



ECLIPSE
2020 CON

Sponsor Guide

September 2020

Introduction

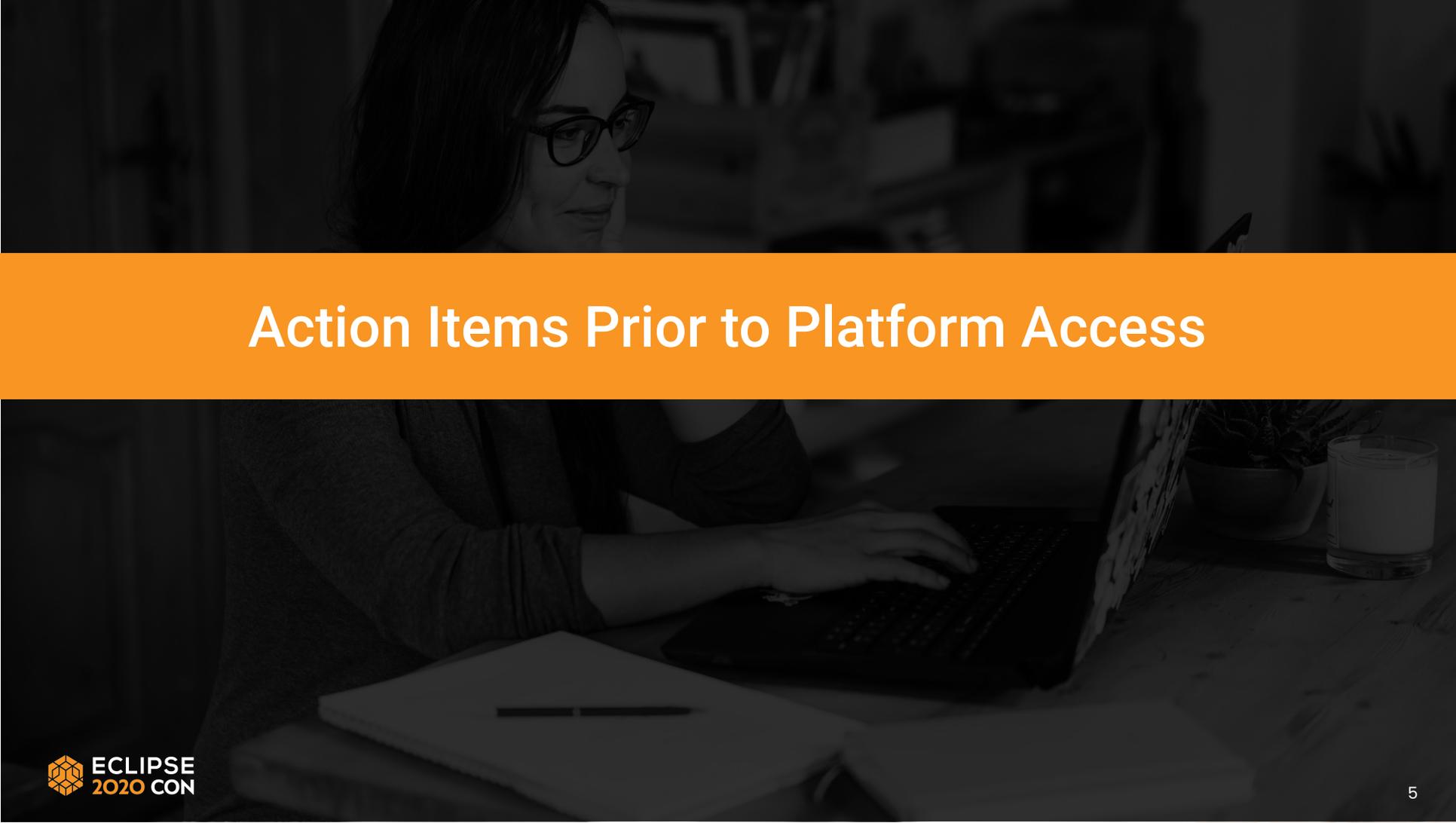
Welcome to the Sponsor Guide. We are using Swapcard as our conference platform, and you will be using the tools in the Swapcard Exhibitor Center to configure your booth, manage your team, and interact with attendees.



