

# Swapcard guide for Exhibitors

**NY NOW.** Digital Market

# Why Swapcard?

Quite simply because it is a powerful lead generation, search, and discovery tool to drive sustained business for our community year-round.

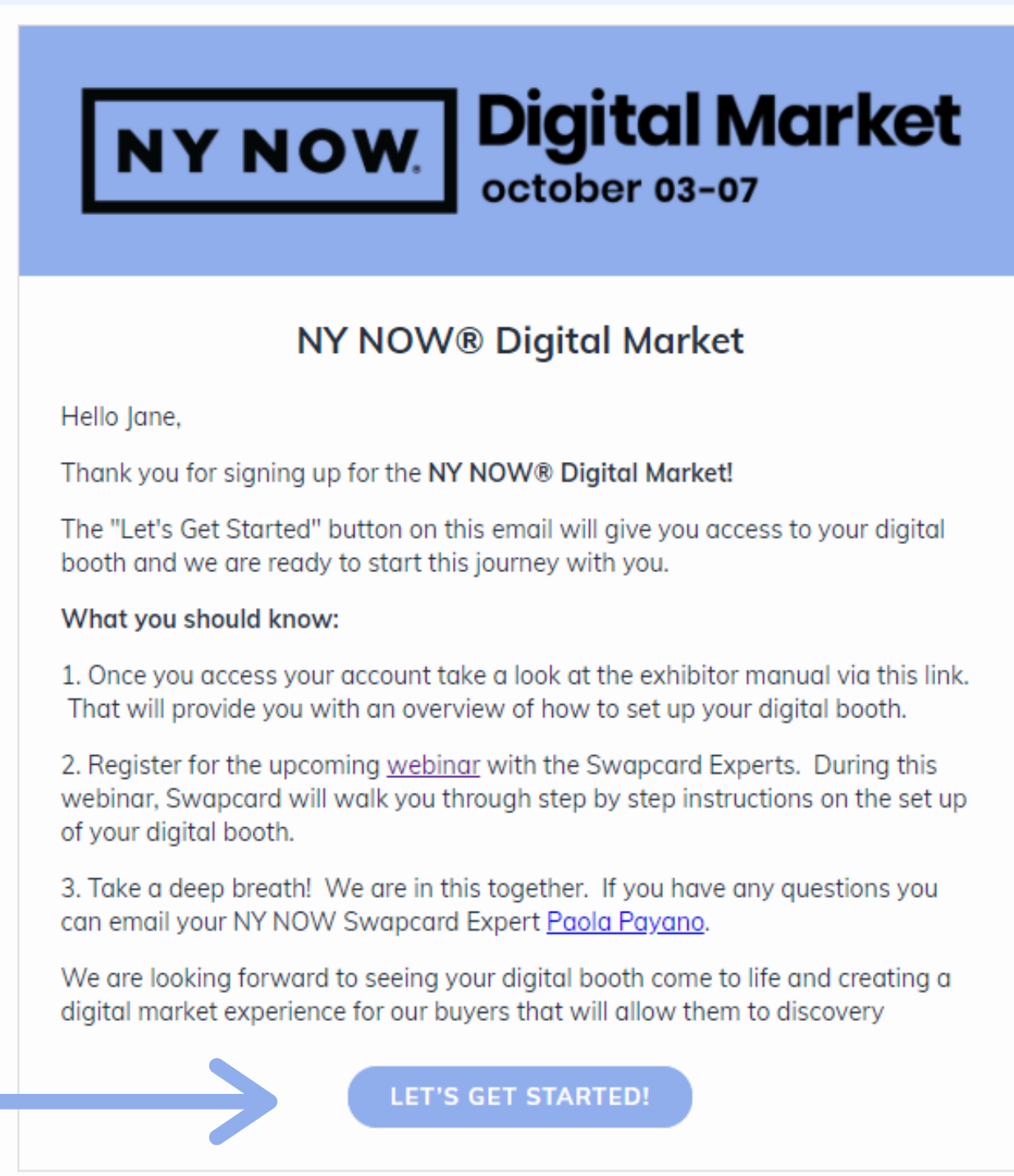
**NY NOW.** Digital Market



# step 01 login

# Email

You received an e-mail with a button redirecting to a login page. Your account is automatically pre-created by the NY NOW team. A window will then suggest that you create a password for your account.



