Exhibitor How to Guide

Global Health Exhibition
By Informa Markets

Global Health Exhibition

The Virtual Edition

7-10 December 2020

globalhealthsaudi.com

Summary

Step 1- Login

1. **Login** / Email

You should have received an email with a **button** redirecting to a login page. Your account is automatically pre-created by the event organizer.
A window will then suggest you create a password for your account.

If you didn't receive anything, check your spam box.

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How to log in when I have an account ?

Access your account on https://imhealthcare.login.swapcard.com/
Enter the email you used to register to your event and the password you've created before. Then, click on the green arrow to connect.

Login

Please enter the email address provided for your GHE Virtual ticket. If you know the event secret code or if the access is public, enter the email of your choice to create your account.

Email address*

Insert your email address

Not registered yet?

If you have not yet registered, please click on the event to get your badge.

Global Health Exhibition

December 7, 2020

It's good to see you again. Please insert your password to login.

@ salma.elmestekawy@informa.com

Password*

Insert your password

Forgot your password?

SEND ME A MAGIC LINK

What if I forgot my password?

If you've forgotten your password after entering your email, click on Send me a magic link. You'll receive an email to reset your password. If you need any help, please contact support@swapcard.com

It's good to see you again. Please insert your password to login.

@ salma.elmestekawy@informa.com

Password*

Insert your password

Forgot your password?
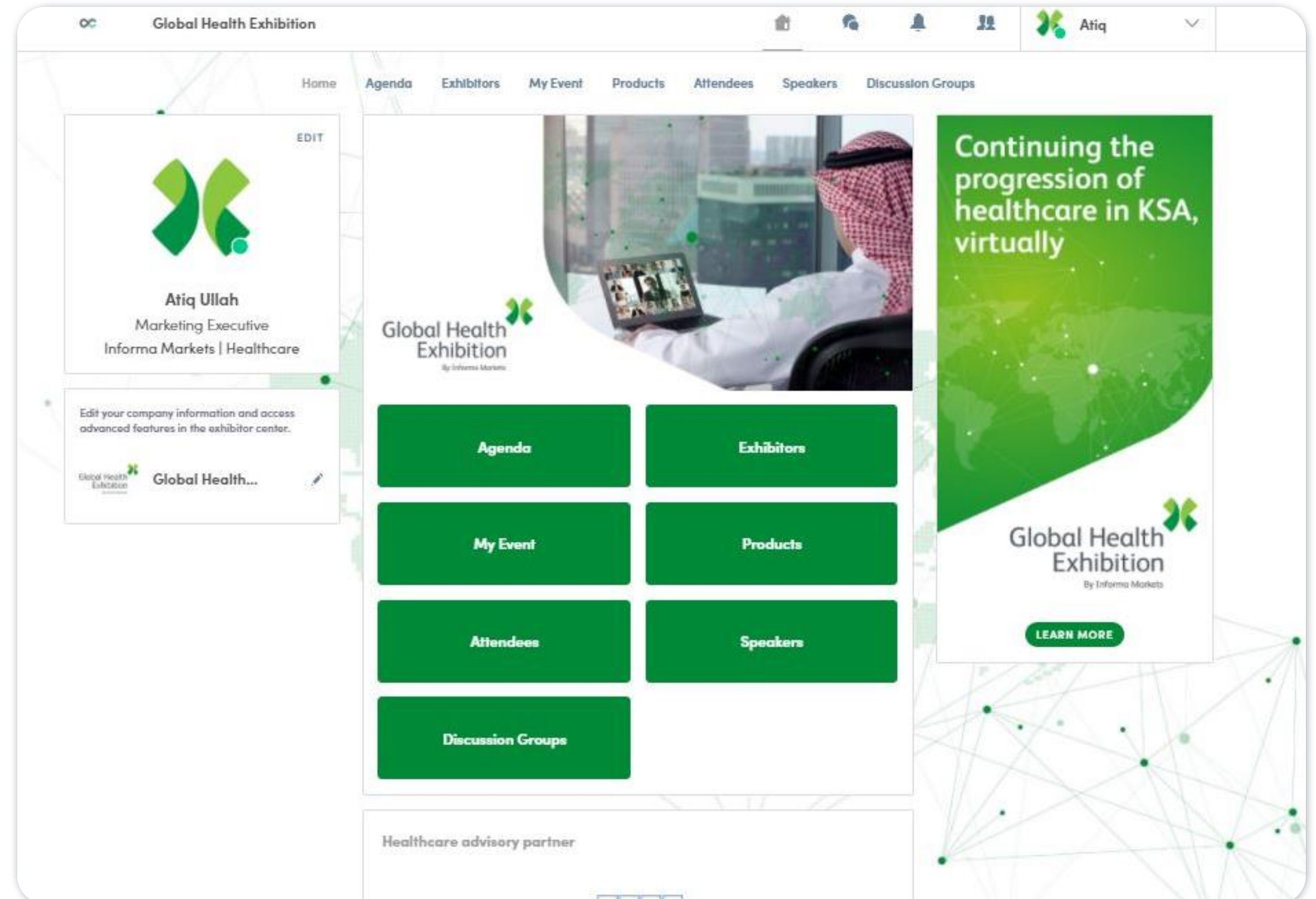
SEND ME A MAGIC LINK

An email is on its way

We just sent an email to **salma.elmestekawy@informa.com**

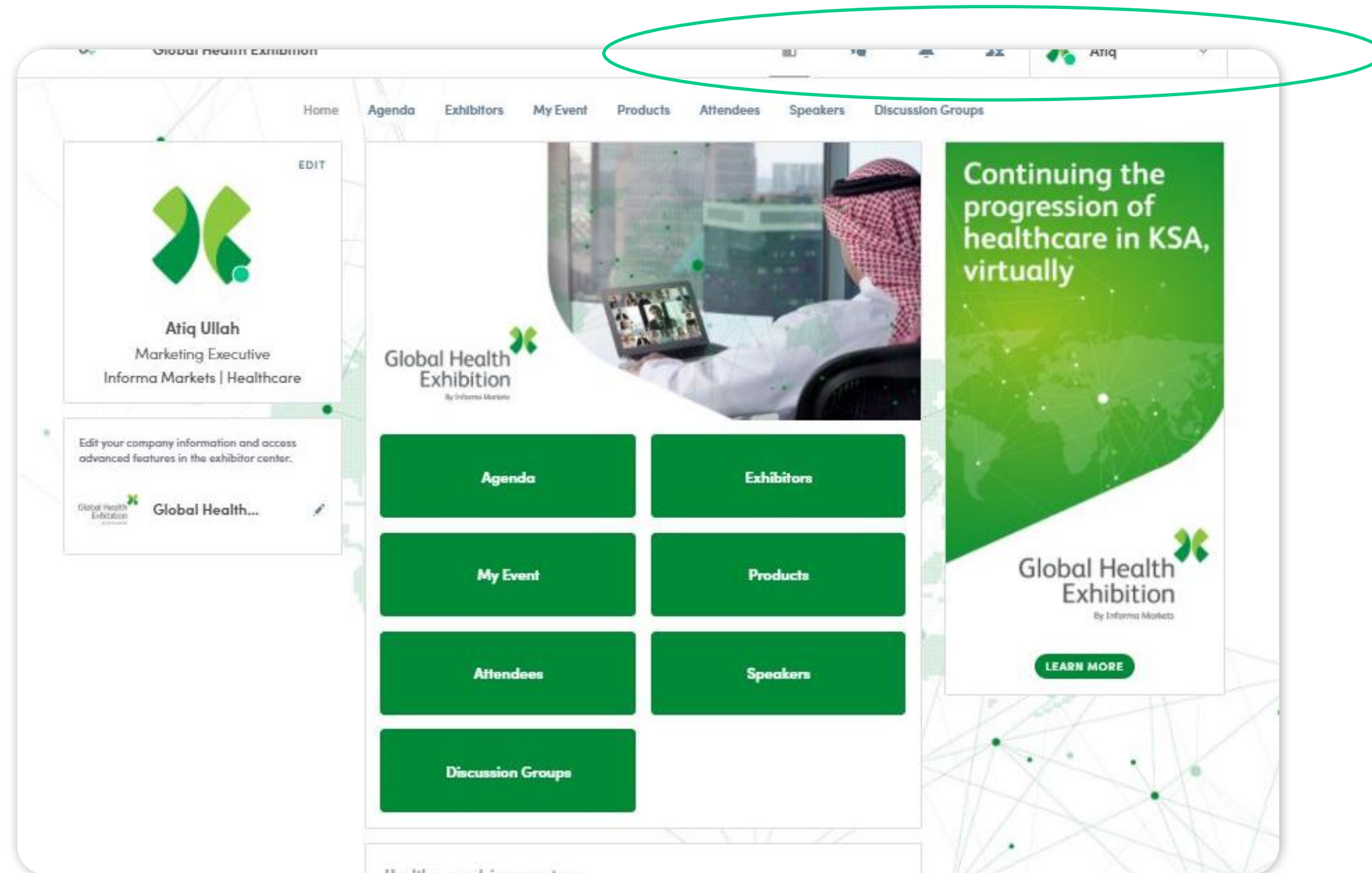Go check your mailbox, and click in the email to log in instantly to your account.

