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

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- 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

Exhibitor Hours

Exhibitor Hours

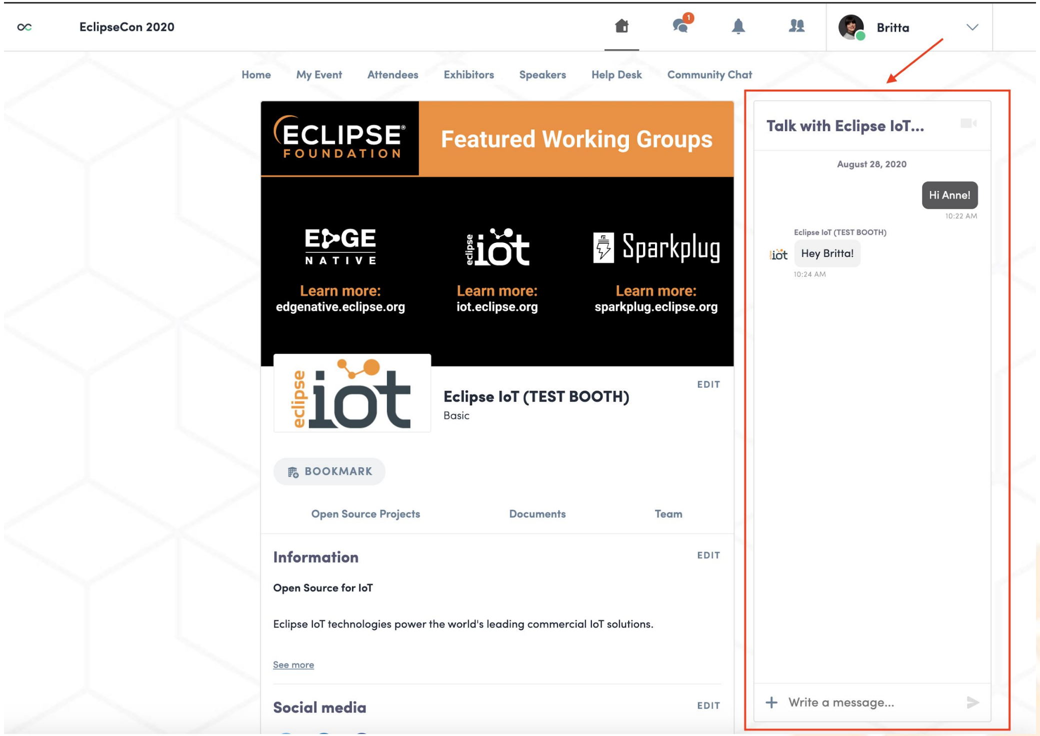
- We recommend that you plan for your Exhibit Booth to be manned and open daily from 8:00 CET - 20:30 CET, October 20 - 22. These extended hours accommodate sponsors and attendees in different time zones.
- During these hours, attendees will be able to visit your booth and send a message to booth staff 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.

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.



Exhibitor Inbox

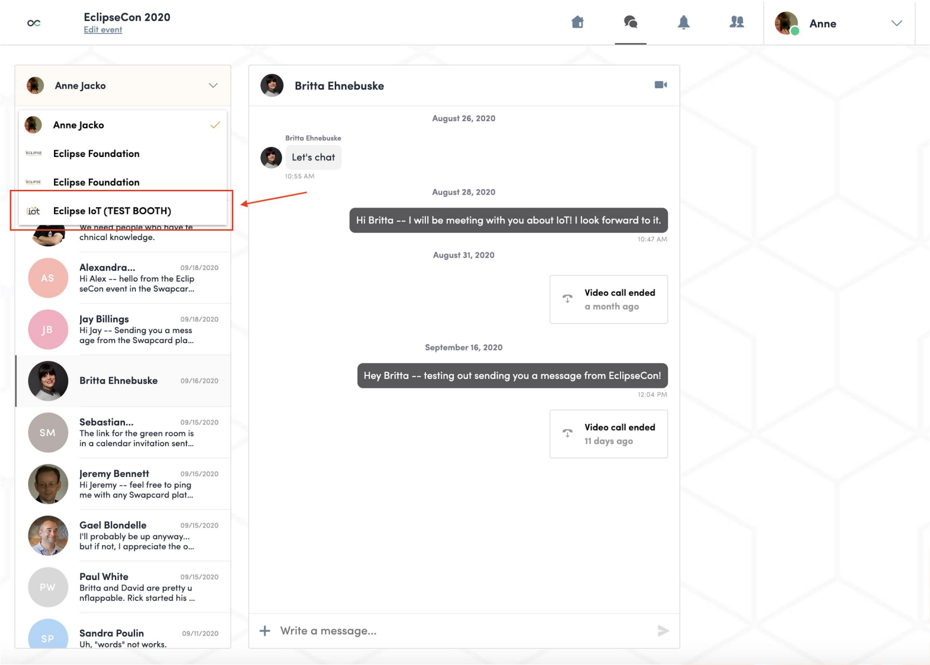
Exhibitor Inbox

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.



