

# ITS WORLD CONGRESS 2021

## EXHIBITOR GUIDE

### Swapcard

Join the world's largest event  
on **Intelligent Transport  
Systems and Services**

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

**#ITSHamburg2021**



HAMBURG  
ITS World Congress  
11 - 15 Oct 2021

Experience Future Mobility Now



Welcome to the **Exhibitor Guide**.

You will be using the tools in your **Swapcard**  
Exhibitor Center to configure your booth,  
manage your team, and interact with attendees  
during the **ITS World Congress!**

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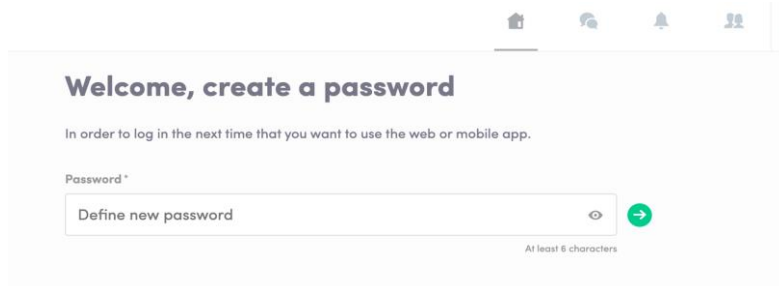
- ▶ Access the app
- ▶ Exhibitor Center
- ▶ Content features
- ▶ Networking features

**ACCESS THE APP**

**LOGIN**

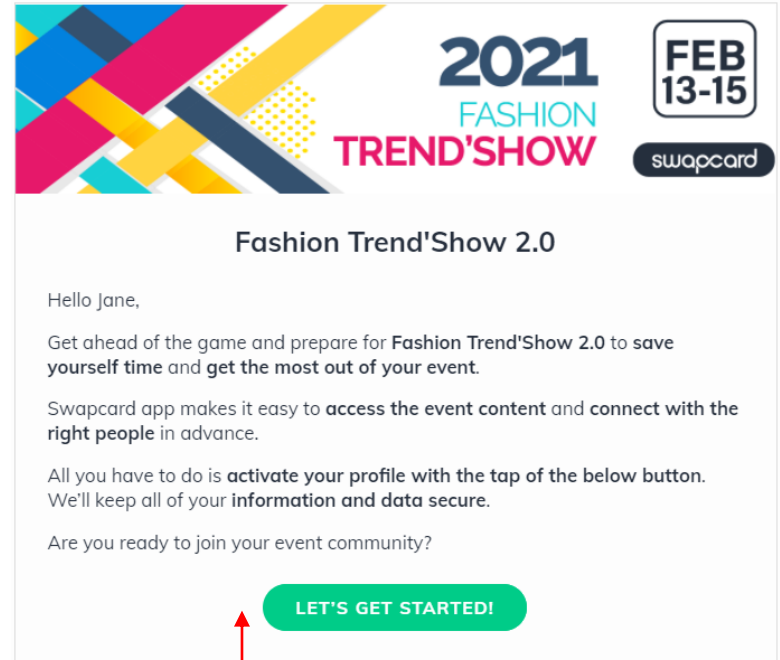
# How to login for the first time?

- 1 You will receive an email similar to **this one** with a button redirecting you to a login page. Your account is automatically created by the platform after you have registered.
- 2 A window will then prompt you to create a password for your account:



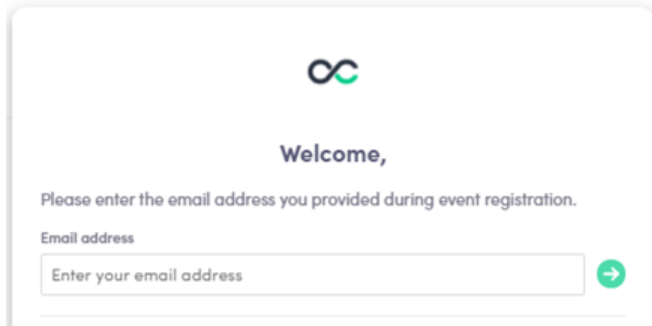
A screenshot of a mobile application interface for creating a password. At the top, there are navigation icons for home, search, notifications, and profile. The main heading is "Welcome, create a password". Below it, a sub-heading reads "In order to log in the next time that you want to use the web or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

- i** **Note:** If you don't see this email in your mailbox, please check your spam folder. Most of our emails are sent from **noreply@swapcard.com**.

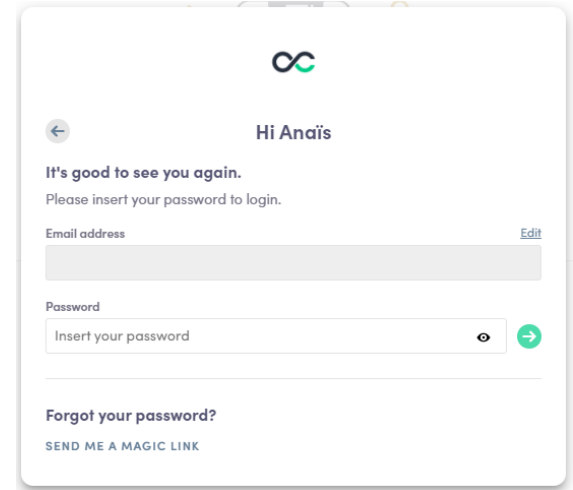


# How to login when I have an account ?

- 1 Access your account on [app.swapcard.com](https://app.swapcard.com)
- 2 Enter the email you used to register for the event and your password. Click the green arrow to connect.



The screenshot shows a login interface with the Swapcard logo at the top. Below the logo, it says "Welcome," followed by the instruction "Please enter the email address you provided during event registration." There is an input field labeled "Email address" with the placeholder text "Enter your email address" and a green arrow button to the right.

