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.

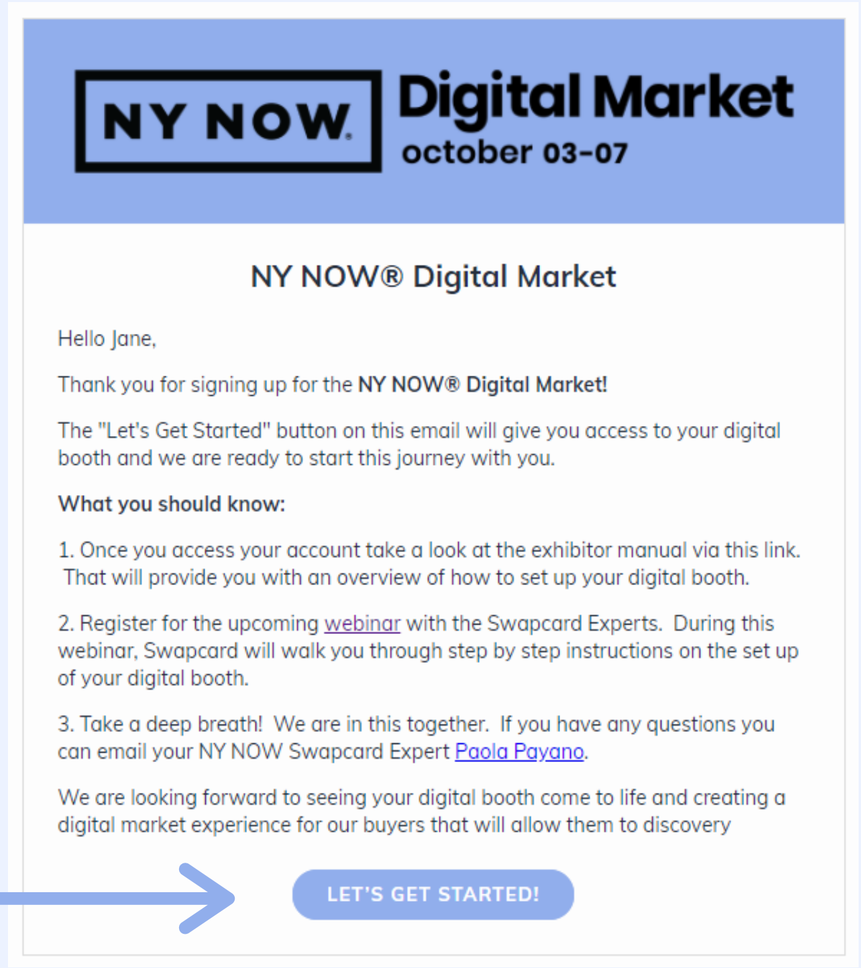
NY NOW Digital Market

step 01 login

Swapcard guide for Exhibitors

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.



