# SIA CESA 2021
# Exhibitors' Guide

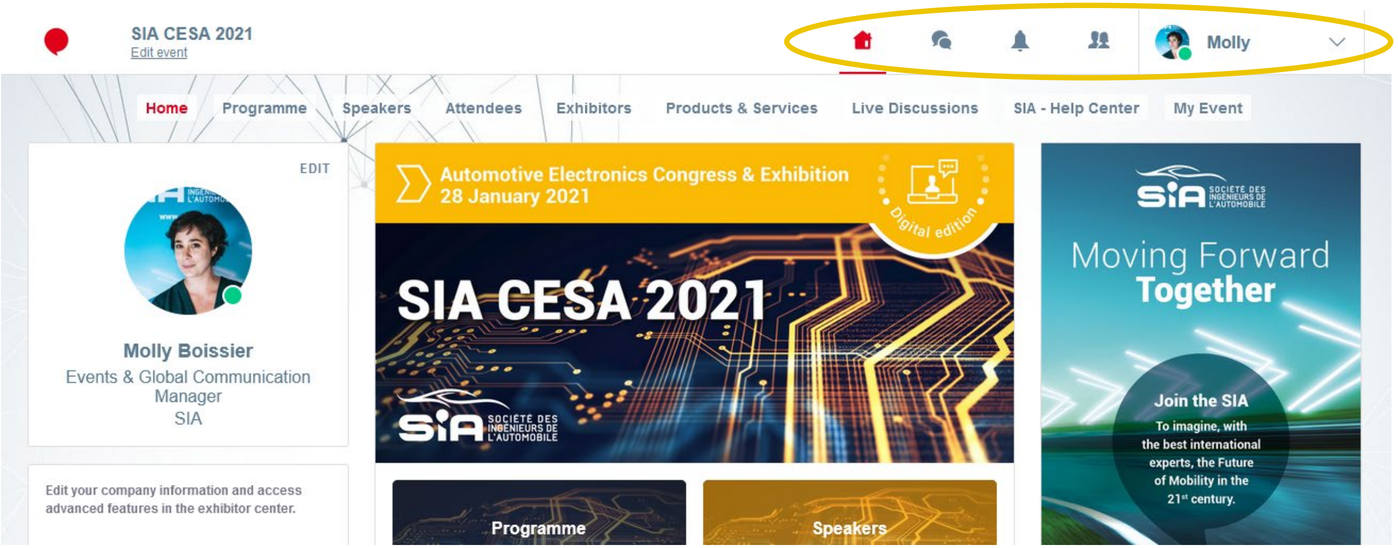
## Digital Edition // 28 January 2021

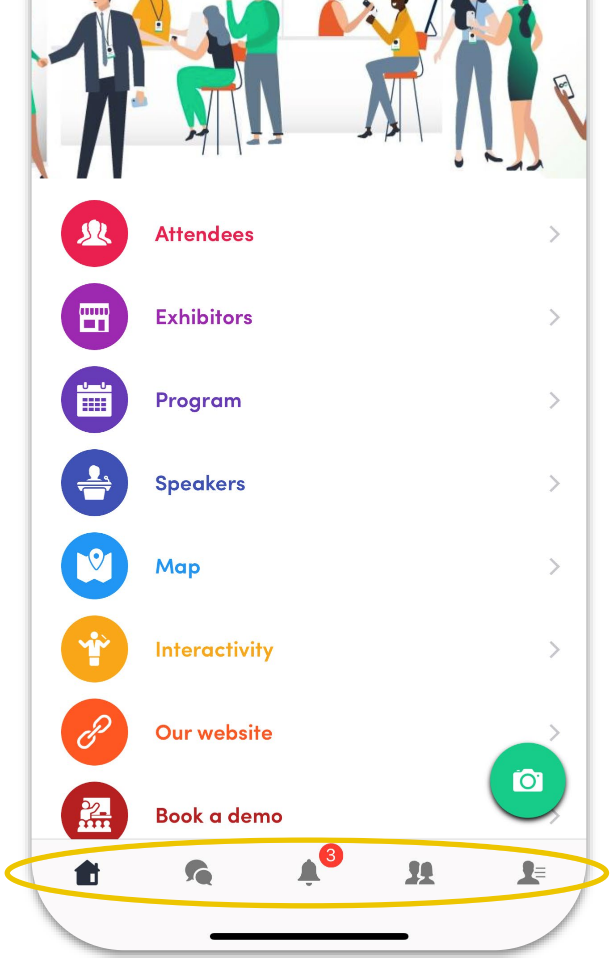
Automotive Electronics Congress & Exhibition
28 January 2021

SIA CESA 2021

With the support of the French Car Industry

# 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

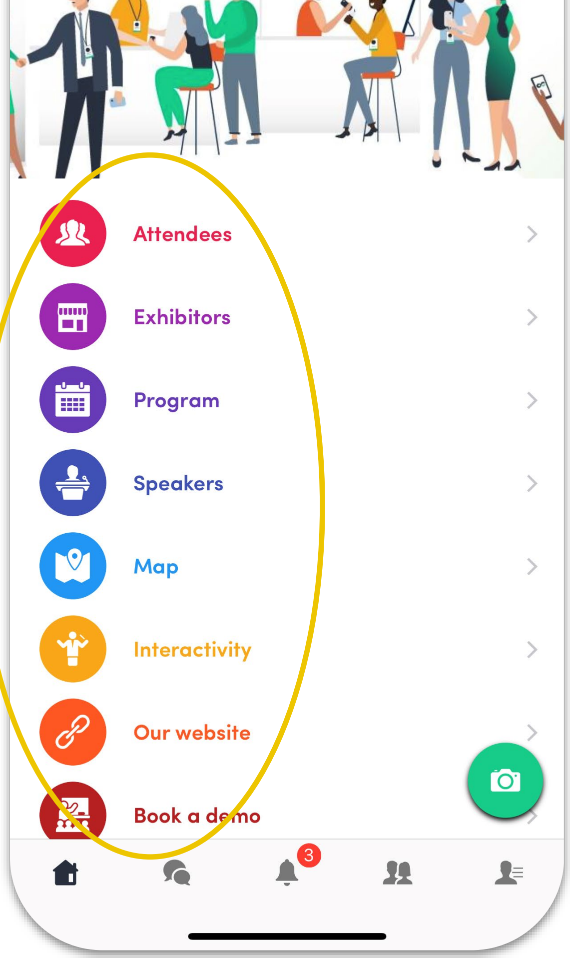
Messages

Notifications

Contacts

My profil

# App & WebApp / Navigation


Web App

Mobile 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:

