



Global Health Exhibition The Virtual Edition

7-10 December 2020

globalhealthsaudi.com

Exhibitor How to Guide



Summary

Step 1: Login

- How to log in for the first time4
- How to log in when I have an account5
- What if I forgot my password6

Step 2: Explore the platfrom

- How to edit my profile?8
- Navigation9
- Attendees & Matchmaking10
- Exhibitors, Program & Speakers11
- My Visit12
- How to request a meeting13
- Video meetings and calls14

Step 4: Exhibitor centre

- Navigation16
- Company Information17
- Manage your meetings19
- Shared contacts & Export20
- Your team21
- Products22

Step 5: Best practices

- Best practices before, during & after the event
.....24

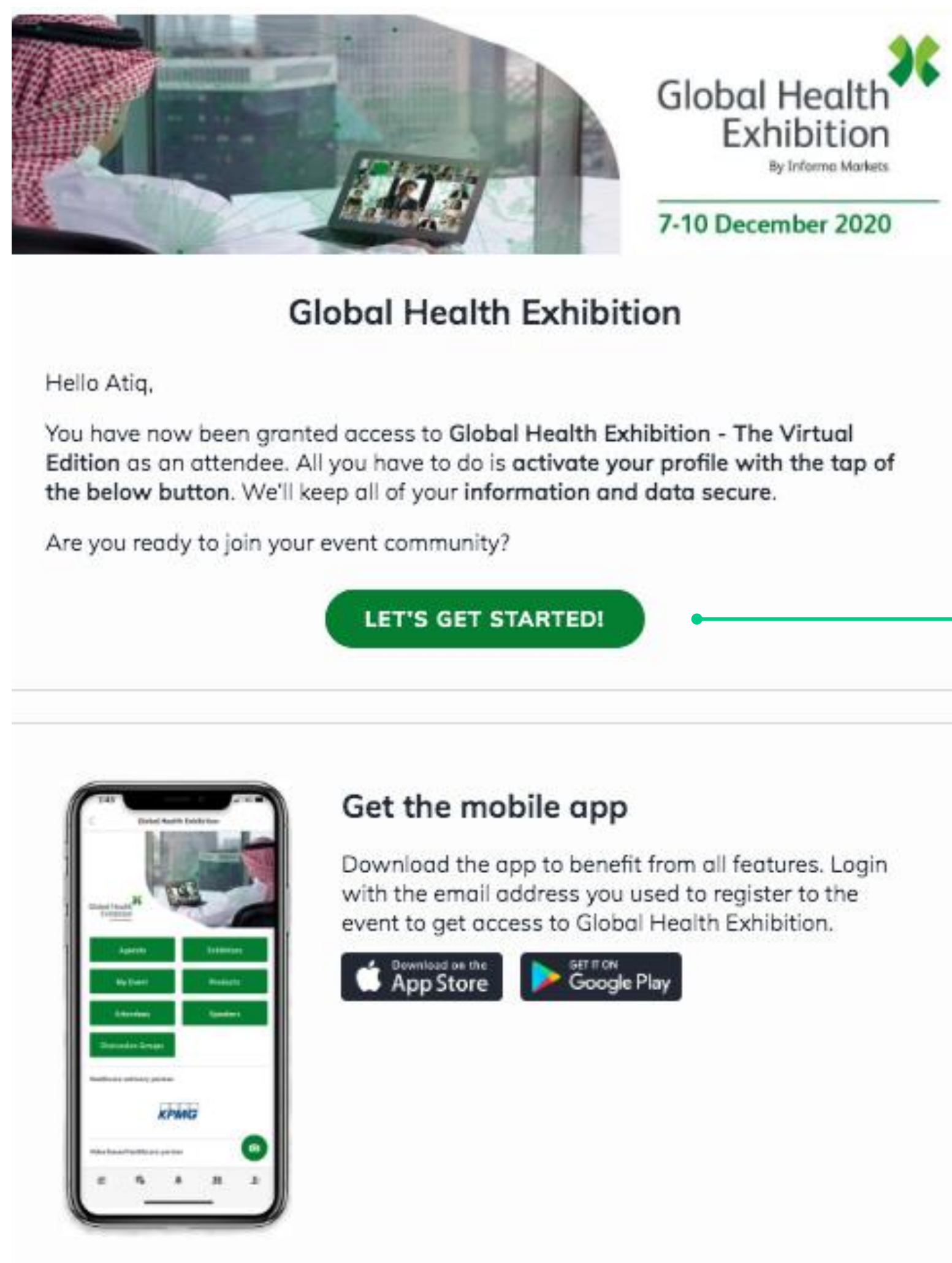
Tip: Download the mobile app

- Did you download the mobile app yet?25

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.*

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*




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*



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*



Forgot your password?

SEND ME A MAGIC LINK

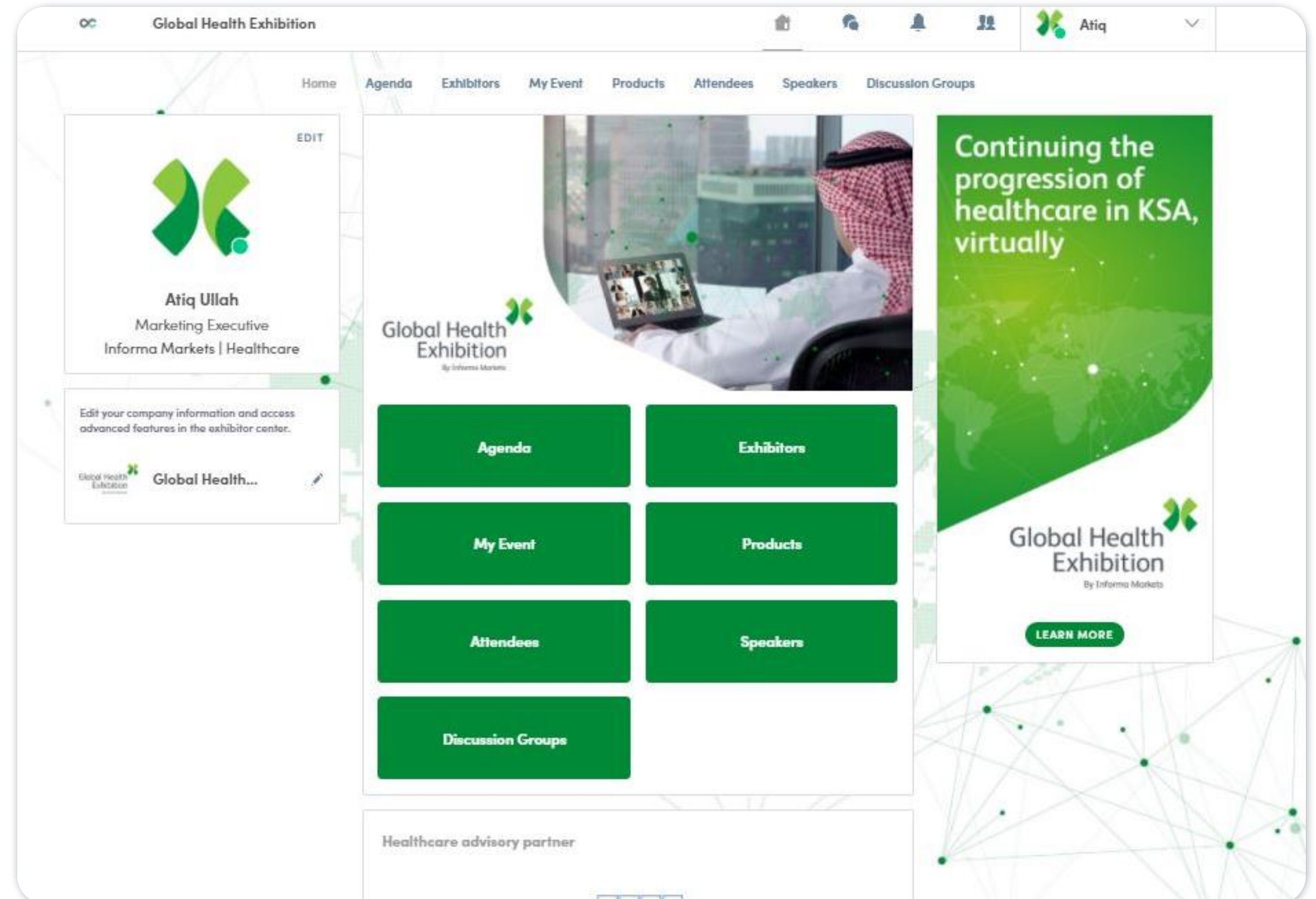
An email is on its way

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.