**login**

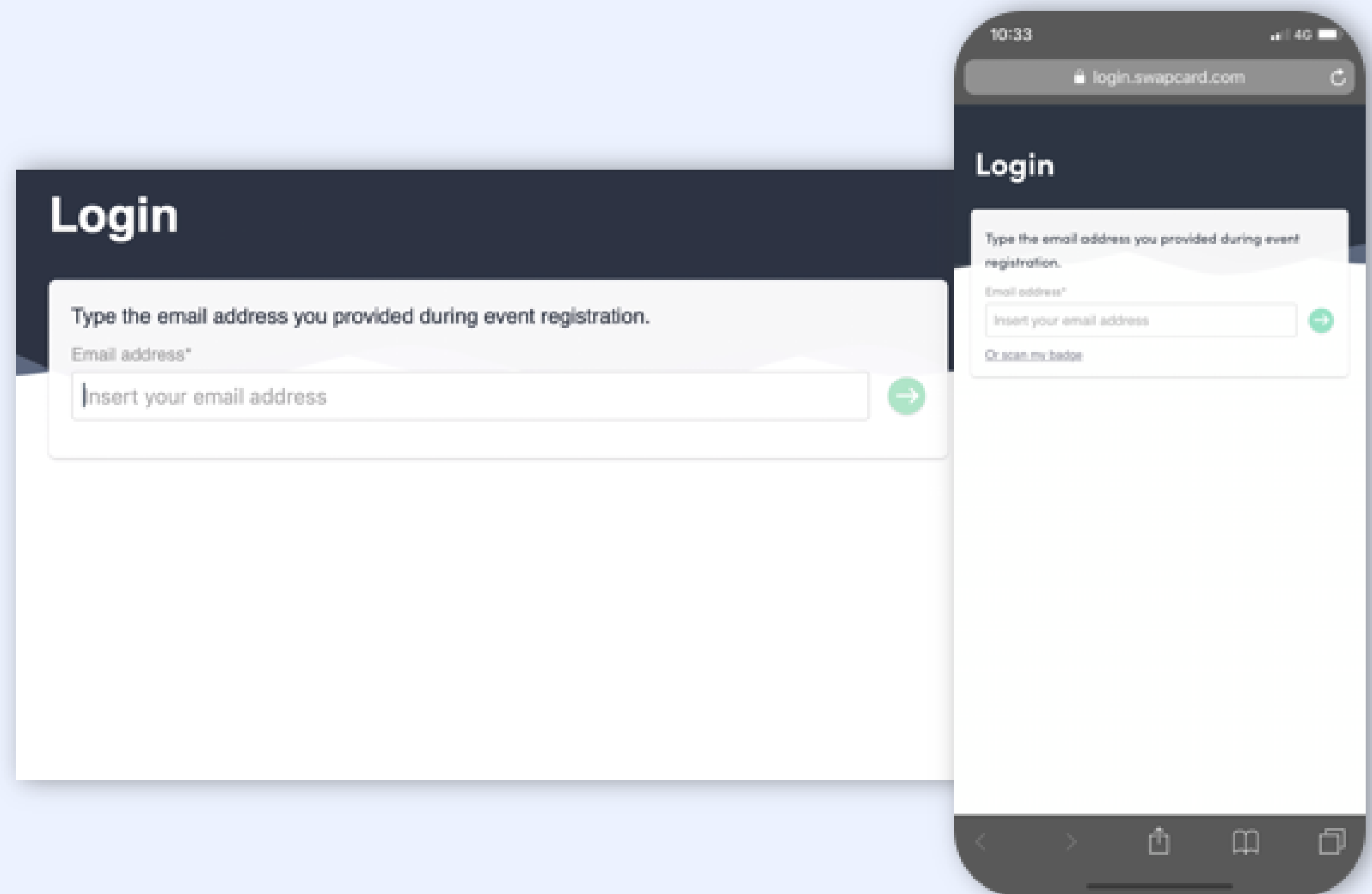
# Platform

## with an account

Access your account at  
[login.swapcard.com](https://login.swapcard.com).


Enter the email you used to  
register for the event.

If your address is not recognized,  
send an email to  
[paola.payano@emeraldtx.com](mailto:paola.payano@emeraldtx.com)




Well done!


You now have access to your event!


 NY NOW® Digital Market · Allison Handmade


ME


Miguelina

 Home

 Company profile

 Meetings

 Team's contacts

 Your team

Welcome to the Exhibitor Center

This portal allows you to increase your event visibility, control the content attendees will receive about you and maximize your return on investment.

You are able to:

- Manage and update your company profile visible by attendees
- Gather all new contacts of your team's members and export them in a single Excel file
- Promote your products or services to potential leads (optional)
- Reply to meeting request made to your company, and manage meetings of your members (optional)
- Keep track of your team's leads and success at the event

Make every opportunity count now!

Have questions? Please email Paola Payano at [paola.payano@emeraldx.com](mailto:paola.payano@emeraldx.com).

For team member registration please use this [form](#) to submit your request.