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

# App & WebApp / Attendees & Matchmaking

## Find out who to meet!

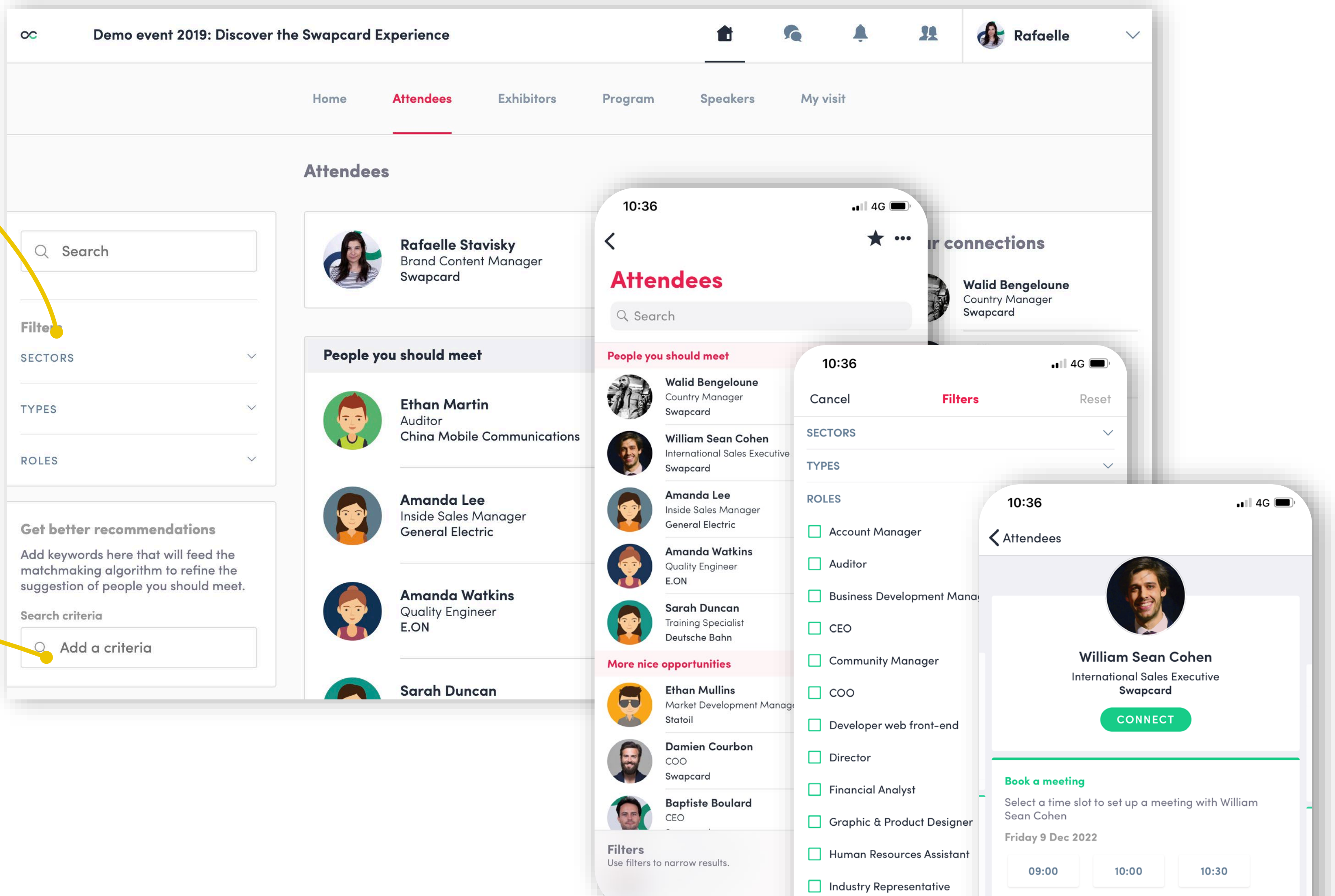
1. Sort the attendees to see the most relevant results.
2. Click on a participant to view their information
3. Connect with qualified profiles

*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.*

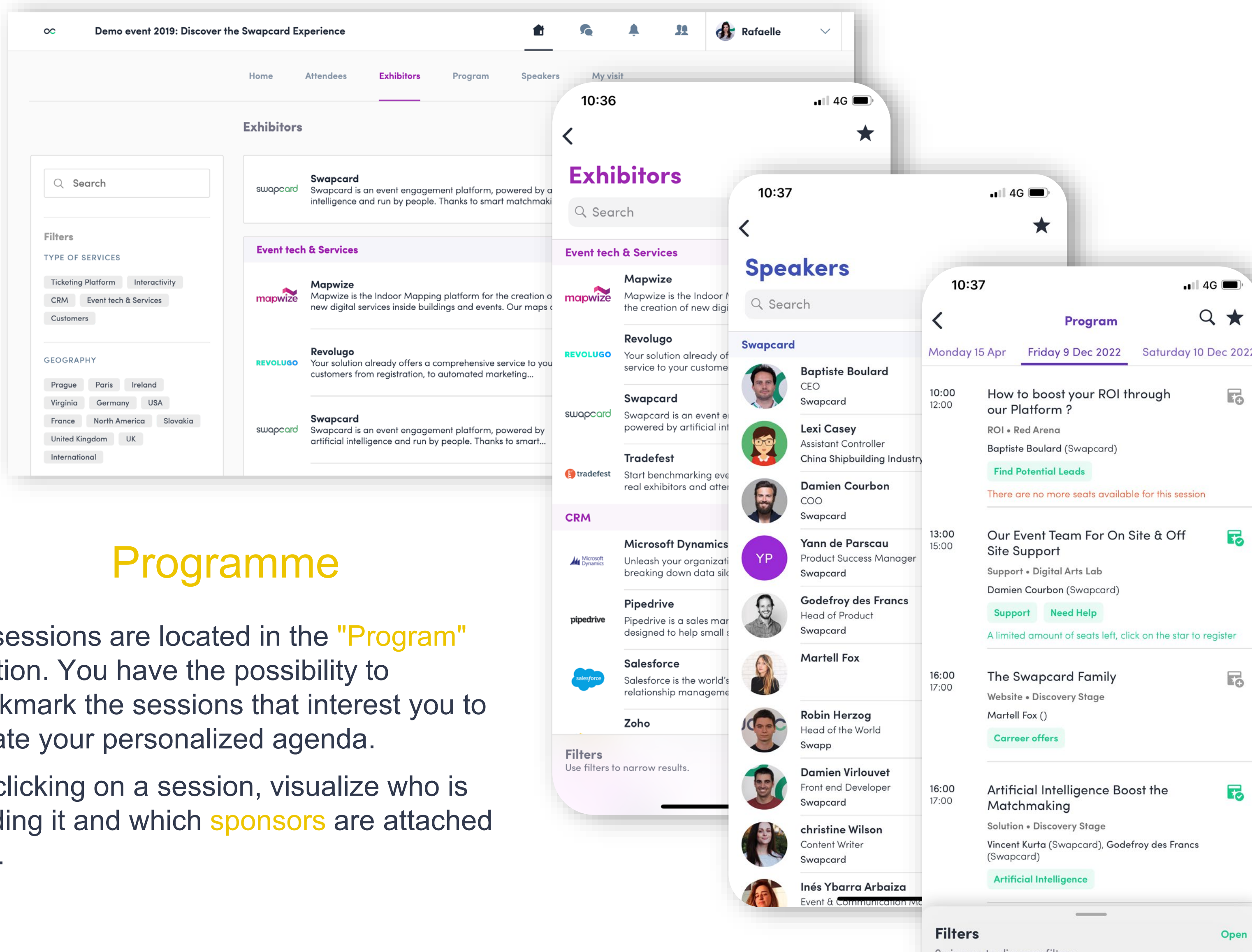


# App & WebApp / Exhibitors, Speakers & Program

## 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!

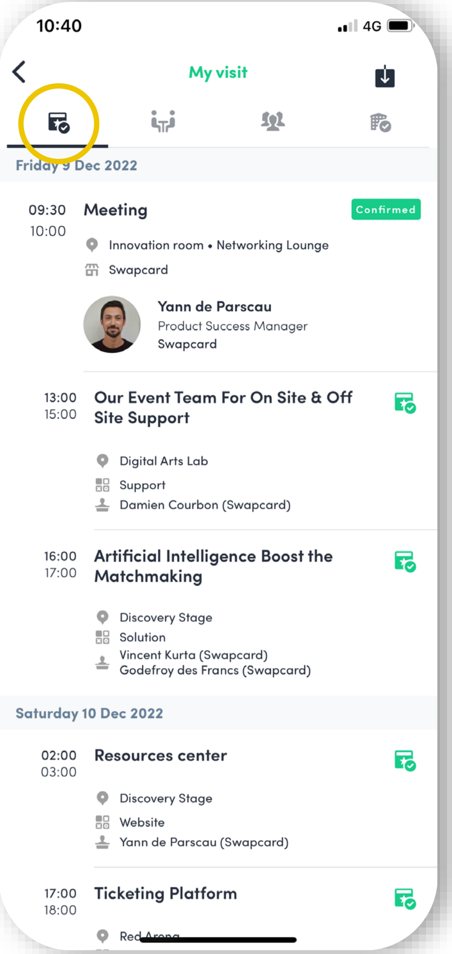
In addition to the general information available on their file, you will also find the list of the sessions they run.

