



DIA 2024

GLOBAL ANNUAL MEETING
SAN DIEGO, CA | JUNE 16-20

The Exhibitor Guide

Maximizing
Engagement and ROI:
Essential Tips for
Exhibitors



swappcard



Summary

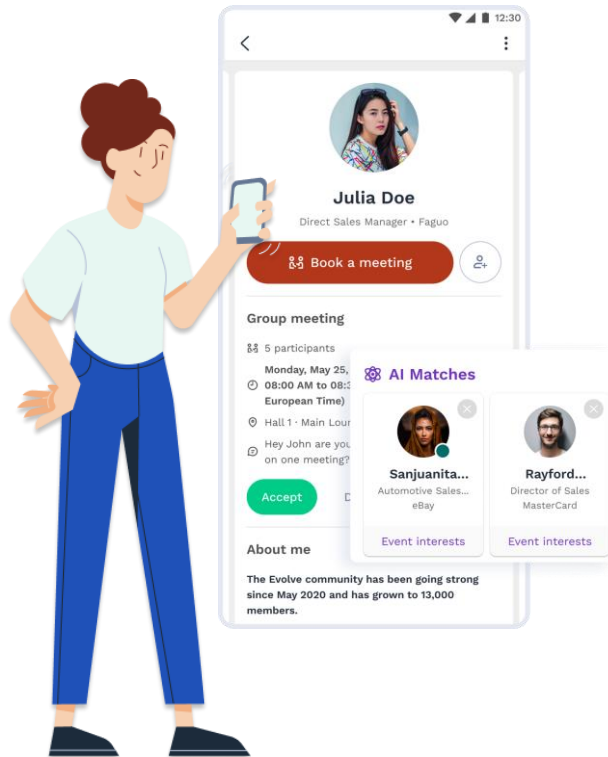
- 1. Introduction**
- 2. Timeline**
- 3. Online Exhibition and Information Page Set-up**
 - a. Login instructions
 - b. Front-view of the Exhibitor booth
 - c. Exhibitor Center Booth Set-up
 - d. Exhibitor center Graphic guidelines
- 4. Platform overview and Networking**
 - a. Best tips for active networking
 - b. How to navigate the platform
 - c. Manage your personal availability
 - d. Messaging center
 - e. Book a meeting button
 - f. How to start a Virtual meeting
 - g. How to create a Group chat
- 5. Exhibitor Center Networking management**
 - a. Be an active team member: share connections and visibility
 - b. Manage your Exhibitor booth meetings
 - c. Chat with the Exhibitor
- 6. DIA Gamification**



Welcome to the Exhibitor Guide.

The aim of this guide is to assist in configure your booth in **Swapcard**, **manage your team**, and **interact with attendees before**, during and after the event!

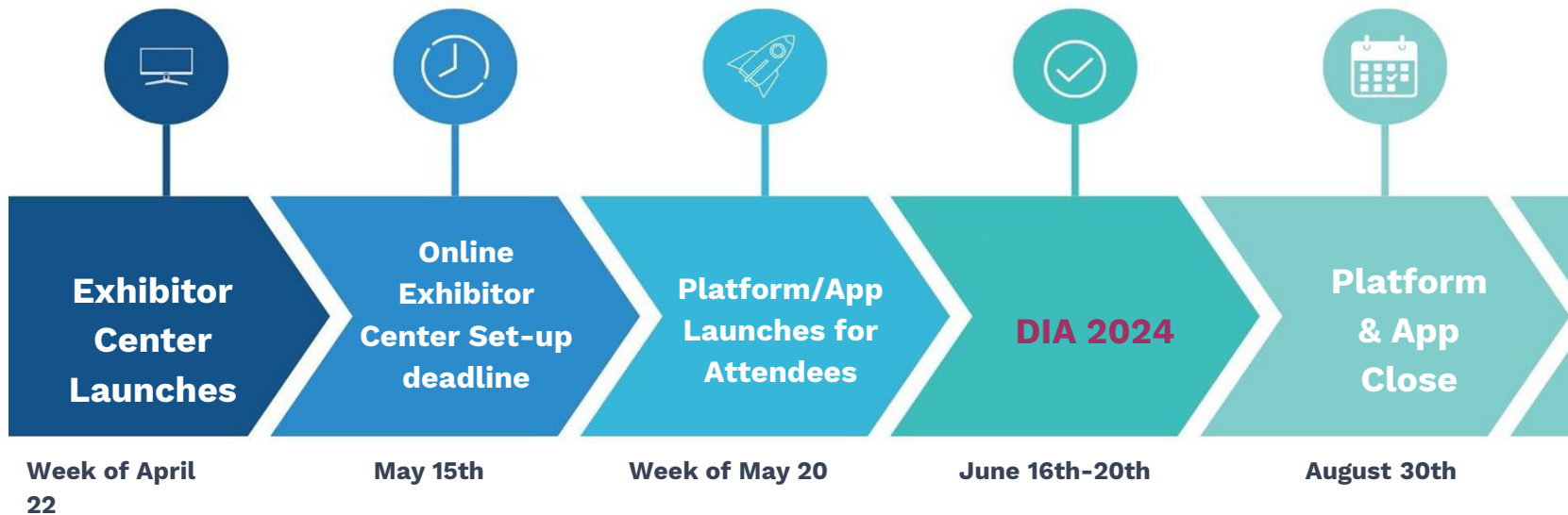
Let's build meaningful connections that grow into authentic, long-lasting relationships.





2. Timeline

2. Timeline





3. Online Exhibition and Booth Set-up

3. Online Exhibition and Info Page Set-up

Login instructions

There are different ways to access your Exhibitor Center

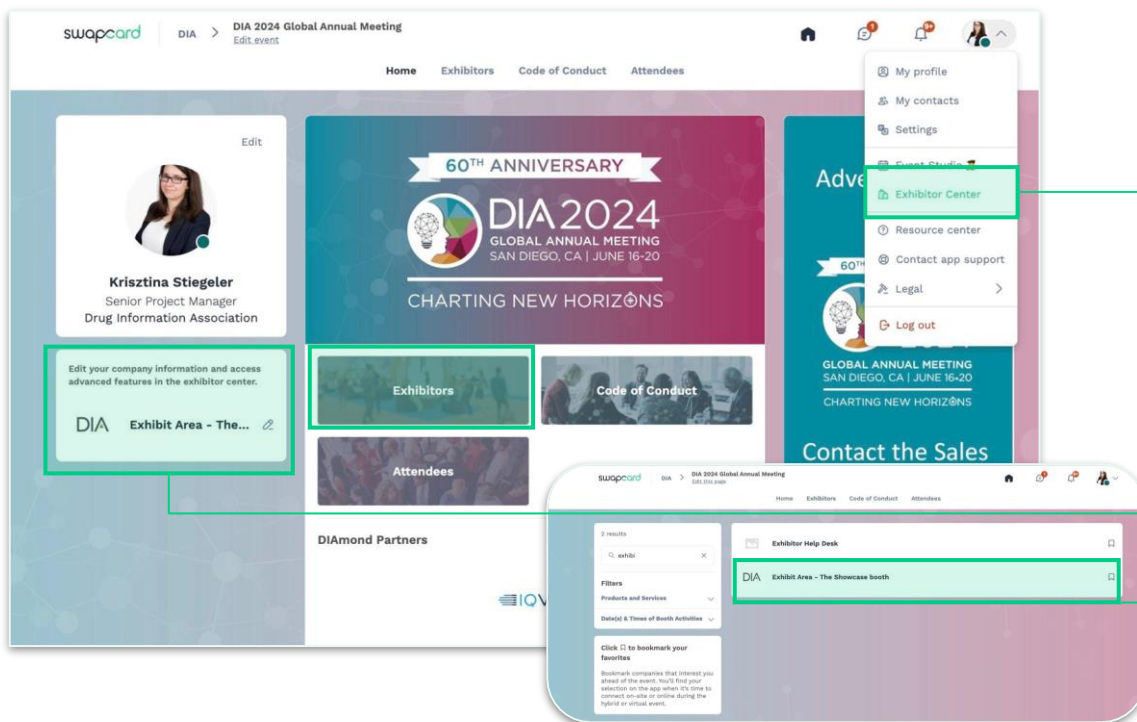
By clicking the button in your invitation email, which will redirect you to your Exhibitor Center.

Click “Exhibitor Center” in the drop down menu.