Please contact [support@swapcard.com](mailto:support@swapcard.com) if you need any help regarding the event app.

Analytics of your company

Number of views of your company profile


53

Number of people who bookmarked your company

7

Number of contacts made

2

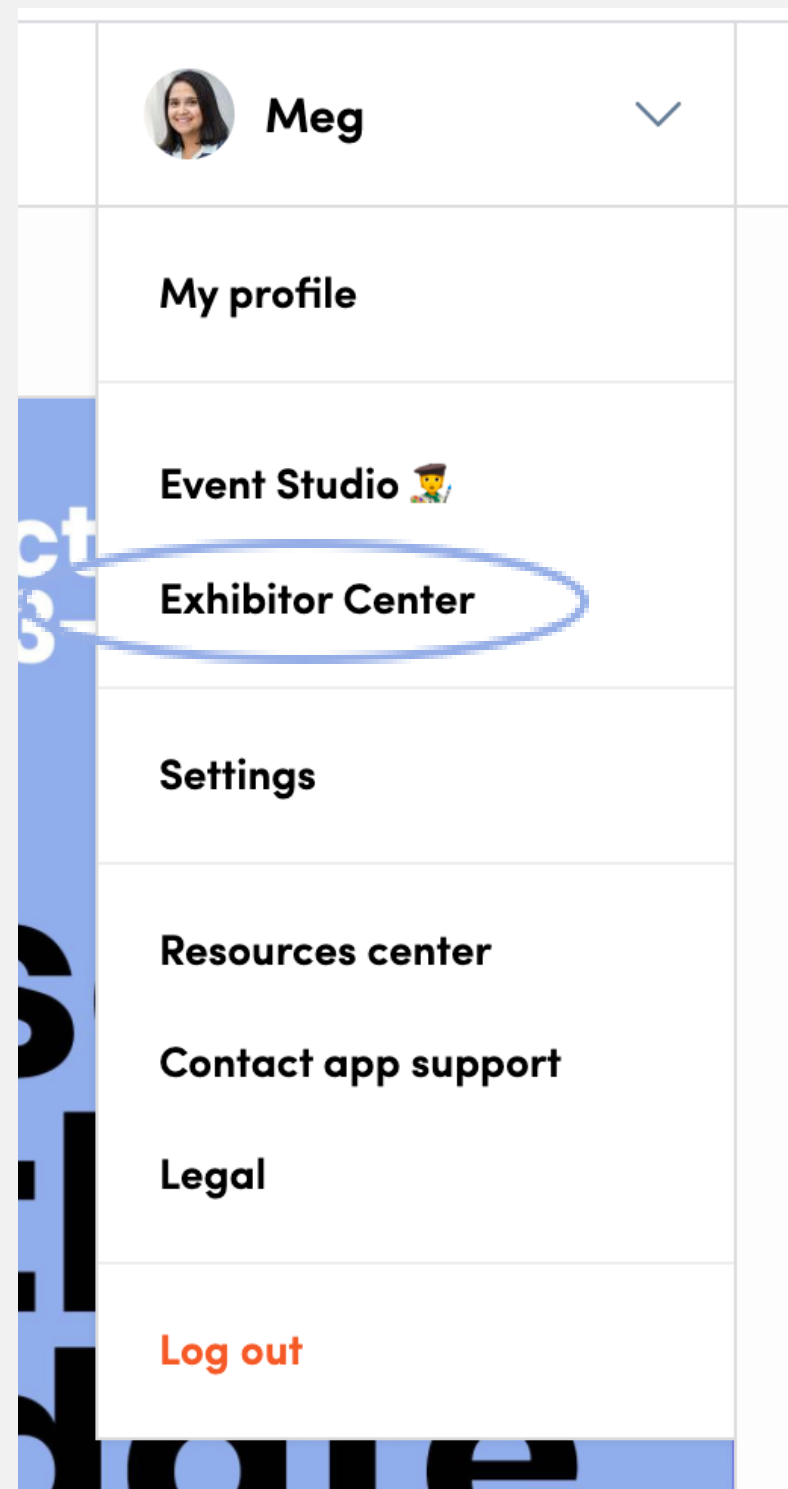


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NY NOW Digital Market

EDIT MY COMPANY PROFILE

