

Digital Market Guide For Exhibitors

NY NOW. Digital Market



Why the NY NOW Digital Market?

Quite simply because it is the networking platform that will save you a considerable amount of time and allow you to multiply your ROI by 3.

To do this:

- prepare your digital booth in advance
- connect with the right people
- increase your visibility with a large number of potential buyers
- keep track of your contacts
- make your opportunities a reality



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. A window will then suggest that you create a password for your account.

NY NOW

NY NOW® Digital Market

Hello Jane,

Thank you for signing up for the NY NOW® Digital Market!

You should have received an email from hello@swapcard.com with a link to login to your account. A pop-up window will invite you to create a password for your account, before proceeding to set up your digital booth.

Please note: if you have not received an email from Swapcard, please email paola.payano@emeraldx.com.

If you have already created your Digital Market user account password, you can access your page at login.swapcard.com to get started. In the top right navigation, use the drop-down menu to select Exhibitor Center.

Then click on your company name to access your digital page where you can add content to your digital booth. You'll be able to add your brand logo and company info, upload a header image or video link, select your product categories, and upload your product details and images. Get started TODAY so your digital booth is ready to do business when those buyers come flooding in!

View this [Demo Video](#) to get started.

LET'S GET STARTED!

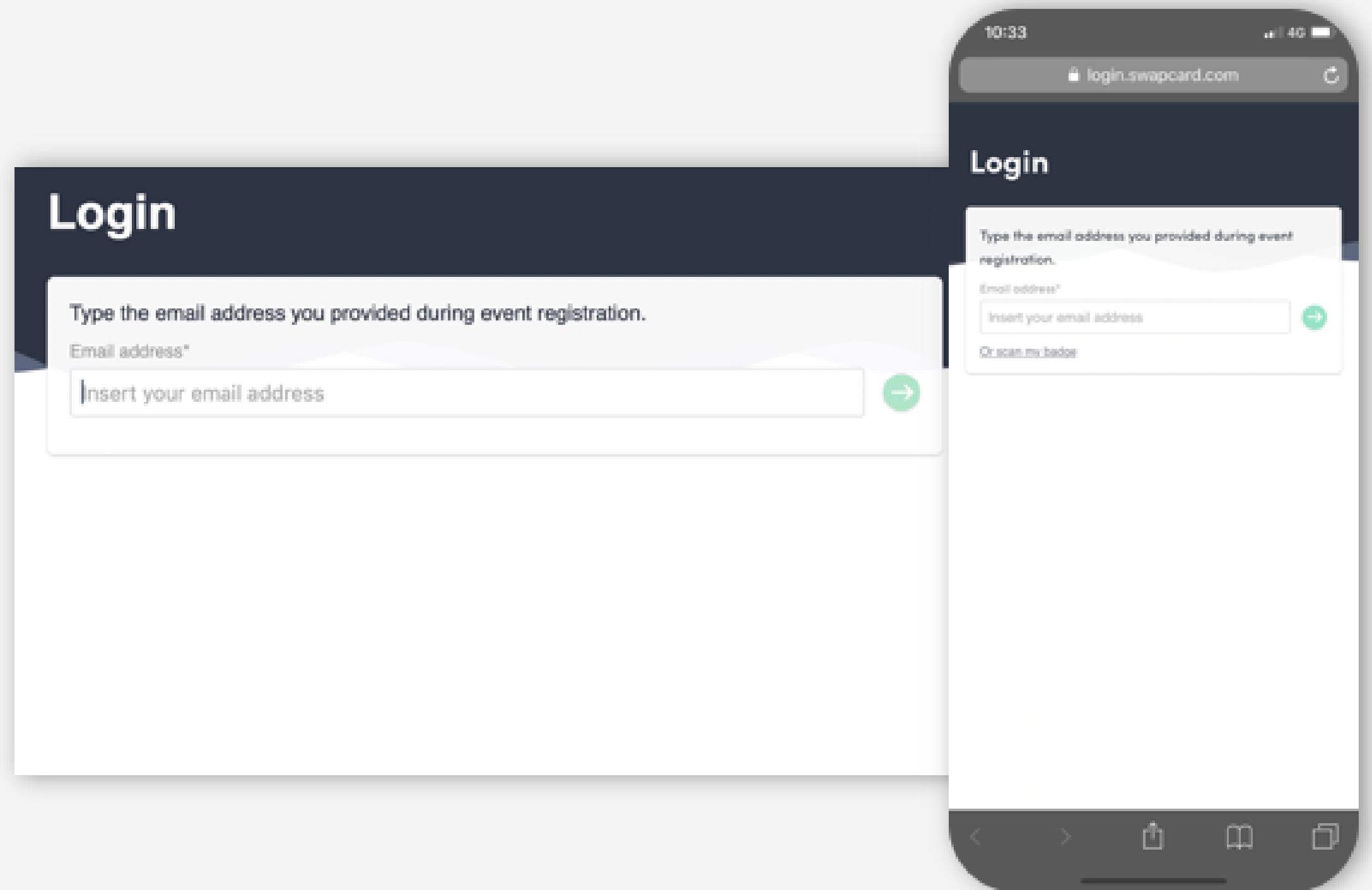
login

Platform

Access your account at
login.swapcard.com.

Enter the email you used to register for the digital market. If you have forgotten your password, simply request a magic link for access.

