



ECLIPSE
2020 CON

Sponsor Guide

Updated - 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: Exhibitors have access to Swapcard to start booth building.
- October 5: Attendees have access to Swapcard. Attendees can start engaging by completing their profiles, establishing contacts, setting up meetings, and planning their schedules.
- October 5 - 19: Booths are accessible by exhibitors only. During this time, attendees will not be able to leave messages or request to pre-schedule meetings in your booth.
- October 20 - 22: Exhibit Area open. Attendees will be able to leave messages in the “Talk with” window in your booth, and can also request meetings in your booth. (See page 8 for more information about messages. See pages 12 - 15 for more information about meetings.)
- October 19: Community Day
- October 20 - 22: EclipseCon 2020

A person is working at a desk in a dimly lit office. They are wearing glasses and have their hand on their chin, looking at a large monitor. There are other monitors and papers on the desk. The background is a brick wall.

Exhibitor Hours

Exhibitor Hours

- We recommend that you plan for your Exhibit Booth to be manned and open daily from 8:00 CET - 20:30 CET, October 20 - 22. These extended hours accommodate sponsors and attendees in different time zones.
- During these hours, attendees will be able to visit your booth and send a message to booth staff by into the “Talk with” window.
- Attendees will also be able to request 30-minute meetings on those days by clicking on a meeting slot in your booth.
- An alternative to a 30-minute meeting is an “instant meeting,” which is a 1:1 video call that can be started from a chat window.
- Details on all these networking functions are included later in this document.

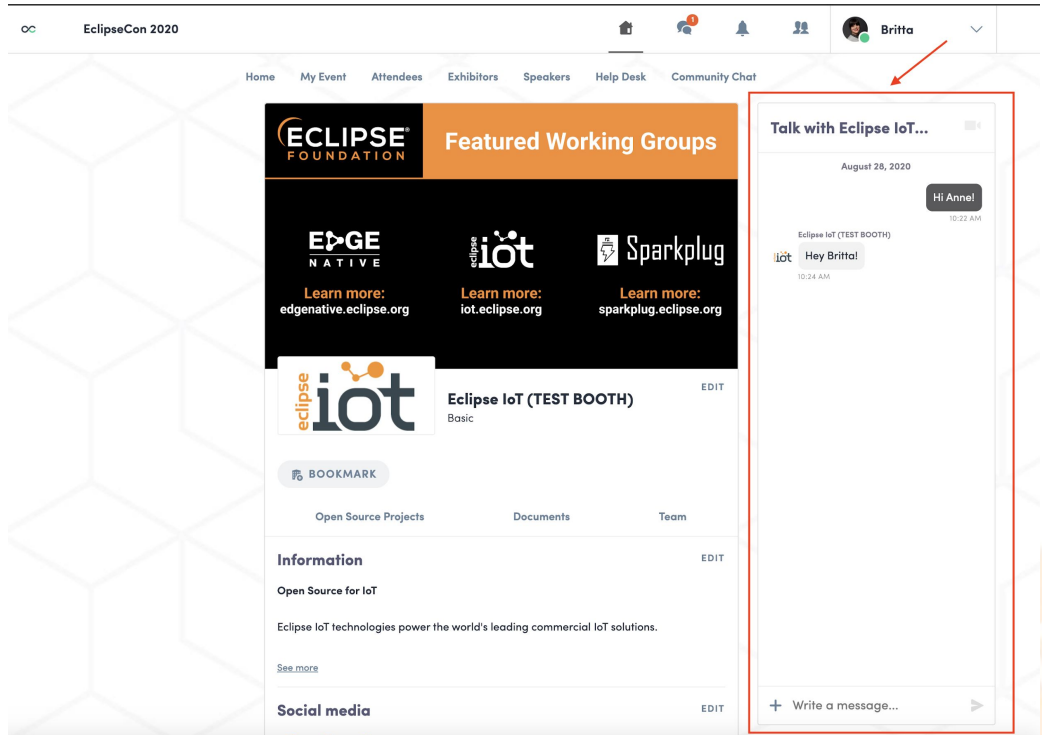
A dark, moody photograph of a person sitting at a desk in an office. The person is wearing glasses and has their hand near their face, looking at a computer monitor. The desk is cluttered with papers, a keyboard, and a pen. The background shows a brick wall and another monitor.