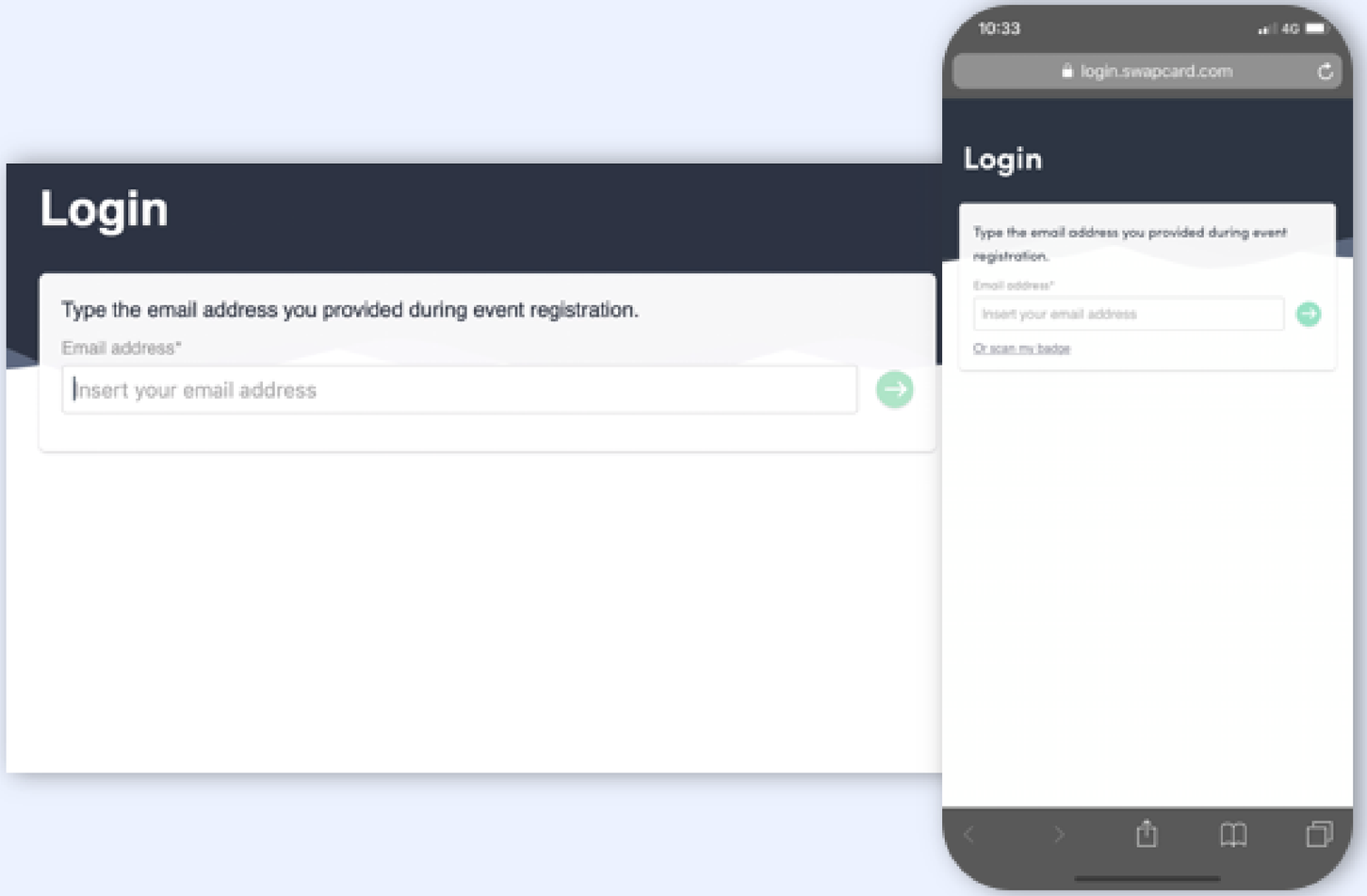
Platform

with an account

Access your account at login.swapcard.com.

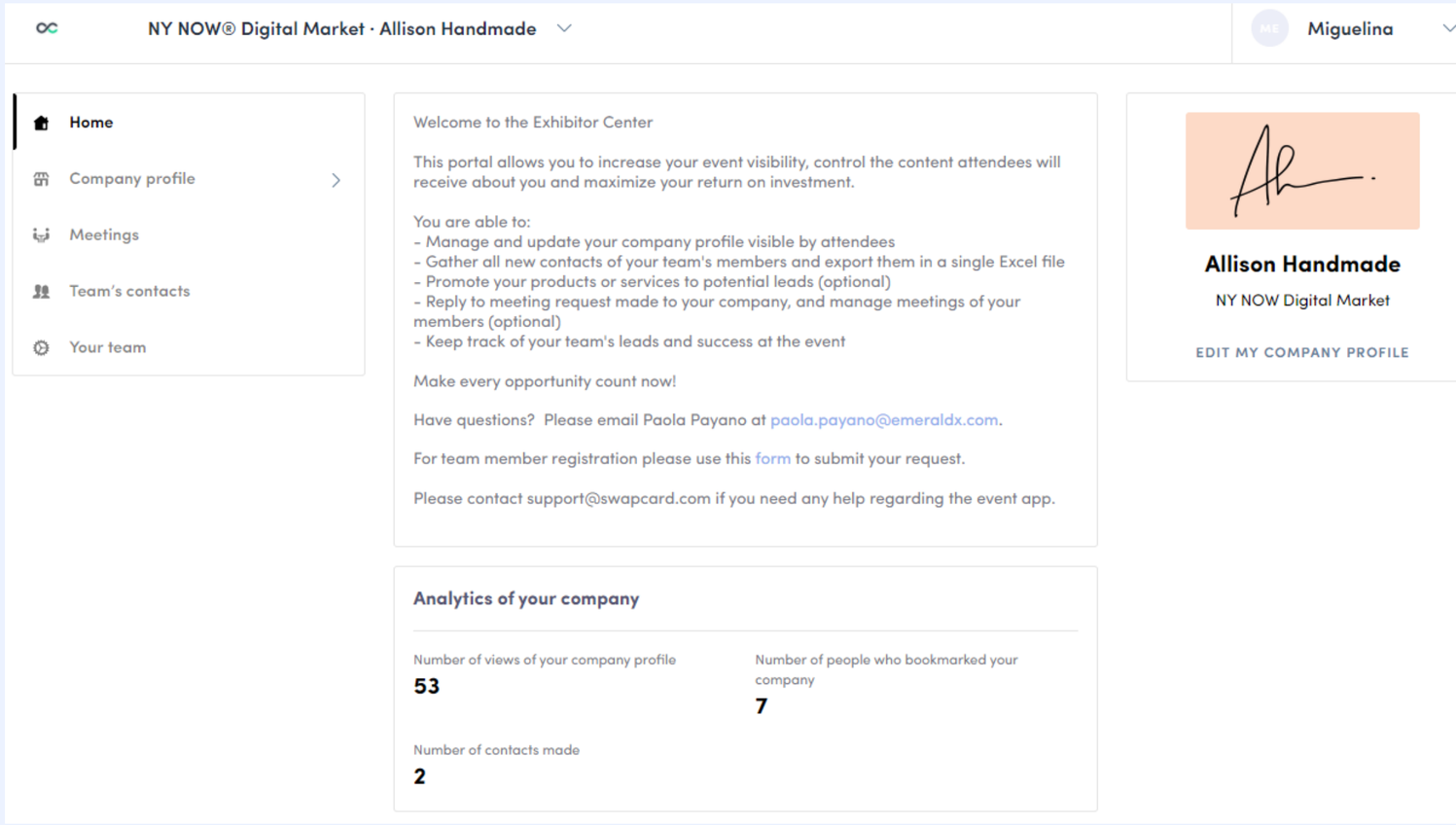
Enter the email you used to register for the event.

