



 **SeatradeCruiseVirtual**

5 – 8 October 2020

**Exhibitor Guide**

# Welcome!

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FYI – For reference, “Swapcard” is the name of the platform we’re using for the virtual event, so you may see their name appear throughout this document, in emails or within the environment once you’ve joined.

# Important Dates

Date	Event	Contact Information
Week Of 14 September	Exhibitors Register on Visit for passes	Custom links from Customer Success
Week Of 14 September	Exhibitor Early Access to Begin Building their Virtual Page	Login to virtual event platform using credentials from <a href="mailto:hello@swapcard.com">hello@swapcard.com</a>
16 September	Exhibitor Webinar	Register <a href="#">HERE</a>
18 September	Suggested Deadline to Register Team Members	Custom Links for Registration
21 September	Pro-Package Early Access to Matchmaking	Log in to virtual event platform using credentials from <a href="mailto:hello@swapcard.com">hello@swapcard.com</a>
23 September	Basic Exhibitor Package Profile Information Due	Basic Exhibitor Packages can submit materials <a href="#">here</a>
25 September	Innovation Zone Videos Due (if applicable)	Please send the file with wetransfer or hightail to <a href="mailto:success@seatradercruiseglobal.com">success@seatradercruiseglobal.com</a>
28 September	Premium Package Early Access to Matchmaking	Log in to virtual event platform using credentials from <a href="mailto:hello@swapcard.com">hello@swapcard.com</a>
5 October	Platform Launch	Log in to virtual event platform using credentials from <a href="mailto:hello@swapcard.com">hello@swapcard.com</a>

Sorry!  
Technical  
delay

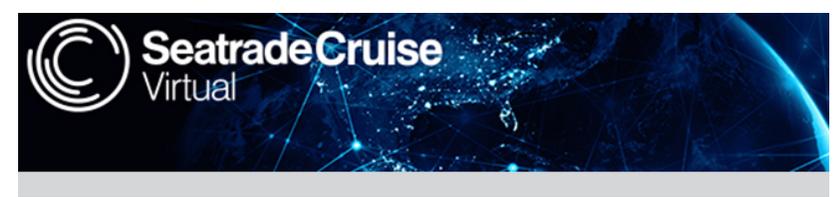


## How to -

Log In & Build Your Virtual Exhibit Page via the Swapcard Exhibitor Center



# Accessing the Virtual Event – Logging in for the first time



1 You will receive an email from Customer Success with custom links for registration. Please register as soon as you can.

2 Once you register, you will receive an email like this one with a button linked to a log in page.

This email will come from [hello@swapcard.com](mailto:hello@swapcard.com) so be sure to whitelist it!

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

Hi Vanessa,

Thanks for joining us for the inaugural Seatrade Cruise Virtual! We in Customer Success are here to help you stay connected, network with new peers, find partners, and hear insights from top industry executives.

Here are four easy steps to get started:

**1) Register For Your Pass**

Make sure all participating staff members are registered for the event ahead of time.

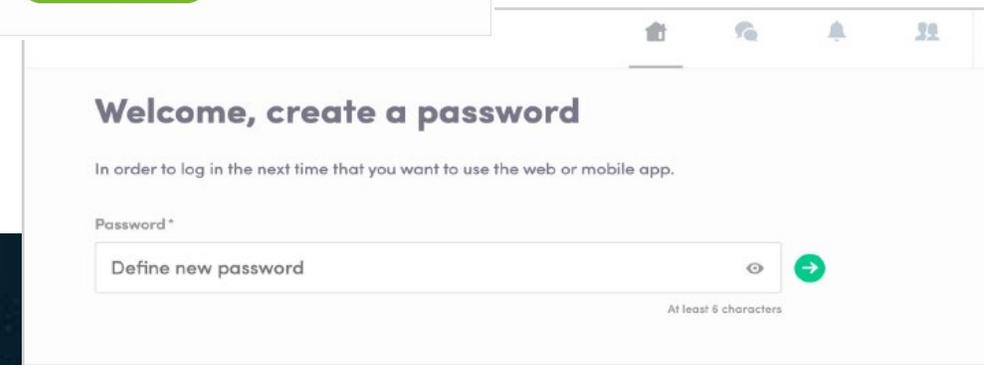
Register Your Virtual Booth Staff Pass: [Custom Link](#)

Each Link Below is Valid for Complimentary Conference Passes:

- [Link One](#)
- [Link Two](#)

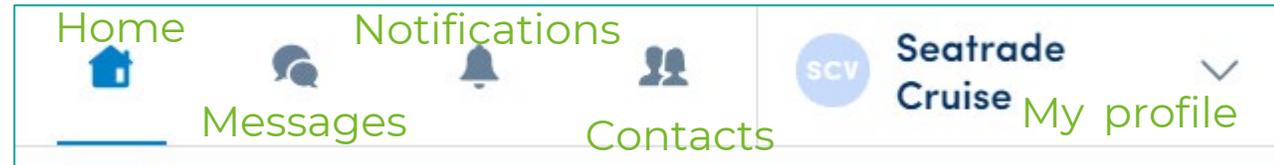


*You must register on "Visit" before receiving the welcome email from Swapcard.*



# Platform Navigation

Main navigation has 5 parts:



To access different sections of the platform, use the buttons on the navigation sub-bar:

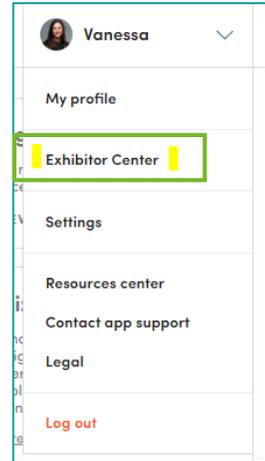


Virtual Event Area	Description	Why Its Important to You
AGENDA	Conference Schedule	<ul style="list-style-type: none"> <li>• See what's happening throughout the day</li> <li>• Find and add sessions to your schedule</li> </ul>
MY EVENT	Your Personal Agenda	<ul style="list-style-type: none"> <li>• View conference sessions you've added, people you've connected with, companies and products bookmarked</li> <li>• View booked meetings</li> </ul>
ATTENDEES	Attendee List	<ul style="list-style-type: none"> <li>• View and connect with attendees</li> </ul>
SPEAKERS	Speaker List	<ul style="list-style-type: none"> <li>• View and connect with speakers</li> </ul>
EXHIBITORS	Exhibitor List	<ul style="list-style-type: none"> <li>• This is where attendees will go to research exhibitors and opt to view your "virtual exhibit page"</li> </ul>
INNOVATION ZONE	Innovation Zone Sponsor List & Product Video Gallery	<ul style="list-style-type: none"> <li>• This is where you'll find innovation zone sponsor and will be able to look through their product &amp; services videos</li> </ul>
PRODUCT & SERVICE GALLERY	Exhibitor Products & Services	<ul style="list-style-type: none"> <li>• Products &amp; services you've featured on your virtual exhibit page will also appear here making it easier for attendees to discover solutions</li> </ul>
RESOURCE CENTER	Digital Document Library	<ul style="list-style-type: none"> <li>• Find important documents from Seatrade and media partners</li> </ul>
PAVILIONS	Pavilions List	<ul style="list-style-type: none"> <li>• This is where attendees will go to search pavilions</li> </ul>
SPONSOR	Sponsor List	<ul style="list-style-type: none"> <li>• This is where attendees will go to search sponsors</li> </ul>
CONFERENCE – MAIN STAGE	Session Theater	<ul style="list-style-type: none"> <li>• Live or Pre-recorded sessions</li> </ul>
CONFERENCE – LIDO STAGE	Session Theater	<ul style="list-style-type: none"> <li>• Live or Pre-recorded sessions</li> </ul>
ON DEMAND	On Demand Session Gallery	<ul style="list-style-type: none"> <li>• Find all sessions here after they have been shown live</li> </ul>
GROUP DISCUSSIONS	Conversations on Different Industry Topics	<ul style="list-style-type: none"> <li>• Share opinions and learn new information from your industry peers</li> </ul>
SEATRADE CRUISE TALKS	On Demand Session Gallery	<ul style="list-style-type: none"> <li>• Find all Seatrade Cruise Talks sessions</li> </ul>

# Swapcard Exhibitor Center

1

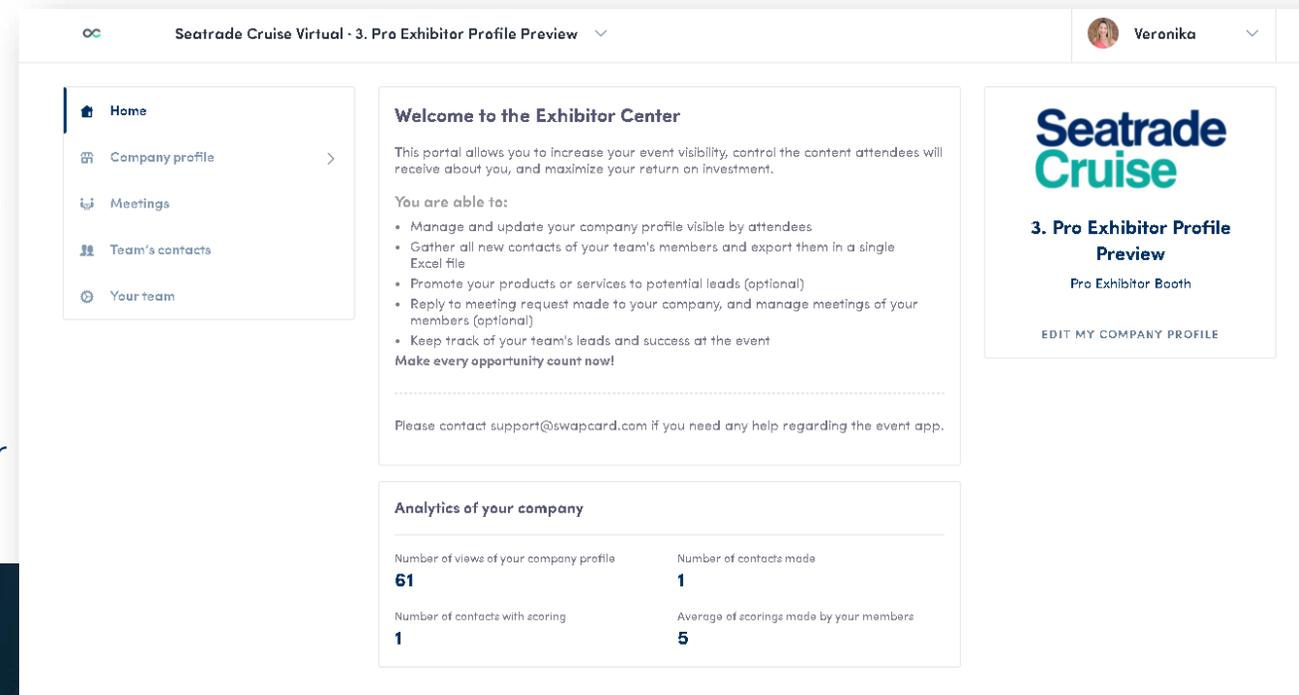
- Once you've logged in, your upcoming event should appear
- Click on **Seatrade Cruise Virtual**
- You'll be brought to the **Exhibitor Center**
  - *If not, click on your profile and the Exhibitor Center should appear in the drop-down menu*



## Swapcard Exhibitor Center

2

- Manage your company profile visible to attendees
  - Highlight your company's products and services
  - Share company assets (white papers, case studies)
- See and reply to meeting requests made to your company, and manage meetings of your members
- Export contacts your team members engage with
- *Note: all team members will have access to update your virtual exhibitor page*



# Building Your Virtual Exhibit Page

- To build or update your company profile, in the Exhibitor Center menu on the left, click on “[Company profile](#)”
- You can now populate your company information.

## Header

Add a header image or video to highlight on your page.

- For image, we recommend using a 1200x675px (16:9 ratio) image, no larger than 1MB.
- For video, first upload it on Youtube or Vimeo, then paste the video id link in the open field for video.

## Logo

Add your company logo

- 400x200px (2:1 ratio) image, no larger than 1MB



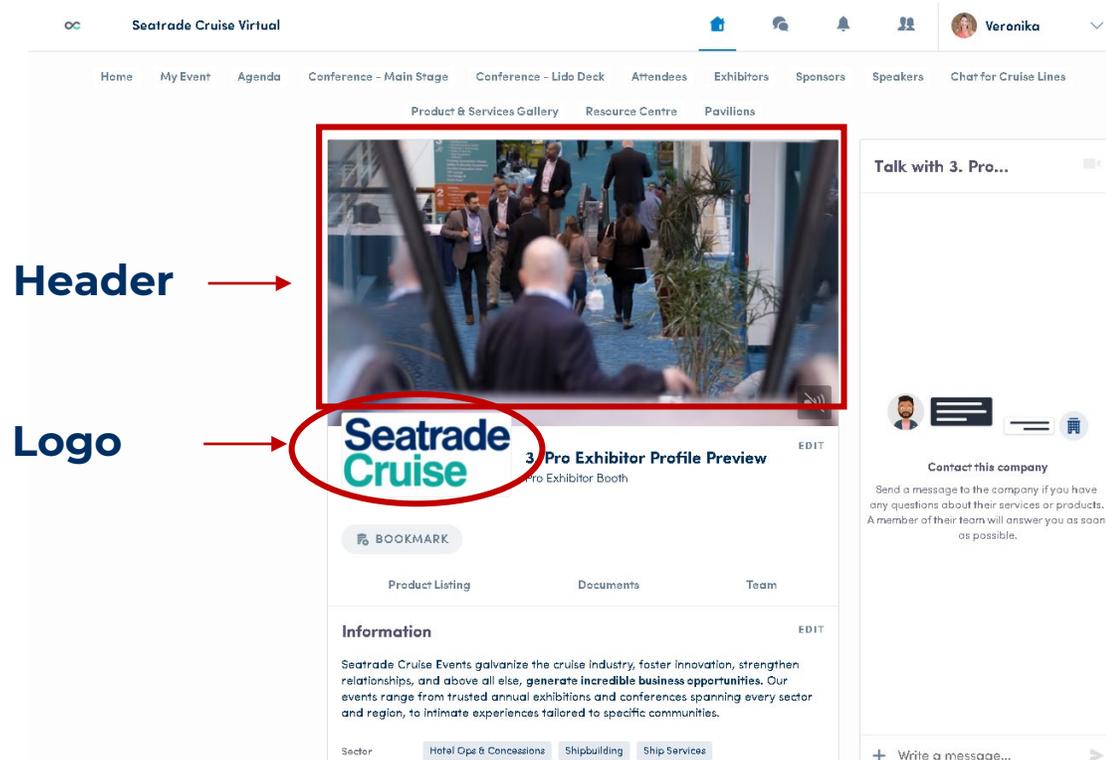
**Pro Tip** – You can also add a background image if desired