Exhibitor Messages (“Talk with” Window)

Exhibitor Booth Chat (“Talk with” Window)

Once you are added to an exhibit team, you will have access to an exhibitor inbox shared with all of your organization’s team members. Messages in the inbox are generated when an attendee visits your booth and types a message into the “Talk with...” window.

For the attendee, the message appears within the booth as a 1:1 chat. For the exhibitor team, the message generates a notification in the platform, and appears as a message in the exhibitor inbox. An exhibitor team member will not see the discussion in the “Talk to” window; only the attendee will see it there.



A dark, moody photograph of a person sitting at a desk in an office. The person is wearing glasses and has their hand near their face, looking at a computer monitor. The desk is cluttered with papers, a keyboard, and a coffee cup. The background shows a brick wall and another monitor.

Exhibitor Inbox

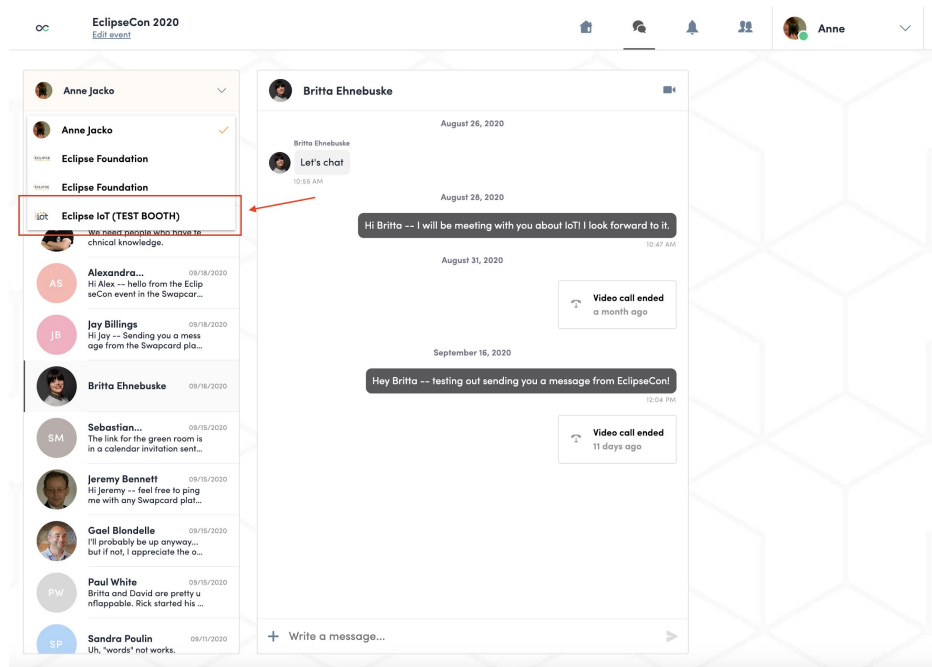
Exhibitor Inbox

To view your exhibitor inbox, click on the chat bubble icon along the top menu. Once there, toggle between your personal inbox and the exhibitor inbox by clicking on the dropdown box nested under your name on the left hand side.

All exhibitors will see a red notification circle over the chat bubble icon when new messages are received. *However, please note that once any exhibitor team member reads the message, the red circle will disappear for the entire team.* We recommend that you assign one team member to manage notifications to avoid inadvertently clearing them.

An attendee can continue the conversation either by typing into the “Talk to” window in the booth, or by answering your response in their own message inbox.