Timeline

Timeline

- September 21: Sponsors have access to Swapcard to start booth building
- October 1: Booth building ends
- October 5: Attendees have access to Swapcard; everyone can start engaging by completing their profiles, establishing contacts, setting up meetings, and planning their schedules
- October 19: Community Day
- October 20 - 22: EclipseCon 2020

A woman with dark hair and glasses is shown in profile, looking at a laptop screen. She is sitting at a desk with a pen and some papers. The background is slightly blurred, showing what appears to be an office environment. The image is dimly lit, with a dark overlay.

Action Items Prior to Platform Access

Action Items Prior to Platform Access

Before platform access opens on September 21, please complete these tasks:

- Name a team lead.
- Create a list of team members.
- Send all names and email addresses to perri.lavergne@eclipse-foundation.org
- Register everyone by September 18.

Access to the Exhibitor Center

Access to the Exhibitor Center

For the best information about accessing the Exhibitor Center for the first time and setting up your exhibitor team, view this short video created specifically for EclipseCon 2020 sponsors.

When the platform opens for sponsor access on September 21, the team lead will receive an email with the subject line “Welcome, EclipseCon 2020 Sponsor!” The email will be coming from “hello@swapcard.com.” If you don’t see that email, please check your spam folder.



EclipseCon 2020
Welcome, EclipseCon 2020 Sponsor!
To: anne.jacko@eclipse-foundation.org

Inbox - Google 12:58 PM

E



EclipseCon 2020

Hello Anne,

It's time to set up your booth in the EclipseCon 2020 platform. Design your Company Profile to increase your visibility and gain qualified leads.

After the platform opens for everyone, you can see the list of attendees, start targeting your audience and make valuable connections before the event even begins.

Plan now to ensure that you'll meet the right people and get the best value from your sponsorship.

Refer to the [EclipseCon Sponsor Guide](#) for more information, or email us at sponsors@eclipsecon.org.

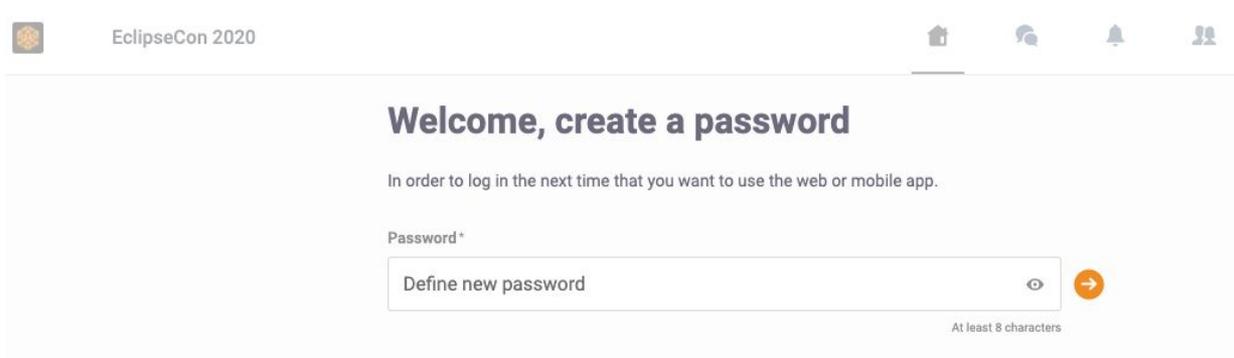
LET'S GET STARTED!

