

Informa Connect Tech Events App SPEX Guide

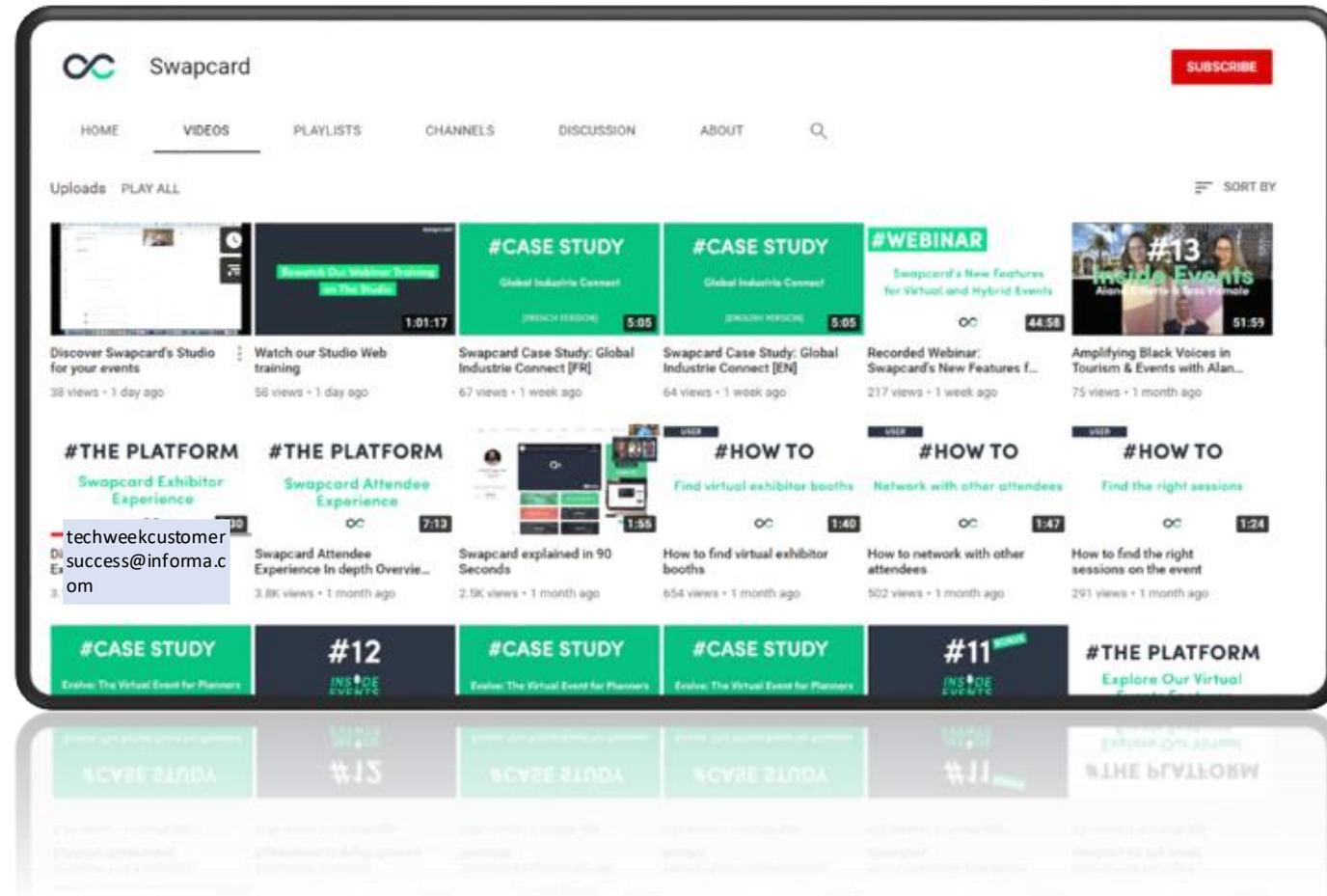
2026



Helpful Links & Resources

[Swapcard YouTube](#)

[Swapcard Helpcenter](#)



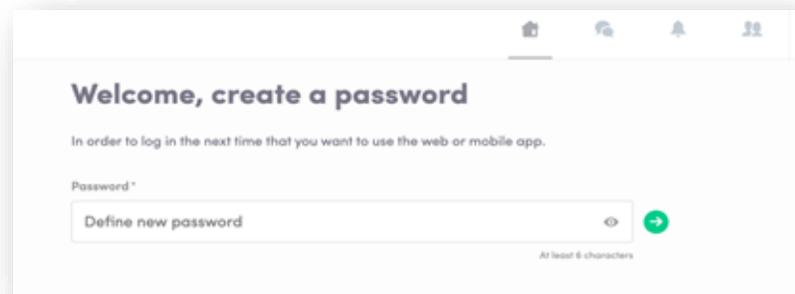
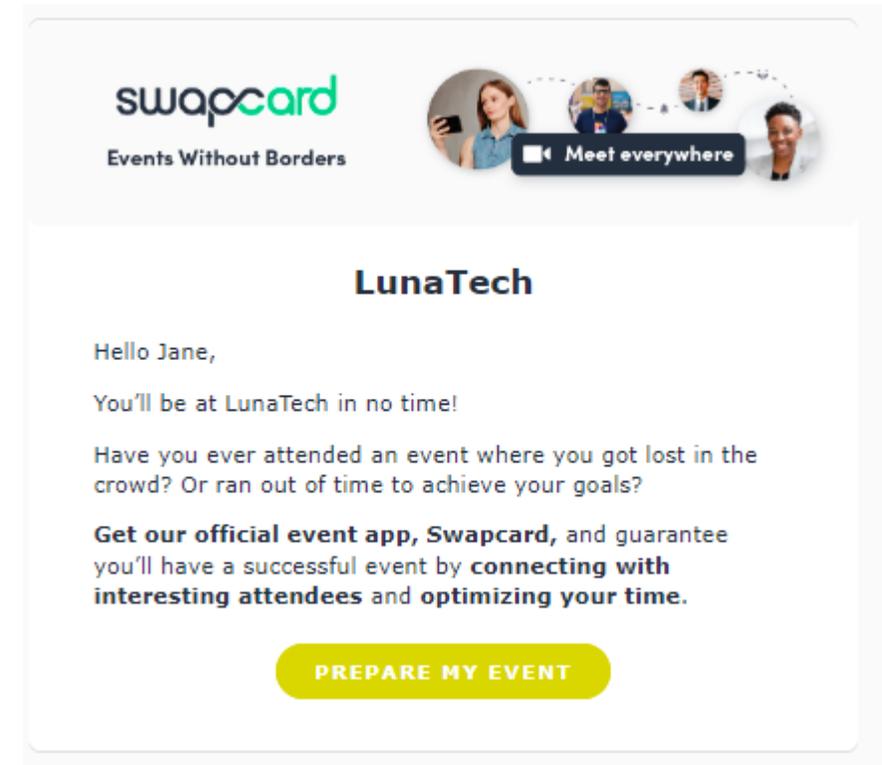
Please contact the following for:

- ✓ Staff Registration/Access, Deliverables, Leads
 - ☐ sp-customersuccess@informa.com
- ✓ Swapcard Technical Issues
 - ☐ Visit Support at <https://www.swapcard.com/support/?entity=Attendee>

Accessing the Event Platform Desktop Site

HOW TO | LOG IN FOR THE FIRST TIME

- You'll receive an email, similar to this, branded with your event that includes a button directing to a login page. Your account is automatically pre-created by our event team through exhibitor registration in the Exhibitor Portal.
- This email will come from mvnos-world-2026@swapcardmail.swpcd-send.com so be sure to add it to your approved senders list.
- You will then be prompted to create a password for your account. If you already have an account, it will take you to the event home page.



