



**ECLIPSE**  
**2021 CON**

# **Booth Building Guide**

September 2021

# Introduction

Welcome to the Booth Building Guide. We are using Swapcard as our conference platform, and you will be using the tools in the Swapcard Exhibitor Center to configure your booth and manage your exhibitor team.

For EclipseCon 2021, there are two guides for sponsors:

1. Booth Building Guide (this document)
2. Sponsor Networking Guide (coming soon)

General information about using the Swapcard platform is included in the EclipseCon 2021 Attendee Guide.

# Sponsor Timeline

# Timeline

- September 30: Deadline for [registering exhibitor teams](#), and sending the list of email addresses to [sponsors@eclipsecon.org](mailto:sponsors@eclipsecon.org)
- October 4: Exhibitors have access to Swapcard to start building their booths
- October 15: Deadline for booth building
- October 18: All attendees have access to Swapcard, including the booths
- October 25: Community Day
- October 26 - 28: EclipseCon 2021



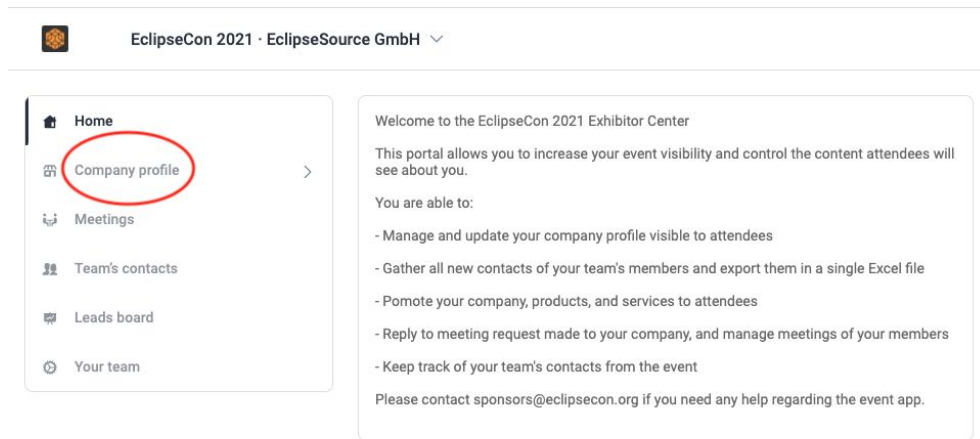
# Swapcard Exhibitor Center

# Access to the Exhibitor Center

When the platform opens for sponsor access on October 4, registered exhibitors will receive an Exhibitor Welcome Email with the subject line “Welcome, EclipseCon 2021 Sponsor!” The email will be coming from “noreply@swapcard.com.” If you don’t see that email, please check your spam folder.

When you receive the Welcome email, follow these steps for access to the Exhibitor Center.

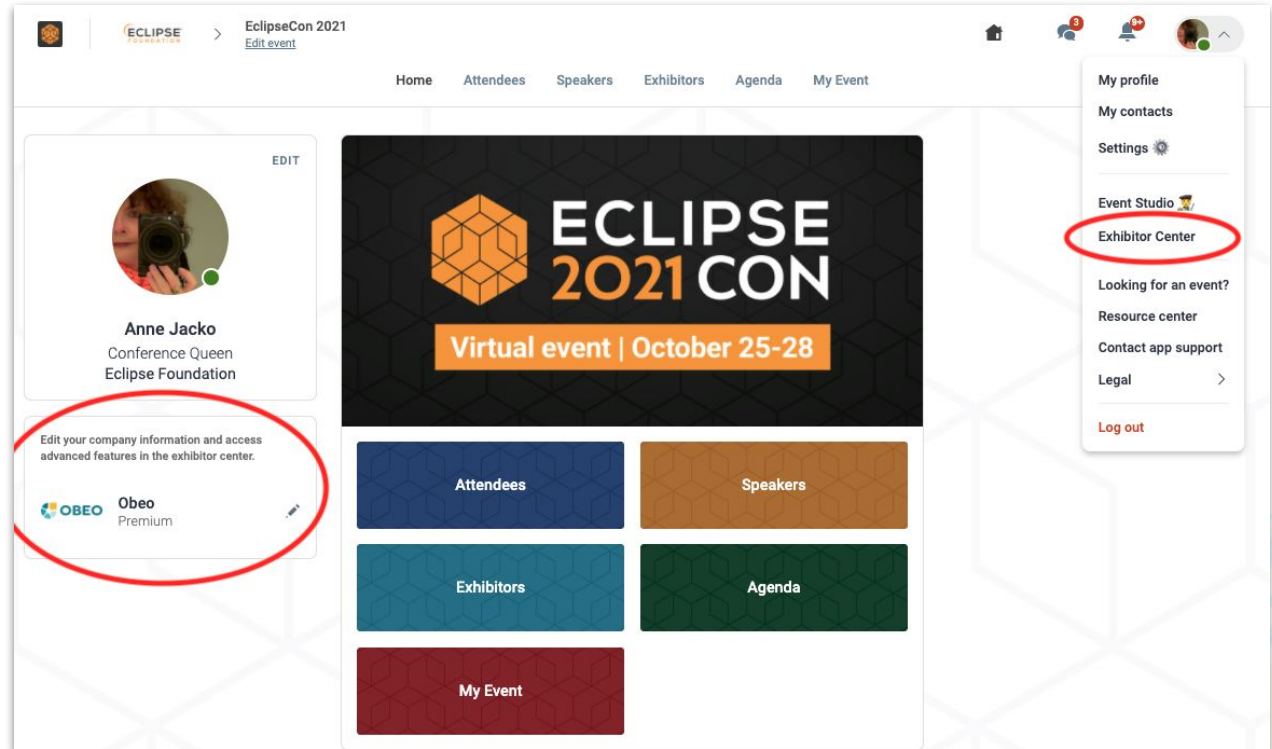
1. Click on the “Let’s Get Started” link in the email.
2. This will take you to the Exhibitor Center welcome page. Click on Company Profile in the left menu to go to your booth.