Well done! You now have access to your event
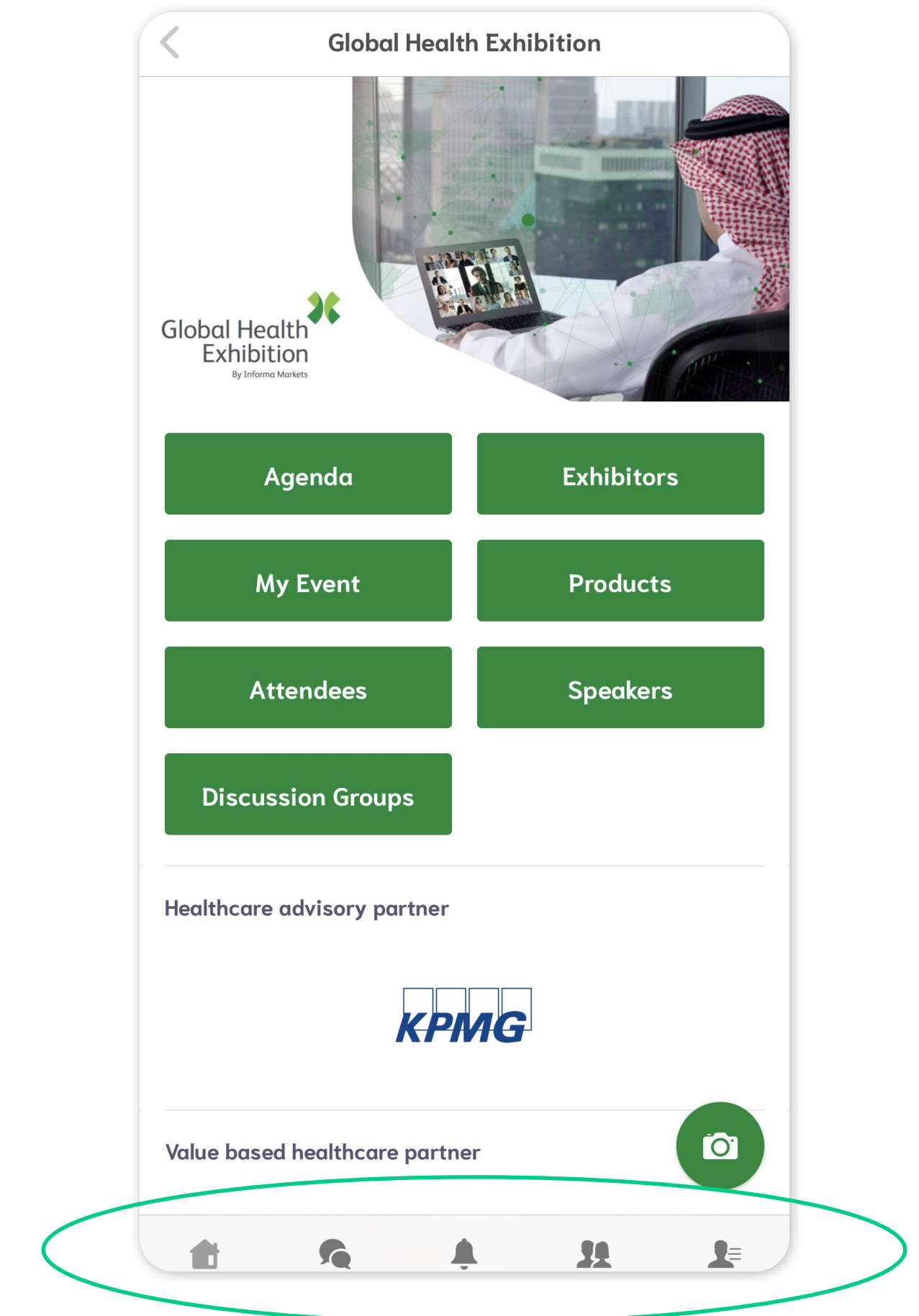
Step 2 - Explore the platform

2. Navigation

Web App

App

This is the home page of your event. The main navigation page is the same on Web and Mobile. It is divided into **5 parts:**

🏠 Home   💬 Messages   🔔 Notifications

👥 Contacts   📇 My profile

2. Attendees & Matchmaking

Find out who to meet!

1. **Sort** the attendees to see the most relevant results
2. **Click** on a participant to view their information
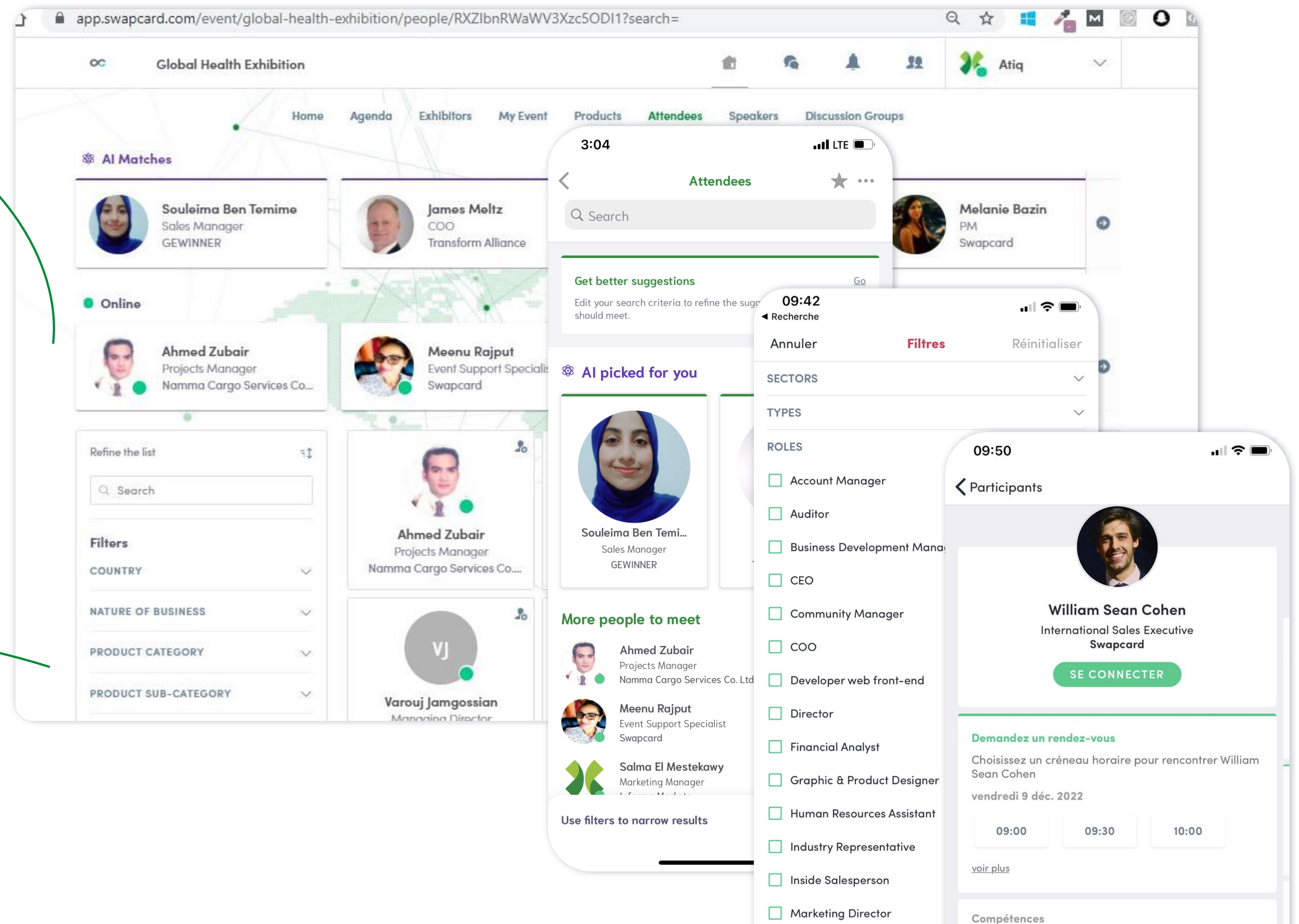3. **Connect** with qualified profiles

A personalized connection request (with message) is 4 times more likely to be accepted.