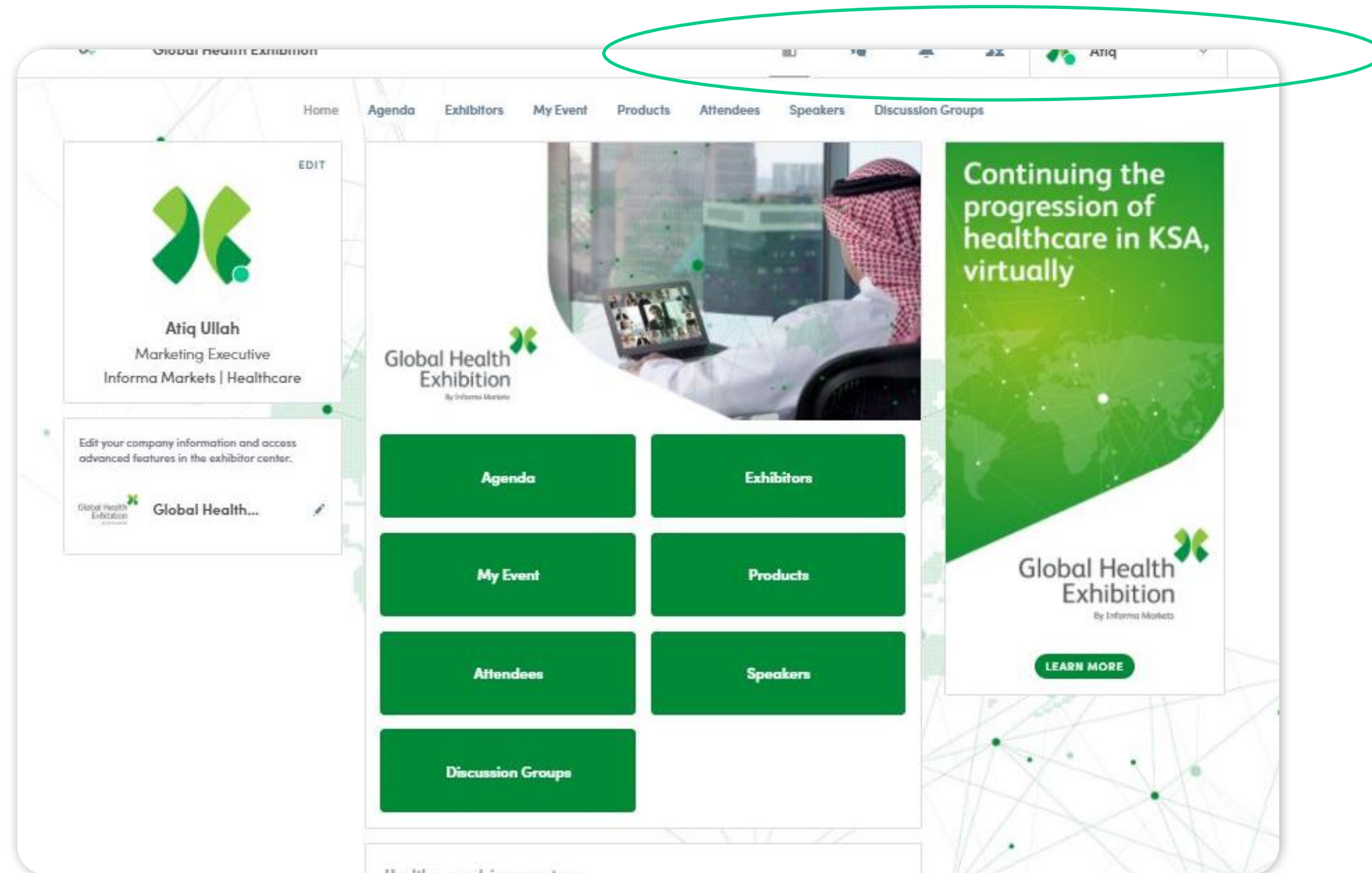
Well done! You now have access to your event



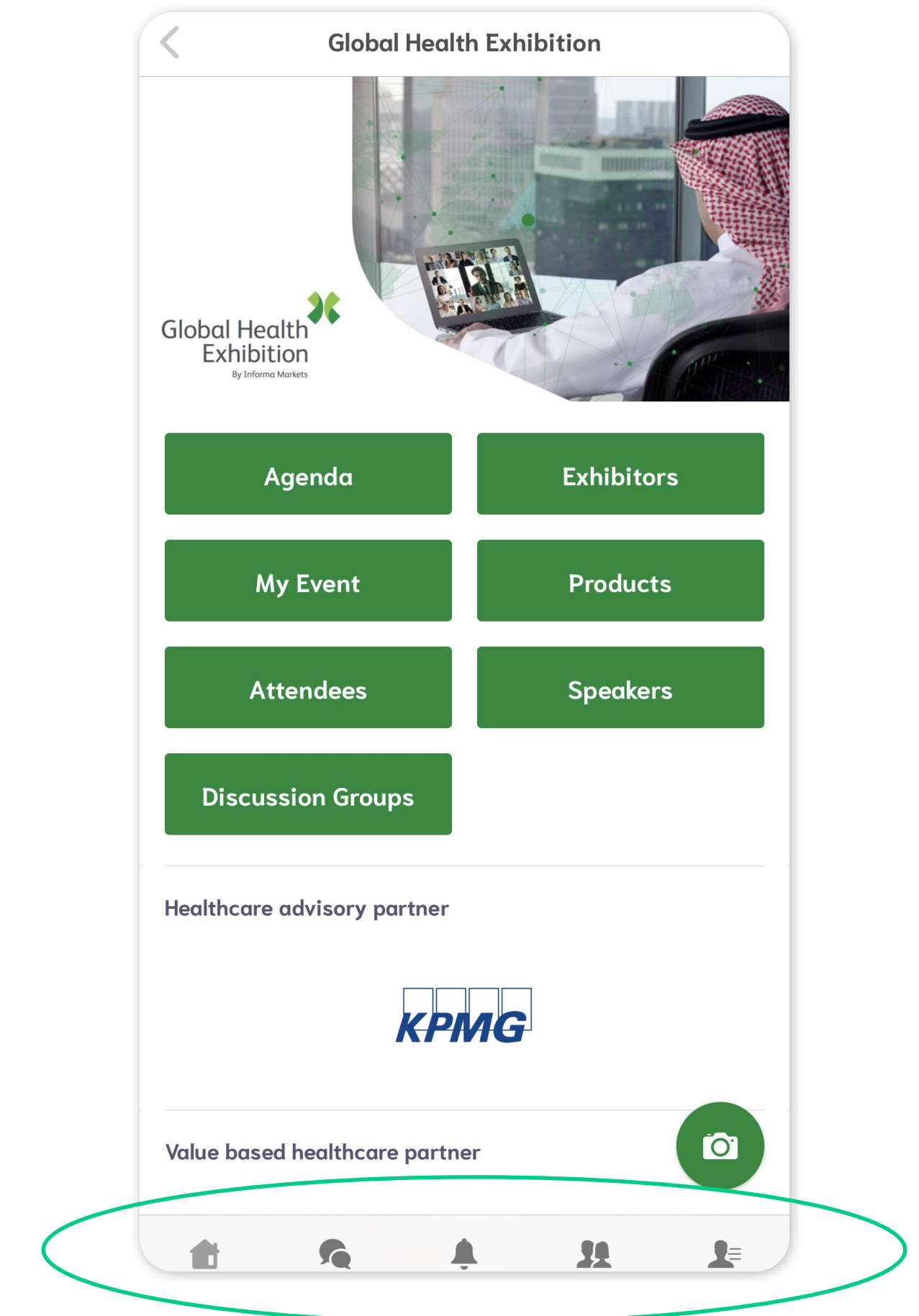
Step 2 - Explore the platform



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**:



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



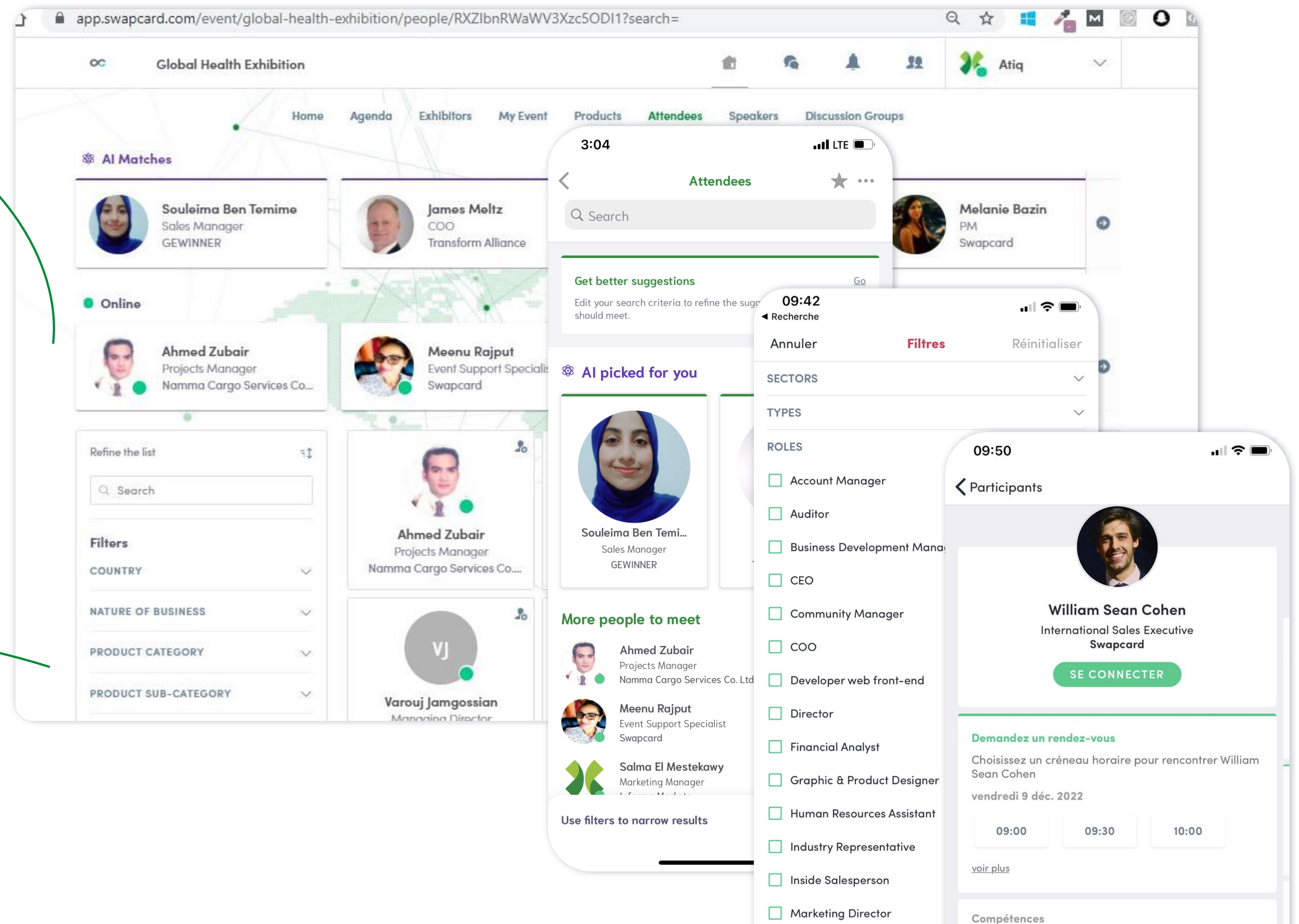
A personalized connection request (with message) is 4 times more likely to be accepted.

