Fi Food ingredients Europe

co-located with

Hi Health ingredients Europe

Welcome to Fi Europe co-located with Hi Europe
Exhibitor Guide

informa markets

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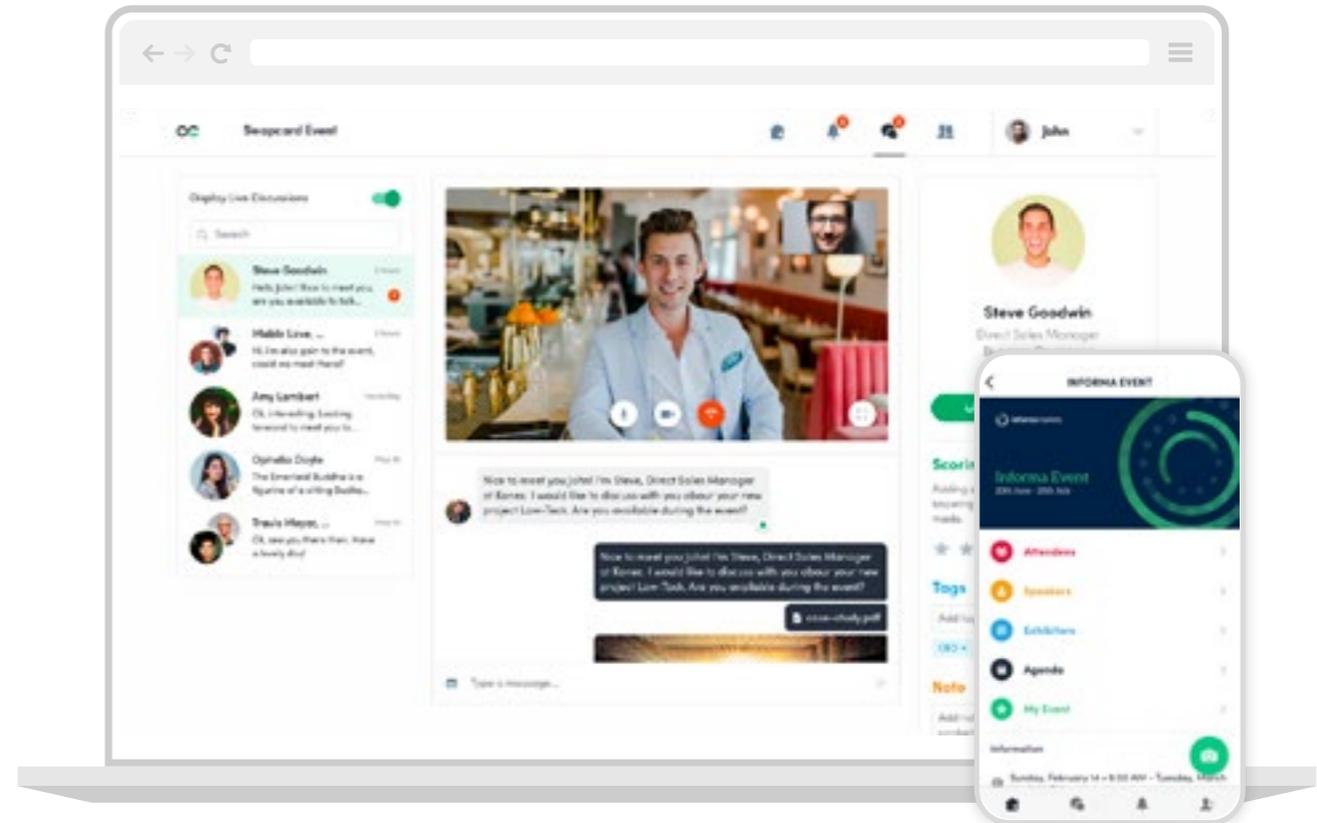
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What is Swapcard?

Swapcard is the leading event and community platform for online, hybrid and in-person exhibitions & conferences.

The platform can help you engage with your audience online, before, during and after the live event.

As an Exhibitor,
what are the benefits?

A suite of easy-to use tools that create deeper connections and curated content, personalised to your needs and accessible at your pace:

- **Represent your company through your online profile**

- **Create your own timetable configured around your product speciality**

- **Connect with potential buyers who support your specialist interests**

- **Set meetings with carefully qualified professionally aligned contacts with online or in-person the event at your booth**

- **Engage with valuable contacts by connecting, messaging or setting up meetings**

- **Search and select through content that's relevant to you**
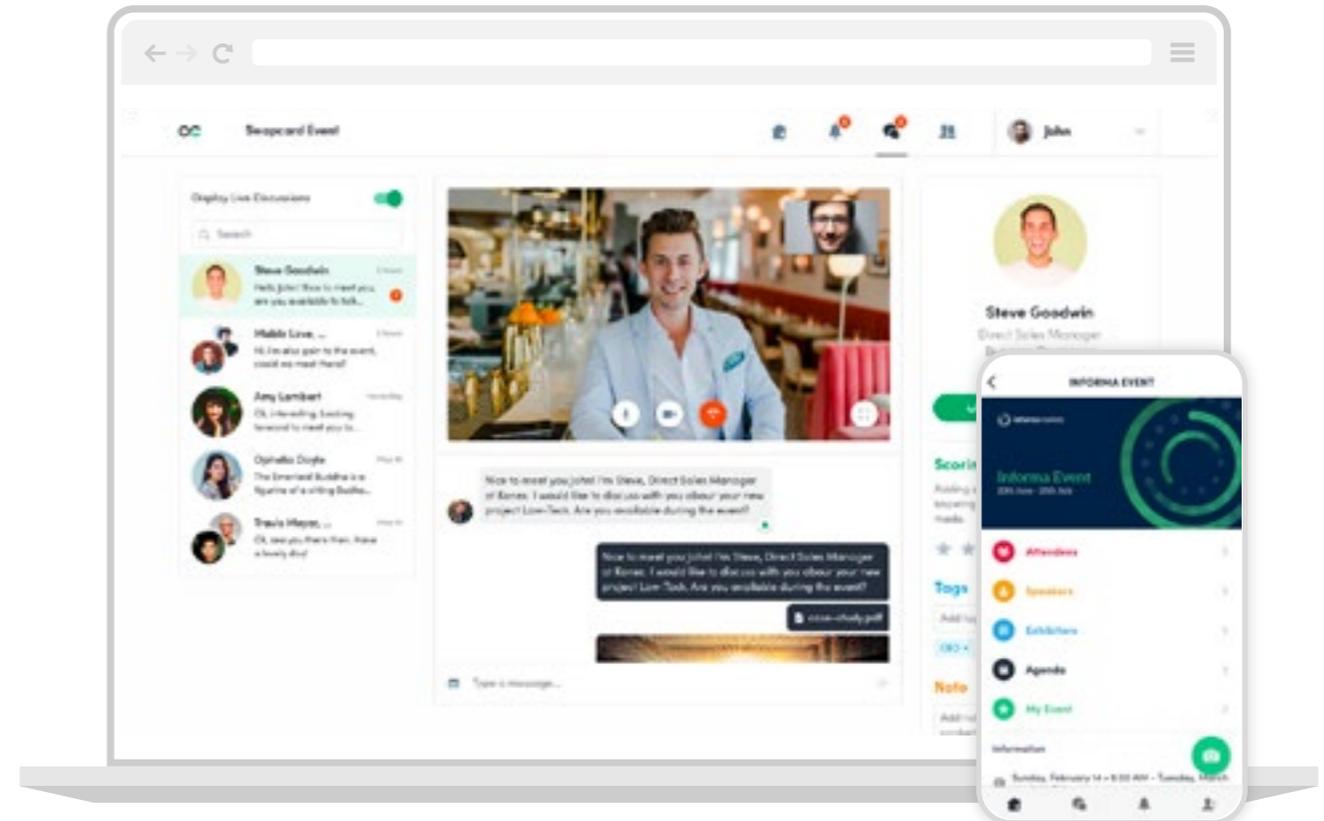
Setting up your profile