Swapcard guide for Exhibitors



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>

# step 02

# exhibitor

# center

# 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.

swapcard

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

Address

Swapcard Address name

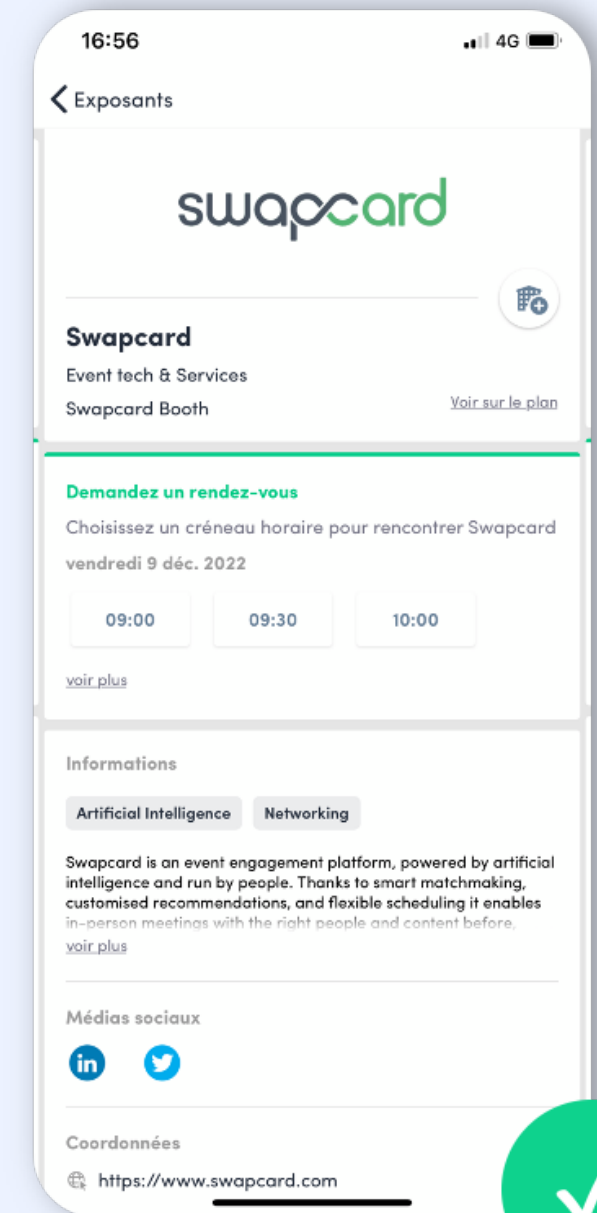
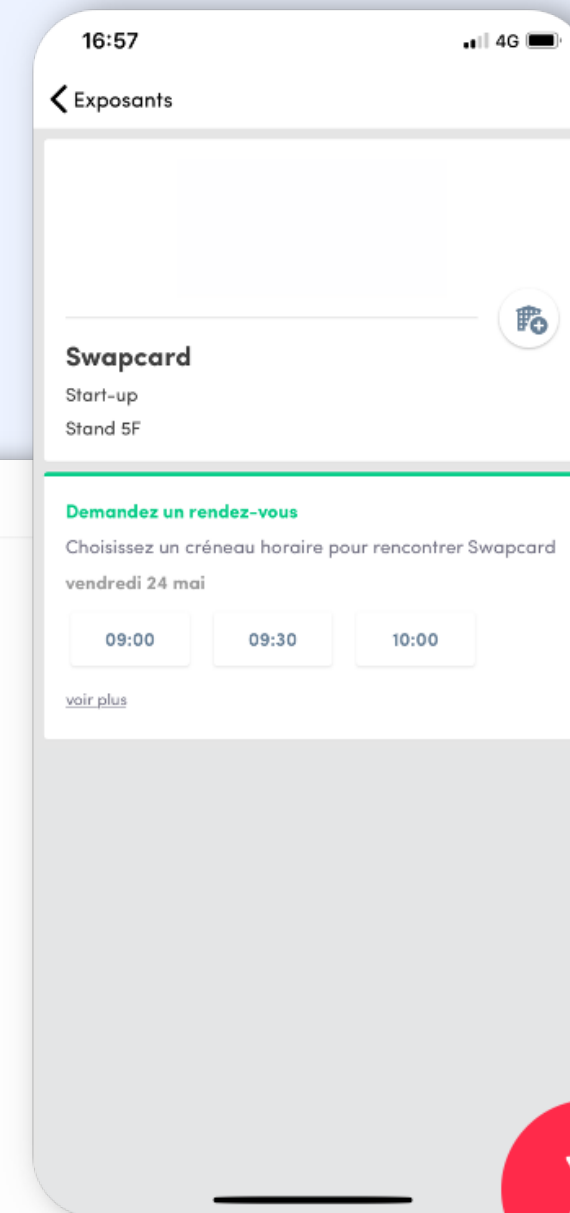
6, Rue de Paradis Street