Missed sponsor message notifications do not generate an email reminder.



A dark, moody photograph of a person sitting at a desk in an office. The person is wearing glasses and has their hand near their face, looking at a computer monitor. The desk is cluttered with papers, a keyboard, and a coffee cup. The background shows a brick wall and another monitor.

Messages and Instant Meetings

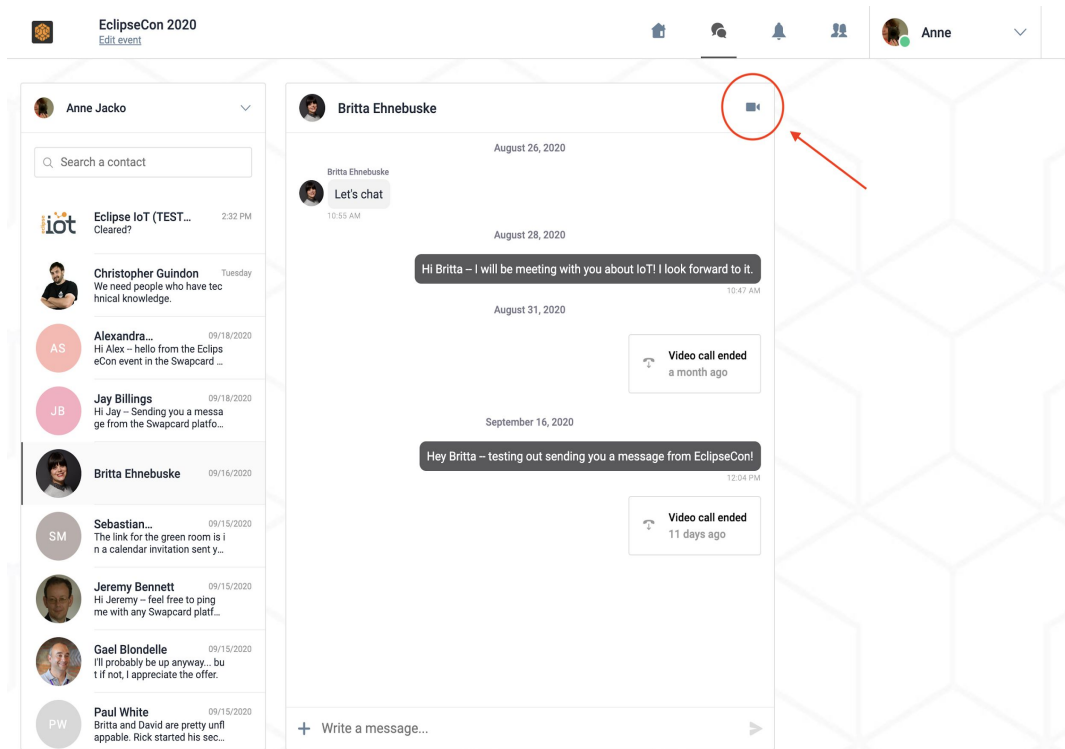
Messages and Instant Meetings

If you have a new message or meeting request, there will be a red circle by the chat bubble icon. The circle is cleared when you access your inbox. If you don't access your inbox for six hours, the platform will send an email letting you know that you have new notifications.

If you click on the chat bubble icon in the top menu, you can see all attendees you've chatted with.

When you are in a chat, you can start an instant 1:1 video meeting by clicking on the small video icon in the top right corner of the chat box.

You can also share documents via chat.



A dark, moody photograph of a person sitting at a desk in an office. The person is wearing glasses and has their hand near their face, looking at a computer monitor. The desk is cluttered with papers, a keyboard, and a coffee cup. The background shows a brick wall and another monitor.

Managing Meetings

Managing Meetings

In the Exhibitor Center, you can view all pending and confirmed meetings for your exhibit booth in the Meetings section. Click the “Reply” button below a meeting request to process the request. You can decline the meeting, assign the meeting to another team member (enter their name into the search field), or accept without assigning a particular member.