Setting up your Company profile

This year your event profile will replace the printed catalogue at the event. It will enable attendees to find you via:

• Exhibitor list
• Floorplan
• Mobile App
• Ingredients Network throughout the year

You will need to set up your company profile and add your products in Ingredients Network, and this will then be used across the show.
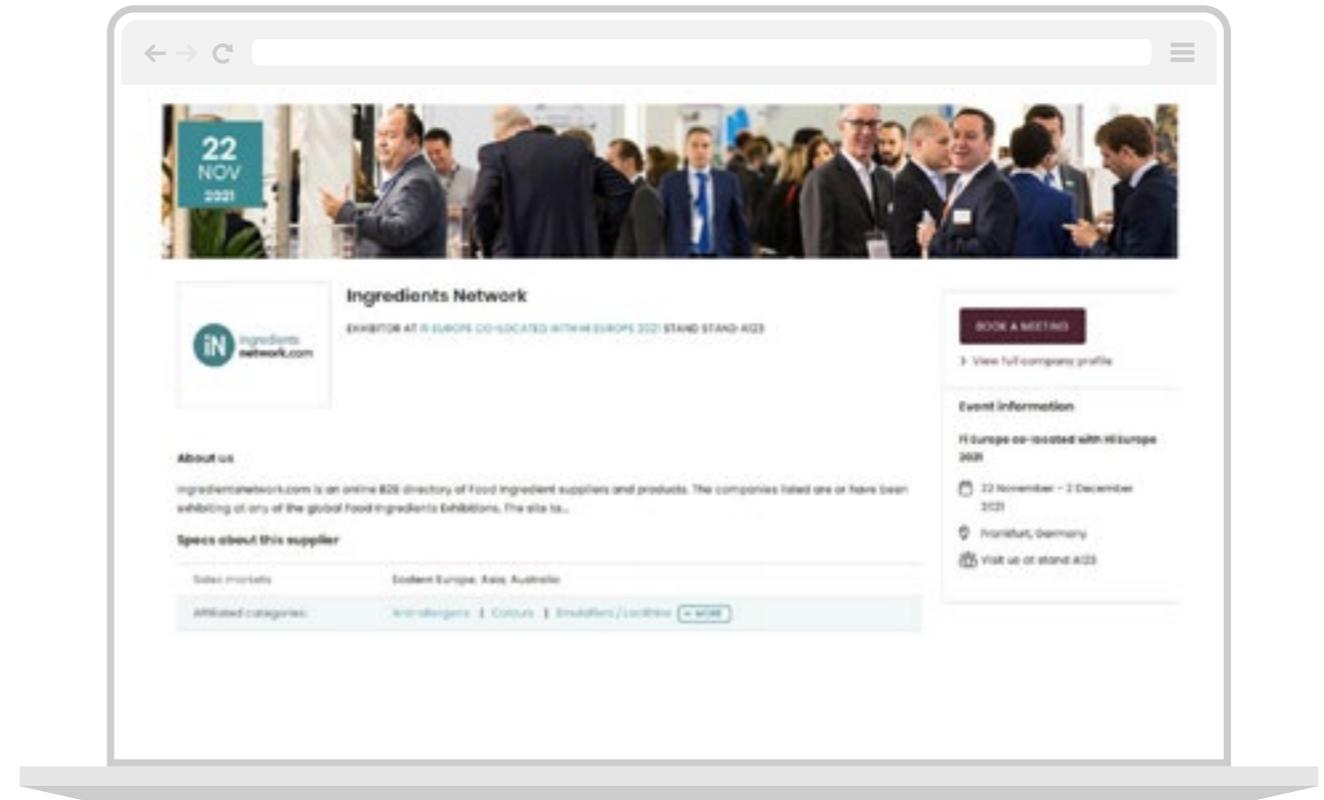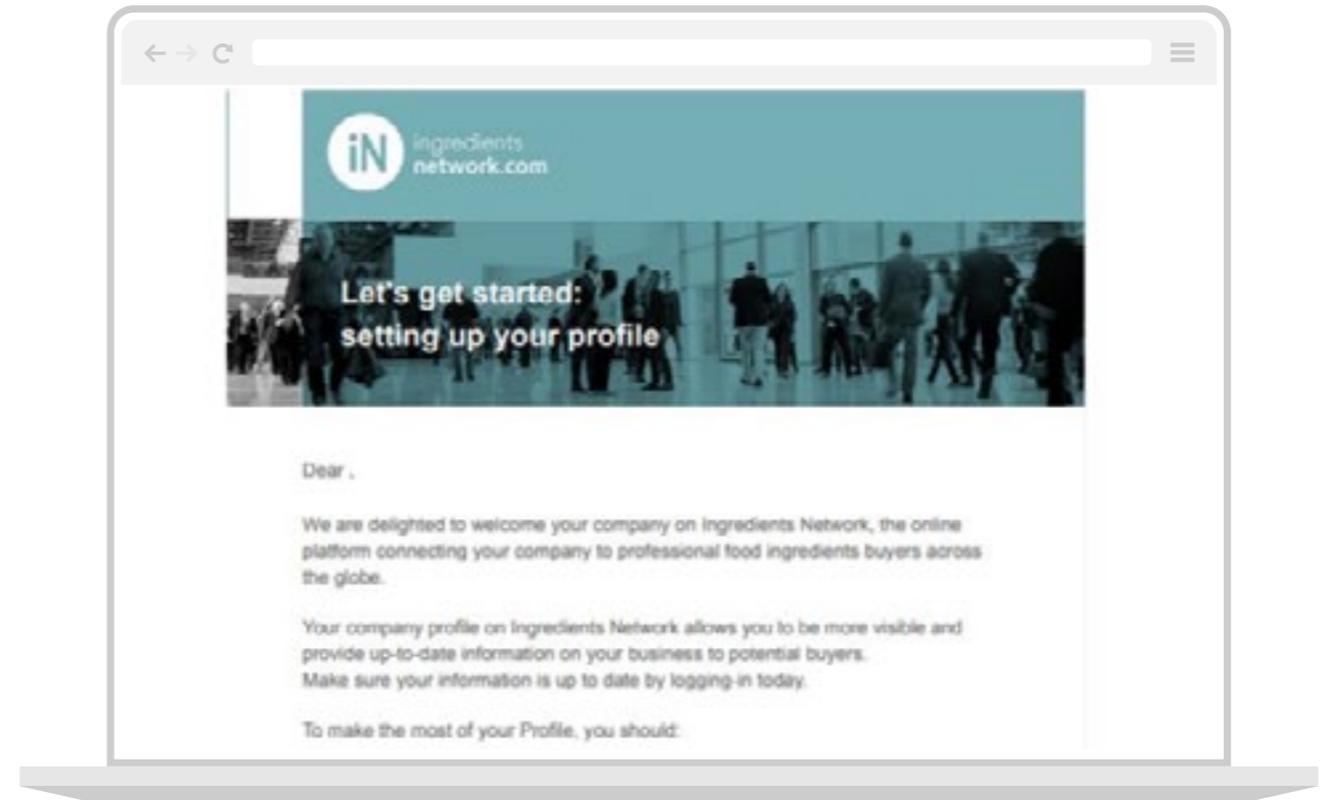
Setting up your Company profile

After signing the contract for your stand, you will receive a welcome email from Ingredients Network, with your login details.