Paris City

Île-de-France State 75010 ZIP code

France Country

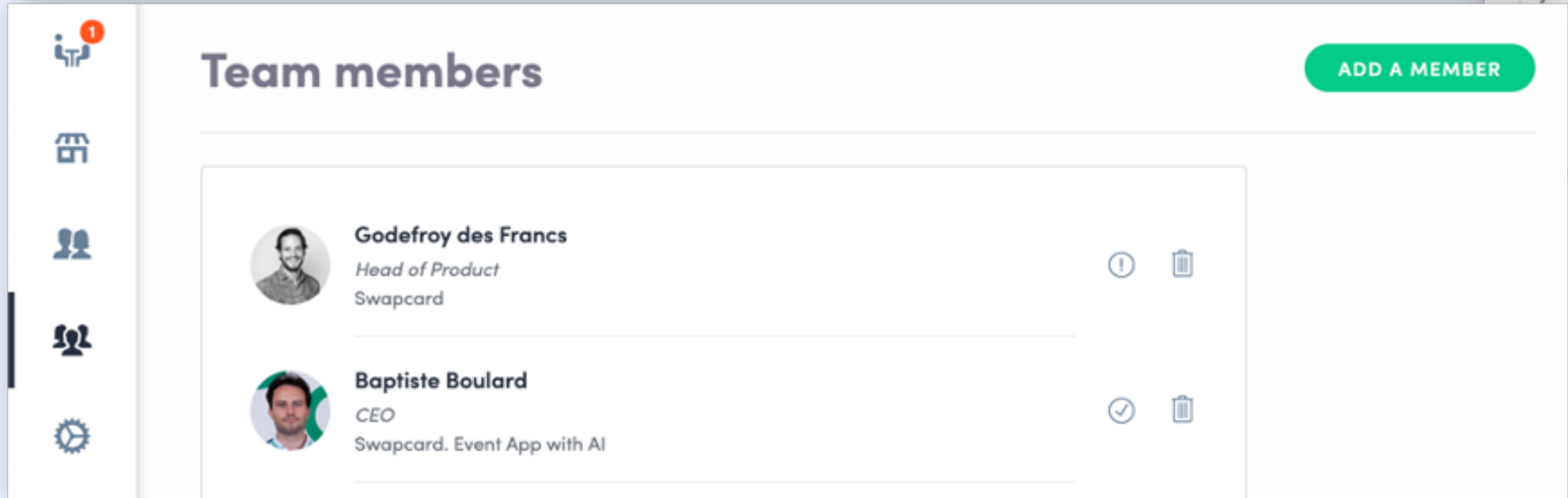
RESET ADDRESS





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, use this [form](#) to submit the request..



**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 \*

Type an email address

First name \* Last name \*

First name Last name

Job title Company

Job title Company

SUBMIT

# Team members

Shared connections

EXPORT

Search

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

# Shared contact

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.