AI & Matchmaking

1. **Fill in** your profile information
2. **Enter** your search criteria
3. **Add** the profiles that interest you

The more data you enter into the platform, the more efficient the matchmaking will be.

2. Exhibitors, Program & Speakers

Exhibitors

All exhibitors (companies) are **included in this list**, both on mobile phones and on the web application.

You can access exhibitor pages, including your own, and see descriptions and locations on the map.

Sessions

All sessions are located in the **"Agenda"** section. You can bookmark the sessions that interest you and create your personalized agenda.

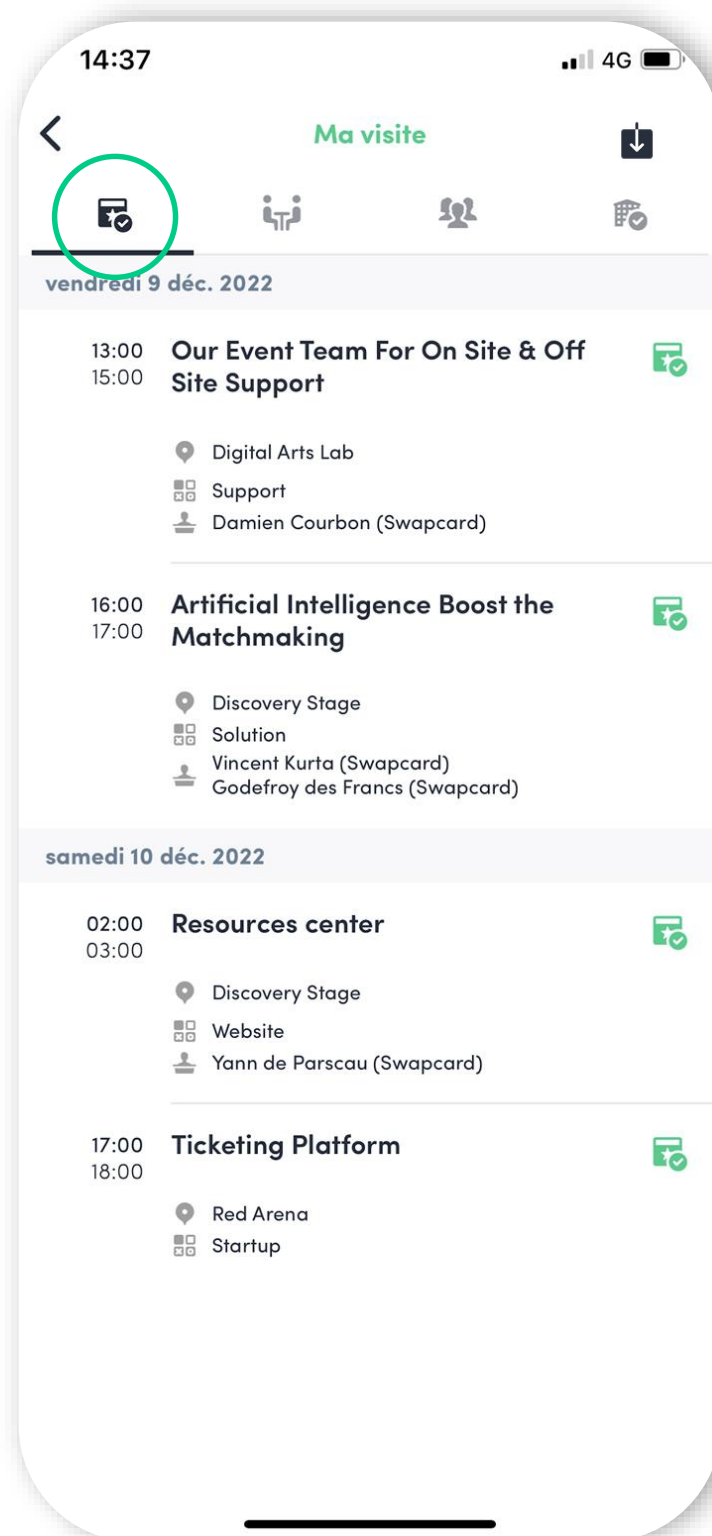By clicking on a session you'll see and speakers and **sponsors** participating.

Speakers

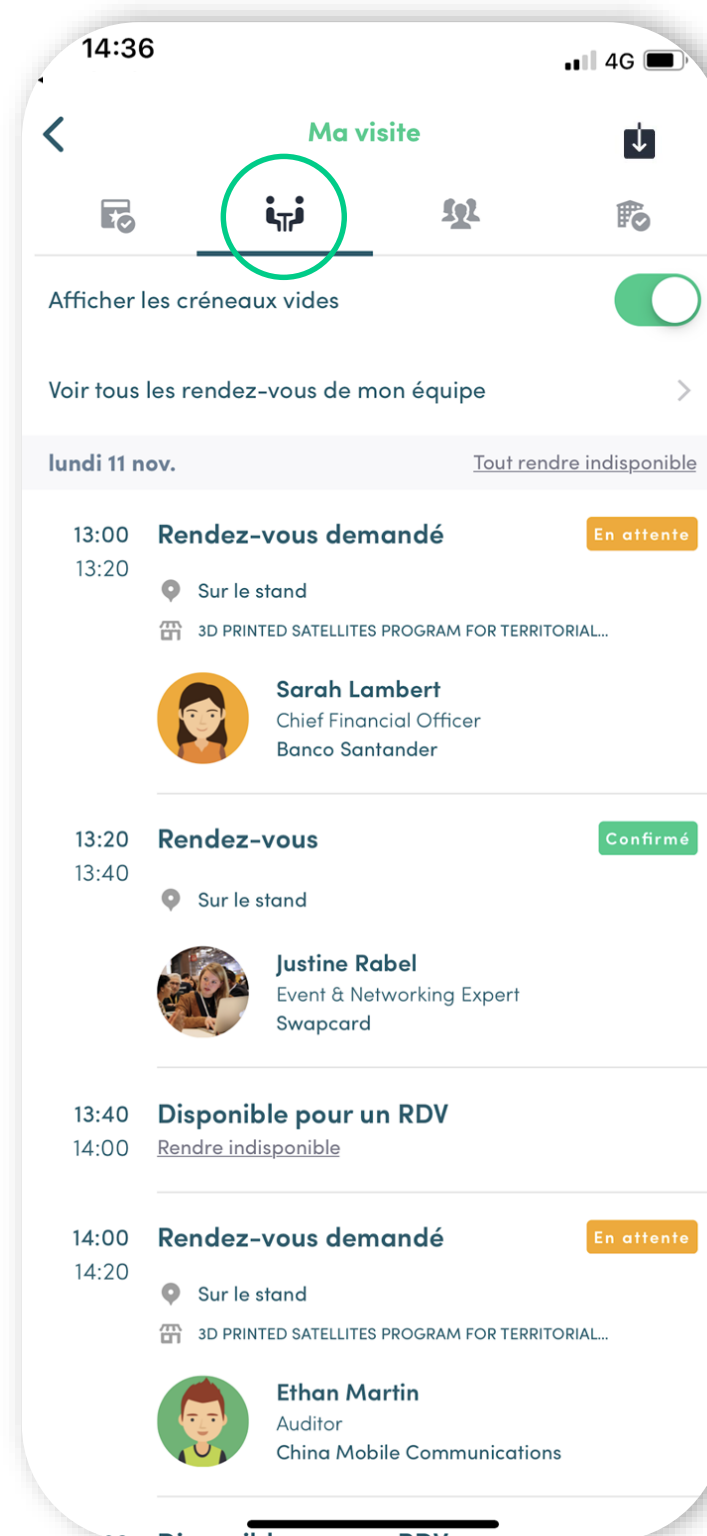Find the list of different speakers at the event and get in touch with them!