## Programme

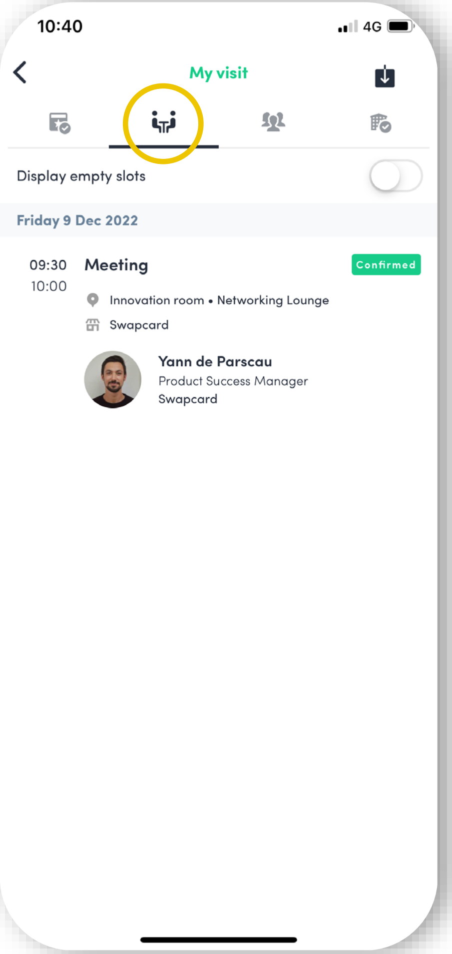
All sessions are located in the "Program" section. You have the possibility to bookmark the sessions that interest you to create your personalized agenda.

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

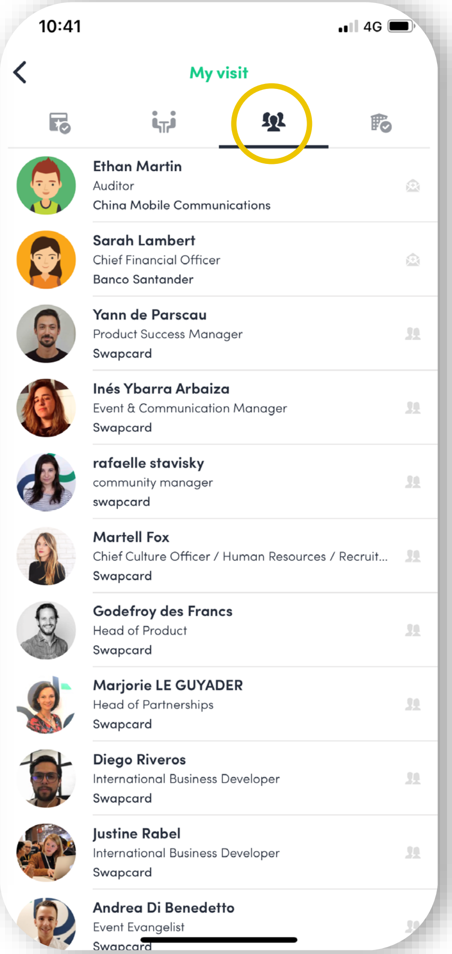
# App & WebApp / My Visit



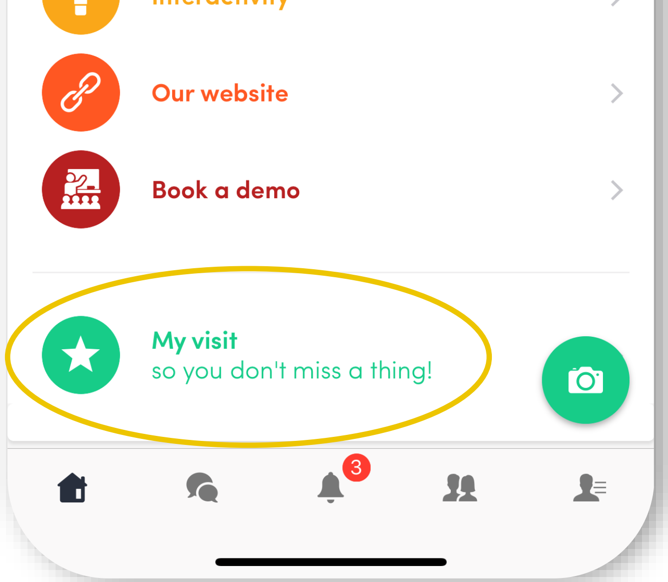

My Schedule




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.

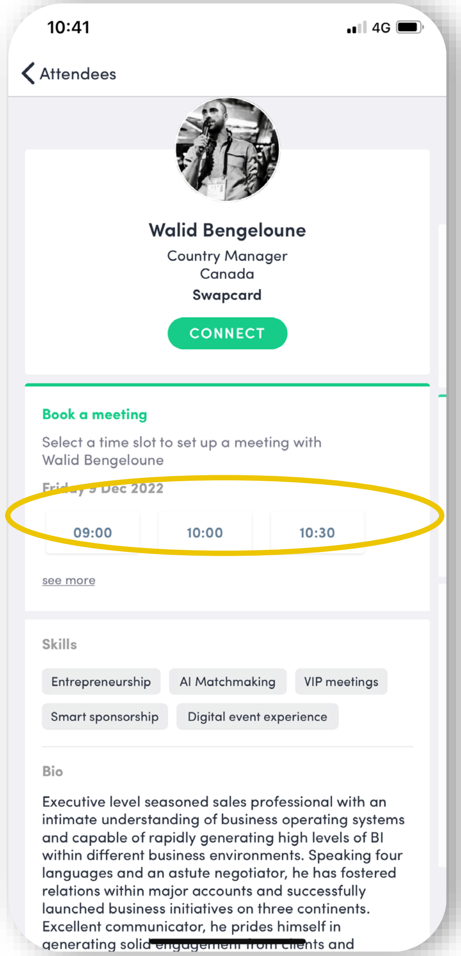
## 3 Send a message

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 craeful! A meeting slot is blocked when a request is made or received, even if it is not validated.

1

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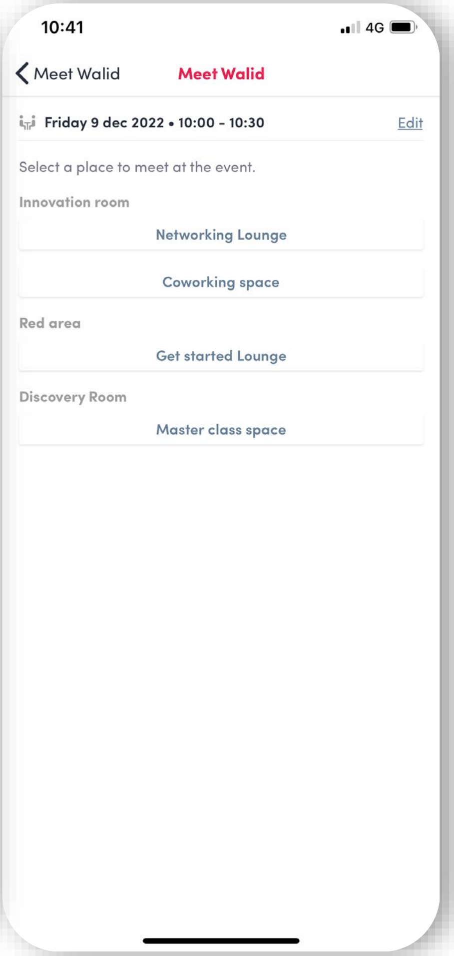