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

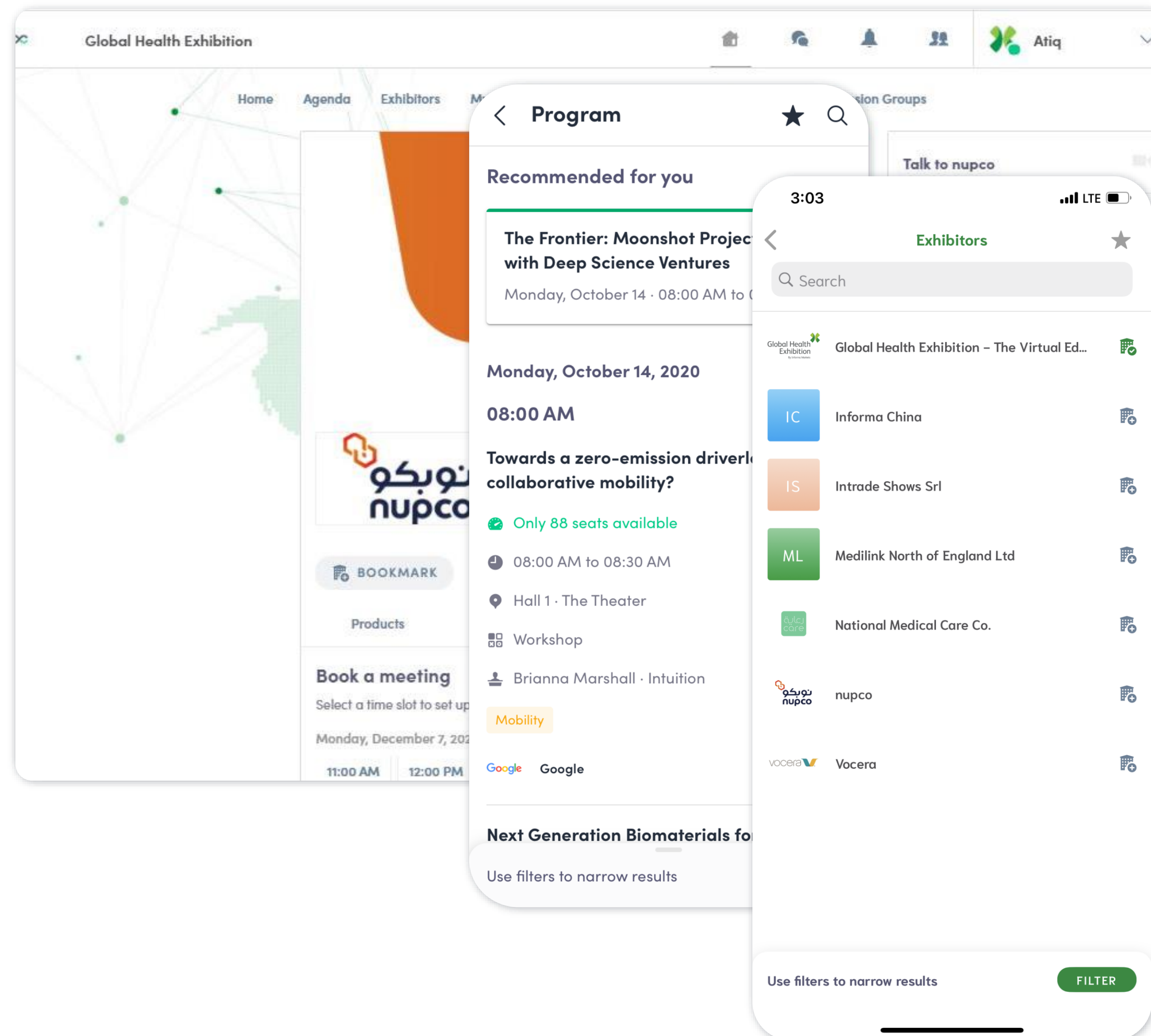
All sessions are located in the **"Agenda"** section. You can bookmark the sessions that interest you and create your personalized agenda.

