

SIA CESA 2021 EXHIBITORS' GUIDE

DIGITAL EDITION // 28 JANUARY 2021

Automotive Electronics Congress & Exhibition
28 January 2021

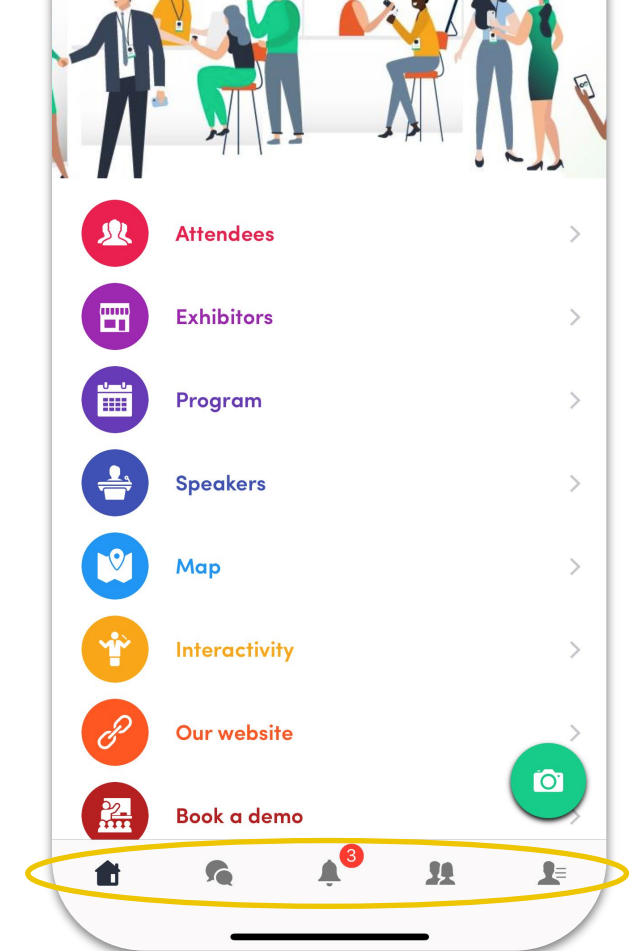


SIA CESA 2021

App & WebApp / Navigation



Web App



Mobile App

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

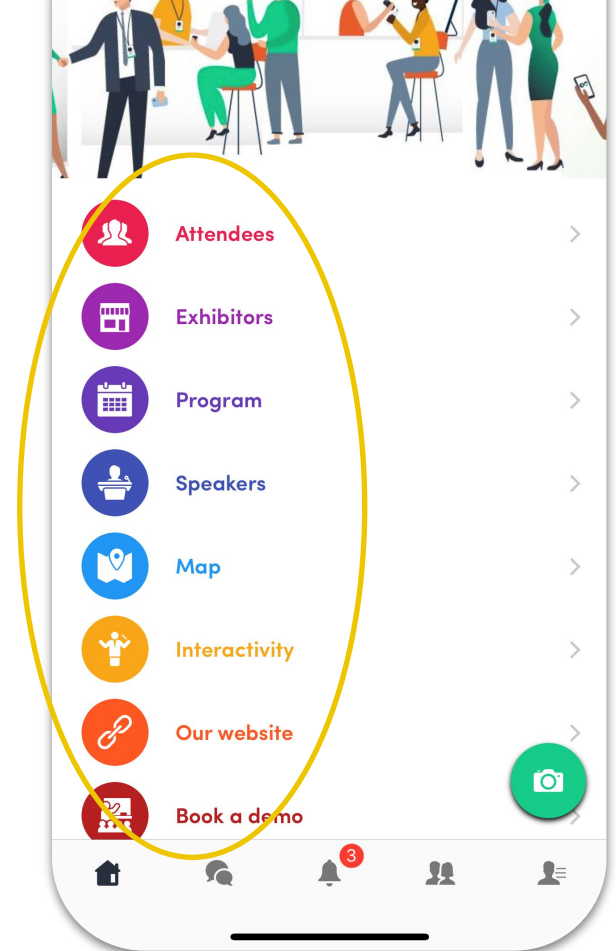
- Home
- Messages
- Notifications
- Contacts
- My profil

App & WebApp / Navigation



Web App

To access the different sections of the platform, use the **buttons** on the home screen. From the Web App, navigation is made easier by the presence of a **navigation sub-bar**. This allows access to the 9 sections of the event:



Mobile App

- Home
- Programme
- Speakers
- Attendees
- Exhibitors
- Products & Services
- Live Discussions
- SIA – Help Center
- My Event