Click on your Exhibitor booth from the home page.

Visiting the Exhibitor Event page and clicking on your Booth


Go to team.swapcard.com*





Login instructions

1. Primary, Secondary, and Marketing contacts will receive an email from NAevents@DIAGlobal.org This will only provide you access to the Exhibitor Center.
2. Did not receive the email? Contact Americas.Exhibits@DIAGlobal.org
 1. When logging in, if this is your **first time** using our platform, a prompt will appear, requesting you to **create a password** for your account.
 2. In case you can't recall your password, select "**Send me a magic link,**" and you'll receive an email enabling you to reset it.



The banner features the DIA 2024 logo on the left, which includes a stylized head profile with a lightbulb and colorful geometric shapes. To the right of the logo, the text reads "DIA 2024 GLOBAL ANNUAL MEETING SAN DIEGO, CA | JUNE 16-20". Further right, a ribbon contains "60TH ANNIVERSARY" and below it, "CHARTING NEW HORIZONS".

DIA 2024 Global Annual Meeting

Hello Jane,

Want to **increase your visibility** and **triple your number of qualified leads** at **DIA 2024 Global Annual Meeting**? Then you need **My DIA app**.

Gain access to the **full list of attendees**, **start targeting your audience** and **make valuable connections** before the event begins.

During the event, the **in-app badge and business card scanner** makes it easy to **capture and store leads** for easy export and follow up.

Start now to ensure you'll **meet the right people** and **watch your ROI soar!**

LET'S GET STARTED!

3. Online Exhibition and Info Page Set-up

Front-end of the Exhibitor Booth

Video Header (pitch)



About DIA 2024

DIA 2024 is more than a meeting: 60 year anniversary!

[Learn More >](#)

Exhibitor Ad

[Learn more](#)



Exhibit Area - The Showcase booth

[Customize](#)

[Bookmark](#)

Information

Company Information

Welcome to a celebration of 60 years of excellence, innovation, and collaboration

Talk to Exhibit Area - The Showcase booth



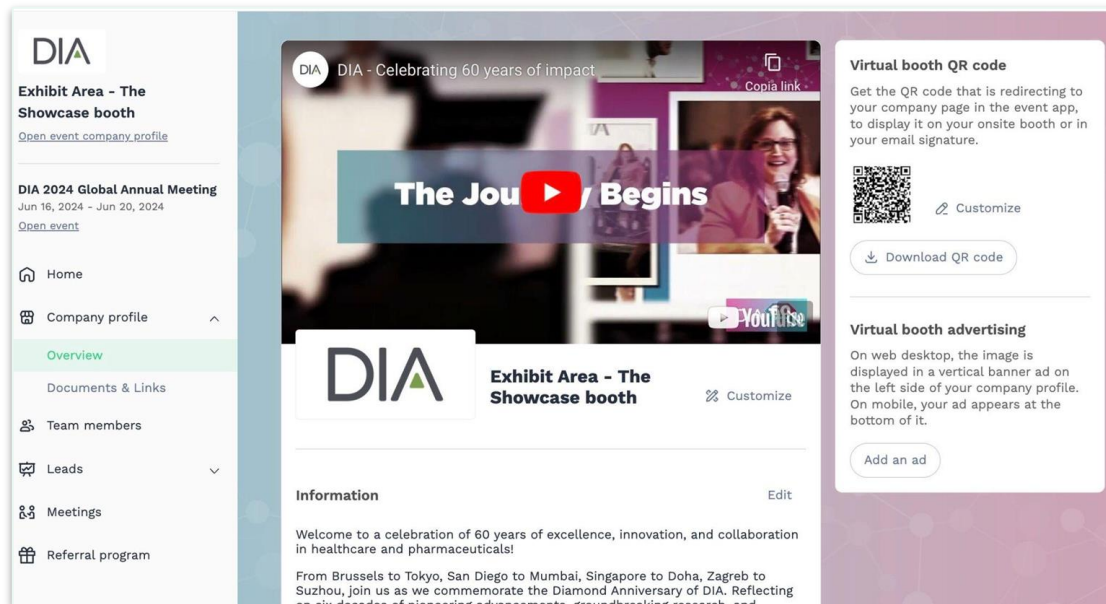
Send a message to Exhibit Area - The Showcase booth. A member of their team will reply as soon as they can.

+ Write a message... 

Customized Background for Exhibitor Booth



Page overview



The screenshot displays the DIA Exhibitor Center interface. On the left is a navigation menu with the following items: DIA, Exhibit Area - The Showcase booth (with a link to 'Open event company profile'), DIA 2024 Global Annual Meeting (Jun 16, 2024 - Jun 20, 2024, with a link to 'Open event'), Home, Company profile, Overview (highlighted in green), Documents & Links, Team members, Leads, Meetings, and Referral program. The main content area shows a virtual booth for 'DIA - Celebrating 60 years of impact'. The booth features a banner with the text 'The Journey Begins' and a video player. Below the banner is the DIA logo and the text 'Exhibit Area - The Showcase booth' with a 'Customize' button. Underneath is an 'Information' section with an 'Edit' button and a welcome message: 'Welcome to a celebration of 60 years of excellence, innovation, and collaboration in healthcare and pharmaceuticals! From Brussels to Tokyo, San Diego to Mumbai, Singapore to Doha, Zagreb to Suzhou, join us as we commemorate the Diamond Anniversary of DIA. Reflecting...'. On the right side of the booth, there is a 'Virtual booth QR code' section with a QR code, a 'Customize' button, and a 'Download QR code' button. Below that is a 'Virtual booth advertising' section with a description of how ads are displayed on desktop and mobile, and an 'Add an ad' button.

To be contacted by as many **qualified participants** as possible, we advise to fill in all the **editable information** from your Exhibitor Center. If a field cannot be edited, please contact the organizer.

3. Online Exhibition and Info Page Set-up

Video or Image Header, Background and Logo



The screenshot shows the 'Main information' settings panel for an exhibit area. The panel includes the following fields:

- Header image:** A field with a plus icon and a text box containing instructions: "Add a header image or video to highlight your page! We recommend using a 1000x750px (4:3 ratio) image, no larger than 1MB. For video, first upload it on Youtube, Vimeo or any other video provider, then paste the id or src link here."
- Video ID:** A field with a plus icon and a text box containing the text: "_D4G0-JM0tg?si=r750H60Im5g2FG23".
- Background image:** A field with a plus icon and a text box containing instructions: "Upload a background image to brand your company profile (desktop version only). Import a 2560x1600px (16:10 ratio) image, no larger than 1MB."
- Logo:** A field with a plus icon and a text box containing the text: "DIA".
- Name:** A field with a greyed-out background and a text box containing the text: "Exhibit Area - The Showcase booth".

As an exhibitor, you are able to **upload either an image or a video** (live or pre-recorded) onto your **company homepage**.