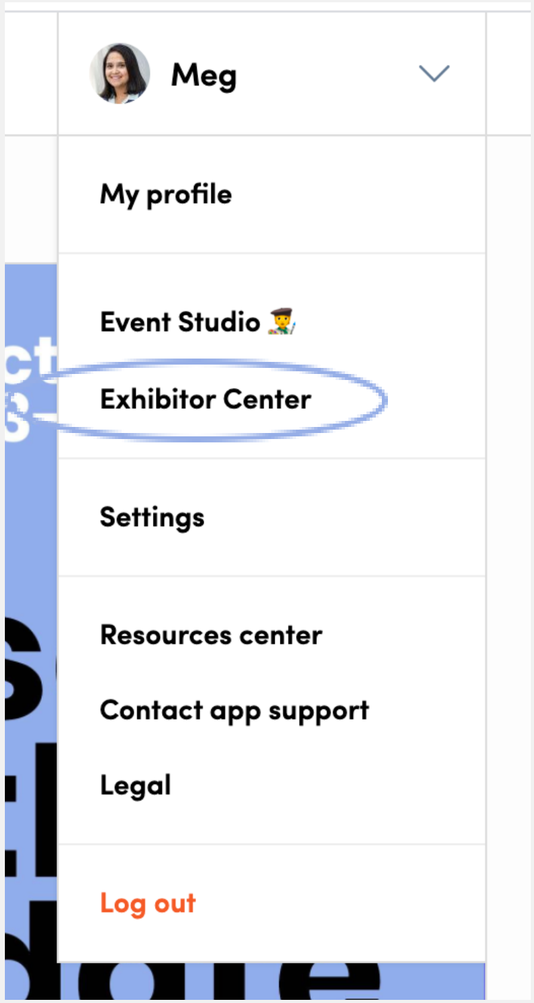
If your address is not recognized, send an email to paola.payano@emeraldx.com



Well done!

You now have access to your event!





