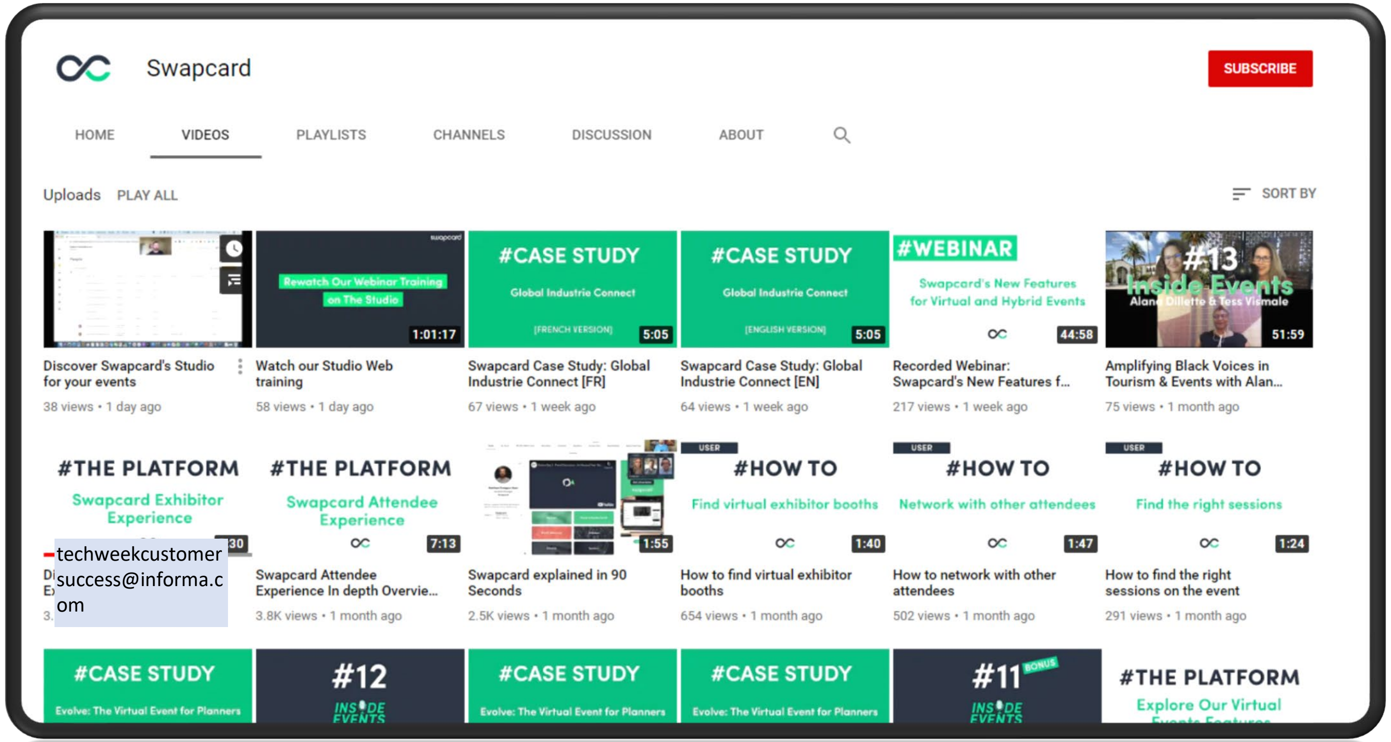
Informa Connect Tech Events App SPEX Guide

2025

Helpful Links & Resources

[Swapcard YouTube]

[Swapcard Helpcenter]



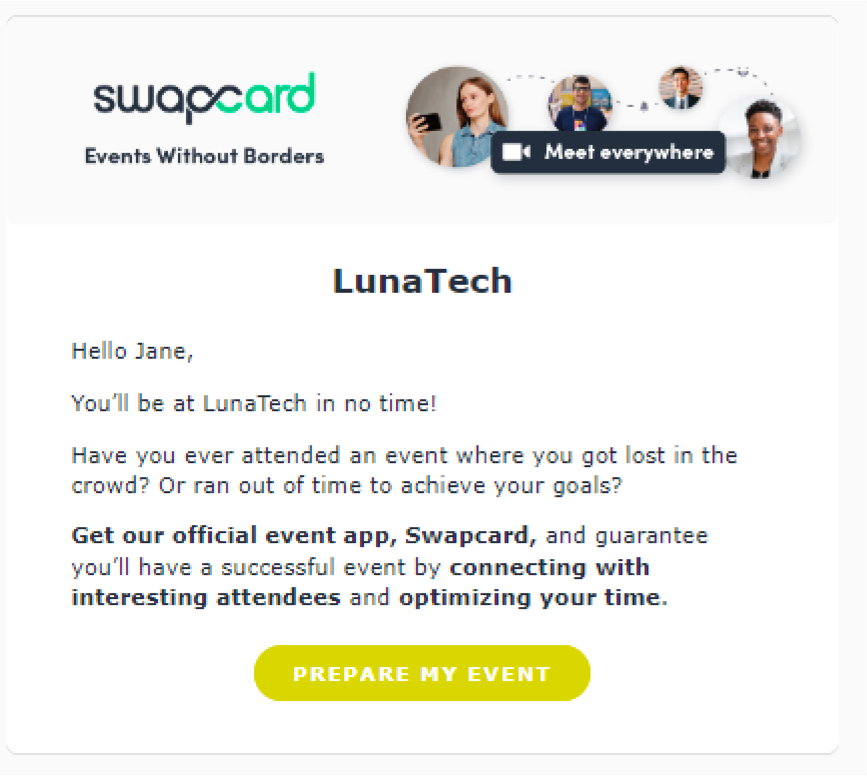
Please contact the following for:

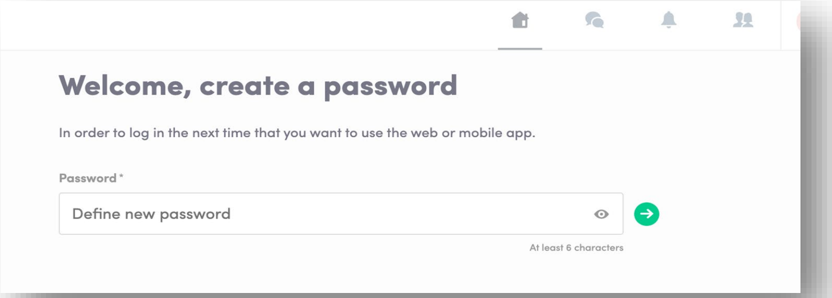
- ✓ Staff Registration/Access, Deliverables, Leads
  - ❑ sp-customersuccess@informa.com
- ✓ Swapcard Technical Issues
  - ❑ Visit Support at https://www.swapcard.com/support/?entity=Attendee

Accessing the Event Platform Desktop Site

HOW TO | LOG IN FOR THE FIRST TIME

- You'll receive an email similar to this one branded with your event that includes a button directing to a login page. Your account is automatically pre-created by our event team through exhibitor registration in the Exhibitor Portal.
- This email will come from network-x-2025-1@swapcardmail.swpcd-send.comso be sure to whitelist it!
- A window will then ask that you create a password for your account. If you already have an account, it will take you to the event home page.





Accessing the Event Platform Mobile App

HOW TO | DOWNLOAD THE INFORMA CONNECT TECH EVENTS APP

- 2 ways to get the App on your phone:
- Search "Tech Events" in the App Store or the Play Store
- Visit https://page.swapcard.com/app/informa-connect-tech-events/

- Be sure to turn on notifications to know when attendees are reaching out to you in real-time. For IOS, you can manage notifications within the app settings. For Android, you can manage the notifications on the phone settings within notifications settings.

Available on the App Store

ANDROID APP ON Google play

informa

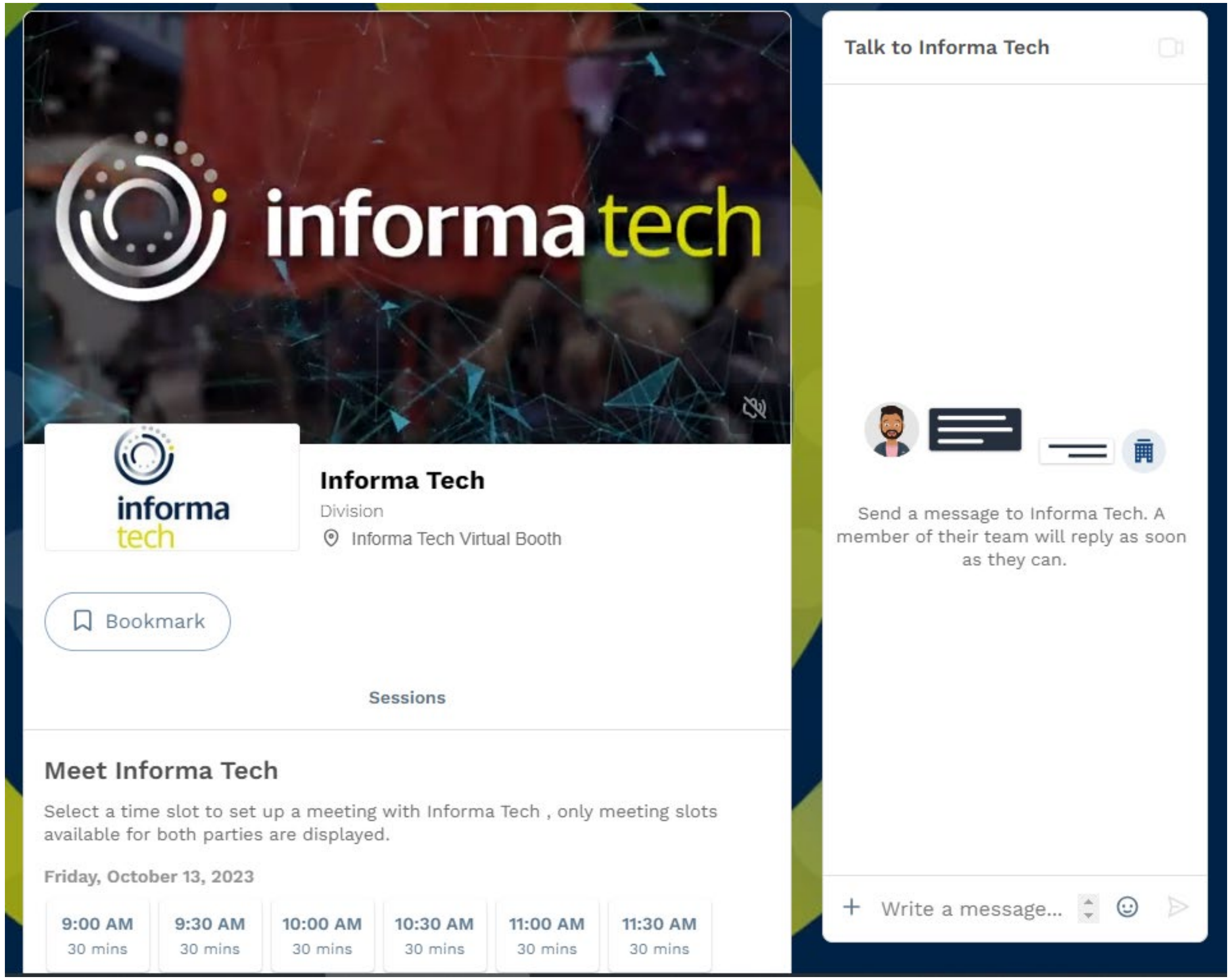
The Attendee Experience:

HOW ATTENDEES WILL ENGAGE WITH YOU...AND VICE VERSA

Your Company Profile Page

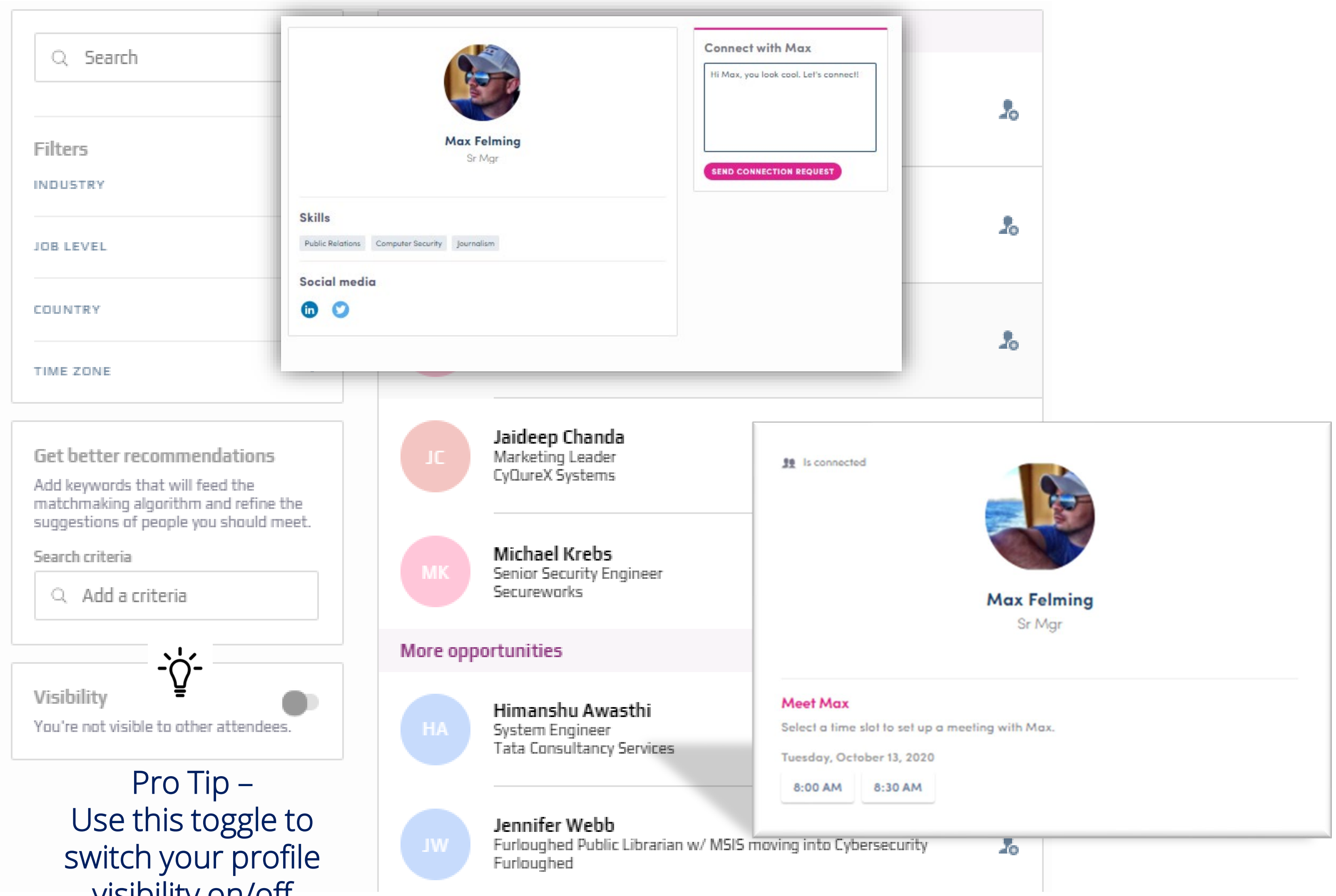
Attendees can:

- Bookmark your company
- Chat "live" with booth staff
- Book a meeting with your company
- Learn about your products and services
- Access your marketing materials such as white papers, case studies, research, spec sheets, etc.
- View and register for sessions you may be hosting
- View and connect directly with your team members



☑ *Content from this page feeds into other areas of the event so attendees can learn about your company outside of your profile page*

Connecting with you



Pro Tip –
Use this toggle to switch your profile visibility on/off

Attendees can:

- View visible attendees
- View profiles
- Make a connection
- Schedule a 1:1 meeting

Our AI-fueled platform will:

- Suggest people you should meet based on your profile
- Allow you to filter the list by key criteria
- Refine suggestions of people you should meet when you add keywords to your profile, feeding the matchmaking algorithm

Search By:

- Keyword

Filter By:

- Job Level
- Job Function
- Company Industry

The Sponsor Experience:

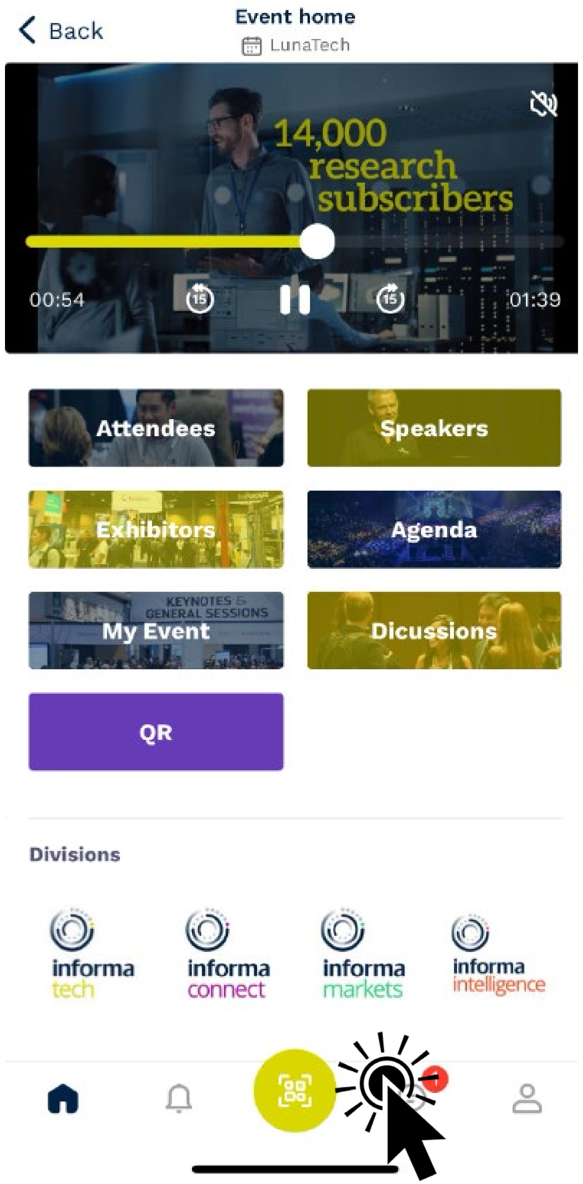
HOW TO CONNECT WITH ATTENDEES AND BOOK/HOST MEETINGS IN SWAPCARD

Lead Scanning

HOW TO | LEAD SCAN ONSITE

- Open the app on your device
- Click on the QR code icon on the bottom menu bar.
- Scan the QR Code on the attendee badge.
- Test the lead scan with the sample badge to the right.

[See the full Onsite Lead Scanning Guide here.]

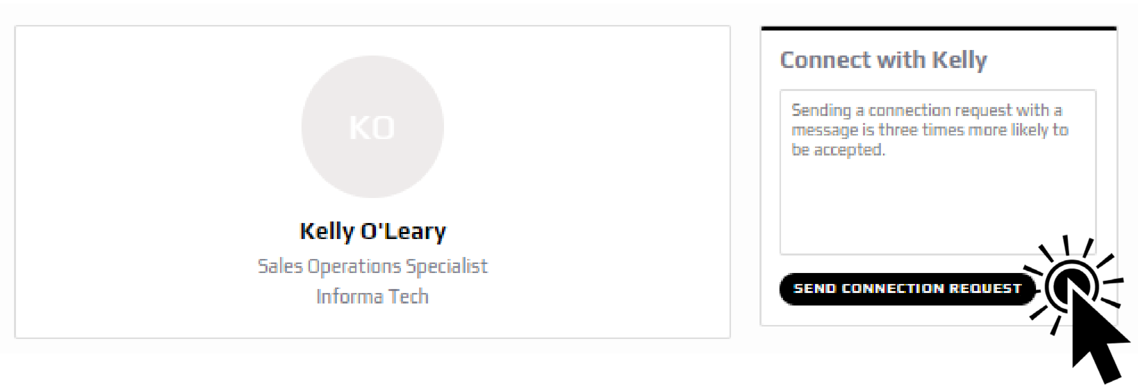


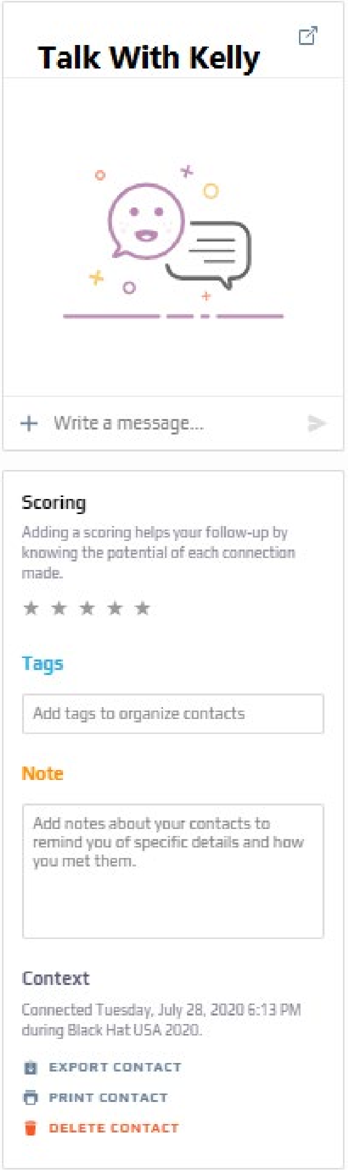
Scan the sample QR code below to test your badge scanning functionality within the Informa Connect Tech Events app