Please find here the User Guide on How to set up your profile in Ingredients Network.

Once you have set up your profile here, the information will be transfered directly to your company profile in the online event platform.
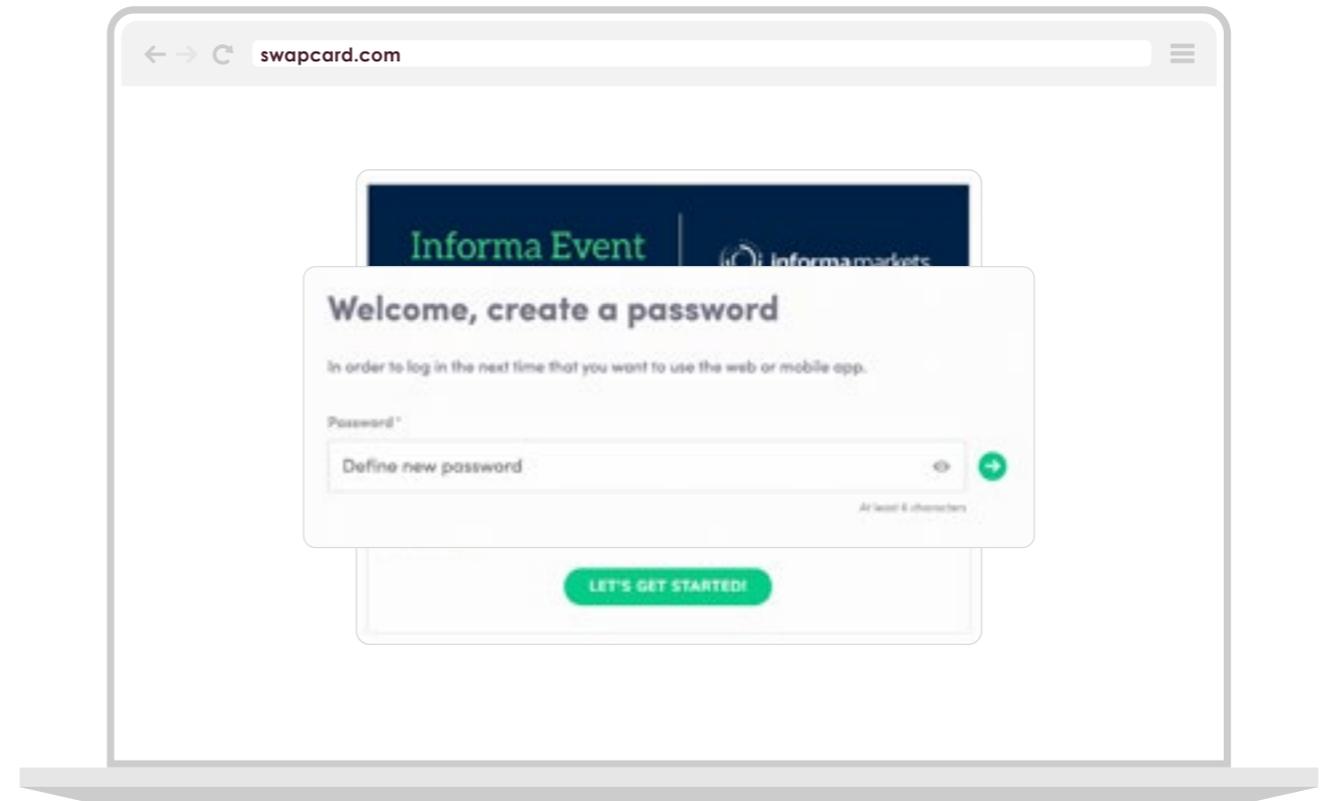
Setting up your profile

Registration

The main stand holder for your company will look after the registration of all Company team members, whether you are attending the event online or in-person.

Please check in with them directly to make sure they have registered you via the Exhibitor Manual.

Once registered, you will receive a login email from Notifications@fieurope.com, and you will then be able to login to the online event platform
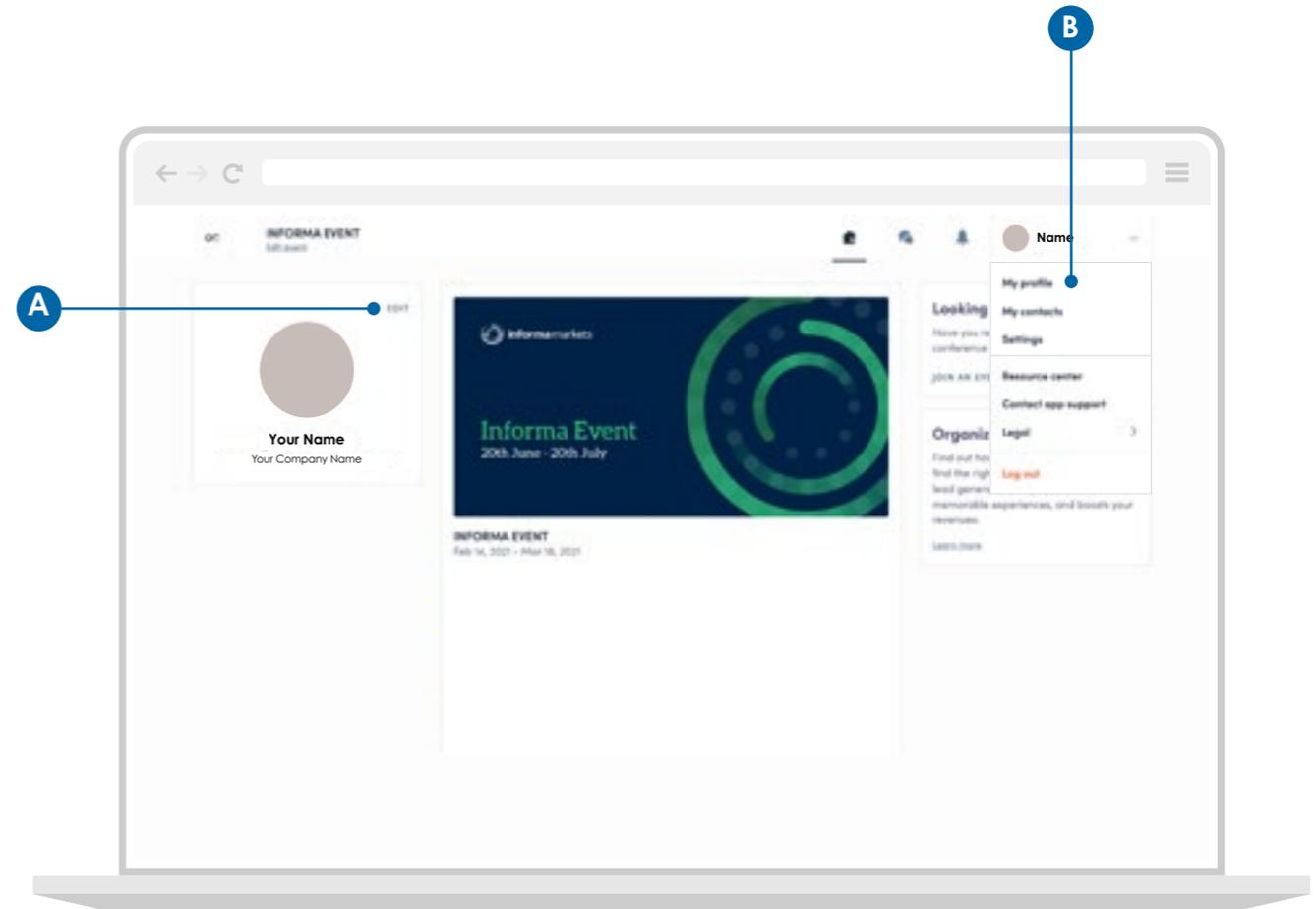
Setting up your profile