App & WebApp / 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



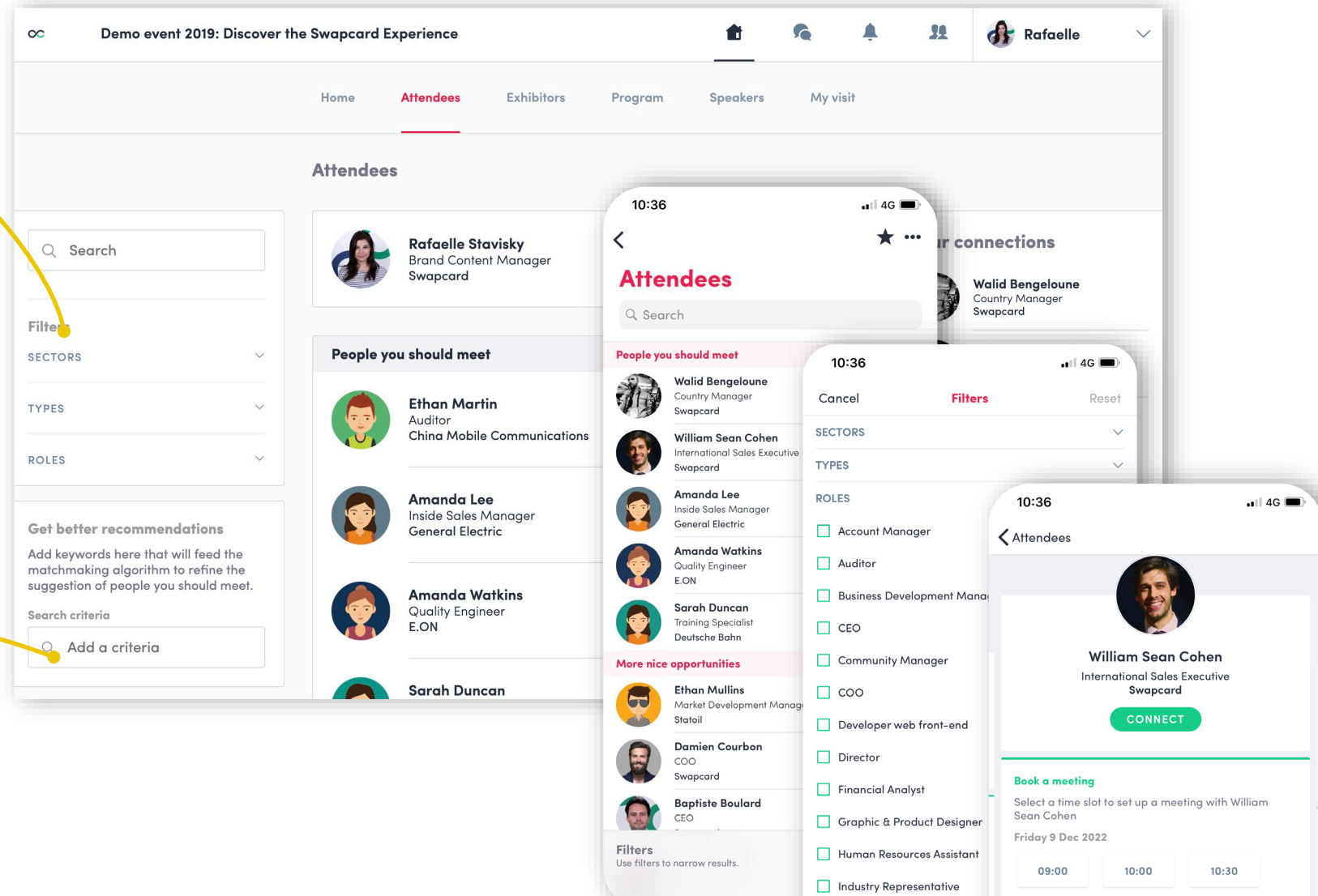
A personalized connection request (with message) will be 4 times more likely to succeed.

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.

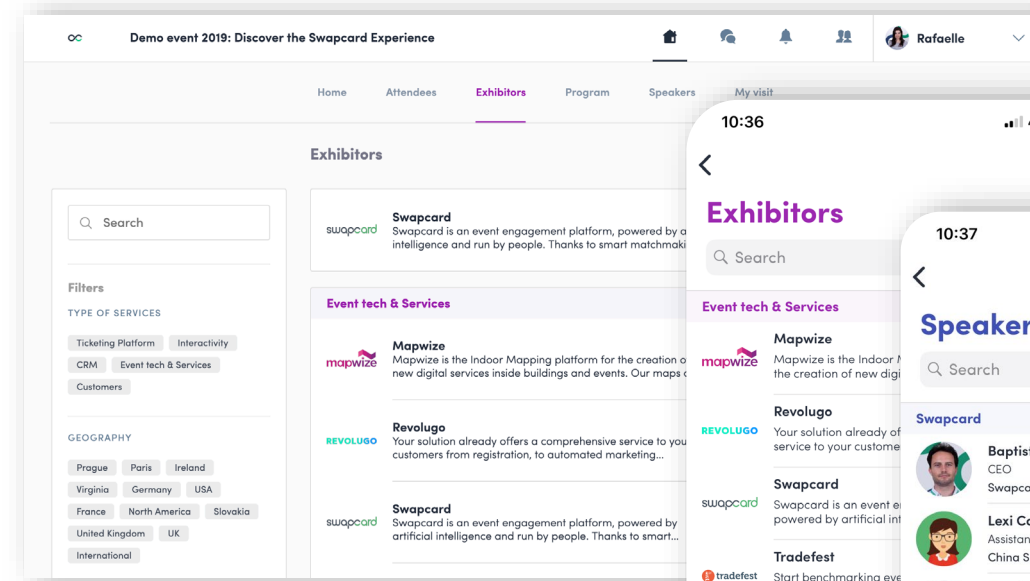


App & WebApp / Exhibitors, Speakers & Program

Exhibitors

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

You can then access an exhibitor's or your own record, its description and location on the map.



Speakers

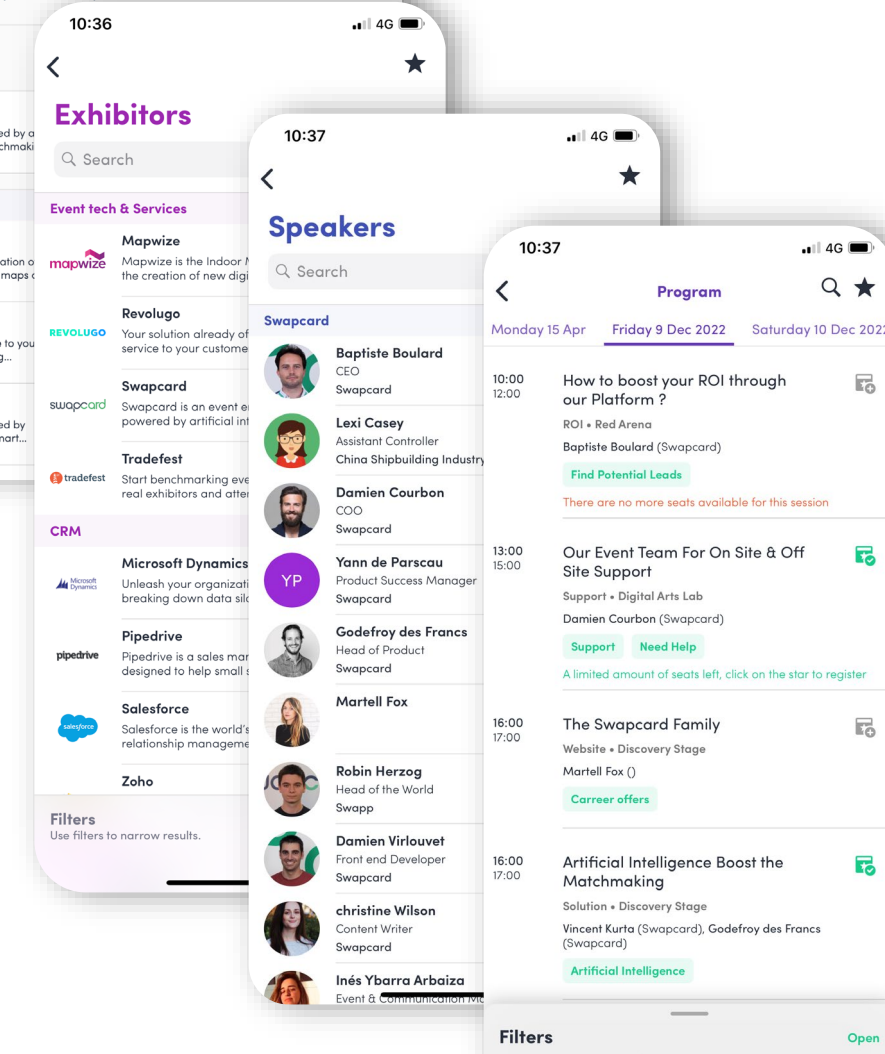
Find the list of different speakers at the event, and get in touch with them!

