

# Informa Connect Tech Events App SPEX Guide

2025



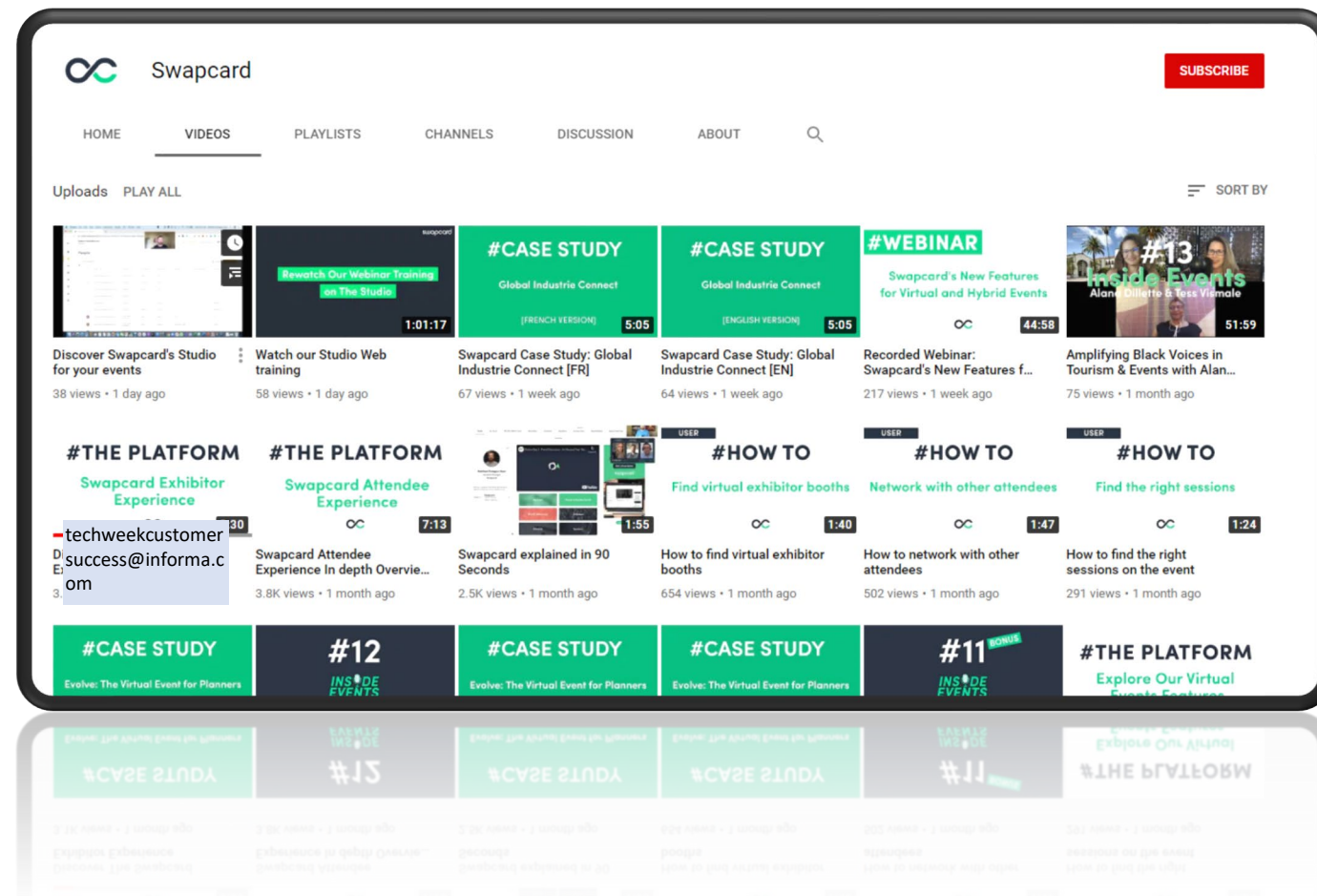
# Helpful Links & Resources

[Swapcard YouTube](#)

[Swapcard Helpcenter](#)

Please contact the following for:

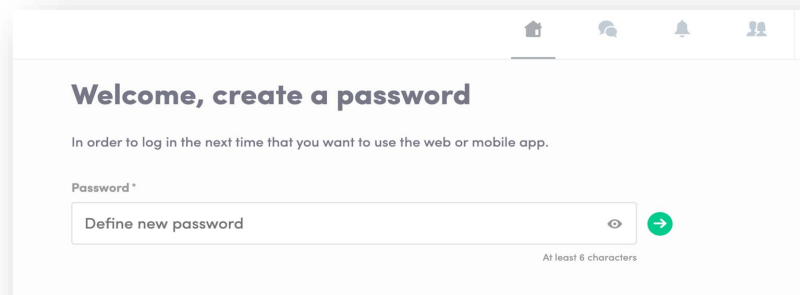
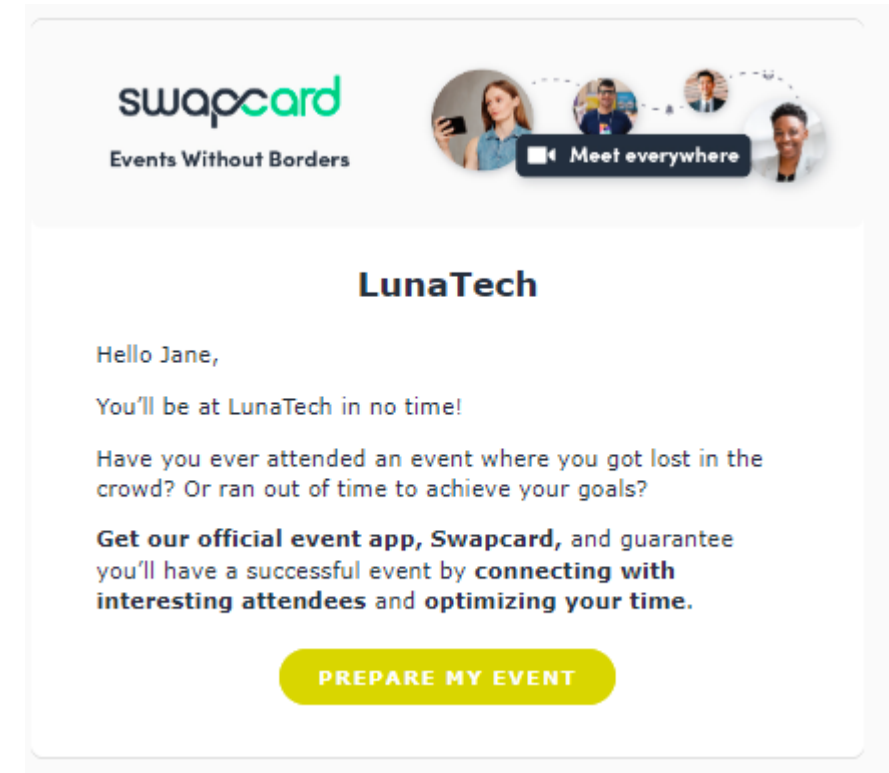
- ✓ Staff Registration/Access, Deliverables, Leads
  - ❑ [sp-customersuccess@informa.com](mailto:sp-customersuccess@informa.com)
- ✓ Swapcard Technical Issues
  - ❑ Visit Support at <https://www.swapcard.com/support/?entity=Attendee>