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Messages and Instant Meetings

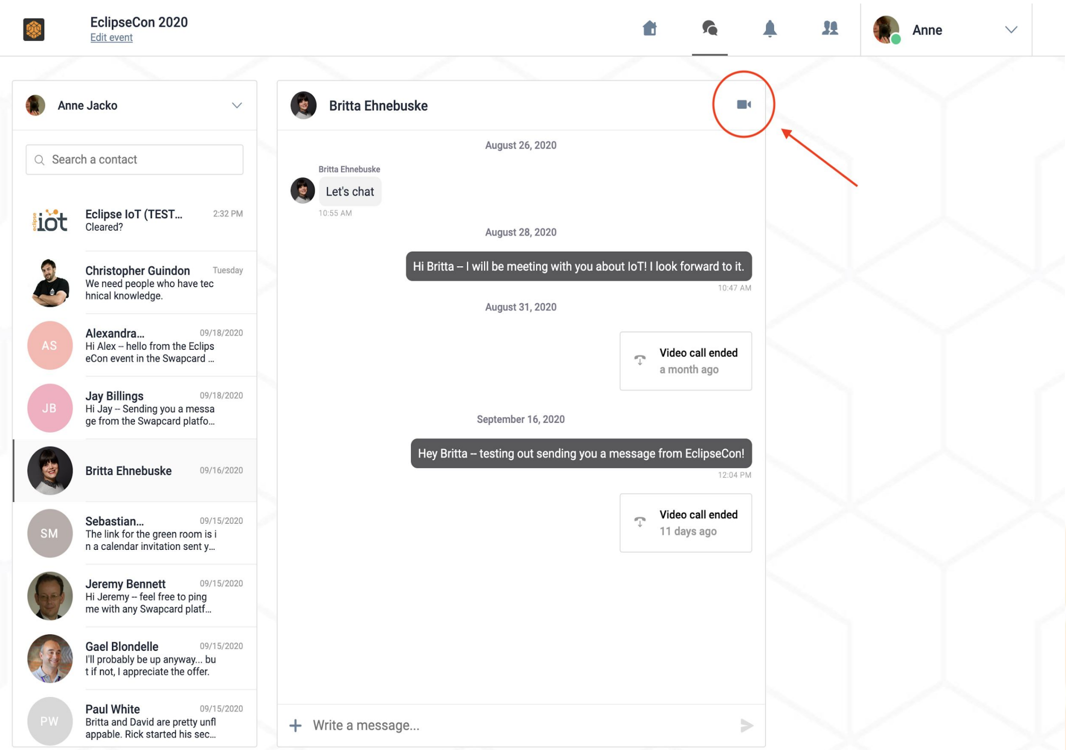
Messages and Instant Meetings

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.



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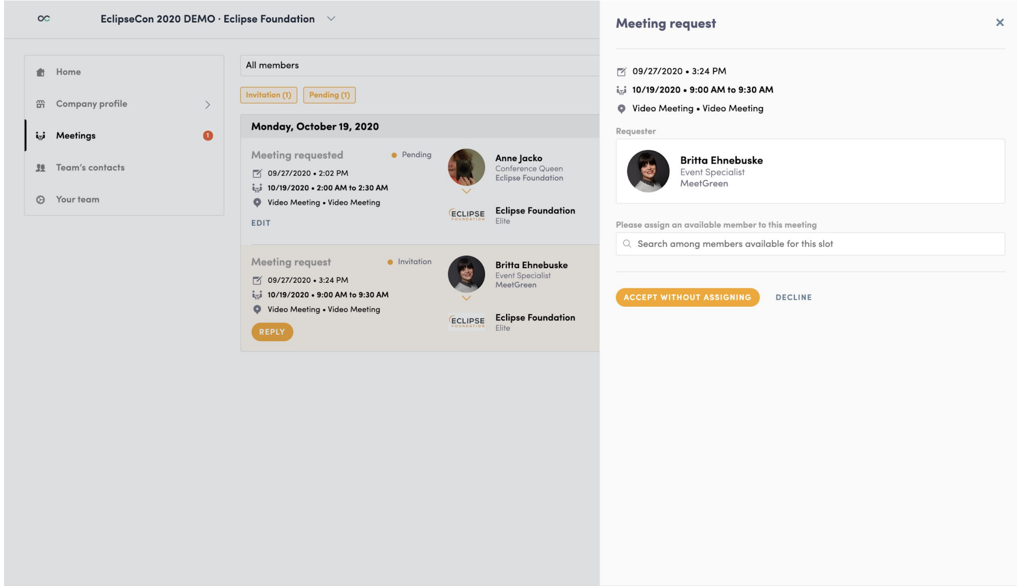
Managing Meetings