### Background image

Upload a background image to brand your company profile (desktop version only). Import a 2560x1600px (16:10 ratio) image, no larger than 1MB.

ADD BACKGROUND

## What Attendees See



Header

Logo

# Building Your Virtual Exhibit Page

## PRODUCTS & SERVICES GALLERY

- A listing of specific products and services you'd like to highlight – limited by the level of your exhibitor package
- Select from categories that attendees can filter
- Add name of your product and service and a description in the order upon which you'd like them to appear
- Add a photo or image or your product or service
- Add URL link to your product or service so attendees can learn more

## What Attendees See

Categories →

The screenshot shows the 'Product & Services Gallery' page on the Seatrade Cruise Virtual website. The navigation bar includes 'Home', 'My Event', 'Agenda', 'Conference - Main Stage', 'Conference - Lido Deck', 'On Demand', 'Attendees', 'Exhibitors', 'Sponsors', and 'Speakers'. The 'Product & Services Gallery' is highlighted in the main navigation. Below the navigation, there are four category buttons: 'Safety & Security', 'Ship Equipment & Shipbuilding', 'Ports & Destinations', and 'Entertainment'. A search bar is located on the left. The main content area displays a grid of product listings, each with a thumbnail image and a title. The visible listings are: 'New ship equipment product' (Maritime Shipbuil...), 'New safety technology product' (Our Safety...), and 'Our cruise sailing calendar' (Spectacular Cruise...). A 'Click to fill in your wish list' button is located on the right side of the page.

Attendees can

- filter
- read more
- add to their wish list



Your listings will show on your company pages and on the "Products & Services Gallery" page available on the main navigation

# Building Your Virtual Exhibitor Page

To be contacted by as many qualified participants as possible, please fill in all the information in your Virtual Exhibitor Page:

- ✓ Logo
- ✓ Video
- ✓ Name
- ✓ Description
- ✓ Social Networks
- ✓ Website
- ✓ Products
- ✓ Documents

### Add a new document

Paste a link (with http://) or import a file (pdf, doc, docx, ppt, pptx, png or jpg), then add a name and a short description.

URL of the document \*

### Add a new item

Category \*

Select a sub-category 

Name \*

Description

CREATE

# Exhibitor Center – Meetings

## MEETINGS

- See your team’s meetings
- Filter meetings by status: Pending, Validated, Declined, Cancelled
- Assign a meeting to a member of your team: click “Answer” on the meeting request and choose the person to assign.
- Anyone on your team will be able to assign meetings.
- Accept or decline meeting requests
- Export the list of your team’s meetings

Home

Company profile

**Meetings**

Contacts

Your team

All members

Invitation (5) Confirmed (18) Pending (41) Canceled (17) Declined (2)

**Sunday, January 1, 2023**

Meeting request • Invitation

01/13/2020 • 5:28 PM

01/01/2023 • 9:00 AM to 9:20 AM

Primary Hall • Exhibitor room

REPLY

Charles Benizri  
Product Owner  
Swapcard

Sophia Fields  
Director Business Development  
Allianz

Meeting request • Invitation

01/21/2020 • 7:08 PM

01/01/2023 • 2:40 PM to 3:00 PM

L01 - S02

REPLY

Meeting request

01/31/2020 • 9:54 AM

01/01/2023 • 7:30 AM to 8:00 AM

Elio's hall • table 1

Requester

Abby Gonzalez  
Inside Salesperson  
Verizon

Host

**Export meetings**

Get all meetings from your team in an Excel file.

**EXPORT MEETINGS**

 **Pro Tip** – Go to “My Event” to view and manage your meetings; note a meeting slot is blocked until someone on your team has accepted or declined the request to meet

# Exhibitor Center – Team's Contacts

## CONTACTS

- View and export contacts collected by you and your team before, during and after the event
- Contacts include anyone who has initiated or accepted a connection request
- *Note:* only contacts of your team members who have enabled the “sharing option” will be displayed on this team – so be sure all your team members have activated it!

The screenshot shows the 'Seatrade Cruise Virtual - Our Safety Technologies Inc.' interface. The user 'Vanessa' is logged in. The left navigation menu has 'Team's contacts' selected. The main content area displays a table of contacts with columns for Photo, First name, Last name, Job title, Company, Email, and Created at. Two contacts are listed: Rosalind Johnston (Conference Producer, Seatrade) and Shay Lakhani (Sales Director, Informa). An 'EXPORT ALL' button is visible in the top right corner.

Photo	First name	Last name	Job title	Company	Email	Created at
	Rosalind	Johnston	Conference Producer	Seatrade	rosalind.johnston@informa.com	08/27/2020 • 11:03 AM
	Shay	Lakhani	Sales Director	Informa	Shay.Lakhani@informa.com	09/03/2020 • 10:04 PM

# Exhibitor Center – Adding a Team Member

- Go to the Exhibitor Center
- On the left click “Your team”
- On the right click “Add A Member”
- Ensure everyone’s profile is turned on
- *Note:* Exhibitor packages have separate allotments

The screenshot displays the Exhibitor Center interface for 'Seatrade Cruise Virtual · Our Safety Technologies Inc.'. On the left, a navigation menu includes 'Home', 'Company profile', 'Meetings', 'Team's contacts', and 'Your team', with 'Your team' highlighted by a red box. The main content area shows a list of team members: Emma Bond (Event Manager, Seatrade Cruise Informa), Ignas Avizienis (Event Executive, Seatrade Cruise - Informa Markets), and Kat Romero (Customer success informa). A red circle highlights an edit icon next to Ignas Avizienis's profile. An inset modal window titled 'Ignas Avizienis' is open, showing 'Member settings' with two toggle switches: 'Show profile' (turned on) and 'Share his/her contacts with the team' (turned on). A red arrow points from the edit icon in the main view to the modal. On the right side of the main interface, there is a section titled 'Invite your colleagues' with a green 'ADD A MEMBER' button highlighted by a red box.