Connection Requests

HOW TO | MAKE A CONNECTION ON THE PLATFORM

- 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
- Craft a personal message to person and send connection request
- Once you've made a connection, you can chat directly with the contact and, score, tag and make notes about the contact

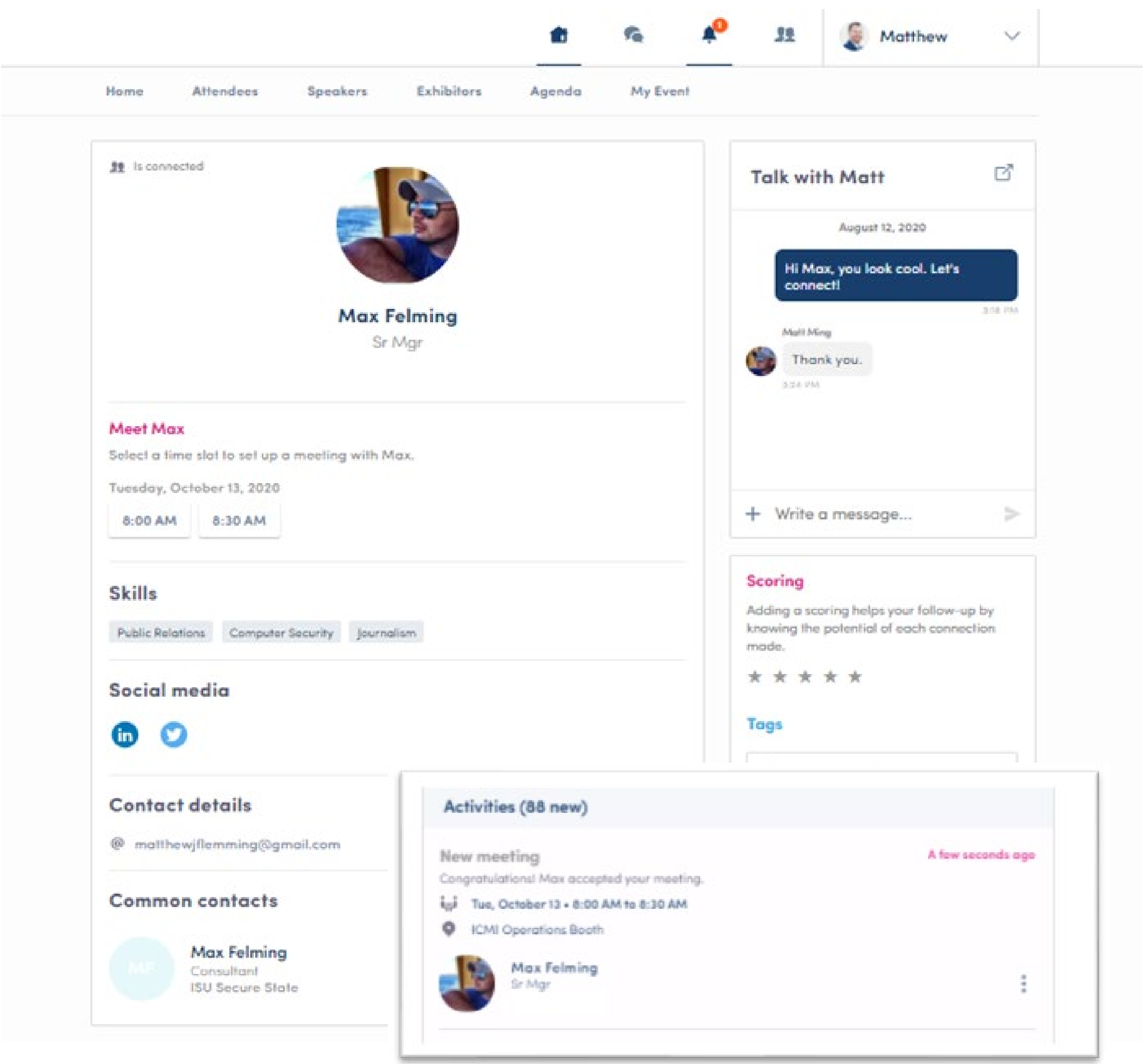




Event Home Page

HOW TO | REQUEST A MEETING ON THE PLATFORM

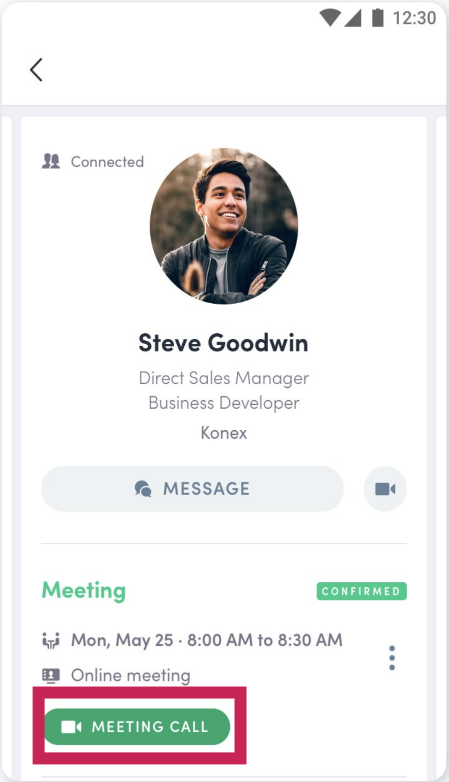
- From main navigation, click on “Attendees”
- Sort and filter attendees to find contacts you’d like to connect with
- Click on their name to view their profile
- Click on an available meeting slot
- Select meeting location
- Craft a personal message to person and send
- NOTE: The meeting time slot is held and blocked until its accepted or declined