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

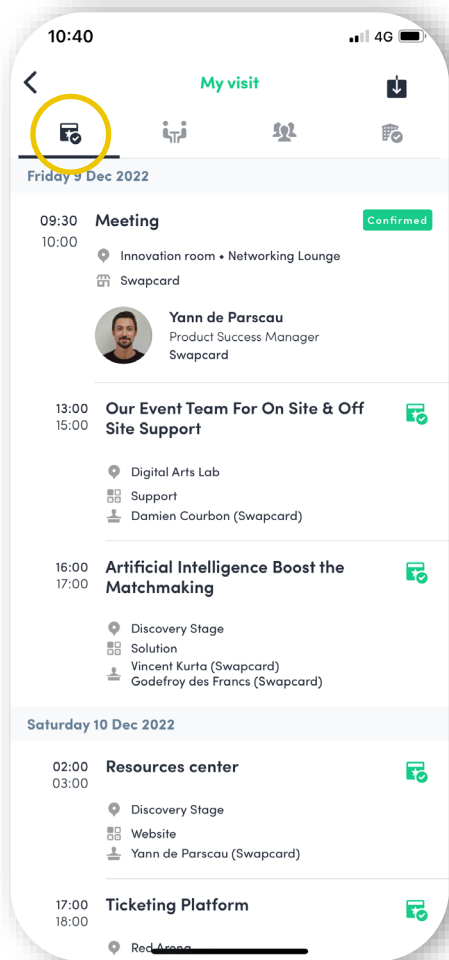
Programme

All sessions are located in the **"Program"** section. You have the possibility to bookmark the sessions that interest you to create your personalized agenda.

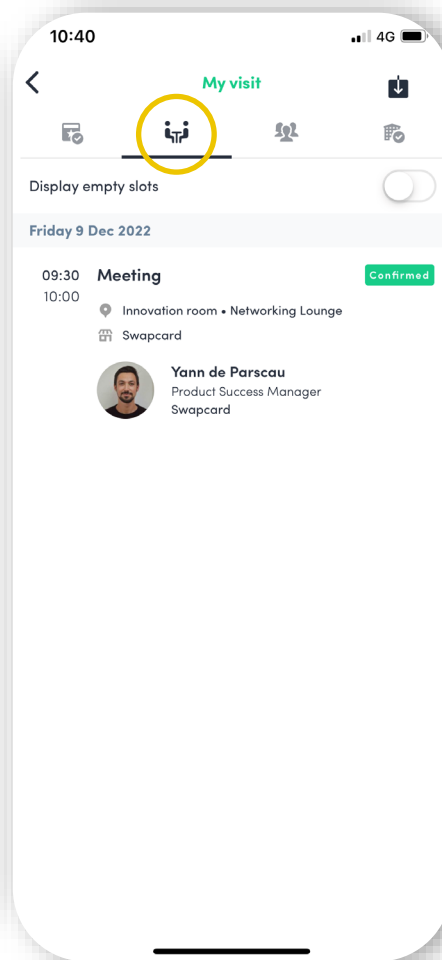
By clicking on a session, visualize who is leading it and which **sponsors** are attached to it.