# 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.com so 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.



# The Attendee Experience:

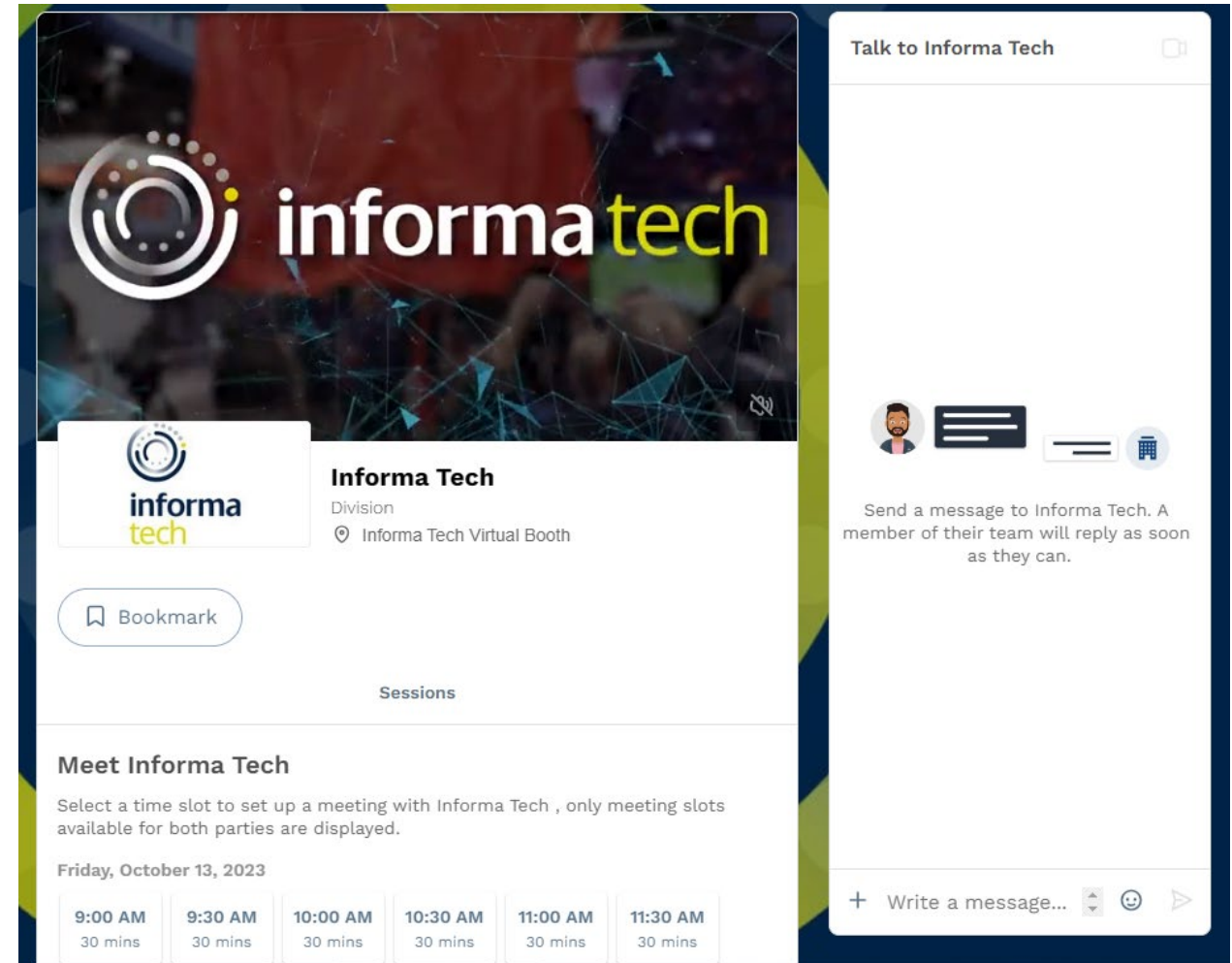
HOW ATTENDEES WILL ENGAGE WITH YOU...AND VICE VERSA



# Your Company Profile Page

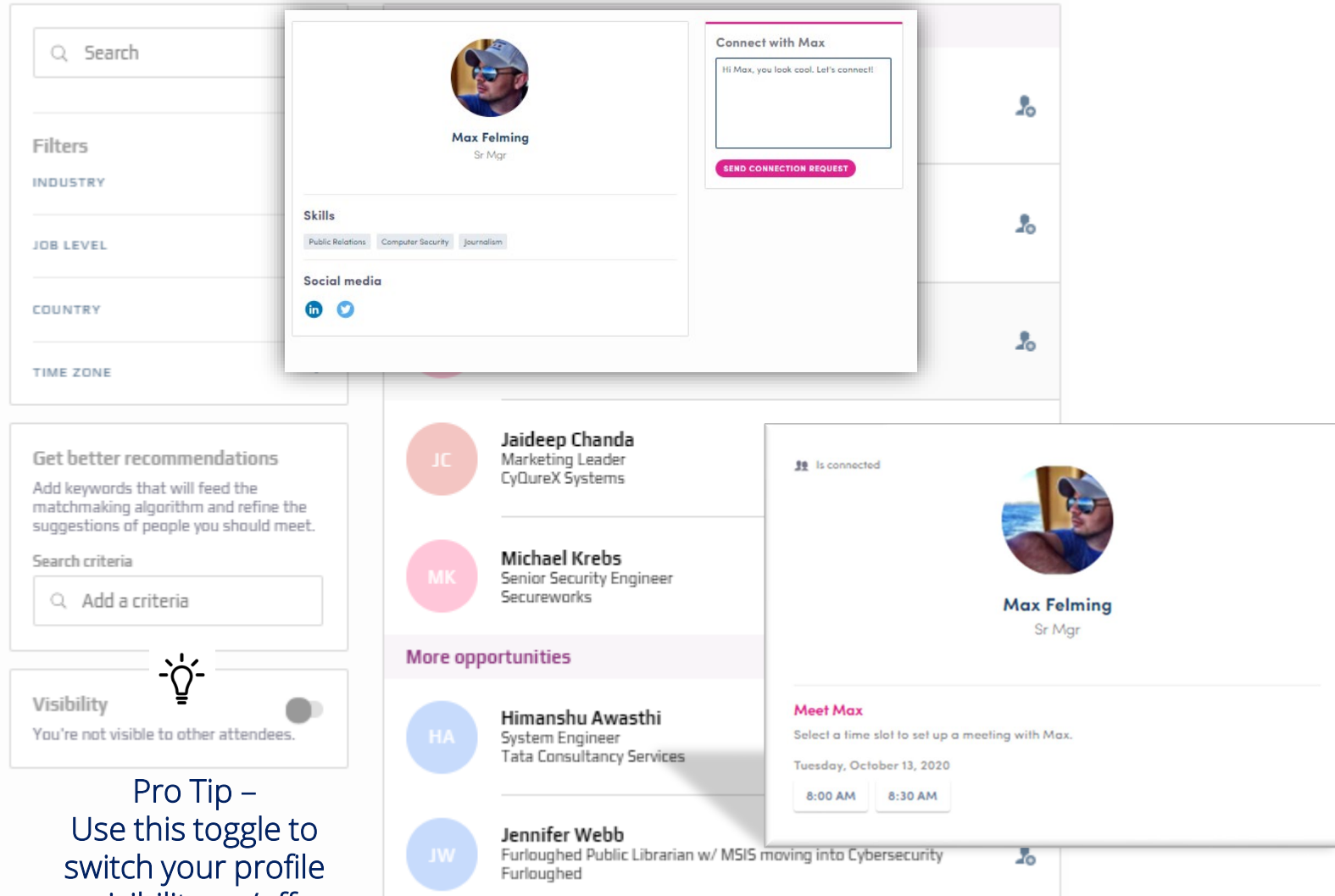
Attendees can:

- 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



The screenshot displays the Informa platform interface. On the left, there's a search bar and filters for Industry, Job Level, Country, and Time Zone. Below these are sections for 'Get better recommendations' (with a search criteria input) and a 'Visibility' toggle (currently off). The main area shows a list of attendees: Jaideep Chanda (Marketing Leader at CyQureX Systems), Michael Krebs (Senior Security Engineer at Secureworks), Himanshu Awasthi (System Engineer at Tata Consultancy Services), and Jennifer Webb (Furloughed Public Librarian w/ MSIS moving into Cybersecurity at Furloughed). A modal window for 'Max Felming' (Sr Mgr) is open, showing his profile, skills (Public Relations, Computer Security, Journalism), and social media links. A 'Connect with Max' button is visible. Another modal window for 'Meet Max' is also shown, allowing users to select a time slot for a meeting with Max.