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.



Managing Meetings

Other items worth noting:

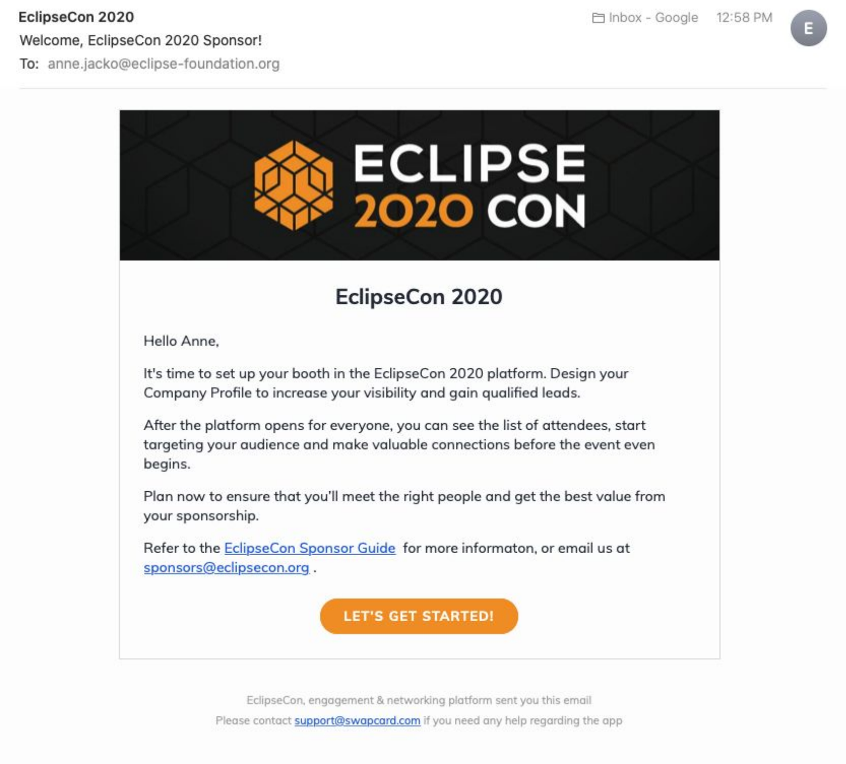
- You can edit an accepted meeting at any time.
- A reminder notification will be sent a few minutes before the meeting start time to all meeting participants.
- Individual exhibitors can export their meetings to their calendars from the left hand side of the "My Event" tab.

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.

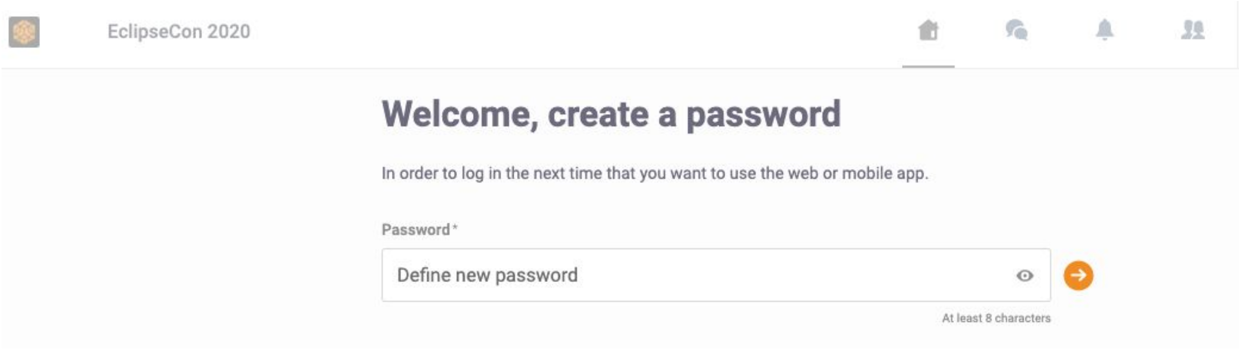
When the platform opens for sponsor access on September 21, the team lead will receive an email with the subject line “Welcome, EclipseCon 2020 Sponsor!” The email will be coming from “hello@swapcard.com.” If you don’t see that email, please check your spam folder.