Accessing the Event Platform Mobile App

HOW TO | DOWNLOAD THE INFORMA CONNECT TECH EVENTS APP

- 2 ways to get the App on your phone:
 - Search “Tech Events” in the App Store or the Play Store
 - Visit <https://page.swapcard.com/app/informa-connect-tech-events/>
- Be sure to turn on notifications to know when attendees are reaching out to you in real-time.
 - IOS users: manage notifications within the app settings
 - Android users: manage notifications in device settings



Getting Started

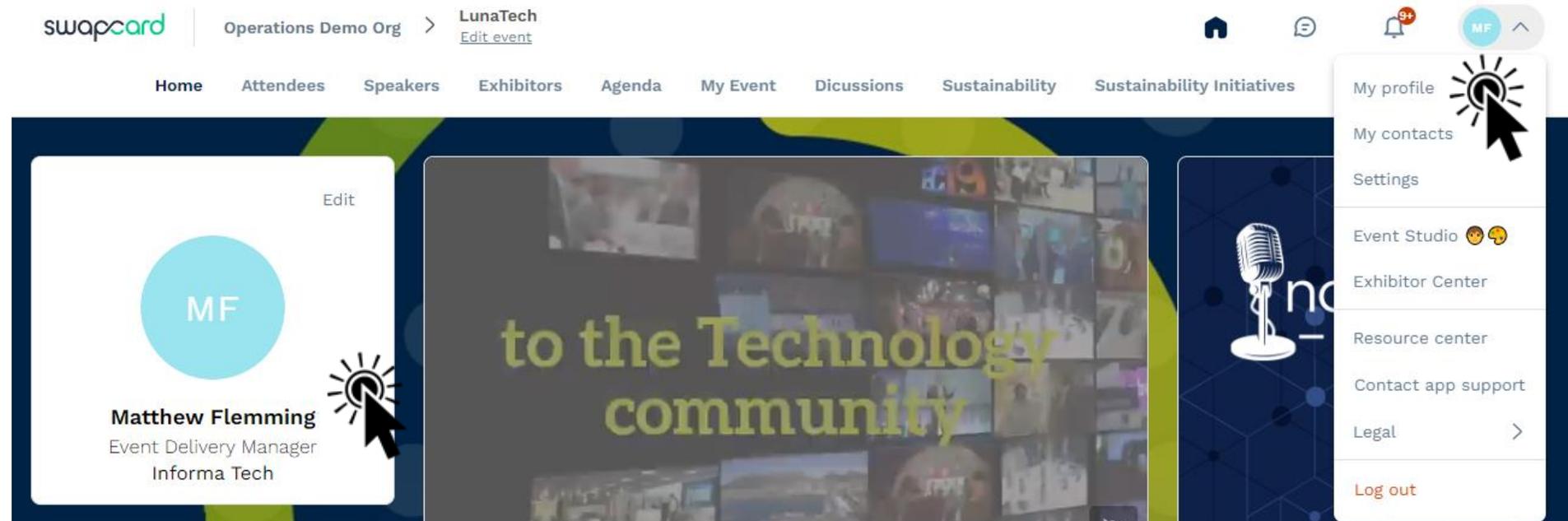
HOW TO SET UP YOUR PROFILE AND
ACCESS THE EXHIBITOR CENTER



Your Event Profile

HOW TO | NAVIGATE TO YOUR PROFILE

- Attendees are more likely to connect if they can learn a bit about you.
- There are two ways for you to access your profile.

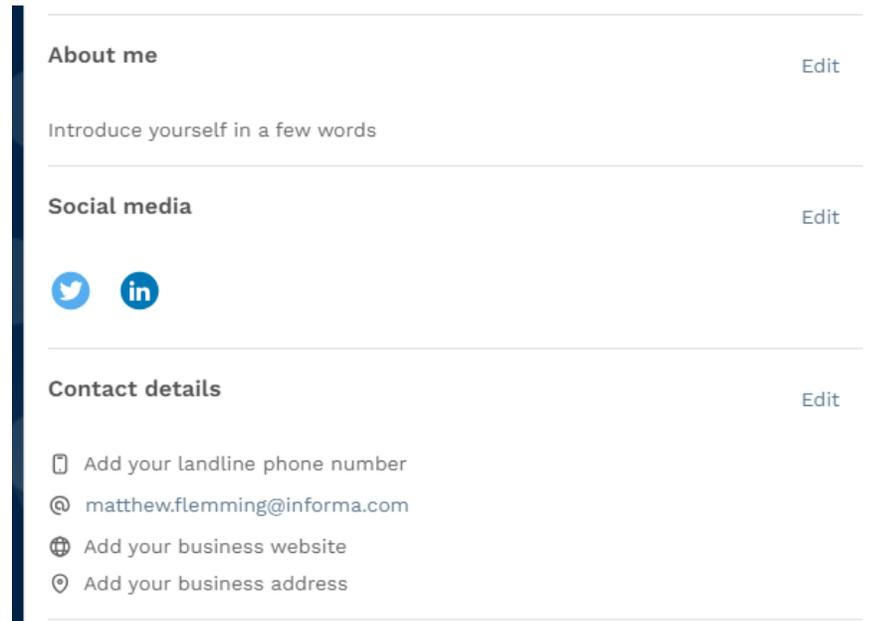


Your Event Profile

HOW TO | UPDATE PROFILE INFORMATION

Information you can edit on your profile. Note that contact information is only shared when you connect with an attendee or your badge is scanned.

- Personal information
- Biography
- Social Media
- Contact details
- Profile picture
- Square images (1:1 ratio), size of 200x200px and no larger than 1MB
- And more depending on your event



About me Edit

Introduce yourself in a few words

Social media Edit

Contact details Edit

 Add your landline phone number

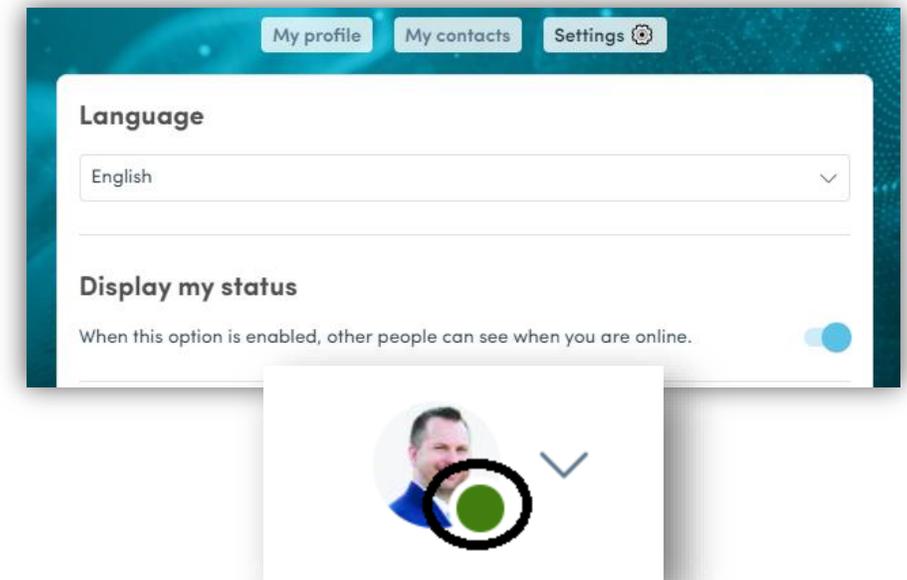
 matthew.flemming@informa.com

 Add your business website

 Add your business address

Display My Status:

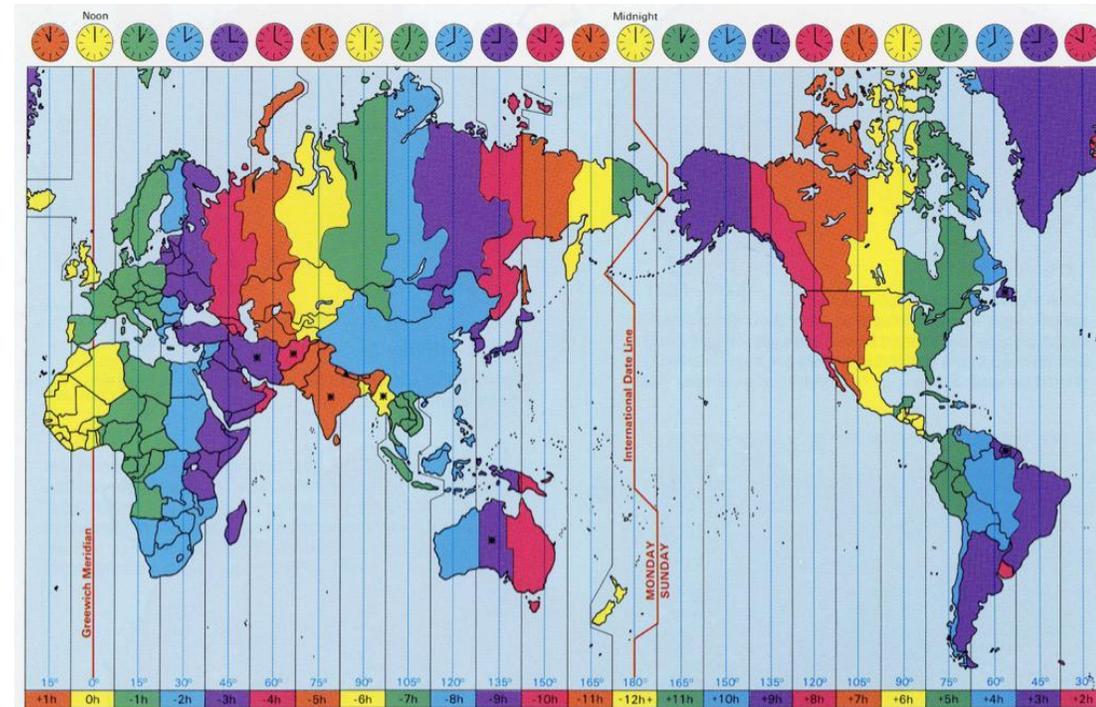
- Turn this on to have the indicator show when you are logged in to the event and ready to network.



Event Agenda

HOW TO | KNOW WHEN SOMETHING STARTS

- Swapcard automatically adjusts start times and meeting times to the time zone that the event takes place. This may vary if you are using a VPN.
- Time zones can be adjusted using the Time Preferences setting, which appears on multiple pages.
- You can also switch between 12-hour and 24-hour format.



Time preferences

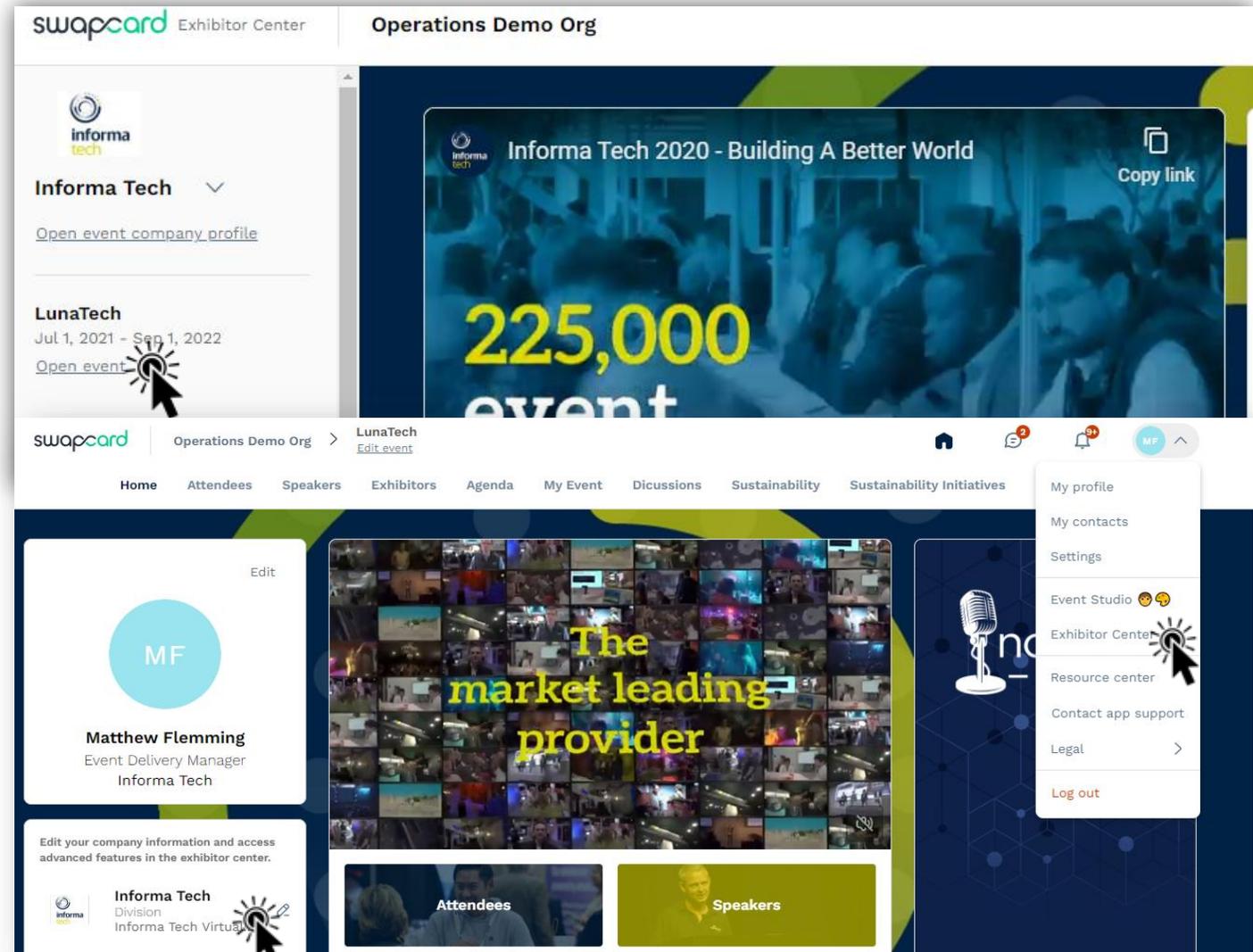
- 🌐
Dates are displayed in the event time zone (America/Los_Angeles)
[Switch to my time zone](#)
- 🕒
Time is displayed in 12-hour format
[Switch to 24-hour format](#)

Exhibitor Center

HOW TO | SWITCH BETWEEN EVENT AND EXHIBITOR CENTER

From exhibitor center, click “Switch to the Event” to get to the event home page.

You can also have both pages open in separate tabs.



From the event to the exhibitor center, click on the “Exhibitor Center” button or select “Exhibitor Center” from the drop down on the right-hand side of the page under your name. Or click on the pencil icon next to your booth name on the left-hand side.