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



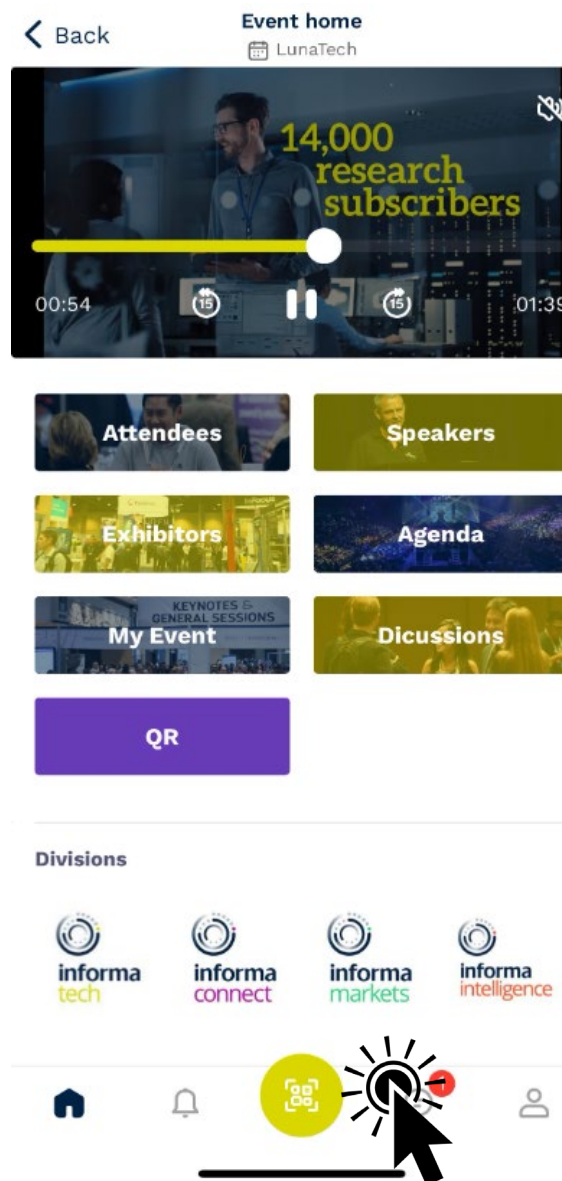


# Lead Scanning

## 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.](#)



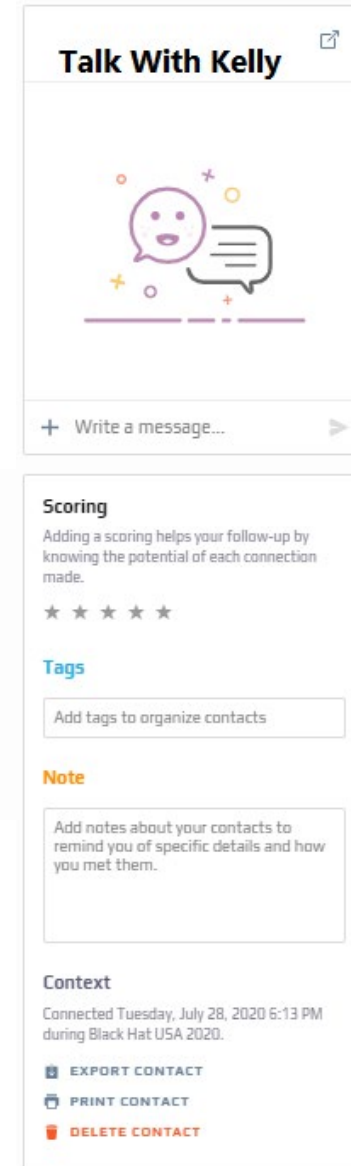
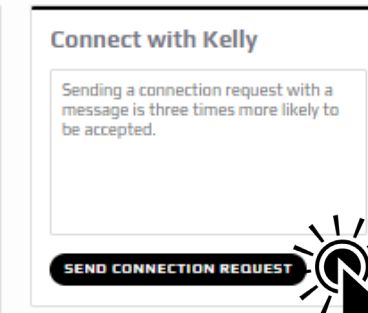
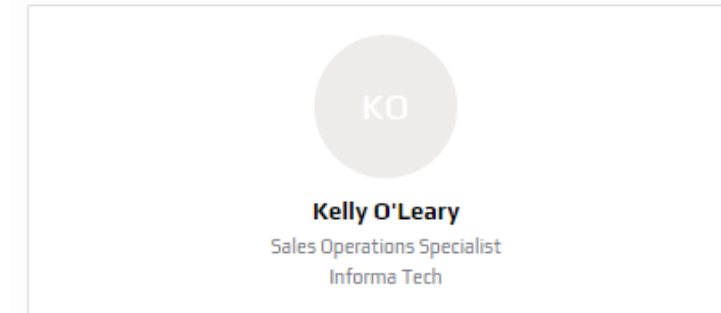
*Scan the sample QR code below to test your badge scanning functionality within the Informa Connect Tech Events app*



# Connection Requests

## HOW TO | MAKE A CONNECTION ON THE PLATFORM

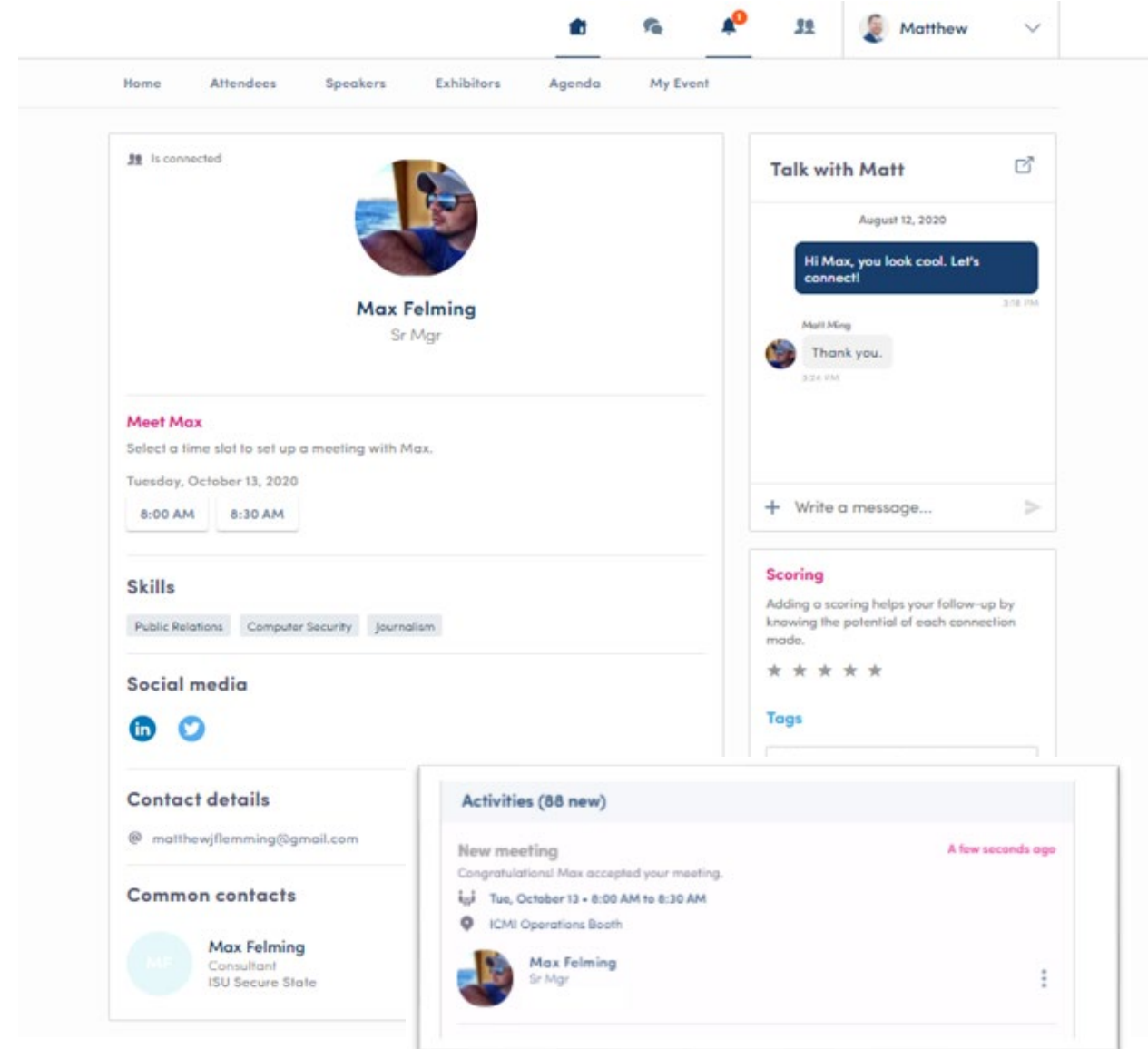
- From main navigation, click on “Attendees”
- Sort and filter attendees to find contacts you’d like to connect with
- Click on their name to view their profile or click on the person icon with the plus sign
- Craft a personal message to person and send connection request
- Once you’ve made a connection, 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

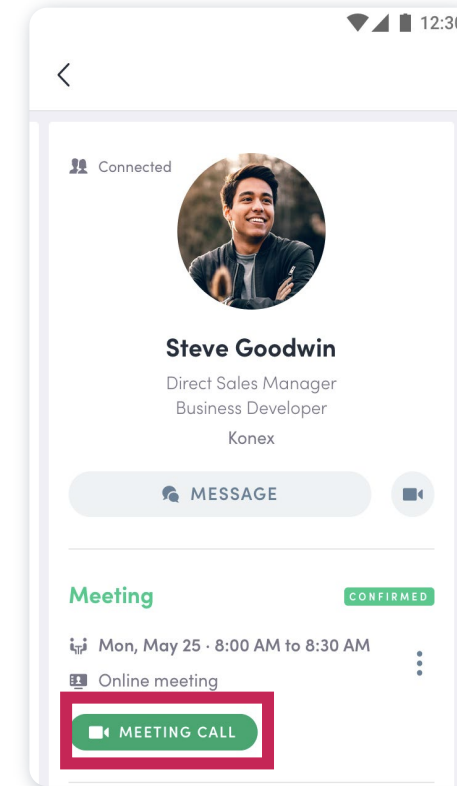


The screenshot displays the 'Attendees' section of the platform. At the top, a navigation bar includes 'Home', 'Attendees', 'Speakers', 'Exhibitors', 'Agenda', and 'My Event'. A user profile for 'Max Felming, Sr Mgr' is shown, including a photo, name, and title. Below the profile, there is a 'Meet Max' section with a date selector for 'Tuesday, October 13, 2020' and two time slots: '8:00 AM' and '8:30 AM'. To the right of the profile is a chat window titled 'Talk with Matt' showing a conversation about connecting. Below the chat is a 'Scoring' section with a five-star rating and a 'Tags' section. At the bottom, there is a 'Contact details' section with an email address and a 'Common contacts' section listing 'Max Felming, Consultant, ISU Secure State'. A pop-up window titled 'Activities (88 new)' is overlaid on the bottom right, showing a 'New meeting' notification: 'Congratulations! Max accepted your meeting.' with details for 'Tue, October 13 • 8:00 AM to 8:30 AM' at the 'ICMI Operations Booth'.