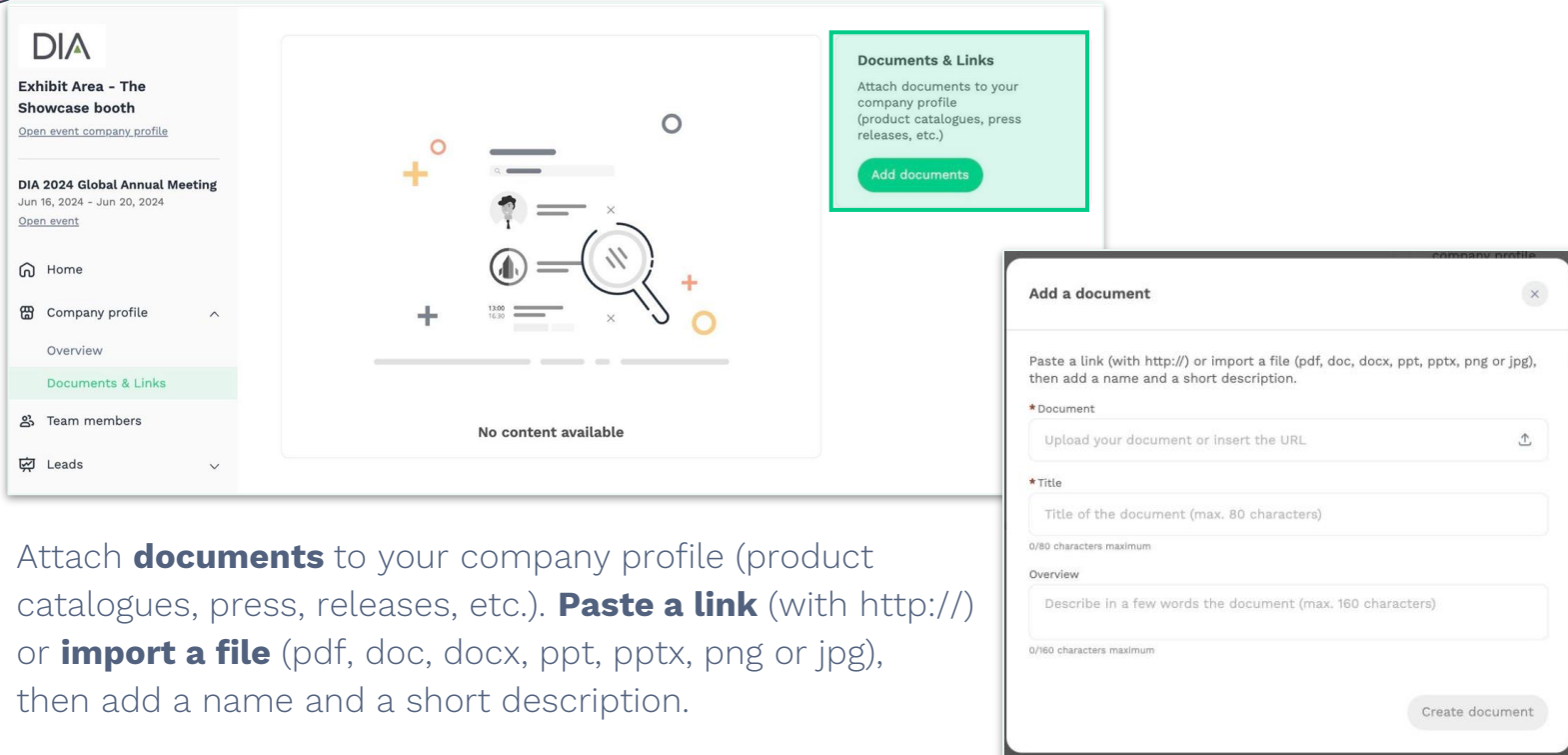
You will then be able to add your **file or a live or pre-recorded video** hosted on YouTube* or Vimeo, or add an iFrame.

*Note: A YouTube video ID is the characters after "/watch?v=_ " in the website link.
I.e. In
"https://www.youtube.com/watch?v=_mKoi9VNgx4" the ID of the video is "mKoi9VNgx4".

As an exhibitor, you can upload a **background image** onto your company homepage and a **Logo**.

If a field is **greyed out**, it indicates that only the organizer can edit it.

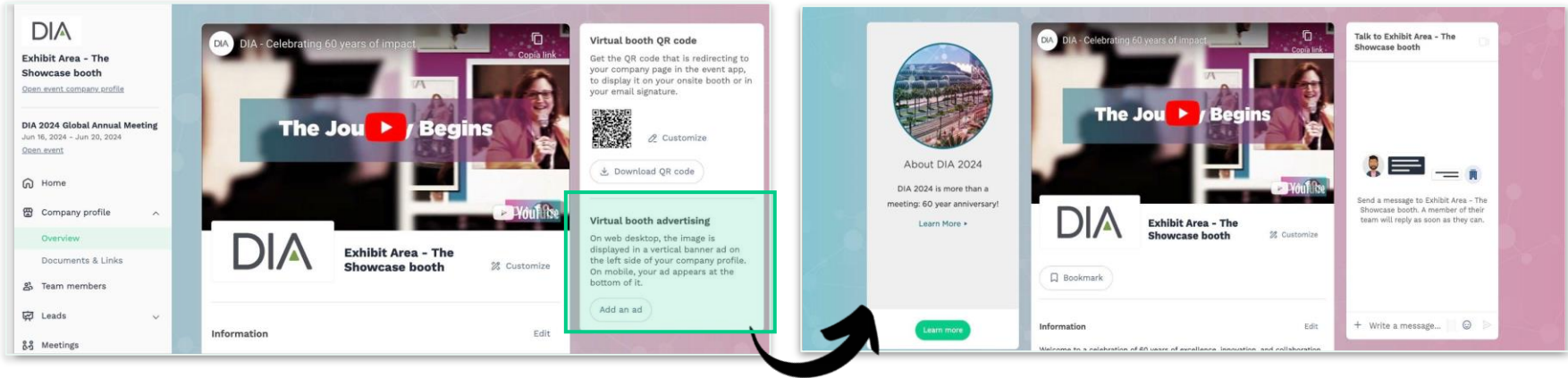
Documents and Links



Attach **documents** to your company profile (product catalogues, press releases, etc.). **Paste a link** (with http://) or **import a file** (pdf, doc, docx, ppt, pptx, png or jpg), then add a name and a short description.

3. Online Exhibition and Info Page Set-up

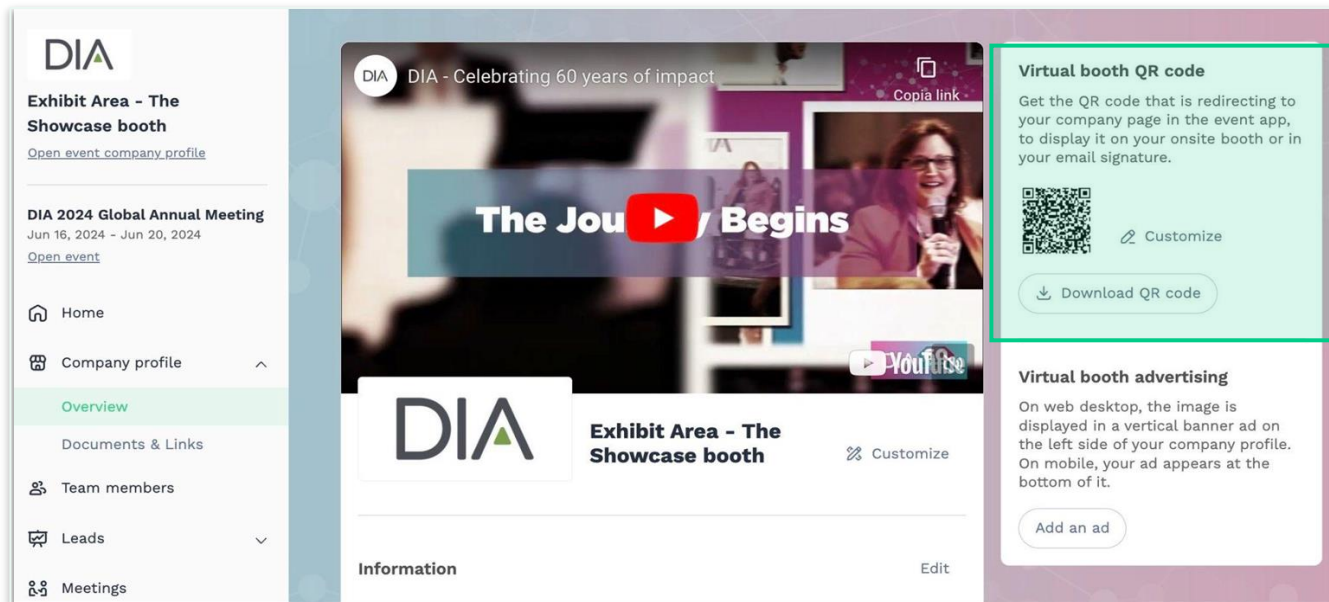
AD Banner



As an exhibitor, you can also include an **ad to your company homepage** and **choose your redirection for it.**

To upload a file, go to your Exhibitor Center and click on "Company Profile."
You will then be able to add your image.