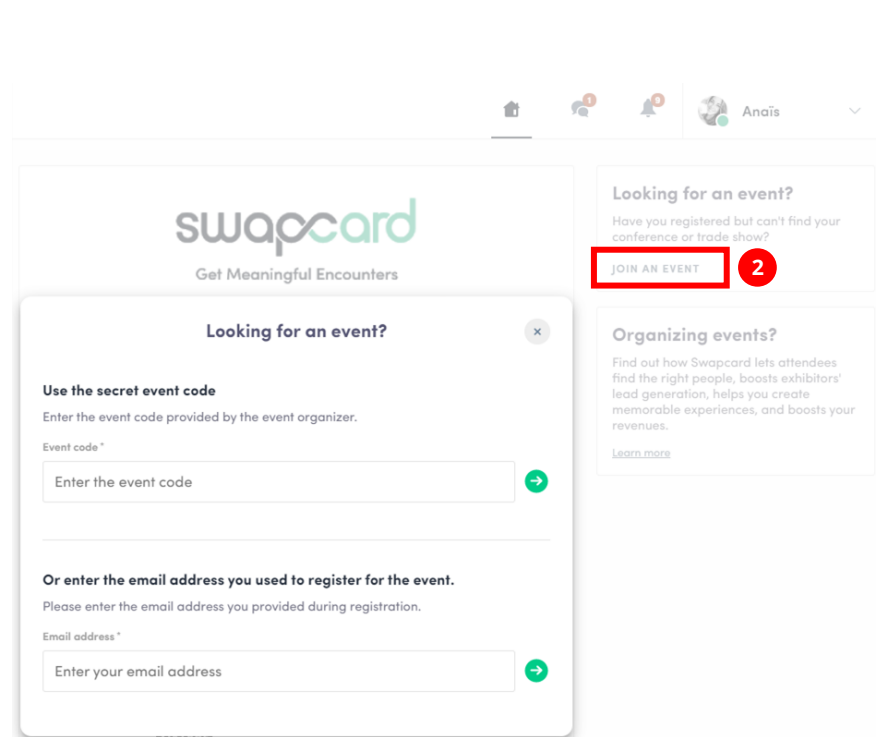


The screenshot shows a login interface with the Swapcard logo at the top. Below the logo, it says "Hi Anaïs" followed by "It's good to see you again." and "Please insert your password to login." There is an input field labeled "Password" with the placeholder text "Insert your password" and a green arrow button to the right. Below the password field, there is a link "Forgot your password?" and a button "SEND ME A MAGIC LINK".

- i** **Note:** If you have forgotten your password, click **“Send me a magic link”** after entering your email. You’ll receive an email to reset your password (valid for 1 hour). If you need any help, please contact [www.swapcard.com/support](https://www.swapcard.com/support)

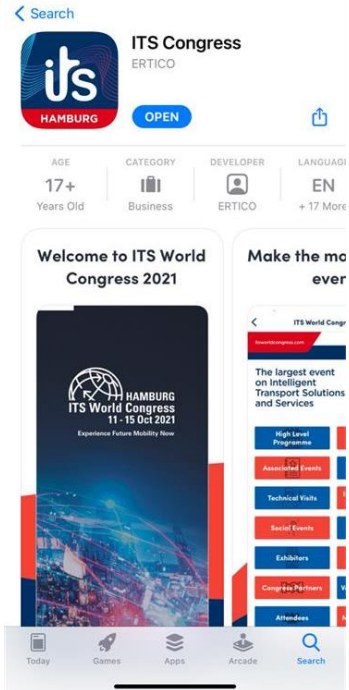
# How to join an event with an event code?\*

- 1 Follow the steps presented in the previous slide **“How to login...”**
- 2 Once logged-in, click **“Join an event.”**  
Enter the event code and click the green arrow to access the event.
- i **\*Note:** this option only applies if the event organizer has enabled the event code functionality.



# Access the congress App on your Phone

1 Download the Congress app



Stay Safe Orange B 12:06 60%

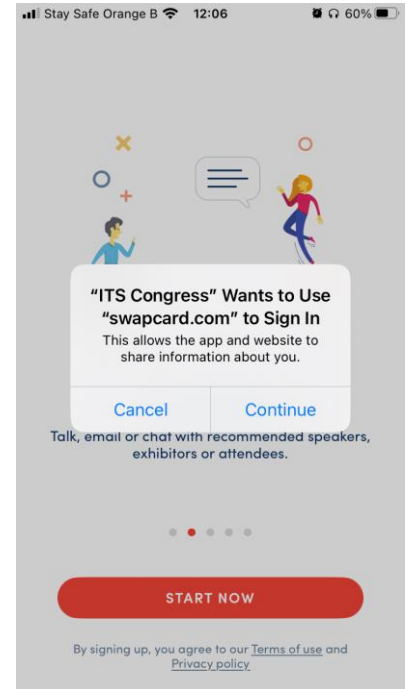


START NOW

By signing up, you agree to our [Terms of use](#) and [Privacy policy](#).

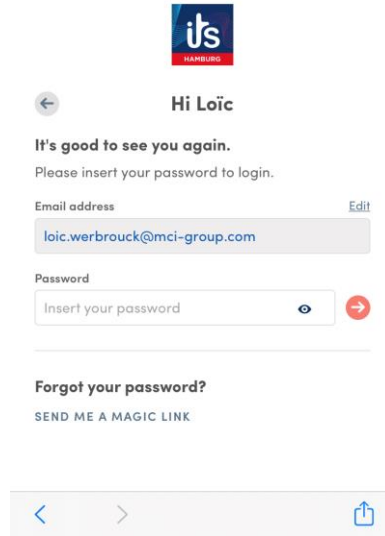
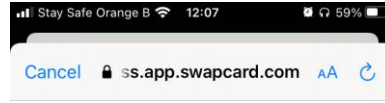
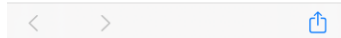
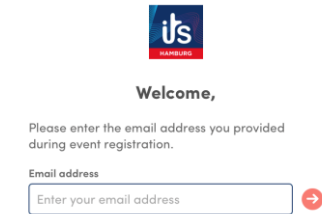
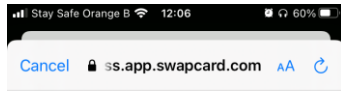
2 This is the landing page you will see. Press START NOW