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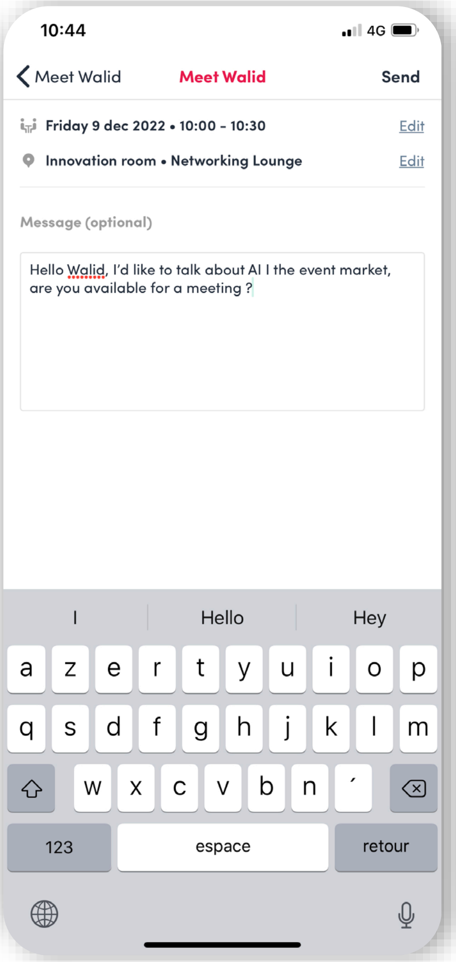


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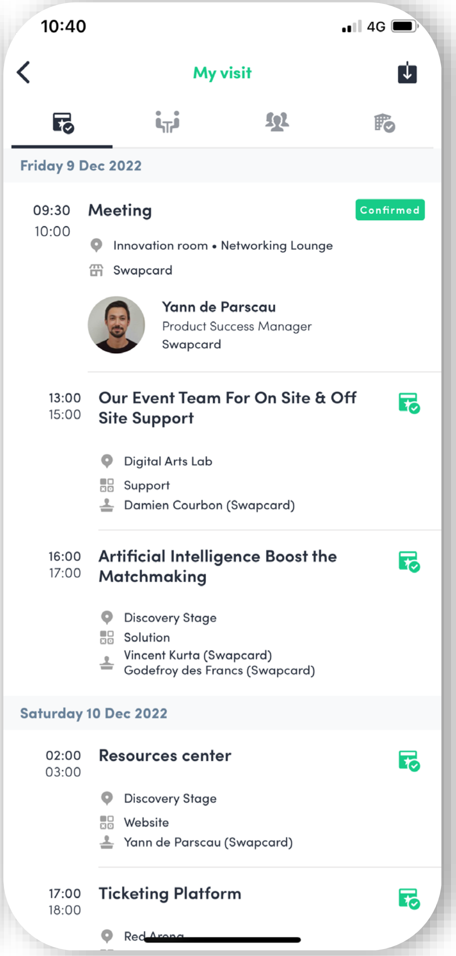


# **App & WebApp /** Virtual meetings and video calls

## 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).

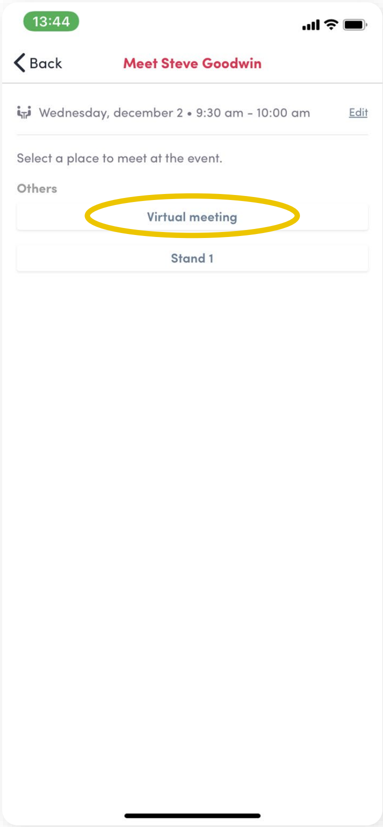
3 Your meeting will also appear in your "My Event" list, which is your personalised agenda for the event.

Video calls

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

You have the possibility to share your screen.

1

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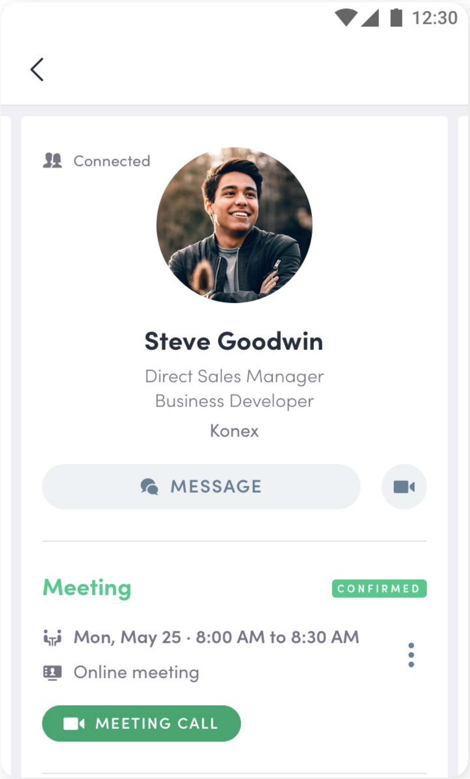
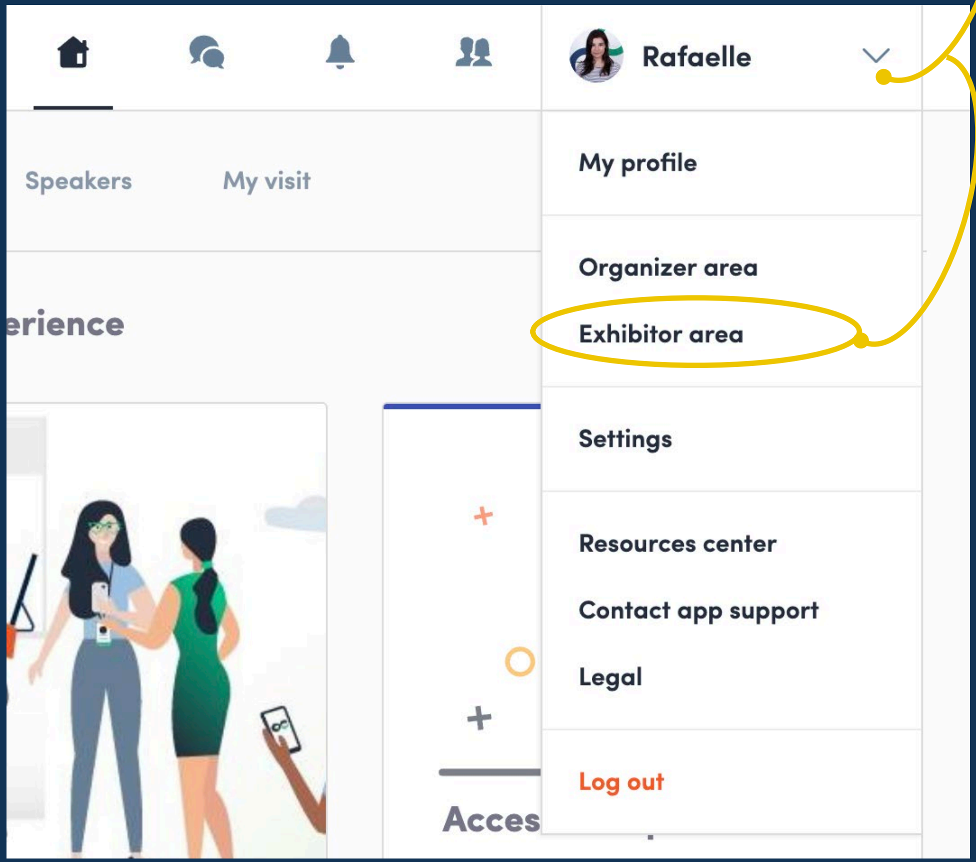