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

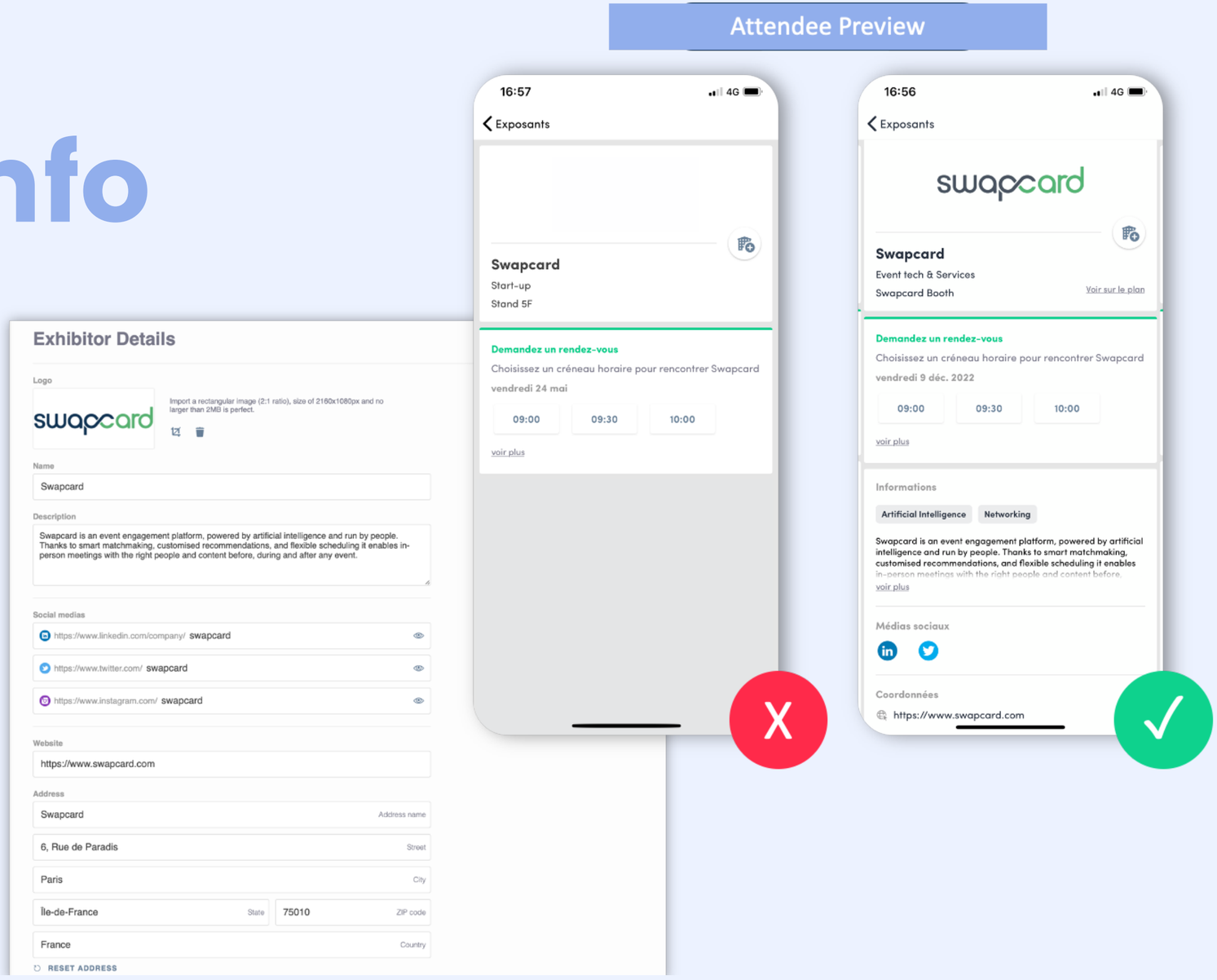
or on http://team.swapcard.com

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:

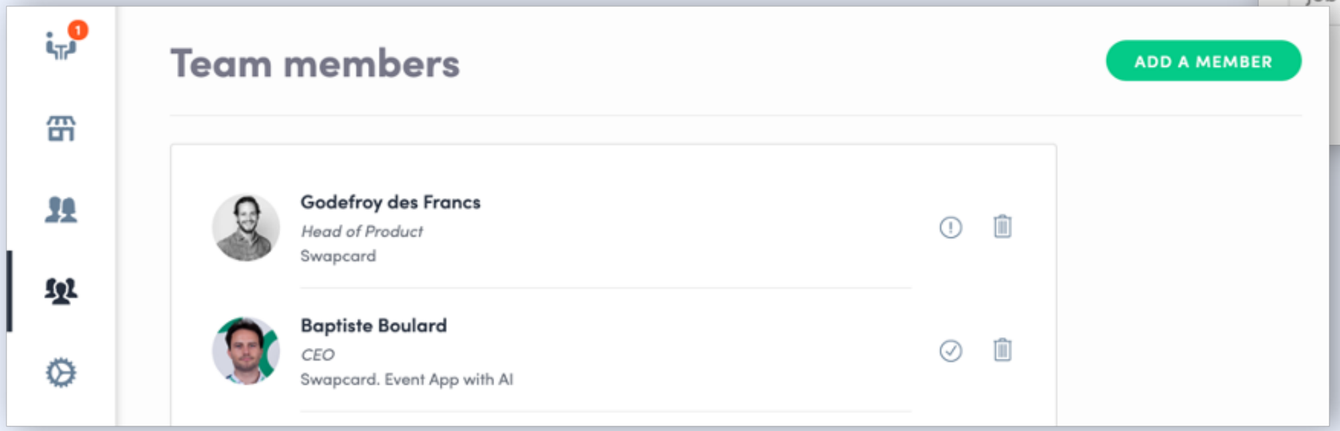
- **Logo**
- **Name**
- **Description**
- **Social Networks**
- **Website**
- **Address**