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

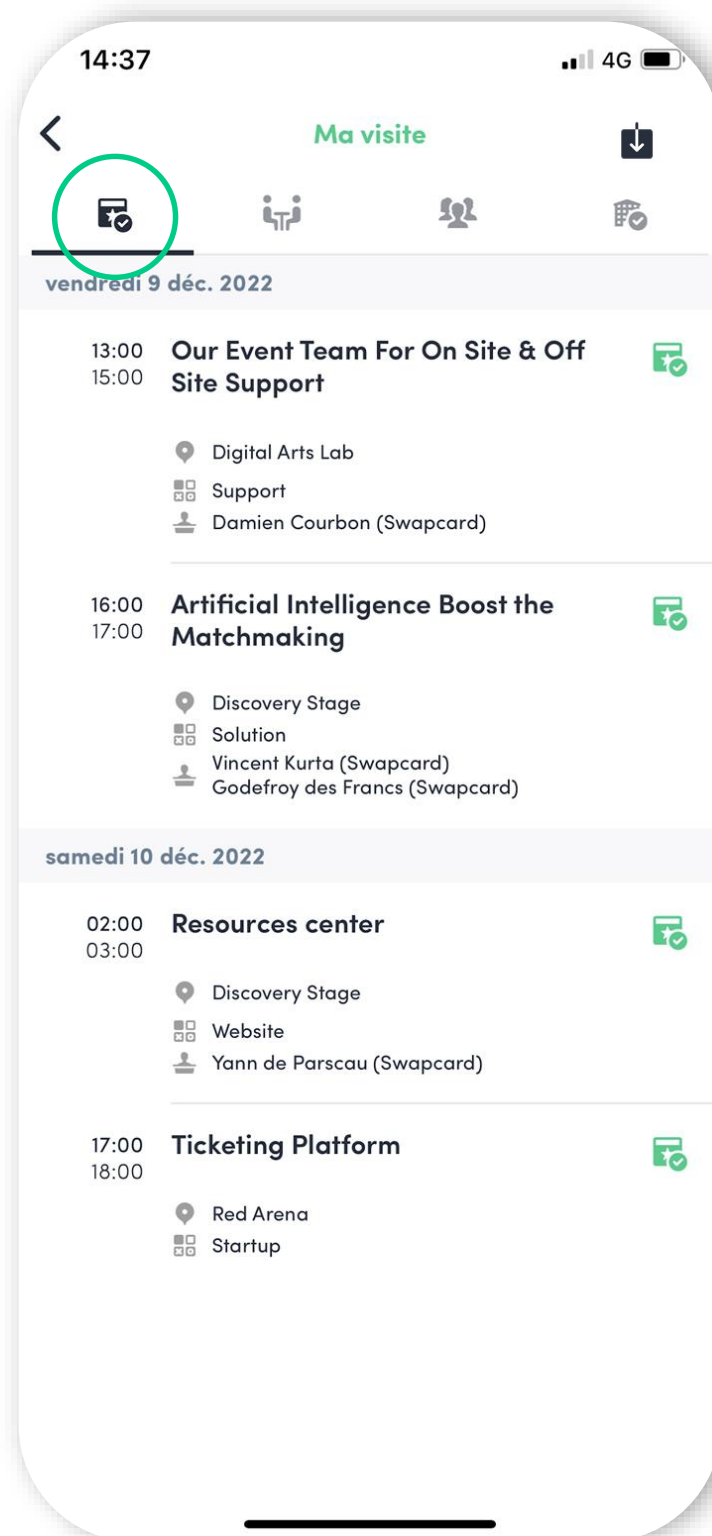
Speakers

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

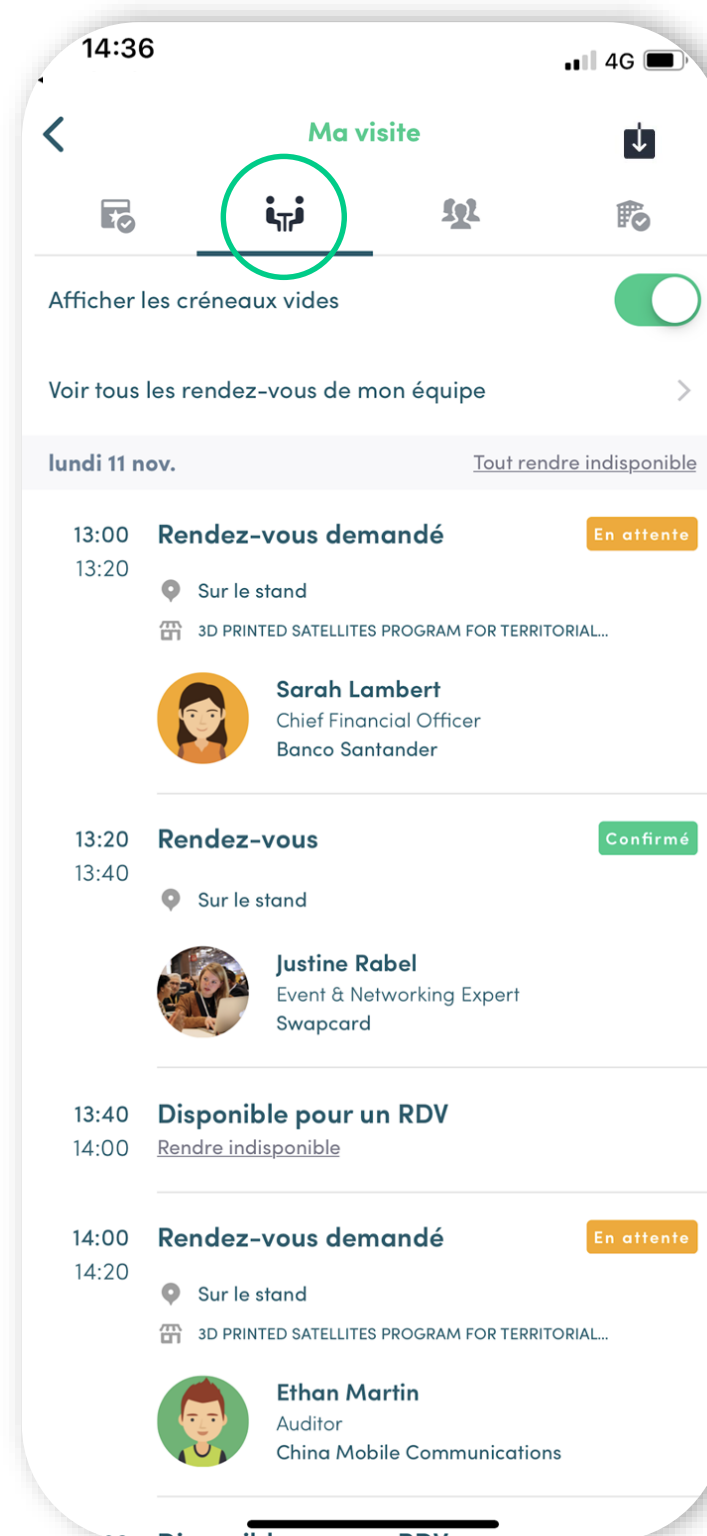
In addition to the general information available on their file, you'll also find the **list of the sessions they run**.



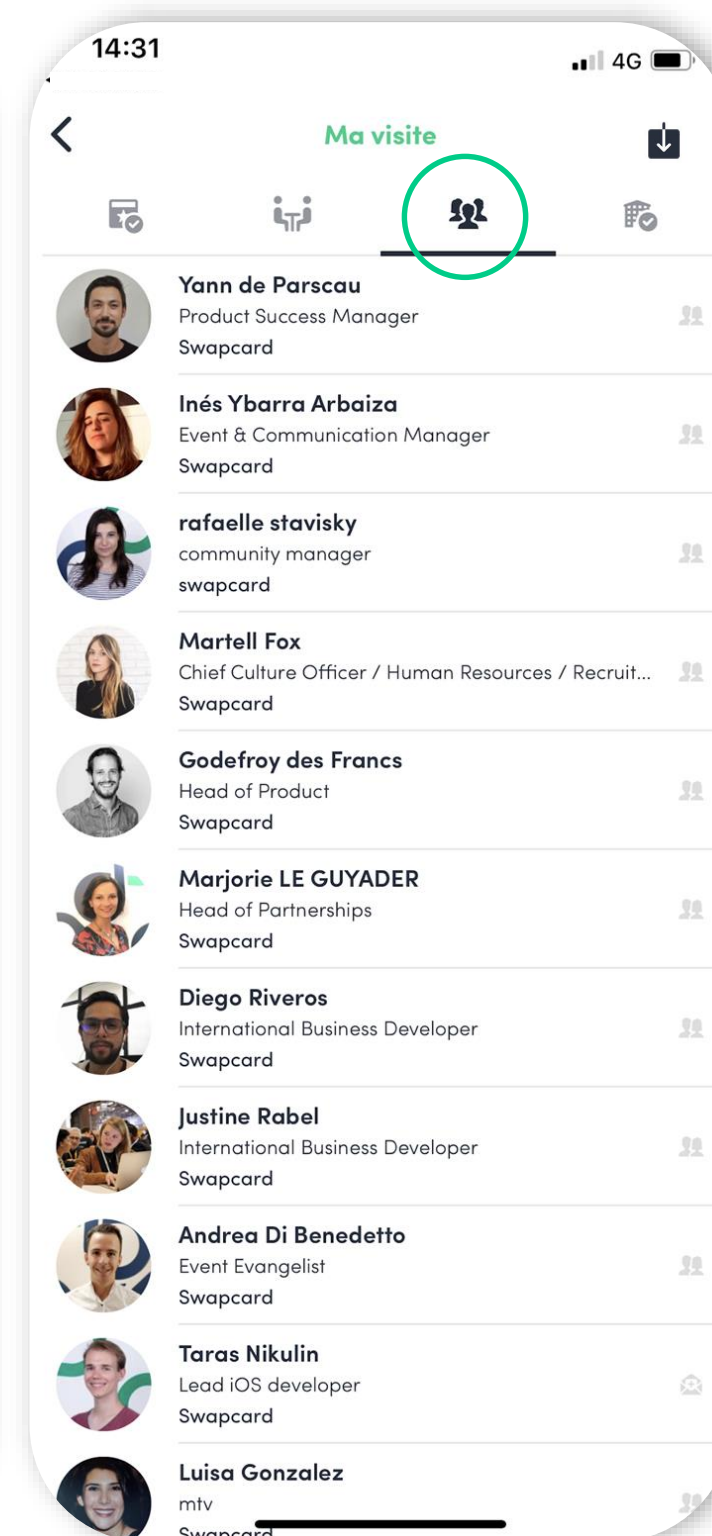
2. My Visit



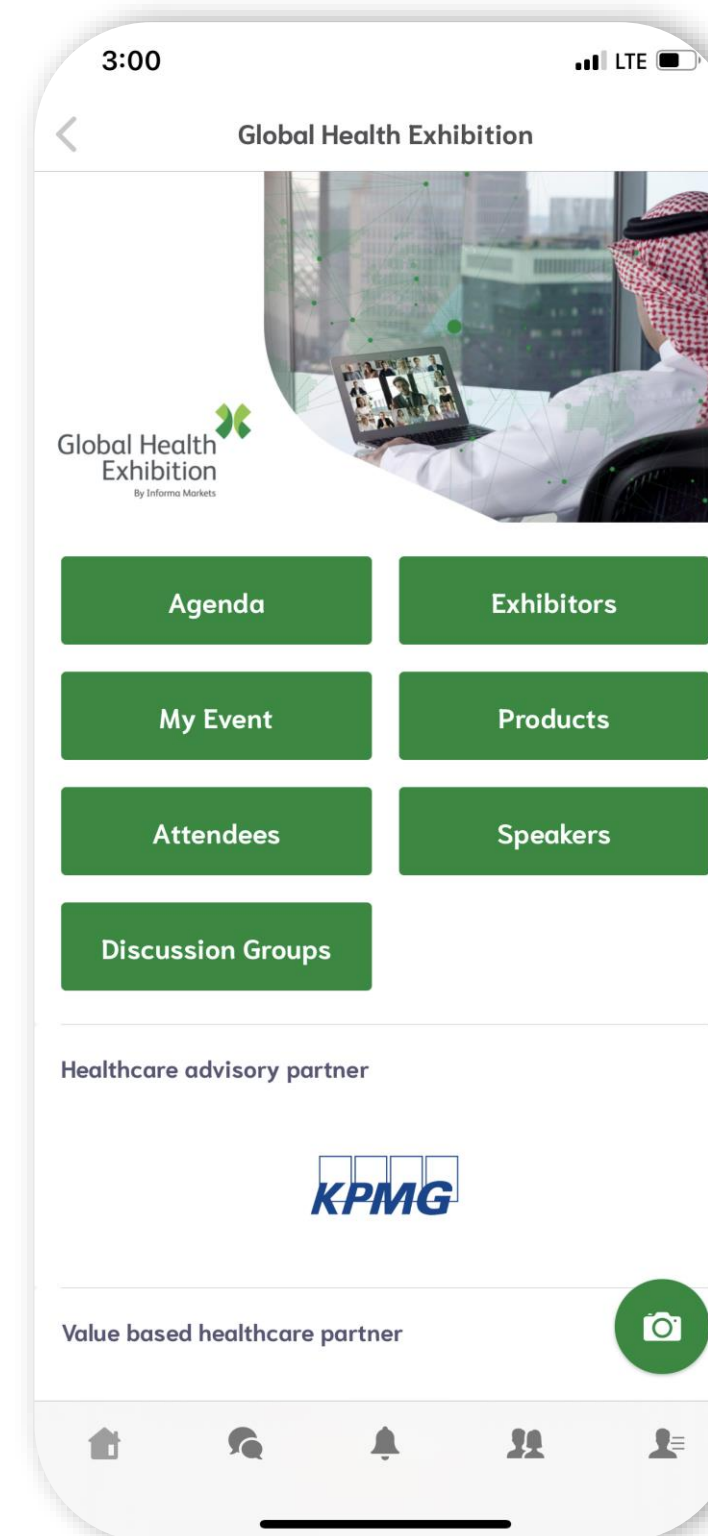
My Schedule



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.