Driving Engagement:

HOW TO TURN ATTENDEES INTO LEADS

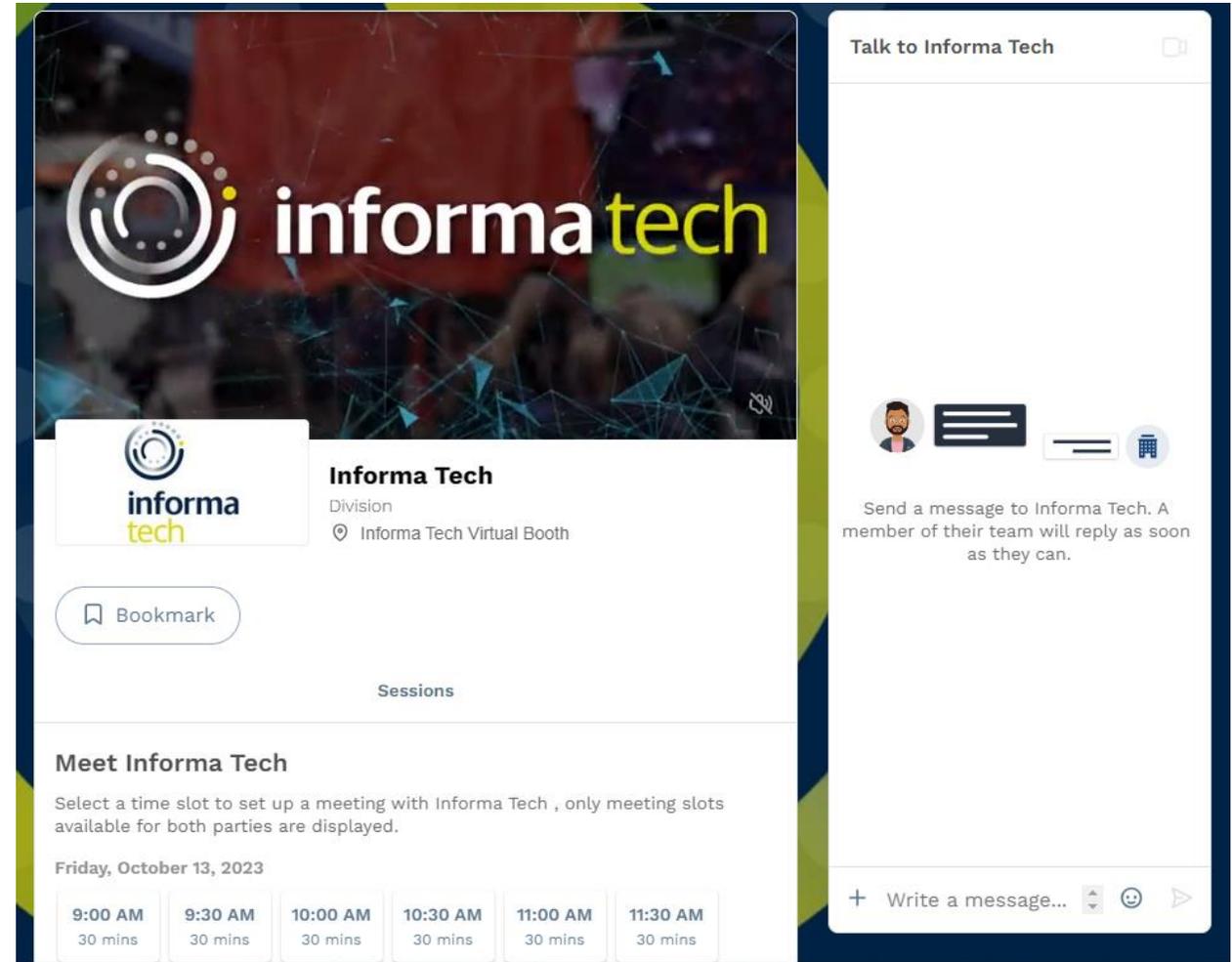


Your Company Profile Page

Attendees can:

- Bookmark your company
- Book a meeting with your company
- Learn about your products and services
- Access your marketing materials, e.g. white papers, case studies, research, spec sheets, etc.
- View and register for sessions you may be hosting
- View and connect directly with your team members
- All of these interactions will be included in your Leads Reports.

*Note** instructions for customizing information on this page is available in the Exhibitor Center section*



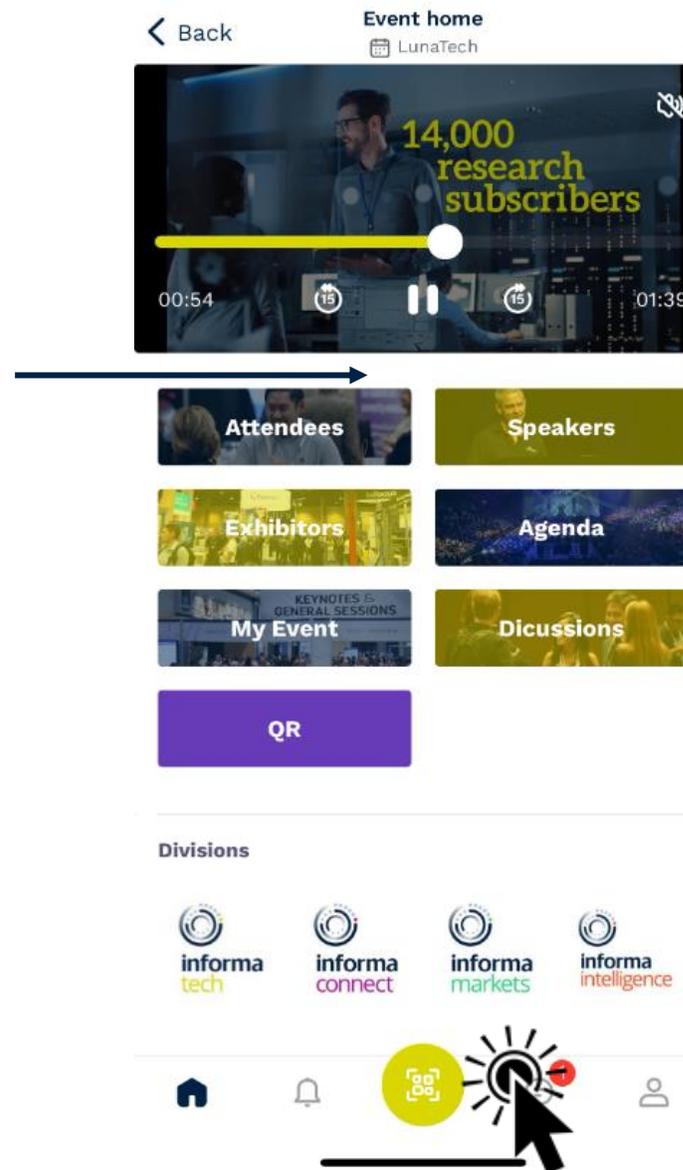
Content from this page feeds into other areas of the event so attendees can learn about your company outside of your profile page

Badge Scanning

HOW TO | SCAN BADGES ONSITE

- Open the app on your device
- Click on the QR code icon on the bottom menu bar.
- Scan the QR Code on the attendee badge.
- Test the lead scan with the sample badge to the right.

See the full onsite [Lead Scanning Guide here](#).



Scan the sample QR code below to test your badge scanning functionality within the Informa Connect Tech Events app



Connecting in the Event App

The screenshot displays the event app's main interface. On the left, there is a search bar and a 'Filters' section with categories: INDUSTRY, JOB LEVEL, COUNTRY, and TIME ZONE. Below the filters is a 'Get better recommendations' section with a text box for 'Search criteria' and an 'Add a criteria' button. A 'Visibility' toggle is shown as turned off, with the text 'You're not visible to other attendees.' Below this is a 'Pro Tip' box. The main content area shows a list of recommendations with profile cards for Jaideep Chanda, Michael Krebs, Himanshu Awasthi, and Jennifer Webb. A 'More opportunities' section is also visible. A large profile card for Max Felming is overlaid, showing his skills (Public Relations, Computer Security, Journalism) and social media links. A 'Connect with Max' dialog box is open, displaying a message and a 'SEND CONNECTION REQUEST' button. Another profile card for Max Felming is shown in a 'Meet Max' scheduling interface, with a 'Meet Max' header, a message 'Select a time slot to set up a meeting with Max.', the date 'Tuesday, October 13, 2020', and two time slots: '8:00 AM' and '8:30 AM'.