Holding meetings within the app

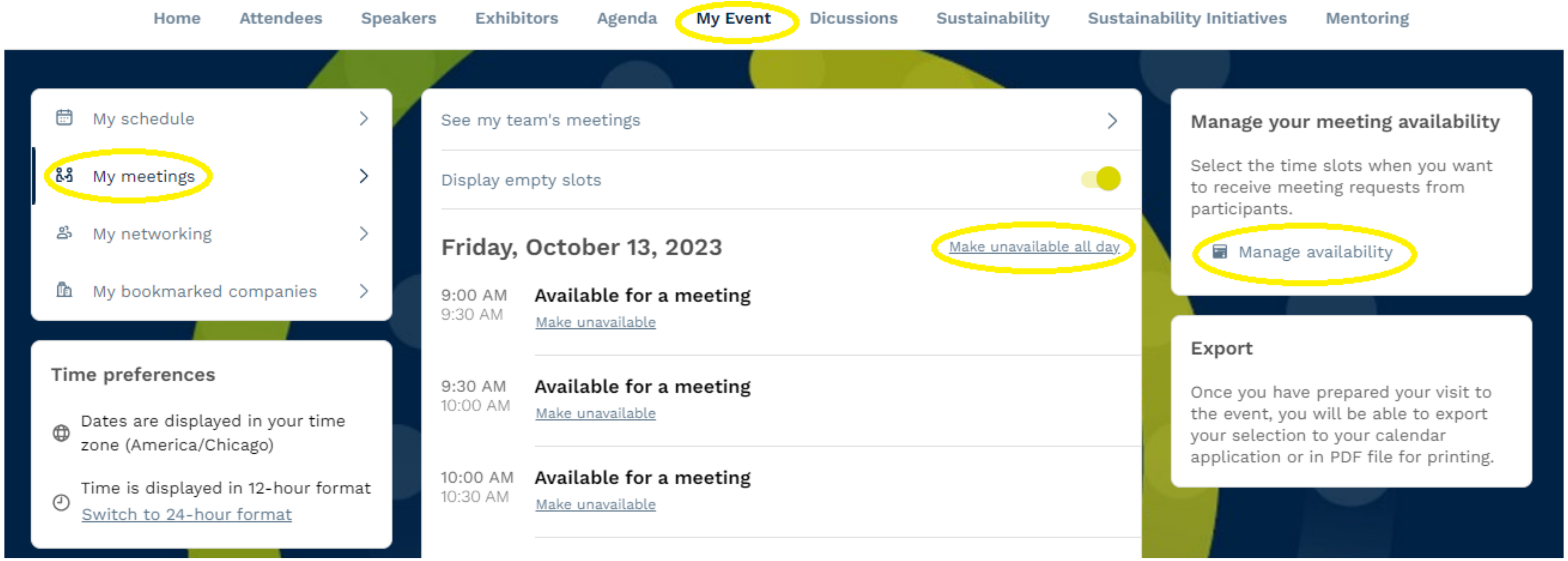
HOW TO | START A VIDEO MEETING

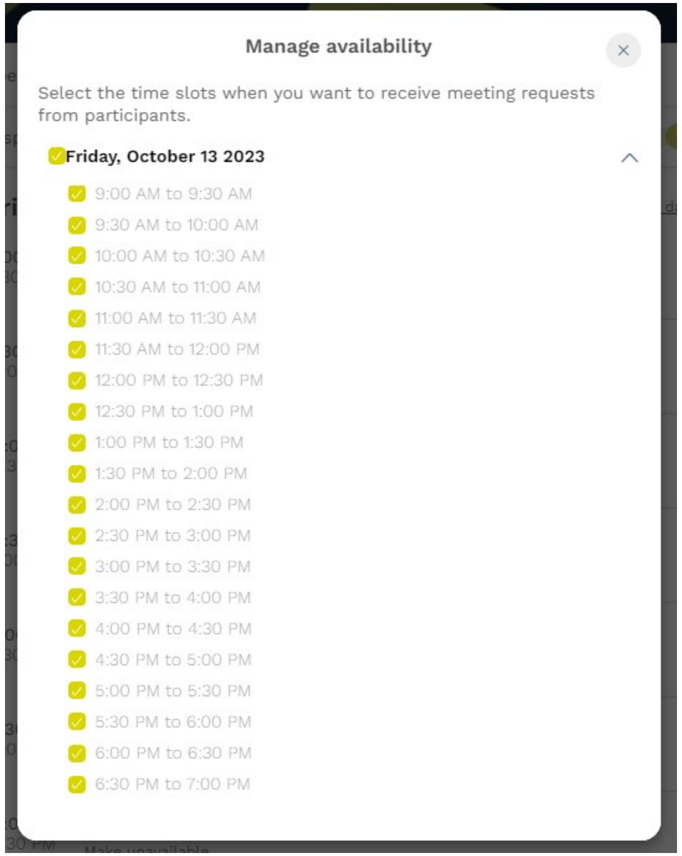
- From main navigation, click on “My Agenda”
- If your meeting request is confirmed, a button “Meeting Call” will appear 1 hour before your meeting
- Click on Meeting Call to start your video meeting
- Note: Incoming meeting requests will appear in your notifications area on the toolbar
- Virtual backgrounds are not available within Swapcard for video.
- Invite others into the conversation by clicking on the 3 dots and clicking “invite someone”.



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. Note you may share your screen during a video meeting as well.

Meeting Availability





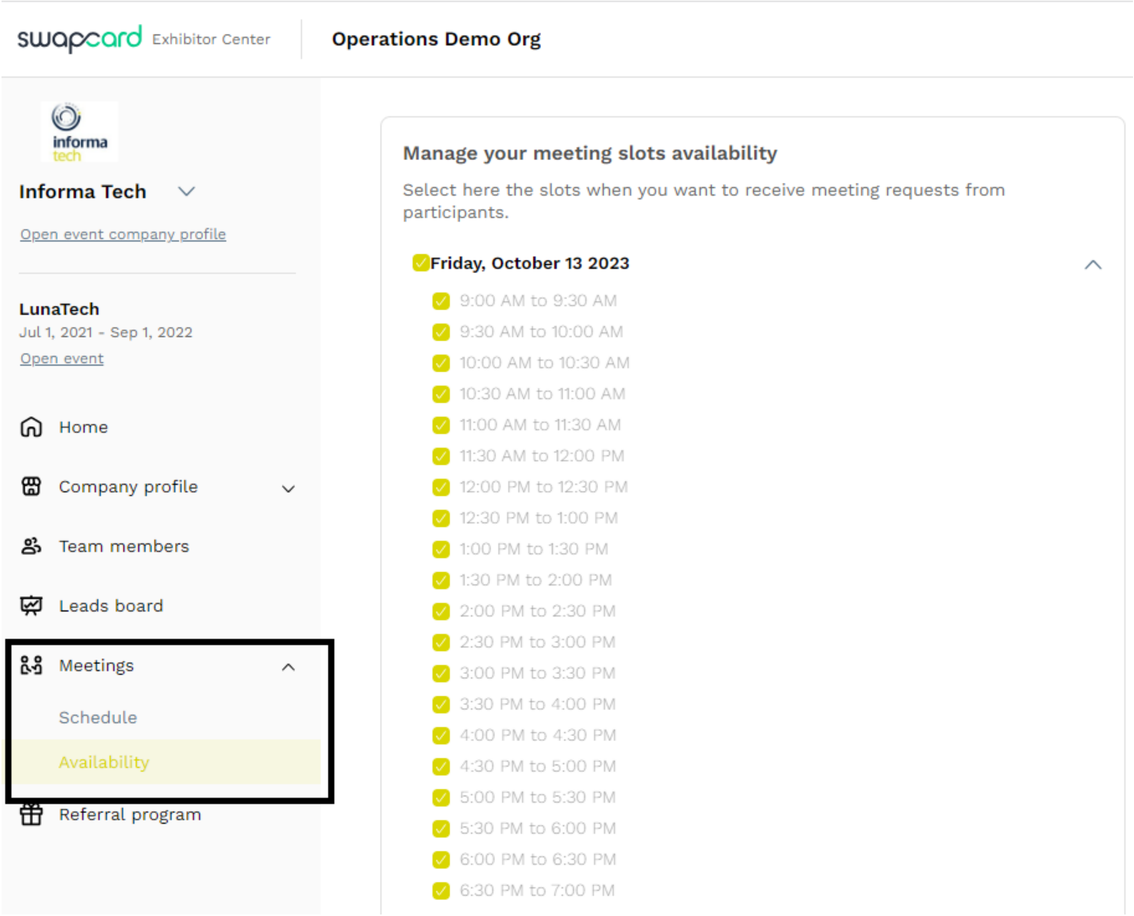
HOW TO | SET AVAILABLE MEETING TIMES; INDIVIDUAL

- *Note: this is how to set available meeting times as an “individual”, not for your digital company profile page.
- From main navigation go to the My Events
- Click on My Meetings then Manage Availability
- Time slots are pre-populated
- Check the box to make yourself available and uncheck the box to make yourself unavailable.
- If you’d like to block the entire day, uncheck the box next to the full date.

Meeting Availability

HOW TO | SET AVAILABLE MEETING TIMES; BOOTH PAGE

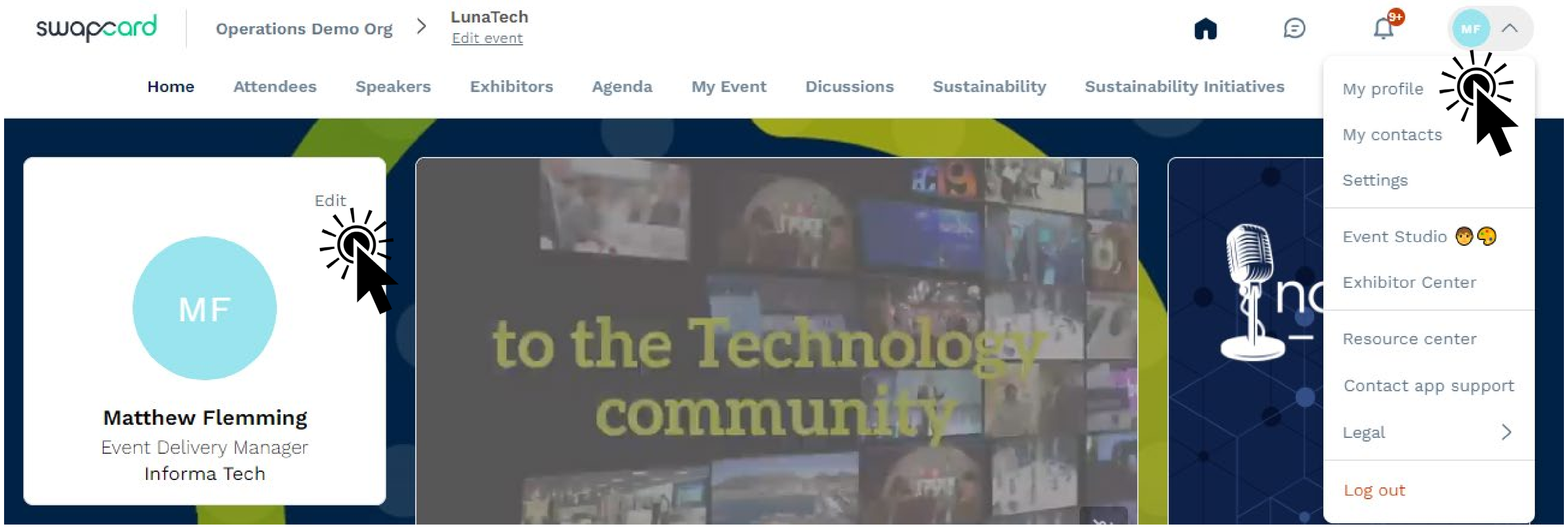
- *Note: this is how to set available meeting times for your "booth", not for your individual meetings.
- From main navigation go to the Exhibitor Center
- Click on Meetings then Availability
- Time slots are pre-populated
- Check the box to make your booth location available and uncheck the box to make booth location unavailable.
- If you'd like to block the entire day, uncheck the box next to the full date.



My Profile

HOW TO | Get to your profile

- An attendee is more likely to accept your meeting invite if they can learn more about you.
- There are two ways for you to access your profile as a "Team Member"