If you need to decline due to time constraints, we recommend that you first send a message to the requester. Otherwise, the requester will simply be notified that you declined. Click on their name in the meeting request, explain the reason for the decline, then suggest an alternative time.

The screenshot displays the EclipseCon 2020 DEMO interface for the Eclipse Foundation. On the left, a sidebar menu includes 'Home', 'Company profile', 'Meetings' (highlighted with a red notification badge), 'Team's contacts', and 'Your team'. The main content area shows 'All members' with filters for 'Invitation (1)' and 'Pending (1)'. Under the 'Monday, October 19, 2020' section, two meeting requests are listed:

- Meeting requested** (Pending): 09/27/2020 • 2:02 PM, 10/19/2020 • 2:00 AM to 2:30 AM. Requester: Anne Jacko (Conference Queen, Eclipse Foundation). Action: EDIT.
- Meeting request** (Invitation): 09/27/2020 • 3:24 PM, 10/19/2020 • 9:00 AM to 9:30 AM. Requester: Britta Ehnebuske (Event Specialist, MeetGreen). Action: REPLY.

A detailed view of the 'Meeting request' for Britta Ehnebuske is shown on the right. It includes the meeting times and type (Video Meeting). Below, it prompts the user to 'Please assign an available member to this meeting' with a search field 'Search among members available for this slot'. At the bottom, there are two buttons: 'ACCEPT WITHOUT ASSIGNING' and 'DECLINE'.

Managing Meetings

Other items worth noting:

- You can edit an accepted meeting at any time.
- A reminder notification will be sent a few minutes before the meeting start time to all meeting participants.
- Individual exhibitors can export their meetings to their calendars from the left hand side of the “My Event” tab.



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

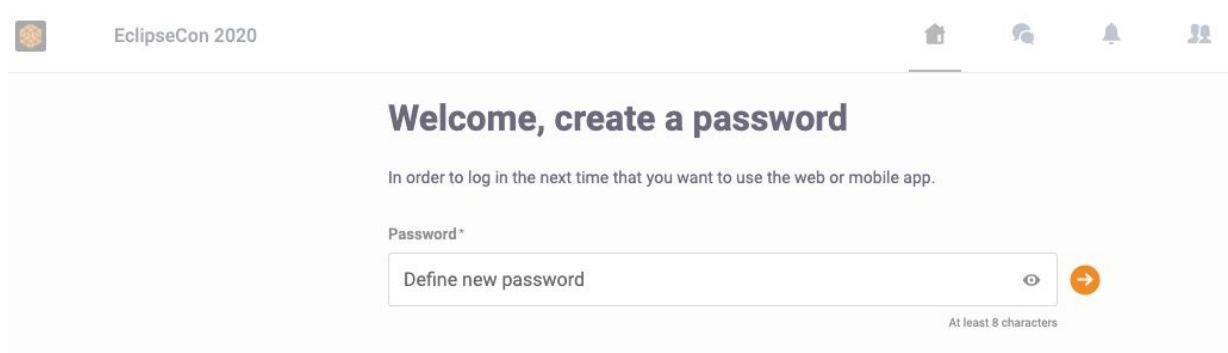


EclipseCon, engagement & networking platform sent you this email
Please contact support@swapcard.com if you need any help regarding the app

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 header with the logo and navigation icons. The main content area displays a 'Welcome, create a password' message. Below this, a text input field is labeled 'Define new password'. To the right of the input field is an eye icon and an orange arrow button. A note at the bottom right of the input field states 'At least 8 characters'.