3 A pop-up message will appear and click on Continue



# Download the App on your Phone

1 You will be redirected to the Swapcard login page  
Input your email address



2 If you have already logged in once, insert your password

3

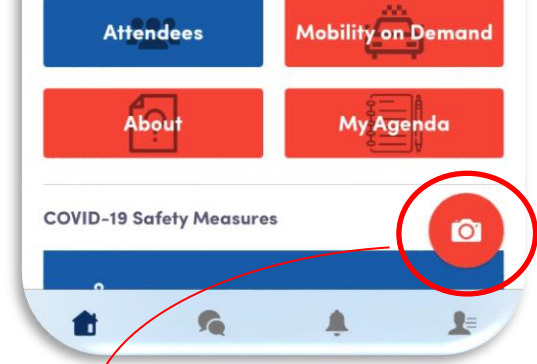
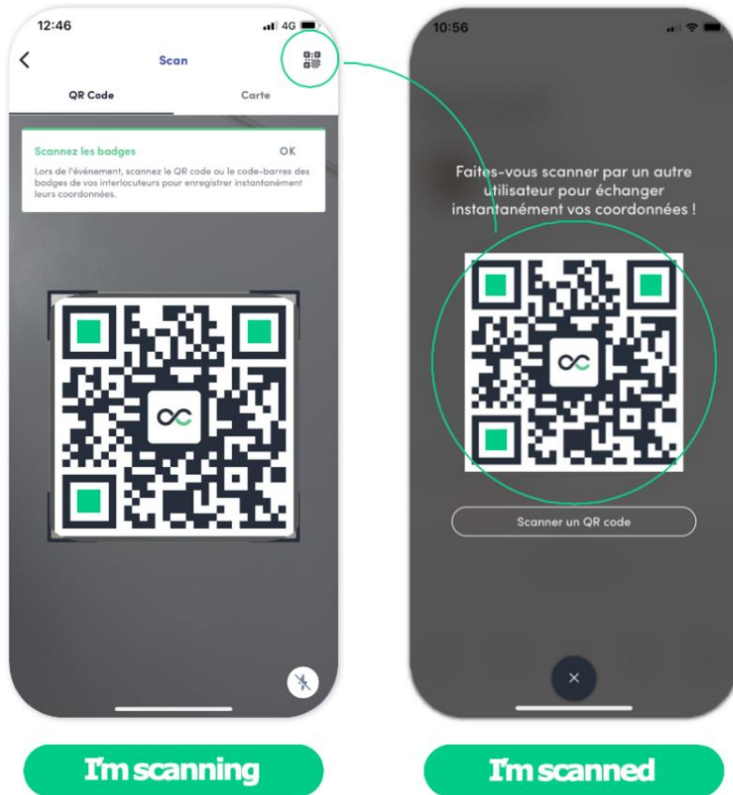
Welcome to the ITS Congress APP



# PHYSICAL EVENT

QR CODE / SCAN BADGE

# App / Badge Scanning



To scan a badge, click the **"Scan"** icon on the home screen of your event.

By scanning the QR code on an attendee's badge or application, you automatically add it to your contacts. This allows you to **chat, share contact details and add tags and notes** to your contact.

**Your contact details are also transmitted to the other person.**

You can **display your electronic badge** to be scanned. It is located in the top right-hand corner of the scanning interface. +  
ADD MENTION TO THE SCORING

# How to Scan a Badge

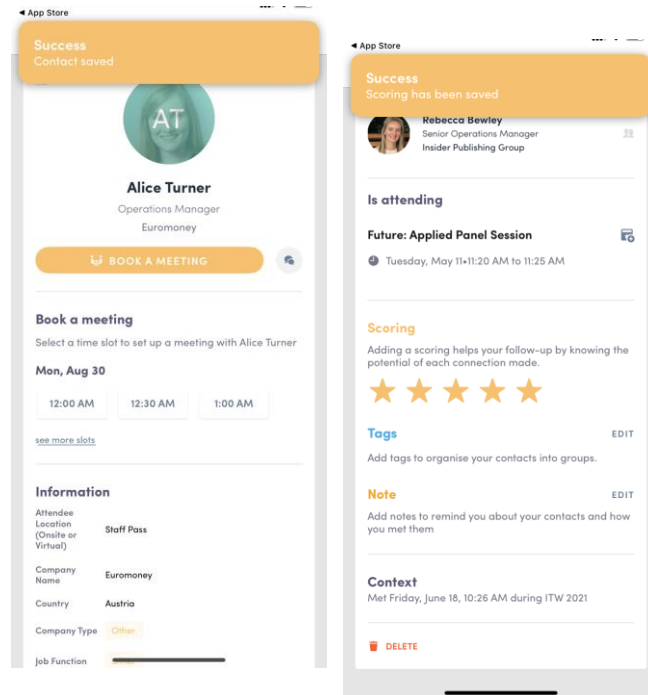
- 1 Click on the Camera pictogram in the lower right corner



- 2 Open the camera and scan the QR code



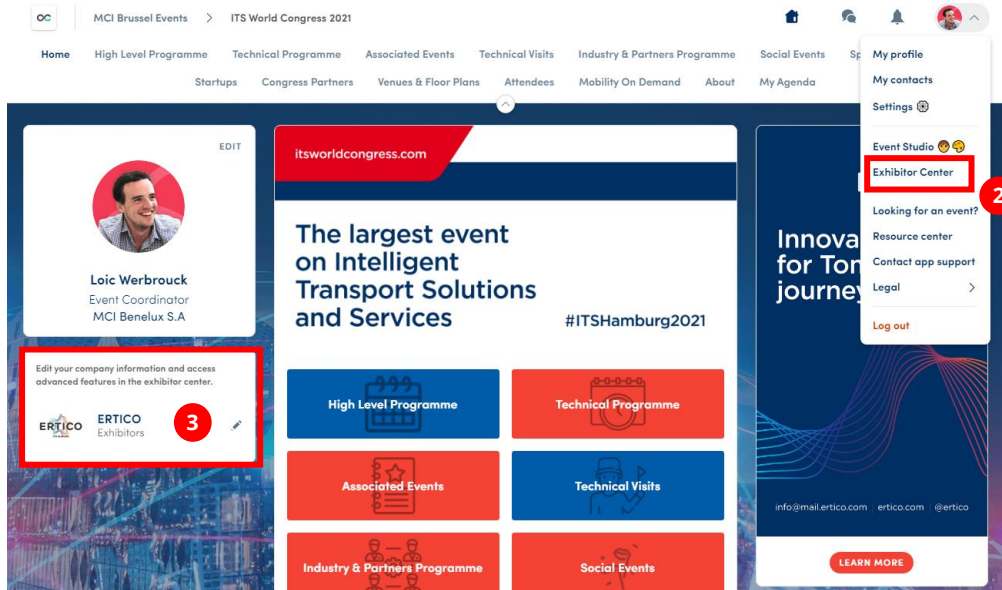
- 3 You will have access to the participant's information



# EXHIBITOR CENTER

FUNCTIONALITIES

# Navigation



There are four ways to access your Exhibitor Center

1

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

2

Click **“Exhibitor Center”** in the drop down menu.