# The Attendee Experience

How Attendees will Engage with  
you... and Vice Versa



# Attendee Experience – Event Home Page



Attendees will have many ways to engage with your company and vice versa



Much of it starts with your “Virtual Exhibit Page” or Exhibitor Booth

The screenshot displays the event home page for Seatrade Cruise Virtual, held from 5-8 October 2020. The page features a dark blue header with the event logo and a background image of a cruise ship. Below the header is a grid of 14 navigation buttons: My Event, Agenda, Conference - Main Stage, Conference - Lido Deck, On Demand, Attendees, Exhibitors, Sponsors, Speakers, Product & Services Gallery, Resource Centre, Pavilions, Innovation Zone, and Group Discussions. On the left side, there is a profile card for Vanessa Forero, Customer Success & Sales Operations Manager at Informa, with an 'EDIT' link. Below her profile is a section for 'Our Safety... Pro Exhibitor Booth' with a small icon.

# Attendee Experience – Your Virtual Exhibit Page

## Attendees Can:

- Bookmark your company
- Chat “live” with a team member – via video or text
- Book a meeting with your company
- Learn about your products and services
- Access your marketing materials – such as whitepapers, case studies, research etc.
- View and connect directly with your team members



Content from this page feeds into other areas of the virtual event so attendees can learn about your company outside of your exhibit page

The screenshot displays a virtual exhibit page for Seatrade Cruise. At the top, there is a video feed of a woman. Below the video, the page is titled "3. Pro Exhibitor Profile Preview" with an "EDIT" button. A "BOOKMARK" button is visible. Underneath, there are tabs for "Product Listing", "Documents", and "Team". The "Book a meeting" section allows users to select a time slot for a meeting on Monday, October 5, 2020, with options for 4:00 AM, 7:30 AM, 8:00 AM, and 10:00 AM. The "Information" section provides details about the event, stating that Seatrade Cruise Events galvanize the cruise industry, foster innovation, strengthen relationships, and generate incredible business opportunities. At the bottom, there are tabs for "Sector", "Hotel Opes & Concessions", "Shipbuilding", and "Ship Services". On the right side, there is a chat window titled "Talk with 3. Pro..." with a "Contact this company" button and a "Write a message..." input field.

# Attendee Experience – Making Connections

Home My Event Agenda Conference - Main Stage Conference - Lido Deck Attendees Exhibitors Pav

Innovation Zone Theatre Product & Services Gallery Group Discussions Seatrade Cruise Talks Publication Bins Seatr

Search

Get better recommendations

Add keywords that will feed the matchmaking algorithm and refine the suggestions of people you should meet.

Search criteria

Add a criteria

Visibility

People you should meet

Joshua Multer  
Sales Marketing Manager  
Informa Markets

Veronika Pruskova  
Event Manager, Seatrade Cruise  
Informa Markets

Emma Bond  
Event Manager, Seatrade Cruise  
Informa

## Attendees can:

- View visible attendees & exhibitors
- View profiles
- Make a connection
- Schedule a 1:1 video meeting

## The AI fueled platform will:

- Make suggestions of people you should meet based on individual attendee and team member profiles
- Allow you to filter the list by key criteria
- Allow you to add keywords to your profile that will feed the matchmaking algorithm and refine the suggestions of people you should meet

Connect with Emma

Sending a connection request with a message is three times more likely to be accepted.

SEND CONNECTION REQUEST

Meet Emma

Select a time slot to set up a meeting with Emma.

Monday, October 5, 2020

4:00 AM	4:45 AM	5:30 AM	6:15 AM	7:00 AM	7:45 AM
8:30 AM	9:15 AM	10:00 AM	10:45 AM	11:30 AM	12:15 PM



**How to -**

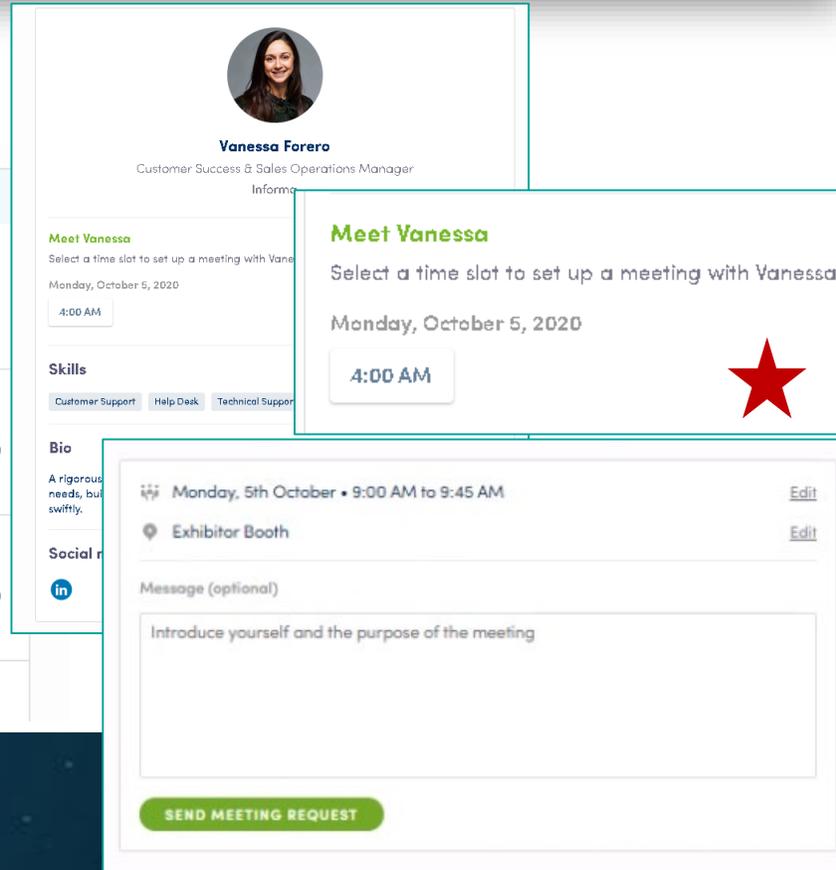
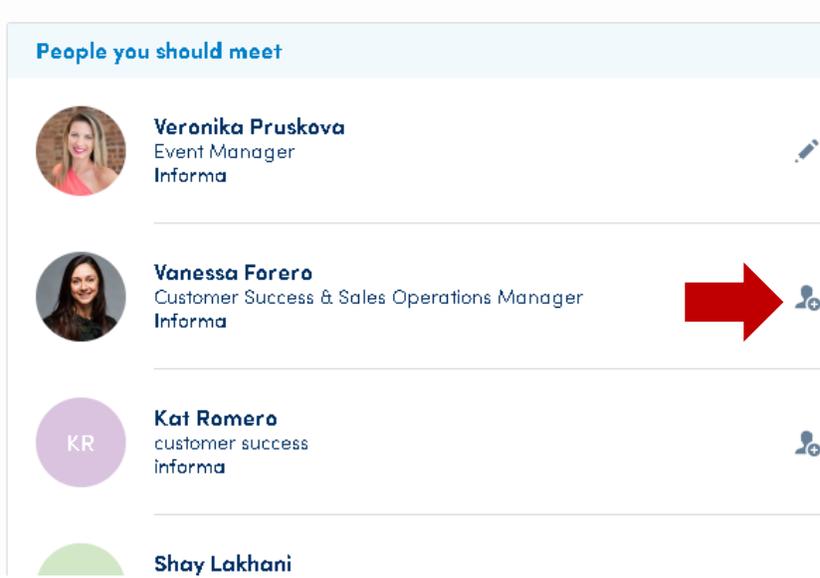
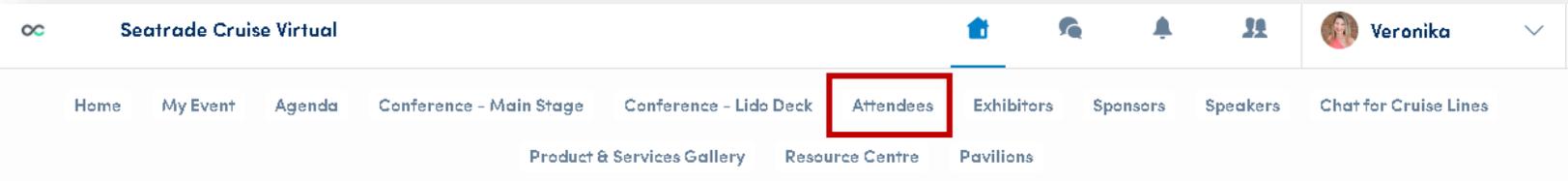
Make Connections and  
Request Meetings