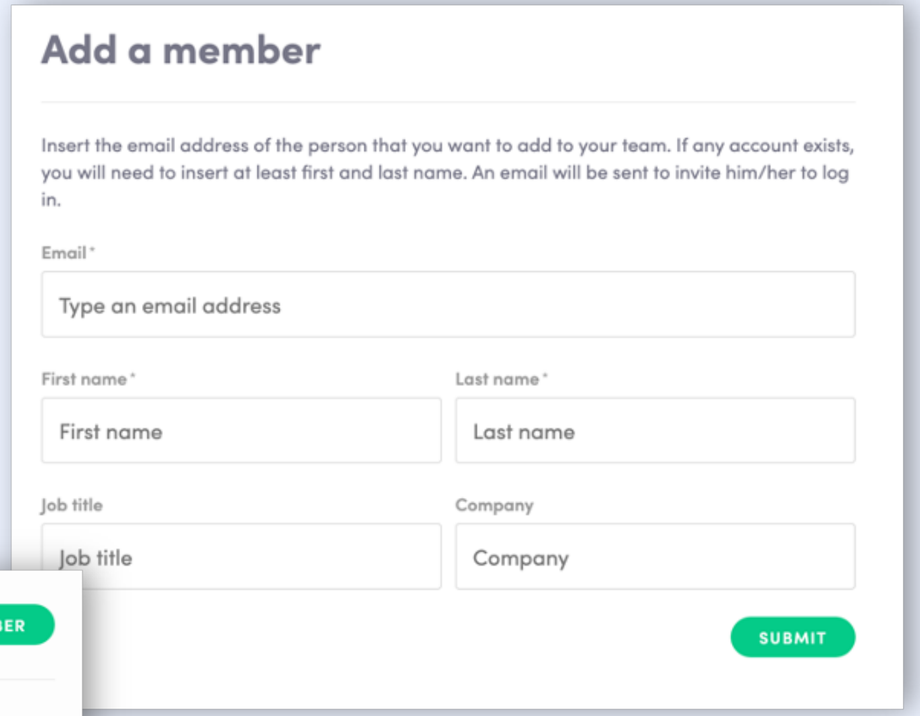


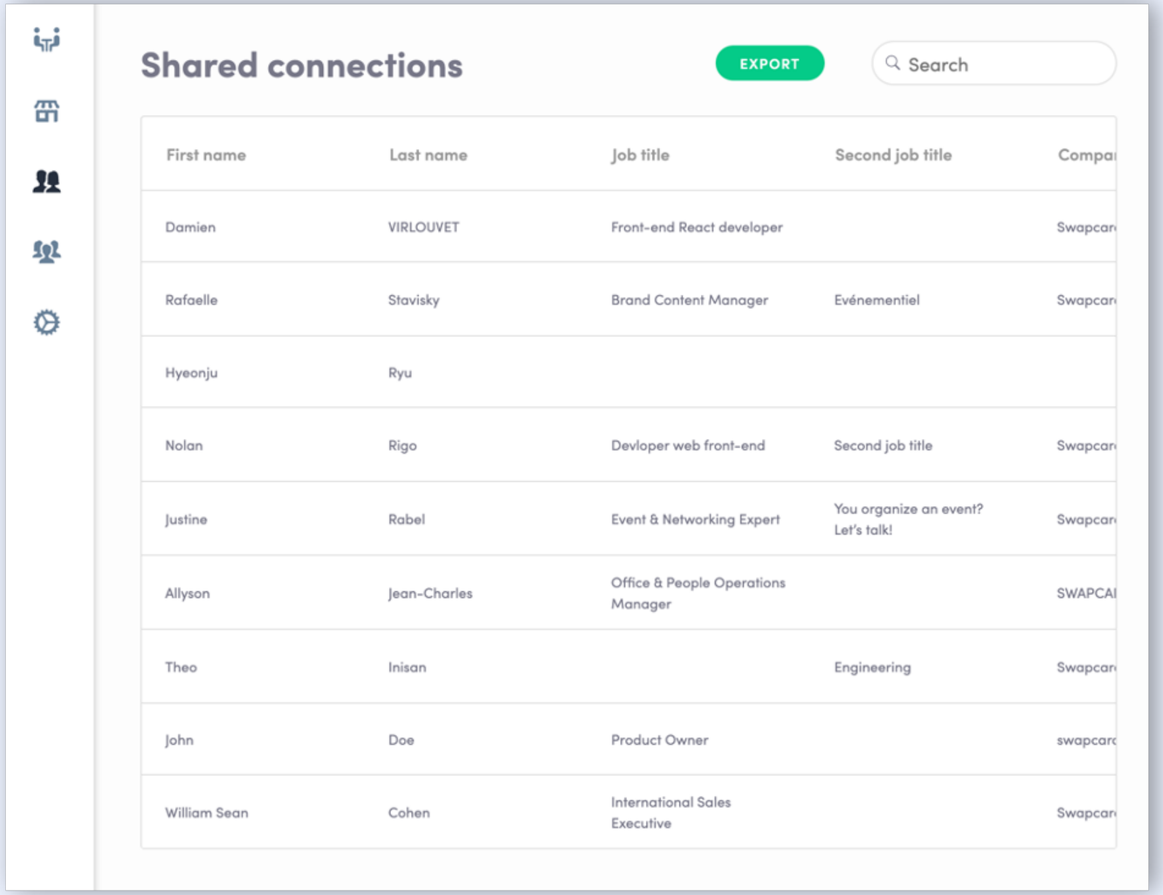
Team members

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, use this form to submit the request..