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.



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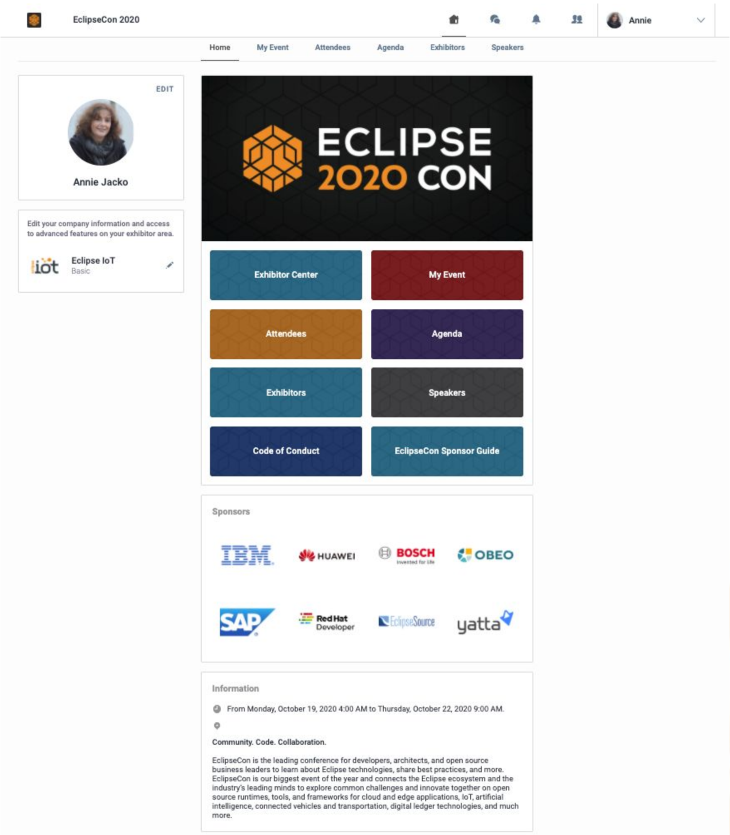
Access to the Exhibitor Center

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.