Personal profile

There are two ways to edit your personal profile:

(A) Click **"Edit"** at the top-right of the profile picture box.

or

(B) Click **"My Profile"** from the drop-down menu to the right of the page.
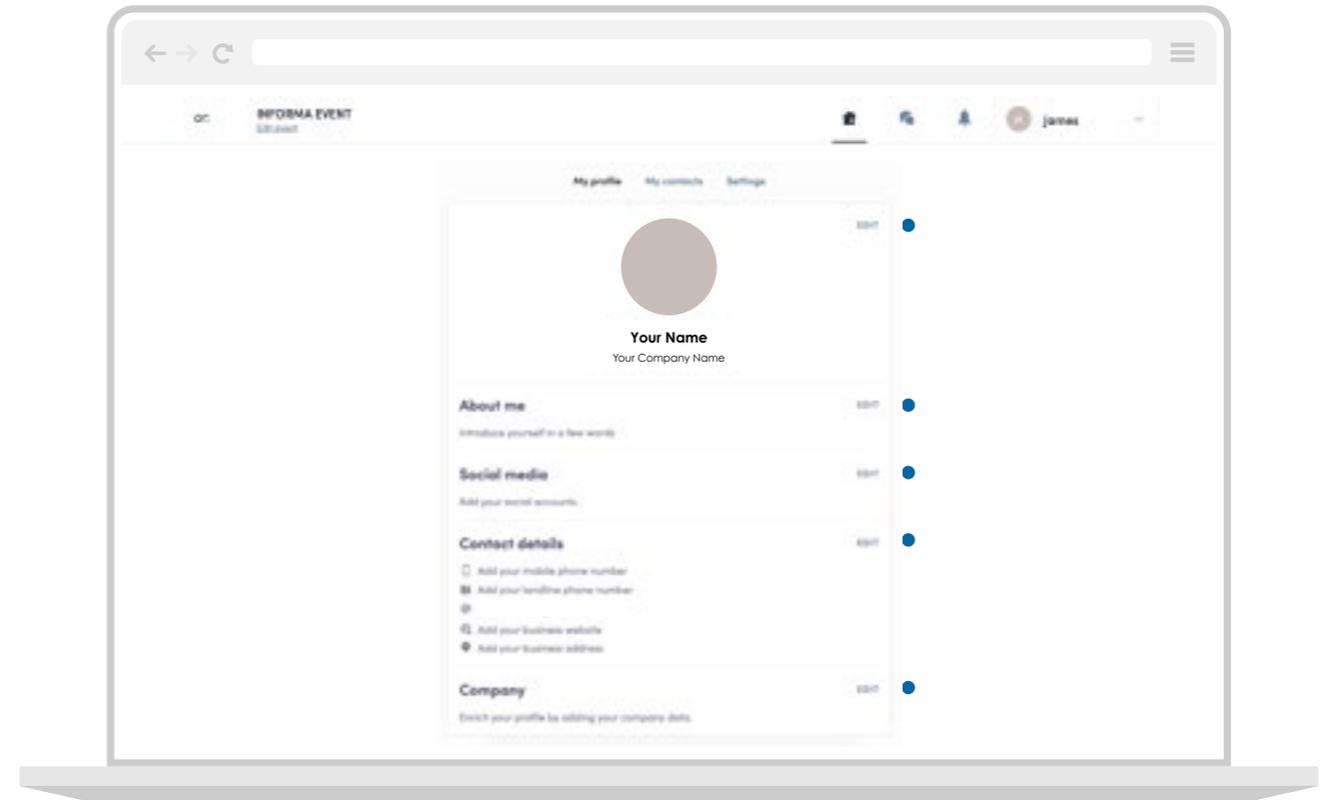
Setting up your profile

Personal profile

Once in your profile, proceed to click on the **"Edit"** buttons to make relevant changes or updates.

Your personal information will be taken from your event registration and cannot be edited within the online event platform.

Top Tip

make sure to add an up to date photo, to increase the number of leads you receive