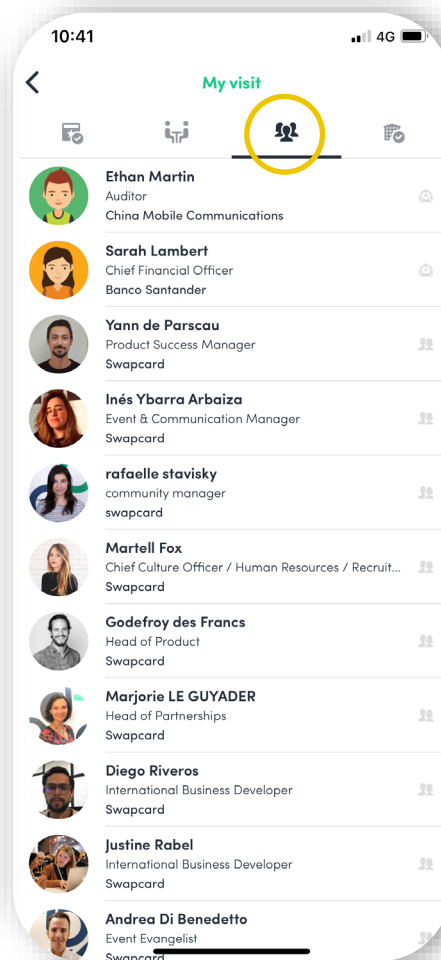
App & WebApp / My Visit



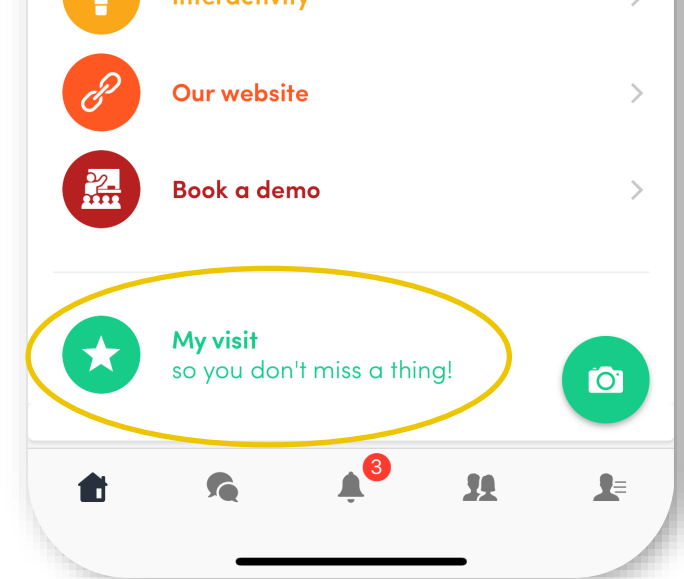
My Schedule



My Meetings



My Contacts



Find your meetings, the people you met on the event and your personalized schedule.

You can export your appointments and your personalized calendar directly in your calendar by clicking on the icon :

App & WebApp / Send a meeting request

1 Select a slot

By clicking on a participant, you can view the appointment slots for which he or she is available. Select the niche that interests you.

2 Select a place

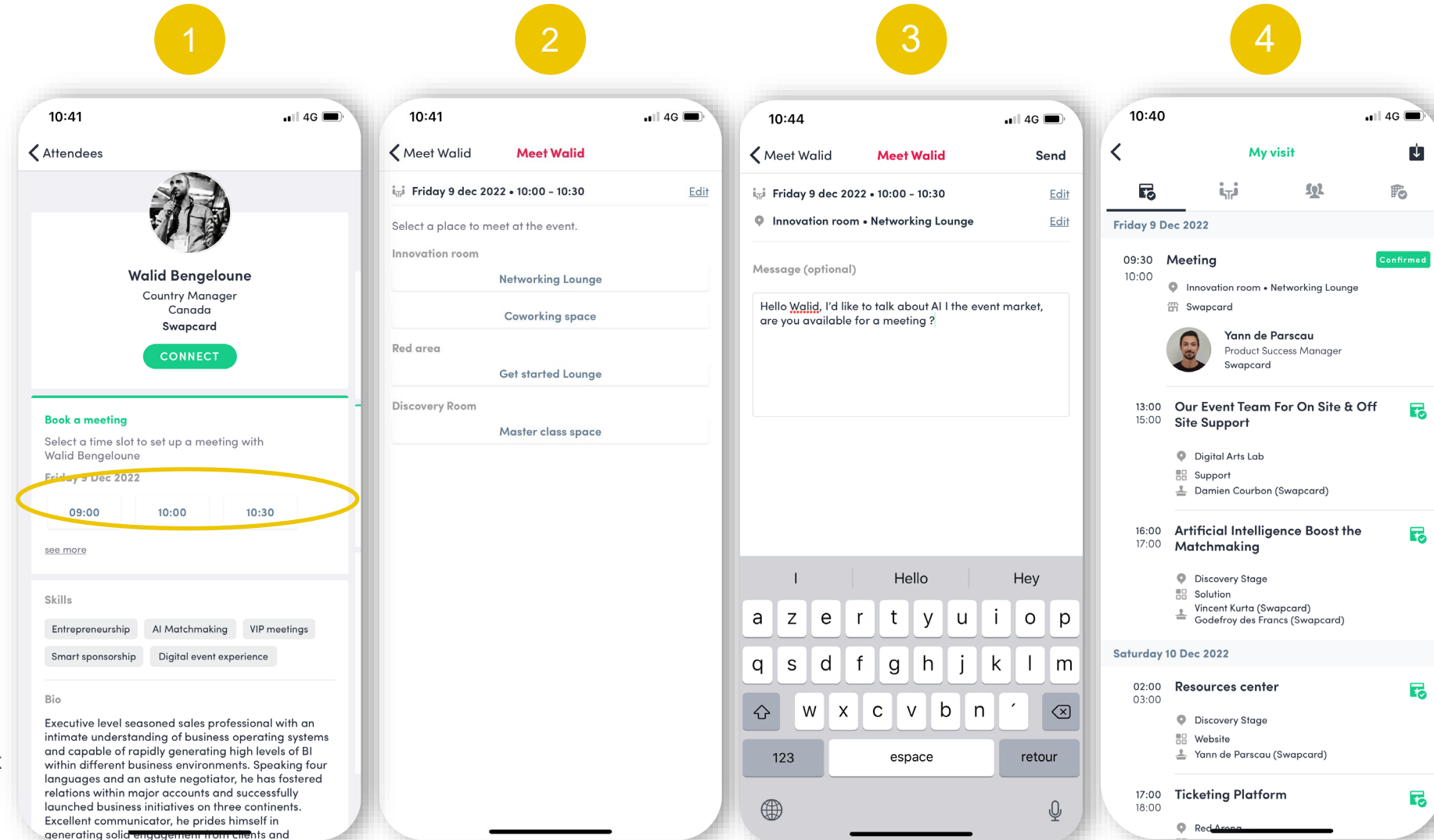
The list of appointment spaces appears. Select the one you are interested in.

3 Send a message

It is very important to send a personalized message to the participant you wish to contact so that the meeting can take place.

4 Manage your meetings

In "My Visit", 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 validated.