Exhibitor QR code



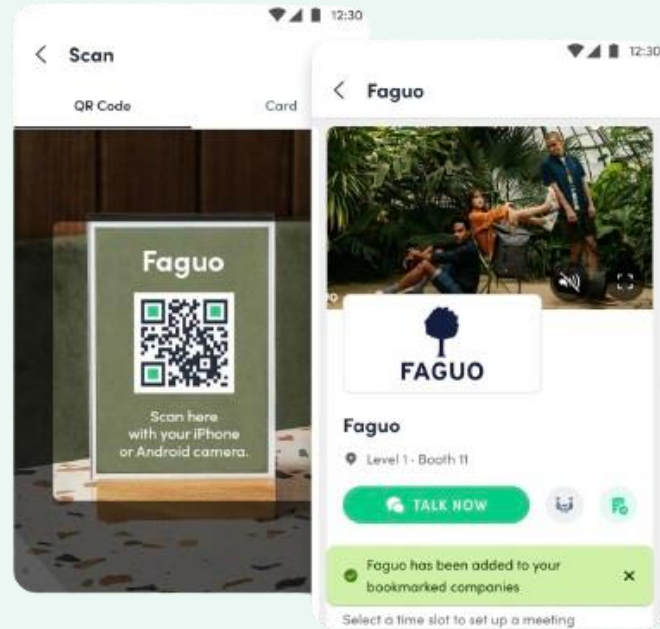
The screenshot displays the DIA Exhibitor Dashboard. On the left is a navigation menu with options: Home, Company profile, Overview (highlighted), Documents & Links, Team members, Leads, and Meetings. The main content area shows a video player for 'The Journey Begins' with a 'Copy link' button. Below the video is a banner for 'Exhibit Area - The Showcase booth' with a 'Customize' button. At the bottom of the main area is an 'Information' section with an 'Edit' button. On the right side, there are two informational boxes. The top box, titled 'Virtual booth QR code', contains a QR code, a 'Customize' link, and a 'Download QR code' button. The bottom box, titled 'Virtual booth advertising', explains how the booth image is displayed on desktop and mobile, and includes an 'Add an ad' button.

As an exhibitor, you can download your Virtual Booth QR code so **visitors can check the Company details of the Exhibitor they just scanned, start a chat, or ask for a Meeting.** Plus, the Company will be automatically listed under **My Event → My bookmarked companies.**



Pro tip!

If you want to **"brand" QRs**, you can do so by changing their, **color, background, size, and margin** around it using third-party tools. If that's of interest, the .SVG format is recommended. Make sure to keep enough contrast between the background and the actual code to guarantee readability.





3. Online Exhibition and Info Page Set-up

Graphic guidelines

Set-up deadline:
May 15th 2024

Exhibitor logo

- Rectangular image (2:1 ratio), size of 400 x200px and no larger than 1MB

Header

- Image: 1200x675px (16:9 ratio)
- Video: hosted on Vimeo or Youtube. Ask us if you host the video on another tool
Note: the video will be muted by default

Booth background

- Rectangular image (16:10 ratio), size of 2560x1600px and no larger than 1MB

Advertising

- Rectangular image (9:16 ratio), size of 1080x1920px and no larger than 1MB

Documents

- Paste a link or import a file (pdf, doc, docx, ppt, pptx, png, jpg) and no larger than 30 MB
- Title: max 80 characters
- Description: max 160 characters

Returning sponsors: duplicated Booth available with fields filled out from last year



4. Platform overview and networking

4. Platform overview & Networking

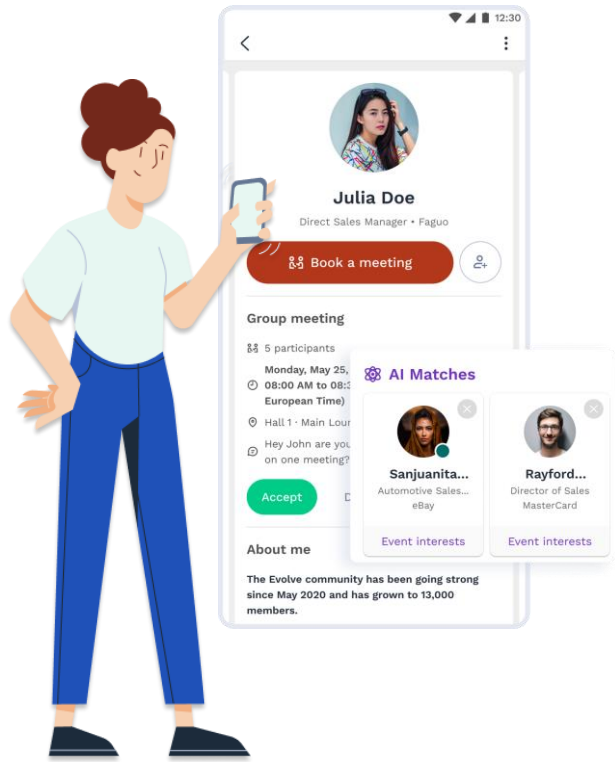


Engage in discussions before, during and after the event

There will be live discussions during sessions. Participating in these discussions will show attendees that you are active and accessible during the event

Be active on social media before, during and after the event

Use the hashtags: **#DIA2024**
Make free, relevant content available and refer to it when appropriate. You can add your content to your booth



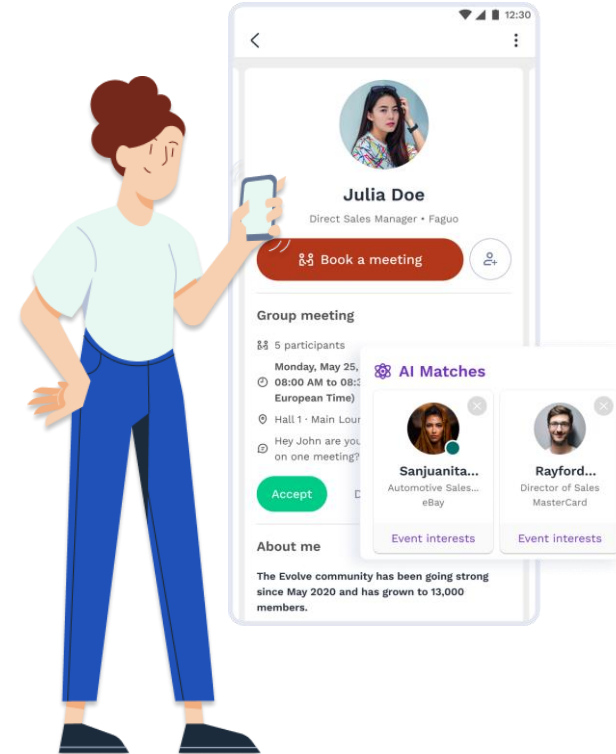
4. Platform overview & Networking



How to start an engaging conversation with a new connection:

Begin interactions with new contacts by inquiring about their challenges or queries in your field (like production, marketing, engagement). This approach surveys the audience and fosters relationships through understanding their needs, setting the stage for presenting solutions and your value.

- Find **common ground** and make authentic, **personal connections** (similar experiences, challenges, expertise)
- Discuss the best way to **follow up** or continue the conversation (email, LinkedIn, and so on)
- **Ask them** about their role, their professional background, and their current company



4. Platform overview & Networking

How to navigate the platform

1

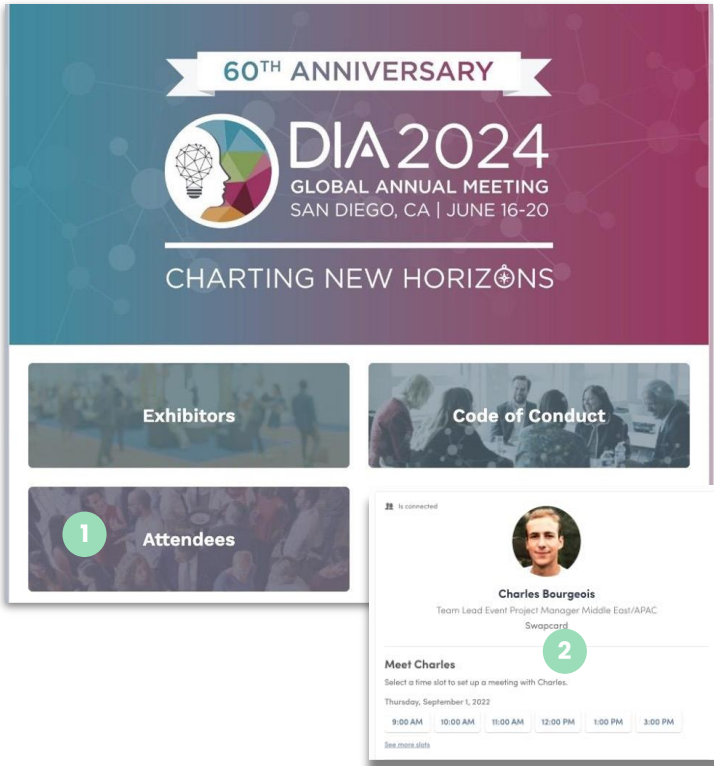
On the homepage of the event, you can access the **Networking list** labeled **Attendees**. This will help you find visitors to network with.