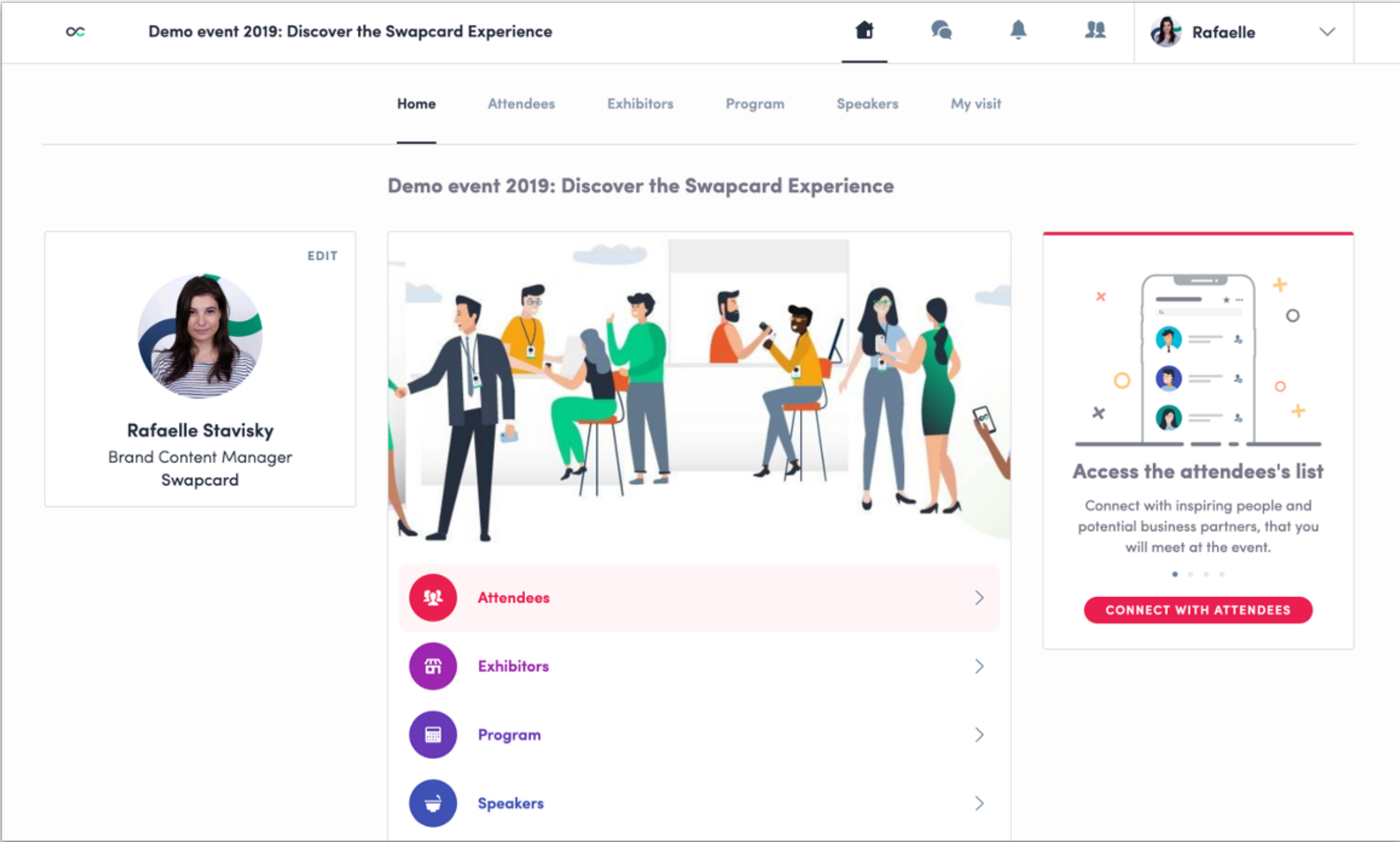
If your address is not recognized, send an email to
paola.payano@emeraldx.com



Well
done!

You have now successfully
created your account and can now
access NY NOW Digital Market.

Discover what is new and exciting
on the homepage.