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

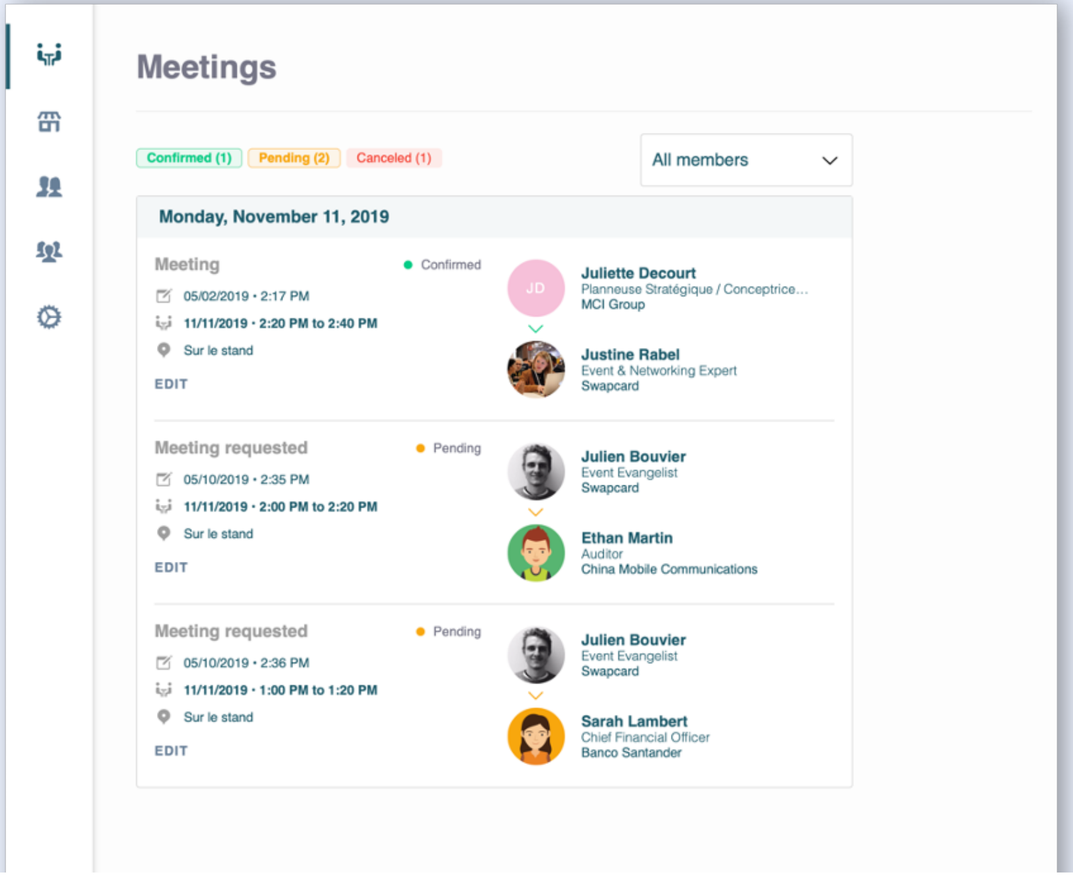
Meeting manager

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

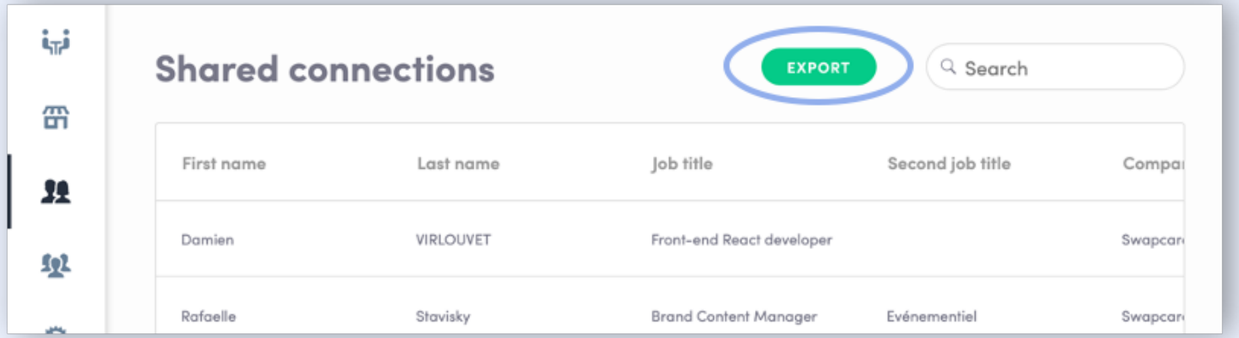
In this section you can:

- 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



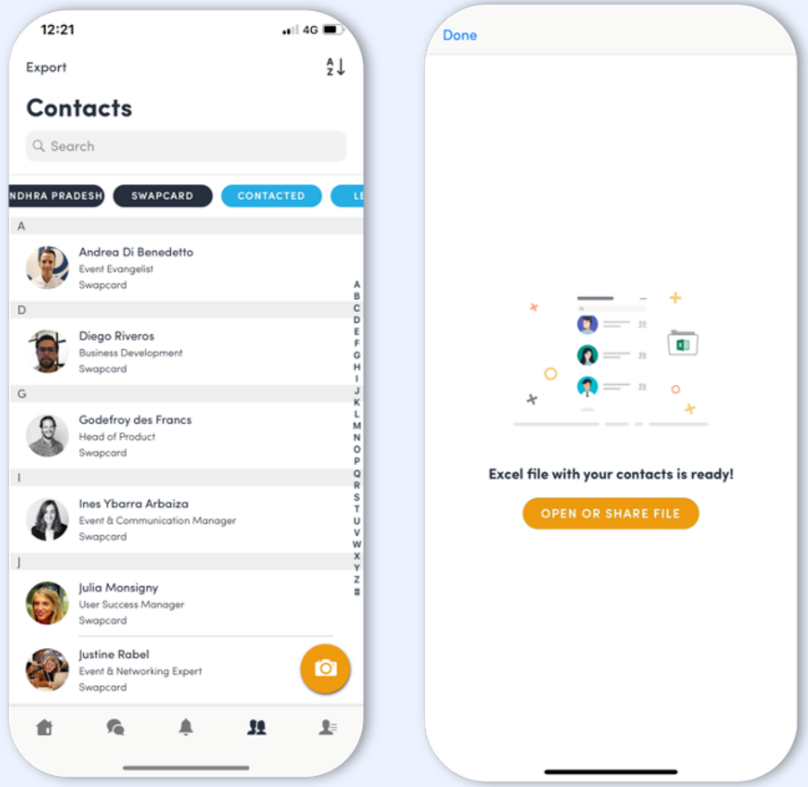