# Holding meetings within the app

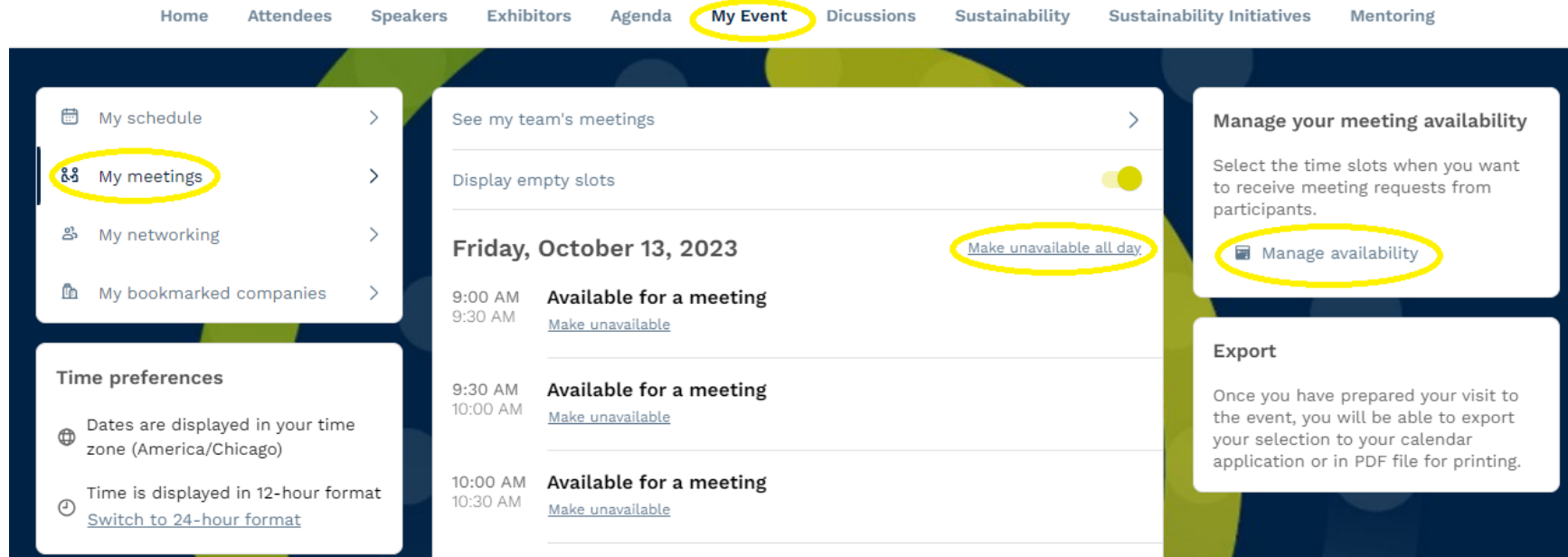
## HOW TO | START A VIDEO MEETING

- 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”.

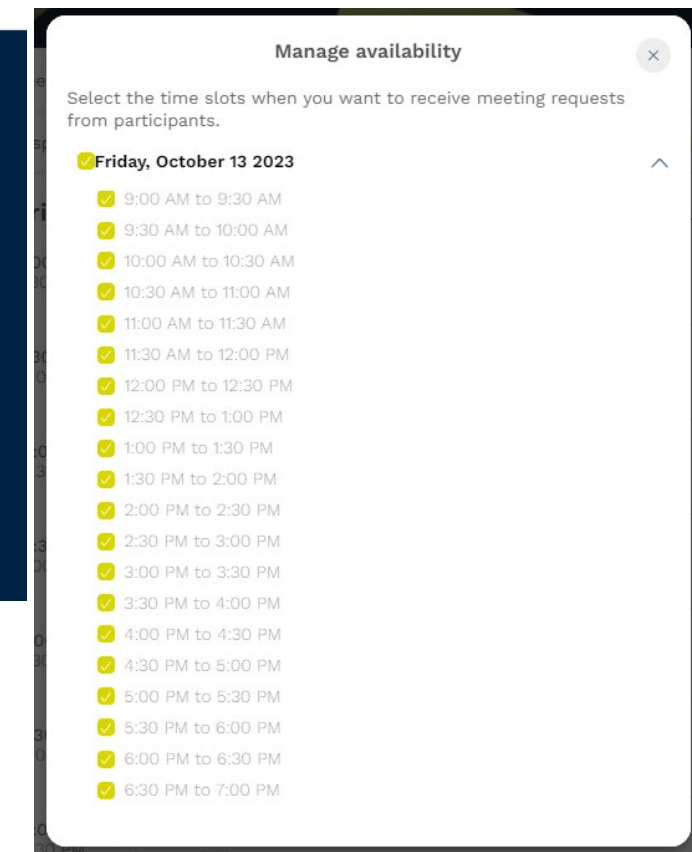


Pro Tip – You can also start a video call during a private chat conversation you’re having with a contact; simply click on the camera button to start the video call. Note you may share your screen during a video meeting as well.

# Meeting Availability



The screenshot shows the 'My Event' section of the Informa website. The navigation bar includes links for Home, Attendees, Speakers, Exhibitors, Agenda, **My Event**, Discussions, Sustainability, Sustainability Initiatives, and Mentoring. The 'My Event' section is highlighted with a yellow circle. Below the navigation bar, there is a sidebar with links to 'My schedule', 'My meetings' (highlighted with a yellow circle), 'My networking', and 'My bookmarked companies'. The main content area shows 'See my team's meetings' and 'Display empty slots'. Under 'Friday, October 13, 2023', there are three time slots (9:00 AM to 9:30 AM, 9:30 AM to 10:00 AM, and 10:00 AM to 10:30 AM) each labeled 'Available for a meeting' with a 'Make unavailable' link. A 'Make unavailable all day' link is also present. To the right, there is a 'Manage your meeting availability' section with a 'Manage availability' button (highlighted with a yellow circle) and an 'Export' section.



The screenshot shows the 'Manage availability' modal. It has a title bar with a close button. The main content area says 'Select the time slots when you want to receive meeting requests from participants.' Below this, there is a section for 'Friday, October 13, 2023' with a list of time slots from 9:00 AM to 7:00 PM. Each time slot is preceded by a checked checkbox, indicating that all slots are currently selected for 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.


Exhibitor Center

Operations Demo Org



Informa Tech

[Open event company profile](#)

LunaTech

Jul 1, 2021 - Sep 1, 2022

[Open event](#)

Home

Company profile

Team members

Leads board

Meetings

Schedule

Availability

Referral program

Manage your meeting slots availability

Select here the slots when you want to receive meeting requests from participants.