Pro Tip –
Use this toggle to switch your profile visibility on/off

Attendees can:

- View visible attendees
- View profiles
- Make connections
- Schedule 1:1 meetings

The AI-fueled platform:

- Suggests people you should meet based on your profile
- Refines suggestions of people you should meet when keywords are added to your profile
- Allows searching & filtering by key criteria

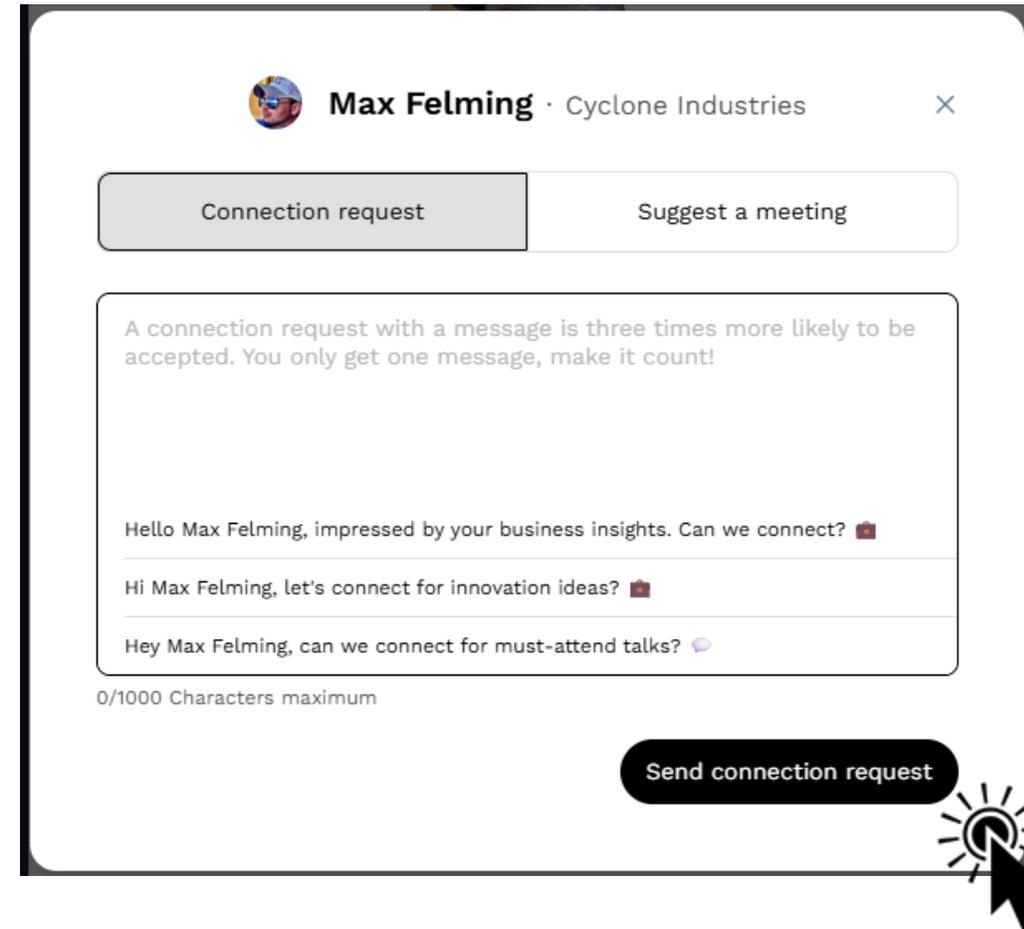
Examples of Filters:

- Job Level
- Job Function
- Company Industry

Sending Connection Requests

HOW TO | MAKE A CONNECTION ON THE PLATFORM

- Open the app on your device
- 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 or use one of the suggested prompts and send the connection request
- Once you’ve made a connection, you can chat directly with the contact and, score, tag and make notes about the contact



Scheduling Meetings with Attendees

HOW TO | REQUEST A MEETING ON THE PLATFORM

- Open the app on your device
- 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 meeting location
- Craft a personal message and send

NOTE: The meeting time slot is held and blocked until it is accepted or declined

Further instruction on managing team meetings are included in the Exhibitor Center section.

The screenshot displays the Informa platform interface. At the top, there is a navigation bar with icons for Home, Attendees, Speakers, Exhibitors, Agenda, and My Event. A user profile for Matthew is visible in the top right corner. The main content area shows the profile of Max Felming, Sr Mgr. A meeting request for Tuesday, October 13, 2020, at 8:00 AM to 8:30 AM is shown. A confirmation message states: "New meeting. Congratulations! Max accepted your meeting. Tue, October 13 • 8:00 AM to 8:30 AM. ICM Operations Booth." A chat window titled "Talk with Matt" shows a message: "Hi Max, you look cool. Let's connect!" and a response: "Thank you." A "Context" section at the bottom right notes: "Connected Wednesday, August 12, 2020 8:23".

Holding Meetings Within the App

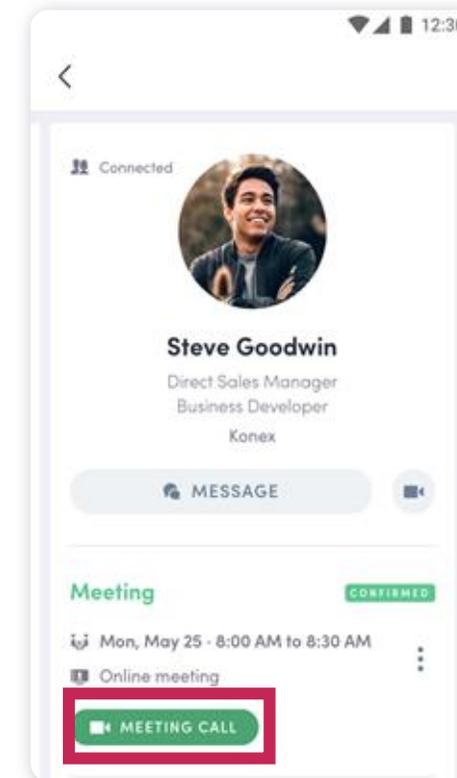
HOW TO | START A VIDEO MEETING

If you've elected to meet via video call, you're able to meet within the App.