Export



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

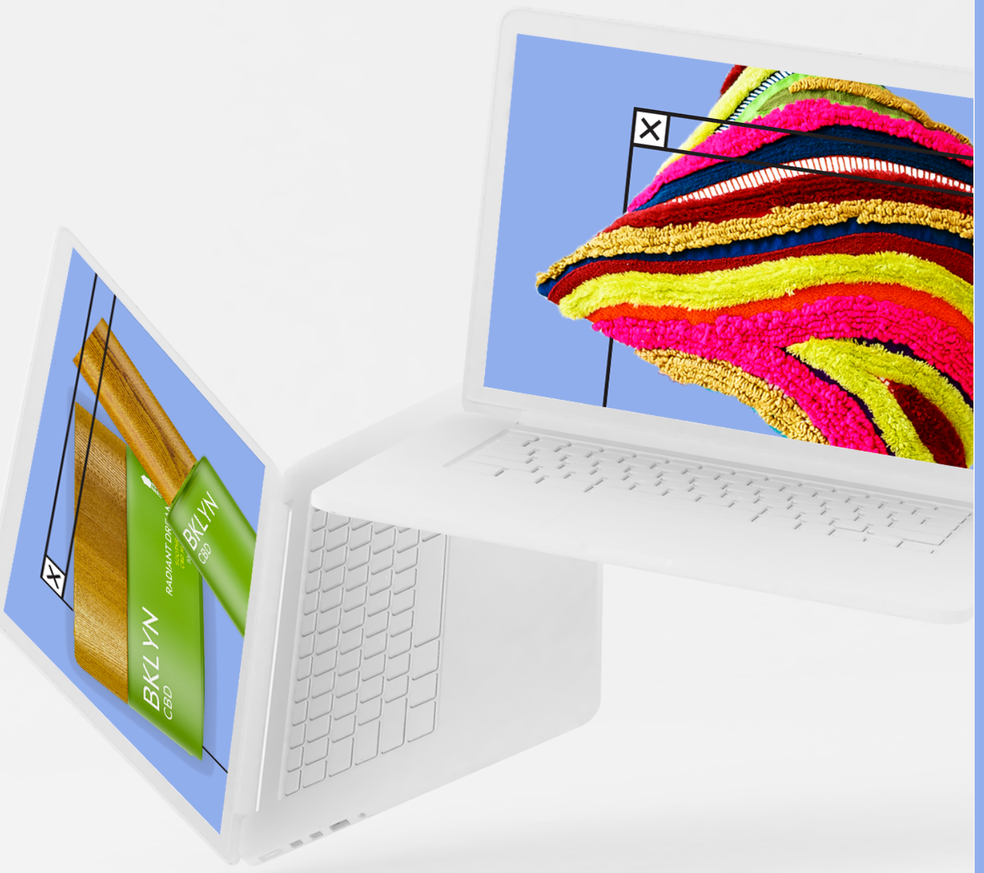
This export is done in the form of an excel file containing all the information of each contact, including the collaborator who initiated this contact, its date of addition, tags and other notes taken by each.