step 02

app + webapp

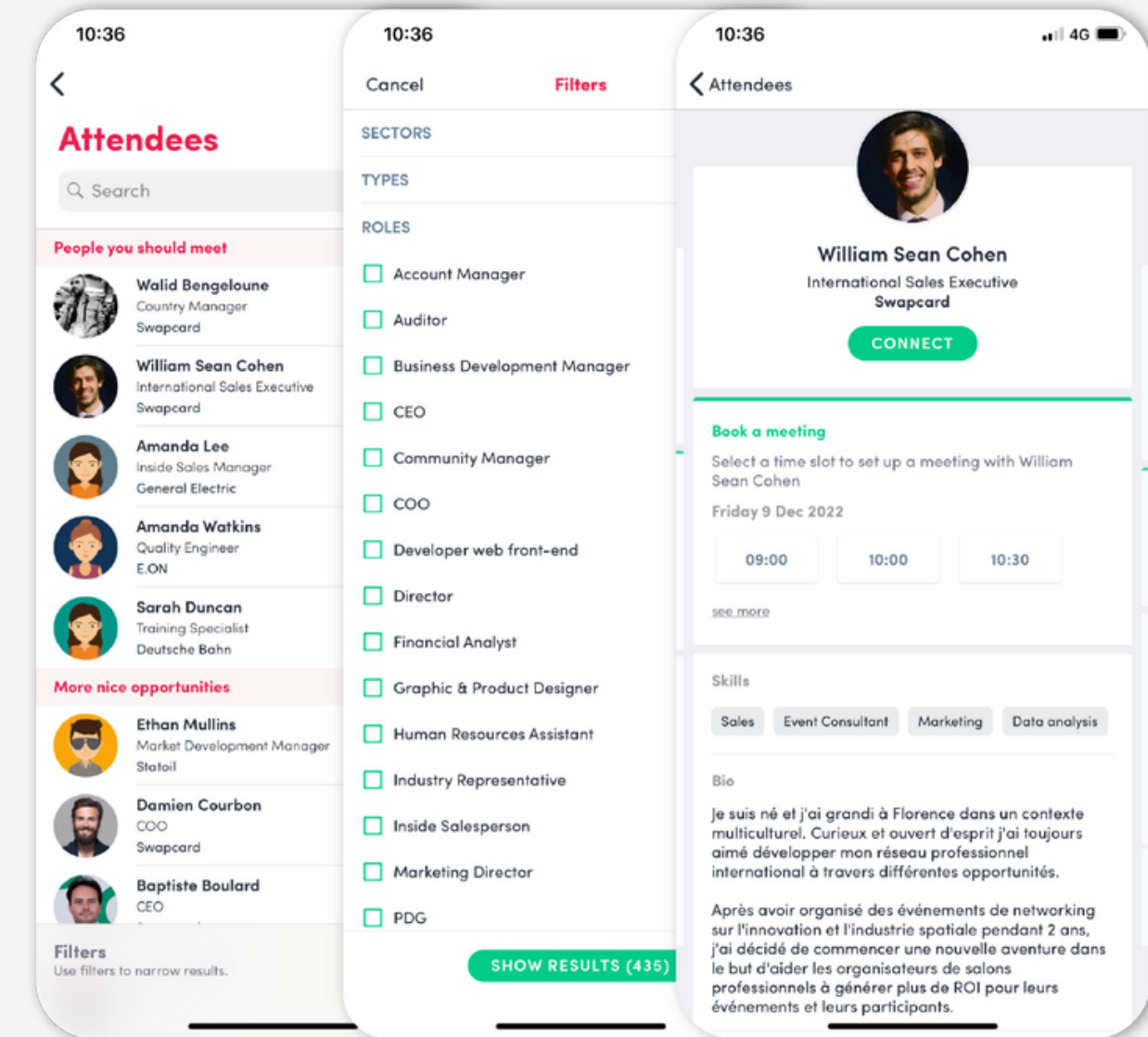
Attendees + matchmaking

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 attendees

AI & Matchmaking

1. Fill in your profile information
2. Enter your search criteria
3. Add the profiles that interest you



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

The more data you enter into the platform, the more efficient the matchmaking will be.



Brands + Makers by NY NOW® Section

All exhibiting Brands + Makers are included in this list and initially listed in alphabetical order. As a buyer selects filters from the left-hand side of the page, the view will change to only show Brands + Makers that meet those filters.



Search Products

Products from all exhibiting Brands + Makers are included in this section. As a buyer selects filters from the left-hand side of the page, the view will change to show appropriate products based on the buyer's selections.



Market Agenda

All sessions are located in the "Market Agenda" section. You have the ability to bookmark the sessions that interest you to create your personalized agenda. By clicking on a session you can visualize who is leading it and which sponsors are attached to it.



My Agenda

View your connections and personalized Market Week agenda.



Community

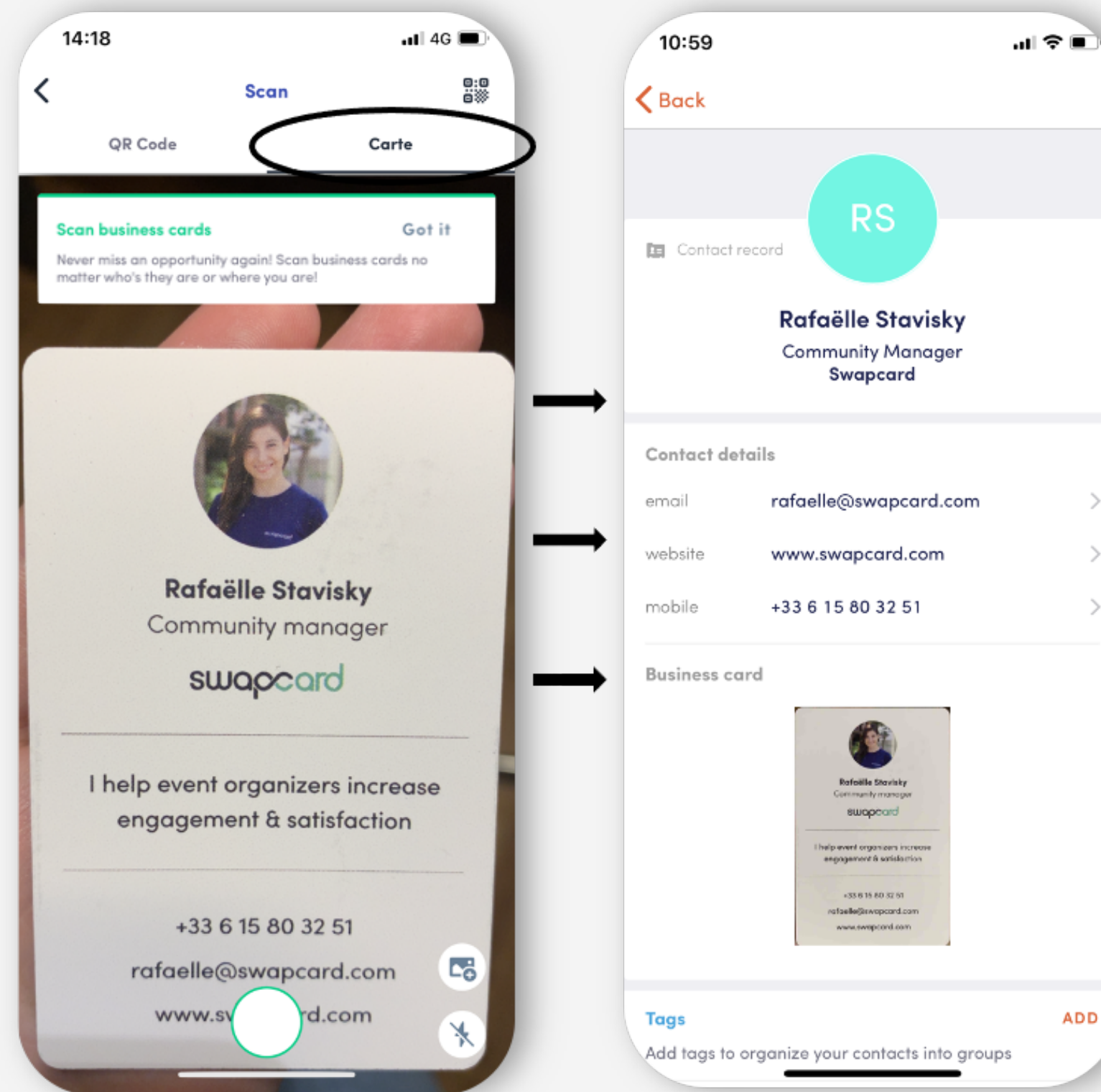
Search all registered attendees within the community tab! Either use the search bar to find specific attendees or select filters to really drill down and search the most relevant buyers for your product. Click on an attendee profile to review their information and send a connection request.