Friday, October 13 2023

9:00 AM to 9:30 AM

9:30 AM to 10:00 AM

10:00 AM to 10:30 AM

10:30 AM to 11:00 AM

11:00 AM to 11:30 AM

11:30 AM to 12:00 PM

12:00 PM to 12:30 PM

12:30 PM to 1:00 PM

1:00 PM to 1:30 PM

1:30 PM to 2:00 PM

2:00 PM to 2:30 PM

2:30 PM to 3:00 PM

3:00 PM to 3:30 PM

3:30 PM to 4:00 PM

4:00 PM to 4:30 PM

4:30 PM to 5:00 PM

5:00 PM to 5:30 PM

5:30 PM to 6:00 PM

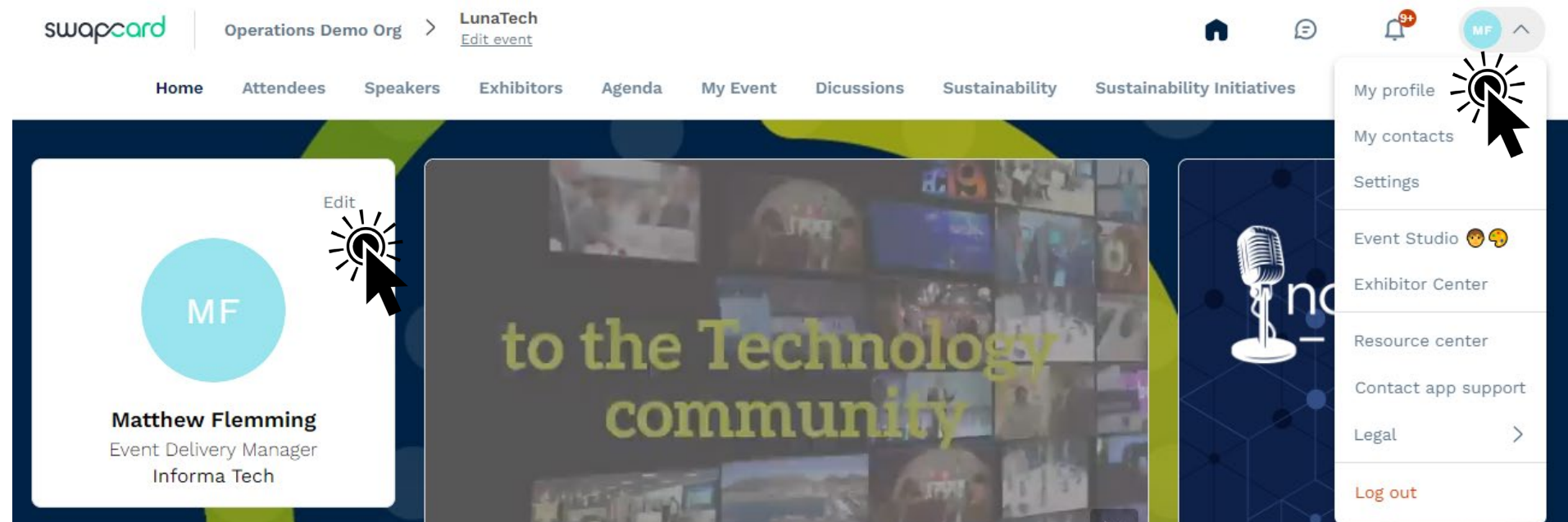
6:00 PM to 6:30 PM

6:30 PM to 7:00 PM

# 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





**About me**
Edit

Introduce yourself in a few words

**Social media**
Edit

**Contact details**
Edit

 Add your landline phone number  
 matthew.flemming@informa.com  
 Add your business website  
 Add your business address

## Display My Status:

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

My profile
My contacts
Settings


**Language**

English

**Display my status**

When this option is enabled, other people can see when you are online.

☒



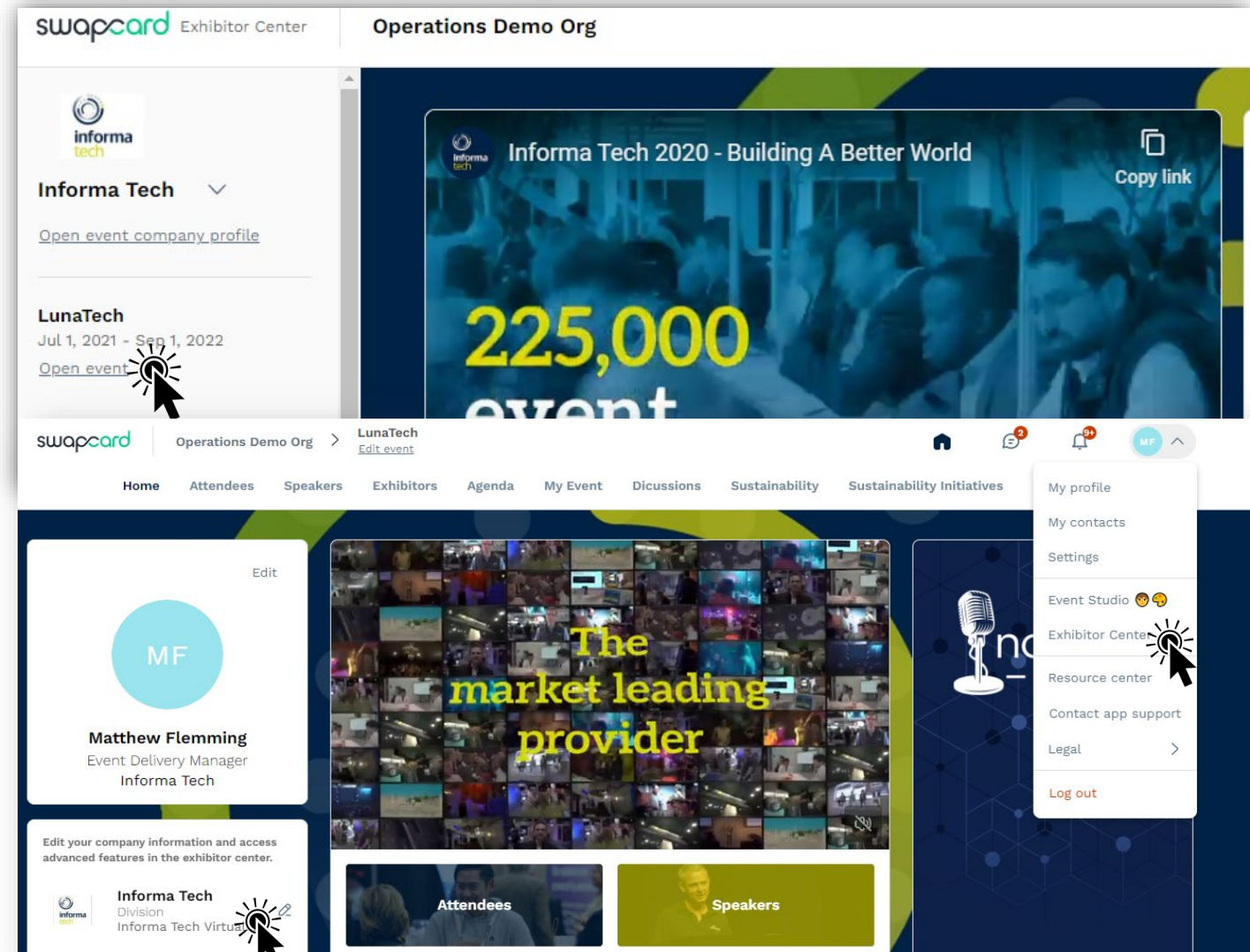


# Exhibitor Center

## 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.

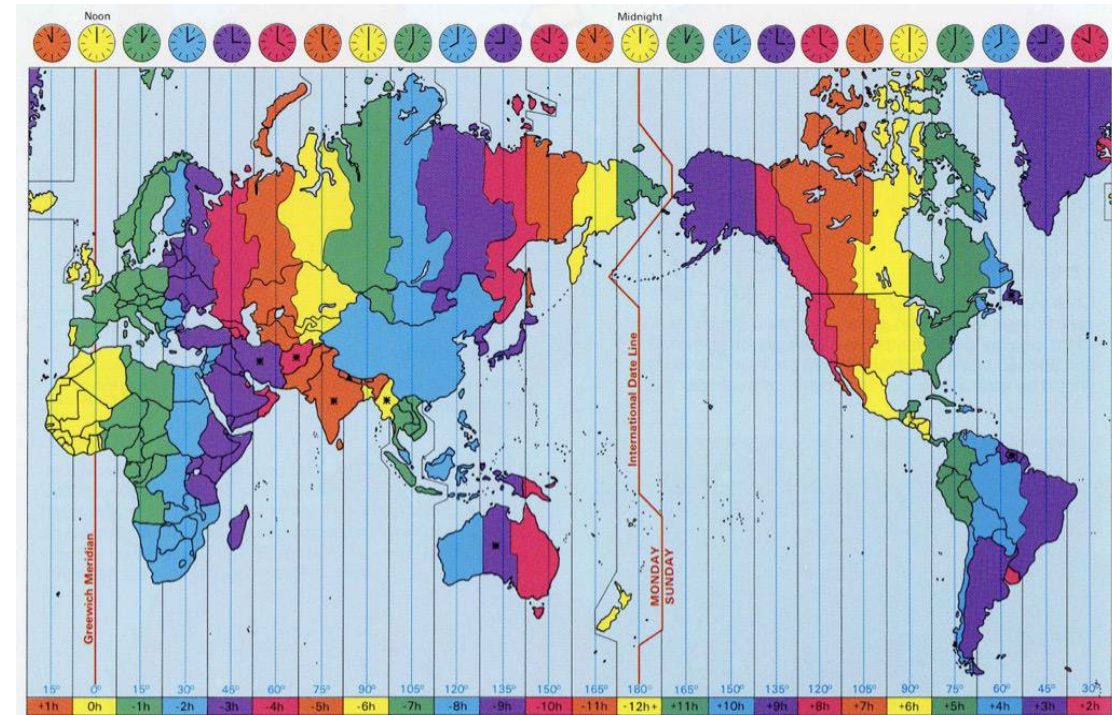


# Event Agenda

## 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.



### Time preferences

Dates are displayed in the event time zone (America/Los\_Angeles)  
[Switch to my time zone](#)

Time is displayed in 12-hour format  
[Switch to 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