# Access to the Exhibitor Center, continued

At any time, you can access the Exhibitor Center by clicking on the image under your profile on the left-hand side from the Event Home. You can also click on your Profile image, and then click on “Exhibitor Center” in the drop-down menu.

(Note: only some of the colored buttons you see in the screenshot will be visible when you first access Swapcard.)







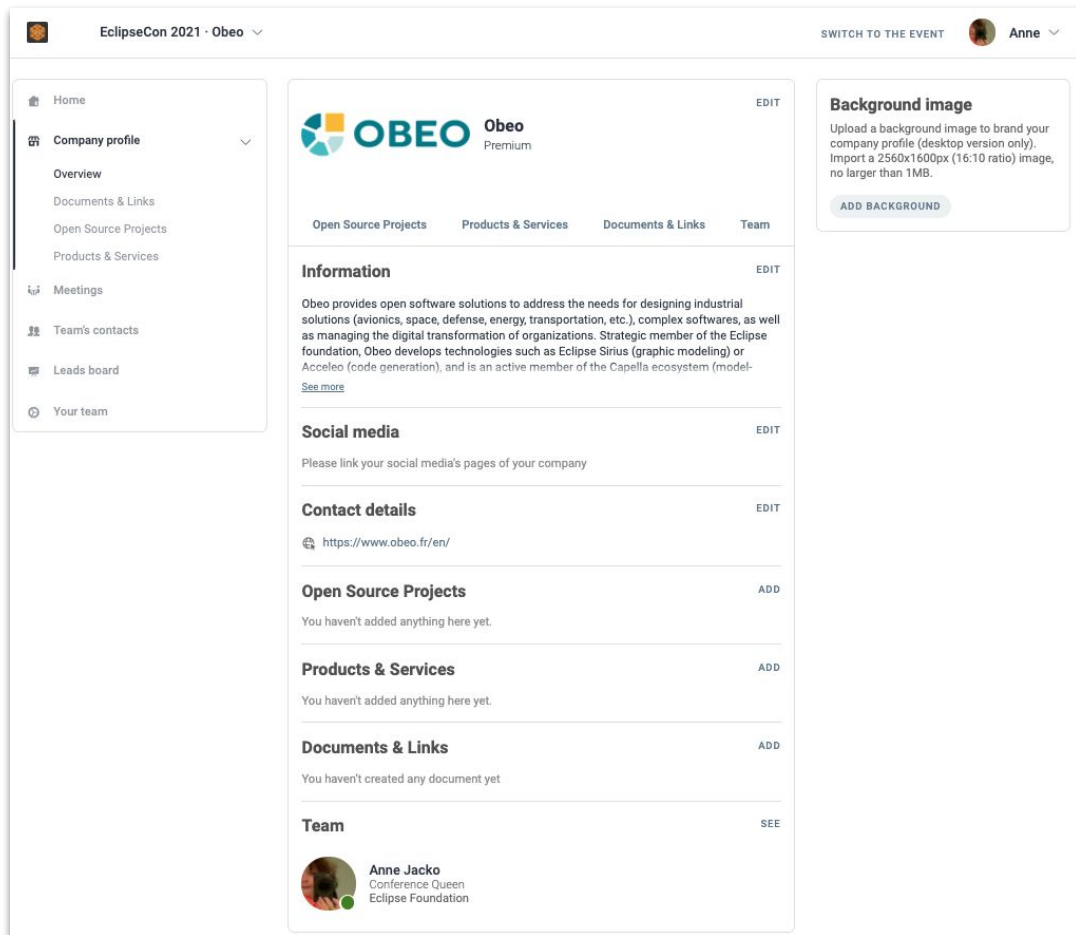
# Building Your Booth



# Building Your Booth

When you first access your booth / company profile, it will have these items already added by conference staff:

- Logo
- Name
- Information (company description from EclipseCon 2021 website)
- Website (as part of Contact details)

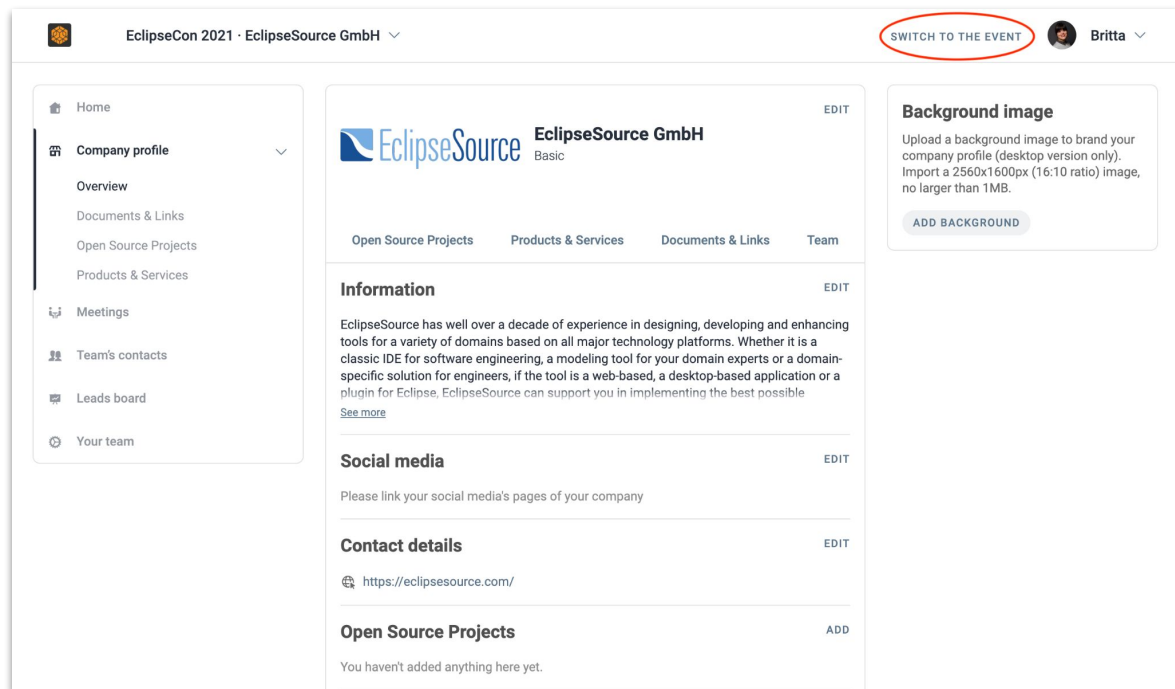


# Building Your Booth, continued

- You can use the left menu and edit buttons to navigate and add items to your booth. You can also use the edit buttons to change the information that is already there.
- These items may be added (all are optional):
  - Header Image or Header Video
    - Image: 1200 x 675 px, 16:9 ratio, no larger than 1MB
    - Video: Video ID on YouTube or Vimeo; **be sure to enter the video ID, and not the full URL of the video**
  - Banner ad: 1080 x 1920 image, no larger than 1MB, linked to an external website
  - Background image
  - Social media links
  - Open Source Projects: name, description, link, 200x200 image for each
  - Products & Services: name, description, link, 200x200 image for each
  - Documents (links to content or imported files)

