat, or ask for a Meeting. Plus, the Company will be automatically listed under My Event ➔ My bookmarked companies.
If you want to "brand" QRs, you can do so by changing their color, background, size, and margin around it using third-party tools. If that's of interest, the .SVG format is recommended. Make sure to keep enough contrast between the background and the actual code to guarantee readability.

Pro tip!
3. Online Exhibition and Info Page Set-up

Graphic guidelines

Exhibitor logo
- Rectangular image (2:1 ratio), size of 400 x200px and no larger than 1MB

Header
- Image: 1200x675px (16:9 ratio)
- Video: hosted on Vimeo or Youtube. Ask us if you host the video on another tool
  Note: the video will be muted by default

Booth background
- Rectangular image (16:10 ratio), size of 2560x1600px and no larger than 1MB

Advertising
- Rectangular image (9:16 ratio), size of 1080x1920px and no larger than 1MB

Documents
- Paste a link or import a file (pdf, doc, docx, ppt, pptx, png, jpg) and no larger than 30 MB
- Title: max 80 characters
- Description: max 160 characters

Set-up deadline: May 15th 2024

Returning sponsors: duplicated Booth available with fields filled out from last year
4. Platform overview and networking
Engage in discussions before, during and after the event

There will be live discussions during sessions. Participating in these discussions will show attendees that you are active and accessible during the event.

Be active on social media before, during and after the event

Use the hashtags: #DIA2024

Make free, relevant content available and refer to it when appropriate. You can add your content to your booth.
How to start an engaging conversation with a new connection:

Begin interactions with new contacts by inquiring about their challenges or queries in your field (like production, marketing, engagement). This approach surveys the audience and fosters relationships through understanding their needs, setting the stage for presenting solutions and your value.

- Find **common ground** and make authentic, **personal connections** (similar experiences, challenges, expertise)
- Discuss the best way to **follow up** or continue the conversation (email, LinkedIn, and so on)
- **Ask them** about their role, their professional background, and their current company
On the homepage of the event, you can access the Networking list labeled Attendees. This will help you find visitors to network with.

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

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.
4. Platform overview & Networking

How to navigate the platform

Full text search
Attendees filters
Book a meeting
Existing contacts

Add new contact

Julia Munoz
Trademark agent
Ted Lapidus Maison

Julia Benson
Vendor
Tamaris

Julia Allen
Sales manager
Swoeo

Jordan Fischer
Trademark agent
River Island

Joseph Gallagher
Stylist / designer
See By Chloé

Jonathan Hubbard
Company manager
Rick Owens

John Francis
Consultant
Redskins

Zachary Sims
Sales manager

Joey Watson
Purchasing office
Rebecca Minkoff
4. Platform overview & Networking

Manage your availability

Go to My Event and then open My Meetings where you will find the Manage availability option.

Once you click on Manage availability, you will see a list of all the available Meeting Slots. You simply need to de-select the slots that you want to make yourself unavailable.
4. Networking

How to make a connection request

Go to someone’s profile via the list of participants 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 “My contacts” tab under your profile picture, or in the “My Event” button in My Networking tab.
Pro tip!

Sending messages that includes Emojis increases the chances of being accepted.

- Between 1 and 30 char Message: 57% Acceptance Rate
- No Message: 34.8% Acceptance Rate
- Use of emojis: 14.15% Average Increase
How to make request a meeting

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

2. Click on one of the suggested meeting slots. If you want to see other slots, click “See more slots.”
   Select a slot and the Meeting location.

3. Now you are ready to write a message to the person you want to meet. Once done, click this button.
4. Platform overview & Networking

Book a meeting button
4. Platform overview & Networking

How to create a Group Chat

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, and reactions.

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
5. Exhibitor Center Networking Management
To boost your networking, ensure you **share your Connections** with your team and maintain your **profile visibility** to be included as a Team member in upcoming meetings. Navigate to the Exhibitor Center, select Team Members, and **toggle on both "My Connections" and "My visibility."**
5. Exhibitor Center Networking Management

Manage your meetings

1. **Manage your availability** (you just need to unselect the time slots where you are not available)

2. **Assign a meeting:** reply to the meeting request and select a team member to assign.

3. **Accept or decline** meeting requests or cancel an existing meeting.

4. **Filter meetings by status:** Pending, Confirmed, Canceled or Declined.

5. **Export** the full list of meetings.
Chat with the Exhibitor (1/2)

Once you are added to an Exhibitor booth 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 \textbf{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.
Chat with the Exhibitor (2/2)

To view your exhibitor inbox, click the chat bubble icon along the top menu.

Switch between your personal inbox and the exhibitor inbox by clicking on the dropdown box.

All exhibitors will see a red notification circle over the chat bubble icon after each new message.

Note: once any exhibitor team member reads the message, the red notification circle disappear for the entire team.
5. Exhibitor Center Networking Management

Messaging center

- Start a video call
- Use emoji to start an engaging conversation
- Create a group with Emma
Pro tip!

As an Exhibitor you can **start a video call** with an Attendee by checking their conversations and launching a video call using our handy **integrated feature**, located in the top right corner of the chat interface.

[Check out this page to learn all the steps!](https://www.swapcard.com)
6. My DIA mobile app
Quick overview
6. My DIA mobile app

Your Advertisement Here!

Contact the Sales Team Today!

Home page
6. My DIA mobile app

Booth Overview

Exhibit Area - The Showcase booth

Richiedi un appuntamento
Scopri l'orario per incontrare Exhibit Area - The Showcase booth
Lunedì 17 giugno
10:30 15 min
12:15 15 min
12:45 15 min

Informazioni
Welcome to a celebration of 60 years of excellence, innovation, and collaboration in healthcare and pharmaceuticals!

Voci di più
Products and Services
Date(s) & Times of Booth Activities
Description of Booth Activities

Social media

Riferimenti
6. My DIA mobile app

How to access the Exhibitor Center

Exhibitor Center Welcome message

Swapcard Exhibitors Support
6. My DIA mobile app

- Exhibitor Center Menu
- Messaging center
- Swacard Exhibitors Support

Exhibitor Center
- Menu
- Exhibitor Center
- Messaging center
- Swacard Exhibitors Support
7. DIA Gamification
Exhibit Hall Gamification – Drive traffic to your booth!

- Attendees will be on the quest to earn points and prizes with our Booth Passport Game!
- Price: $500
- Your Choice of Challenge:
  - QR Code Check In
  - Trivia Question
  - Survey Question
  - Keyword Check In
- Contact: Americas.Exhibits@DIAglobal.org for more information
Thank you