App & WebApp / Virtual meetings and video calls

Virtual meetings

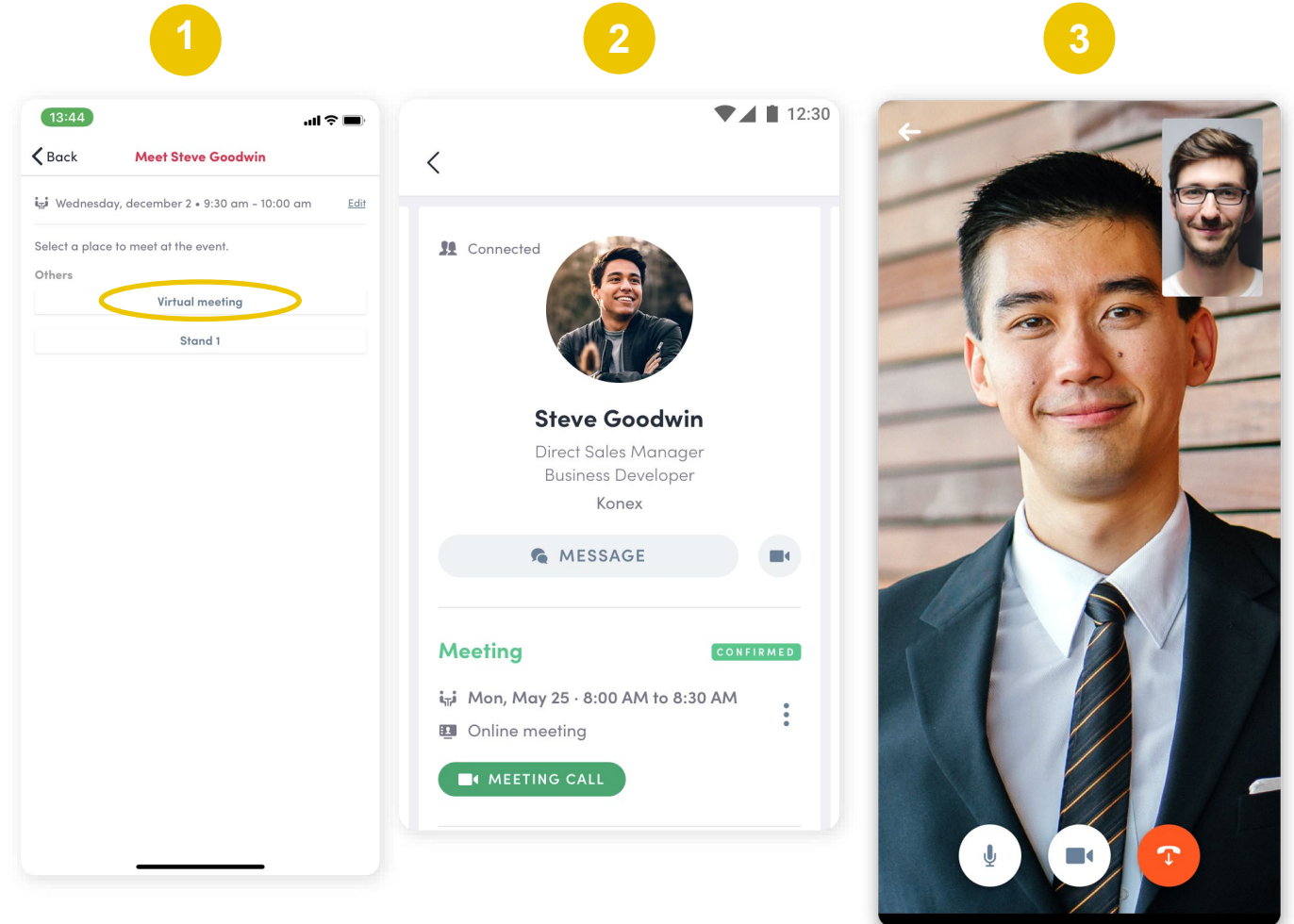
- 1 You can make a virtual appointment with someone.
- 2 When your appointment request is confirmed, the "Video Call" button will appear 1 hour before your appointment on your profile (only if the appointment is confirmed).
- 3 Your meeting will also appear in your "My Event" list, which is your personalised agenda for the event.

Video calls



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

You have the possibility to share your screen.



EXHIBITOR AREA

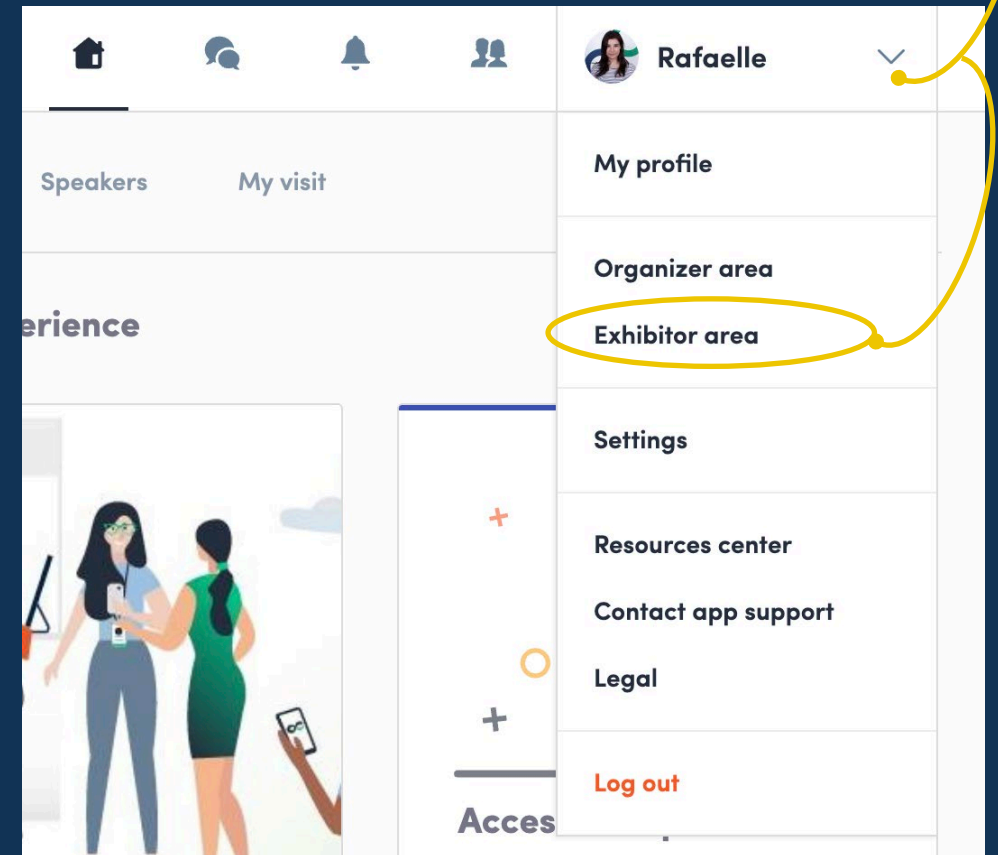


It is more suitable to access the exhibitor area from a computer.