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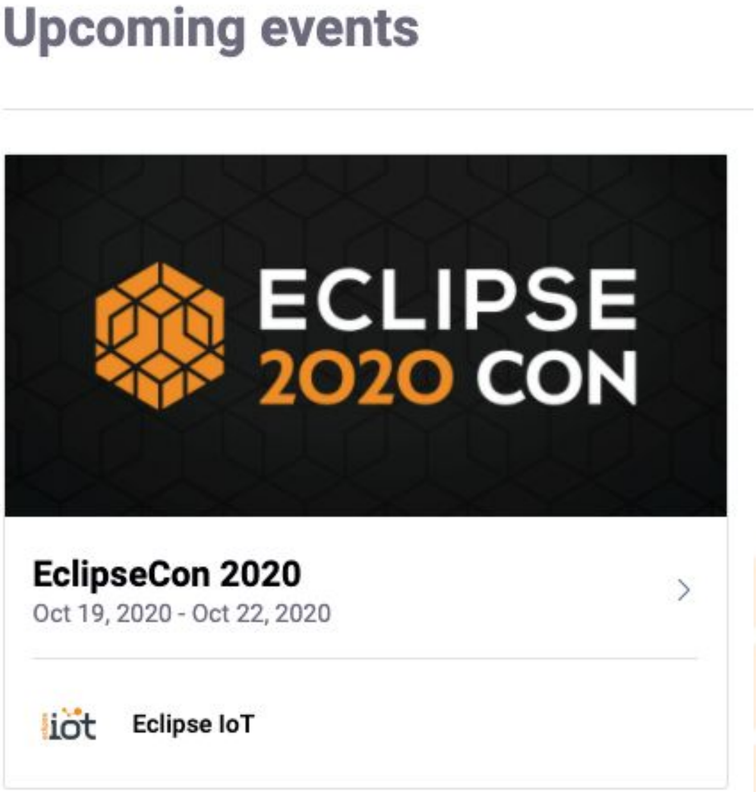
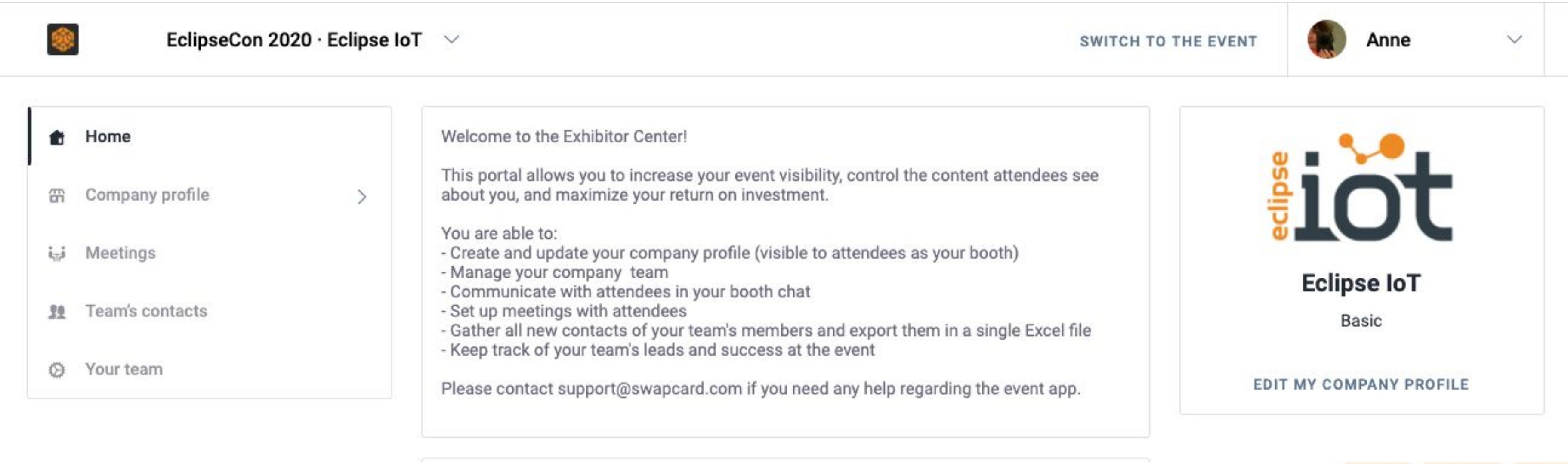
Access to the Exhibitor Center

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.