Share this with your team!



# How To - Request a Meeting

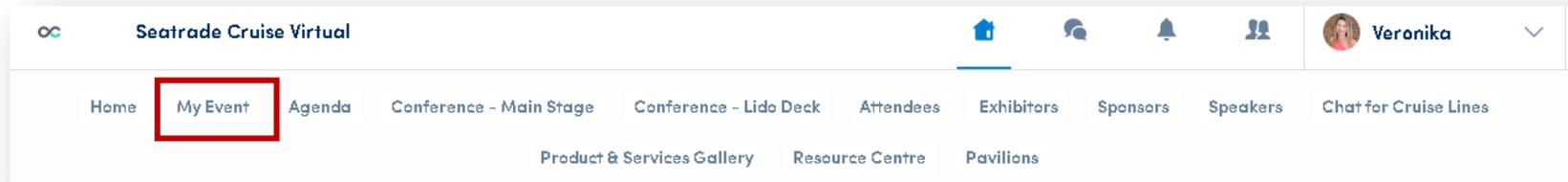
## Event Navigation



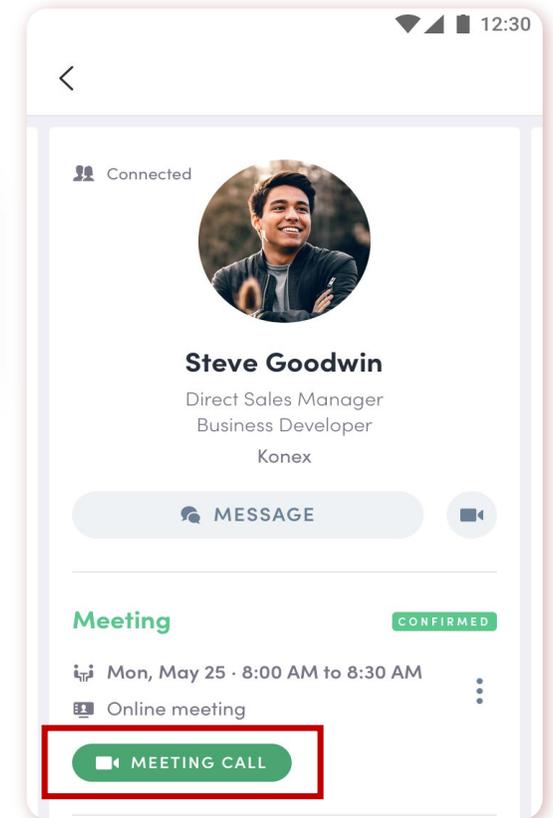
- From main navigation click on “attendees”
- Sort and filter attendees to find contacts you’d like to connect with
- Click on their name to view their profile
- Click on an available meeting slot
- Select Virtual Meeting
- Craft a personal message to person and send
- Go to “my event” to see if contacts have accepted your meeting request
- Note the meeting time is held and blocked until its accepted or declined

# How To - Start a Video Meeting

## Event Navigation



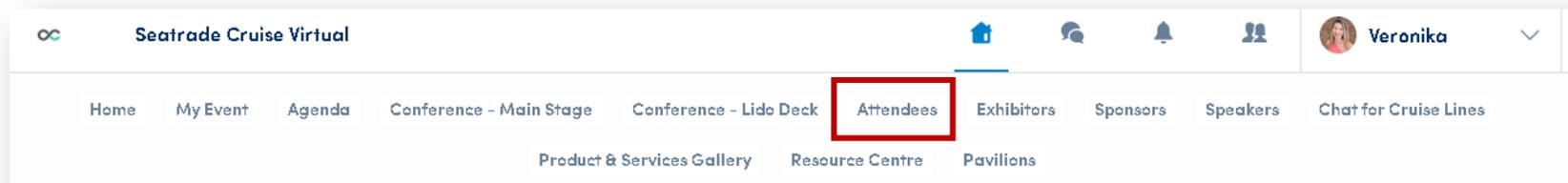
- From main navigation, click on “my event”
- If your meeting request is confirmed, a button “meeting call” will appear 1 hour before your meeting
- Click on meeting call to start your video meeting
- Note: Incoming Meeting requests will appear in your notifications area on the toolbar