3

# EXHIBITOR AREA

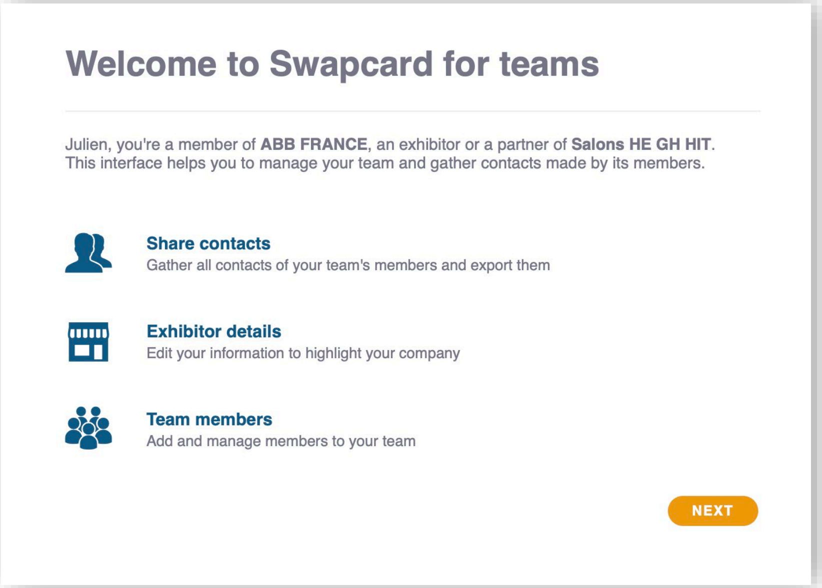
To access your exhibitor area, click on your name at the top right hand corner then on « Exhibitor Area ».

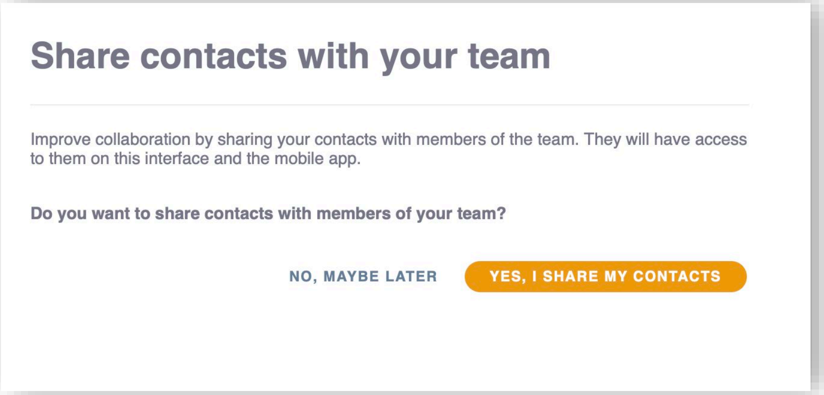
or on http://team.swapcard.com




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

# Exhibitor Area / Navigation

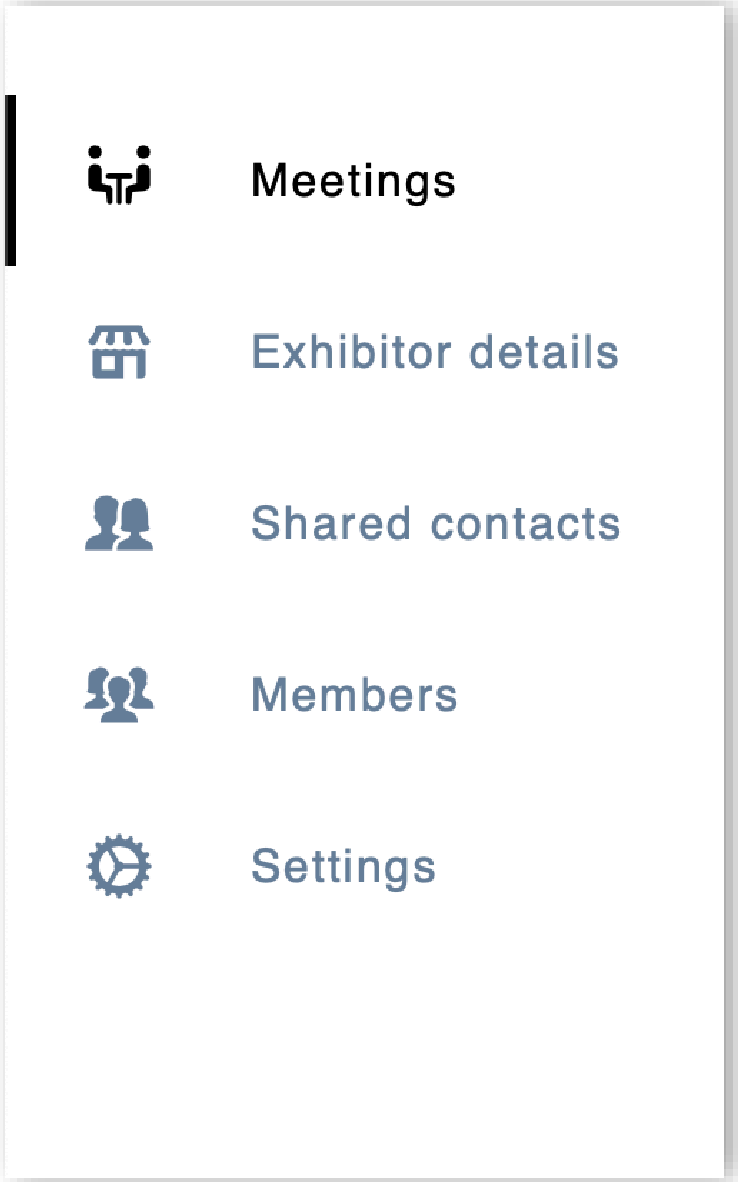



When you first connect, a welcome text appears.

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.

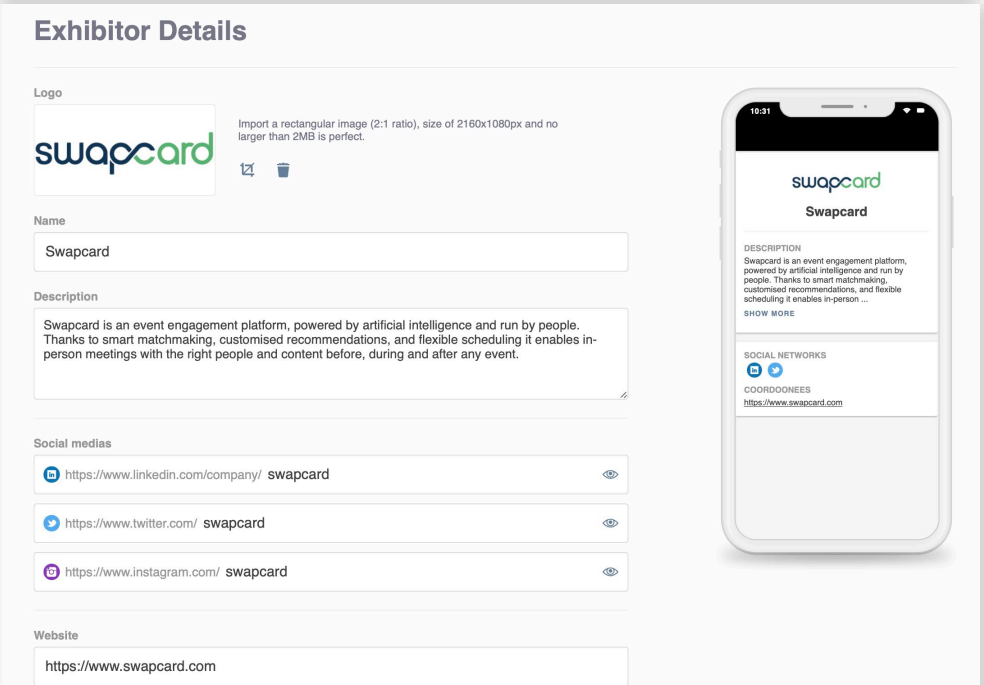
This is the menu bar that appears on the left side of your screen. It will be useful for you to navigate between the different sections of the exhibitor area..