EclipseCon, engagement & networking platform sent you this email
Please contact support@swapcard.com if you need any help regarding the app

Access to the Exhibitor Center

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

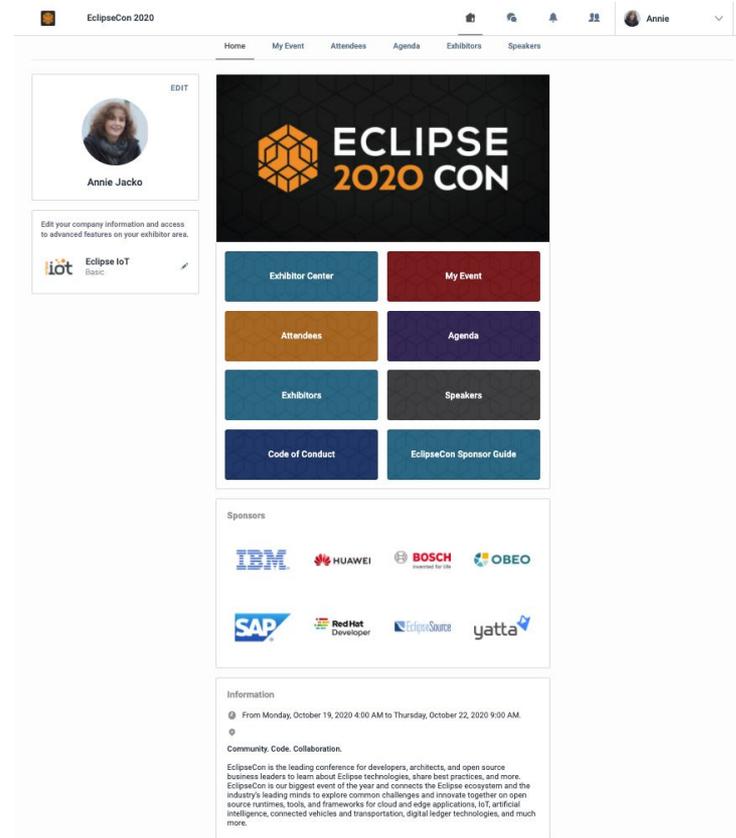
1. Click on the “Let’s Get Started” link in the email. This takes you to the login page for the event. You will be prompted to create a password for your account.



The screenshot shows the EclipseCon 2020 website interface. At the top left is the EclipseCon 2020 logo and name. On the right side of the header are icons for home, search, notifications, and user profile. The main content area features a heading "Welcome, create a password" and a sub-heading "In order to log in the next time that you want to use the web or mobile app." Below this is a "Password*" label and a text input field containing the placeholder text "Define new password". To the right of the input field is an eye icon and a right-pointing arrow icon. Below the input field, the text "At least 8 characters" is displayed.

Access to the Exhibitor Center

2. Set a password.
3. The next screen is the Event Home for EclipseCon 2020.
4. Click on the blue “Exhibitor Center” button under the conference logo. If you don’t see this button, contact us.



The screenshot shows the EclipseCon 2020 Exhibitor Center dashboard. At the top, there is a navigation bar with the following items: Home, My Event, Attendees, Agenda, Exhibitors, and Speakers. The user's name, Annie, is visible in the top right corner. Below the navigation bar, there is a profile section for Annie Jacko with an "EDIT" button. To the right of the profile is a large banner for "ECLIPSE 2020 CON" with a hexagonal logo. Below the banner is a grid of buttons: "Exhibitor Center" (blue), "My Event" (red), "Attendees" (orange), "Agenda" (purple), "Exhibitors" (teal), "Speakers" (dark grey), "Code of Conduct" (dark blue), and "EclipseCon Sponsor Guide" (dark blue). Below the grid is a "Sponsors" section with logos for IBM, HUAWEI, BOSCH, OBEQ, SAP, RedHat Developer, EclipseSource, and yatta. At the bottom, there is an "Information" section with the event dates: "From Monday, October 19, 2020 4:00 AM to Thursday, October 22, 2020 9:00 AM." and the tagline "Community. Code. Collaboration." followed by a brief description of the conference.