- From main navigation, click on "My Agenda"
- If your meeting request was confirmed, a button labeled "Meeting Call" will appear 1 hour prior
- Click "Meeting Call" to start the video meeting

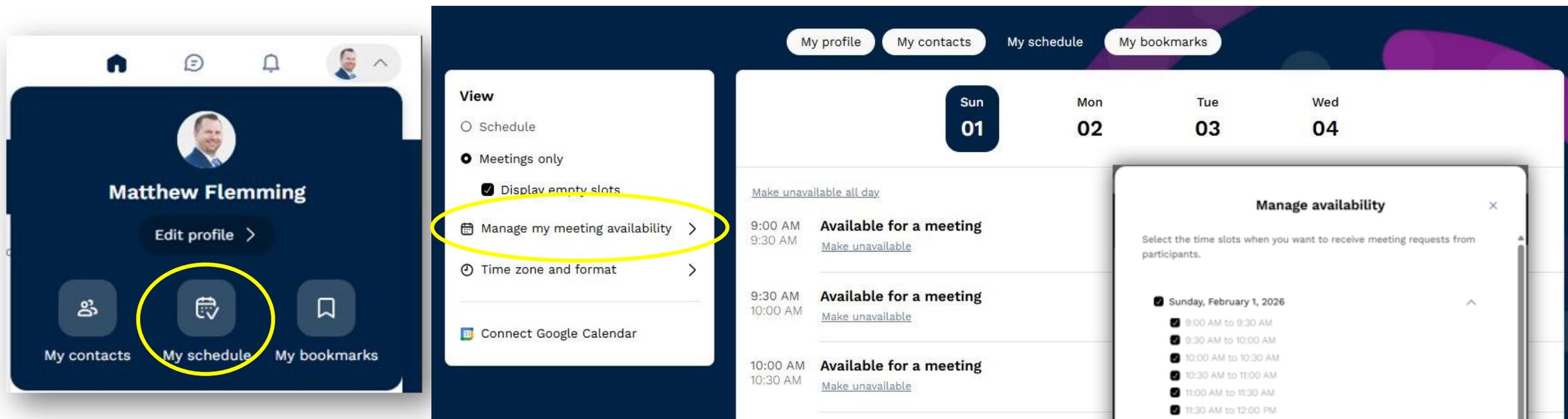
Please Note:

- Incoming meeting requests will appear in notifications
- Virtual backgrounds are not available
- Invite others into the call by clicking on the 3 dots and clicking "invite someone".



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. Note you may share your screen during a video meeting as well.

Meeting Availability



HOW TO | SET AVAILABLE MEETING TIMES: INDIVIDUAL

**Note: this is how to set available meeting times as an "individual", not for your digital company profile page.*

- Go to your profile dropdown
- Click "My schedule", then use the left menu to open "Manage my meeting availability"
- Time slots are pre-populated
- Check the box to make yourself available and uncheck the box to make yourself unavailable.
- If you'd like to block the entire day, uncheck the box next to the full date.

Meeting Availability

HOW TO | SET AVAILABLE MEETING TIMES: EXHIBITOR CENTER

**Note: this is how to set available meeting times for your "Company Profile", not for your individual meetings.*

- From main navigation go to the Exhibitor Center
- Click "Meetings"; then "Availability"
- Time slots are pre-populated
- Check the box to make your Company Profile available and uncheck the box to make the Company Profile unavailable.
- If you'd like to block the entire day, uncheck the box next to the full date.

The screenshot shows the 'Meetings' interface with a modal titled 'Manage your meeting slots availability'. The modal contains a table of time slots for Monday, March 9, 2026, and options to manage availability for subsequent days.

Status	Meeting date	Location	Team members	External participants	Source	Request date
Canceled	March 9, 9:00 AM				From request	November 24, 2025 1:12 PM

Date	9:00 AM (30 mins)	9:30 AM (30 mins)	10:00 AM (30 mins)	10:30 AM (30 mins)	11:00 AM (30 mins)
Monday, March 9, 2026	<input checked="" type="checkbox"/>				
Tuesday, March 10, 2026	<input type="checkbox"/>				
Wednesday, March 11, 2026	<input type="checkbox"/>				

HOW TO | SET AVAILABLE MEETING TIMES: BOOTH PAGE

The Sponsor Experience:

HOW TO NAVIGATE THE EXHIBITOR CENTER



Exhibitor Center

Once you've logged in, your upcoming event should appear; click on the event. Then navigate to the Exhibitor Center. Then select your corresponding booth profile page for the current event.

In the Exhibitor Center you can...

- Manage your company profile visible to attendees
- Highlight your company's products and services
- Share company assets (white papers, case studies, etc.)
- View and reply to meeting requests made to your company, and manage meetings of your members
- View and export leads
- View your booth page activity
- Note: all team members will have access to update your virtual exhibitor page



The screenshot shows the 'Welcome to your Exhibitor Center' page. At the top right, there is a dropdown menu labeled 'Ongoing and upcoming events'. Below this, the page is divided into several sections:

- Help Desk** (HDI Events): A light green section with a question mark icon and an upward arrow.
- Service Management World 2023** (Nov 11, 2023 - Nov 15, 2023): A section with a 'SUPPORT WORLD' logo.
- Sponsor Lead Retrieval Support** (Black Hat Events): A light green section with a 'swappcard' logo and an upward arrow.
- SecTor 2023** (Oct 23, 2023 - Oct 26, 2023): A section with a 'SECTOR' logo.

Exhibitor Center

HOW TO | BUILD YOUR PROFILE PAGE

To build or update your company profile, in the menu on the left, click "Company profile".

You can now populate your company information.

Add a header image or video to highlight on your page

1200x675px (16:9 ratio) image, no larger than 1 MB.

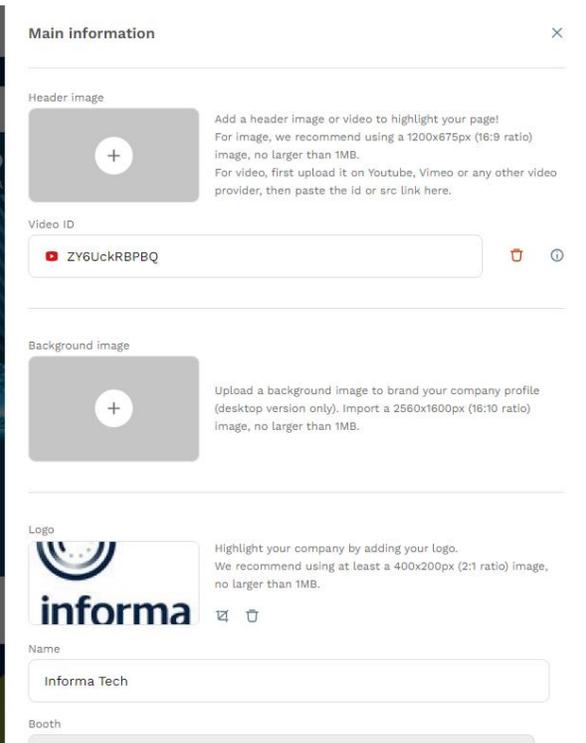
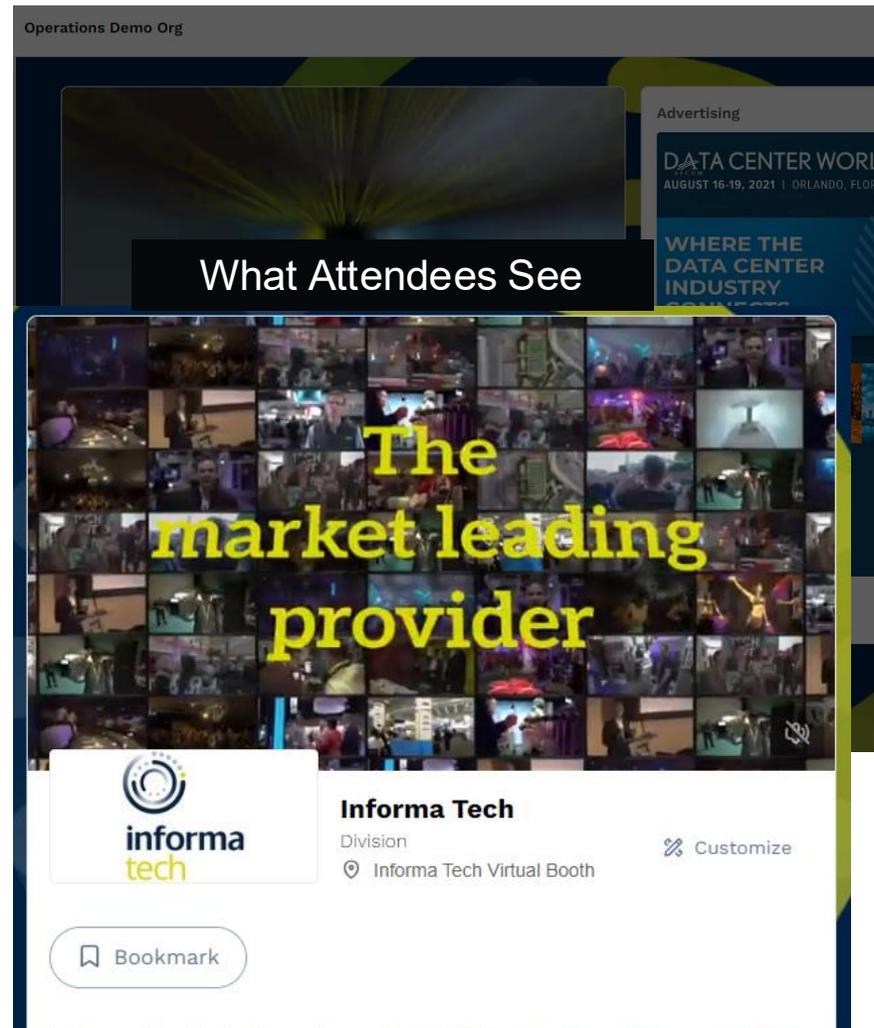
Provide the streaming link to your video: it can be live or prerecorded, hosted on YouTube, Vimeo, or another video platform with iFrame embedding.