To access your exhibitor area, click on your name at the top right hand corner then on

« Exhibitor Area ».

or on <http://team.swapcard.com>



Exhibitor Area / Navigation

Welcome to Swapcard for teams

Julien, you're a member of **ABB FRANCE**, an exhibitor or a partner of **Salons HE GH HIT**. This interface helps you to manage your team and gather contacts made by its members.



Share contacts

Gather all contacts of your team's members and export them



Exhibitor details

Edit your information to highlight your company



Team members

Add and manage members to your team

NEXT

When you first connect, a welcome text appears.

By clicking on next, you will be asked to choose whether you want to **share your contacts** with your colleagues. You can change your settings at any time.

Share contacts with your team

Improve collaboration by sharing your contacts with members of the team. They will have access to them on this interface and the mobile app.

Do you want to share contacts with members of your team?

NO, MAYBE LATER

YES, I SHARE MY CONTACTS

This is the **menu bar** that appears on the left side of your screen. It will be useful for you to navigate between the different sections of the exhibitor area..



Meetings



Exhibitor details



Shared contacts



Members



Settings


Exhibitor Area / Company Info

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

- ∞ Logo
- ∞ Name
- ∞ Description
- ∞ Social Networks
- ∞ Website
- ∞ Address

Exhibitor Details

Logo



Import a rectangular image (2:1 ratio), size of 2160x1080px and no larger than 2MB is perfect.


Name


Swapcard


Description

Swapcard is an event engagement platform, powered by artificial intelligence and run by people. Thanks to smart matchmaking, customised recommendations, and flexible scheduling it enables in-person meetings with the right people and content before, during and after any event.

Social medias

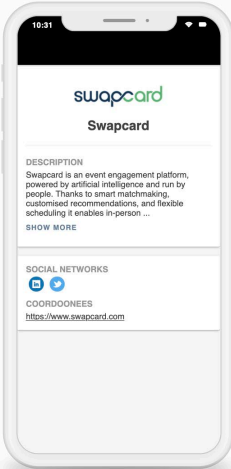
 <https://www.linkedin.com/company/swapcard>