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

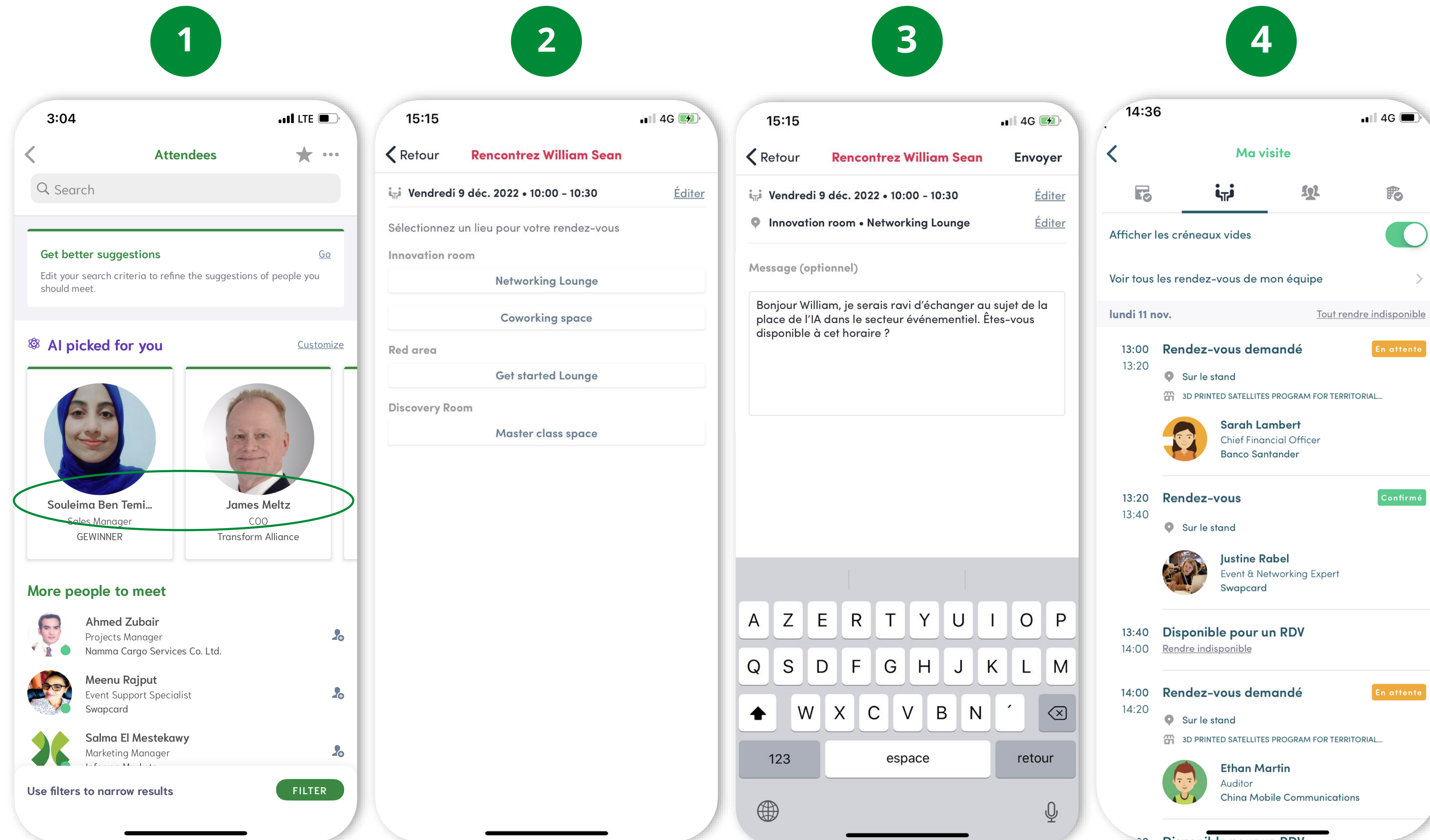
The list of meeting spaces appears. Select the one you're interested in.

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.



2. Video meeting and calls

Video Meetings

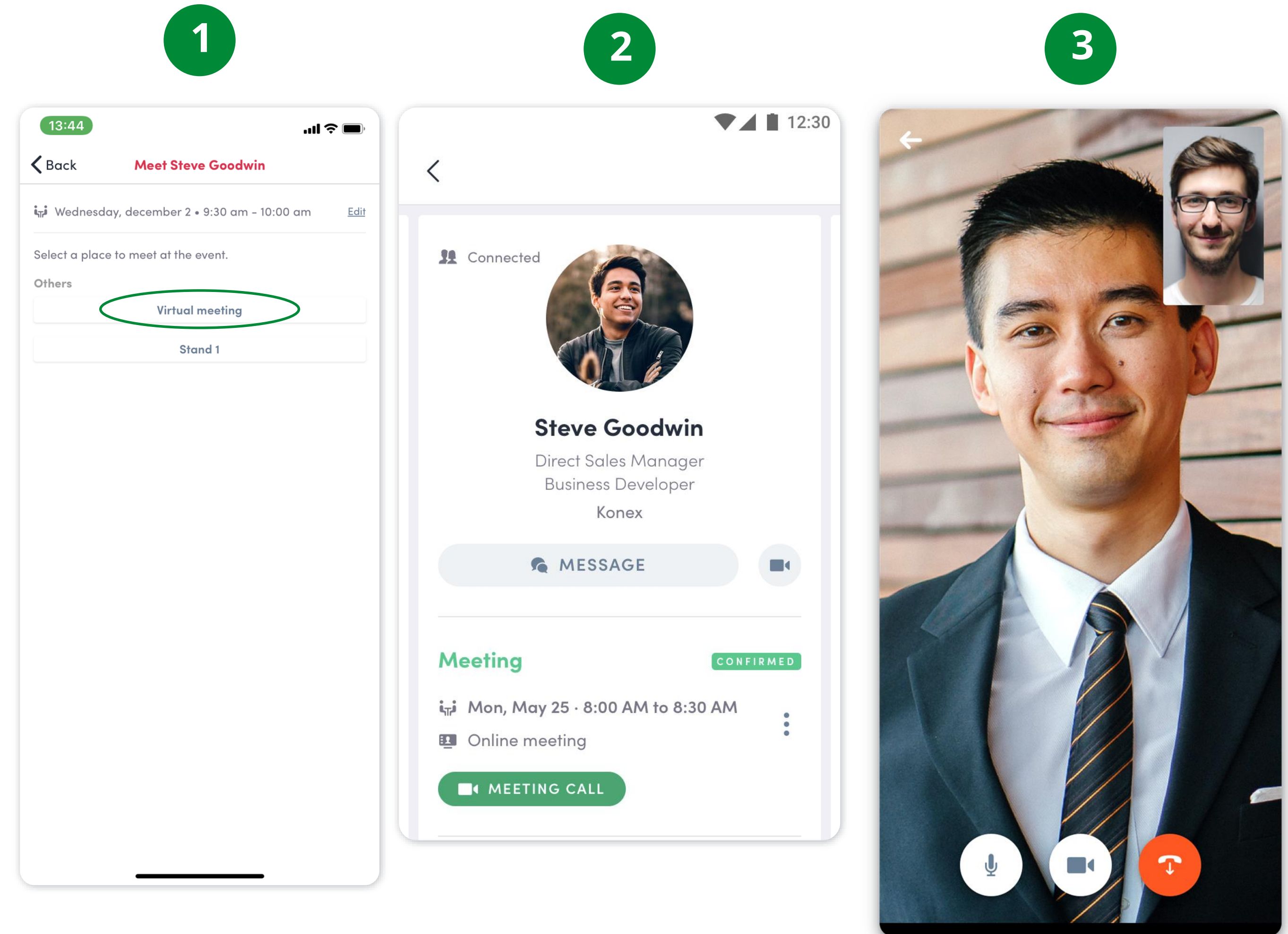
- 1 You can set up a virtual meeting with someone.
- 2 When your meeting request is confirmed, the button “*Meeting call*” will appear 1 hour before your meeting on your profile (only if the meeting is confirmed).
- 3 Your meeting will also appear in your “My Event” list, which is your own schedule for the event.