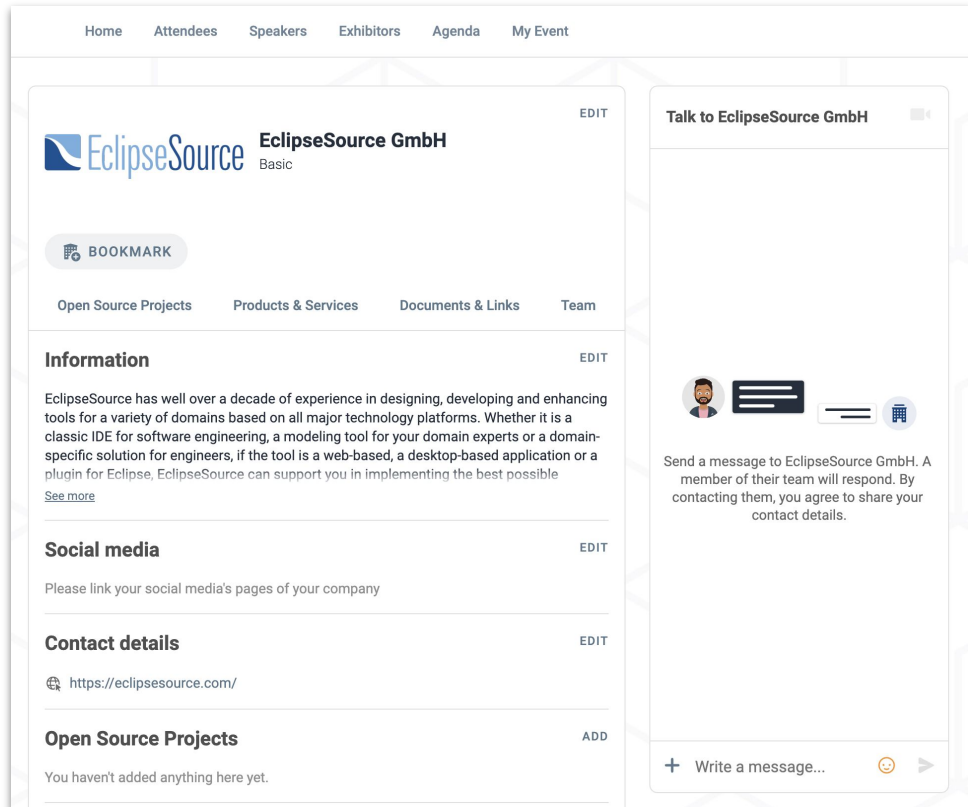
# Viewing Your Booth

When you are in the Exhibitor Center, you can get to the Event Home by clicking on “Switch to the Event” at the top of the screen.



# Viewing Your Booth, continued

To see what the booth looks like to attendees, go to the Event Home, click on the “Exhibitors” button, and then click on your company name.



# Managing Your Exhibitor Team

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Team members are able to add more members, modify booth contents, manage interactions with attendees, and share their contacts with other team members.

1. The original exhibitor team is created by event staff, using a list provided by each sponsor.
2. To add additional members, click on “Your Team” in the left menu, then on “Add a Member.”
3. On the next screen, search for team members by their full email address, and then add them.  
**If a team member does not appear, first verify that they have registered.** If they have, then contact us for help.
4. Each newly added team member will receive the Exhibitor Welcome Email.
5. We recommend that each team member have a visible profile, and that the team shares contacts. These attributes are controlled by the individual team members. To enable these settings, each member clicks on “Your Team,” then clicks on their profile image, and then turns on “Show profile” and “Share his/her contacts with the team.”
6. See screenshots on next page.

# Managing Your Exhibitor Team, continued

The screenshot displays the EclipseCon 2021 exhibitor dashboard. The top navigation bar includes the event name 'EclipseCon 2021 · Obeo' and a 'SWITCH TO THE EVENT' button. The user profile 'Anne' is shown in the top right. The left sidebar contains a list of navigation items: Home, Company profile, Meetings, Team's contacts, Leads board, and 'Your team', which is highlighted with a red circle. The main content area features a profile card for 'Anne Jacko', Conference Queen at Eclipse Foundation, and a section titled 'Add your colleagues' with an 'ADD A MEMBER' button. An 'Add a member' modal is open in the foreground, prompting the user to enter an email address for a new team member.

EclipseCon 2021 · Obeo

SWITCH TO THE EVENT Anne

Home

Company profile

Meetings

Team's contacts

Leads board

**Your team**

**Anne Jacko**  
Conference Queen  
Eclipse Foundation

**Add your colleagues**  
Invite your team members who are registered for the event so you can all access the same interface. With your whole team in one place, it's easy to share contacts and data!

**ADD A MEMBER**

**Add a member**

Enter the email address of the person you want to add to your team. The person must already be registered for the event.

Email \*

contact@mycompany.com

**ADD MEMBER**



# Thank you!

Join the conversation:



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