Add your company logo

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

Header
Video
or Image

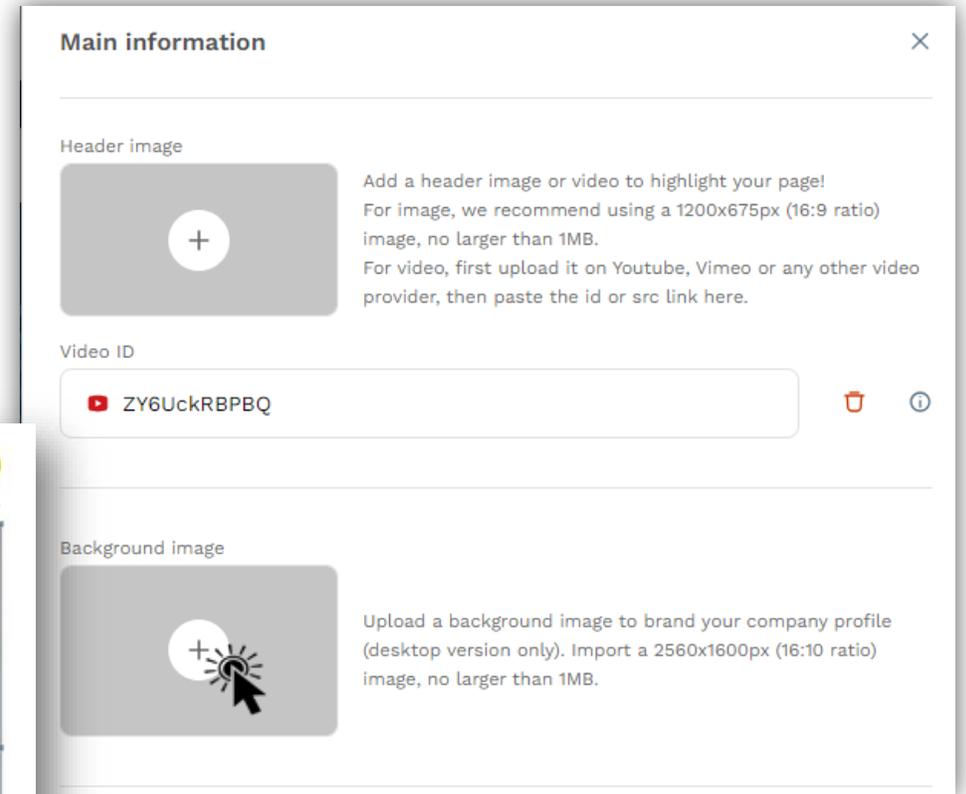
Your Logo



Exhibitor Center

HOW TO | ADD A SKIN/BACKGROUND**

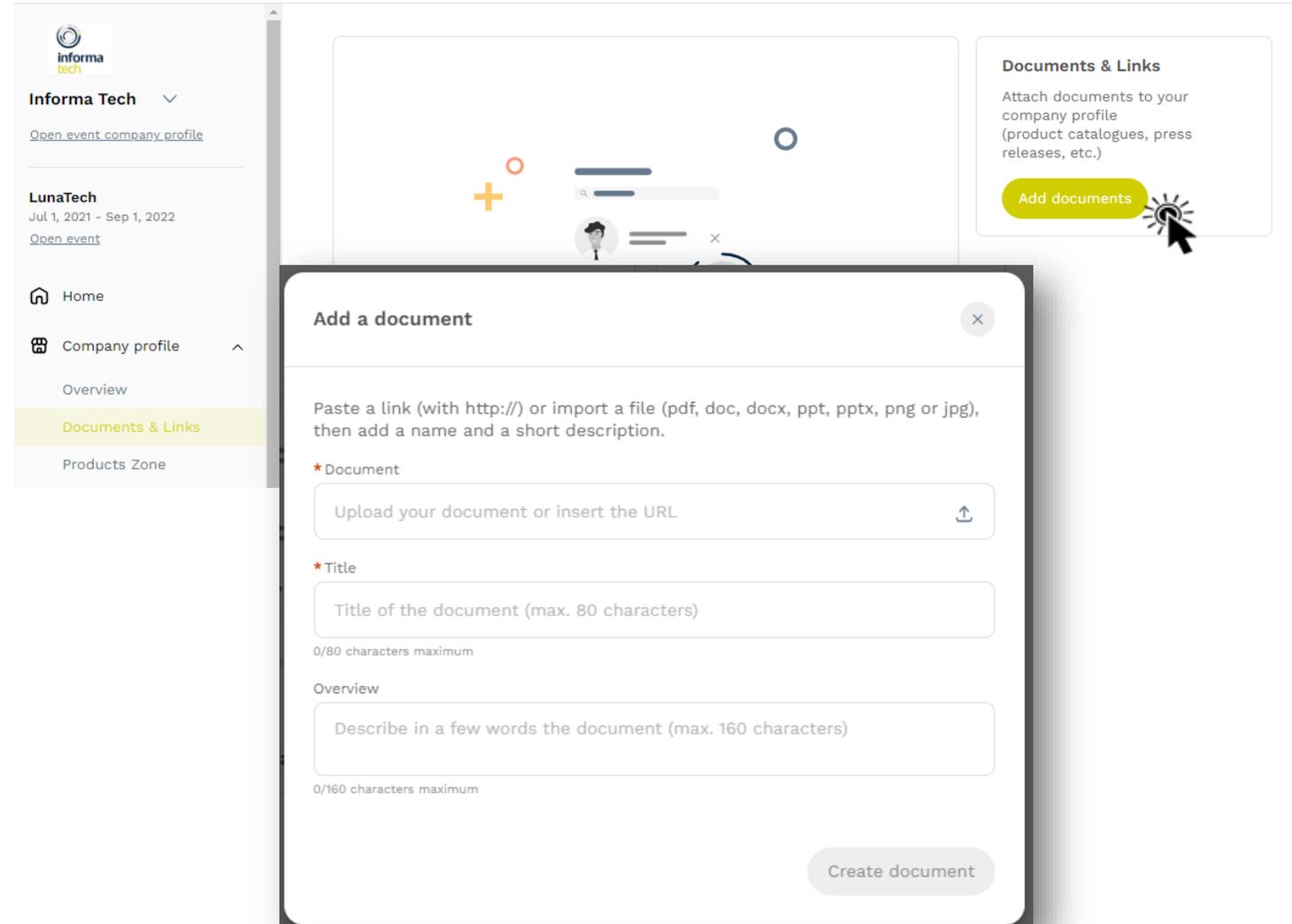
- 2560x1600px (16:10 ratio) image, no larger than 1MB, is the recommendation.
- Click "Overview" > "Customize"
- Click "+" below background image.
- Select your graphic file.
- Crop the graphic if needed. Then click "SAVE".
- The graphic will appear as the exhibitor center background and will now be visible on your company profile.