Event Navigation

Business card scanning

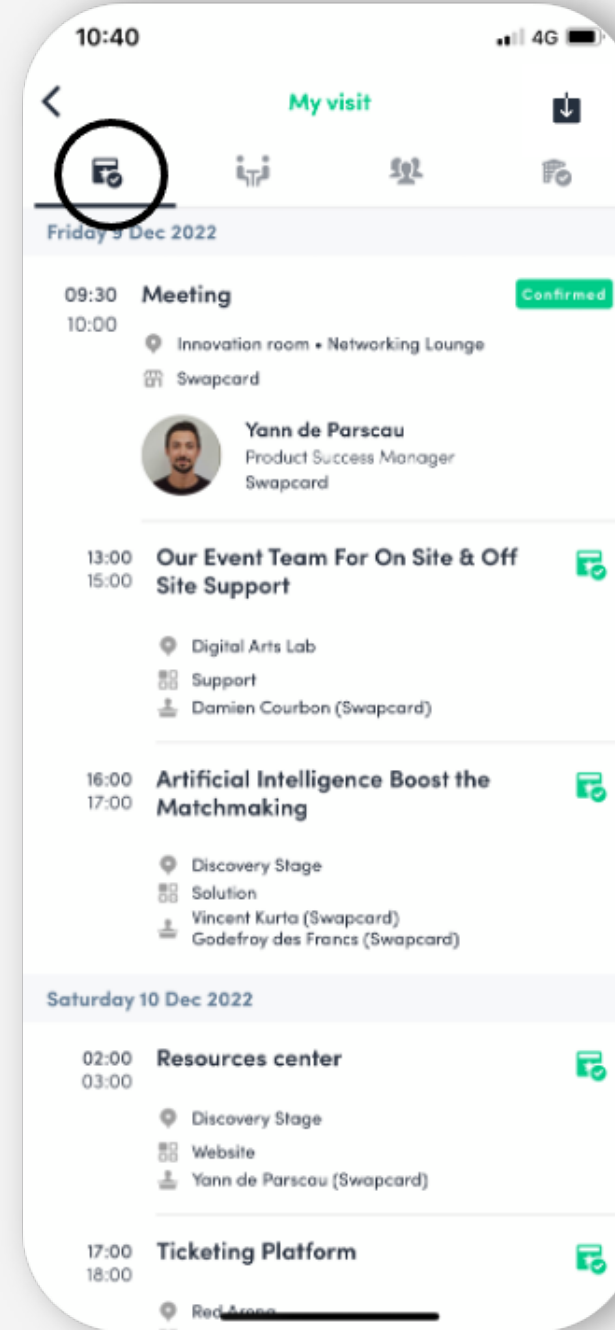
To scan a business card, click on the "**Camera**" icon on the home screen of your event. Then select "Card" at the top right of the screen.

By scanning an attendee's business card, you can save their data directly to your contacts. The business card data is automatically recognized and extracted in a contact form. You can edit the information contained in this sheet at any time.