Exhibitor Center
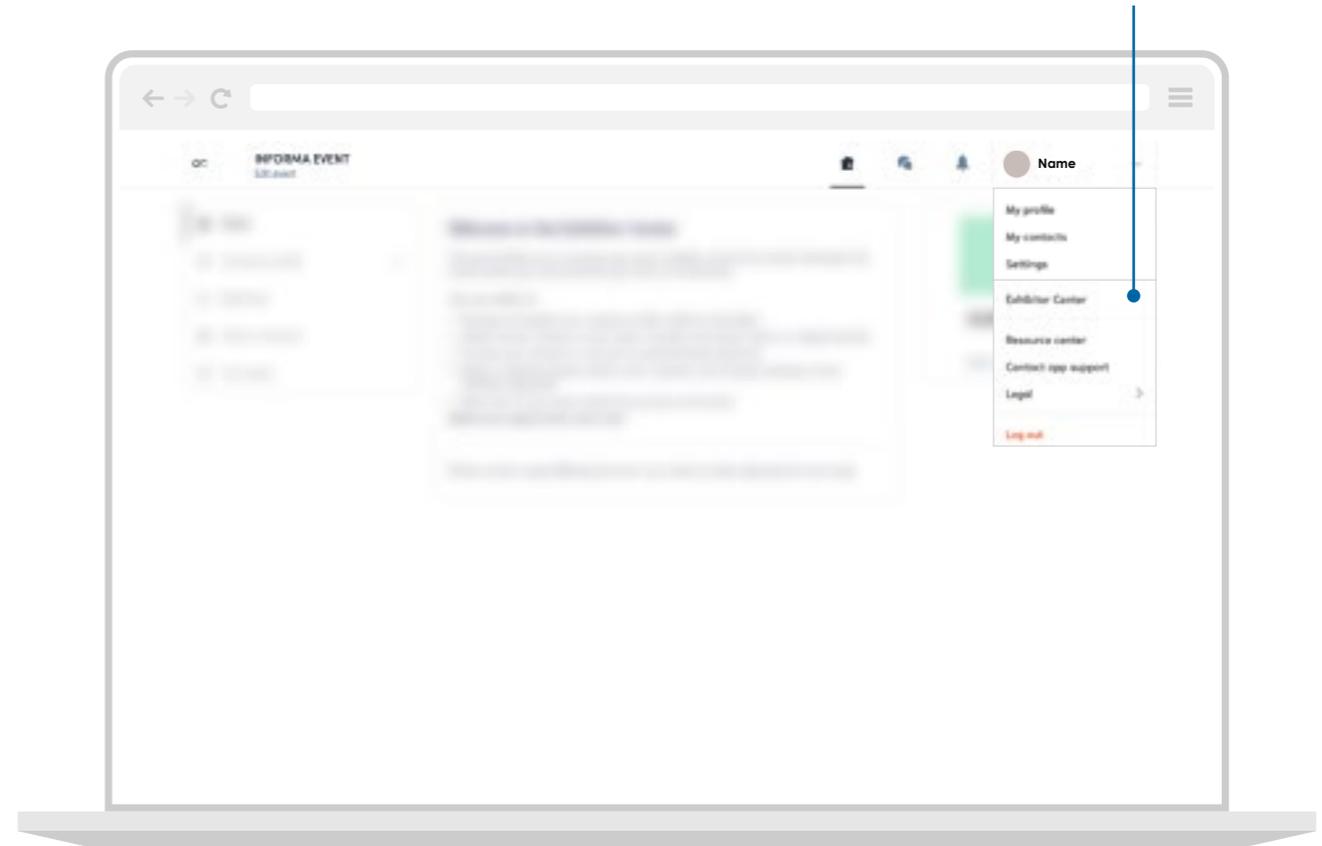
Exhibitor Center

Manage your team and leads through the Exhibitor Centre

The Exhibitor Centre is where you can manage your team and company within the online event platform

73% of buyers have said that they are more likely to contact a company that has detailed product and company information!
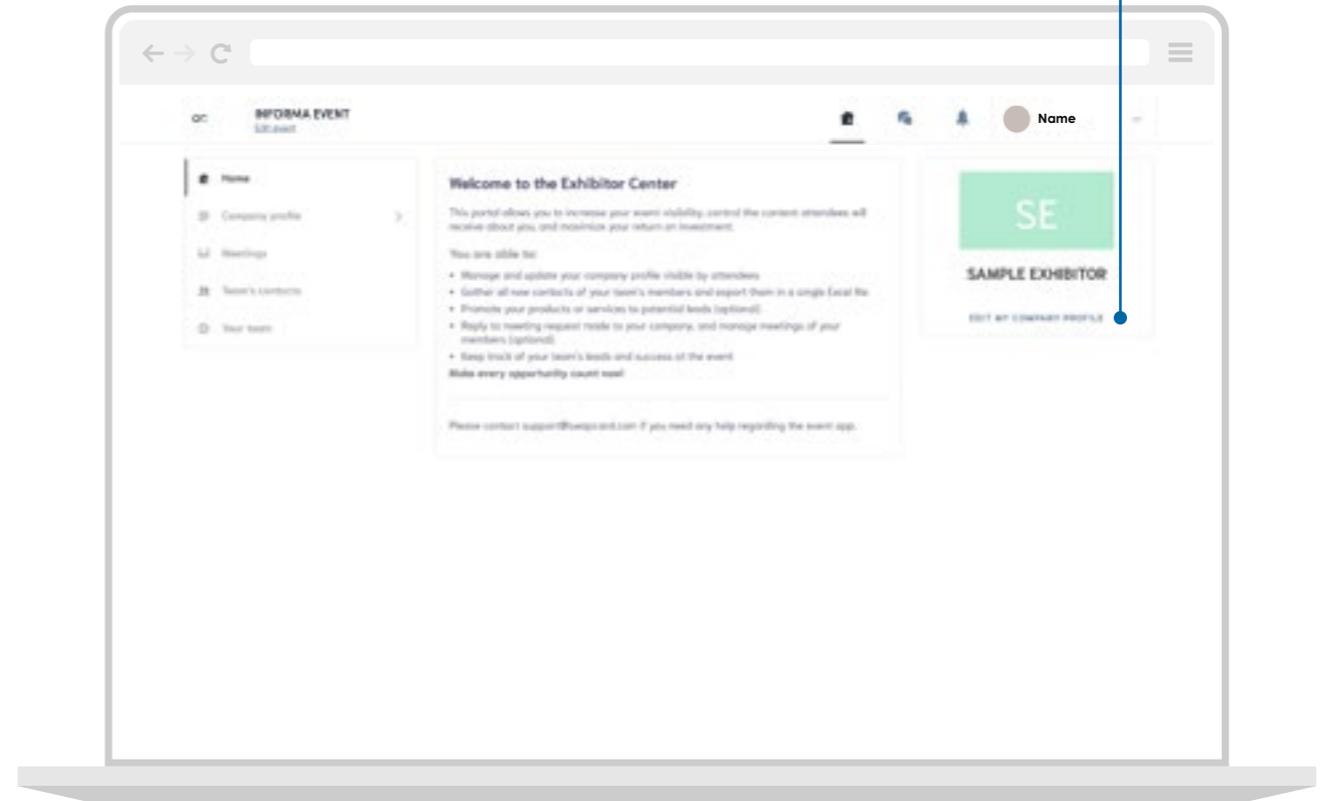
Exhibitor Center

Review your company profile

Most of the information for your company profile will come via the information that you have completed in Ingredients Network.

When you login to the Exhibitor Centre, please make sure that all the information in your Company Profile is correct