3

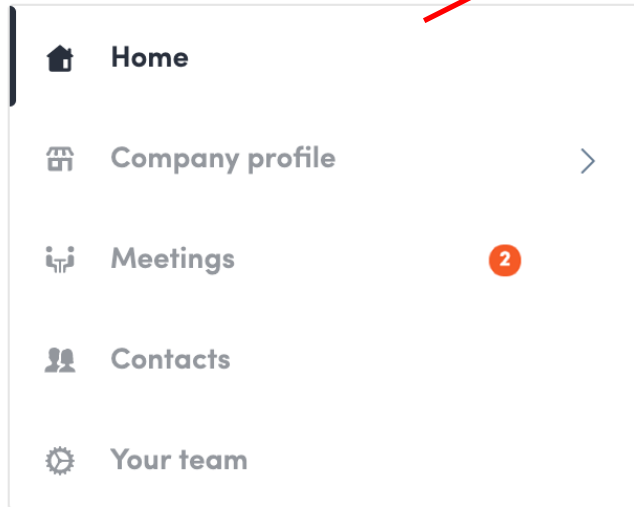
Click on your Exhibitor booth from the home page.

4

Go to [team.swapcard.com](https://team.swapcard.com)

**i Note:** you can access the Exhibitor Center even if the event isn't live.

# Navigation

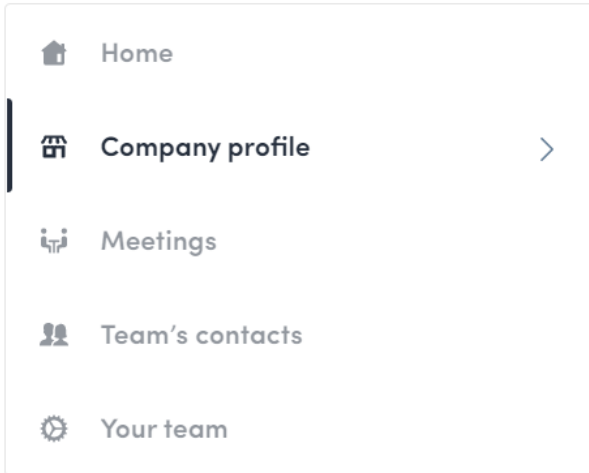


This **navigation bar** will appear on the left side of your screen. It will help you to navigate between the different sections of the **Exhibitor Center**.

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

A red pin indicates that you have a **pending notification**. Click to see what's going on!

# Company profile



- **Social media links:** LinkedIn, Twitter, Facebook...

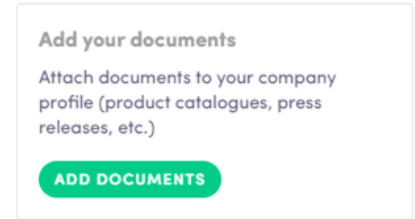
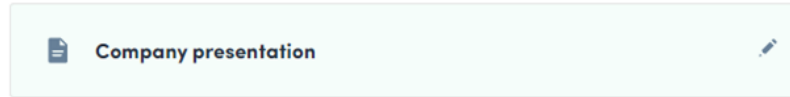
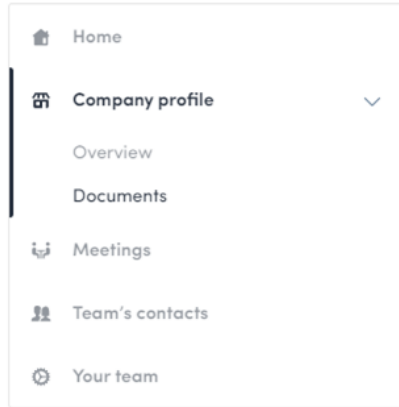
To be contacted by as many qualified participants as possible, we advise to **fill in all the editable information** from your **Exhibitor Center**. If a field cannot be edited, please contact the event organizer.

# Company profile - Overview

The screenshot displays the Swapcard company profile overview page. On the left is a sidebar with navigation options: Home, Company profile (with a dropdown arrow), Overview (highlighted with a red box), Documents, Meetings, Team's contacts, and Your team. The main content area shows the company logo, name 'Swapcard', and tagline 'Get Meaningful Encounters'. Below this are sections for 'Information', 'Social media', and 'Contact details', each with an 'EDIT' button (the 'EDIT' button for 'Information' is highlighted with a red box). At the bottom left of the main content area is the website URL 'www.swapcard.com'. On the right is a 'Main information' panel with a close button. It contains a 'Header image' section with a placeholder image and instructions, a 'Video platform' dropdown set to 'YouTube' and a 'Video ID' input field containing 'https://www.youtube.com/watch?v='. Below this is a 'Logo' section with a placeholder image and instructions, and a 'Name' input field containing 'Swapcard'. An 'INFORMATION >' button is located at the bottom right of the main information panel (highlighted with a red box).

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.

# Company profile – Documents



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),

A form titled "Add a document" with the following fields and instructions:

- Document \*: Upload your document or insert the URL (with a cloud upload icon)
- Title \*: Title of the document (max. 80 characters)
- Overview: Describe in a few words the document (max. 160 characters)

A "CREATE DOCUMENT" button is located at the bottom right of the form.

# Meetings - Manage your meetings

The screenshot shows a web application interface for managing meetings. On the left is a navigation menu with options: Home, Company profile, Meetings (highlighted with a red notification badge), Contacts, and Your team. The main content area is titled 'All members' and has a dropdown arrow. Below this are filters for meeting status: Invitation (5), Confirmed (18), Pending (41), Canceled (17), and Declined (2). The main list shows two meeting requests for Sunday, January 1, 2023. Each request includes a 'Meeting request' title, a status of 'Invitation', a 'REPLY' button, a calendar icon with date and time, a location icon with address, and a list of assignees with their names and roles.

Home

Company profile

Meetings 5

Contacts

Your team

All members

Invitation (5) Confirmed (18) Pending (41) Canceled (17) Declined (2)

Sunday, January 1, 2023

Meeting request • Invitation

01/13/2020 • 5:28 PM

01/01/2023 • 9:00 AM to 9:20 AM

Primary Hall • Exhibitor room

REPLY

Charles Benizri  
Product Owner  
Swapcard

Sophia Fields  
Director Business Development  
Allianz

Meeting request • Invitation

01/21/2020 • 7:08 PM

01/01/2023 • 2:40 PM to 3:00 PM

L01 - S02

REPLY

Charles Benizri  
Product Owner  
Swapcard

Joe Williamson  
Human Resources Coordinator  
Costco

## Export meetings

Get all meetings from your team in an Excel file.