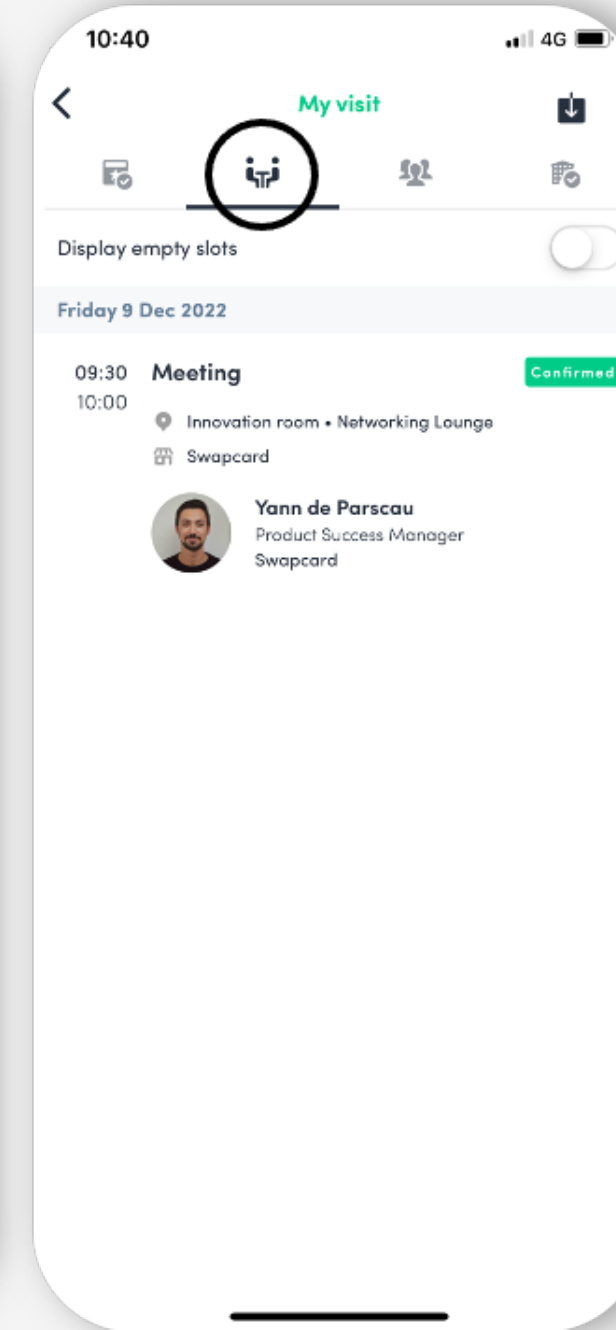


How to make a video call

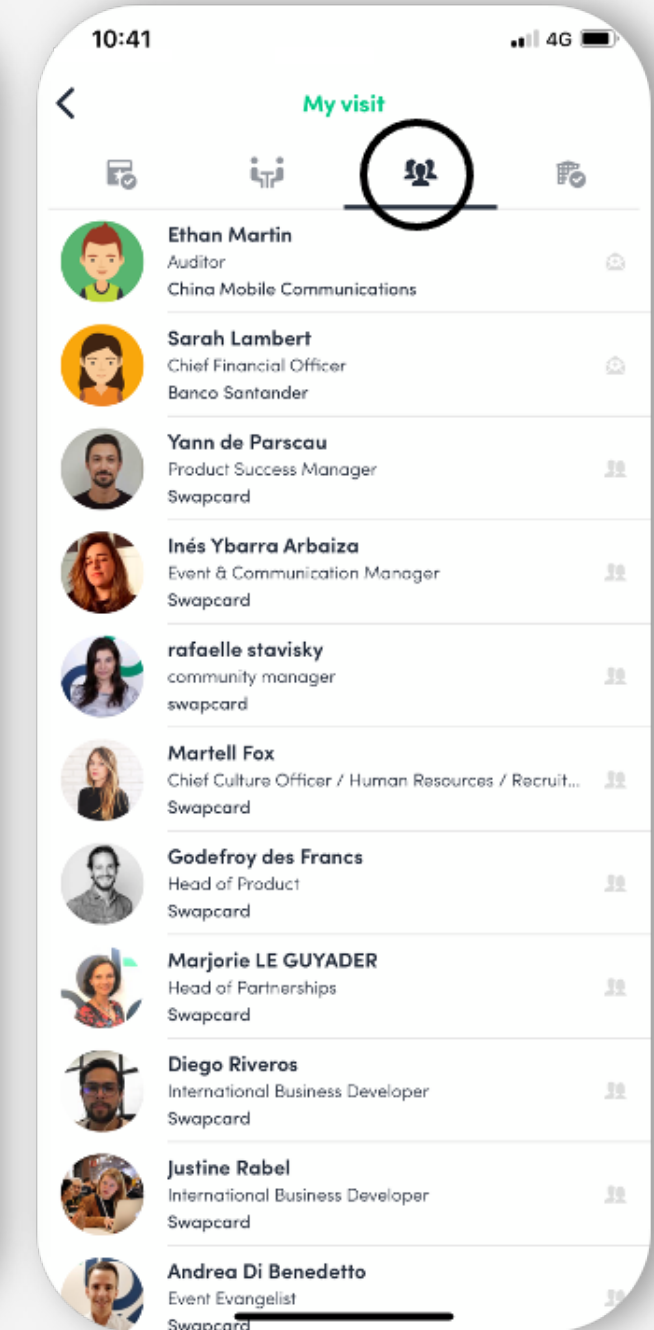
From within a private chat you can initiate a call directly in your digital booth by using the chat feature on the right-hand side of your digital booth.