Access to Exhibitor Center

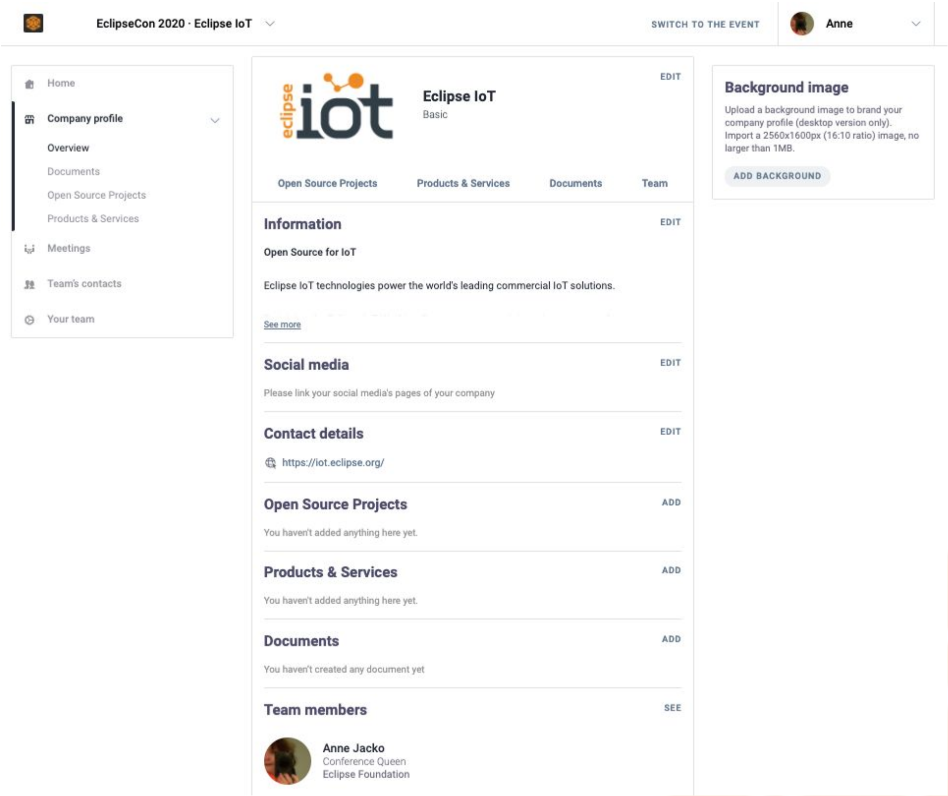
Exhibitor Center Welcome Page



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)

Creating and Managing Your Team

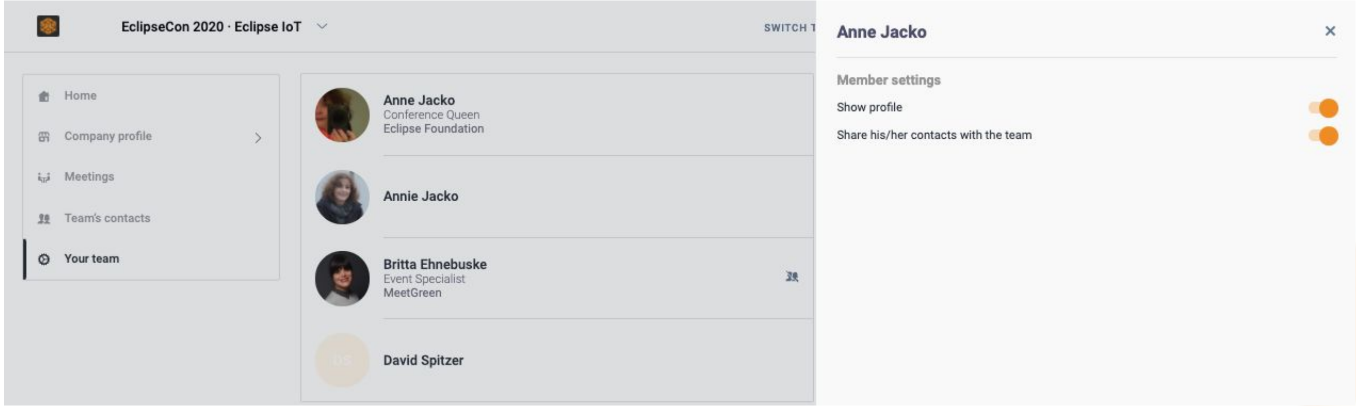
Creating and Managing Your Team

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.