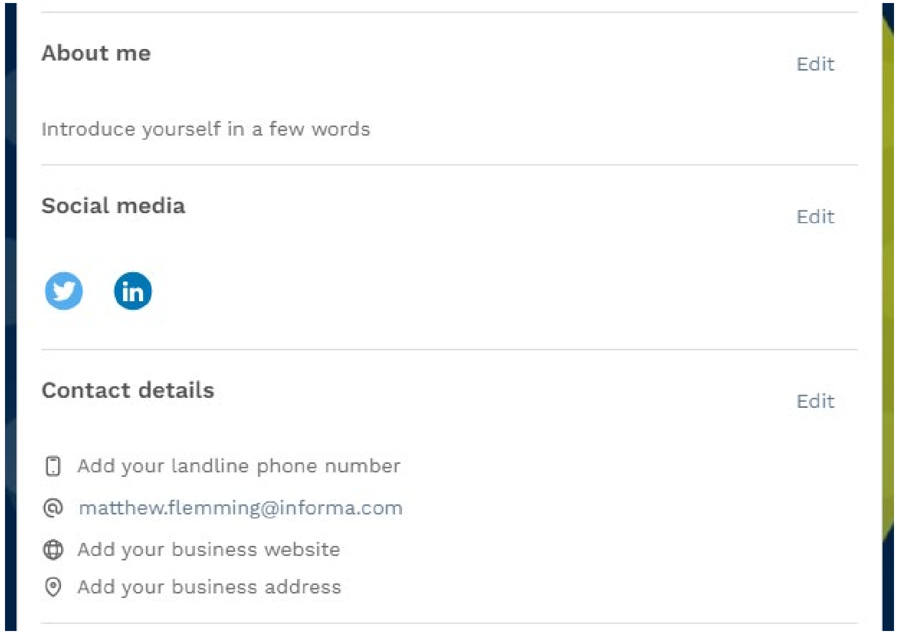


My Profile

HOW TO | Update your Profile Information

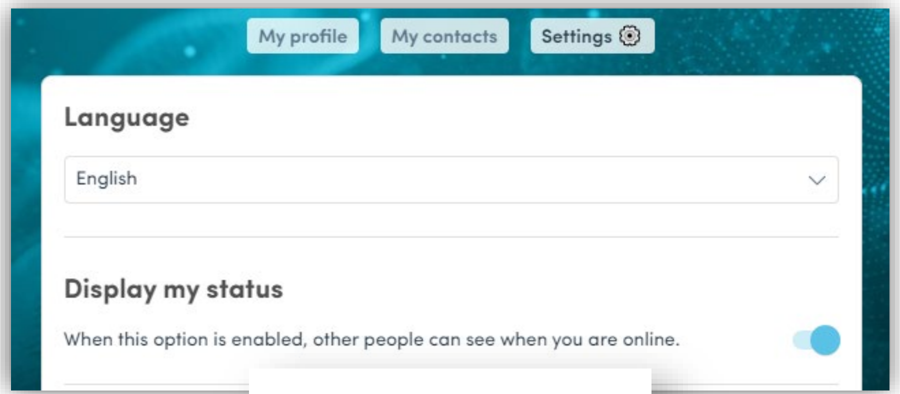
Information you can edit on your profile. Note that contact information is only shared if you connect with an attendee or your badge is scanned.

- Personal information
- Biography
- Social Media
- Contact details
- Profile picture
- Square images (1:1 ratio), size of 200x200px and no larger than 1MB
- And more depending on your event



Display My Status:

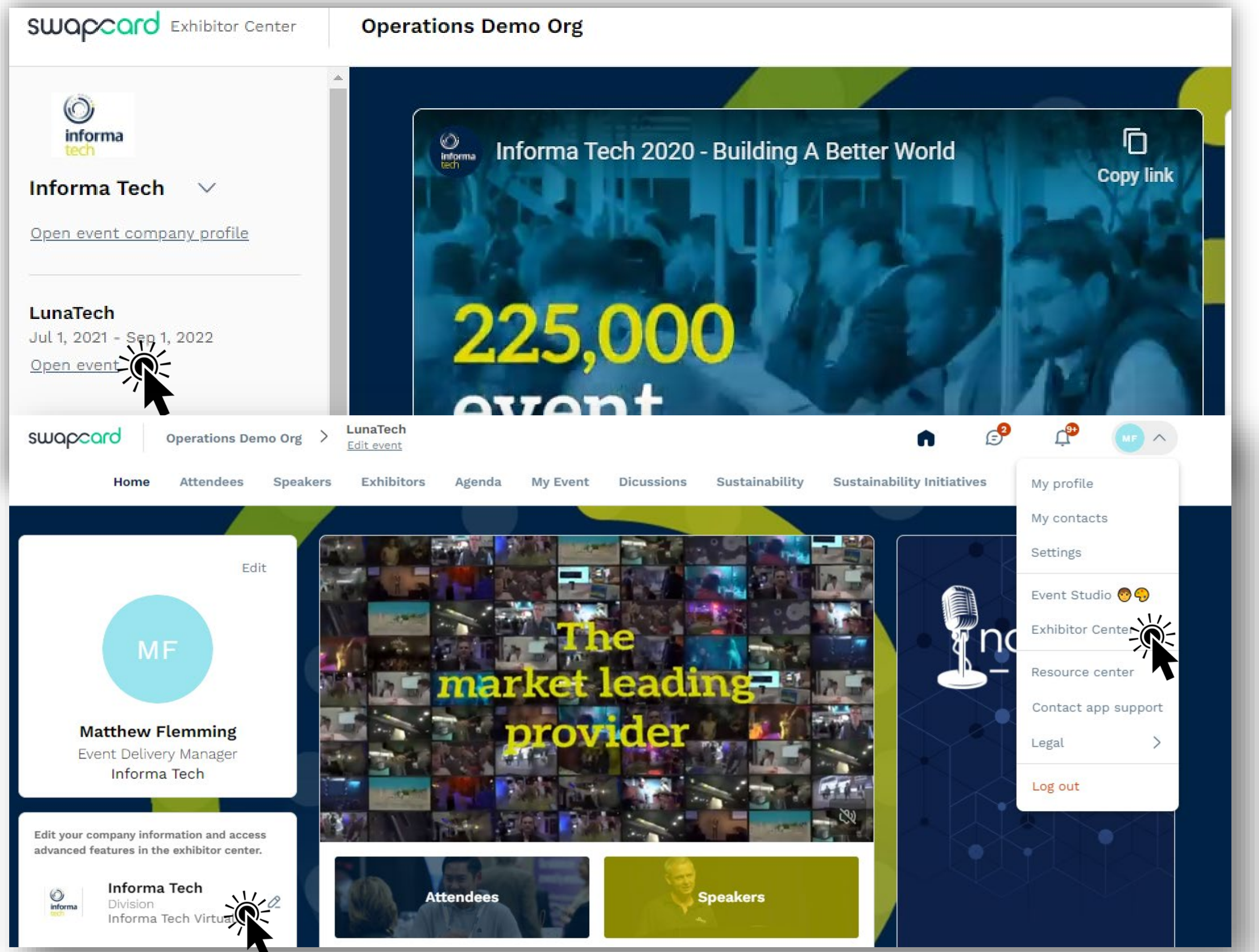
- Turn this on to have the indicator show when you are logged in to the event and ready to network.



Exhibitor Center

HOW TO | Switch from the Event to Exhibitor Center and vice versa

From exhibitor center, click on "Switch to the Event" to get to the event home page. You can also open both pages in separate tabs as to not having to keep loading a new page.



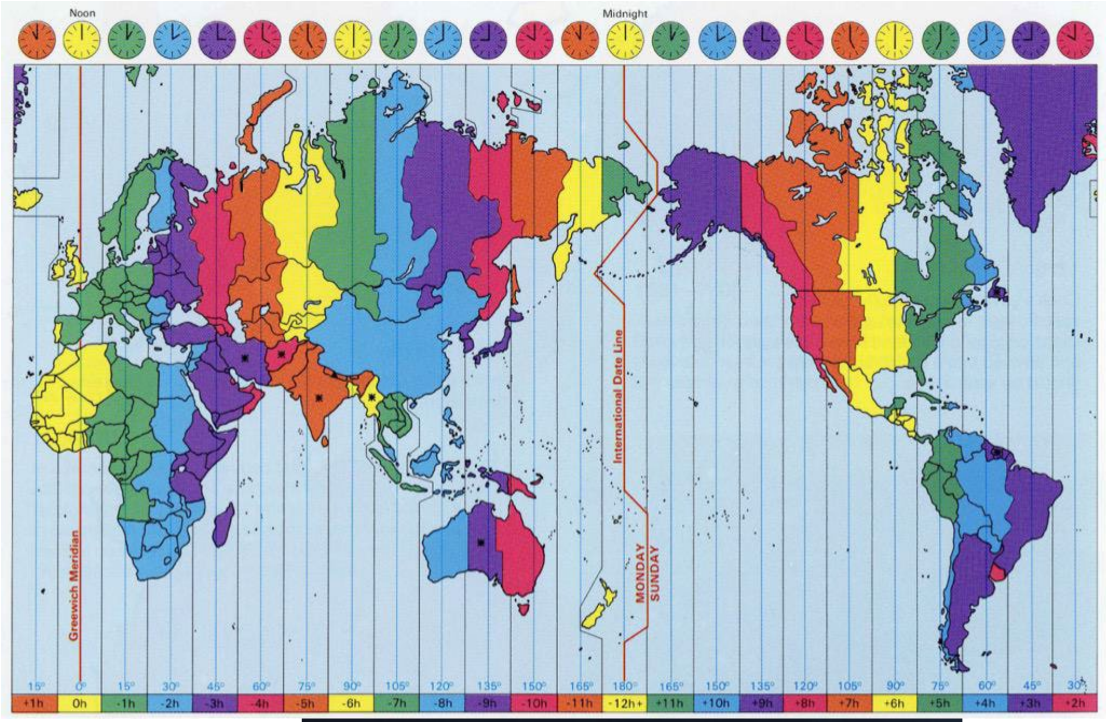
From the event to the exhibitor center, click on the "Exhibitor Center" button or select "Exhibitor Center" from the drop down on the right-hand side of the page under your name. Or click on the pencil icon next to your booth name on the left-hand side.

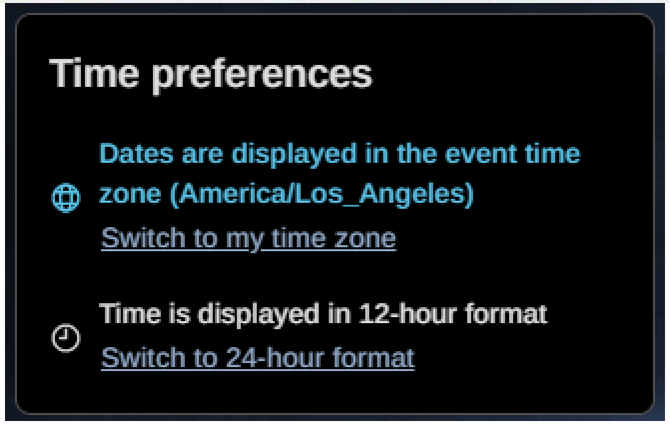
Event Agenda

HOW TO | Know what time something starts

The event platform will automatically adjust the start times and meeting times to the time zone that your event takes place. This may vary if you are using VPN. You can adjust the time zone using the Time Preferences that appear on multiple pages.

You can also switch between 12-hour and 24-hour format.