My Schedule



My Meetings

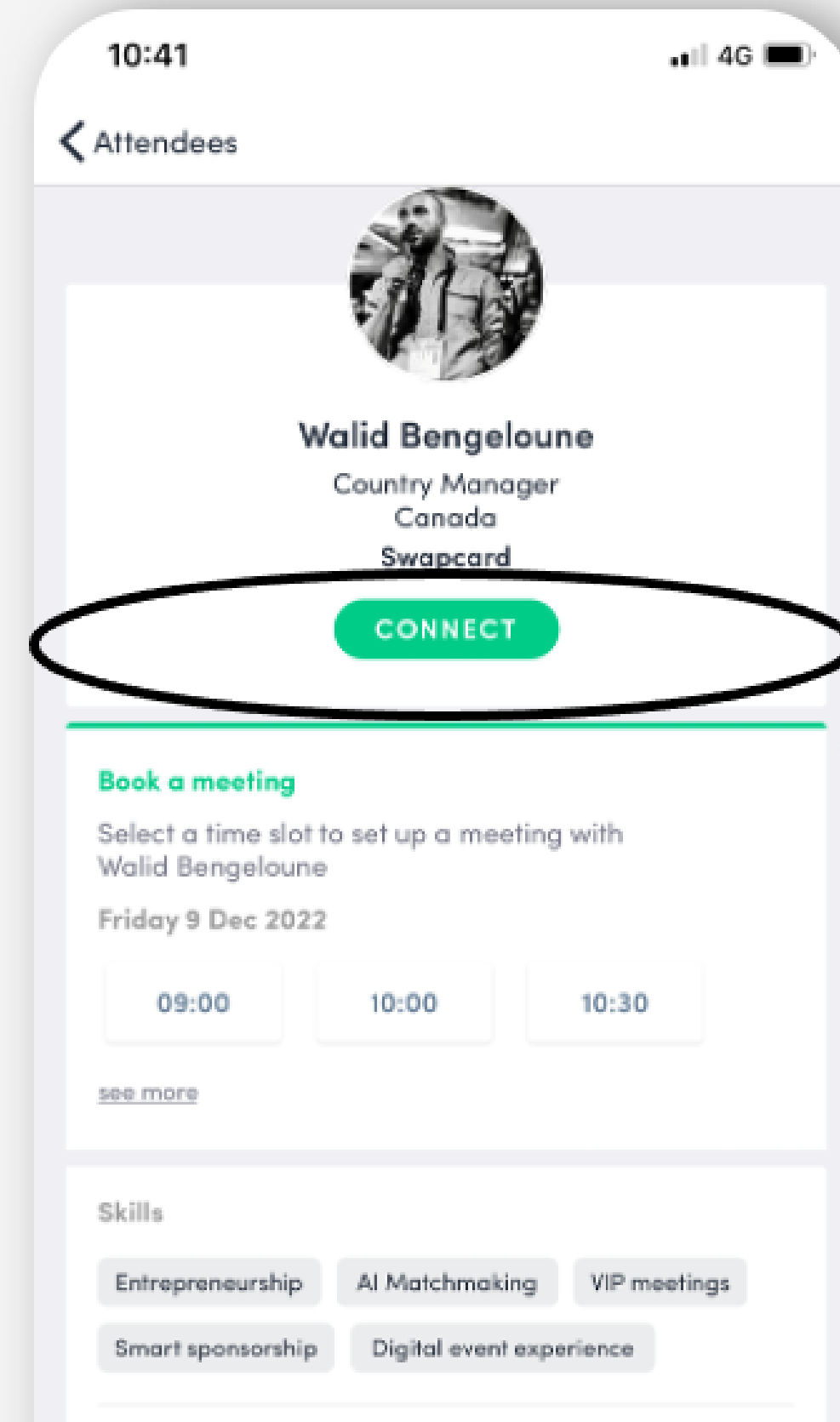


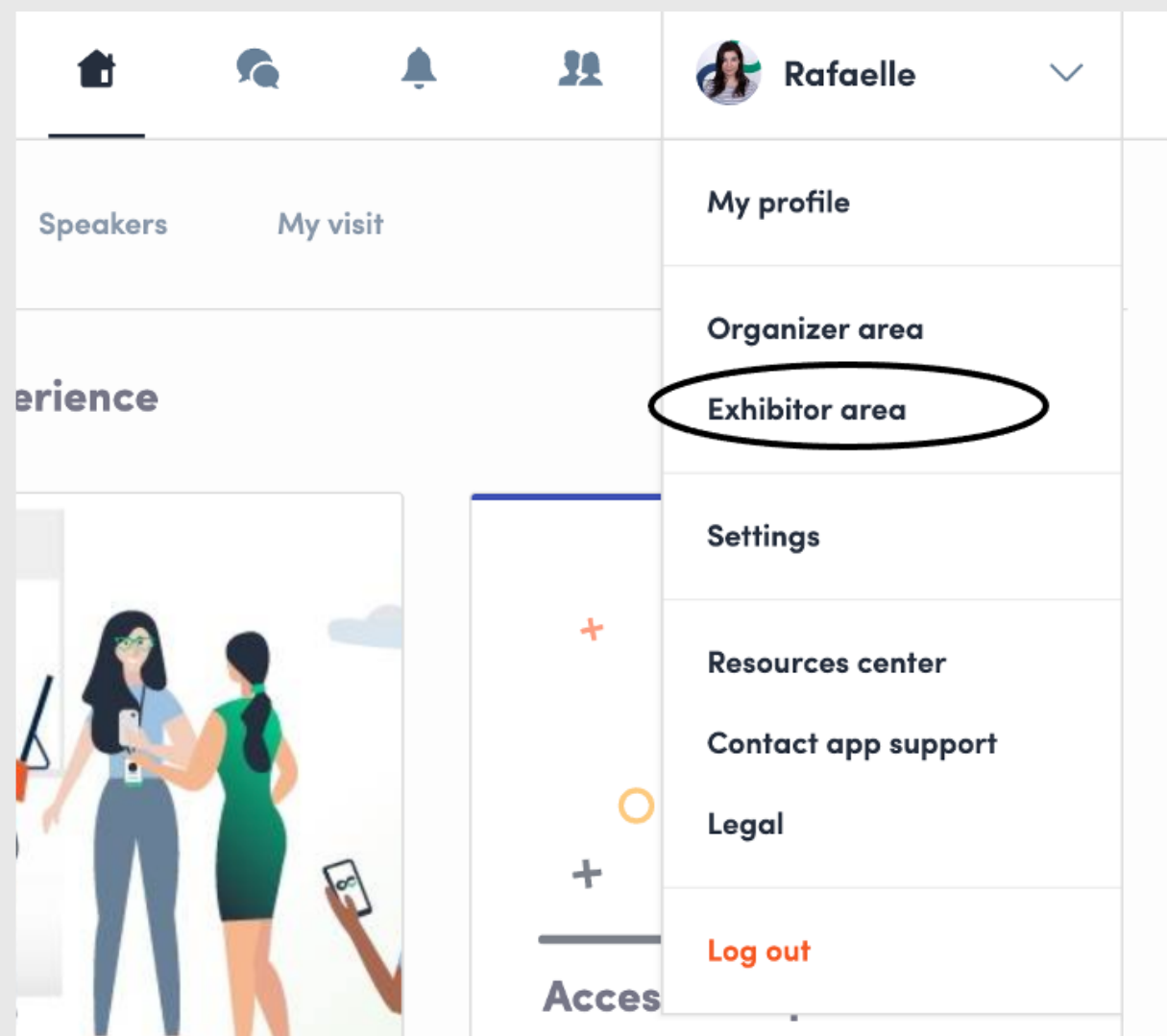
My Contacts

How to send a connection

To send a connection request to an attendee, go to their profile via the community tab and click on connect.

Make sure that when you reach out you create a personalized message and do a little bit of research on the buyer so you know you are reaching out to someone that's a good fit. It's always best to tailor your communication. Make sure to check both your personal profile as well company profile for messages.





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

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


step 03

exhibitor

area

Exhibitor center

Exhibitor Details

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

Name
 Swapcard

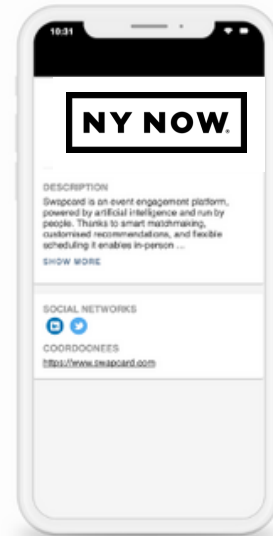
Description
 Swapcard is an event engagement platform, powered by artificial intelligence and run by people. Thanks to smart matchmaking, customised recommendations, and flexible scheduling it enables in-person meetings with the right people and content before, during and after any event.