Edit company profile

Exhibitor Center

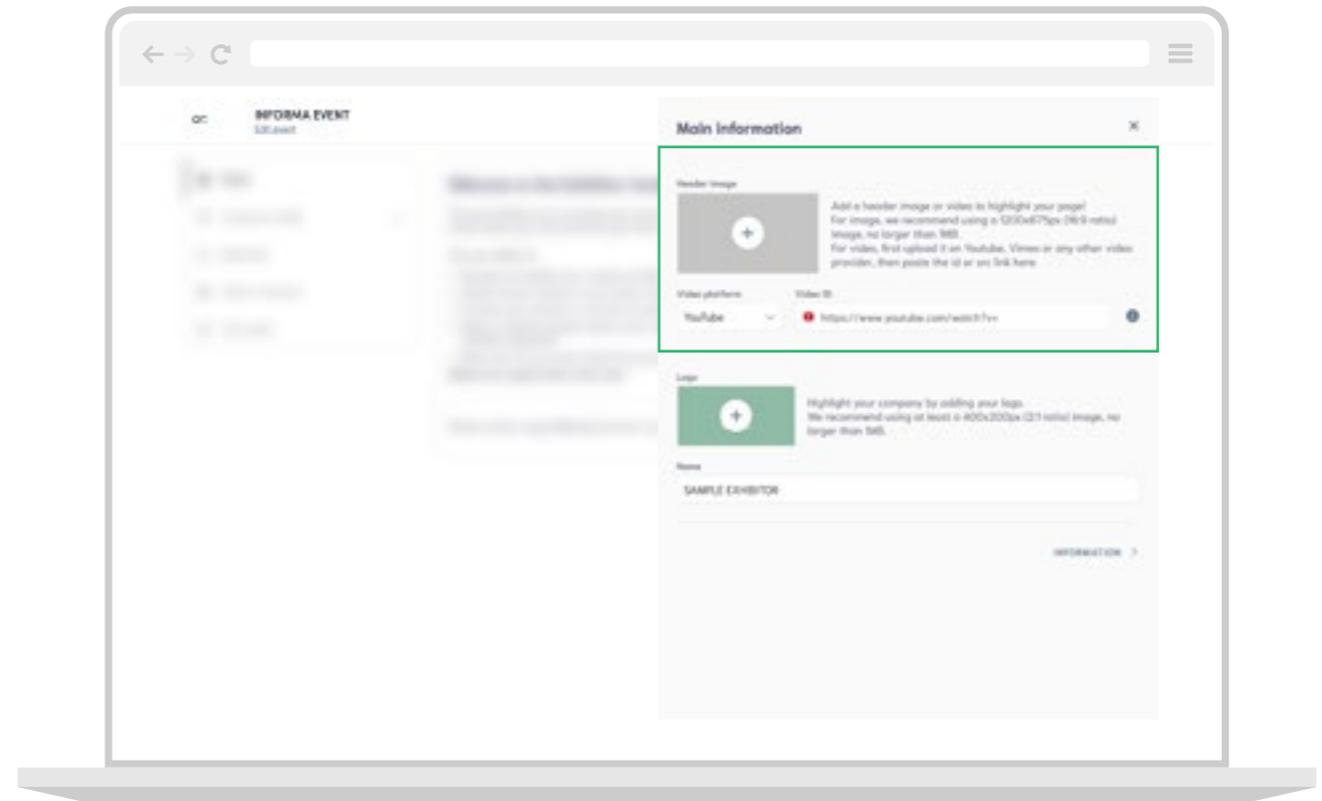## Add a header or video to your company profile*

Here, you can upload a header image:

1200x675px (16:9 ratio)
No larger than 1MB

You can also upload a Youtube or Vimeo video. Just copy and paste the link to the video.

* Videos are Pro and Premium features only.

Exhibitor Center

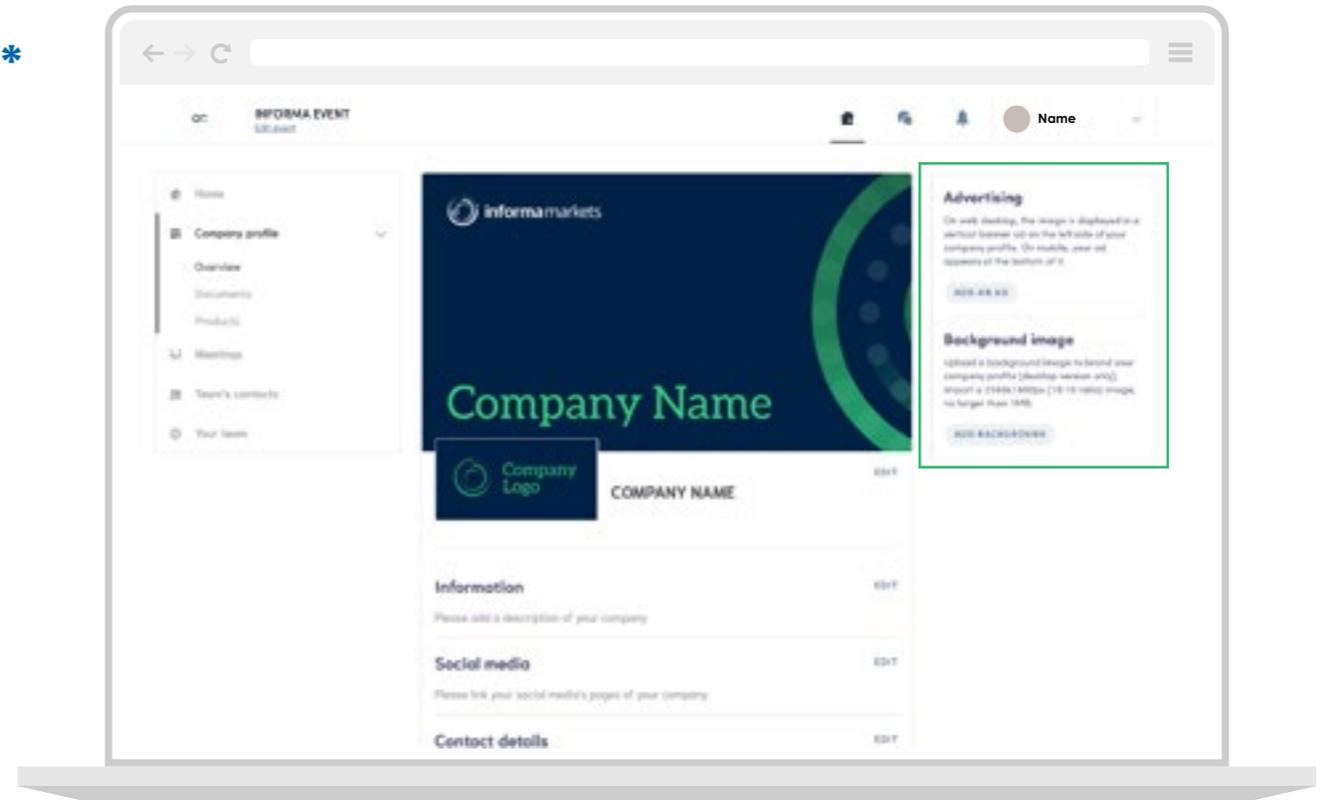## Add an ad banner to your company profile*

You can also add an **advertising banner** to your profile. Just click **"ADD AN AD"** from the right of the page.

You can also add a **background image** to your profile. Just click **"ADD BACKGROUND"**.