Welcome to your Exhibitor Center

Ongoing and upcoming events



**Help Desk**  
HDI Events



**Service Management World 2023**  
Nov 11, 2023 - Nov 15, 2023



**Sponsor Lead Retrieval Support**  
Black Hat Events



**SecTor 2023**  
Oct 23, 2023 - Oct 26, 2023

Information Classification: General

20



# 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.

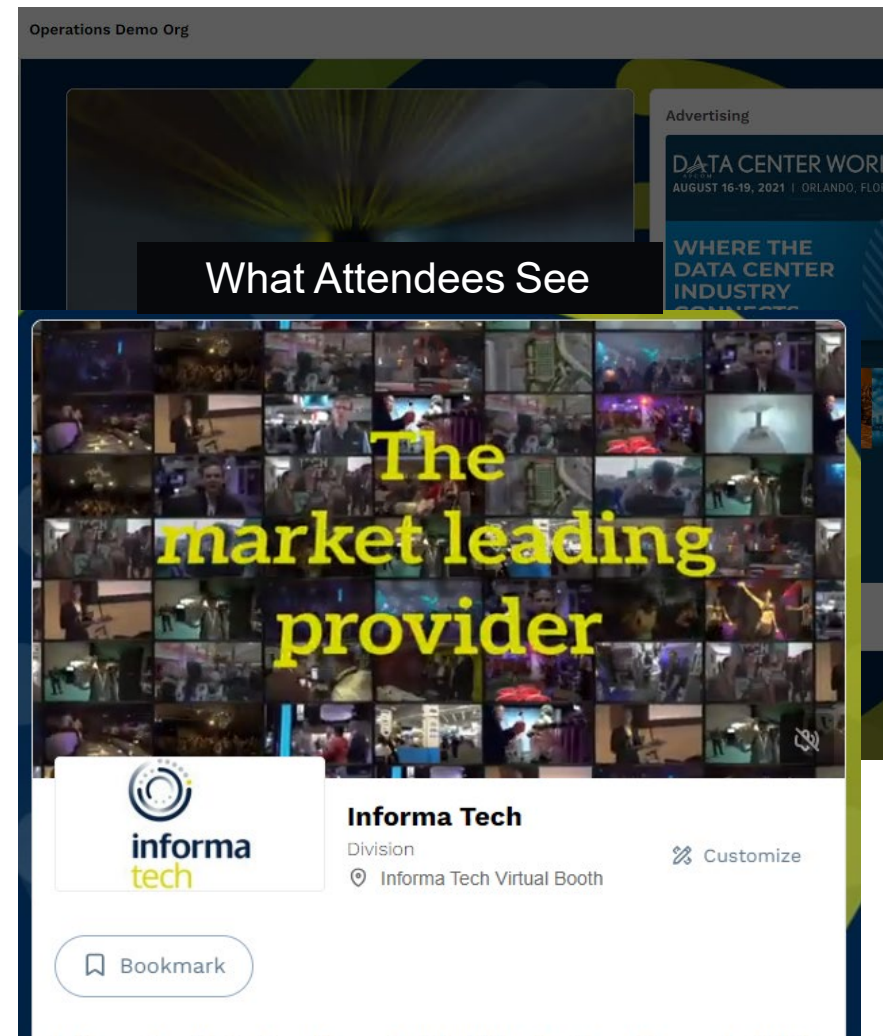
For video, it can be live or prerecorded and hosted on YouTube, Vimeo or other video platform with iFrame.

Add your company logo

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

Header  
Video  
or Image

Your Logo



Main information

Header image

+

Add a header image or video to highlight your page!  
For image, we recommend using a 1200x675px (16:9 ratio) image, no larger than 1MB.  
For video, first upload it on Youtube, Vimeo or any other video provider, then paste the id or src link here.

Video ID


ZY6UckRBPBQ

Background image

+

Upload a background image to brand your company profile (desktop version only). Import a 2560x1600px (16:10 ratio) image, no larger than 1MB.

Logo



Highlight your company by adding your logo.  
We recommend using at least a 400x200px (2:1 ratio) image, no larger than 1MB.

Name

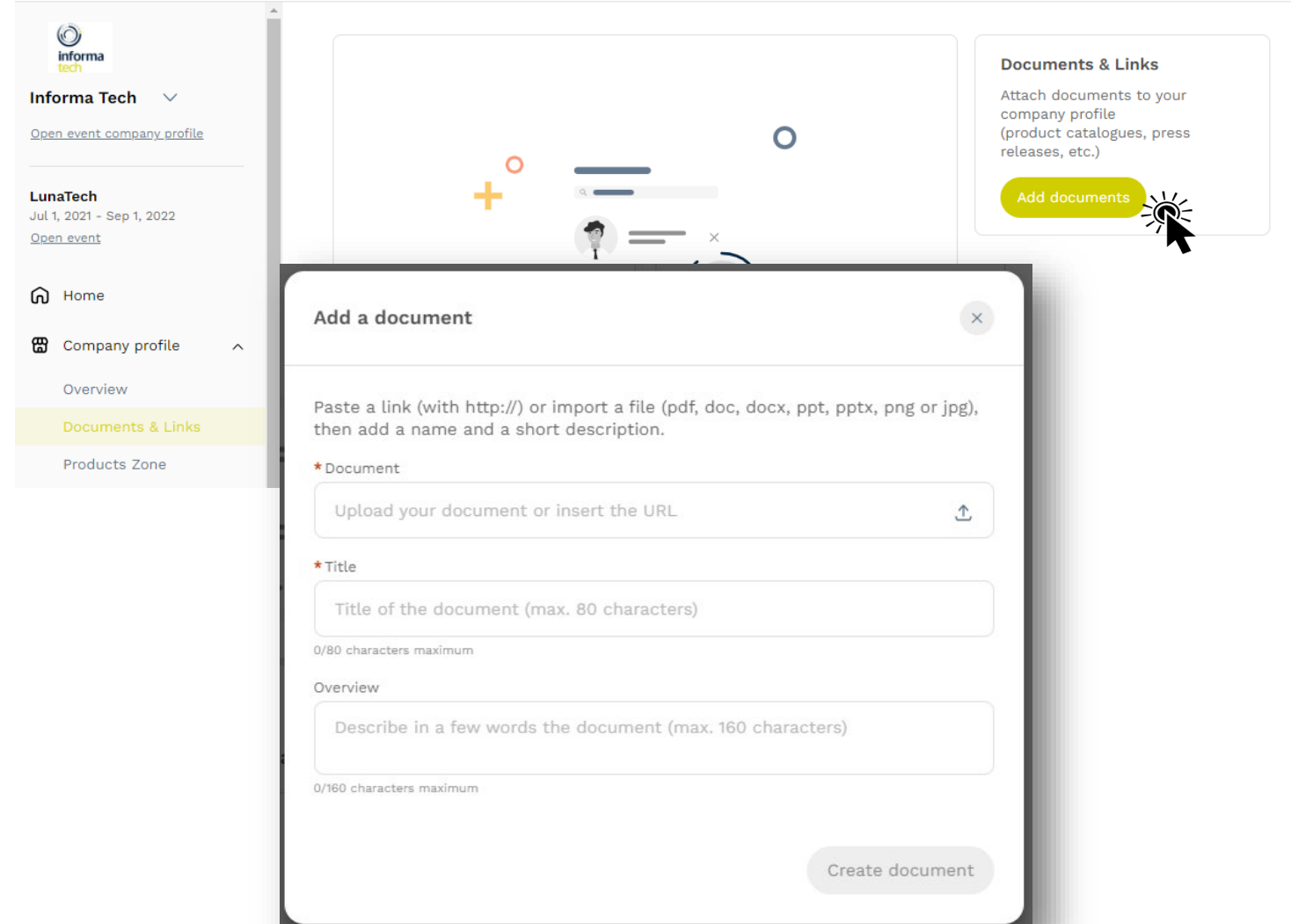
Informa Tech

Booth

# 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.



The screenshot displays the Informa Tech Exhibitor Center interface. On the left, a sidebar shows the navigation menu with options: Home, Company profile, Overview, Documents & Links (highlighted), and Products Zone. The main content area shows the 'Documents & Links' section for 'LunaTech' (Jul 1, 2021 - Sep 1, 2022). A yellow button labeled 'Add documents' is visible on the right, with a cursor clicking on it. A modal window titled 'Add a document' is open, containing the following fields:

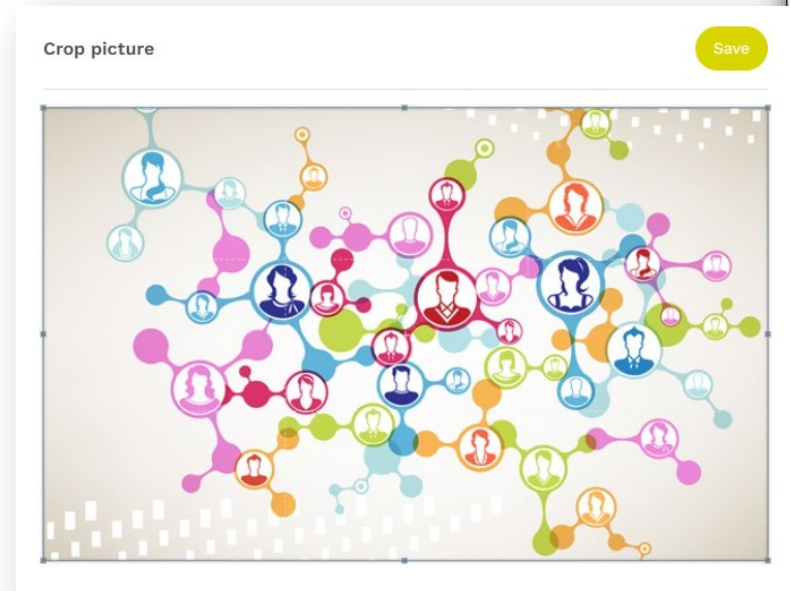
- Document:** A text input field with the placeholder 'Upload your document or insert the URL' and an upload icon.
- Title:** A text input field with the placeholder 'Title of the document (max. 80 characters)' and a character count '0/80 characters maximum'.
- Overview:** A text input field with the placeholder 'Describe in a few words the document (max. 160 characters)' and a character count '0/160 characters maximum'.