 <https://www.twitter.com/swapcard>

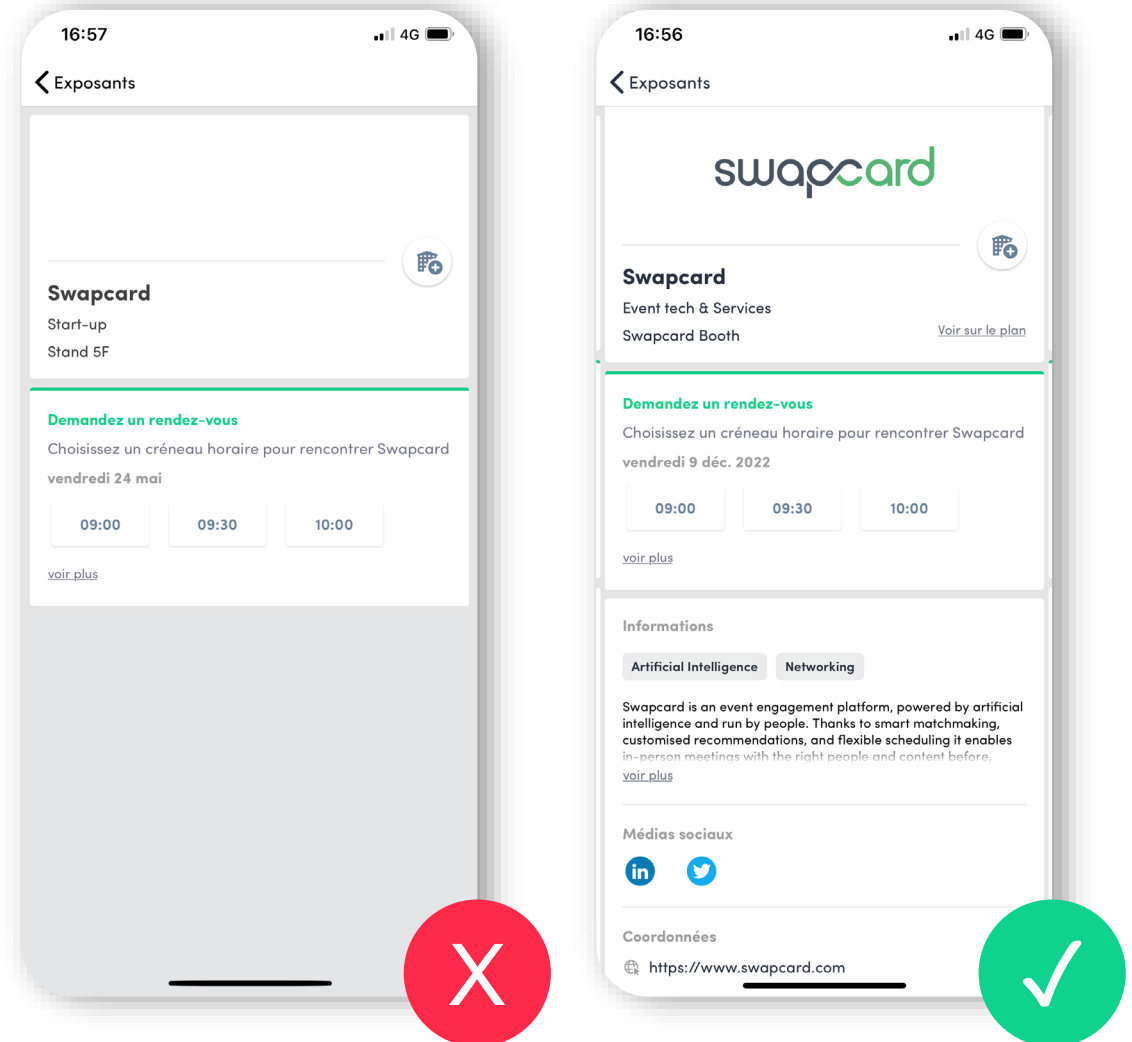
 <https://www.instagram.com/swapcard>

Website

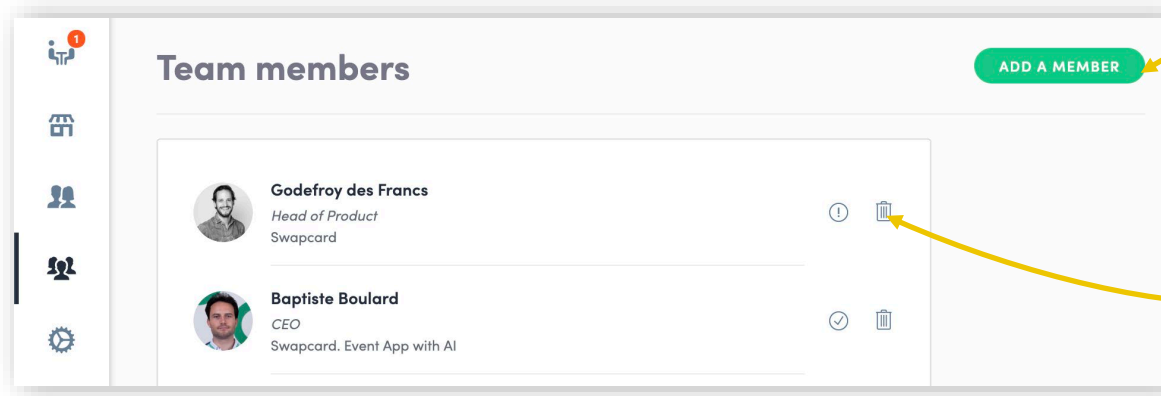
<https://www.swapcard.com>



Attendee Preview



Exhibitor Area / Team Members



To manage the members attached to your exhibiting entity, go to **"Team Members"**. You can then view all your collaborators, **delete or add them**.

Add a member

Insert the email address of the person that you want to add to your team. If any account exists, you will need to insert at least first and last name. An email will be sent to invite him/her to log in.

Email *

First name *

Last name *

Job title

Company

SUBMIT

To **add a member**, click on the button at the top right of your screen.

If this person already has a Swapcard account, they will automatically be attached to your exhibitor account.

If this person does not have a Swapcard account, indicate at least his first and last name so that an account can be automatically created for him.

Exhibitor Area / Shared Contact

Shared connections

EXPORT

Search

First name	Last name	Job title	Second job title	Company
Damien	VIRLOUVET	Front-end React developer		Swapcar
Rafaelle	Stavisky	Brand Content Manager	Événementiel	Swapcar
Hyeonju	Ryu			
Nolan	Rigo	Devloper web front-end	Second job title	Swapcar
Justine	Rabel	Event & Networking Expert	You organize an event? Let's talk!	Swapcar
Allyson	Jean-Charles	Office & People Operations Manager		SWAPCAR
Theo	Inisan		Engineering	Swapcar
John	Doe	Product Owner		swapcar
William Sean	Cohen	International Sales Executive		Swapcar

By going to the "Shared Contacts" tab, you can view 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.

Exhibitor Area / Meeting Manager

The screenshot shows the 'Meetings' section of the Exhibitor Area. On the left is a sidebar with icons for Meetings, My Meetings, My Team, My Profile, and Settings. The main area has a title 'Meetings' and a filter bar with 'Confirmed (1)', 'Pending (2)', and 'Canceled (1)' buttons. A dropdown menu 'All members' is open, showing a list of team members. Below the filter bar, there are three meeting entries. The first is a 'Confirmed' meeting on 05/02/2019 at 2:17 PM, with participants Juliette Decourt and Justine Rabel. The second and third are 'Meeting requested' (Pending) meetings on 05/10/2019 and 05/10/2019 respectively, with participants Julien Bouvier and Ethan Martin, and Julien Bouvier and Sarah Lambert. Each entry has an 'EDIT' button.

Meeting	Status	Participants
05/02/2019 • 2:17 PM 11/11/2019 • 2:20 PM to 2:40 PM Sur le stand	Confirmed	Juliette Decourt (Planneuse Stratégique / Conceptrice... MCI Group), Justine Rabel (Event & Networking Expert Swapcard)
05/10/2019 • 2:35 PM 11/11/2019 • 2:00 PM to 2:20 PM Sur le stand	Pending	Julien Bouvier (Event Evangelist Swapcard), Ethan Martin (Auditor China Mobile Communications)
05/10/2019 • 2:36 PM 11/11/2019 • 1:00 PM to 1:20 PM Sur le stand	Pending	Julien Bouvier (Event Evangelist Swapcard), Sarah Lambert (Chief Financial Officer Banco Santander)

To view and manage all the meetings of your team, go to the « Meetings » tab of the menu sidebar.