EXPORT MEETINGS

## Meeting request

01/31/2020 • 9:54 AM

01/01/2023 • 7:30 AM to 8:00 AM

Elio's hall • table 1

Requester



**Abby Gonzalez**  
Inside Salesperson  
Verizon

Host



**Charles Benizri**  
Product Owner  
Swapcard

ACCEPT

DECLINE

- **Display the meetings** of your team (All members or a specific team member)
- **Filter meetings by status:** Pending, Confirmed, Canceled or Declined.
- **Assign a meeting:** reply to the meeting request and select a team member to assign.
- **Accept or decline meeting requests or cancel an existing meeting.**
- **Export the full list of meetings.**

# Meetings - How to assign a teammate to a meeting?\*

The screenshot shows the 'Fashion Trend/Show 2.0 · Aigle' interface. On the left is a navigation menu with 'Home', 'Company profile', 'Meetings' (highlighted with a red notification badge), 'Team's contacts', and 'Your team'. The main area displays 'All members' with counts for 'Invitation (2)', 'Confirmed (13)', and 'Canceled (7)'. Below this, two meeting requests are listed for 'Sunday, February 6, 2022'. The first request is for '03/12/2021 • 3:44 PM' with a 'REPLY' button. The second request is for '02/06/2022 • 1:00 PM to 1:30 PM' with a 'REPLY' button. A third request is partially visible at the bottom for '04/12/2021 • 9:24 AM'.

## Meeting request

hl  
04/12/2021 • 9:24 AM  
02/06/2022 • 2:00 PM to 2:30 PM  
Virtual • Video Call

### Requester

 **Houda Nguyen**  
Channel Account Manager  
Swapcard

Please assign an available member to this meeting

Search among members available for this slot

 **Christian Gill**  
Vendor  
Aigle

 **Kate Palmer**  
Vendor  
Aigle

In your Exhibitor Center, you can manage your team member's meetings.

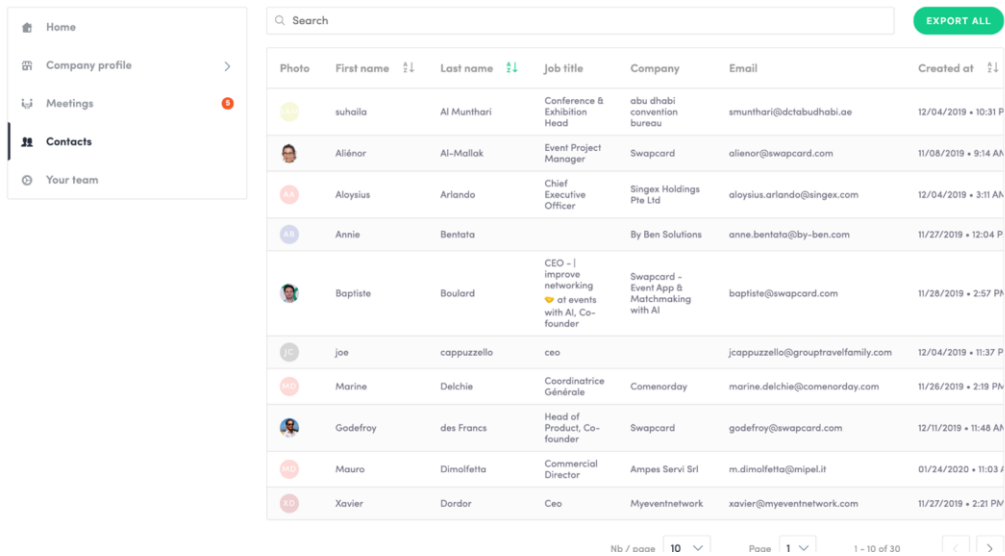
Go to the **"Meetings"** tab and see all your team meetings during the event.

To assign or change a team member for a meeting, **click on the meeting** and choose the team member you wish to assign.

A confirmed meeting has to be assigned to a member of the team for them to get reminders.

 **\*Note:** once the meeting has been initiated by a team member, you are unable to assign someone else.

# Contacts - Shared contacts and exports



The screenshot shows a web interface for managing contacts. On the left is a navigation menu with options: Home, Company profile, Meetings (with a red notification badge), **Contacts** (highlighted), and Your team. The main area features a search bar and an 'EXPORT ALL' button. Below is a table of contacts with columns for Photo, First name, Last name, Job title, Company, Email, and Created at.

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 AM
	Aloysius	Arlando	Chief Executive Officer	Singex Holdings Pte Ltd	aloysius.arlando@singex.com	12/04/2019 • 3:31 AM
	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@groupravelfamily.com	12/04/2019 • 11:37 P
	Marine	Delchia	Coordinatrice Générale	Comenorday	marine.delchia@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@mipel.it	01/24/2020 • 11:03 P
	Xavier	Dordor	Ceo	Myeventnetwork	xavier@myeventnetwork.com	11/27/2019 • 2:21 PM

At the bottom of the table, there are pagination controls: 'Nb / page' set to 10, 'Page' set to 1, and '1 - 10 of 30'.

From the App or Web App, **you can also export your contacts (and only yours)** as an Excel file by going to your contacts and clicking on **"Export all"**.

By going to the **"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** (from connections, meetings, and people who can chat in the exhibitor booth) of your **collaborators who have enabled the contact sharing option will be displayed**, in addition to yours.

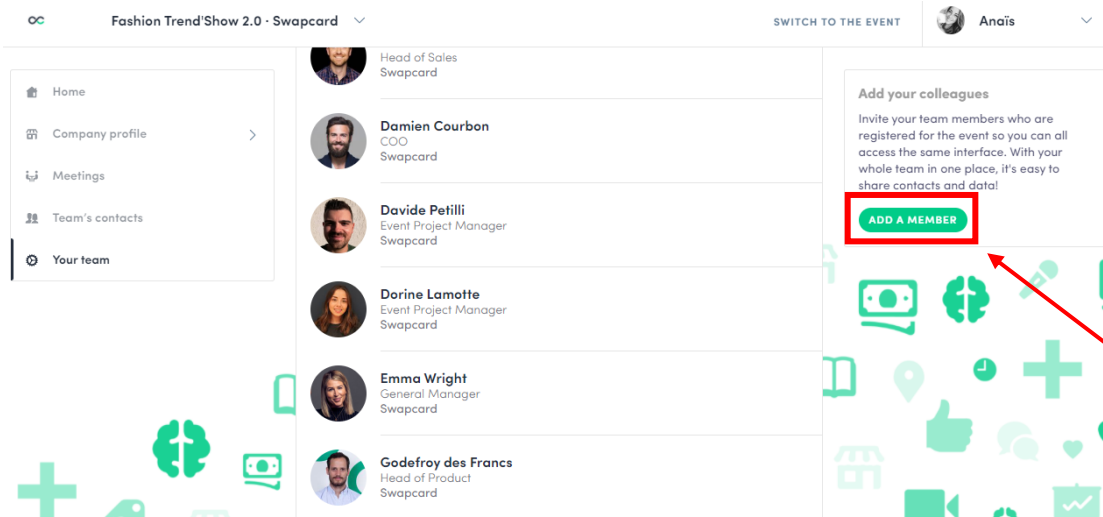
You can check if **all your collaborators have activated it**.