EclipseCon 2020

Home, Search, Notifications, User Profile

Welcome, create a password

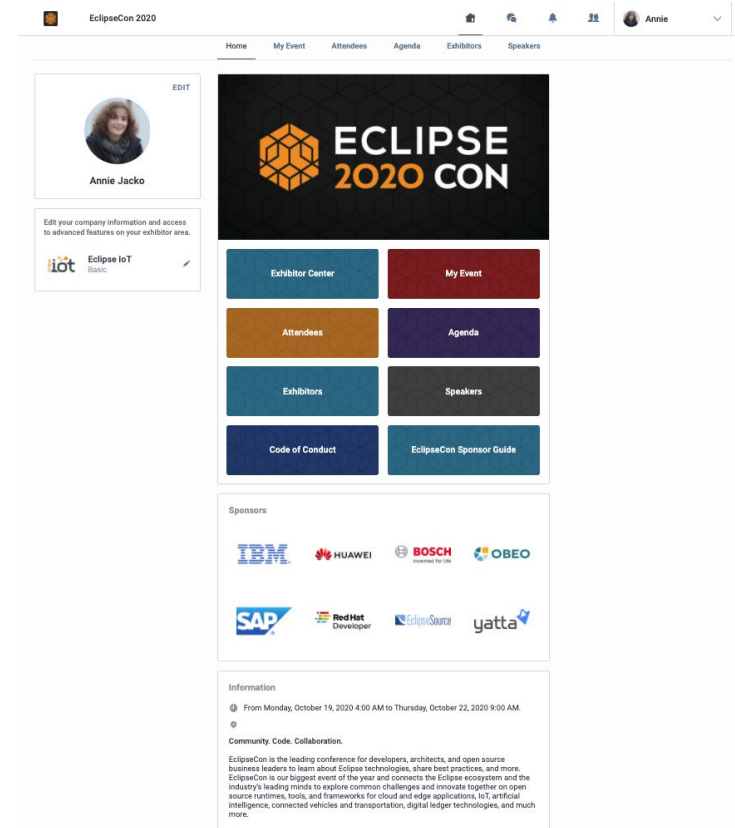
In order to log in the next time that you want to use the web or mobile app.

Password*

At least 8 characters

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.



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





EclipseCon 2020
Oct 19, 2020 - Oct 22, 2020

 Eclipse IoT



The image shows a promotional banner for EclipseCon 2020. The top half of the banner features the event's logo, which consists of an orange hexagonal geometric pattern on the left and the text 'ECLIPSE 2020 CON' in white and orange on the right, all set against a dark background with a subtle hexagonal pattern. Below this, the text 'EclipseCon 2020' is displayed in bold, followed by the dates 'Oct 19, 2020 - Oct 22, 2020'. At the bottom, the 'Eclipse IoT' logo is shown, featuring a small orange icon and the text '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