The Sponsor Experience:

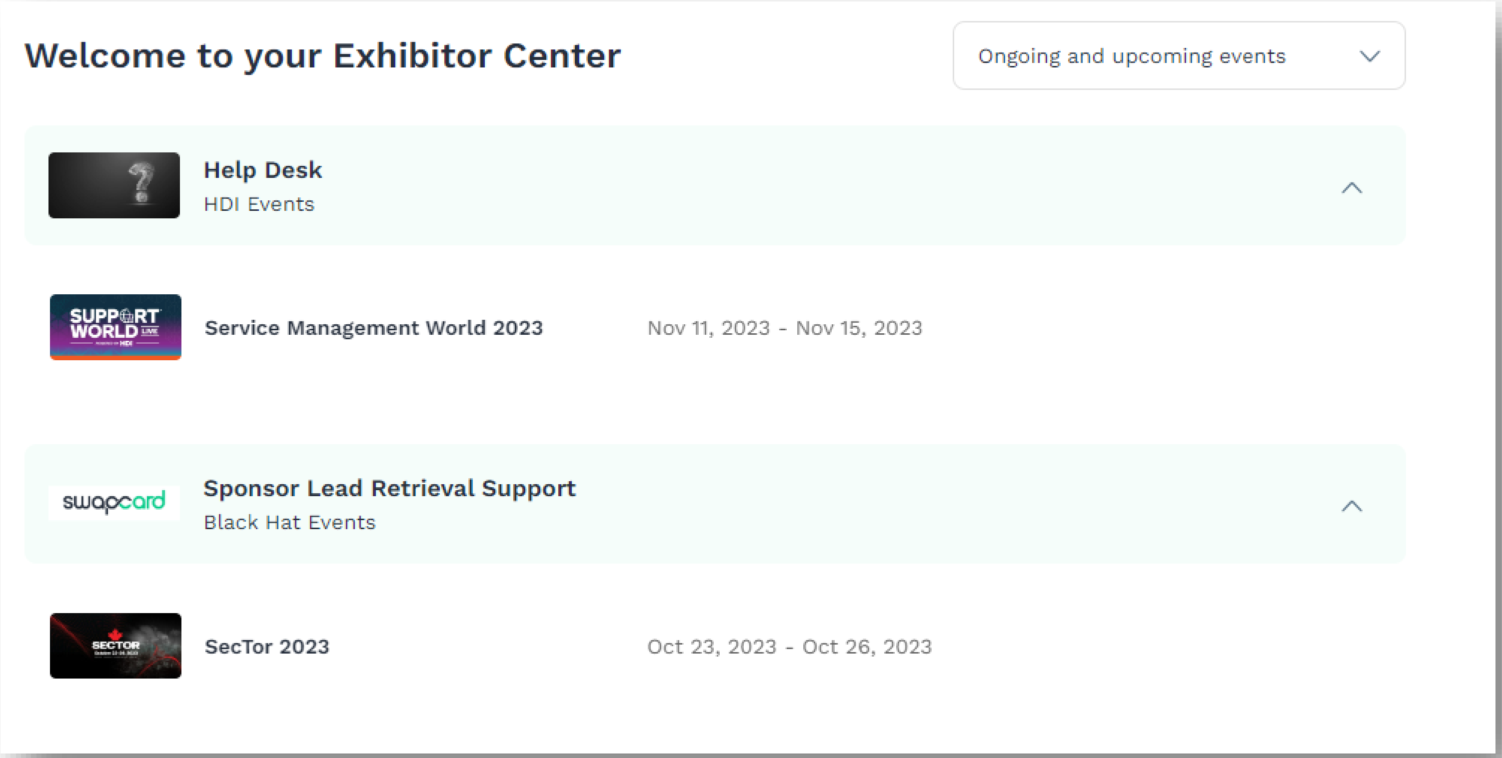
THE EXHIBITOR CENTER

Exhibitor Center

Once you've logged in, your upcoming event should appear; click on the event. Then navigate to the Exhibitor Center. Then select your corresponding booth profile page for the current event.

In the Exhibitor Center you can...

- Manage your company profile visible to attendees
- Highlight your company's products and services
- Share company assets (white papers, case studies, etc.)
- View and reply to meeting requests made to your company, and manage meetings of your members
- View and export leads
- View your booth page activity
- Note: all team members will have access to update your virtual exhibitor page



Exhibitor Center

HOW TO | Build Your Profile Page

To build or update your company profile, in the menu on the left, click on "Company profile"

You can now populate your company information.

Add a header image or video to highlight on your page

1200x675px (16:9 ratio) image, no larger than 1MB.

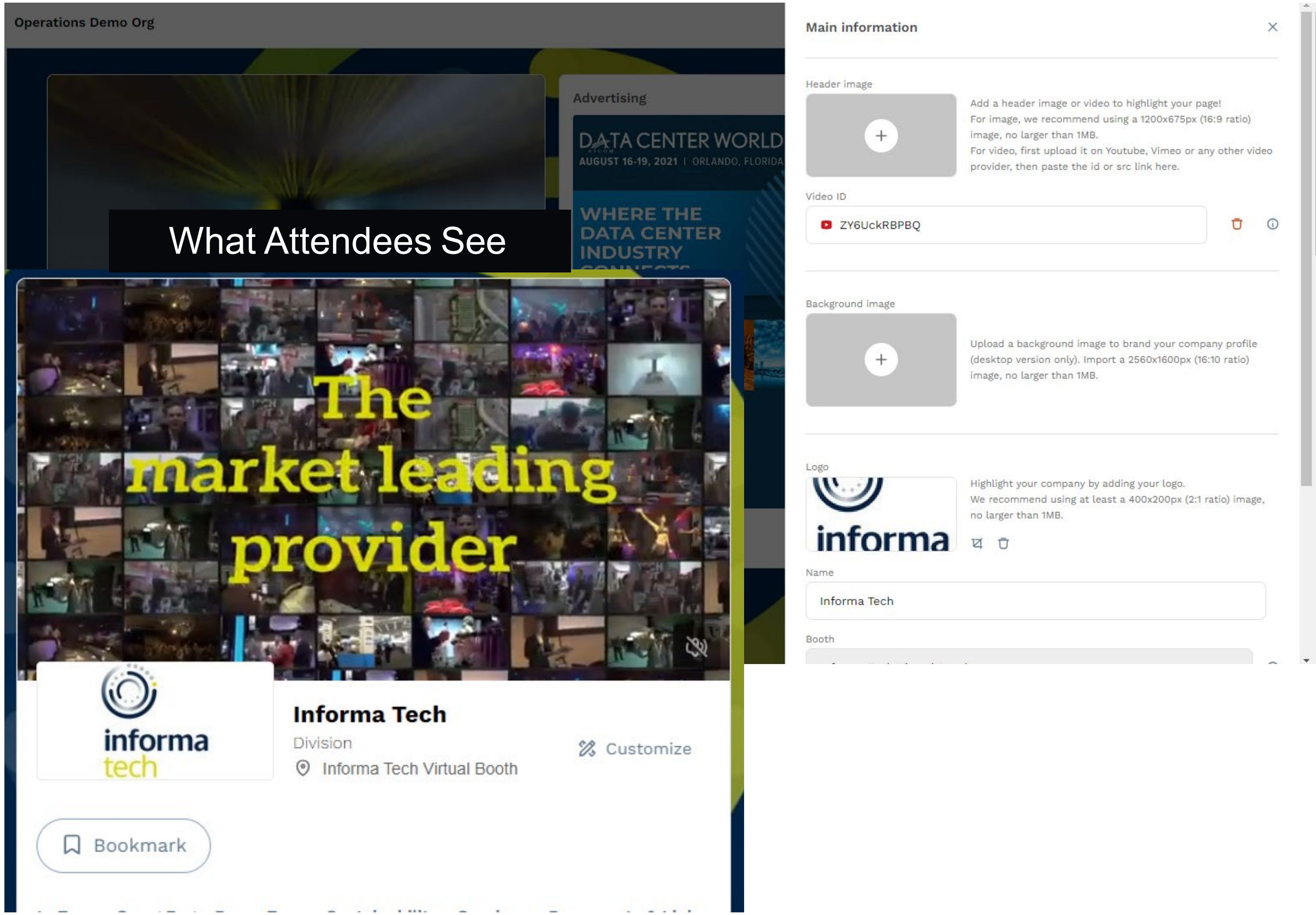
For video, it can be live or prerecorded and hosted on YouTube, Vimeo or other video platform with iFrame.