Exhibitor Center

HOW TO | ADD/UPLOAD DOCUMENTS & LINKS

- Go to “Company Profile” > “Documents & Links”.
- Click “Add Documents”, located to the right.
- Paste the link of the document or click on the cloud icon to import a file from your computer.
- Title the document (mandatory) and provide a description.
 - **Title:** max of 80 characters
 - **Description:** max of 160 characters
- Click “Create Document”
- Double check information and close the window.
- The document will now be accessible from your company profile.
- While you can add unlimited documents, the recommended maximum is 8-10 documents.



The screenshot displays the Informa Tech Exhibitor Center interface. On the left, a sidebar shows the navigation menu with 'Documents & Links' selected. The main content area shows the 'Documents & Links' section with a yellow 'Add documents' button. A modal window titled 'Add a document' is open, containing the following fields:

- Document:** A text input field with the placeholder 'Upload your document or insert the URL' and a cloud upload icon.
- Title:** A text input field with the placeholder 'Title of the document (max. 80 characters)' and a character count '0/80 characters maximum'.
- Overview:** A text input field with the placeholder 'Describe in a few words the document (max. 160 characters)' and a character count '0/160 characters maximum'.

A 'Create document' button is located at the bottom right of the modal.

Exhibitor Center

HOW TO | DOWNLOAD A QR CODE **

- Go to Overview and you'll see the ability to customize the QR code and download it to share.
- When customizing, you will see the redirection URL. That URL directs to your company profile page in the event: you may share the URL as you see fit.
- Attendees who scan the QR Code and are registered for the event will be included in your leads reports as a booth visit.

The screenshot displays the 'Virtual booth QR code' interface. At the top, there's a banner for 'Informa Tech 2020 - Building A Better World' with a 'Copy link' button. Below this, a modal window titled 'Virtual booth QR code' is open, showing a QR code and customization options. The modal includes a 'Download QR code' button. To the right, a larger view of the QR code is shown with a 'Customize' button and a 'Download QR code' button.

Exhibitor Center

HOW TO | MANAGE YOUR TEAM

- The Contact Card icon indicates that they are sharing leads/contacts to show on reports.
- Change team member access to leads:
 - Admin means they can see all leads and pull leads reports.
 - Limited means they can only see their own leads, and cannot edit your company profile.
- Check to see if your team member has a visible or hidden profile.
- View a team member's profile.

The screenshot displays the 'swapcard Exhibitor Center' interface. On the left is a sidebar with navigation items: Home, Company profile, Overview, Documents & Links, Team members (highlighted), Leads, and Meetings. The main area is titled 'Team members' and contains a search bar 'Search a team member'. Below the search bar are three team member cards:

- Chayse Hudson**: Customer Success, Informa Tech. Access level: Admin (dropdown menu open showing 'Limited access' and 'Admin ✓').
- Hailey McKeever**: Customer Success, Informa Tech. Access level: Admin (dropdown menu).
- Patrick Shields**: Director of Customer..., Informa Tech. Access level: Admin (dropdown menu).

Each card includes a 'View profile' button and a visibility icon (eye with slash for hidden, eye for visible).

Exhibitor Center

HOW TO | MANAGE MEETINGS

- See Team Members' Meetings
- Filter meetings by status: Pending, Validated, Declined, Cancelled
- Assign a meeting to a team member: 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.

Status ▾	Meeting date	Location	Team members ▾	External participants	Request date
● Canceled	March 19, 2025 10:20 AM to 10:40 AM	Servers.com Meeting Lounge Table 10	Matthew Flemming	Servers.com Meeting Lounge +1 more	December 4, 2024 8:16 AM
● Confirmed	March 19, 2025 10:20 AM to 10:40 AM	In Person	Matthew Flemming	Max Felming The Best Game Company	January 16, 2025 8:26 AM

Meeting details ● Confirmed ✕

March 19, 2025 10:20 AM to 10:40 AM

In Person

[See meeting](#)

Team members

Matthew Flemming
Event Delivery Manager
Informa Tech

[Switch member](#) Accepted ▾

External participants

Max Felming
CEO
The Best Game Company

[View profile](#) Accepted

Meeting requested on Thursday, January 16, 2025 8:26 AM

Exhibitor Center

HOW TO | ACCESS YOUR LEADS

- All your team members' connections are centralized in one place: "Team's Connections"
- You can view interaction scores and assign leads to team members, improving lead management.

Team's connections
All your team's connections centralized in one place, making it easier to track relationships, spot opportunities, and enhance collaboration.

10 Connections made | 1 / 10 Connections qualified

Search

Lead details	Organization	Interactions score	Connected with	Qualification	Assigned to
Max Fleming CEO jsuffernino@yahoo.com	The Best Game Company	0% View interactions	Patrick Shields Jul 29, 2024 2:39 PM +1 team members	Qualified	<input type="text" value="Search a team member"/>
Patrick Shields Director, Customer Success patrick_shields@informa.com	Informa Tech	0% View interactions	Chayse Hudson Mar 20, 2023 5:34 PM +1 team members	Not yet qualified	<input type="text" value="Search a team member"/>
Matthew Fleming Event Delivery Manager matthew_flemming@informa.com	Informa Tech	0% View interactions	Patrick Shields Jul 29, 2024 2:28 PM	Not yet qualified	<input type="text" value="Search a team member"/>
Talise Jordan Customer Success Manager Talise_Jordan@informa.com	Informa Tech	0% View interactions	Patrick Shields Apr 24, 2024 8:31 PM	Not yet qualified	<input type="text" value="Search a team member"/>

Exhibitor Center

HOW TO | EXPORT YOUR LEADS

- You can pull your leads report in real-time. Simply click “Leads” > “Export”.
- This report includes all relevant leads in your sponsorship package, e.g. onsite badge scans, session scans, and digital booth scans.
- You can choose to export all leads or specify by type and/or time period.

The screenshot shows the Informa Booth Profile sidebar menu. At the top is the Informa logo and the text "Informa Booth Profile" with a link "Open event company profile". Below this is a dropdown menu for "Game Developers Conference 2025" (Mar 17, 2025 - Mar 21, 2025) with a link "Open event". The main menu items are: Home, Company profile, Team members, Leads (highlighted), Team's connections, Recommended leads, Lead qualification, Export (highlighted in red), and Meetings. At the bottom is a "Network" button.

Export [Learn how >](#)

Simplify follow-ups by efficiently managing and automating your team's lead exports. Export leads manually or streamline the process by integrating our Exhibitor Leads API.

Manual export

Export your team's leads and contacts into an Excel file whenever needed.

The screenshot shows the manual export configuration options. It includes two radio buttons: "Export all leads" (unselected) and "Define specific dates and leads to export" (selected). Below are two date range pickers: "Begins" (02/17/2025 - 11:00 AM) and "Ends" (03/25/2025 - 7:00 PM). A "Content" section lists 12 criteria with checkboxes, all of which are checked. At the bottom is a red "Download" button.