**Note: this part will be live by October 1, 2020**

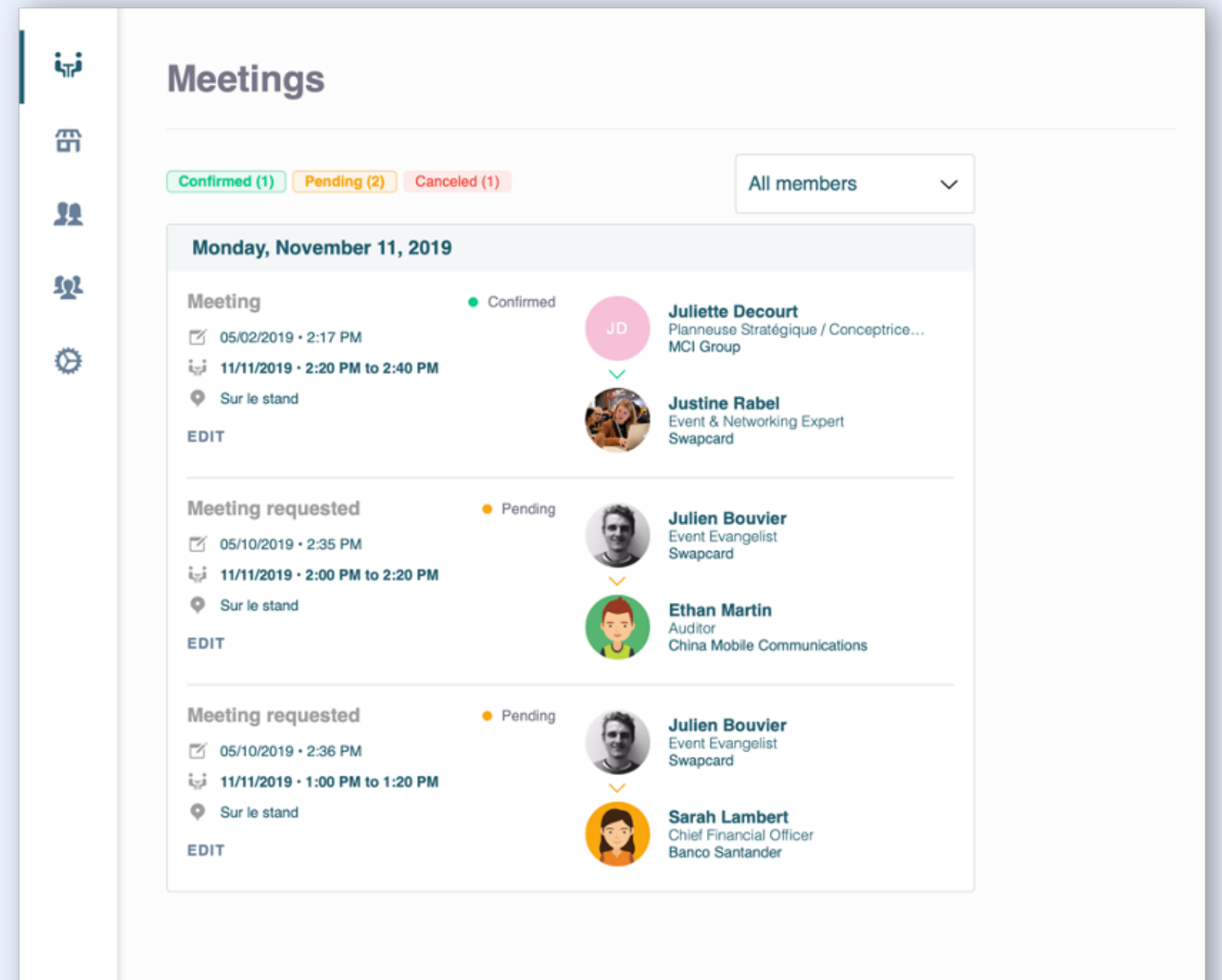
# Meeting manager

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

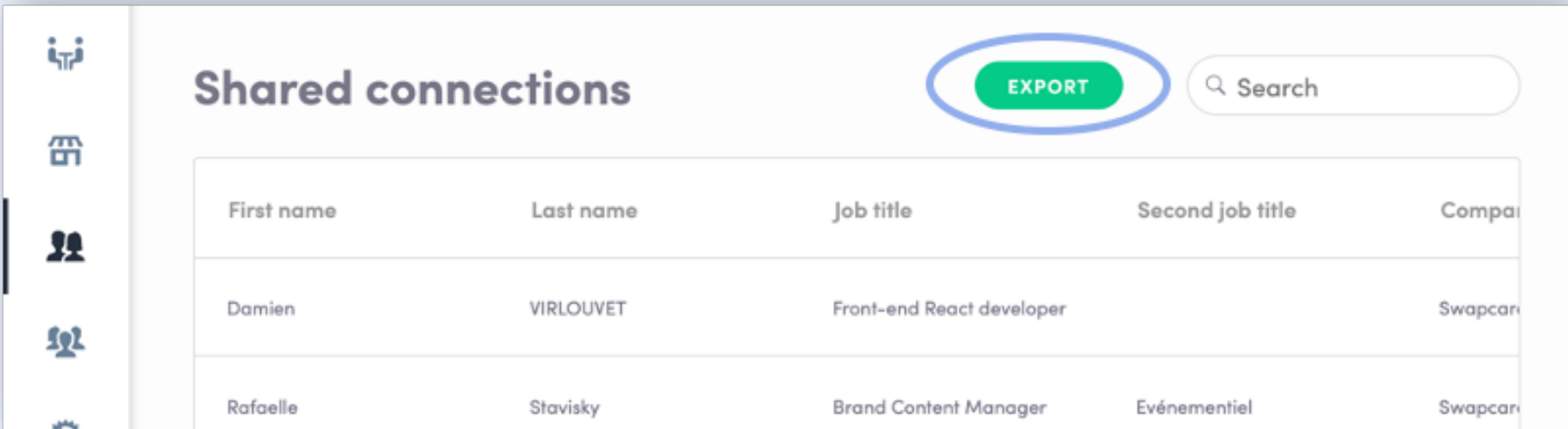
## In this section you can:

- 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

**Note: this part will be live by October 1, 2020**



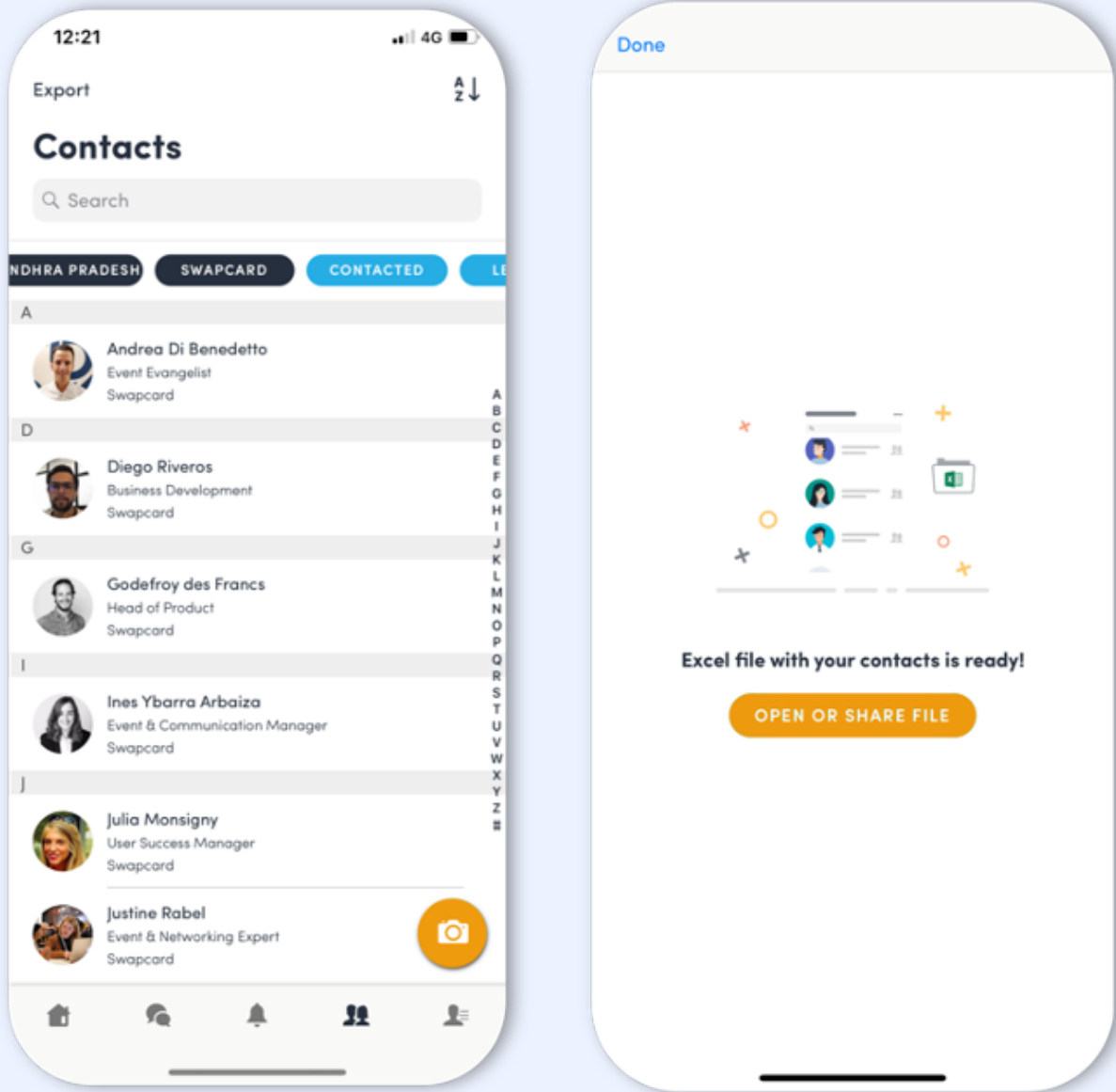
# Export



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.

**Note: this part will be live by October 1, 2020**



## Web & Mobile App

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



# step 03

# product uploads

# Creative assets

Uploading your products and product images is an important investment of time to maximize your brand's presence in the NY NOW Digital Market.

Product upload can be time consuming but is crucial to ensure that each product is tagged so that it achieves maximum visibility as buyers search and explore the Digital Market

### Creative specifications

- For image, we recommend using a 800x800px (1:1 ratio) image
- No larger than 1MB.