In addition to the general information available on their file, you'll also find the **list of the sessions they run.**
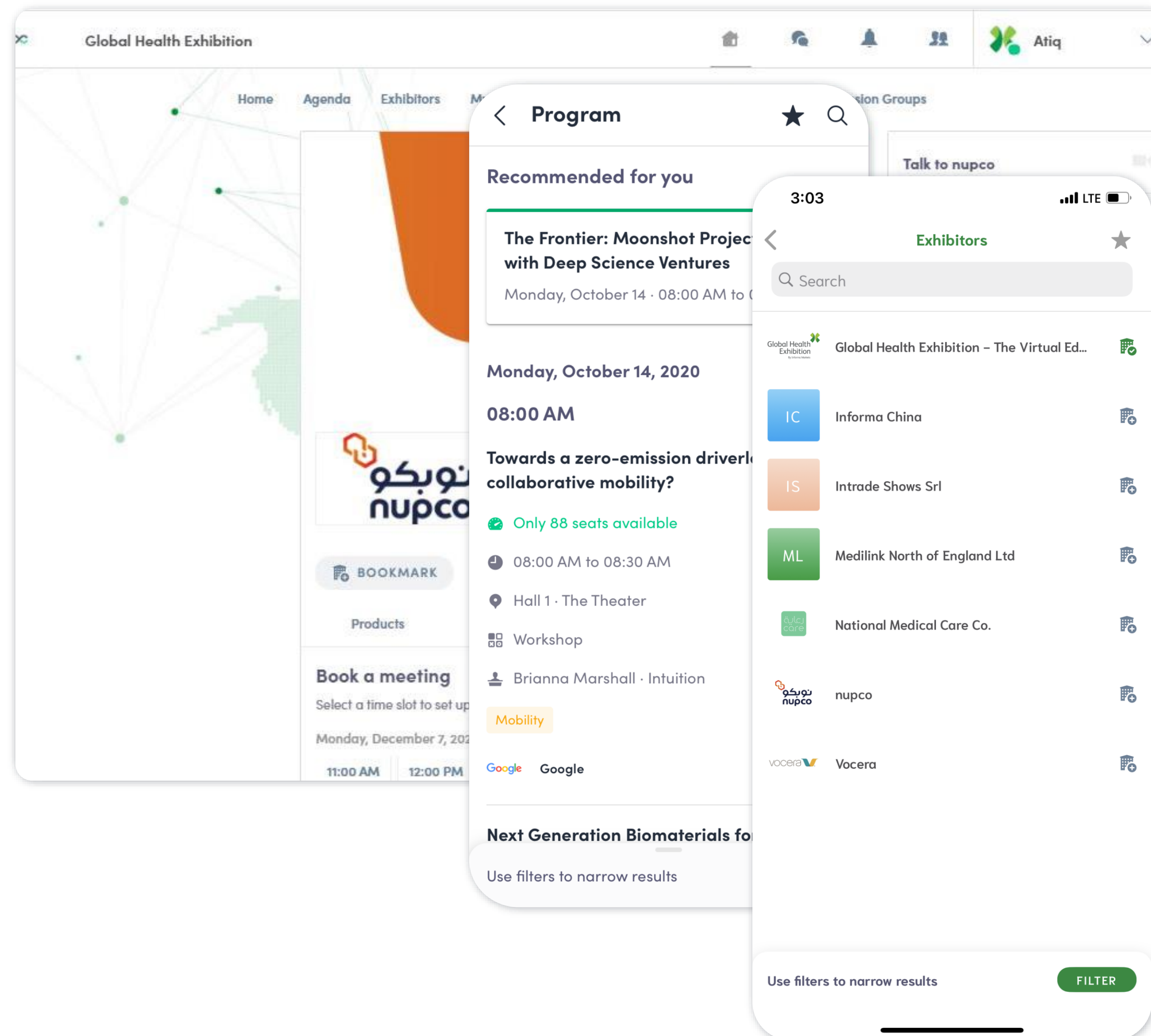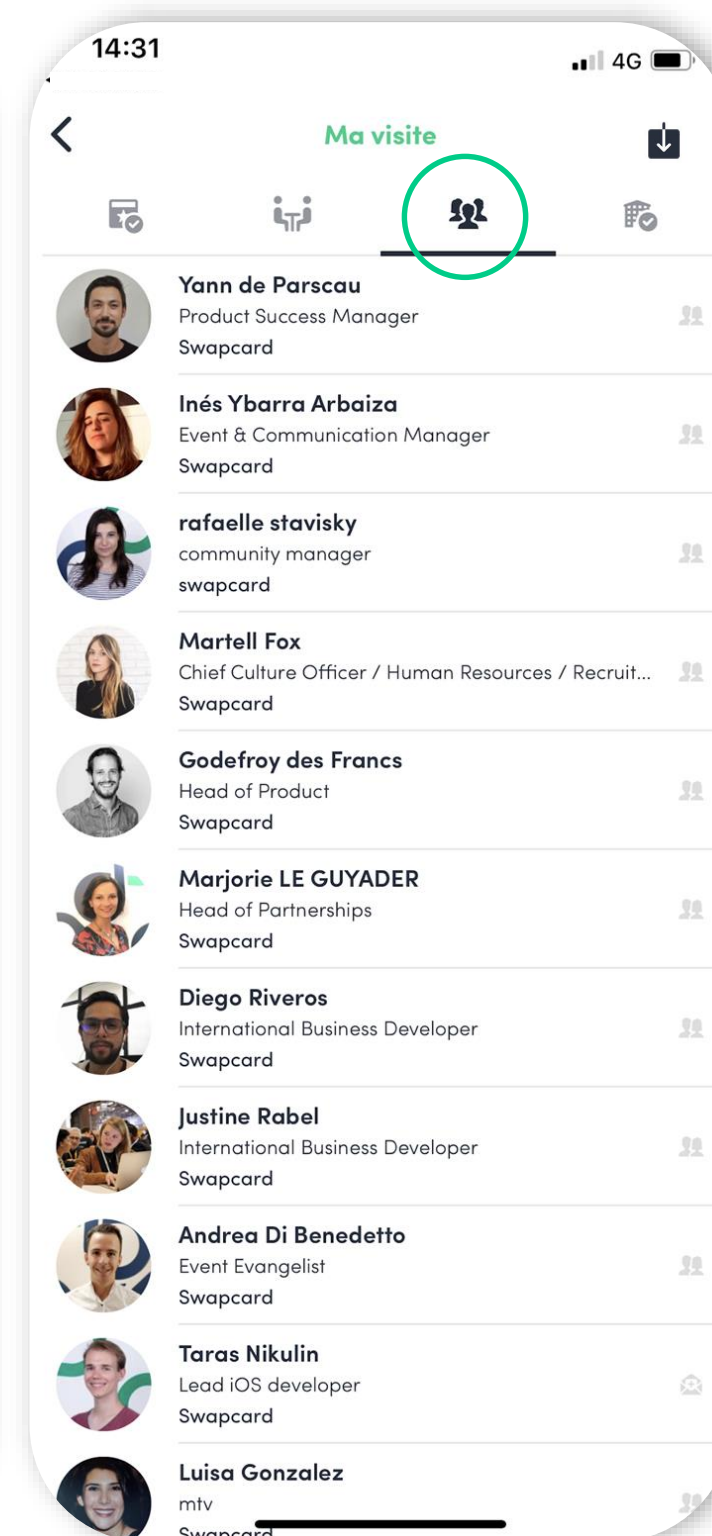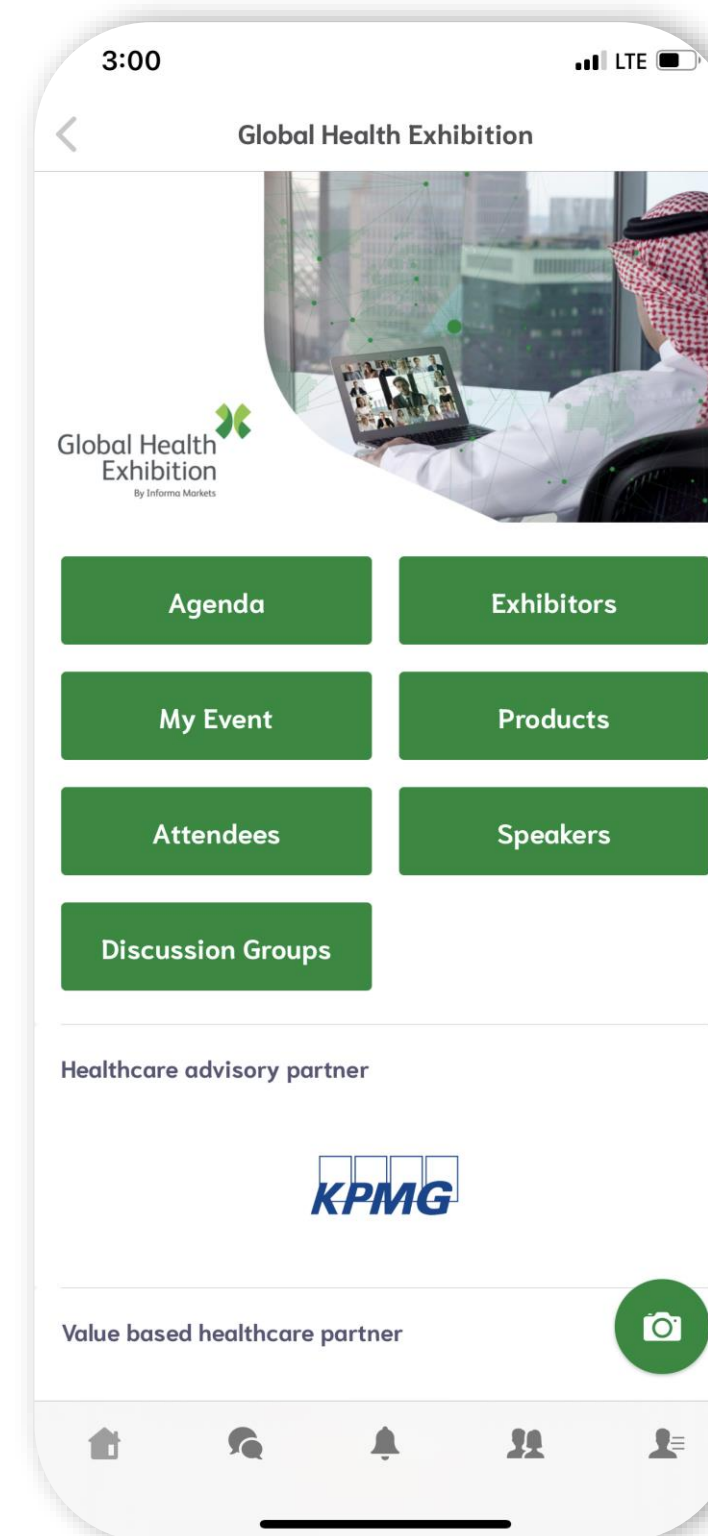
2. My Visit