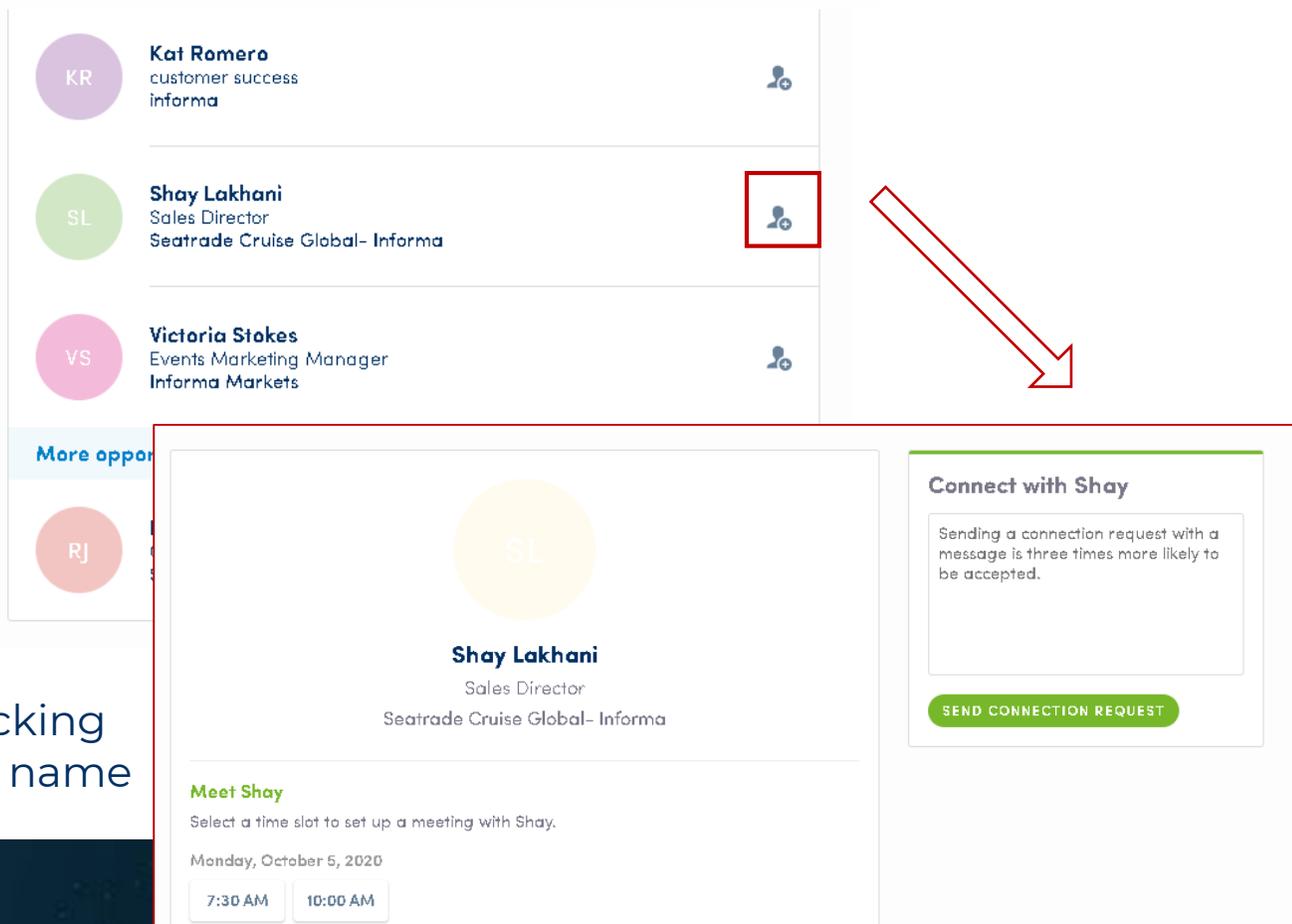
**Pro Tip** – You can also start a video call during a private chat conversation you’re having with a contact; simply click on the camera button to start the video call. You can share your screen during a video meeting if you need to.

# How To - Make a Connection

Event Navigation



- From main navigation click on “attendees”
- Sort and filter attendees to find contacts you’d like to connect with
- Click on their name to view their profile or click on the person icon with the plus sign
- Craft a personal message to person and send a connection request
- Once you’ve made a connection you can chat directly with the contact and, score, tag and make notes about the contact



Pro Tip – You can export your list of contacts by clicking on the people icon on the top nav bar next to your name



# Connection Request – Examples

## Connection Request Accepted

**Connection requests**

Hi Vanessa I see you are registered to attend Channel Partners Virtual do you want to meet and chat? 21 hours ago

 **Mary Bond**  
Group Director - Seatrade Cruise Informa

You accepted the request.

## Connection Request Declined\*

Claire wants to connect with you. A year ago

 **Claire Fussey**  
Marketing Manager  
Positive Actions Publications

**DECLINE** CANCEL

## Connection Request Pending

 **Joshua Multer**  
Sales Marketing Manager  
Informa Markets

⌵

## Connection Summary

**Connection requests**

Hi Vanessa I see you are registered to attend Channel Partners Virtual do you want to meet and chat? 21 hours ago

 **Mary Bond**  
Group Director - Seatrade Cruise Informa

You accepted the request.

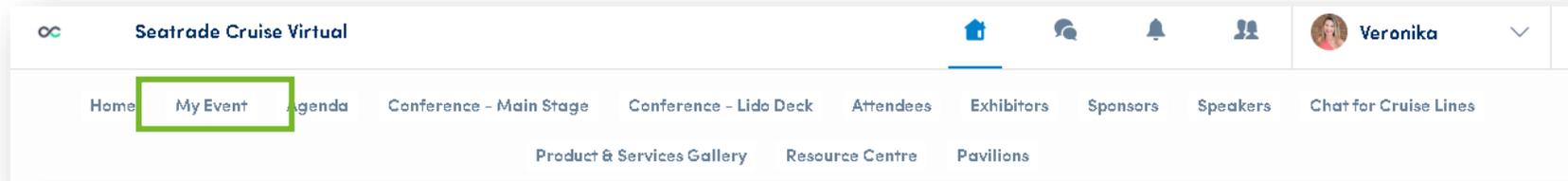
---

Claire wants to connect with you. A year ago

 **Claire Fussey**  
Marketing Manager  
Positive Actions Publications

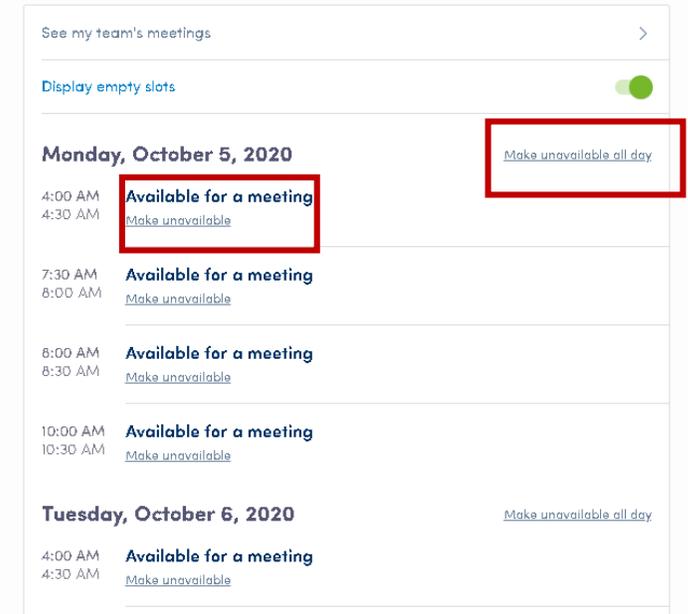
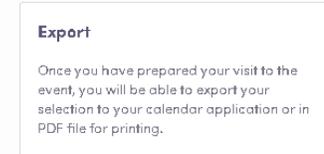
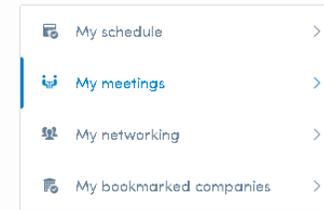
You declined the request.