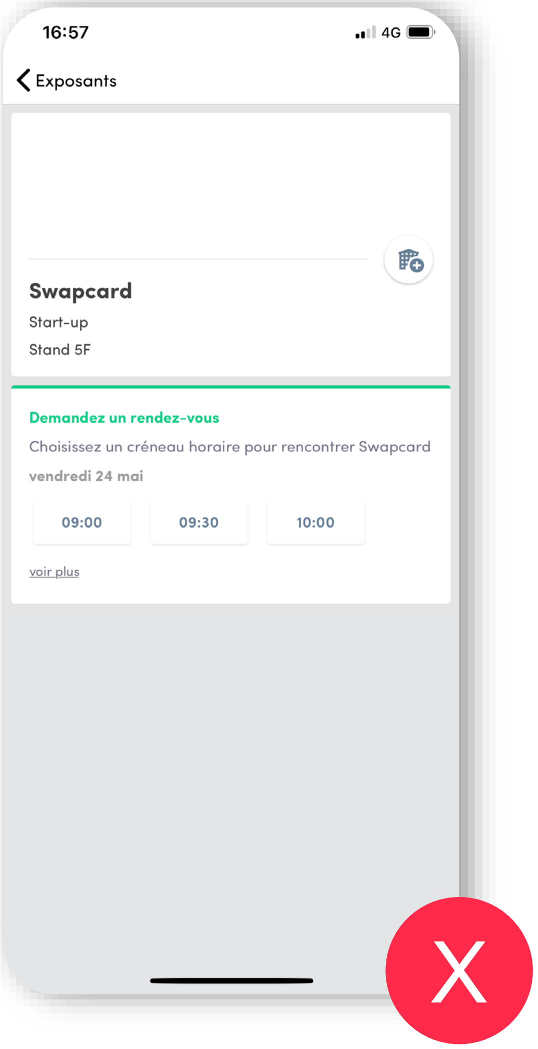
# Exhibitor Area / Company Info

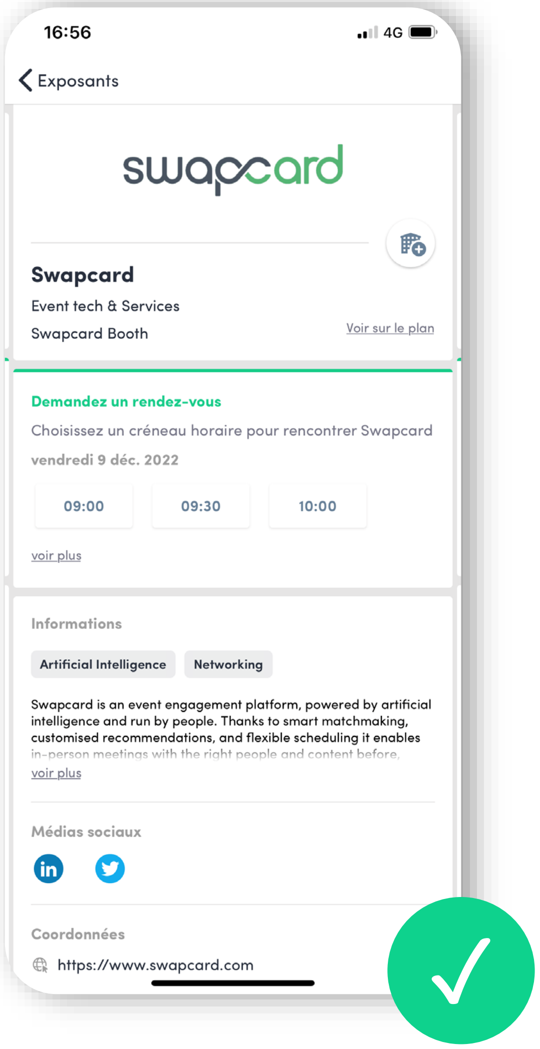
To be contacted by as many qualified participants as possible, you must fill in all the information in your exhibitor form:

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

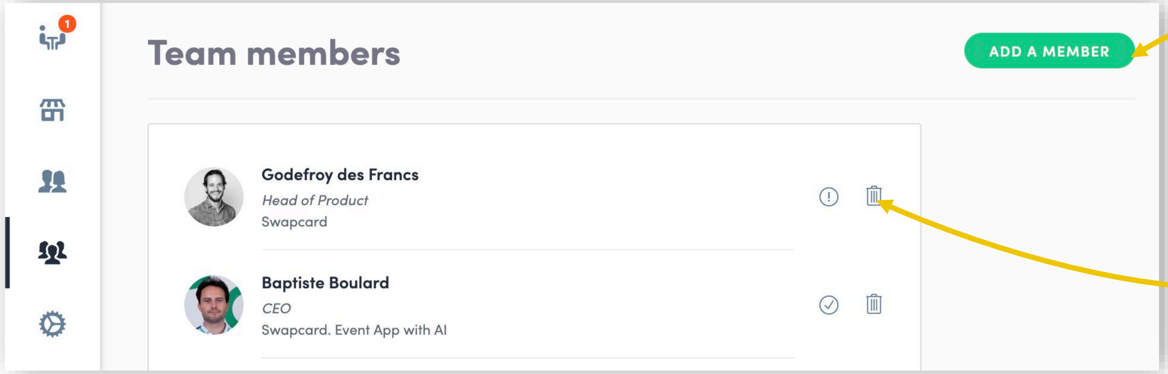



Attendee Preview

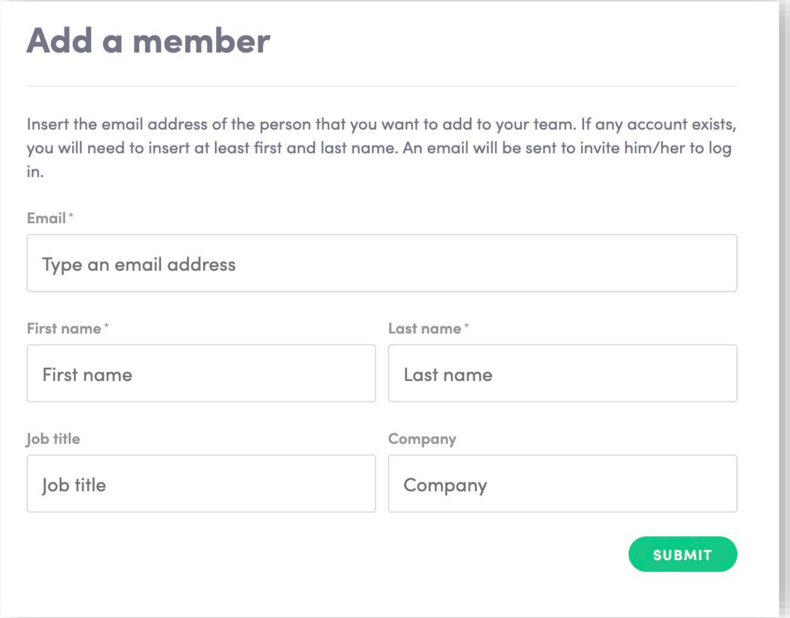


# Exhibitor Area / Team Members




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

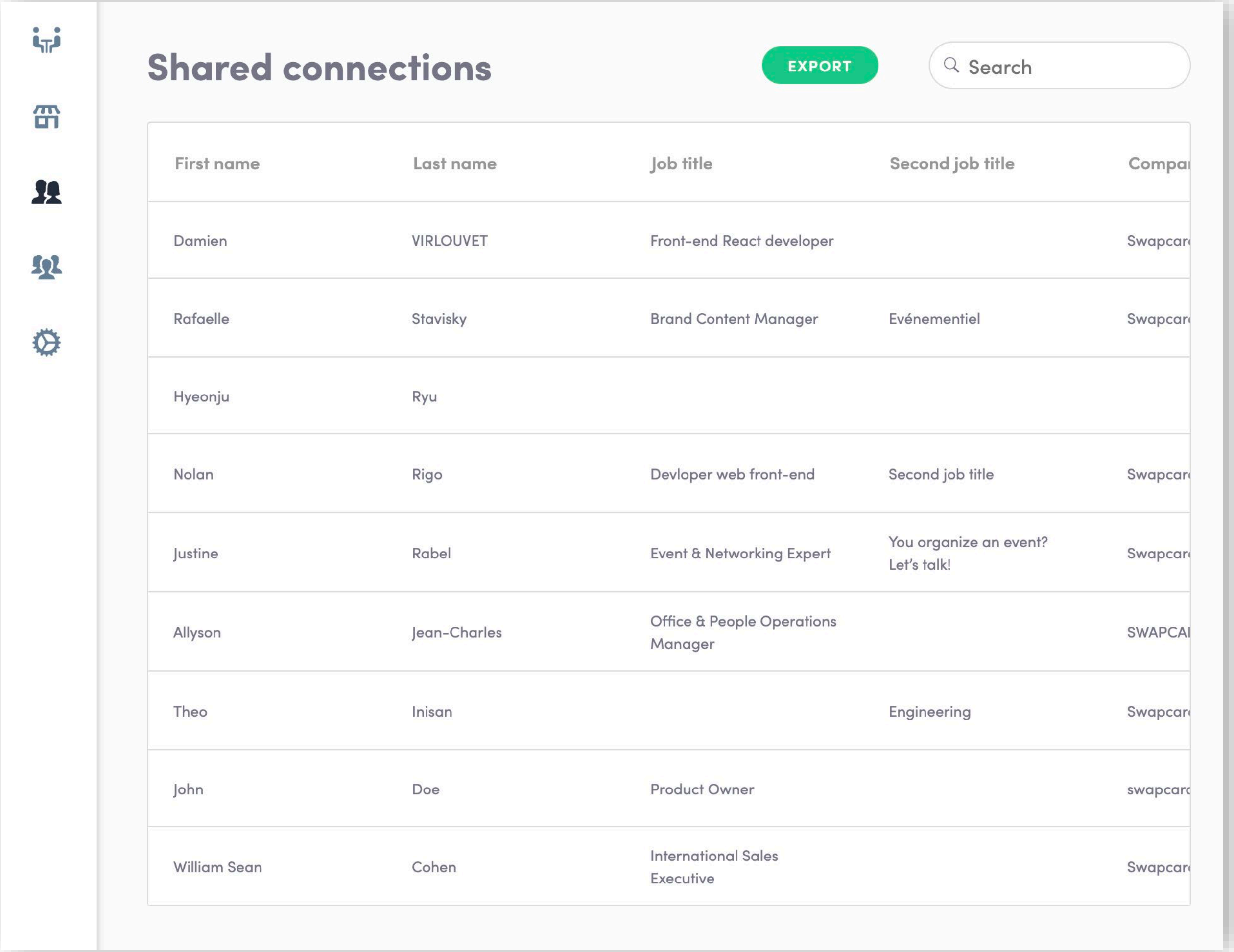



To add a member, click on the button at the top right of your screen.

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

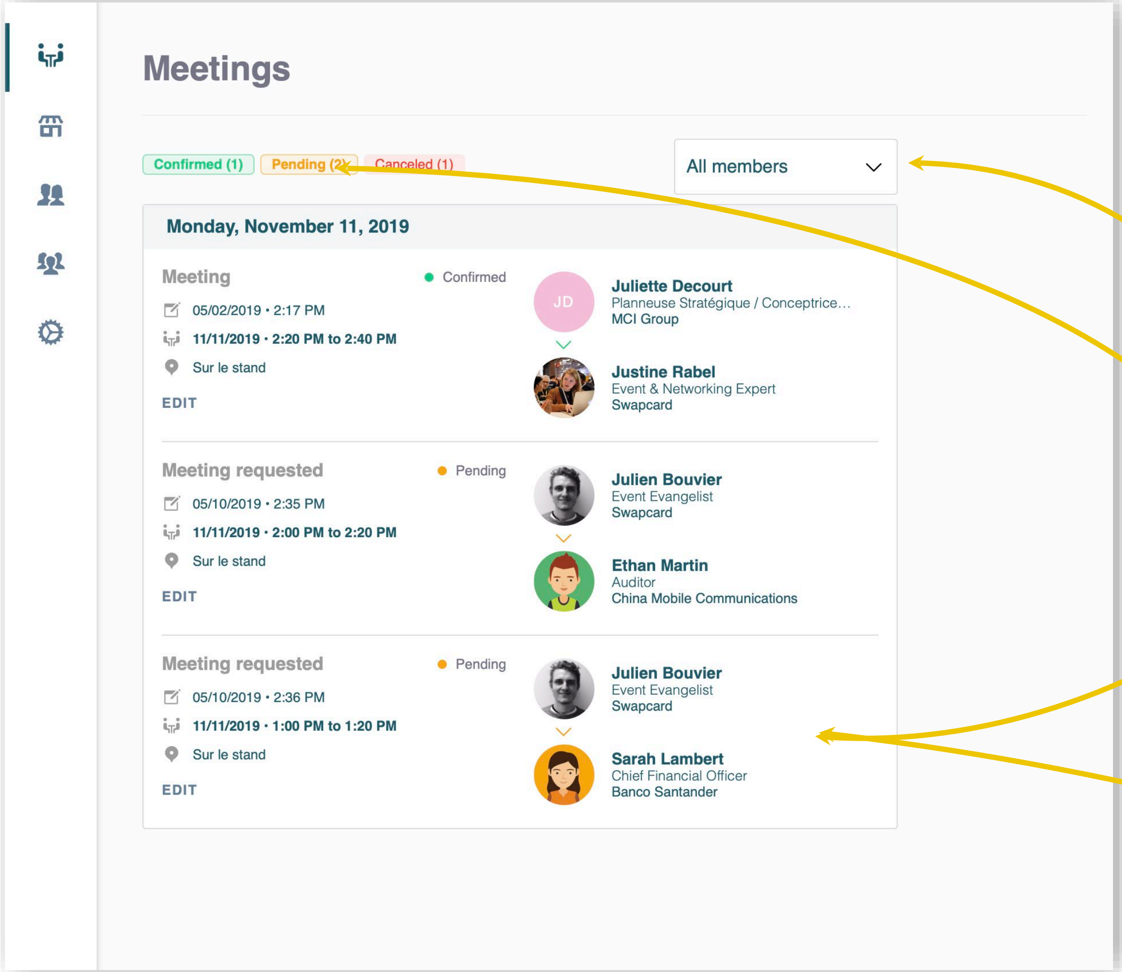



| First name | Last name | Job title | Second job title | Compa |
|---|---|---|---|---|
| Damien | VIRLOUVET | Front-end React developer | | Swapcar |
| Rafaelle | Stavisky | Brand Content Manager | Evénementiel | Swapcar |
| Hyeonju | Ryu | | | |
| Nolan | Rigo | Devloper web front-end | Second job title | Swapcar |
| Justine | Rabel | Event & Networking Expert | You organize an event? Let's talk! | Swapcar |
| Allyson | Jean-Charles | Office & People Operations Manager | | SWAPCAI |
| 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