Social medias
[https://www.linkedin.com/company/ swapcard](https://www.linkedin.com/company/swapcard)
[https://www.twitter.com/ swapcard](https://www.twitter.com/swapcard)
[https://www.instagram.com/ swapcard](https://www.instagram.com/swapcard)

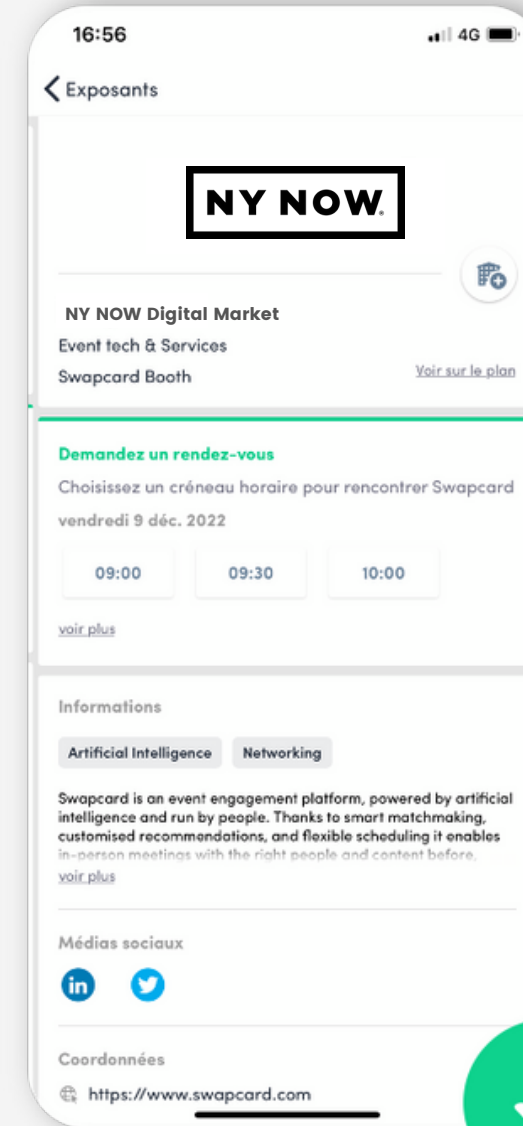
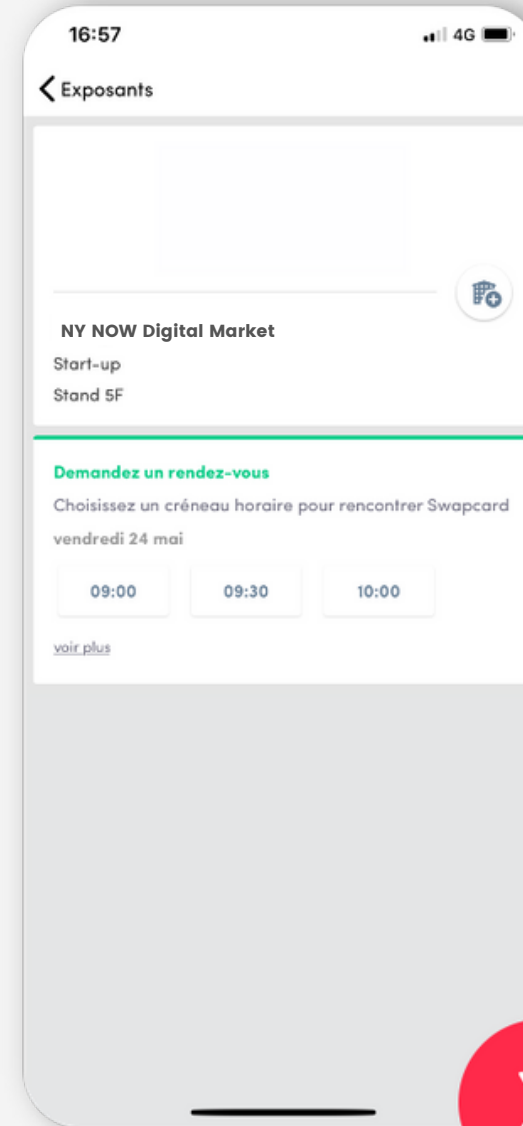
Website
<https://www.swapcard.com>

Address
 Swapcard
 6, Rue de Paradis
 Paris
 Île-de-France 75010
 France

[RESET ADDRESS](#)



Attendee Preview



Please note the menu bar on the left-hand side of the exhibitor center. This will be useful as you start to navigate between the different sections of the digital market.

Under company profile you can edit the following:

- Product Photo (Shown under the Brands & Makers page to represent yourself)
- Header image (can be video)
- Company description
- Social Media accounts
- Contact details
- Website

Add a new item



Category*

Select a sub-category



Name*

Add a name

Description

Add a description

0/2000 characters maximum

CREATE

Product Upload

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

Product uploads can be time consuming as products need to be uploaded one at a time but it is crucial to ensure you provide a detailed description for each product and select appropriate filters to make your products more visible!

Shared connections

EXPORT

Search

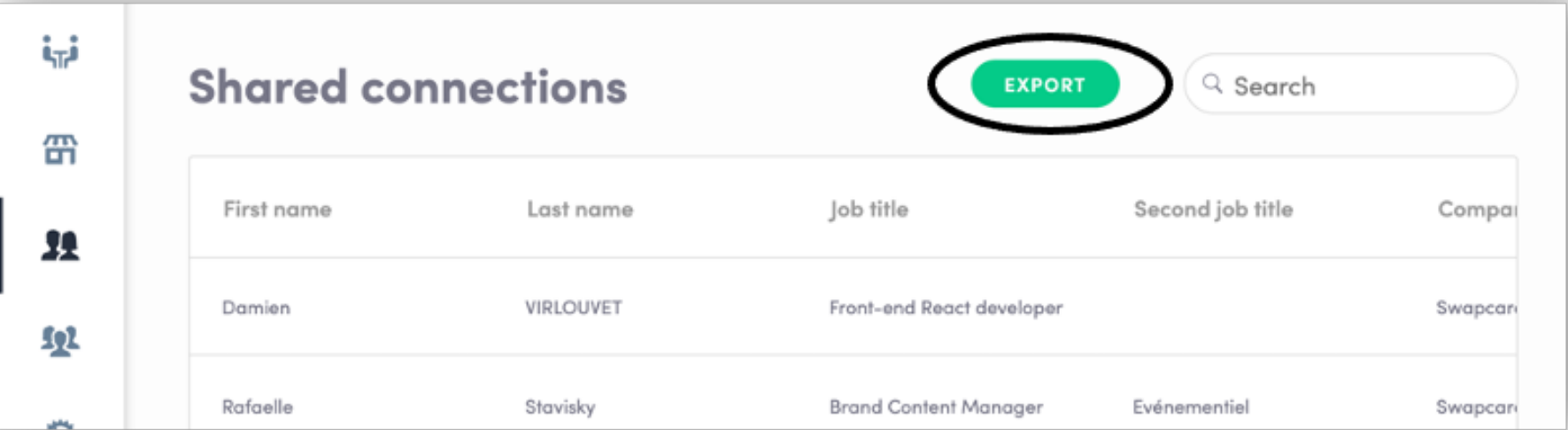
First name	Last name	Job title	Second job title	Company
Damien	VIRLOUVET	Front-end React developer		Swapcar
Rafaelle	Stavisky	Brand Content Manager	Événementiel	Swapcar
Hyeonju	Ryu			
Nolan	Rigo	Devloper web front-end	Second job title	Swapcar
Justine	Rabel	Event & Networking Expert	You organize an event? 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

Team's 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.