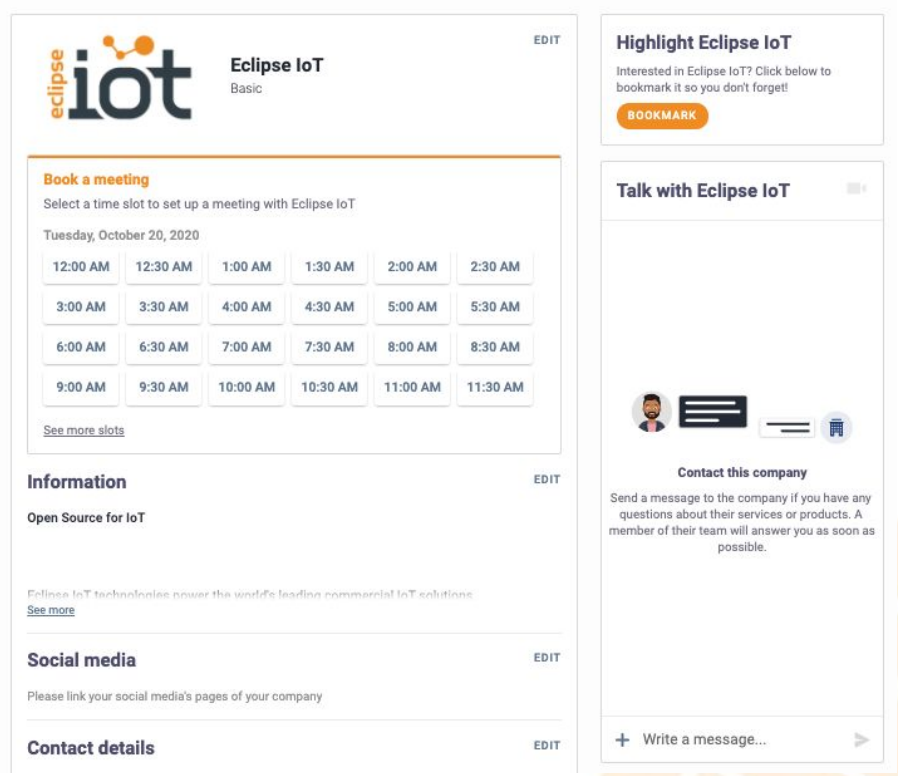
Booth Networking Tools

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.



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.

Attendee Privacy

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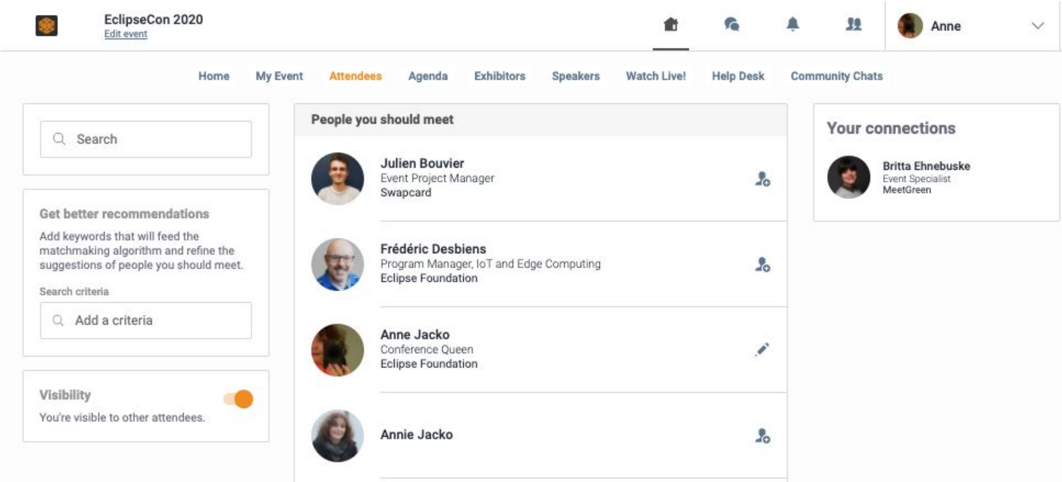
Attendee Privacy

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.

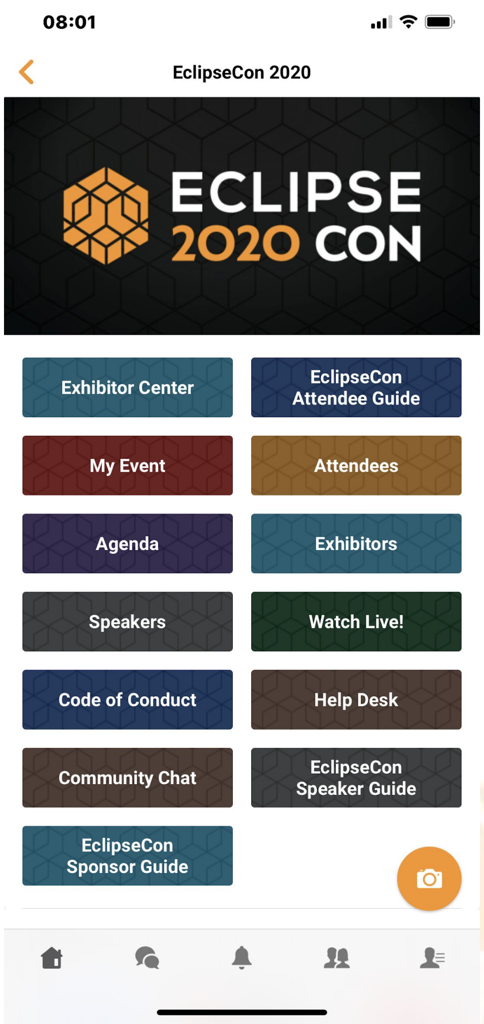


Desktop App and Mobile App

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!

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