My Schedule

My Meetings

My Contacts

My Wishlist

Find your meetings, the people you met during the event and your personalized schedule in "My Event".

You can export your meetings and your personalized agenda directly into your calendar by clicking on this icon.

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2. Send a meeting request

1 **Select a slot**

By clicking on a participant, you can view the time slots when they are available. Select the slot that suits you.
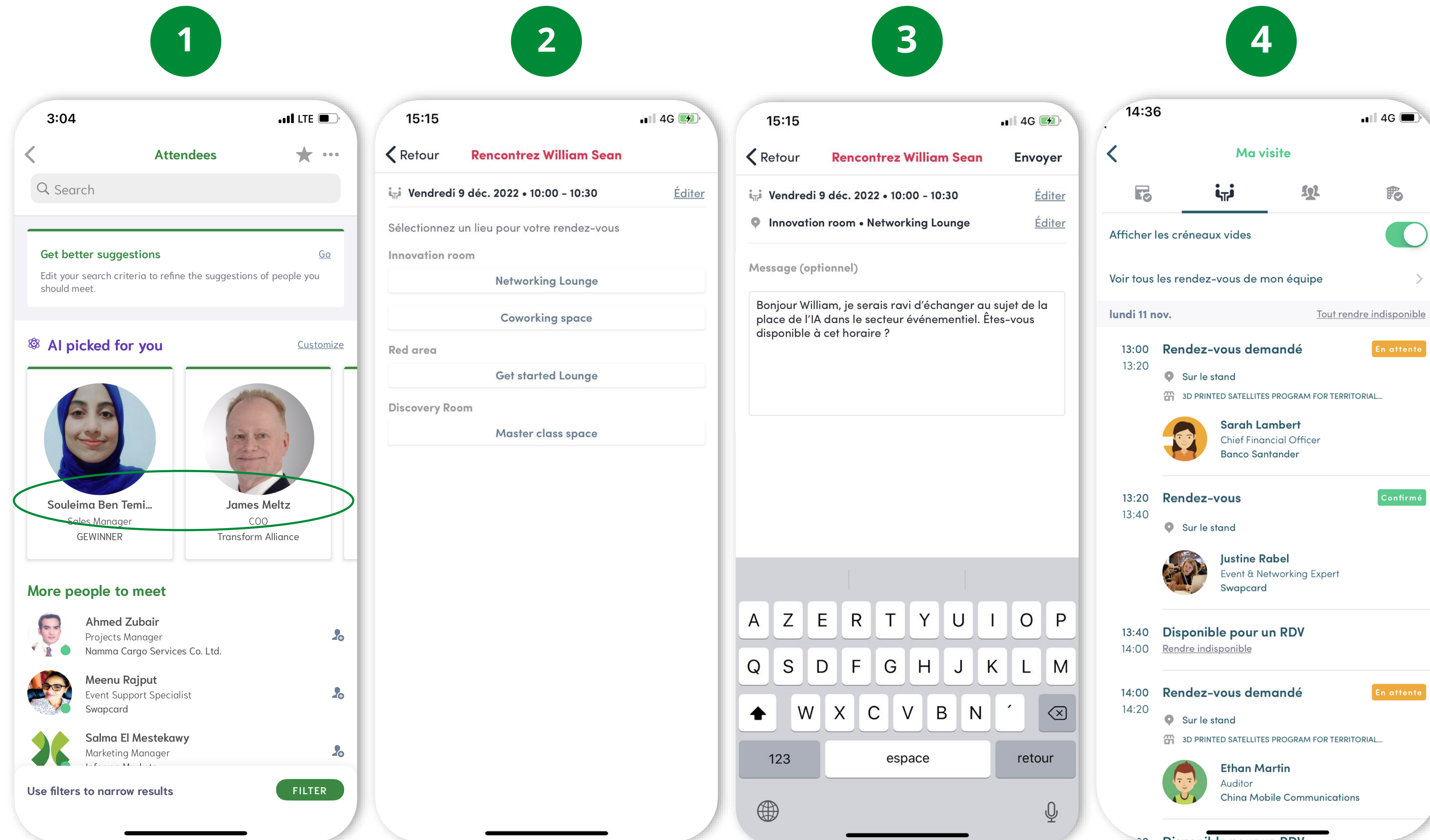
2 **Select a place**

The list of meeting spaces appears. Select the one you're interested in.

3 **Send a message**

It is **very important** to send a personalized message to the participant you contact. It increases your chance of them accepting!.

4 **Manage your meetings**

In "My Event", you can view your appointments, cancel them and manage your availability. **Be careful! A meeting slot is blocked** when a request is made or received, even if it is not yet validated.

1

3:04 ▪ LTE ▯

< **Attendees** ☆ ...

🔍 Search

Get better suggestions   Go

Edit your search criteria to refine the suggestions of people you should meet.

⚙ **AI picked for you**   Customize

Souleima Ben Temi...   James Meltz
Sales Manager   COO
GEWINNER   Transform Alliance

More people to meet

Ahmed Zubair
Projects Manager
Namma Cargo Services Co. Ltd.

Meenu Rajput
Event Support Specialist
Swapcard

Salma El Mestekawy
Marketing Manager

Use filters to narrow results   FILTER

2

15:15 ▪ 4G ⚡

< Retour   **Rencontrez William Sean**

🗓 Vendredi 9 déc. 2022 • 10:00 – 10:30   Éditer

Sélectionnez un lieu pour votre rendez-vous

Innovation room

Networking Lounge

Coworking space

Red area

Get started Lounge

Discovery Room

Master class space

3

15:15 ▪ 4G ⚡

< Retour   **Rencontrez William Sean**   Envoyer

🗓 Vendredi 9 déc. 2022 • 10:00 – 10:30   Éditer

📍 Innovation room • Networking Lounge   Éditer

Message (optionnel)

Bonjour William, je serais ravi d'échanger au sujet de la place de l'IA dans le secteur événementiel. Êtes-vous disponible à cet horaire ?