Access to the Exhibitor Center

5. Your company name is listed on the left side. Click on your company name for access to your booth / company profile in the Exhibitor Center.

Upcoming events



**ECLIPSE
2020 CON**

EclipseCon 2020 >
Oct 19, 2020 - Oct 22, 2020

 Eclipse IoT

Access to Exhibitor Center

Exhibitor Center Welcome Page

 EclipseCon 2020 · Eclipse IoT ▼

[SWITCH TO THE EVENT](#)

 **Anne** ▼

-  Home
-  Company profile >
-  Meetings
-  Team's contacts
-  Your team

Welcome to the Exhibitor Center!

This portal allows you to increase your event visibility, control the content attendees see about you, and maximize your return on investment.

You are able to:

- Create and update your company profile (visible to attendees as your booth)
- Manage your company team
- Communicate with attendees in your booth chat
- Set up meetings with attendees
- Gather all new contacts of your team's members and export them in a single Excel file
- Keep track of your team's leads and success at the event

Please contact support@swapcard.com if you need any help regarding the event app.



Eclipse IoT

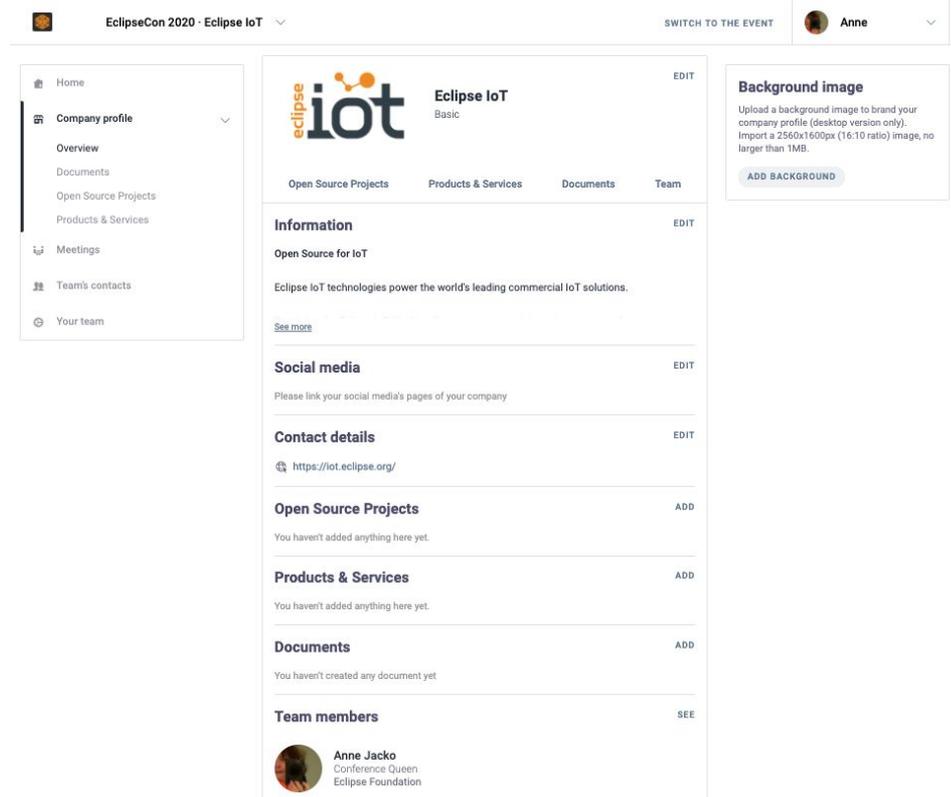
Basic

[EDIT MY COMPANY PROFILE](#)