Don't hesitate to contact them through the application to **chat, video call, and book meetings**.

2

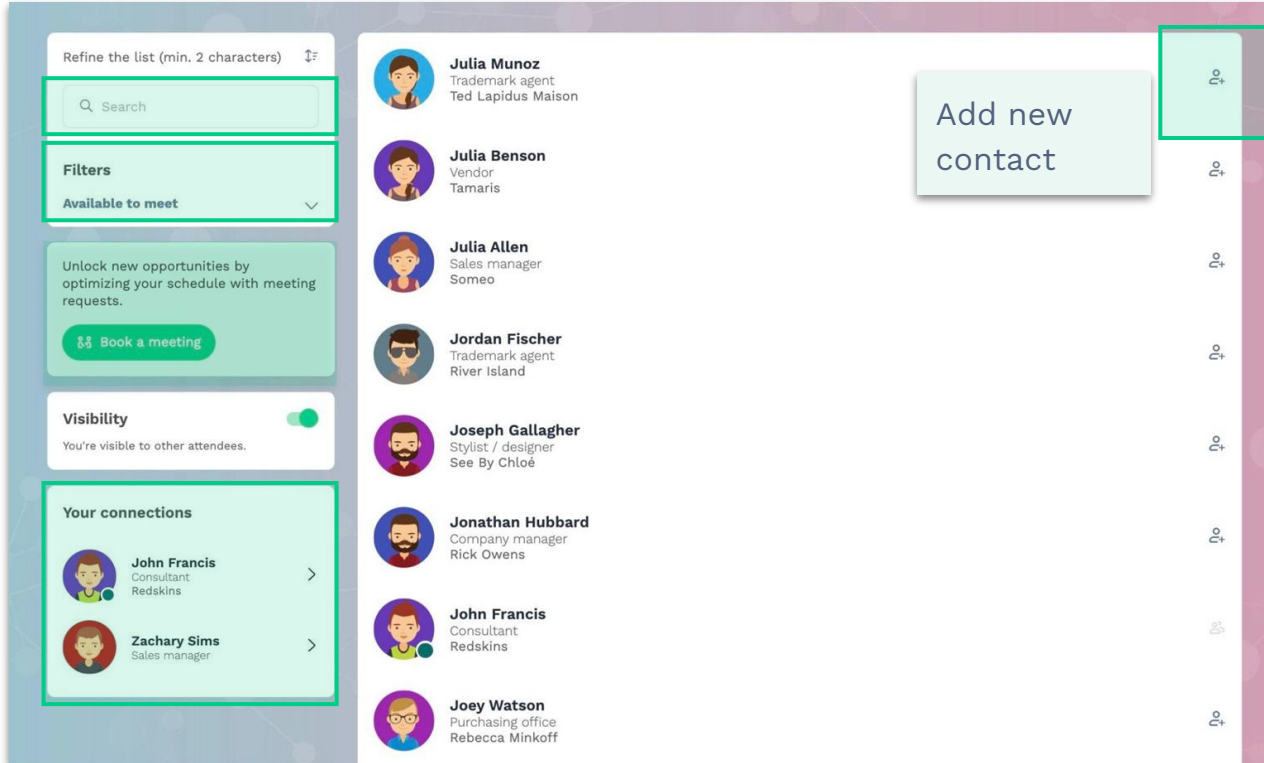
If you see **time slots** appearing on attendees' profiles, it means that the organizer has allowed **meetings to be scheduled during the event**.

Request meetings with the attendees of your choice before all their slots are booked. You can also manage your availabilities from the **“My Event”** section of the application.



4. Platform overview & Networking

How to navigate the platform




The screenshot shows a user interface for finding and connecting with attendees. On the left, there are four callout boxes: 'Full text search' pointing to a search bar, 'Attendees filters' pointing to a filter dropdown, 'Book a meeting' pointing to a 'Book a meeting' button, and 'Existing contacts' pointing to a 'Your connections' section. The main interface includes a search bar, a filter dropdown set to 'Available to meet', a 'Book a meeting' button, a 'Visibility' toggle, and a list of attendees with their names, roles, and company names. On the right, there is a vertical sidebar with an 'Add new contact' callout box pointing to a plus icon.

Full text search

Attendees filters


Book a meeting

Existing contacts


Refine the list (min. 2 characters) 


Search

Filters

Available to meet 



Unlock new opportunities by optimizing your schedule with meeting requests.









 Book a meeting

Visibility 

You're visible to other attendees.

Your connections

-  **John Francis**
Consultant
Redskins >
-  **Zachary Sims**
Sales manager >

-  **Julia Munoz**
Trademark agent
Ted Lapidus Maison
-  **Julia Benson**
Vendor
Tamaris
-  **Julia Allen**
Sales manager
Someo
-  **Jordan Fischer**
Trademark agent
River Island
-  **Joseph Gallagher**
Stylist / designer
See By Chloé
-  **Jonathan Hubbard**
Company manager
Rick Owens
-  **John Francis**
Consultant
Redskins
-  **Joey Watson**
Purchasing office
Rebecca Minkoff

Add new contact



Manage your availability



Go to **My Event** and then open **My Meetings** where you will find the Manage availability option.

Once you click on **Manage availability**, you will see a list of all the available Meeting Slots. You simply need to de-select the slots that you want to make yourself unavailable.

The screenshot shows the swapcard platform interface for the DIA 2024 Global Annual Meeting. The navigation menu includes Home, Exhibitors, Code of Conduct, Attendees, and My Event (highlighted). The main content area is divided into three sections:

- Left sidebar:** A list of navigation options: My schedule, My meetings (highlighted), My networking, My bookmarked companies, My wish list, and Explore event.
- Center panel:** A section titled "See my team's meetings" with a toggle for "Display empty slots" (turned on). Below this, a list of meeting slots for Monday, June 17, 2024, is shown. Each slot is labeled "Available for a meeting" and includes a "Make unavailable" link. The slots are: 10:30 AM - 10:45 AM, 12:15 PM - 12:30 PM, 12:30 PM - 12:45 PM, 12:45 PM - 1:00 PM, 1:00 PM - 1:15 PM, 1:15 PM - 1:30 PM, and 1:30 PM - 1:45 PM. A link "Make unavailable all day" is also present.
- Right sidebar:** A section titled "Manage your meeting availability" with a "Manage availability" button. Below this is an "Export" section with instructions: "Once you have prepared your visit to the event, you will be able to export your selection to your calendar application or in PDF file for printing."

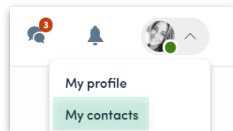
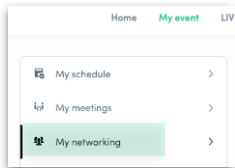
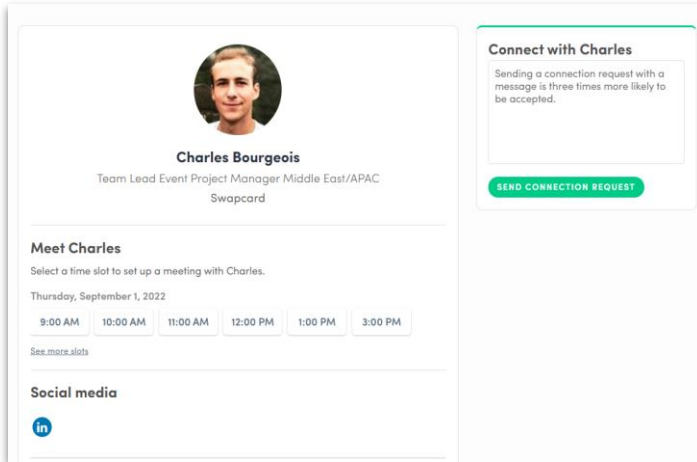
How to make a connection request

Go to someone's profile via the list of participants or a company profile and click on

Send connection request

We encourage you to write a message before sending your connection request to introduce yourself and explain the reason for your request.

You will be able to find all the people you have been in contact with from **“My contacts”** tab under your profile picture, or in the **“My Event”** button in My Networking tab.