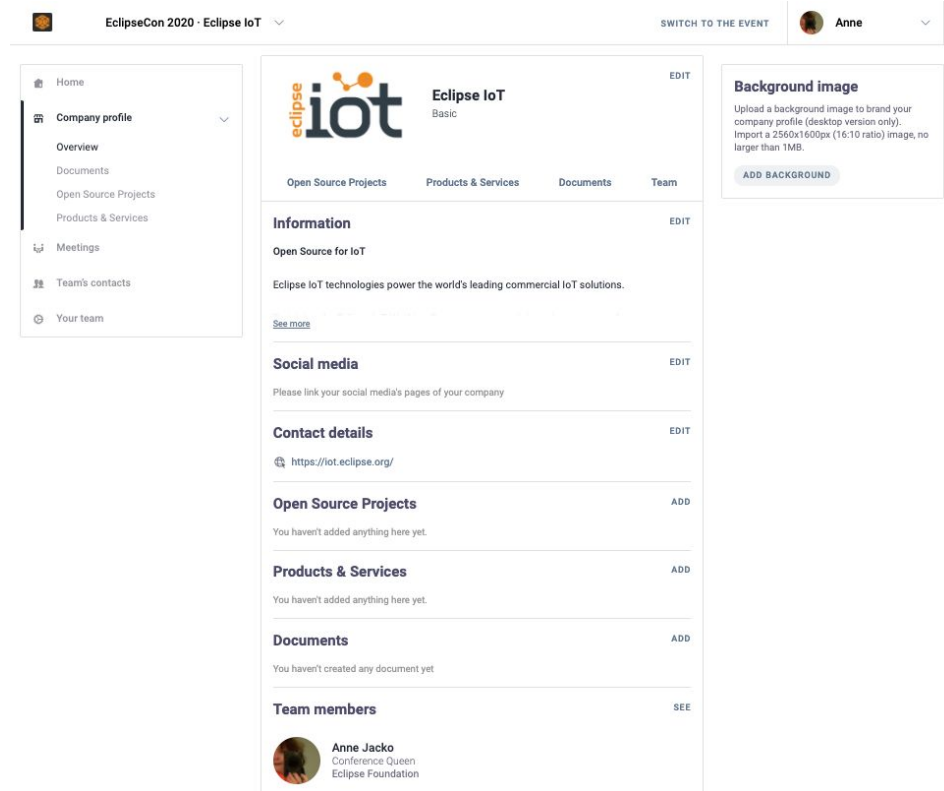
Basic

[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)



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)

A dark, moody photograph of a person sitting at a desk in an office. The person is wearing glasses and has their hand near their chin, looking at a computer monitor. The desk is cluttered with papers, a keyboard, and a coffee cup. The background shows a brick wall and another monitor.

Creating and Managing Your Team

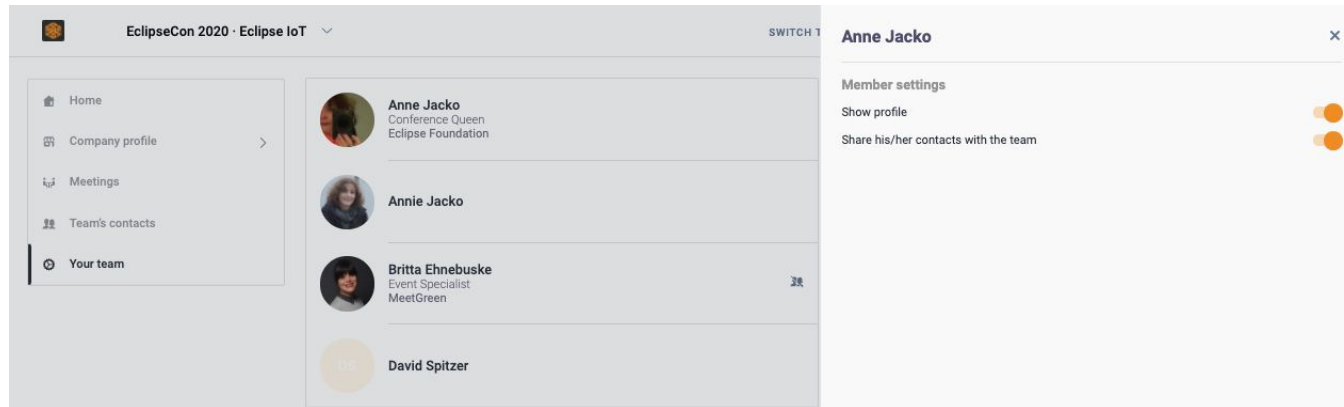
Creating and Managing Your Team

Team members are 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 Exhibitor Center.
5. Note that team members will be added to the Swapcard platform by conference staff before the team lead starts work on the booth. When the team members are added, each will receive an email inviting them to the Swapcard platform to set up their profiles. Each will get a second email from the team lead inviting them to the Exhibitor Center.

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.”





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.

Booth Networking Tools

Booth Networking Tools

Swapcard provides great networking opportunities, as discussed in detail in the guide on pages 9 - 17. 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.