Building Your Booth

Building Your Booth

1. Now you will see your standard booth / company profile, with these items already added by the conference team:
 - a. Logo
 - b. Name
 - c. Information (company description from EclipseCon 2020 website)
 - d. Website (as part of Contact details)



The screenshot shows a web interface for the EclipseCon 2020 booth profile for Eclipse IoT. The page is titled "EclipseCon 2020 · Eclipse IoT" and includes a user profile for "Anne". The main content area is divided into several sections:

- Navigation:** Home, Company profile (selected), Overview, Documents, Open Source Projects, Products & Services, Meetings, Team's contacts, Your team.
- Company Profile:** Eclipse IoT logo, Basic profile type, and tabs for Open Source Projects, Products & Services, Documents, and Team.
- Information:** Open Source for IoT, Eclipse IoT technologies power the world's leading commercial IoT solutions. Includes a "See more" link.
- Social media:** Please link your social media's pages of your company.
- Contact details:** Website: <https://iot.eclipse.org/>
- Open Source Projects:** You haven't added anything here yet.
- Products & Services:** You haven't added anything here yet.
- Documents:** You haven't created any document yet.
- Team members:** Anne Jacko, Conference Queen, Eclipse Foundation.

A "Background image" section on the right allows users to upload a background image to brand their company profile, with instructions: "Upload a background image to brand your company profile (desktop version only). Import a 2560x1600px (16:10 ratio) image, no larger than 1MB." and an "ADD BACKGROUND" button.

Building Your Booth

2. 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.
3. These items may be added (all are optional):
 - a. Header Image and/or Header Video
 - i. Image: 1200 x 675 px, 16:9 ratio, no larger than 1MB
 - ii. Video: Video ID on YouTube or Vimeo; be sure to enter the video ID, and not the full URL of the video
 - b. Background image
 - c. Social media links
 - d. Open Source Projects: name, description, link, 200x200 image for each
 - e. Products and Services: name, description, link, 200x200 image for each
 - f. Documents (links to content or imported files)



Creating and Managing Your Team

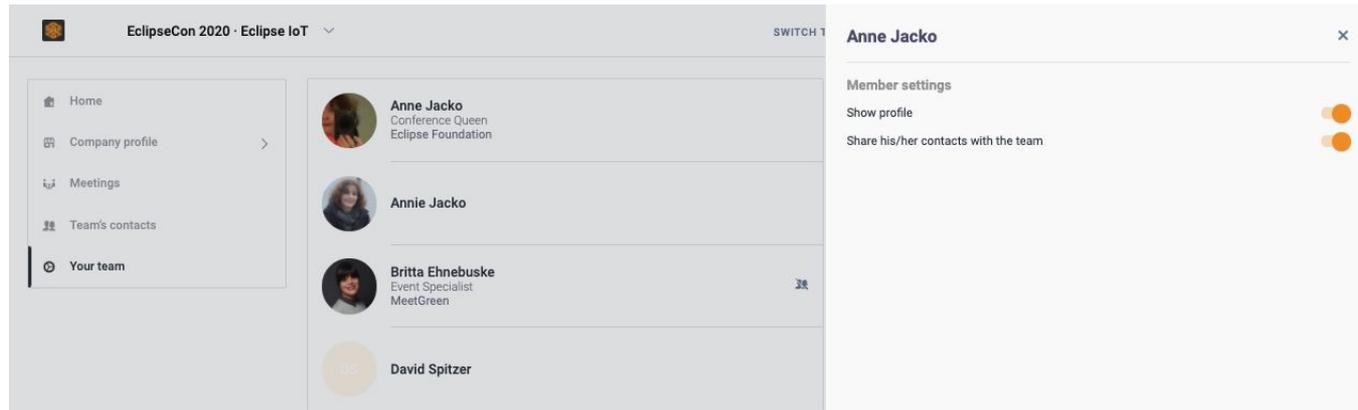
Creating and Managing Your Team

Team members will be able to add more members, modify the Company Profile (booth), answer meeting requests and assign meetings to specific team members, and share the contacts they make during the event with other team members.