Pro tip!

Sending messages that includes **Emojis** increases the **chances of being accepted**



Between 1 and 30 char Message

57% Acceptance Rate



No Message

34,8% Acceptance Rate



Use of emojis

14,15 % Average Increase

How to make request a meeting




- 1 Go to a person's profile - by going to the list of participants, speakers, or a sponsor's profile.
- 2 Click on one of the suggested meeting slots. If you want to see other slots, click **“See more slots.”** **Select a slot and the Meeting location.**
- 3 Now you are ready to write a message to the person you want to meet. Once done, click **this button.**




Book a meeting button

Book a meeting

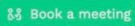
Refine the list (min. 2 characters) 


Search

Filters

Available to meet 



Unlock new opportunities by optimizing your schedule with meeting requests.












Visibility 

You're visible to other attendees.

Your connections



-  **John Francis**
Consultant
Redskins
-  **Zachary Sims**
Sales manager

-  **Julia Munoz**
Trademark agent
Ted Lapidus Maison
-  **Julia Benson**
Vendor
Tamaris
-  **Julia Allen**
Sales manager
Someo
-  **Jordan Fischer**
Trademark agent
River Island
-  **Joseph Gallagher**
Stylist / designer
See By Chloé
-  **Jonathan Hubbard**
Company manager
Rick Owens
-  **John Francis**
Consultant
Redskins
-  **Joey Watson**
Purchasing office
Rebecca Minkoff






Select participants 

You can add up to 7 participants to the meeting

Search people


  Charles Orania


Your contacts

-  **Charles Bourgeois**
Swapcard
-  **Oriana Rainuzzo**
Swapcard
-  **Daniel Neves**
Música & Mercado
-  **Hannes Huyghe**
Butworld
-  **Davide Petilli**
Swapcard

[See more](#)

More potential connections

-  **Angelika Lichnerova**





Date & time 

Thursday, February 13

Su	Mo	Tu	We	Th	Fr	Sa
26	27	28	29	30	31	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	1
2	3	4	5	6	7	8

Dates are displayed in your time zone (Europe/Paris)
[Switch to event time zone](#)

Location

-  LLamada virtual
-  Media Center
- Virtual
- Virtual 
- VIP Room
- Room 1
- Room 2
- Room 3
- Room 4
- Room 5
- Video call
- Virtual Meeting 
- Meeting Room
- Table n°1
- Table n°10
- Table n°2
- Table n°3

2:00 PM
30 mins

2:00 PM
30 mins

2:30 PM
30 mins

3:00 PM
30 mins



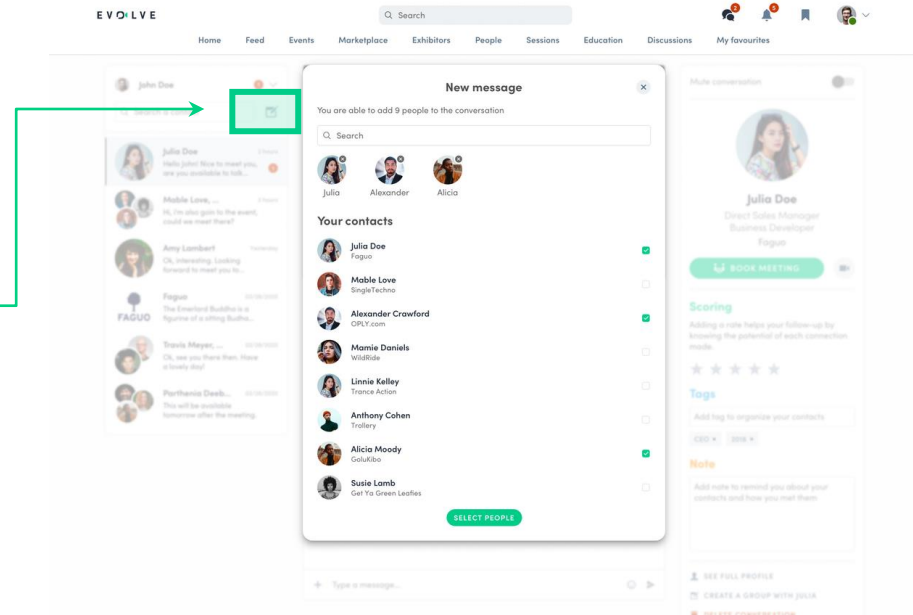
How to create a Group Chat

The Group Chat feature gives Users the ability to engage in a discussion with **up to 10 people**. It also allows them to **send messages, files, and reactions**.

To create a group chat, click on the **message icon** to the right of "search a contact" then add the list of **people from your contacts list** you want to include in your group.

By default, the person creating the Group Chat is the **Admin**. This will give them the rights to:

- **Add and remove members**
- **Rename the conversation**
- **Assign or demote other Admins**
- **End the conversation**