A Z E R T Y U I O P
Q S D F G H J K L M
⇧ W X C V B N ´ ⌫
123   espace   retour
🌐

4

14:36 ▪ 4G ▯

<   **Ma visite**

Afficher les créneaux vides   ●

Voir tous les rendez-vous de mon équipe   >

lundi 11 nov.   Tout rendre indisponible

13:00   Rendez-vous demandé   En attente
13:20
📍 Sur le stand
🏢 3D PRINTED SATELLITES PROGRAM FOR TERRITORIAL...

Sarah Lambert
Chief Financial Officer
Banco Santander

13:20   Rendez-vous   Confirmé
13:40
📍 Sur le stand

Justine Rabel
Event & Networking Expert
Swapcard

13:40   Disponible pour un RDV
14:00   Rendre indisponible

14:00   Rendez-vous demandé   En attente
14:20
📍 Sur le stand
🏢 3D PRINTED SATELLITES PROGRAM FOR TERRITORIAL...

Ethan Martin
Auditor
China Mobile Communications
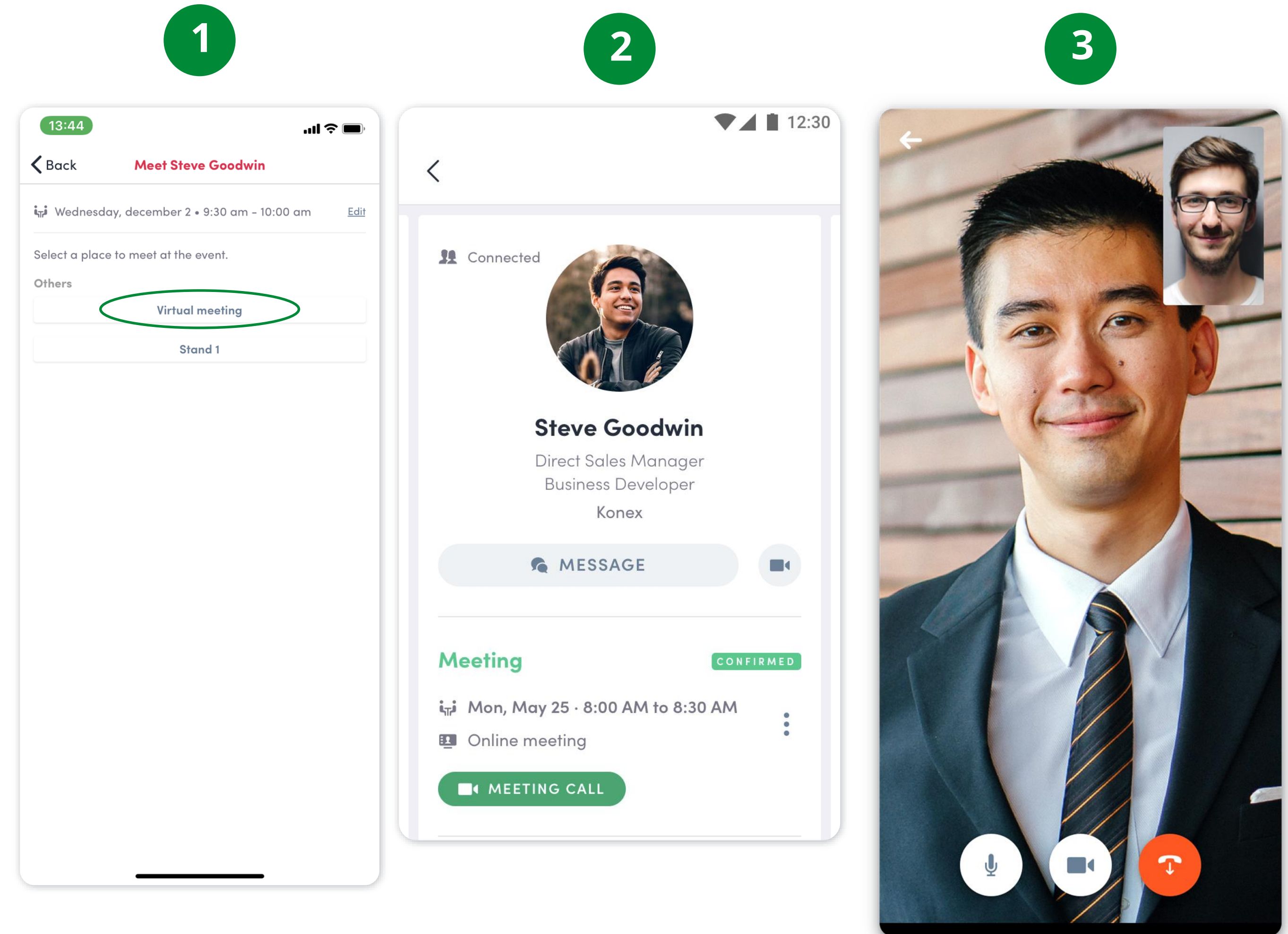
2. Video meeting and calls

Video Meetings

1 You can set up a virtual meeting with someone.

2 When your meeting request is confirmed, the button *"Meeting call"* will appear 1 hour before your meeting on your profile (only if the meeting is confirmed).

3 Your meeting will also appear in your "My Event" list, which is your own schedule for the event.

Video calls

From within a private chat discussion, you can directly call someone with the camera button.

You can share your screen if you need to.

1

13:44

‹ Back   **Meet Steve Goodwin**

Wednesday, december 2 • 9:30 am – 10:00 am   Edit

Select a place to meet at the event.

Others

Virtual meeting

Stand 1

2

12:30

‹

Connected

Steve Goodwin

Direct Sales Manager
Business Developer

Konex

MESSAGE

Meeting   CONFIRMED

Mon, May 25 · 8:00 AM to 8:30 AM

Online meeting

■ MEETING CALL

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Step 3 - Exhibitor center

To access your exhibitor area, click on your name at the top right-hand corner, then on "**Exhibitor Center"**.
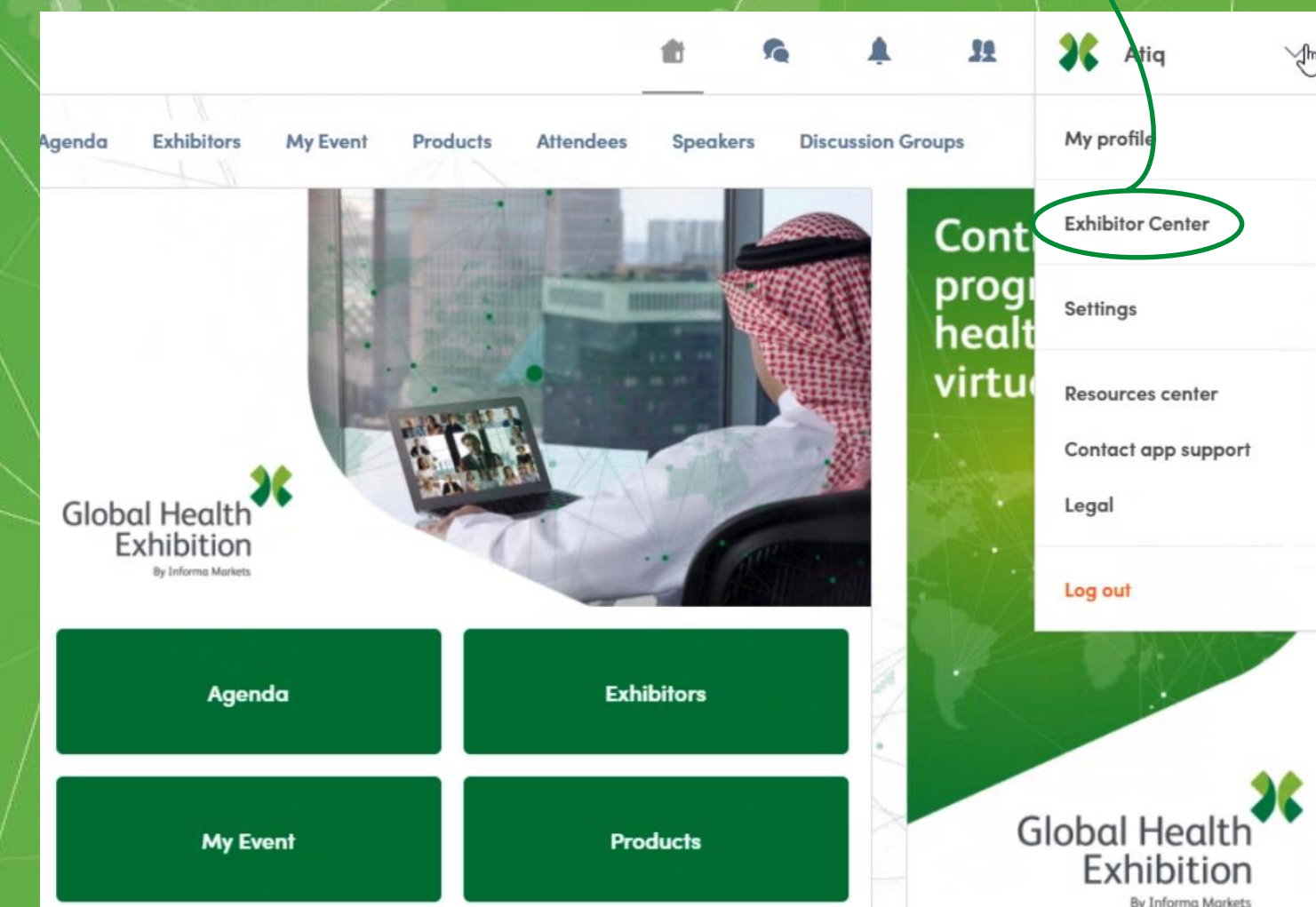
3. Exhibitor Center / Navigation