1. When the booth is first created, an exhibitor team has only one member, the team lead.
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 **registered** team members by their full email address, and then add them. If a team member does not appear, contact us.
4. Each team member will receive an email saying that the team lead has added them, with a link giving them access to the platform.

Creating and Managing Your Team

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 the settings, each member clicks on “Your Team,” then clicks on their name, and then turns on “Show profile” and “Share his/her contacts with the team.”



A woman with dark hair and glasses is sitting at a desk, looking at a laptop screen. Her hands are on the keyboard. On the desk, there are some papers, a pen, a small potted plant, and a glass of water. The background is slightly blurred, showing what appears to be a bookshelf.

Viewing Your Booth

Viewing Your Booth

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. If 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.



Engaging with Attendees

Engaging with Attendees

Swapcard provides great networking opportunities. **Details on using these features will be included in the upcoming Attendee Guide.** Sponsors have some additional ways to use these tools in the Exhibitor Center via the “Meetings” and “Team’s Contacts” menu.

Here is a brief overview of the networking features you see in the Exhibitor Center.



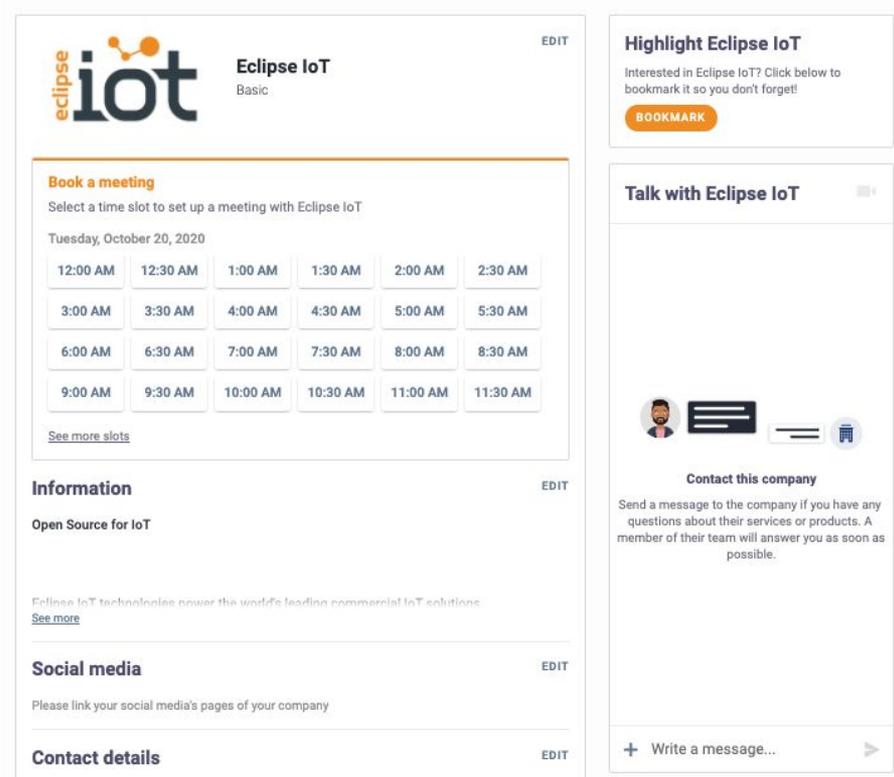
Engaging with Attendees

Meetings

Team members can view and organize meetings set up between team members and attendees.

Messages

When someone visits a booth, they can leave a message for the sponsor team in the “Talk With...” window on the right side of the booth.