## 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, they tacitly agree to share their information with you. You therefore retrieve this information in accordance with GDPR.*

# Your team - How to add a teammate?\*



In your **Exhibitor Center**, you can manage your team.

Go to the **"Your Team"** tab and see all your teammates on the booth.

To add new members, click **this button** and add their email address. If you can't see this button please contact the event organizer. The contacts of new members aren't shared by default for security.

**To add a member, he/she must already be in the list of participants.**

**\*Note:** only is allowed by the organizer

# Your team - How to share your contacts with your team?

The screenshot shows a user interface for managing a team. On the left is a navigation menu with options: Home, Company profile, Meetings, Team's contacts, and Your team. The main area displays a list of team members: Aliénor Al-Mallak (Event Project Manager, Swapcard), Alisha Dutt (Event Support Specialist, Swapcard), and Allyson Jean-Charles (Event Project Manager, Swapcard). A red box highlights a pen icon next to Aliénor Al-Mallak's name. Below this, a modal window titled 'Aliénor Al-Mallak' is open, showing 'Member settings'. Under 'Show profile', there are two toggle switches. The top one is turned on, and the bottom one, labeled 'Share his/her contacts with the team', is also turned on and highlighted with a red box.

Each team member can choose to share their contacts with the team.

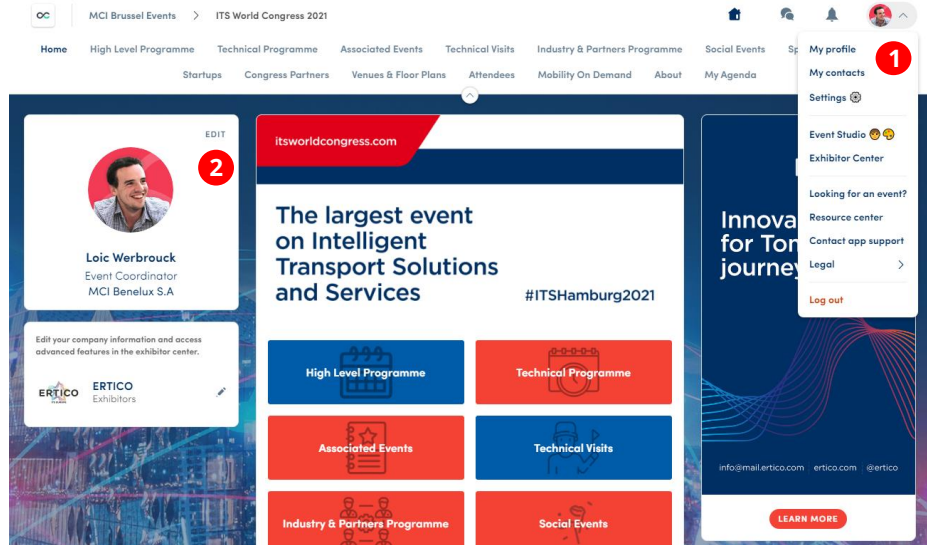
Go to the **"Your team"** tab and see all your teammates on the booth.

To share contacts, click the pen to the right of your name. You will then see a toggle list appear where you'll be able to choose whether to share your contacts with the team.

# CONTENT FEATURES

INCREASE YOUR VISIBILITY

# How to edit my personal profile? (1/2)



There are two ways for you to access your profile

1

On the upper-right corner of your screen, click on **"My profile"**.

2

On the left side of your screen next to your photo, click on **"Edit"**.

You'll then be redirected to your profile details.

# How to edit my personal profile? (2/2)

The screenshot shows a user profile for Anaïs Silvano, Event Project Manager at Swapcard. Red boxes highlight the 'EDIT' button for each of the following sections:

- Profile picture and name
- About me (Biography)
- Social media
- Contact details
- Company

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.

Below is some of the information you can edit on your profile:

- My main information
- About me (Biography)
- Social Media
- Contact details
- Company

The screenshot shows the 'My main information' edit form with the following fields:

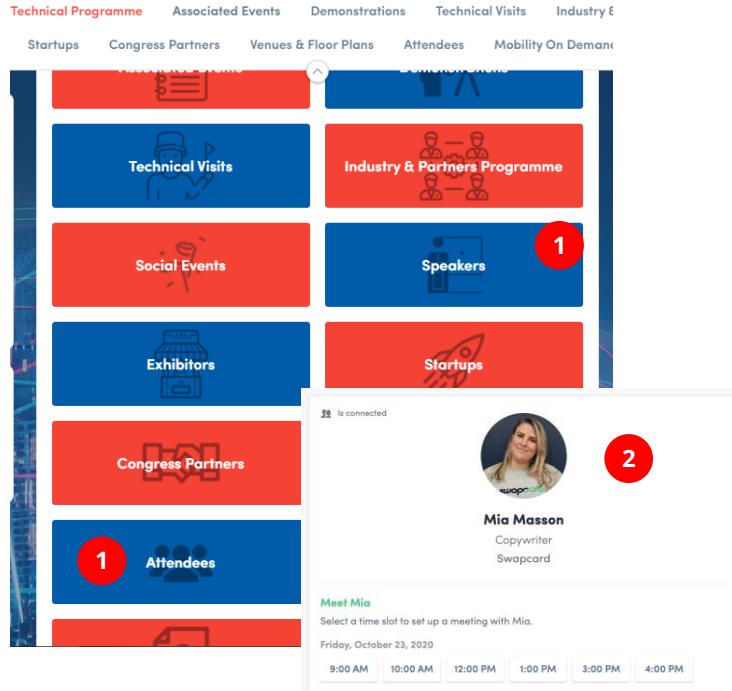
- Profile picture: Import a nice picture in 240x240px minimum and no larger than 1MB.
- First name: Anaïs
- Last name: Silvano
- Job title: Event Project Manager
- Company: Swapcard

Buttons for social media and a trash icon are also visible. An 'ABOUT ME >' link is at the bottom right.

# NETWORKING FEATURES

MAIN FUNCTIONALITIES

# How to network?



1

On the homepage of the event, you can access the **Community list** (i.e., Attendees, Speakers). This will help you find visitors to network with.