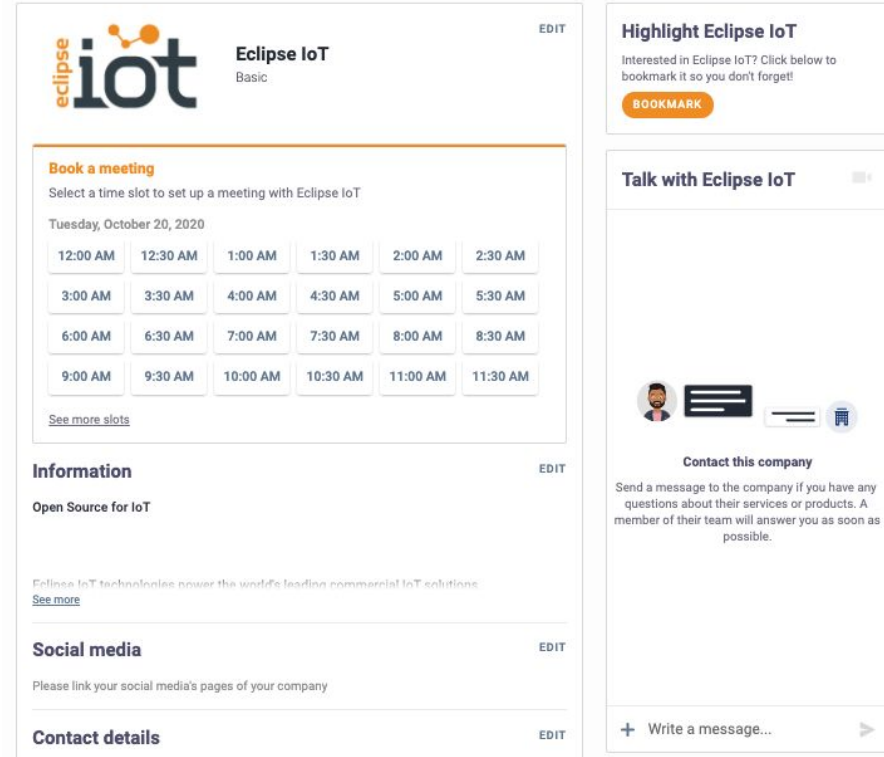
Booth Networking Tools

Meetings

Team members can view and organize meetings set up between team members and attendees. See pages 14 - 15 for more about meetings.

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. See page 10 for more about messages.



The screenshot displays the Eclipse IoT booth interface, which is organized into several sections:

- Header:** Features the Eclipse IoT logo and the text "Eclipse IoT Basic".
- Book a meeting:** A section titled "Book a meeting" with the instruction "Select a time slot to set up a meeting with Eclipse IoT". It shows a calendar for Tuesday, October 20, 2020, with time slots from 12:00 AM to 11:30 AM in 30-minute increments. A "See more slots" link is provided.
- Information:** A section titled "Information" with the text "Open Source for IoT". It includes a link to "Eclipse IoT technologies power the world's leading commercial IoT solutions" and a "See more" link.
- Social media:** A section titled "Social media" with the text "Please link your social media's pages of your company".
- Contact details:** A section titled "Contact details".
- Highlight Eclipse IoT:** A section titled "Highlight Eclipse IoT" with the text "Interested in Eclipse IoT? Click below to bookmark it so you don't forget!" and a "BOOKMARK" button.
- Talk with Eclipse IoT:** A section titled "Talk with Eclipse IoT" with a "Contact this company" button. Below the button, it says "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." At the bottom of this section is a "Write a message..." input field with a send button.

Booth Networking Tools

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.