Add your company logo

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

Header Video or Image

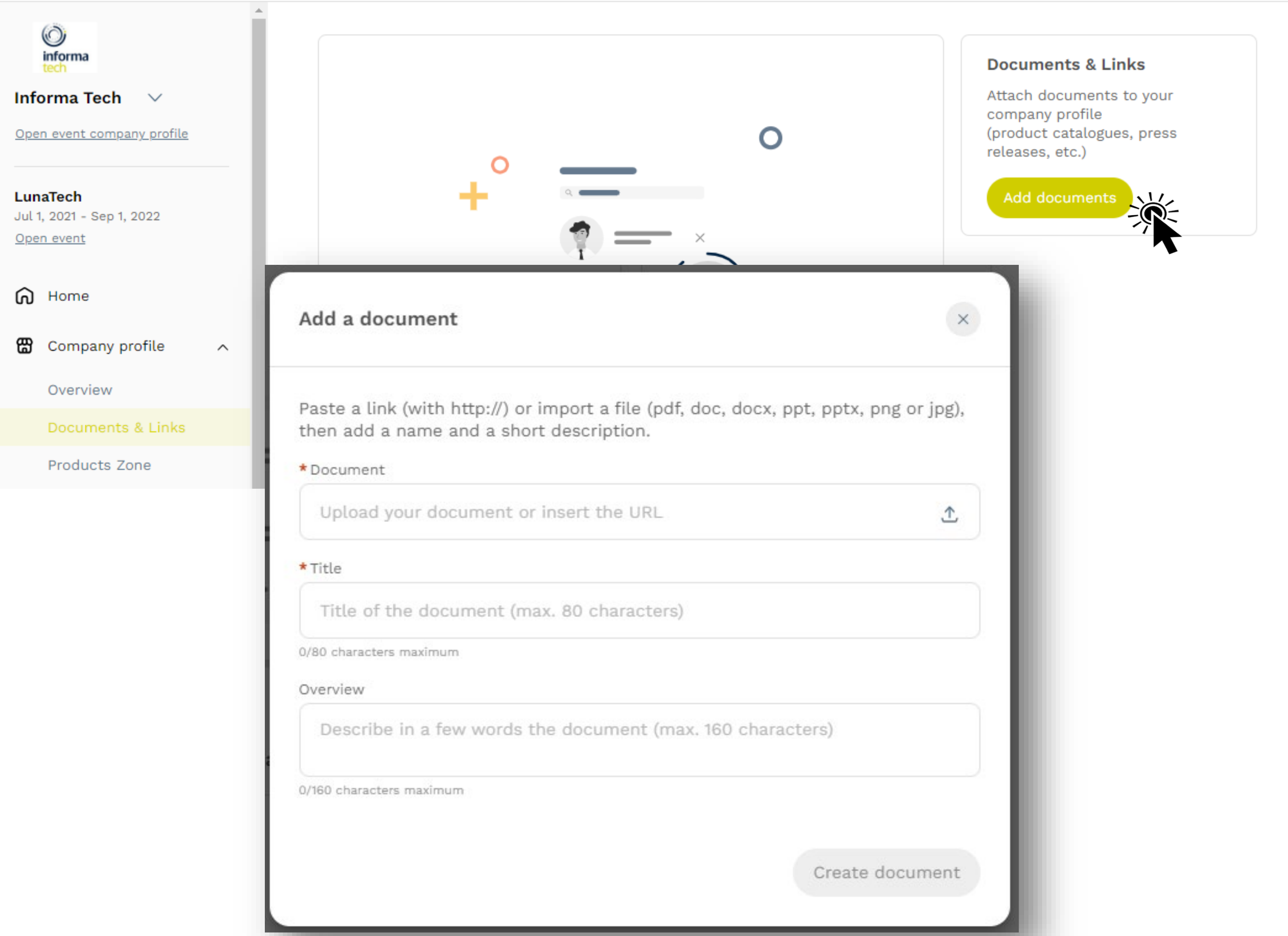
Your Logo



Exhibitor Center

HOW TO | Add/Upload Documents & Links

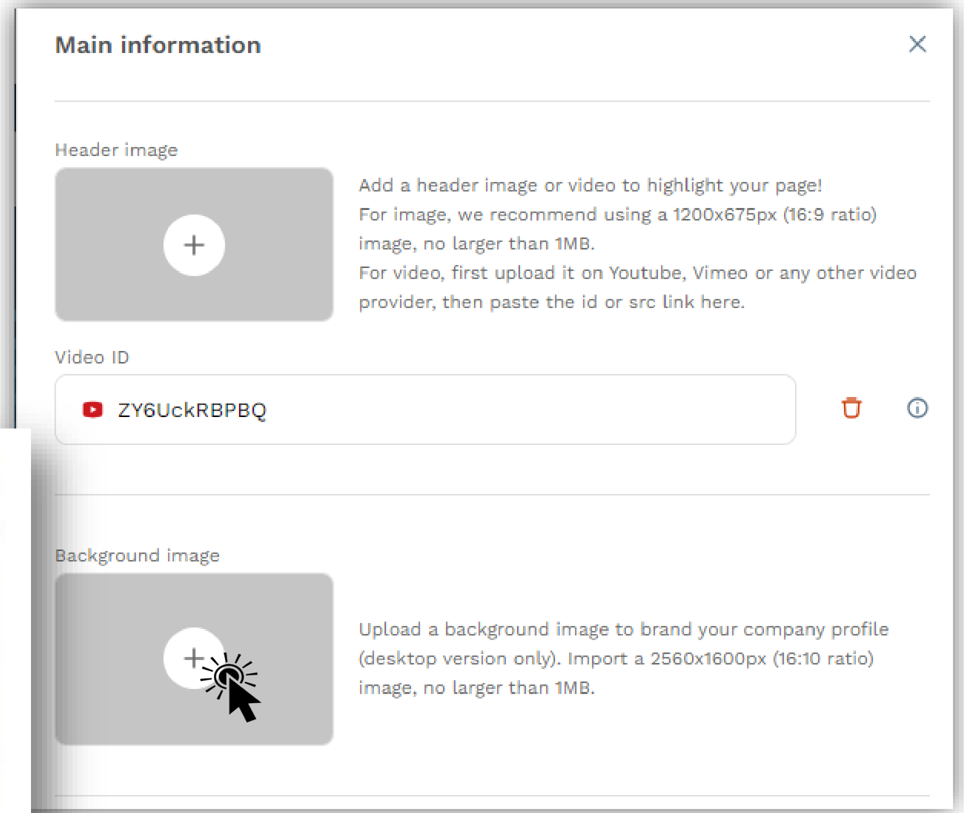
- Go to the “Company Profile” > “Documents & Links” section of your Exhibitor Center.
- Click on “Add Documents” on the right-hand side of your screen.
- Paste the link of the document or click on the cloud to import a file from your computer.
- Give the document a title (mandatory) and a description.
- Title: Maximum 80 characters.
- Description: Maximum 160 characters.
- Click on “Create Document”
- Double check information and close out.
- Your document is now accessible from your company profile.
- While you can add unlimited documents the recommended maximum is 8-10 documents.



Exhibitor Center

HOW TO | Add a skin/background**

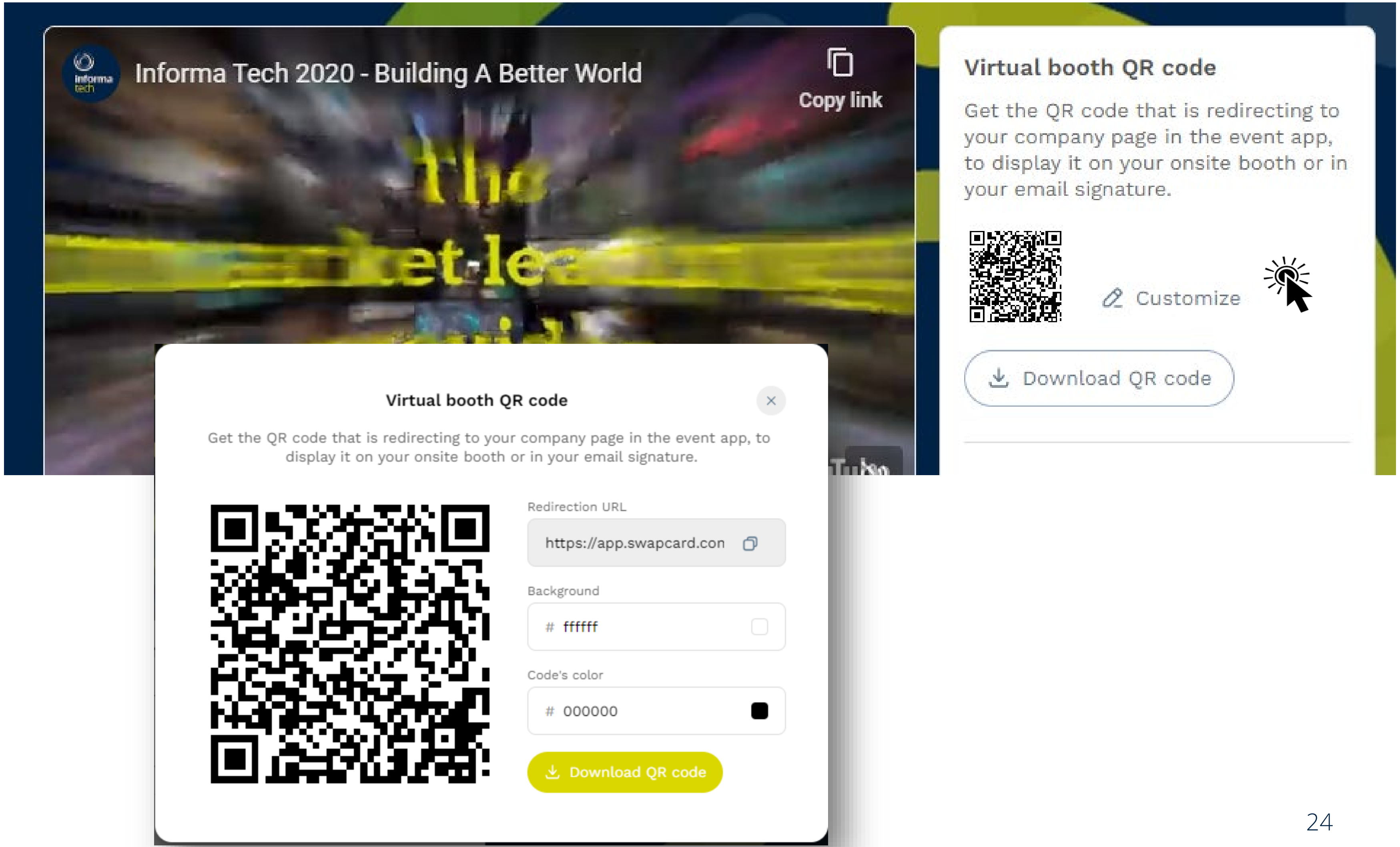
- For image, we recommend using a 2560x1600px (16:10 ratio) image, no larger than 1MB.
- Click on Overview and then Customize
- Click on “+” below background image.
- Choose the graphic file you wish to use.
- Crop the graphic if needed. Then click "SAVE".
- The graphic will then appear on the exhibitor center background and will now be visible on your company profile.



Exhibitor Center

HOW TO | Download a QR Code**

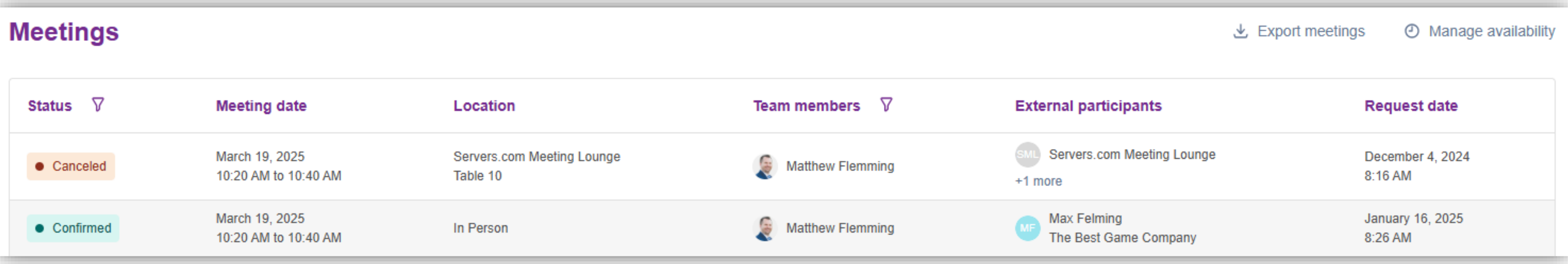
- Go to Overview and you'll see the ability to customize the QR code and download it to share.
- When customizing you will see the redirection URL. You can confirm it directs to your page and you can also copy the URL to share how you see fit.
- Attendees who scan the QR Code and are registered for the event will be included in your leads reports as a booth visit.