\*In the case, an attendee declines your connection request, you won't be notified. They will appear as "connect-able" again.



# How To - Set Available Meeting Times

- \*Note this is how to set available meeting times as an “individual”, not for your virtual exhibit page
- From main navigation click on “my event”
- Time slots are pre-populated
- If you’d like to block slots simply click on the “make unavailable” button within the time you’d like to block
- If you’d like to block the entire day, click on “make unavailable all day”



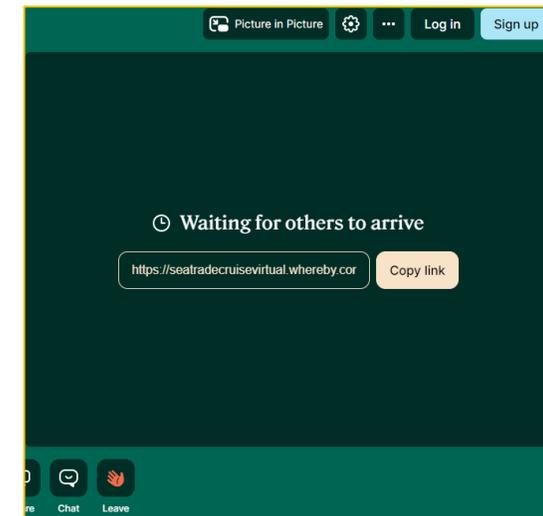
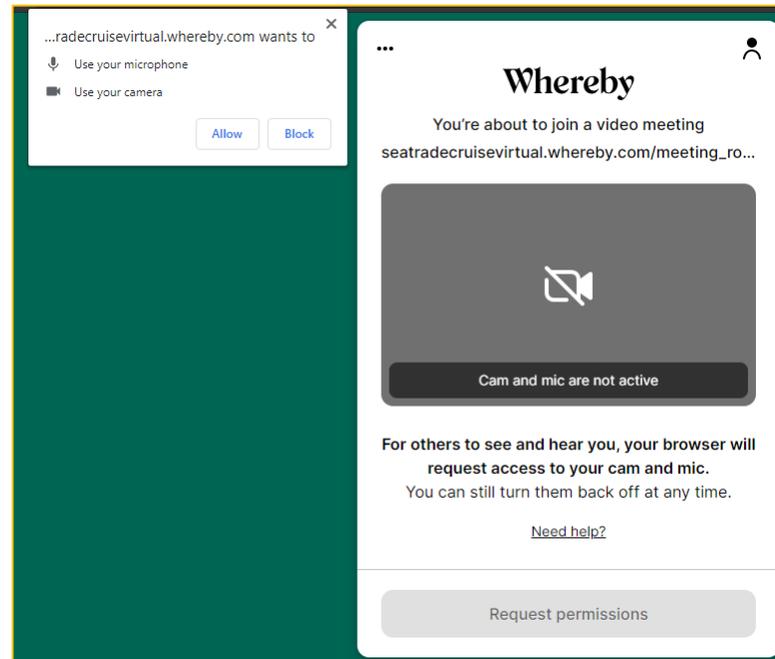
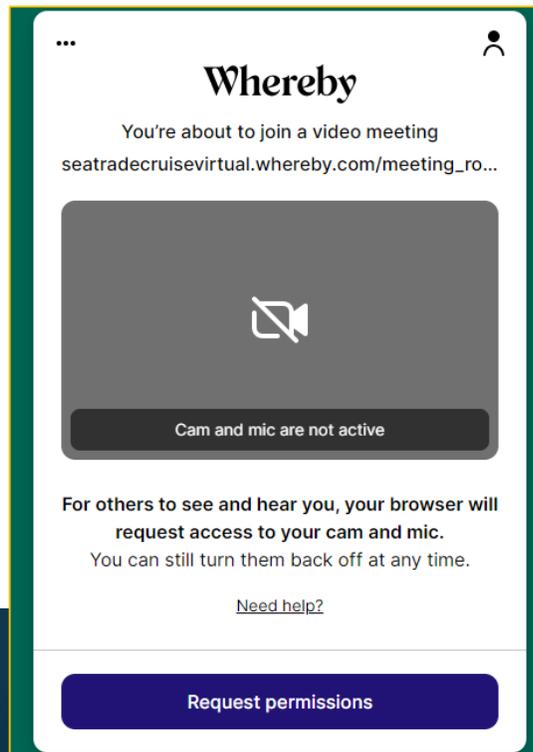
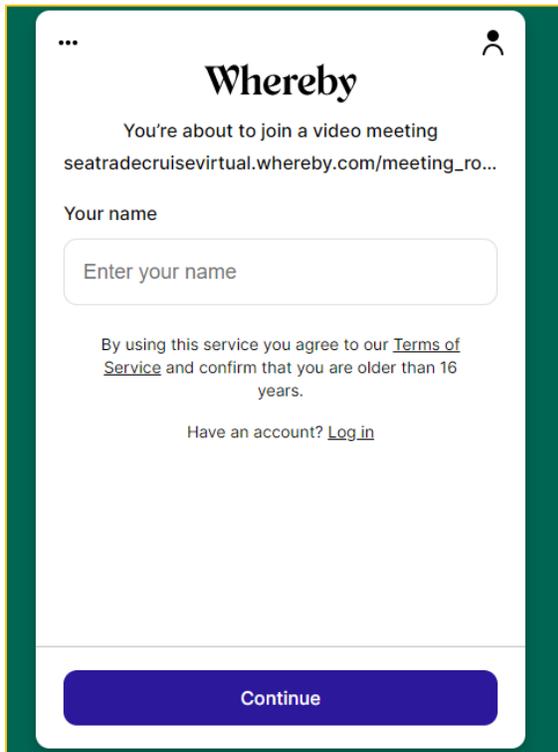
# Group Meetings with *Whereby* – custom company link will be emailed. Share with your participants!