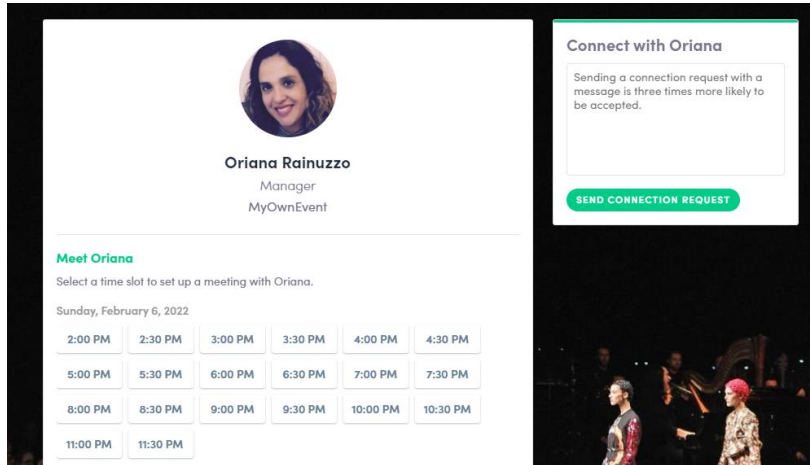
Don't hesitate to contact them through the application to chat, video call, and book meetings.

2

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.

# How to make a connection request?



The screenshot shows a user profile for Oriana Rainuzzo, Manager at MyOwnEvent. Below the profile is a meeting schedule for Sunday, February 6, 2022, with time slots from 2:00 PM to 11:30 PM. To the right is a 'Connect with Oriana' form with a text input field and a 'SEND CONNECTION REQUEST' button. A note states: 'Sending a connection request with a message is three times more likely to be accepted.'

Sunday, February 6, 2022					
2:00 PM	2:30 PM	3:00 PM	3:30 PM	4:00 PM	4:30 PM
5:00 PM	5:30 PM	6:00 PM	6:30 PM	7:00 PM	7:30 PM
8:00 PM	8:30 PM	9:00 PM	9:30 PM	10:00 PM	10:30 PM
11:00 PM	11:30 PM				

Go to someone's profile via the list of participants, speakers, 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 in the **"My Event"** button in **My contacts** tab.

# How to 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 15-minute meeting slots. If you want to see other slots, click "**See more slots.**"
- 3 After selecting a slot and the **Meeting** location, write a message to the person you want to meet. Once done, click

Send meeting request

Sunday, 6th February • 2:00 PM to 2:30 PM

Virtual

Message (optional)

Introduce yourself and the purpose of the meeting

0/1000 Characters maximum

SEND MEETING REQUEST

Tuesday, 1st June • 5:00 PM to 5:30 PM

Edit

Select a place to meet at the event.

Virtual Meeting



**Oriana Rainuzzo**

Manager  
MyOwnEvent

## Meet Oriana

Select a time slot to set up a meeting with Oriana.

Sunday, February 6, 2022

2:00 PM

2:30 PM

3:00 PM

3:30 PM

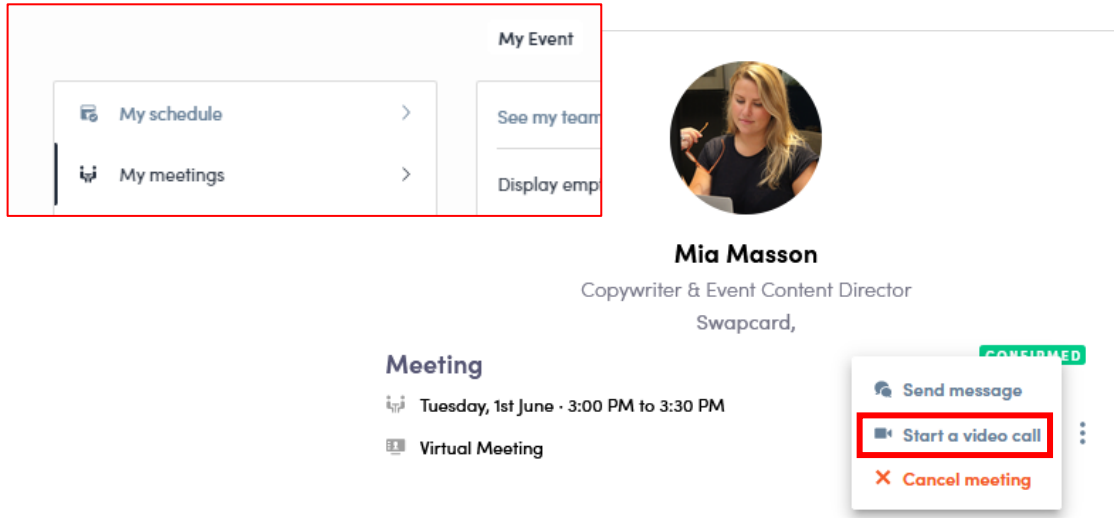
4:00 PM

4:30 PM

See more slots

# How to do a virtual meeting? (1/2)

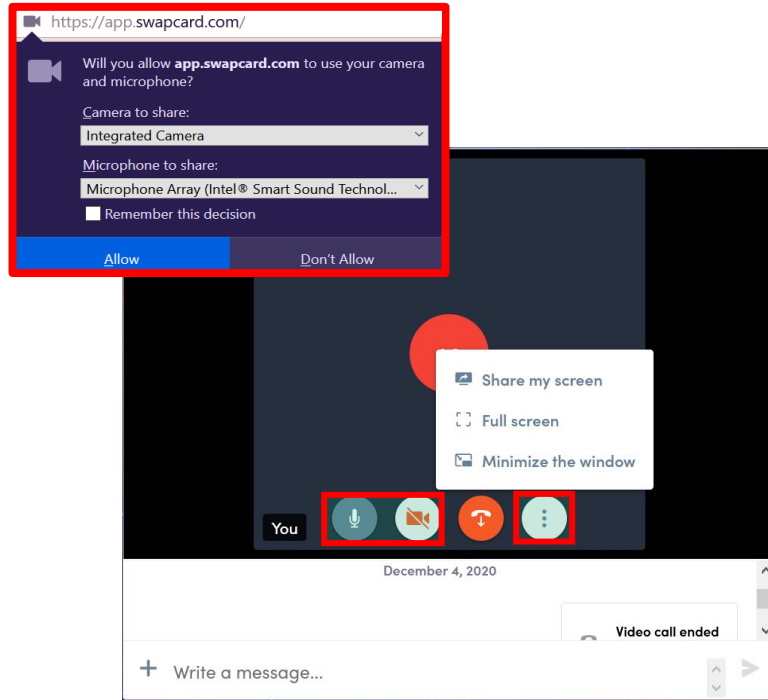
A few minutes before the meeting, go to **“My Event”** and select **“My meetings”** or head directly to the profile of the participant you have a meeting with. Click on the 3 dots to the right of the meeting to launch the video call. You can also launch the video call from your reminder notification/email.