5. Exhibitor Center Networking Management

5. Exhibitor Center Networking Management



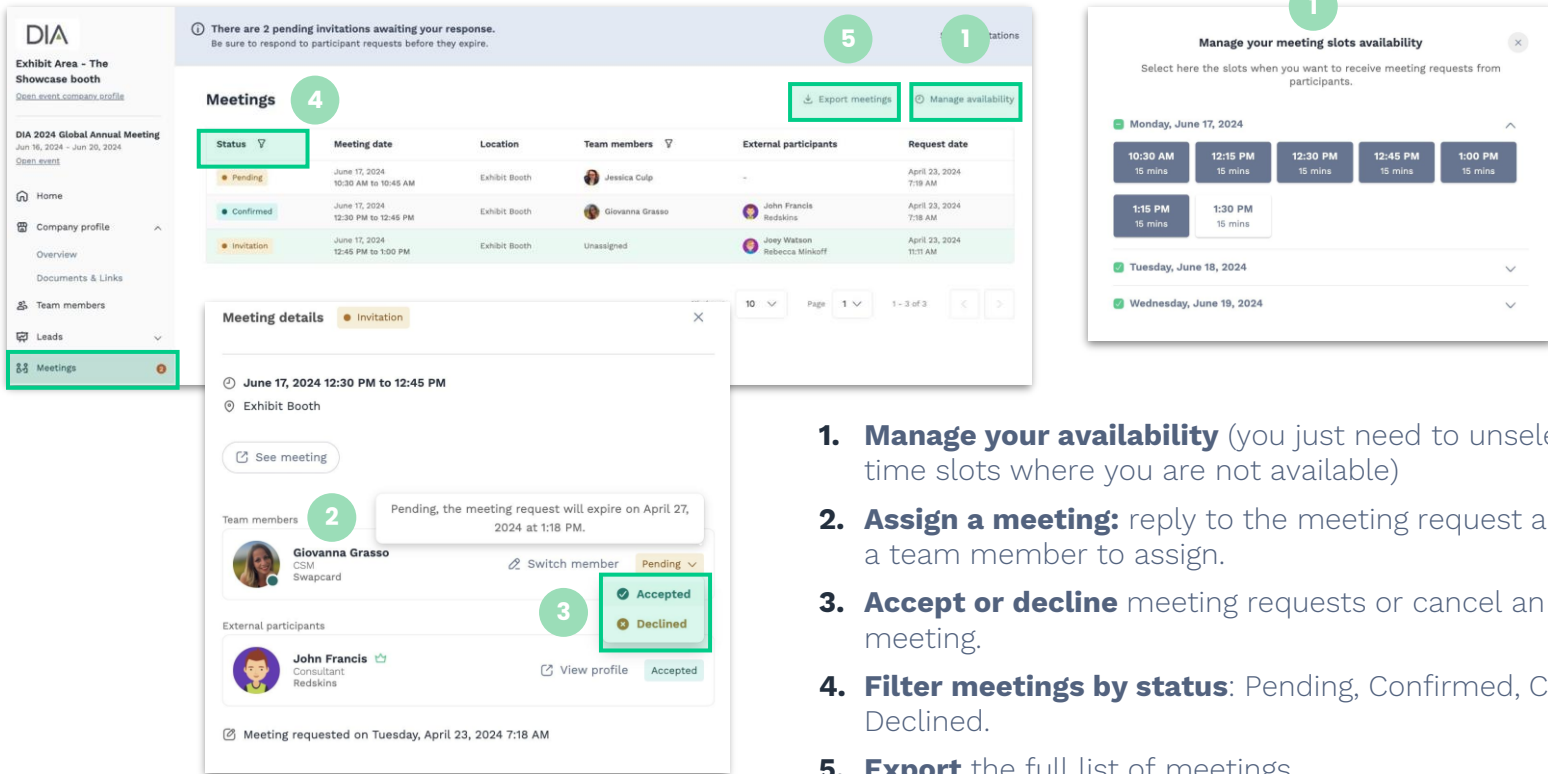
Share your connections with the Team

The screenshot displays the DIA Exhibitor Center interface. On the left is a navigation sidebar with the following items: 'DIA', 'Exhibit Area - The Showcase booth' (with a link to 'Open event company profile'), 'DIA 2024 Global Annual Meeting' (Jun 16, 2024 - Jun 20, 2024, with a link to 'Open event'), 'Home', 'Company profile', 'Overview', 'Documents & Links', 'Team members' (highlighted with a green border), 'Leads', and 'Meetings' (with a red notification badge). The main content area is titled 'Team members' and features a search bar 'Search a team member'. Below the search bar are two team member cards: 'Jessica Culp, Associate Director, DIA' and 'Krisztina Stiegeler, Senior Project Manager, DIA'. Each card includes a 'View profile' button and a contact icon. On the right side of the interface, there is a profile card for 'Giovanna Grasso, CSM, Swapcard' with an 'Edit profile' button. Below the profile card are two toggle switches: 'My visibility' (Be visible to other participants) and 'My connections' (Share contacts with the team), both of which are currently turned on.

To boost your networking, ensure you **share your Connections** with your team and maintain your **profile visibility** to be included as a Team member in upcoming meetings. Navigate to the Exhibitor Center, select Team Members, and **toggle on both "My Connections" and "My visibility."**

5. Exhibitor Center Networking Management

Manage your meetings



1. Manage your availability (you just need to unselect the time slots where you are not available)

2. Assign a meeting: reply to the meeting request and select a team member to assign.

3. Accept or decline meeting requests or cancel an existing meeting.

4. Filter meetings by status: Pending, Confirmed, Canceled or Declined.

5. Export the full list of meetings.



Chat with the Exhibitor (1/2)

The screenshot shows a mobile application interface. On the left is a booth page for 'DIA - Celebrating 60 years of impact'. The booth name is 'Exhibit Area - The Showcase booth'. Below the name are meeting slots for Monday, June 17, 2024:

Time	Duration
10:30 AM	15 mins
12:15 PM	15 mins
12:30 PM	15 mins
12:45 PM	15 mins
1:00 PM	15 mins
1:15 PM	15 mins

On the right is a chat window titled 'Talk to Exhibit Area - The Showcase booth'. A message from 'Joe to DIA' is shown, dated April 28, 2024.

Once you are added to an Exhibitor booth as a team member, you have access to a shared inbox with all your organization's team members.

Messages in the inbox are generated when an attendee visits your booth and types a message into the **“Talk to...”** 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.

5. Exhibitor Center Networking Management



Chat with the Exhibitor (2/2)

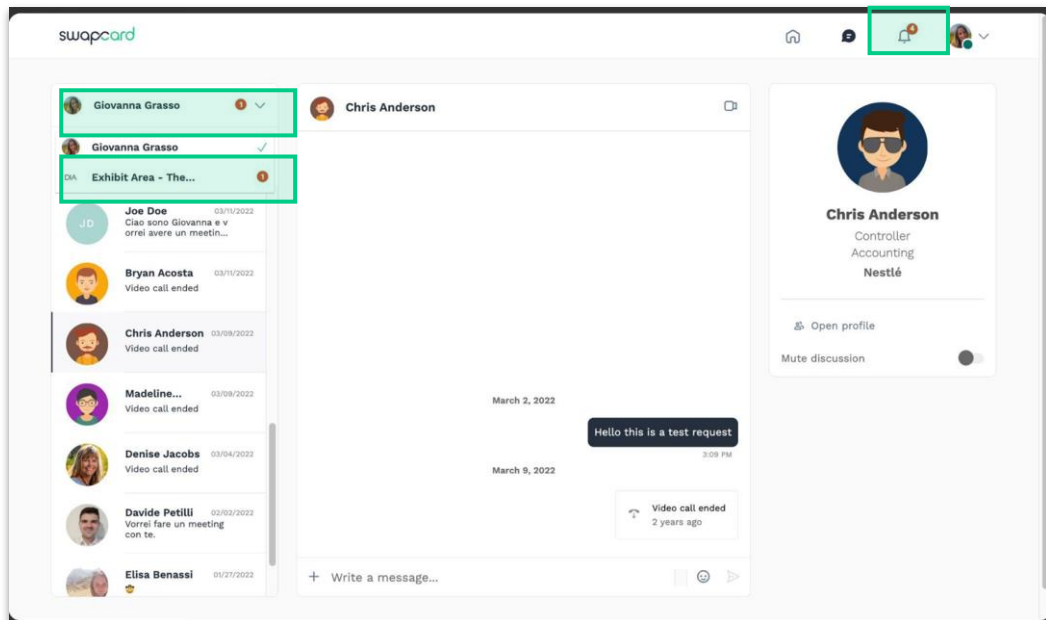
To view your exhibitor inbox, click the **chat bubble** icon along the top menu.

Switch between your personal inbox and the exhibitor inbox by clicking on the dropdown box.

All exhibitors will see a **red notification circle**

over the **chat bubble icon** after each new message.

Note: once any exhibitor team member reads the message, the red notification circle disappear for the entire team.



5. Exhibitor Center Networking Management



Messaging center

The screenshot displays a messaging application interface with several key elements and annotations:

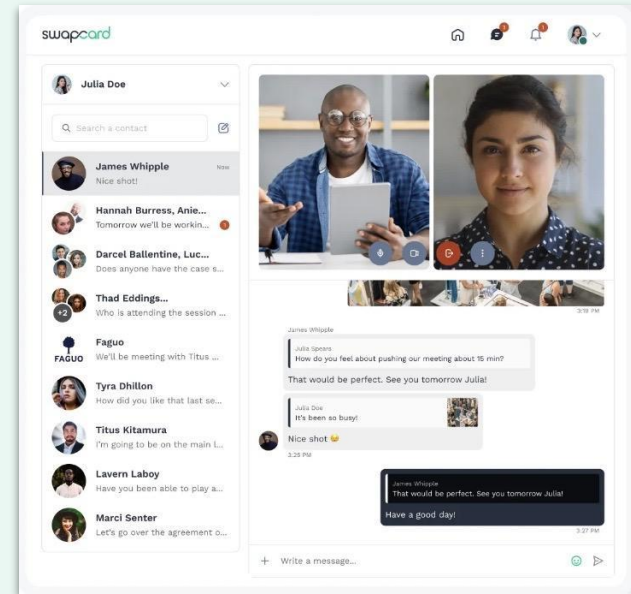
- Your inbox:** A callout box points to the left sidebar containing a search bar and a list of messages. The message from Emma Palmer (EP) with the text "hello" is highlighted with a green box.
- Start a video call:** A callout box points to a video call icon in the top right corner of the chat area.
- Use emoji to start an engaging conversation:** A callout box points to an emoji icon in the bottom right corner of the chat input area.
- Chat Header:** The chat is titled "Emma Palmer" with a profile picture icon (EP).
- Chat Content:** A date separator "January 15, 2024" is visible. A message from Emma Palmer says "hello" with a timestamp of "11:42 PM".
- Chat Input:** The bottom of the chat shows a text input field with the placeholder "Write a message..." and a plus sign icon.
- Profile Card:** On the right, a profile card for Emma Palmer (Swapcard) includes options like "Open profile", "Create a group with Emma" (highlighted with a green box), and "Mute discussion".



Pro tip!

As an Exhibitor you can **start a video call** with an Attendee by checking their conversations and launching a video call using our handy **integrated feature**, located in the top right corner of the chat interface.