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

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

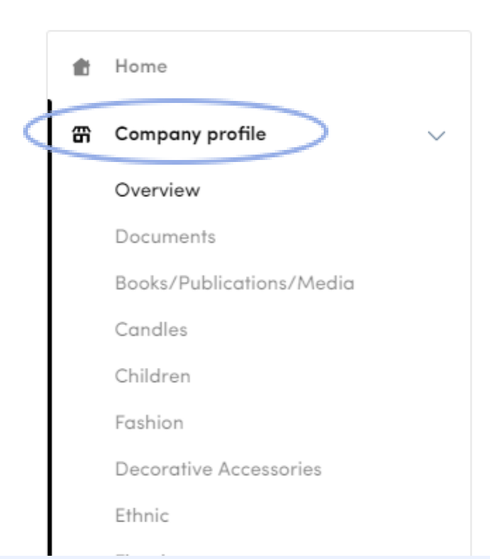
- Schedule uninterrupted time to perform the upload
- Work is saved automatically
- Make a list of questions to ask us as you go
- Please contact paola.payano@emeraldx.com with questions

Creative specifications

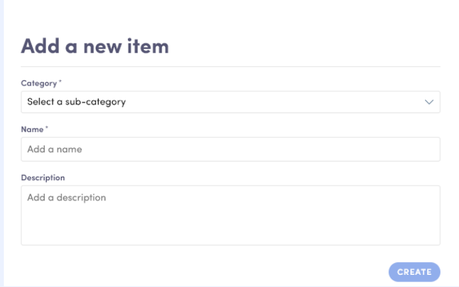
- For image, we recommend using a 800x800px (1:1 ratio) image
- No larger than 1MB.

product uploads

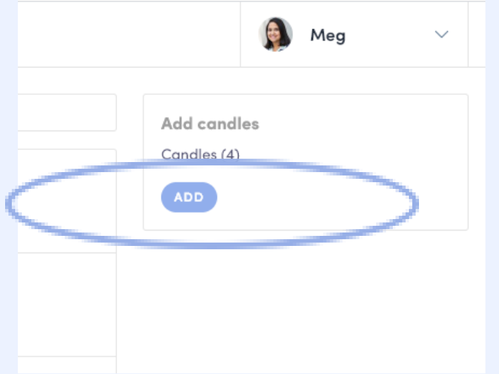
Products are uploaded by product categories



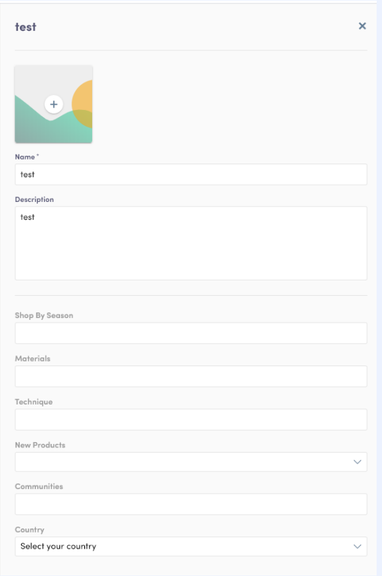
01 Within your exhibitor center - select company profile on left navigation and then select the category of the product being uploaded.



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



03 Select "add" button on right side.



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

webinar

Attend a full platform demonstration during the next Webinar.