The screenshot displays the Eclipse IoT booth interface. At the top left is the Eclipse IoT logo, and to its right is the text "Eclipse IoT Basic" with an "EDIT" link. Below this is a "Book a meeting" section with a grid of time slots for Tuesday, October 20, 2020. The slots range from 12:00 AM to 11:30 AM in 30-minute increments. A "See more slots" link is provided below the grid. The "Information" section includes the text "Open Source for IoT" and a link to "See more". The "Social media" section prompts the user to link their social media pages. The "Contact details" section is also visible. On the right side, there is a "Highlight Eclipse IoT" section with a "BOOKMARK" button, and a "Talk with Eclipse IoT" messaging window with a profile picture, a message icon, and a "Write a message..." input field.

Book a meeting
Select a time slot to set up a meeting with Eclipse IoT

Tuesday, October 20, 2020

12:00 AM	12:30 AM	1:00 AM	1:30 AM	2:00 AM	2:30 AM
3:00 AM	3:30 AM	4:00 AM	4:30 AM	5:00 AM	5:30 AM
6:00 AM	6:30 AM	7:00 AM	7:30 AM	8:00 AM	8:30 AM
9:00 AM	9:30 AM	10:00 AM	10:30 AM	11:00 AM	11:30 AM

[See more slots](#)

Information
Open Source for IoT

Eclipse IoT technologies power the world's leading commercial IoT solutions.
[See more](#)

Social media
Please link your social media's pages of your company

Contact details

Highlight Eclipse IoT
Interested in Eclipse IoT? Click below to bookmark it so you don't forget!
[BOOKMARK](#)

Talk with Eclipse IoT

Contact this company
Send a message to the company if you have any questions about their services or products. A member of their team will answer you as soon as possible.

+ Write a message... 

Engaging with Attendees

Team's Contacts

A contact is another attendee with whom you have connected. To establish a contact, go to the Event Home “Attendees” menu, and search using various criteria. If you see a person you would like to add as a contact, send them a request. If they agree, the two of you will then be connected in the platform, and each will have the other as a contact.

Team members can create and then share contacts, and then qualify those contacts by adding scores, tags, and notes. Contact lists can be exported.

Engaging with Attendees

Attendee Privacy

To protect privacy, only an attendee's name will be visible until they update their profile to add interesting information (company, position, skills, interests, location, etc.). Note that attendees can control their visibility within the platform. Only those with who wish to be visible will be listed under the Attendees menu and shown to other attendees.

The screenshot displays the EclipseCon 2020 attendee interface. At the top, the event name "EclipseCon 2020" is shown with an "Edit event" link. The user profile "Anne" is visible in the top right corner. The main navigation bar includes "Home", "My Event", "Attendees", "Agenda", "Exhibitors", "Speakers", "Watch Live!", "Help Desk", and "Community Chats".

The interface is divided into three main sections:

- Search:** A search bar with the placeholder text "Search".
- Get better recommendations:** A section with the text "Add keywords that will feed the matchmaking algorithm and refine the suggestions of people you should meet." Below this is a "Search criteria" input field with the placeholder "Add a criteria".
- Visibility:** A section with the text "You're visible to other attendees." and a toggle switch that is currently turned on.

The "People you should meet" section lists four attendees:

- Julien Bouvier:** Event Project Manager, Swapcard. Includes a connection icon.
- Frédéric Desbiens:** Program Manager, IoT and Edge Computing, Eclipse Foundation. Includes a connection icon.
- Anne Jacko:** Conference Queen, Eclipse Foundation. Includes a connection icon.
- Annie Jacko:** Includes a connection icon.

The "Your connections" section lists one attendee:

- Britta Ehnebuske:** Event Specialist, MeetGreen. Includes a connection icon.

Engaging with Attendees

When the platform opens for sponsors, only exhibitors and speakers will be listed under the Attendees menu. Conference staff will add all current registrants to the Swapcard platform by October 5.



Thank you!

Join the conversation:

 [@EclipseCon](https://twitter.com/EclipseCon) | [#EclipseCon](https://twitter.com/EclipseCon)



ECLIPSE
2020 CON