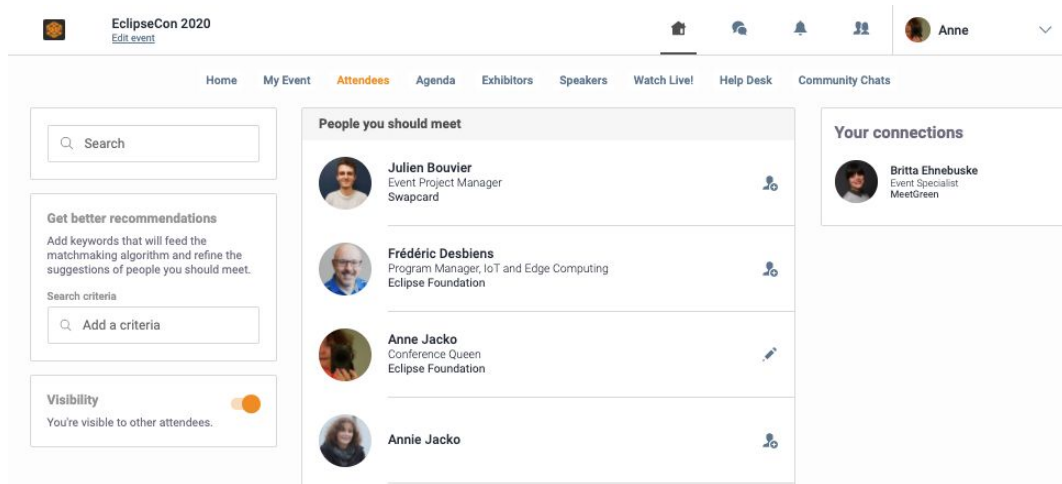
Team members can create and then share contacts, and then qualify those contacts by adding scores, tags, and notes. Contact lists can be exported.

A dark, moody photograph of a person sitting at a desk in an office. The person is wearing glasses and has their hand near their face, looking at a computer monitor. The desk is cluttered with papers, a keyboard, and a coffee cup. The background shows a brick wall and another monitor.

Attendee Privacy

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.



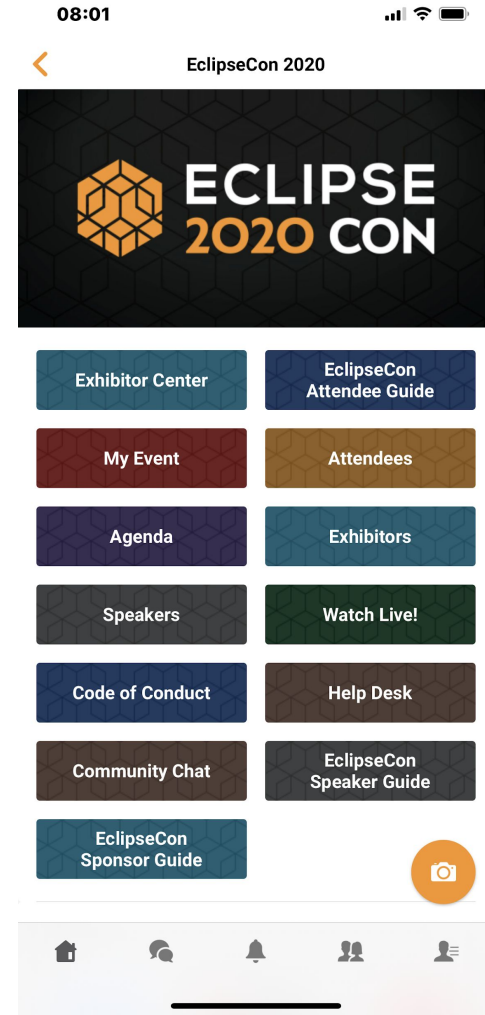


Desktop App and Mobile App

Desktop App and Mobile App

This guide is focused on how to use the Swapcard desktop app. The EclipseCon 2020 Swapcard mobile app offers the same features as the desktop app, with menus and other controls modified for the smaller format. Once you are familiar with using the Swapcard platform on the desktop, you should be able to perform the same functions in the mobile app.

To download the mobile app, search for “EclipseCon 2020” in the Apple App Store or on Google Play.



Thank you!

Join the conversation:

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



ECLIPSE
2020 CON