1. Enter Your Name

2. Request permission to enable camera & mic

3. Allow Whereby to access camera & mic

4. Wait for others to join



**Note:** Group links are for Pro and Premium Exhibitor Packages. 50 max participants | 12 on screen

# Team Member Profile – Be Sure to Personalize Yours!

An attendee is more likely to accept your meeting invite if they can learn more about you.

There are two ways for you to access your profile as a “Team Member”

The screenshot displays the Seatrade Cruise Virtual website interface. At the top, a navigation menu includes Home, My Event, Agenda, Conference - Main Stage, Conference - Lido Deck, Attendees, Exhibitors, Sponsors, Speakers, and Chat for Cruise Lines. Below this, a secondary menu shows Product & Services Gallery, Resource Centre, and Pavilions. The main content area is divided into two sections:

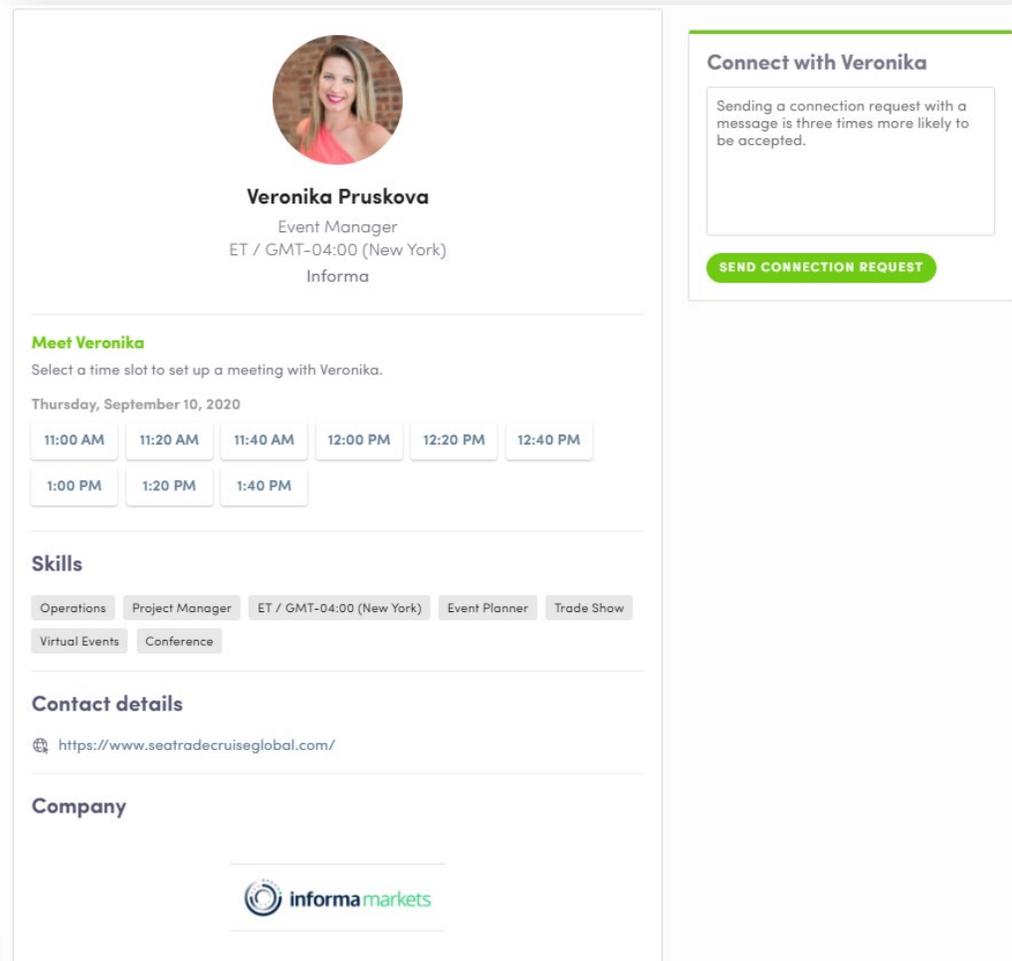
- #1 Event Homepage:** This section features a profile card for Veronika Pruskova, Event Manager at Informa, which is highlighted with a red box. Below the profile card, there are two event listings: "3. Pro Exhibitor..." and "4. Pavilion XYZ". A central navigation bar contains buttons for "My Event", "Conference - Main Stage", and "Attendees".
- #2 Exhibitor Center:** This section is titled "Seatrade Cruise Virtual - 3. Pro Exhibitor Profile Preview" and is also highlighted with a red box. It includes a "Welcome to the Exhibitor Center" message, a list of actions (e.g., "Manage and update your company profile", "Gather all new contacts"), and an "Analytics of your company" table.

Analytics of your company	
Number of views of your company profile	Number of contacts made
<b>61</b>	<b>1</b>
Number of contacts with scoring	Average of storings made by your members
<b>1</b>	<b>5</b>

#1 Event Homepage

#2 Exhibitor Center

# Team Member Profile – Updating Your Information



The screenshot shows a profile for Veronika Pruskova, an Event Manager at Informa. The profile includes a circular profile picture, her name, title, location (ET / GMT-04:00 (New York)), and company logo. Below this is a 'Meet Veronika' section with a meeting scheduler for Thursday, September 10, 2020, showing time slots from 11:00 AM to 12:40 PM. A 'Skills' section lists various skills like Operations, Project Manager, and Event Planner. Contact details include a website URL, and the company section features the Informa Markets logo.

## Information you can edit on your profile

- Personal information
- Skills
- Biography
- Social Media
- Contact details



**Pro Tip** - Be sure to select topics and skills you can speak to so that:

1. You show up when people filter the attendee list by skills
2. The AI-powered platform can help match your skills with attendee skills



**How to -**  
Make the Most of Your  
Investment



# Tips For A Successful Event

1. **Engage differently** - find attendees to connect with
2. Be sure to make yourself visible to attendees and **update** your team **member profile** to help AI matching
3. Use the **search functionality** to filter and find the best matches for your company's solutions
4. **Join keynote and track sessions** to hear more about the challenges that prospects are facing - take the opportunity to chat and understand what they're talking about
5. Add content. Make use of the **video capabilities** of the platform (think about product demos and bring customers into your offices virtually)
6. Keep an eye on the **notification** alarm at the top of the navigation bar
7. Take advantage of the platform **post-event**
8. Please fill out our two-question **survey**. Answers will be provided to attendees.



# Additional Resources



# Helpful Information

## Bookmark These Links

- [Seatrade Exhibitor Resource Center](#)
- [Frequently Asked Questions page](#)
  
- [Seatrade Virtual Home Page](#)
- [Virtual Conference Agenda](#)

*When in doubt, send your question to [success@seatrdecruiseglobal.com](mailto:success@seatrdecruiseglobal.com)*



## Promote Your Participation

- Be social pre and during the event  
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