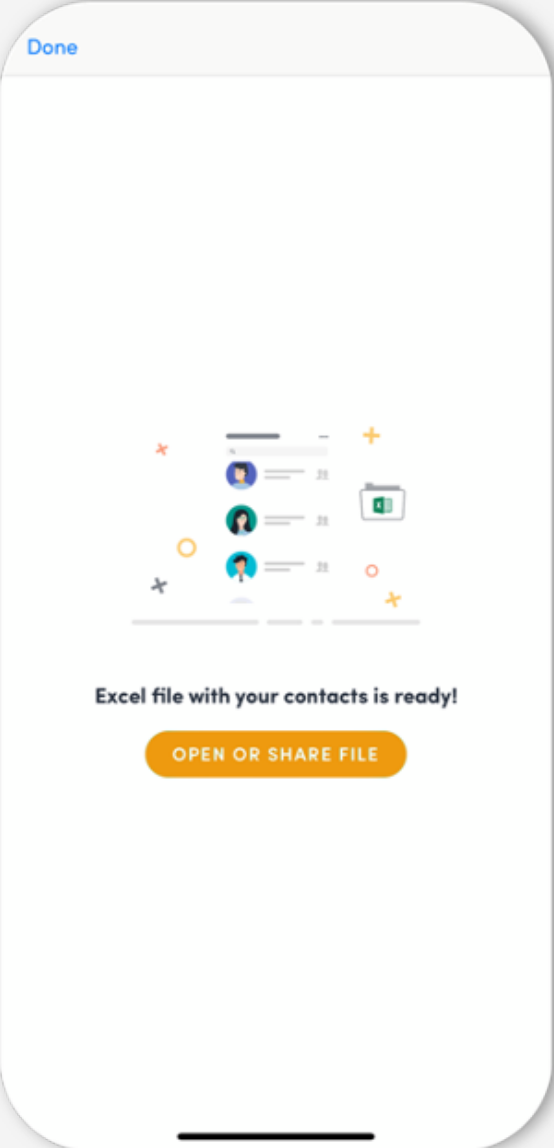
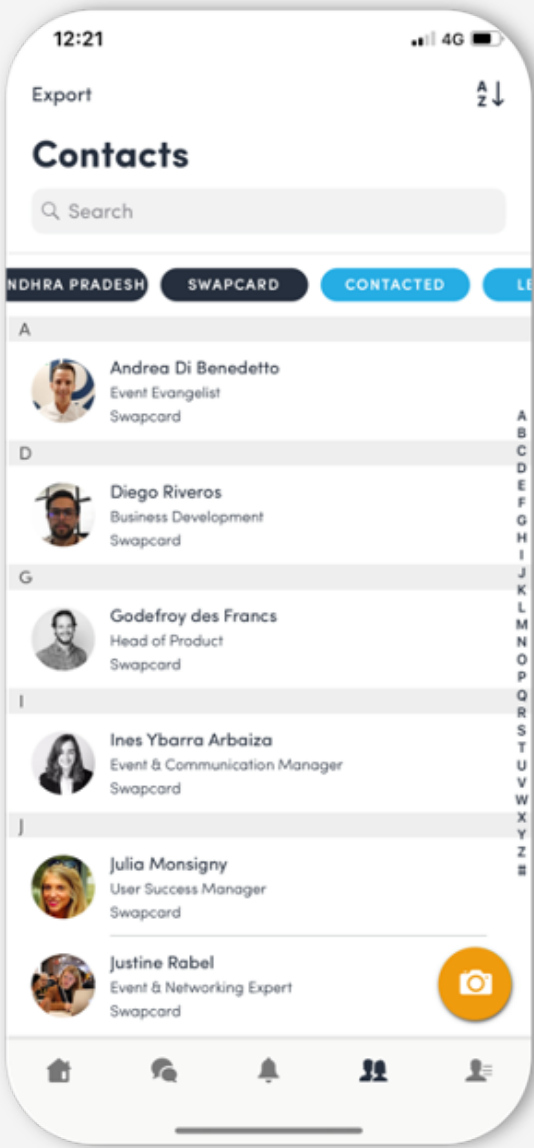
Only the contacts of your collaborators who have enabled the contact sharing option will be displayed, in addition to yours. Check that all your collaborators have activated it.

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.



Web & Mobile App

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



step 03

best practices

Retroplanning

before

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

during

- Scan the badges and business cards of the relevant participants
- 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

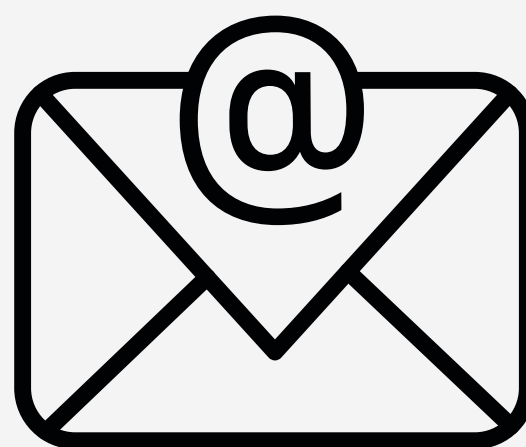


Support/Online



chat

Chat with our team
on Paola.Payano@EmeraldX.com



e-mail

Send us an email on
Paola.Payano@EmeraldX.com



webinar

Attend a full platform demonstration
during the next Webinar.