In this section you can:

- Display the meetings of one or all members of your team
- Filter meetings by status: Pending, Validated or Cancelled
- Assign an appointment request to a member of your team: click on the chosen appointment, then in the window that appears, enter the name of your collaborator, then validate.
- Cancel an appointment request: click on the appointment you have chosen, then in the window that appears, select

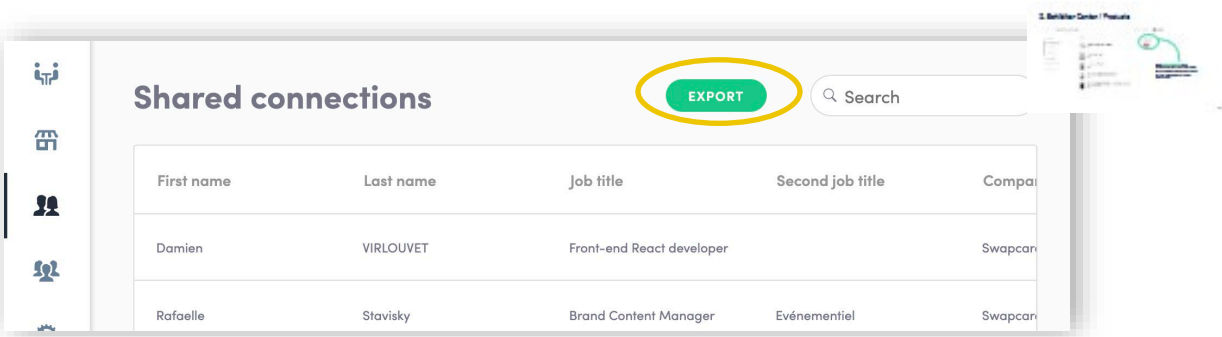
CANCEL MEETING REQUEST

Exhibitor Area / Export

WebApp

By going to the "Shared Contacts" tab, you have the possibility to export all the contacts of your team.

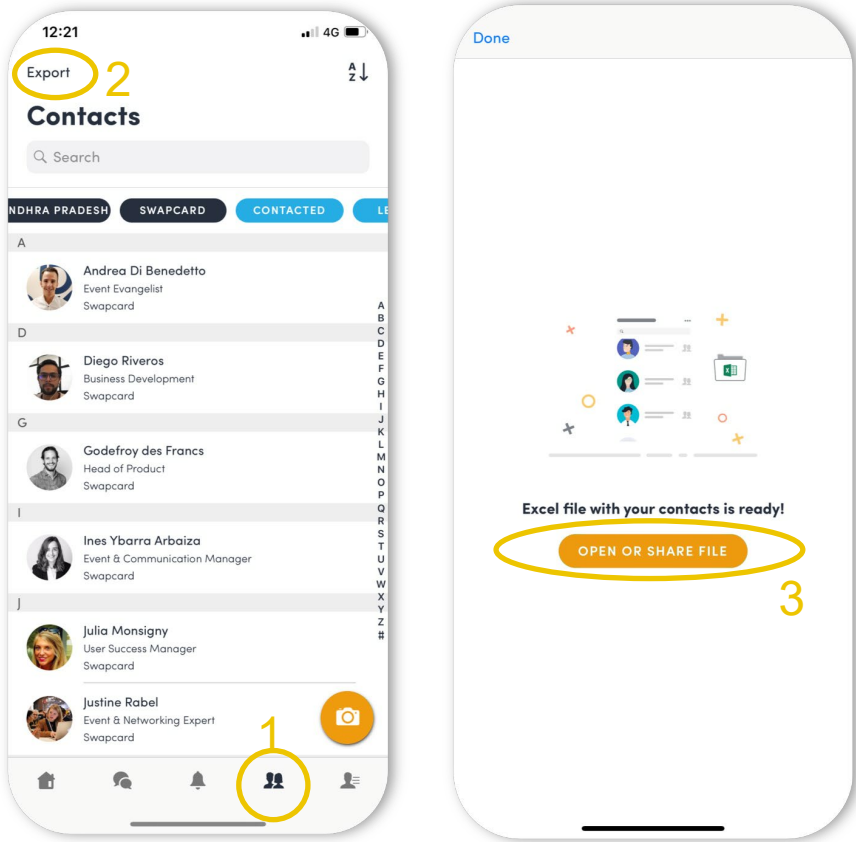
This export is done in the form of an excel file containing all the information of each contact, including the collaborator who initiated this contact, its date of addition, tags and other notes taken by each.



Let's talk GDPR...


All users of the platform have agreed to share their data with Swapcard. When you scan a badge or connect with a user, he tacitly agrees to share information with you. You therefore retrieve this information in accordance with the GDPR.

From your App or WebApp, you can also export your contacts (and only yours) as an excel file.




Web & Mobile App

Exhibitor Center / Products

 2021 Fashion Trend'show · Zara

SWITCH TO THE EVENT

 **Rafaëlle**

Home

Company profile

Overview

Documents


Products

Meetings


Team's contacts

Your team


Search




PADDED LEATHER HEEL SANDALS
Zara




FLORAL PRINT SKIRT
Zara



IGUANA PRINT SHIRT
Zara



BI-MATERIAL CHECKED TRENCH COAT
Zara



CHINTZ CROSS-BREASTED SUIT JACKET WITH COMFORT CHINTZ BUTTONS
Zara

Add products

Products (5)

ADD

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

BEST PRACTICES

Retroplanning



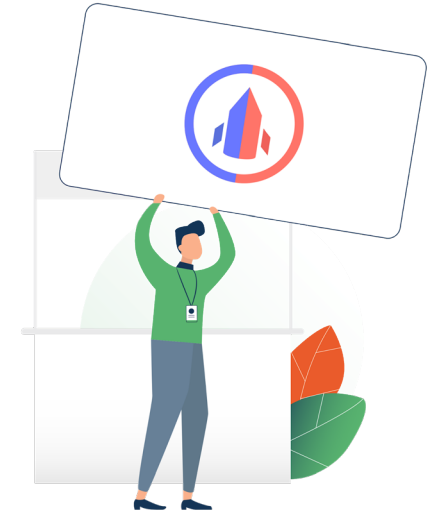
Before

1. Edit your profile
2. Connect with qualified attendees
3. Send your first meeting requests
4. Answer to your first meeting requests



During

1. Exchange with the relevant participants
2. Note & tag your new contacts
3. Chat with them directly on the application



After

1. Continue to chat with your new contacts
2. Export your contact list
3. Qualify your leads for better ROI

Support / On-line



Chat

Chat with our team on www.swapcard.com



E-mail

Send us an email on
support@swapcard.com



Webinar

Attend a full platform demonstration during
the **next Webinar**.

Support / On-site



Molly Boissier

Events & Global Communication
Manager
SIA

You can also find us during the event to help you set up and use the application.

For any assistance, ask directly to a member of the SIA team.

Contact: molly.boissier@sia.fr // + 33 1 41 44 93 74