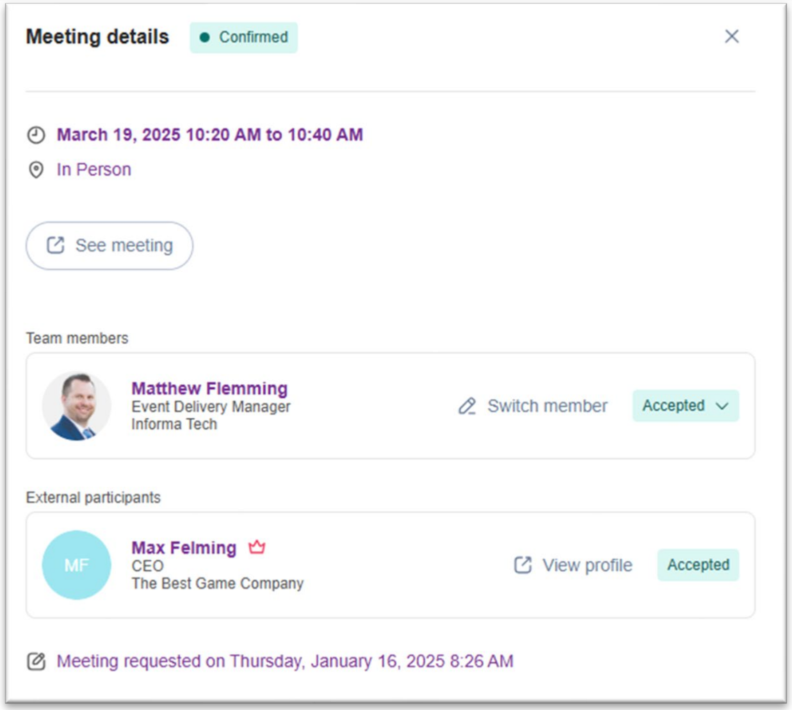


Exhibitor Center

HOW TO | Manage Meetings

- See your team’s meetings
- Filter meetings by status: Pending, Validated, Declined, Cancelled
- Assign a meeting to a member of your team: click “Answer” on the meeting request and choose the person to assign.
- Anyone on your team will be able to assign meetings.
- Accept or decline meeting requests
- Export the list of your team’s meetings

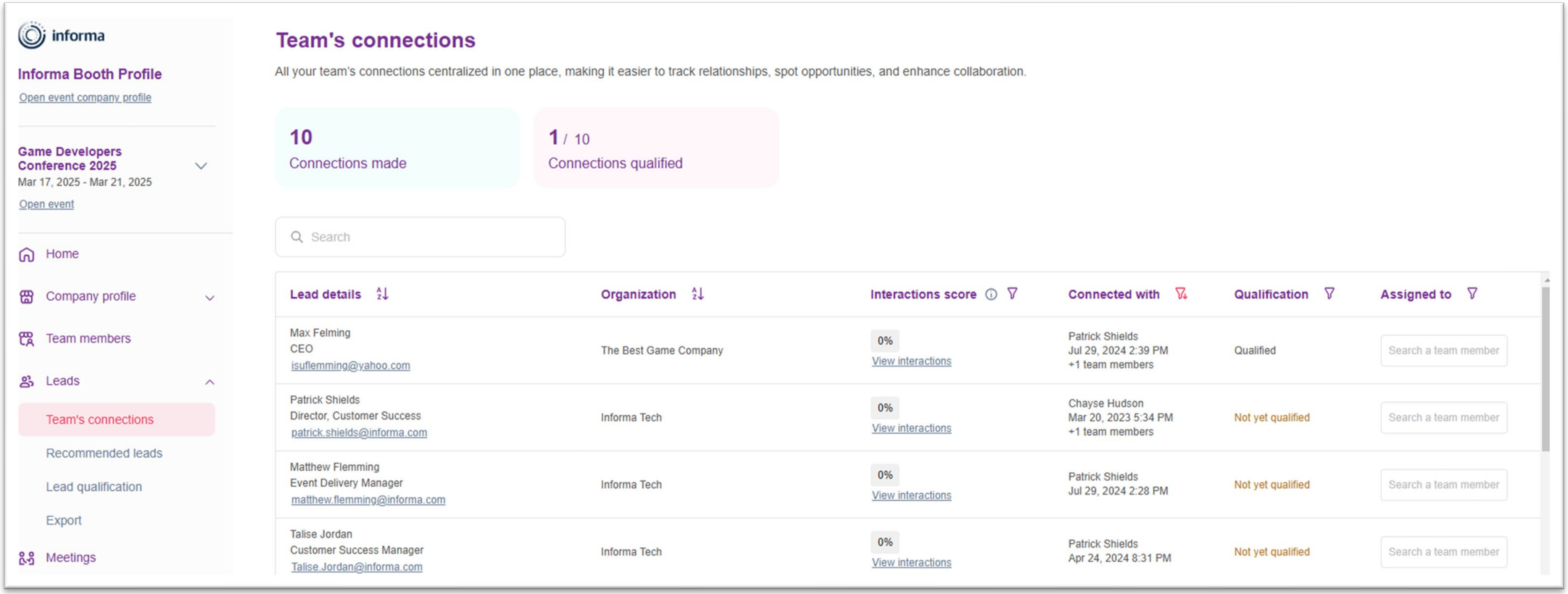




Exhibitor Center

HOW TO | Access Your Leads

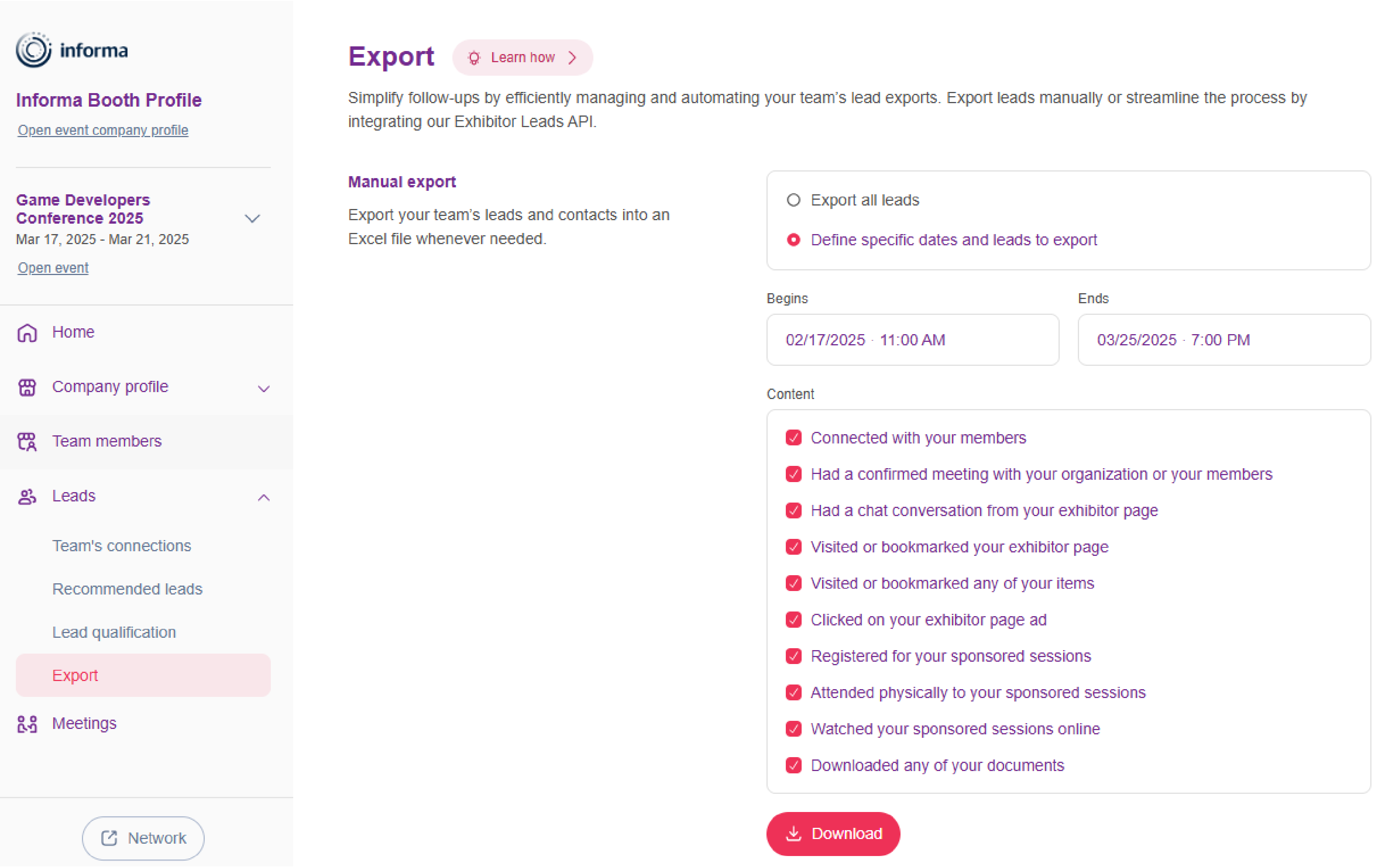
- All your exhibitor team's connections are now centralized in one place, “Team’s Connections”.
- It is now easier to track relationships, identify opportunities, and foster collaboration.
- Your can view interaction scores and assign leads to team members, improving lead management.



Exhibitor Center

HOW TO | **Export Your Leads**

- You can pull your leads report in real-time in the event platform. Simply click on Export under Leads.
- This includes onsite badge scans, session scans and digital profile leads.
- You can choose to export all leads or specify certain types of leads and/or certain time periods.



Exhibitor Center

HOW TO | **Manage Your Team**

- Contact Card icon indicates they are sharing leads/contacts to show up on reports.
- Change team member access to leads.
  - Admin means they can see all leads and can pull leads reports.
  - Limited means they can only see their leads and cannot edit your company profile
- Check to see if your team member has a visible or hidden profile.
- View a team member's profile.