A 'Create document' button is located at the bottom right of the modal.

# 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.





Main information

Header image




Add a header image or video to highlight your page!  
For image, we recommend using a 1200x675px (16:9 ratio) image, no larger than 1MB.  
For video, first upload it on Youtube, Vimeo or any other video provider, then paste the id or src link here.

Video ID

Background image

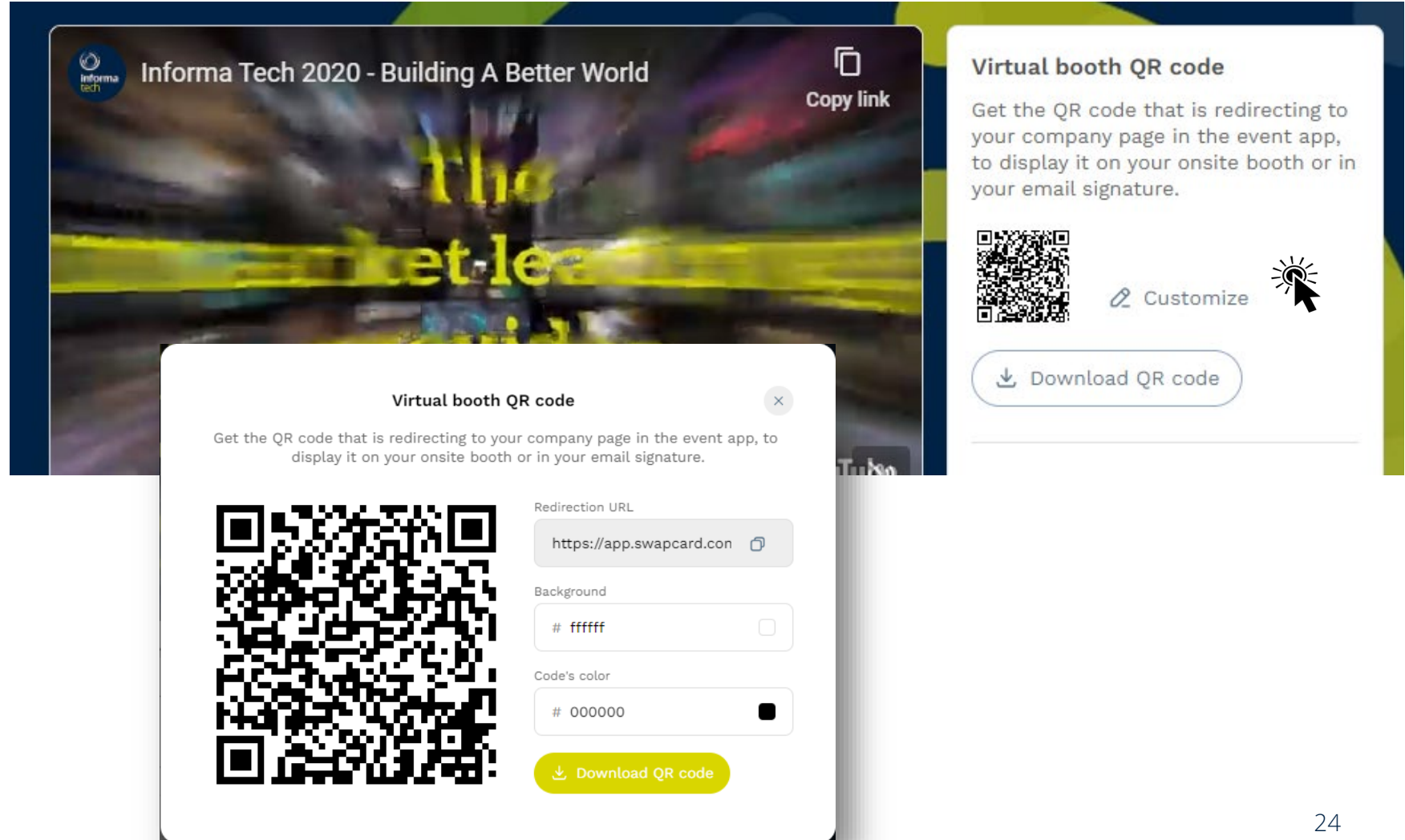


Upload a background image to brand your company profile (desktop version only). Import a 2560x1600px (16:10 ratio) image, no larger than 1MB.

# 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.



The screenshot displays the Informa Tech 2020 - Building A Better World event interface. In the background, there's a banner for 'The Market-leader'. In the foreground, a modal window titled 'Virtual booth QR code' is open, showing a QR code and customization options. To the right, another panel shows the 'Virtual booth QR code' section with a QR code, a 'Customize' link, and a 'Download QR code' button.

**Virtual booth QR code**

Get the QR code that is redirecting to your company page in the event app, to display it on your onsite booth or in your email signature.

Redirection URL  
<https://app.swapcard.com>

Background  
 # ffffff

Code's color  
 # 000000

[Download QR code](#)

**Virtual booth QR code**

Get the QR code that is redirecting to your company page in the event app, to display it on your onsite booth or in your email signature.

[Customize](#)





[Download QR code](#)



# 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


Status ▾	Meeting date	Location	Team members ▾	External participants	Request date
<span>Cancelled</span>	March 19, 2025 10:20 AM to 10:40 AM	Servers.com Meeting Lounge Table 10	 Matthew Flemming	 Servers.com Meeting Lounge +1 more	December 4, 2024 8:16 AM
<span>Confirmed</span>	March 19, 2025 10:20 AM to 10:40 AM	In Person	 Matthew Flemming	 Max Felming The Best Game Company	January 16, 2025 8:26 AM

### Meeting details Confirmed

🕒 **March 19, 2025 10:20 AM to 10:40 AM**  
📍 **In Person**

[See meeting](#)


**Team members**




**Matthew Flemming**  
 Event Delivery Manager  
 Informa Tech

[Switch member](#)
Accepted ▾

**External participants**



**Max Felming**   
 CEO  
 The Best Game Company

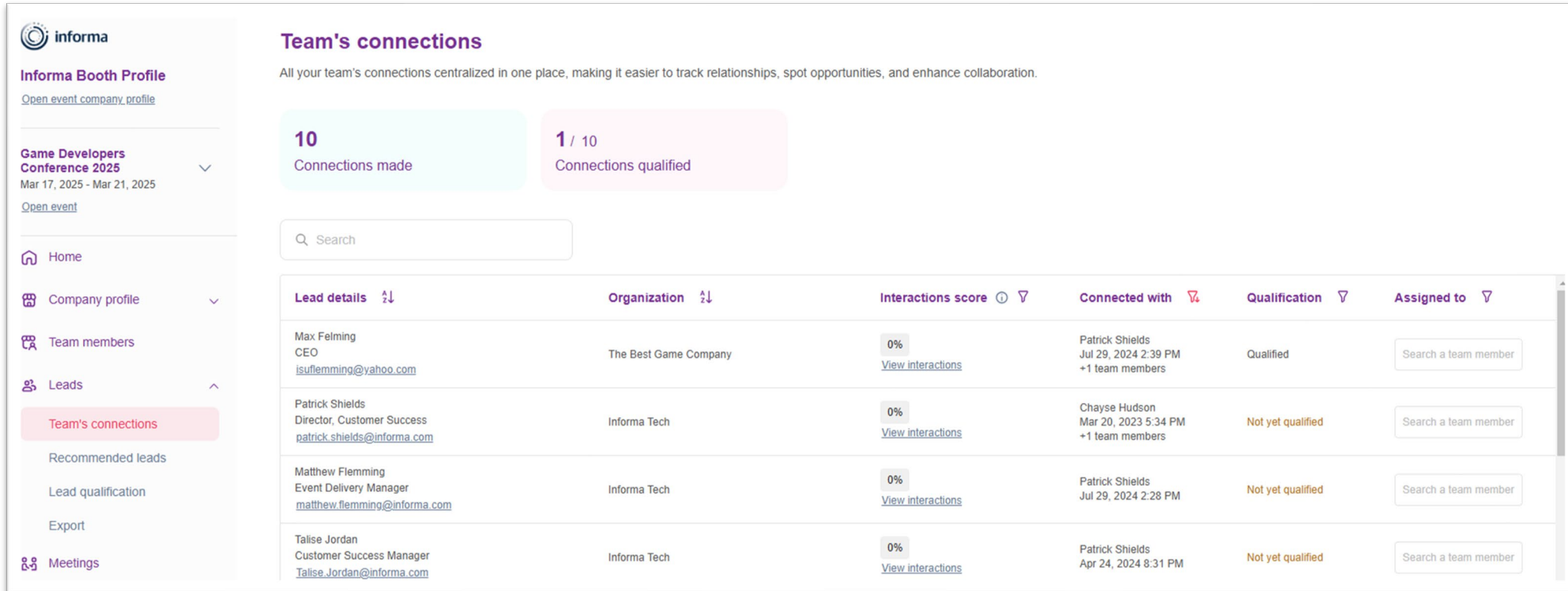
[View profile](#)
Accepted

📅 Meeting requested on Thursday, January 16, 2025 8:26 AM

# 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.
- You can view interaction scores and assign leads to team members, improving lead management.