2560x1600px (16:10 ratio)
No larger than 1MB

* These are Pro and Premium features only.
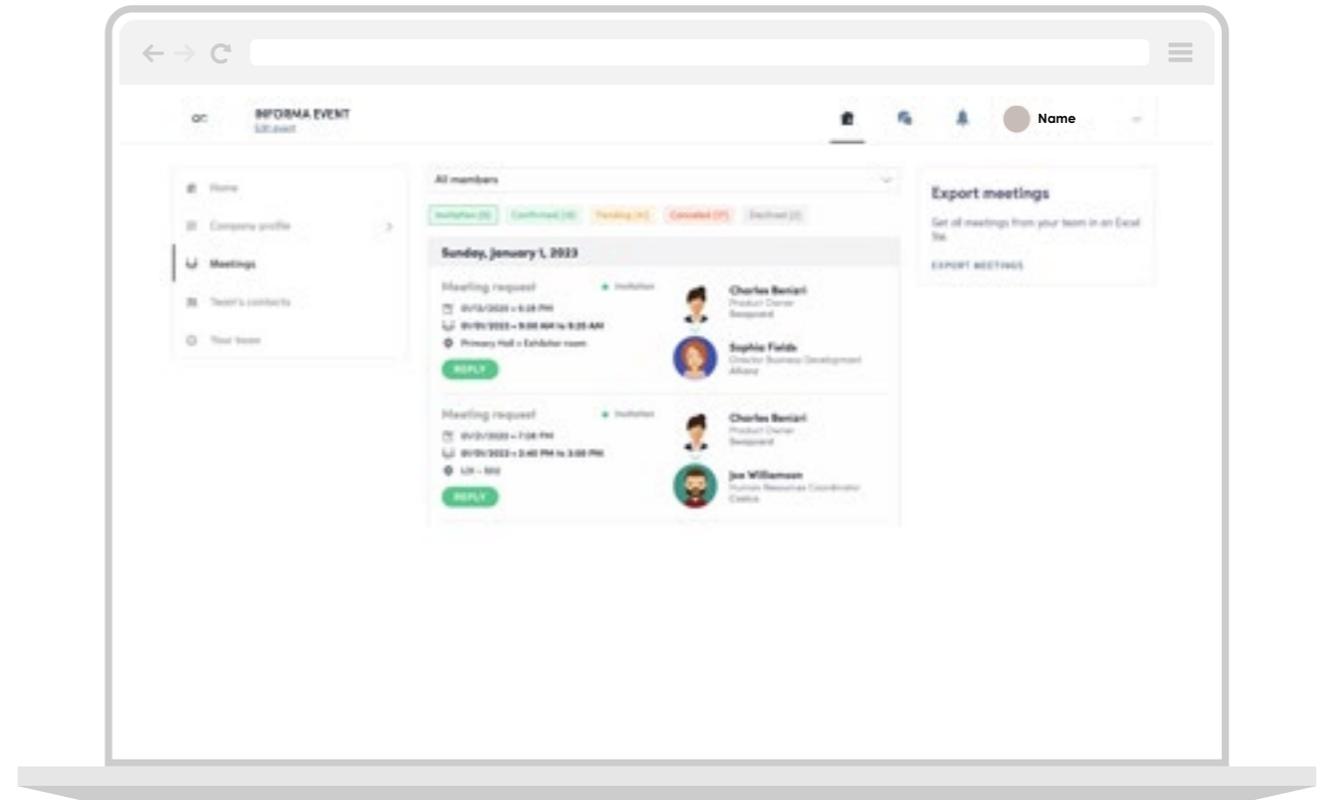
Exhibitor Center

Manage your meetings

Push your contacts through the sales funnel and arrange meetings with them, this can be done either online or at the show, or even off-platform if the timing and format suits you better.

In the Exhibitor Center, you can control the meetings your team have set up through the platform.

This allows you to:

- **View all of your meetings**

- **Sort meetings by status: Pending, Cancelled or Declined**

- **Assign a meeting to a member of your team**

- **Accept or decline meeting requests**

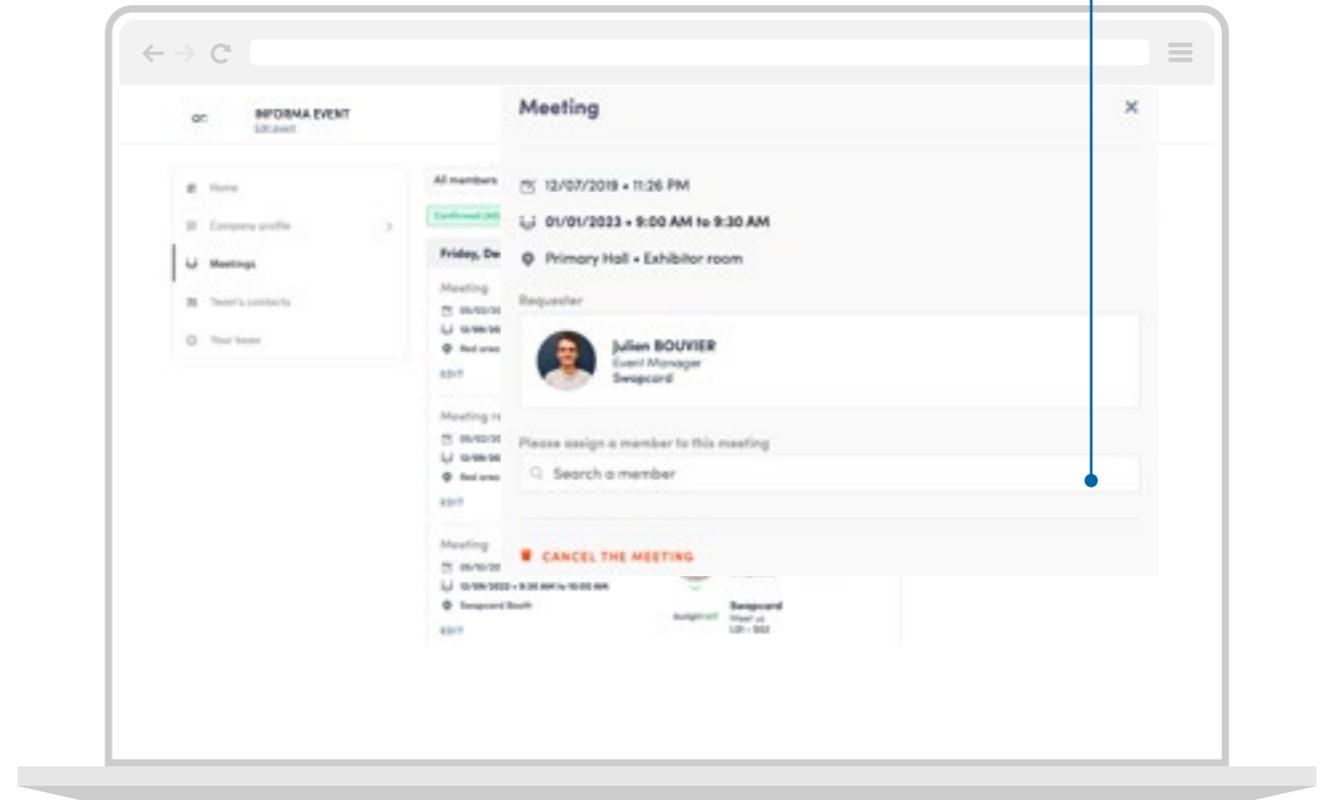- **Export your list of meetings to an Excel file**

Exhibitor Center

Assign a teammate to a meeting

Click the "**Meetings**" tab.

Clicking on a meeting will allow you to change the host to one of your team members.


Change to another
team member

Exhibitor Center

Shared contacts & export

The Contacts section allows you to see all of the contacts you and your team have collected before, during and after your event.

You can export this list by simply clicking "**Export All**".