The screenshot displays a user interface for a meeting. On the left, a sidebar under the heading "My Event" contains two menu items: "My schedule" and "My meetings", both with right-pointing chevrons. A red box highlights this sidebar. To the right, the profile of "Mia Masson" is shown, including a circular profile picture of a woman with blonde hair, her name, and her title "Copywriter & Event Content Director" at "Swapcard". Below the profile is a "Meeting" card for "Tuesday, 1st June - 3:00 PM to 3:30 PM", labeled as a "Virtual Meeting". To the right of the meeting card, a dropdown menu is open, showing three options: "Send message", "Start a video call" (highlighted with a red box), and "Cancel meeting". A green "CONFIRMED" badge is visible above the dropdown menu.

**i** **Note:** this button will only be available if the meeting is confirmed.

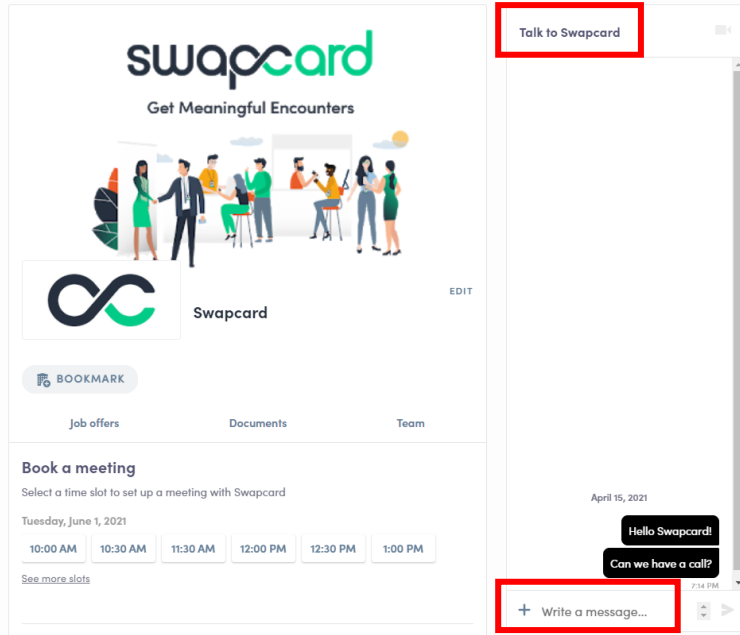
# How to do a virtual meeting? (2/2)



- 1 Once you clicked on the **meeting call** button, the video call will be launched.
- 2 By clicking the camera and microphone icons, you can turn your camera on or off and mute or unmute yourself.
- 3 By clicking on the 3 dots on the right side, you can also **share your screen**, select the **full screen option** or **minimize the window**.

**i Note:** make sure you have enabled the use of your **camera and microphone** in your browser settings.

# What happens if I receive a message as an 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.

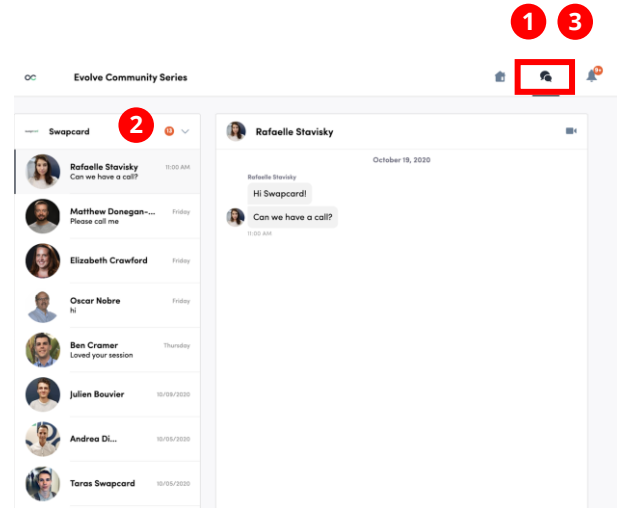
Messages in the inbox are generated when an attendee visits your booth and types a message into the **"Talk to..."** window.

For the attendee, the message appears 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.

# What happens if I receive a message as an exhibitor? (2/2)

- 1 To view your exhibitor inbox, click the **chat bubble icon** along the top menu.
- 2 Switch between your personal inbox and the exhibitor inbox by clicking on the dropdown box.
- 3 All exhibitors will see a **red notification circle** over the **chat bubble icon** after each new message.

**i Note:** once any exhibitor team member reads the message, the red circle disappear for the entire team.



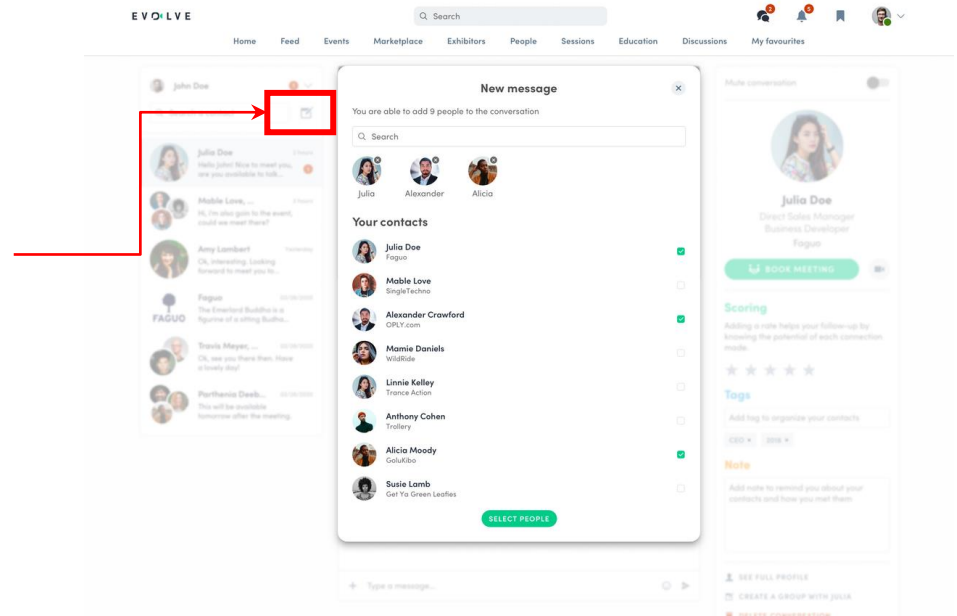
# How to create Group chats?

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, reactions,** and even have **Group video calls!**

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



**Thank you for taking the  
time to read this presentation.**

**If needed, you can contact the support  
team:**

**[ITSHamburg2021@mailcongress.ertico.com](mailto:ITSHamburg2021@mailcongress.ertico.com)**

**GET READY !**