**Informa Booth Profile**  
[Open event company profile](#)

**Game Developers Conference 2025** ▼  
 Mar 17, 2025 - Mar 21, 2025  
[Open event](#)

Home  
 Company profile ▼  
 Team members  
 Leads ▲  
**Team's connections**  
 Recommended leads  
 Lead qualification  
 Export  
 Meetings

### Team's connections

All your team's connections centralized in one place, making it easier to track relationships, spot opportunities, and enhance collaboration.

**10** Connections made  
**1 / 10** Connections qualified


Search

Lead details	Organization	Interactions score	Connected with	Qualification	Assigned to
Max Fleming CEO <a href="mailto:isuflemming@yahoo.com">isuflemming@yahoo.com</a>	The Best Game Company	0% <a href="#">View interactions</a>	Patrick Shields Jul 29, 2024 2:39 PM +1 team members	Qualified	<input type="text" value="Search a team member"/>
Patrick Shields Director, Customer Success <a href="mailto:patrick.shields@informa.com">patrick.shields@informa.com</a>	Informa Tech	0% <a href="#">View interactions</a>	Chayse Hudson Mar 20, 2023 5:34 PM +1 team members	Not yet qualified	<input type="text" value="Search a team member"/>
Matthew Flemming Event Delivery Manager <a href="mailto:matthew.flemming@informa.com">matthew.flemming@informa.com</a>	Informa Tech	0% <a href="#">View interactions</a>	Patrick Shields Jul 29, 2024 2:28 PM	Not yet qualified	<input type="text" value="Search a team member"/>
Talise Jordan Customer Success Manager <a href="mailto:Talise.Jordan@informa.com">Talise.Jordan@informa.com</a>	Informa Tech	0% <a href="#">View interactions</a>	Patrick Shields Apr 24, 2024 8:31 PM	Not yet qualified	<input type="text" value="Search a team member"/>

# 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.



**Informa Booth Profile**  
[Open event company profile](#)

---

**Game Developers Conference 2025** ▾  
 Mar 17, 2025 - Mar 21, 2025  
[Open event](#)

---

Home

Company profile ▾

Team members

Leads ▴

Team's connections

Recommended leads

Lead qualification

**Export**

Meetings

---

Network

### Export

[Learn how >](#)

Simplify follow-ups by efficiently managing and automating your team's lead exports. Export leads manually or streamline the process by integrating our Exhibitor Leads API.

#### Manual export

Export your team's leads and contacts into an Excel file whenever needed.

☐ Export all leads

☒ Define specific dates and leads to export

Begins

02/17/2025 · 11:00 AM

Ends

03/25/2025 · 7:00 PM

Content

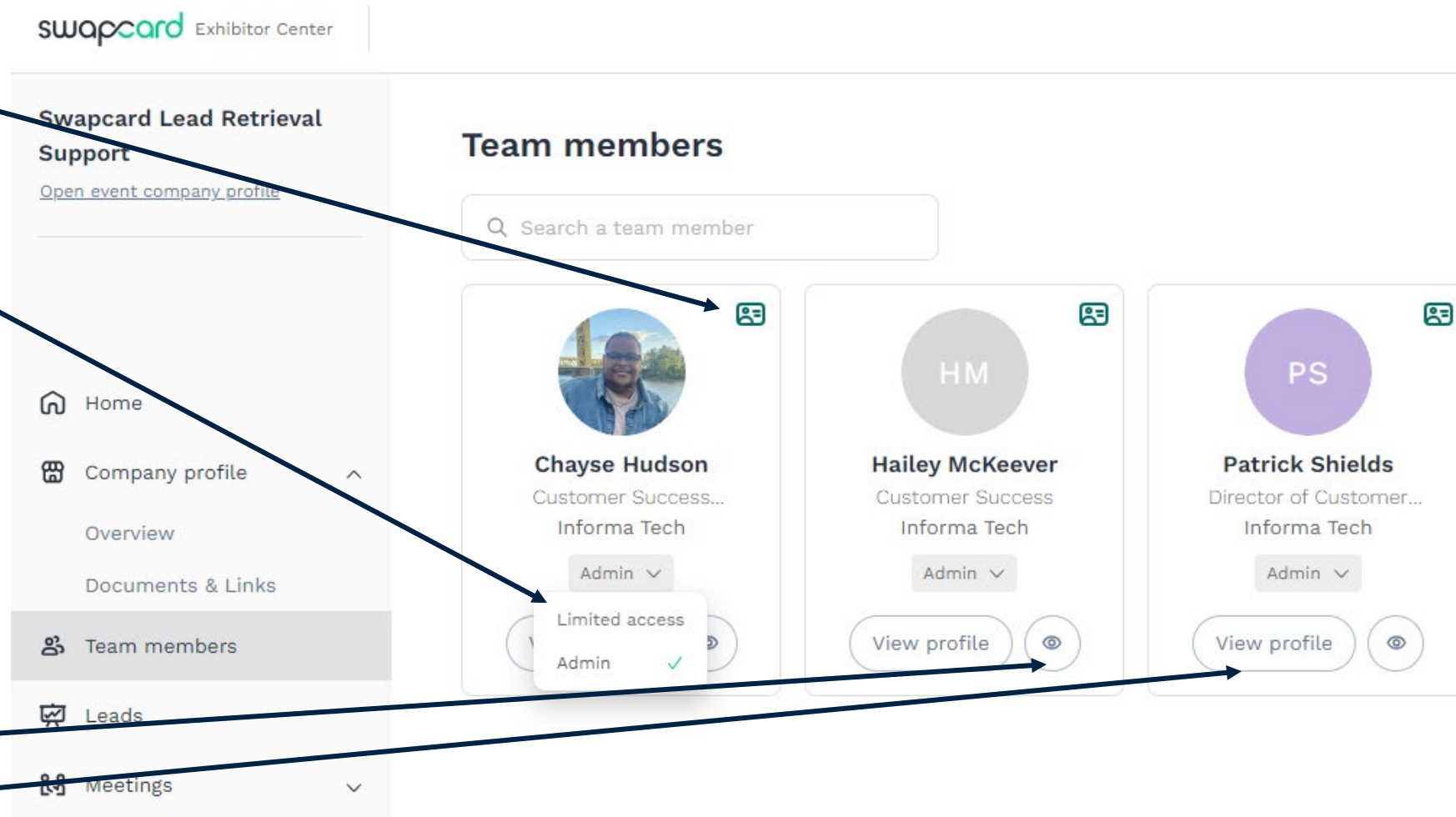
- ☒ Connected with your members
- ☒ Had a confirmed meeting with your organization or your members
- ☒ Had a chat conversation from your exhibitor page
- ☒ Visited or bookmarked your exhibitor page
- ☒ Visited or bookmarked any of your items
- ☒ Clicked on your exhibitor page ad
- ☒ Registered for your sponsored sessions
- ☒ Attended physically to your sponsored sessions
- ☒ Watched your sponsored sessions online
- ☒ Downloaded any of your documents

[Download](#)

# 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.



The screenshot displays the Swapcard Exhibitor Center interface. On the left is a sidebar with navigation options: Home, Company profile, Overview, Documents & Links, Team members (highlighted), Leads, and Meetings. The main content area is titled 'Team members' and includes a search bar. Below the search bar are three team member cards for Chayse Hudson, Hailey McKeever, and Patrick Shields. Each card shows a profile picture, name, title, company, and an 'Admin' dropdown menu. A tooltip for Chayse Hudson shows 'Limited access' and 'Admin' with a green checkmark. Arrows from the text on the left point to specific UI elements: the 'Contact Card icon' points to the icon in the top right of Chayse Hudson's card; 'Change team member access to leads' points to the 'Admin' dropdown on Chayse Hudson's card; 'Check to see if your team member has a visible or hidden profile' points to the eye icon in the bottom right of Chayse Hudson's card; and 'View a team member's profile' points to the 'View profile' button on Hailey McKeever's card.