## Prepare for product upload

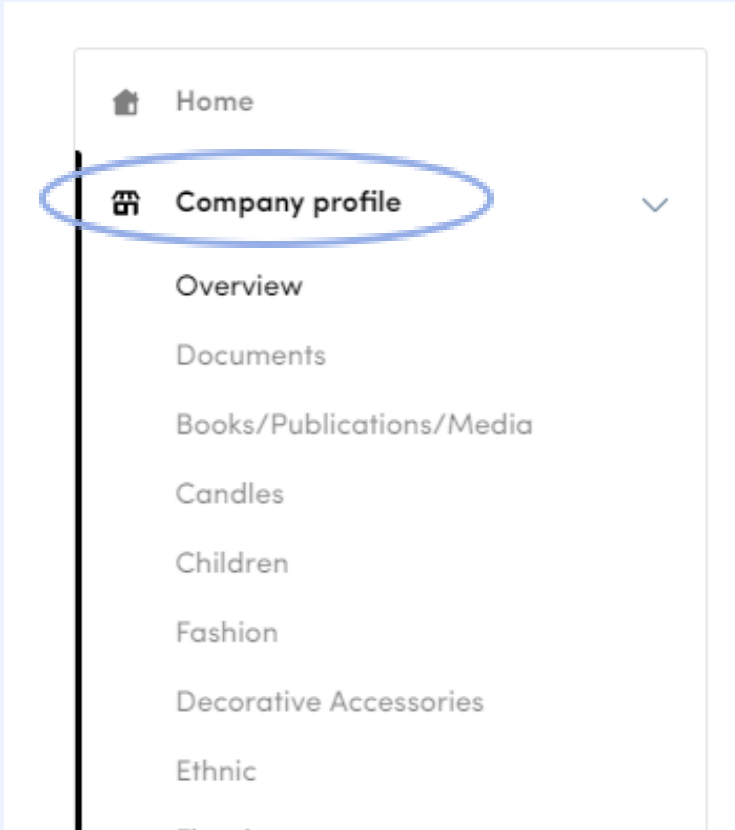
- Decide which products you wish to upload
- Gather all images for those products in one place.
- Review the search filters and keywords that can be selected here

## Upload your products

- Schedule uninterrupted time to perform the upload
- Work is saved automatically
- Make a list of questions to ask us as you go
- Please contact [paola.payano@emeraldtx.com](mailto:paola.payano@emeraldtx.com) with questions



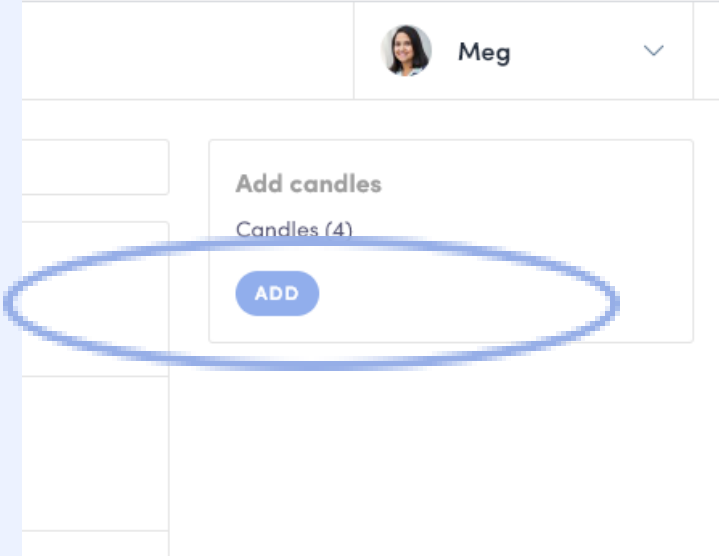
Products are uploaded by product categories



01 Within your exhibitor center – select company profile on left navigation and then select the category of the product being uploaded.

A screenshot of a form titled 'Add a new item'. It contains a 'Category' dropdown menu with 'Select a sub-category' as the placeholder. Below that is a 'Name' text input field with 'Add a name' as the placeholder. Underneath is a 'Description' text area with 'Add a description' as the placeholder. A blue 'CREATE' button is located at the bottom right of the form.

02 Select your sub-category, enter product name and description – click Create.



03 Select "add" button on right side.

A screenshot of a product details form. It starts with a 'test' title and a placeholder image. Below is a 'Name' field with 'test' entered. A 'Description' field also has 'test' entered. Further down are fields for 'Shop By Season', 'Materials', and 'Technique'. At the bottom, there are dropdown menus for 'New Products' and 'Communities', and a 'Country' dropdown with 'Select your country' as the placeholder.

04 Now add product images, review description and select your filters.

step 04

best practices & tips



# Plan Ahead

## before

- Edit your profile
- Connect with qualified attendees
- Send your first meeting requests
- Answer to your first meeting requests

## during

- Note & tag your new contacts
- Chat with them directly on the application

## after

- Continue to chat with your new contacts
- Export your contact list
- Qualify your leads for better ROI



# Online Support



## e-mail

Send us an email on  
[paola.payano@emeraldx.com](mailto:paola.payano@emeraldx.com)



## webinar

Attend a full platform demonstration  
during the next Webinar.