This is the **menu bar** that appears on the left-hand side of your screen. It will be useful for you to navigate between the different sections of the Exhibitor Center.
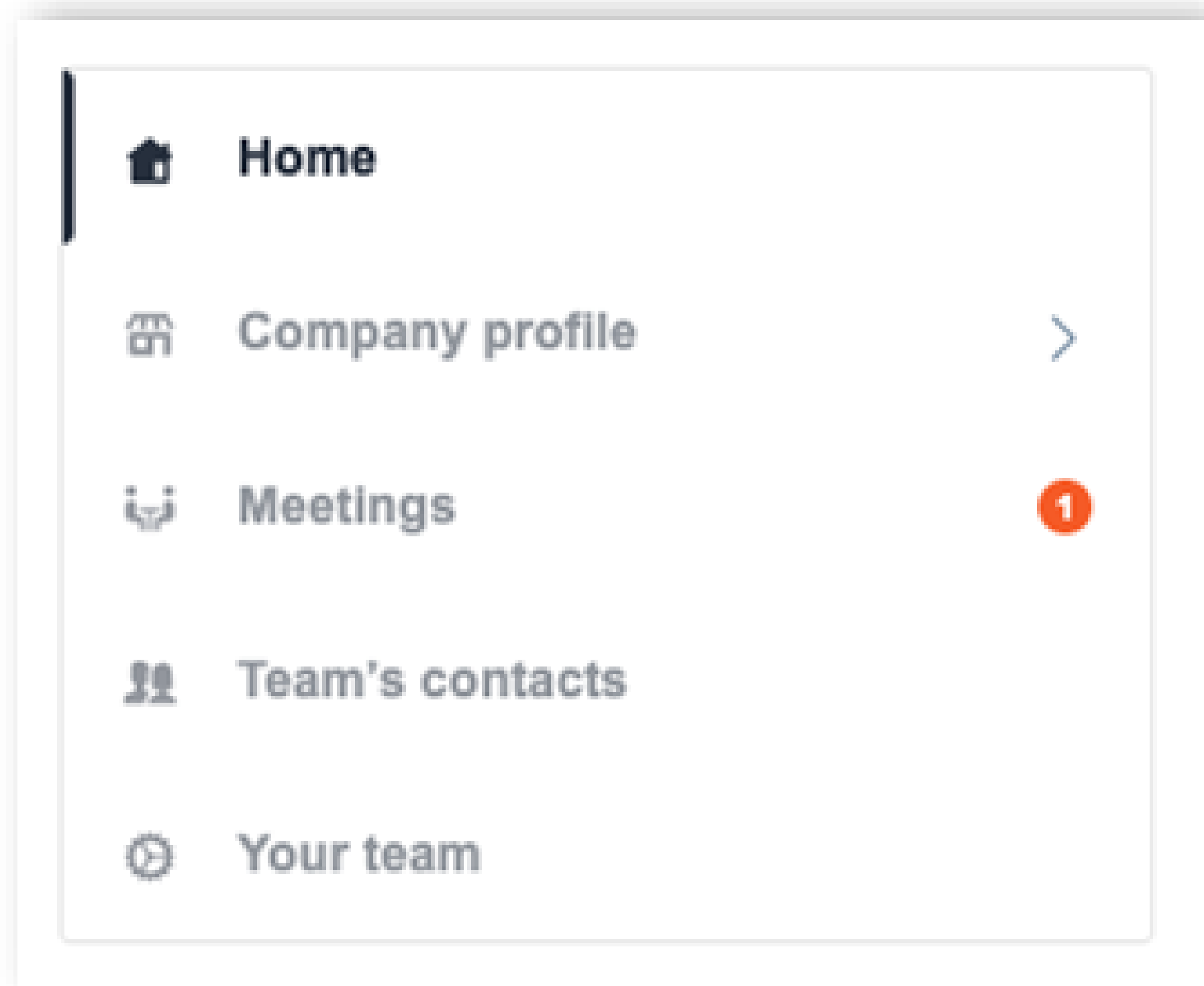
Home is the first page that you will see when accessing the Exhibitor Center.

A red pin indicates that you have a **pending notification**, so take a look and see what's going on!

3. Exhibitor Center / Company Information

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

Attendee Preview

- ✔ Logo
- ✔ Video
- ✔ Name

- ✔ Description
- ✔ Social Networks
- ✔ Website

- ✔ Address
- ✔ Products

You can also add files to your company page.

3. Exhibitor Center / Company Information

Add a **video banner** in your company profile to make your profile look more attractive.

1   Click on « **edit** » button at the top

2   Add your **video ID**

3. Exhibitor Center / Manage your meetings

In this section you can:

- **Display your team's meetings**

- **Filter meetings by status:** Pending, Validated, Declined, Canceled

- **Assign 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 full list** of your team's meetings

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3. Exhibitor Center / Shared contacts & export

In the **"Shared 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 of your collaborators who have enabled the contact sharing option will be displayed, in addition to yours.

Check that **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 scan a badge or connect with a user, they agree to share information with you. You therefore retrieve this information in compliance with the GDPR regulations.

From your App or WebApp, **you ca(and only yours)** as an Excel file by going to your contacts and clicking on "export".**n also export your contacts**

3. Exhibitor Center / Your team

#EvolveVirtual20

To manage the members attached to your exhibiting entity, go to **"Your team"**

You can then view all your collaborators, **delete or add them** and manage the visibility of their profile.

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3. Exhibitor Center / Products

Add **your products** and services to your exhibitor page with a good quality picture and all the information a buyer could need.