Video calls



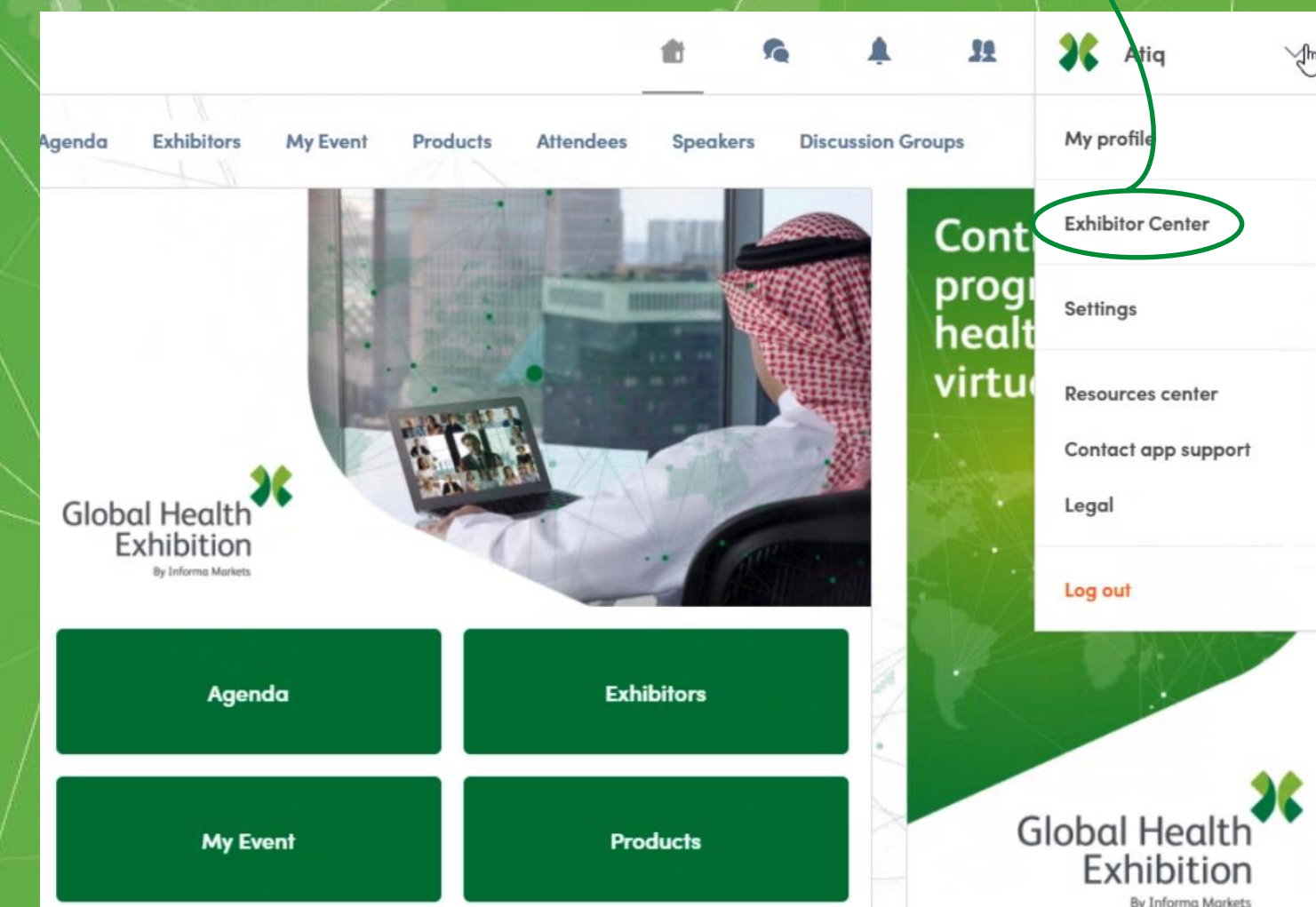
From within a private chat discussion, you can directly call someone with the camera button.

You can share your screen if you need to.