[Check out this page to learn all the steps!](#)





6. My DIA mobile app Quick overview

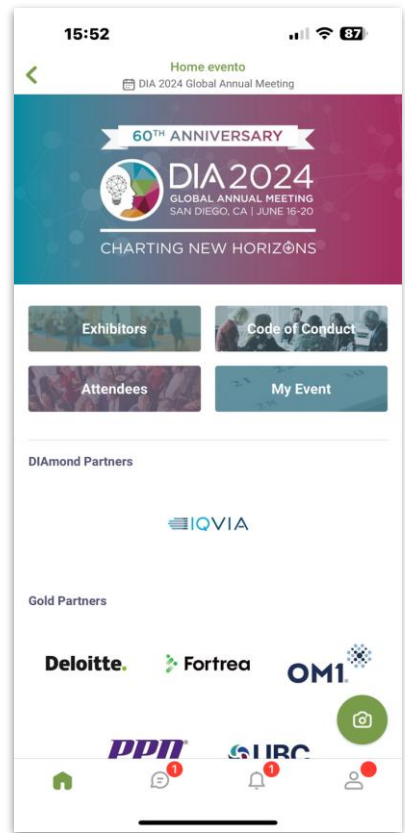
6. My DIA mobile app



AD Banner



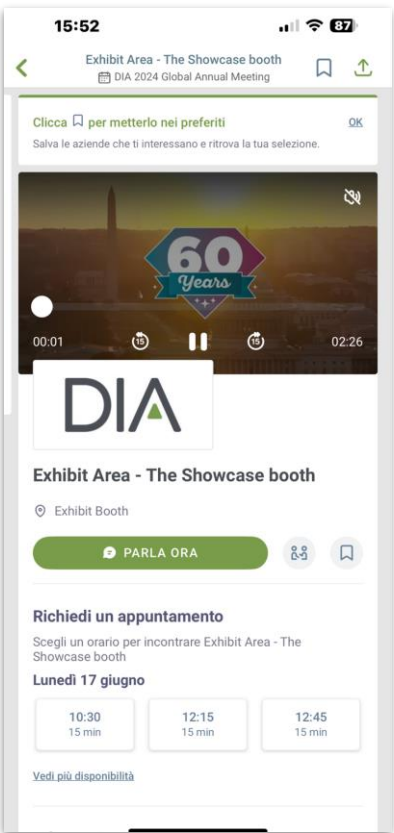
Home page



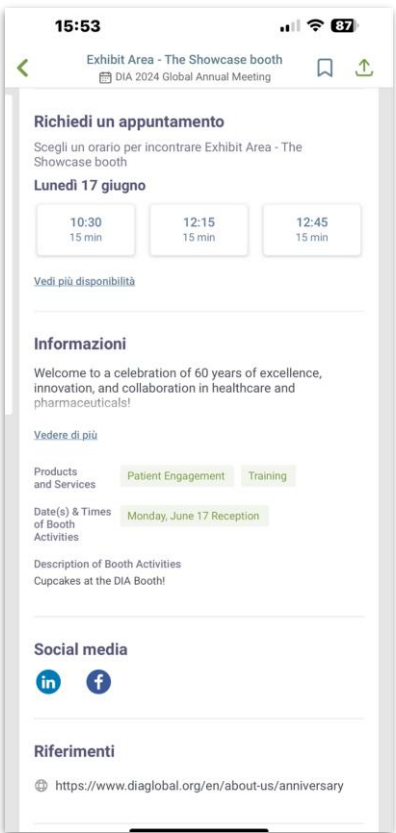
6. My DIA mobile app



Booth
Overview



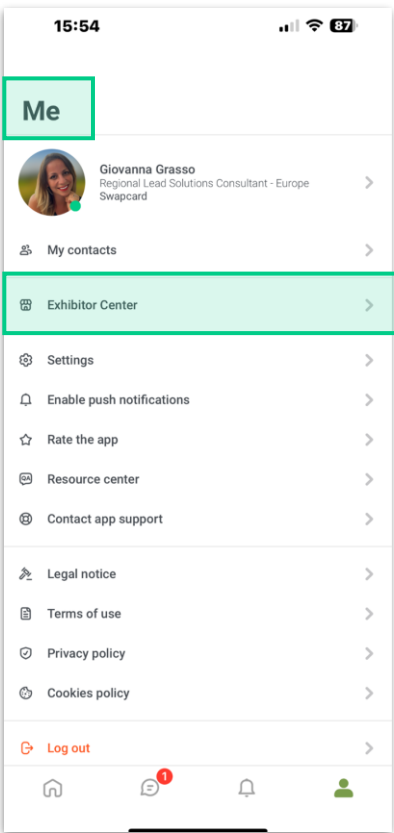
Booth
overview



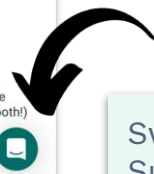
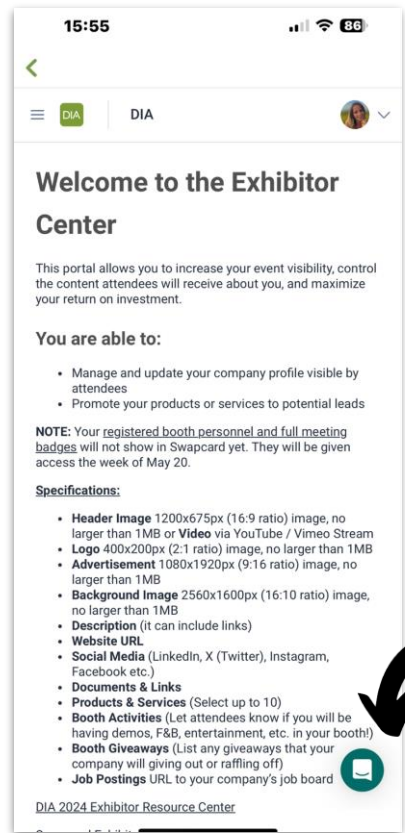
6. My DIA mobile app



How to access the Exhibitor Center



Exhibitor Center Welcome message

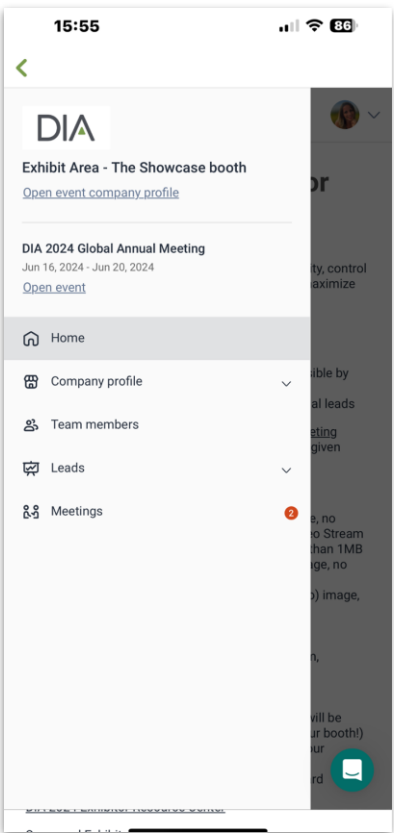


Swpacard Exhibitors Support

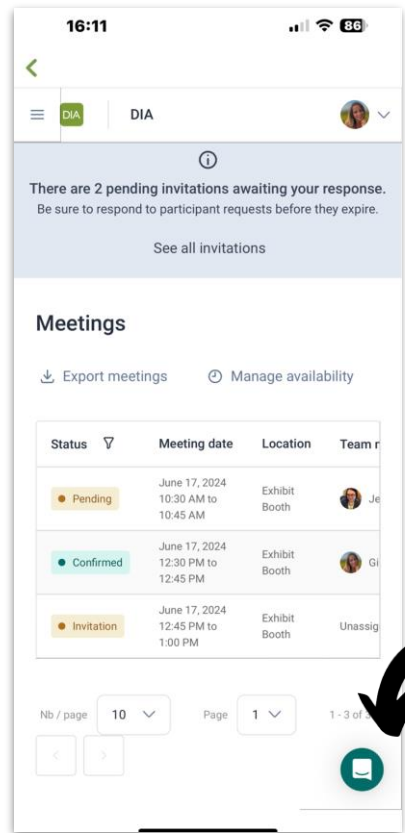
6. My DIA mobile app



Exhibitor Center Menu



Exhibitor Center Messaging center



Swpacard Exhibitors Support



7. DIA Gamification



Exhibit Hall Gamification – Drive traffic to your booth!

- Attendees will be on the quest to earn points and prizes with our Booth Passport Game!
- Price: \$500
- Your Choice of Challenge:
 - QR Code Check In
 - Trivia Question
 - Survey Question
 - Keyword Check In
- Contact: Americas.Exhibits@DIAGlobal.org for more information





Thank you