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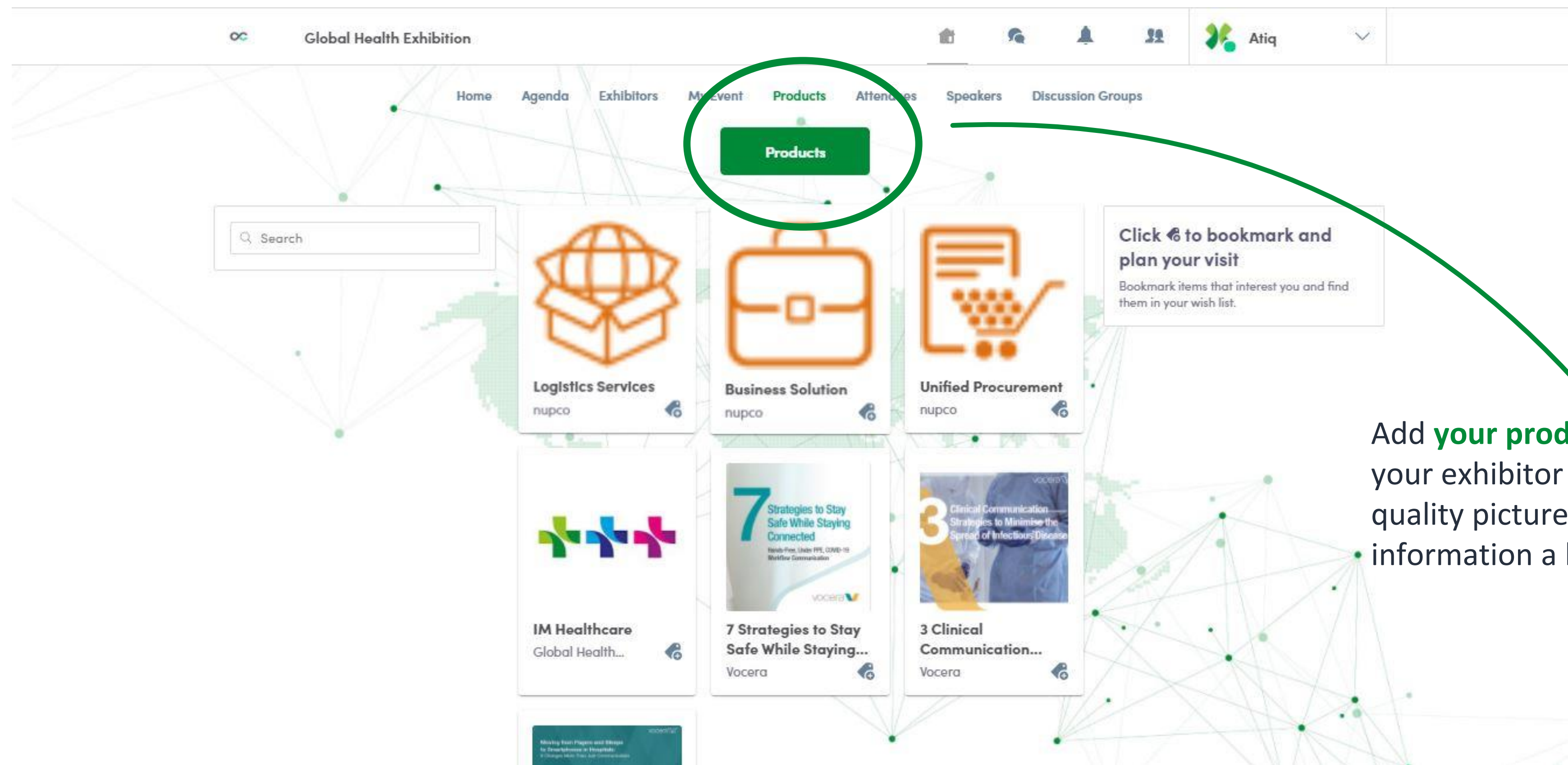
Step 4 -
Best practices
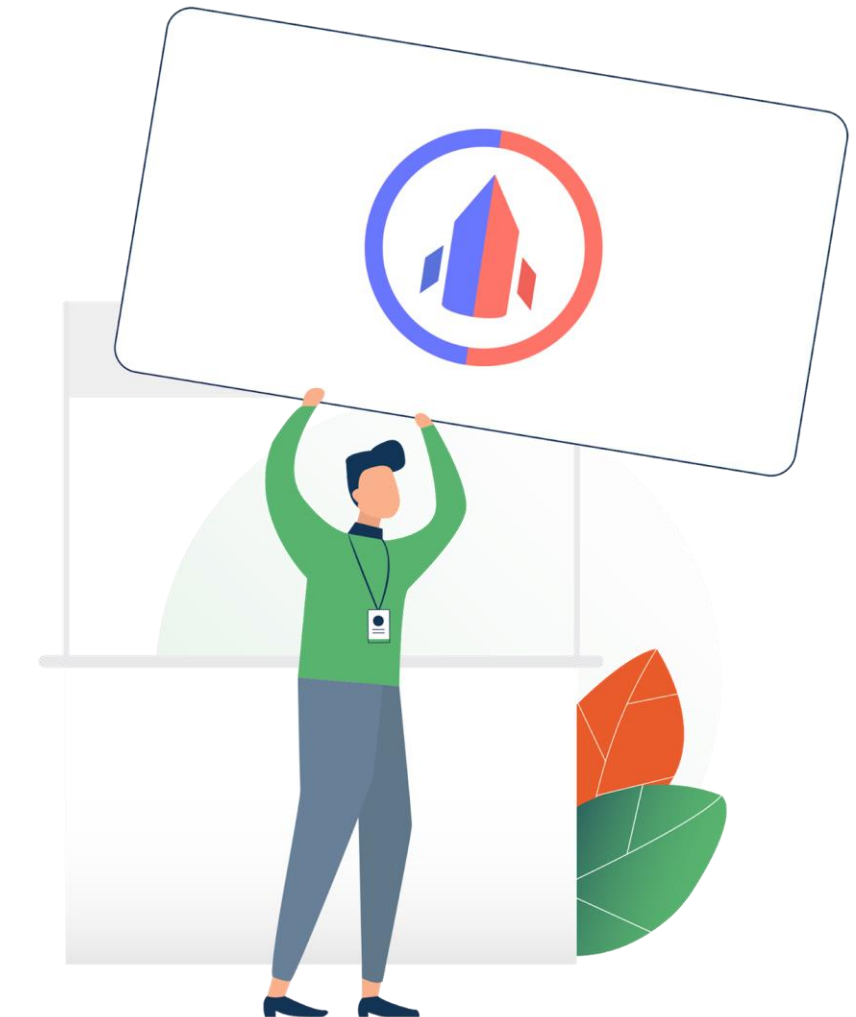
4. Timeline of steps

Before the event

1. **Edit** your personal and your company profile
2. **Connect** with qualified attendees
3. **Send** your first few meeting requests
4. **Answer** your first few meeting requests

During the event

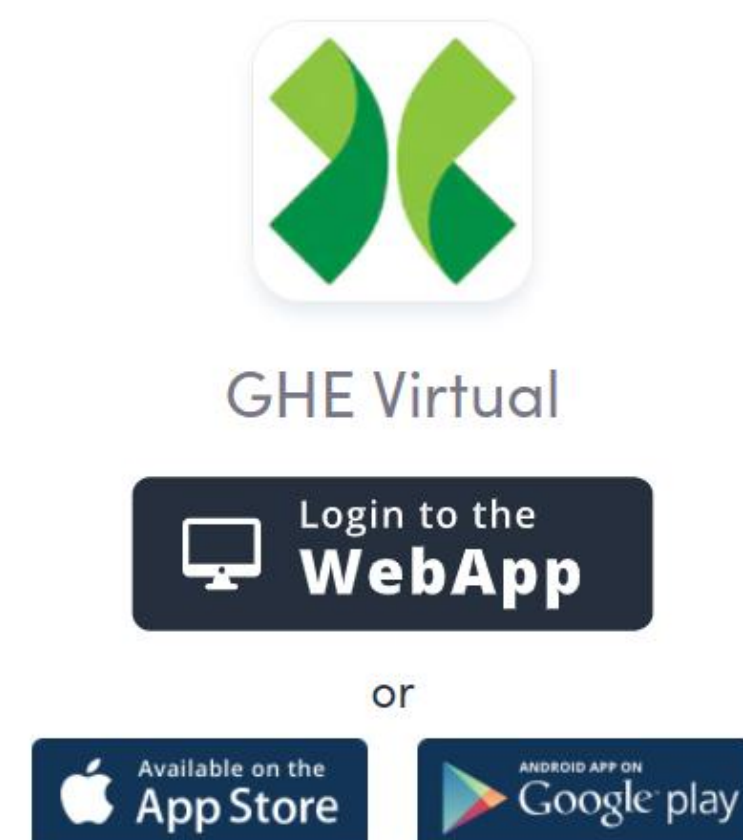1. **Note & tag** your new contacts
2. **Chat with them** in the app

After the event

1. **Ensure a follow-up** with your new contacts
2. **Export** your contact list
3. **Qualify your leads** for better ROI

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Did you download the mobile app yet?

If you haven't downloaded the app already then we suggest you do so by visiting https://imhealthcare.login.swapcard.com/
The mobile app will provide you with a smooth and handy experience at no cost.

Please watch the "how to use the mobile application of Global Health Exhibition – The Virtual Edition" for information on log in and navigation.