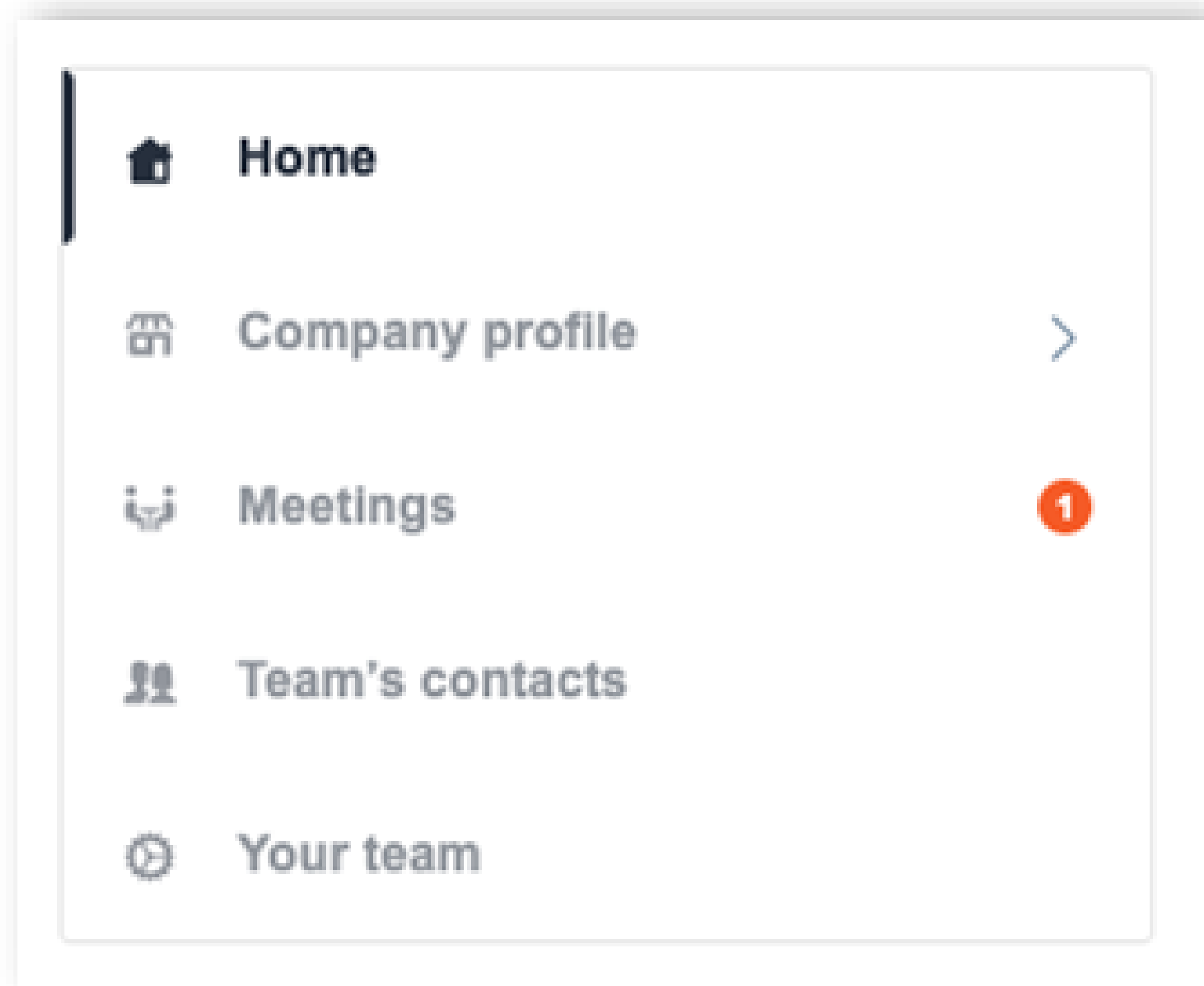
Step 3 - Exhibitor center

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

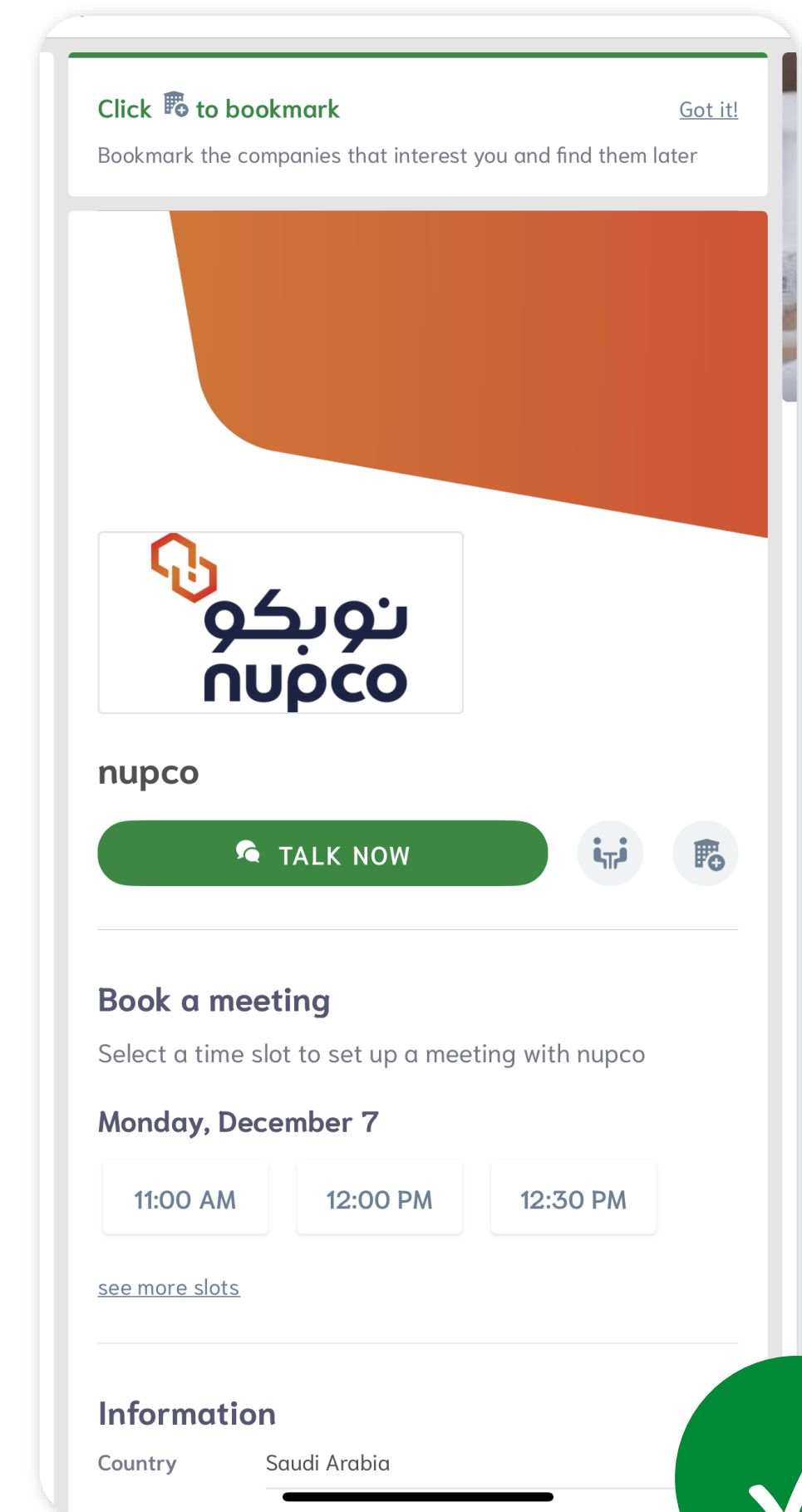
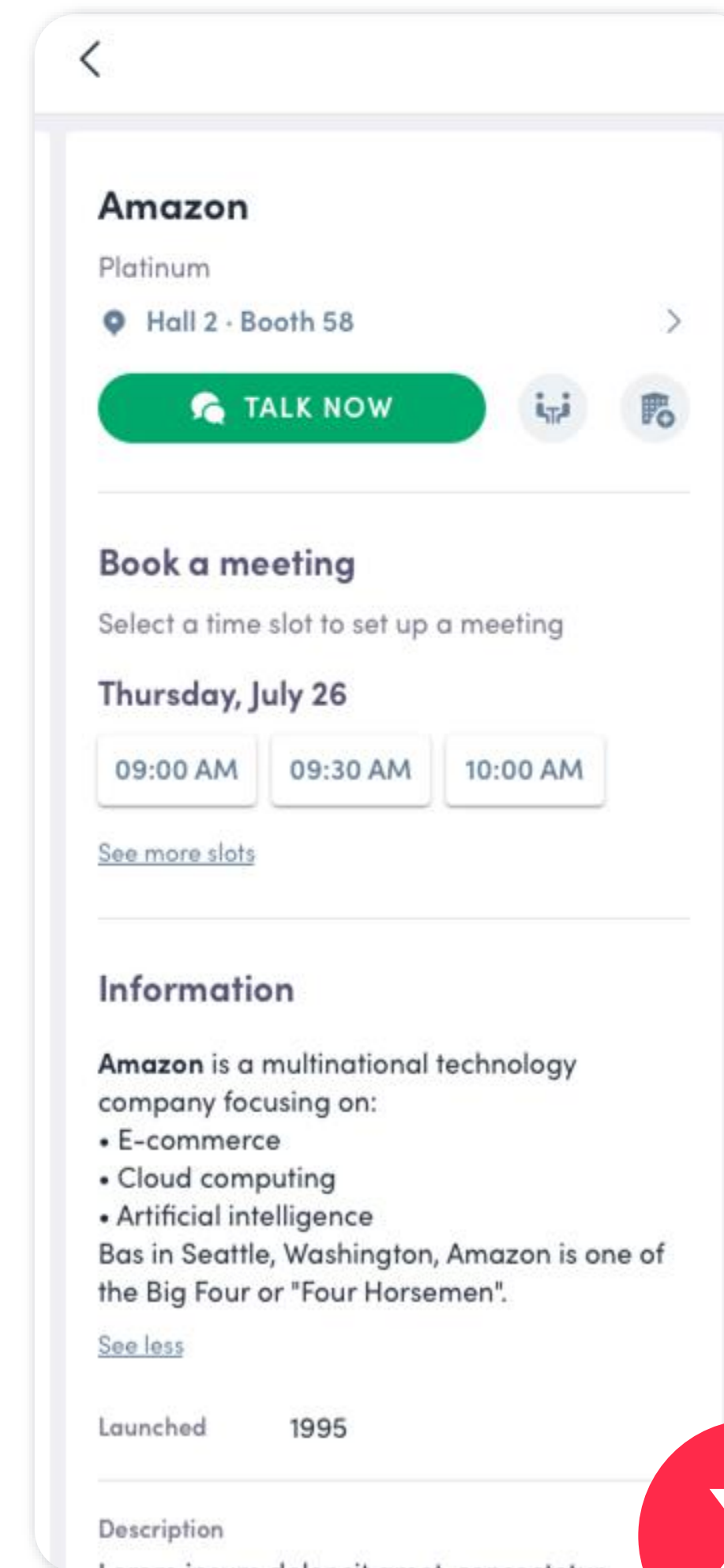
To be contacted by as many qualified participants as possible, you must **fill in all the information** in your exhibitor form:

- ✓ Logo
- ✓ Video
- ✓ Name
- ✓ Description
- ✓ Social Networks
- ✓ Website
- ✓ Address
- ✓ Products

You can also add files to your company page.

The screenshot shows the exhibitor form for the Global Health Exhibition - The Virtual Edition | Informa Markets. The form is divided into several sections: Home, Company profile (Overview, Documents, Products, Meetings, Team's contacts, Your team), Information (Country, Nature of Business, Product Category, Product Sub-category, Interested to), and 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. ADD BACKGROUND). The form is currently in the 'Information' section, which includes fields for Country, Nature of Business, Product Category, Product Sub-category, and Interested to.

Attendee Preview



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**

Amazon
Platinum
Hall 2 - Booth 01

Nomenclature

Nomenclature

- Machine-outil pour l'enlèvement de métal et périphériques
 - Machine-outil pour l'enlèvement de métal et périphériques
 - Machine-outil pour l'enlèvement de métal et périphériques
- Assemblage et montage
 - Assemblage et montage
 - Assemblage et montage
- Tôlerie, tube, fils et profilés (équipements et outillage)
 - Machine-outil sans enlèvement de matière
 - Machine de Découpe laser CO2
 - Machines de découpe des tubes
 - Lignes de fabrication et FMS
 - Machine de découpe laser tube
 - Machines de Découpe laser fibre

Information

Description

Meet the right people at events. Ideal for business people, entrepreneurs and business developers who want to succeed. Swapcard facilitates your meetings.

[See more](#)

Main information

Banner image

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

Video ID

5qap5aO4i9A

Logo

You do not have permission to edit this information. Please contact the organizer.
[DOWNLOAD THE PURCHASE ORDER](#)

Name

Amazon

Booth

Booth 58

Type

Platinum

[NOMENCLATURE](#)

3. Exhibitor Center / Manage your meetings

The screenshot displays the 'Global Health Exhibition' Exhibitor Center interface. The main navigation bar includes links for Home, Agenda, Exhibitors, My Event, Products, Attendees, Speakers, and Discussion Groups. A user profile for 'Atiq' is visible in the top right corner. The main content area features a large banner with a person using a laptop and a sidebar with buttons for Agenda, Exhibitors, My Event, and Products. A 'Meeting request' overlay is shown, detailing a meeting on 01/01/2023 from 7:30 AM to 8:00 AM at Elio's hall, table 1. The requester is Abby Gonzalez (Inside Salesperson, Verizon) and the host is Charles Benizri (Product Owner, Swapcard). At the bottom of the overlay are 'ACCEPT' and 'DECLINE' buttons. To the right of the overlay, a callout box titled 'Export meetings' states: 'Get all meetings from your team in an Excel file.' and includes a button labeled 'EXPORT 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**

3. Exhibitor Center / Shared contacts & export

Home

Company profile

Meetings

Contacts

Your team

Search

EXPORT ALL

| 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 • 3:11 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@grouptravelfamily.com | 12/04/2019 • 11:37 P |
| | Marine | Delchie | Coordinatrice Générale | Comenorday | marine.delchie@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 A |
| | Xavier | Dordor | Ceo | Myeventnetwork | xavier@myeventnetwork.com | 11/27/2019 • 2:21 PM |

Nb / page

10

Page

1

1 - 10 of 30

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 can (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

