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.



Hello Jane,

You should have received an email from <u>hello@swapcard.com</u> 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.

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.

NY NOW.

NY NOW® Digital Market

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

Please note: if you have not received an email from Swapcard, please email

LET'S GET STARTED!



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 <u>paola.payano@emeraldx.com</u>

Login

Type the email address you provided during event registration.

Email address*

Insert your email address





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 +



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





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

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sults.	PDG SHOW RESULTS (43	 Après avoir organisé des événements de networking sur l'innovation et l'industrie spatiale pendant 2 ans, j'ai décidé de commencer une nouvelle aventure dans le but d'aider les organisateurs de salons professionnels à générer plus de ROI pour leurs événements et leurs participants. 			

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

app + webapp



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 lefthand side of the page, the view will change to only show Brands + Makers that meet those filters.



My 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.



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.

View your connections and personalized Market Week agenda.



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.





app + webapp

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.

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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.

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

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

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exhibitor

Exhibitor Center

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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



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

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.

Team's contact

Export

ii	Shared con	Shared connections					
 22	First name	Last name	Job title	Second job title	Compa		
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_	Rafaelle	Stavisky	Brand Content Manager	Evénementiel	Swapcan		

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



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 • Continue to chat with your new contacts relevant participants • Export your contact list
- Note & tag your new contacts
- Chat with them directly on the application



• Qualify your leads for better ROI

best practices

Support/Online



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



e-mail

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





Attend a full platform demonstration during the next Webinar.