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

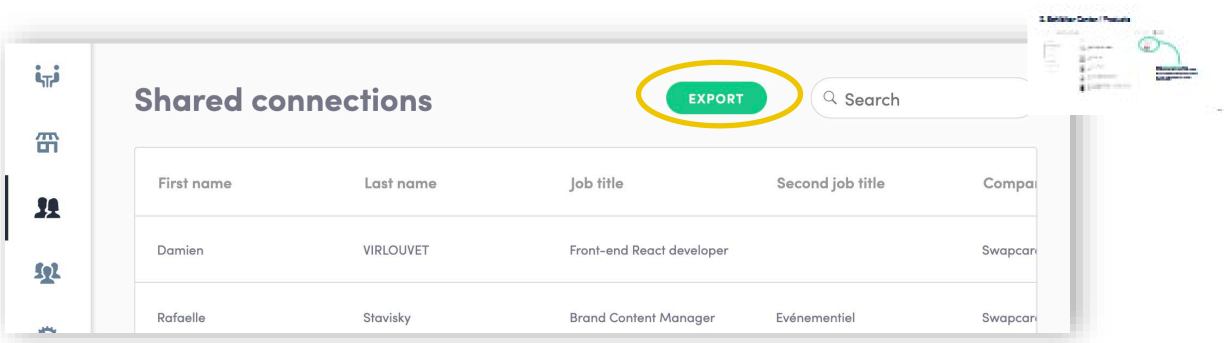
CANCEL MEETING REQUEST

# Exhibitor Area / Export

## WebApp

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

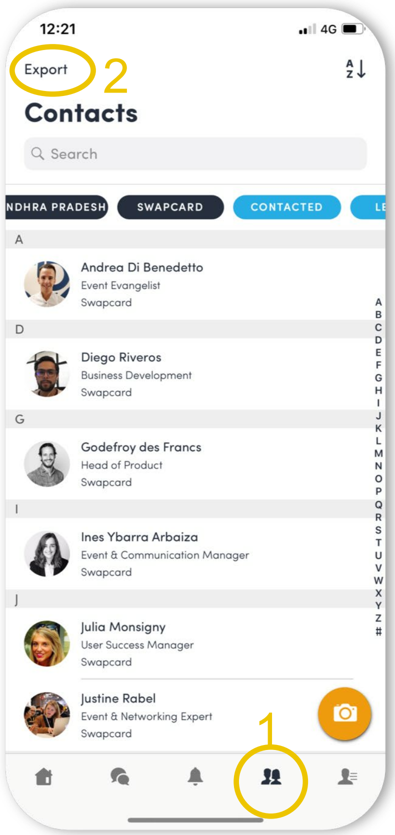
This export is done in the form of an excel file containing all the information of each contact, including the collaborator who initiated this contact, its date of addition, tags and other notes taken by each.

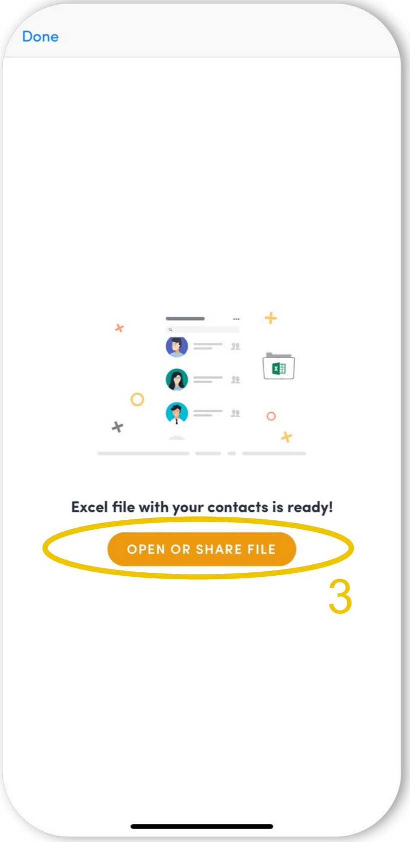



*Let's talk GDPR…*

*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.*

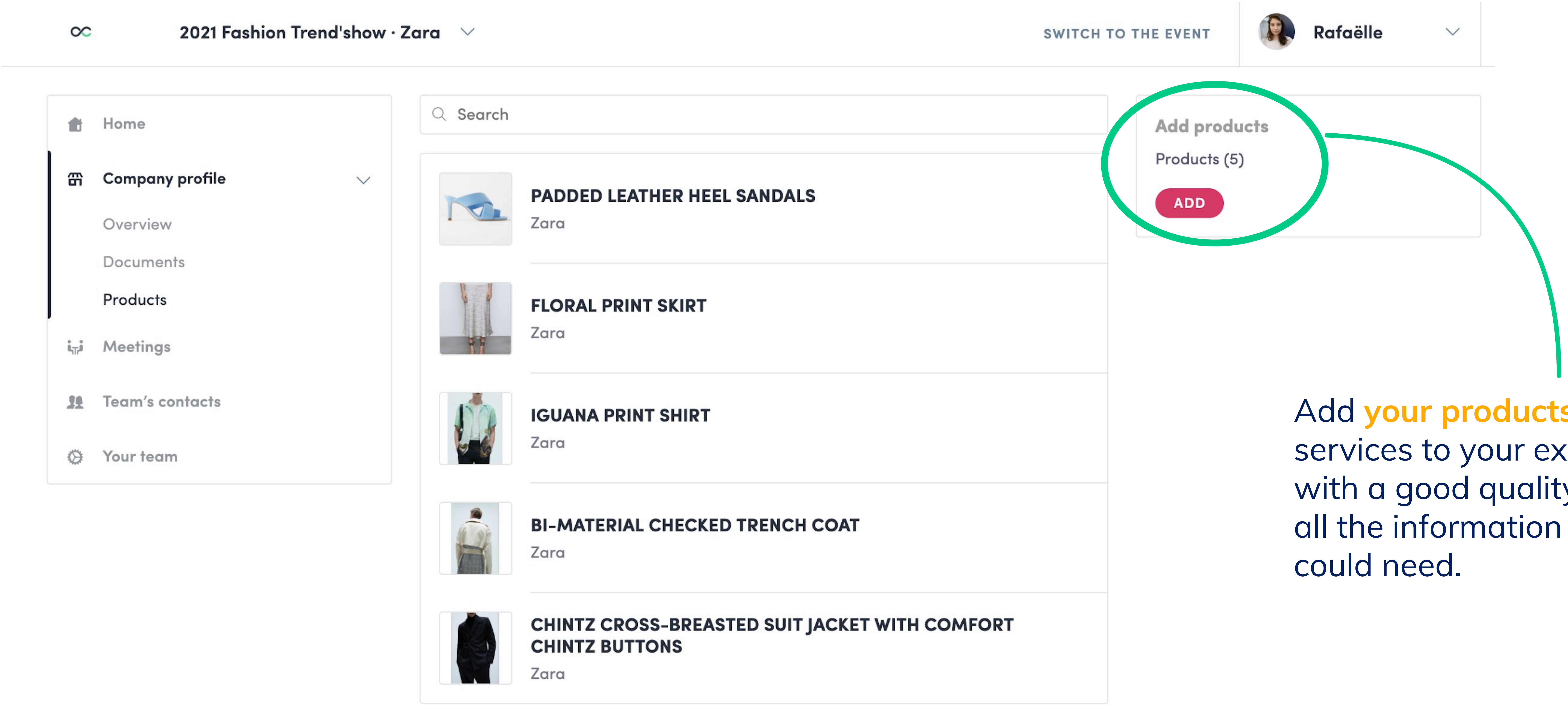
From your App or WebApp, you can also export your contacts (and only yours) as an excel file.




## Web & Mobile App

# Exhibitor Center / Products




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

# BEST PRACTICES

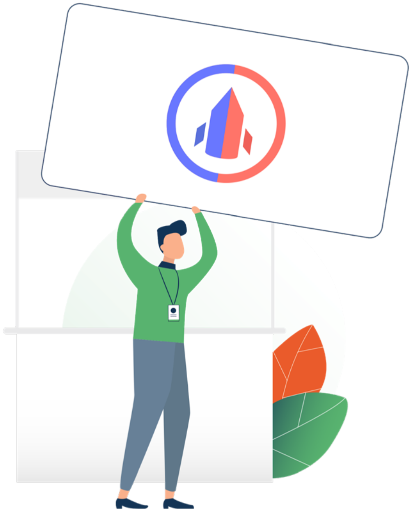
# Retroplanning

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