Home

Company profile

Meetings 5

Contacts

Your team

Aliénor Al-Mallak
Event Project Manager
Swapcard

Allyson Jean-Charles
Office & People Operations Manager
SWAPCARD

Andrea Di Benedetto
PM
Swapcard

Baptiste Boulard
CEO - | improve network
Swapcard - Event App &

#EvolveVirtual20

Invite your colleagues
Add your colleagues (registered for the event) to your team so that they also have access to this interface. This will also allow you to easily share contacts made by members during the event.
ADD A MEMBER

Aliénor Al-Mallak

Member settings

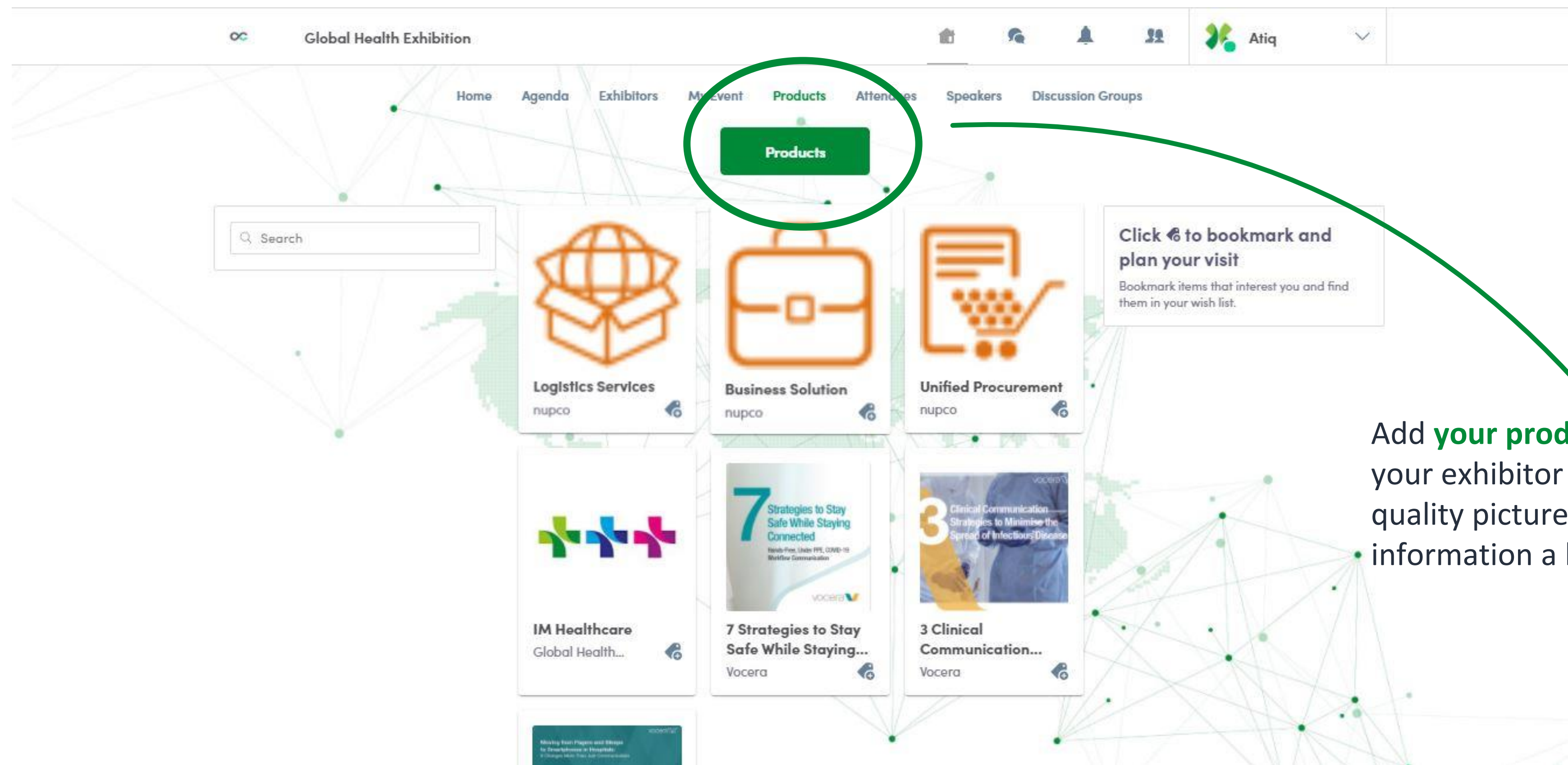
Show profile

Share his contacts with the team

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.

3. Exhibitor Center / Products



Step 4 - Best practices



4. Timeline of steps



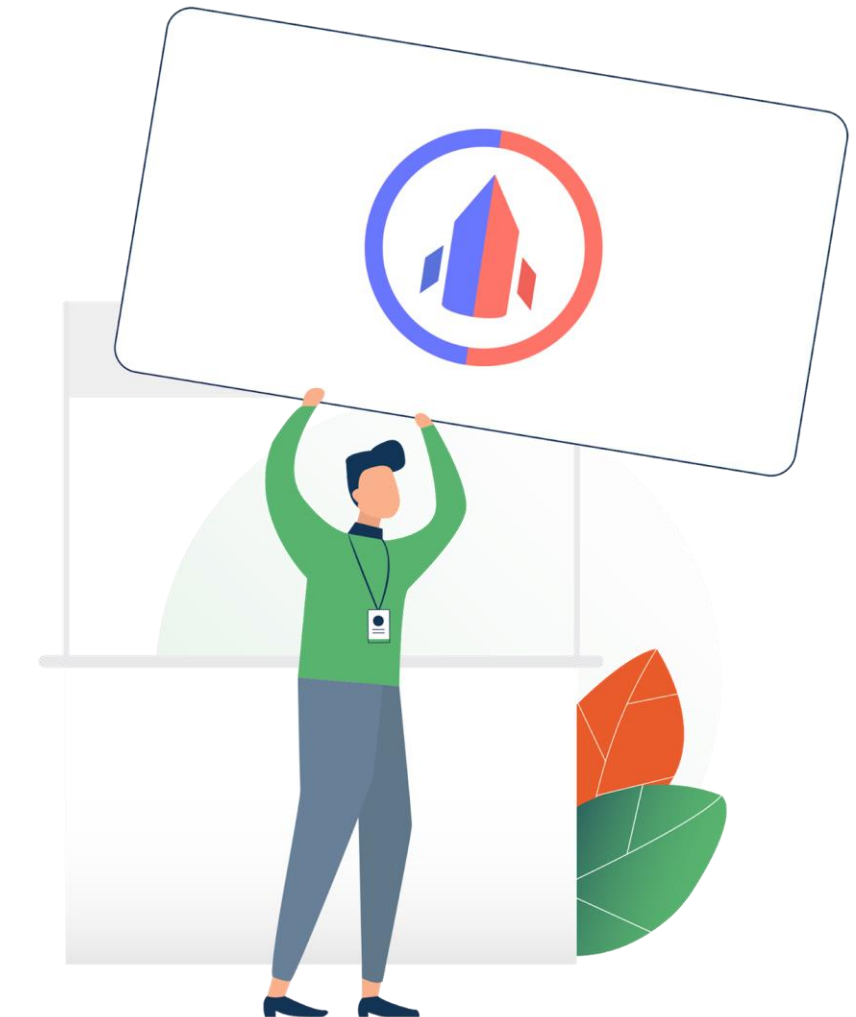
Before the event

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



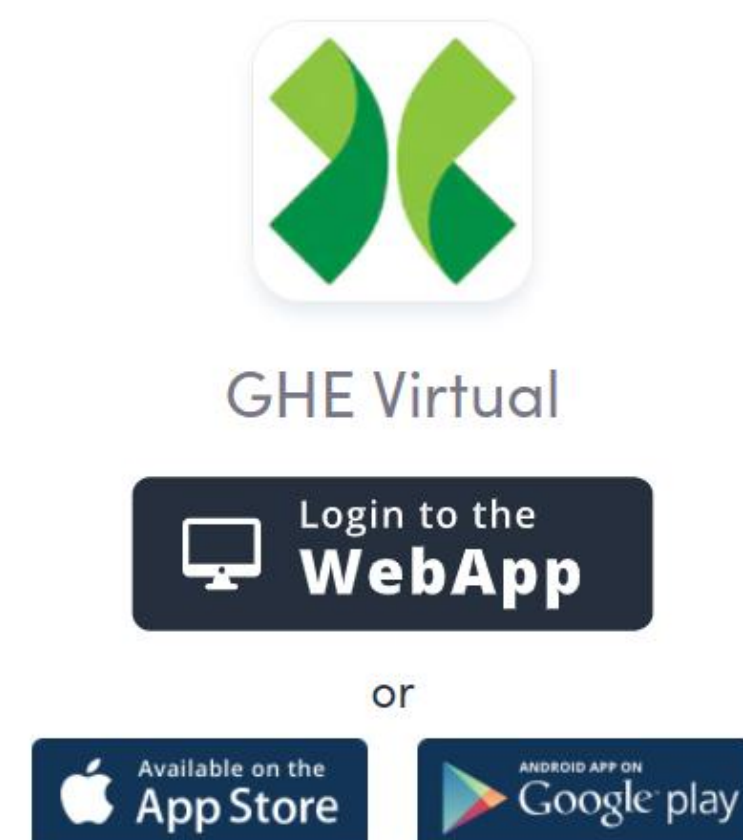
After the event

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

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.



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