In the export, you will get all the contacts you have made through connections, chats and meetings.
Not all contacts are the same, so ensure your team is following up to convert your leads.
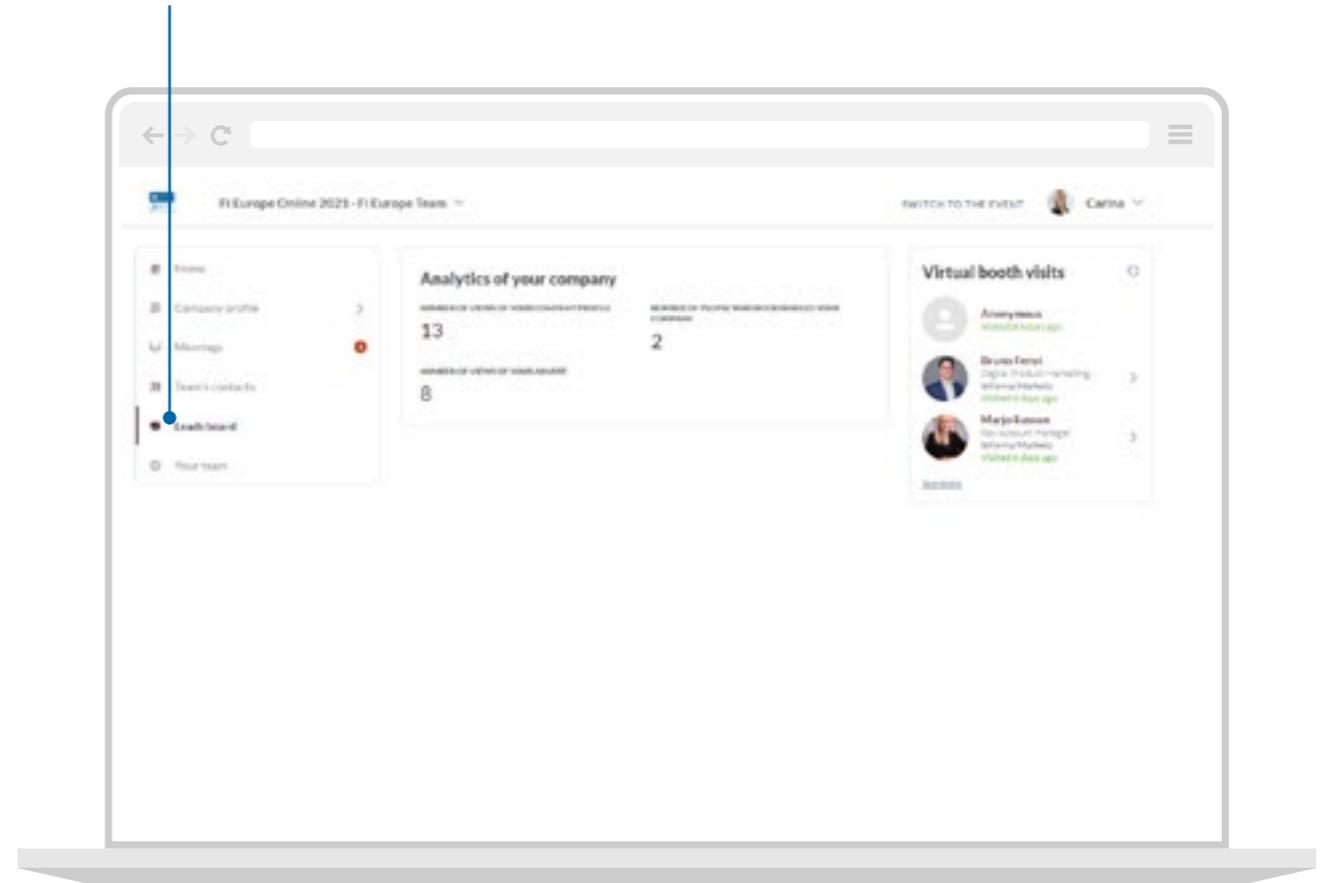
Export your contacts
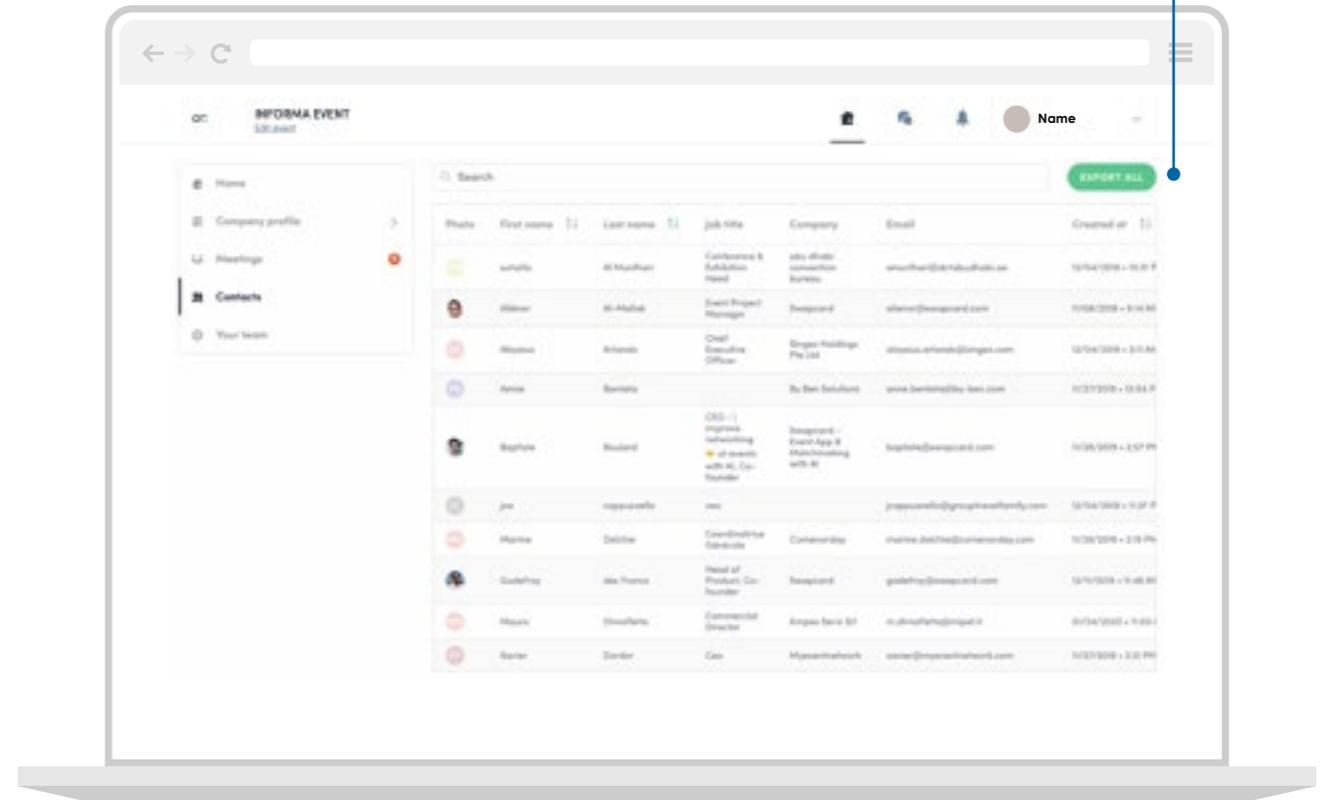
Exhibitor Center

Event Analytics

In the Leads board, you can view the top level analytics of your Company.

Pro and Premium exhibitors can also see here online company profile visits in real-time, to easily follow up.

Platform Features
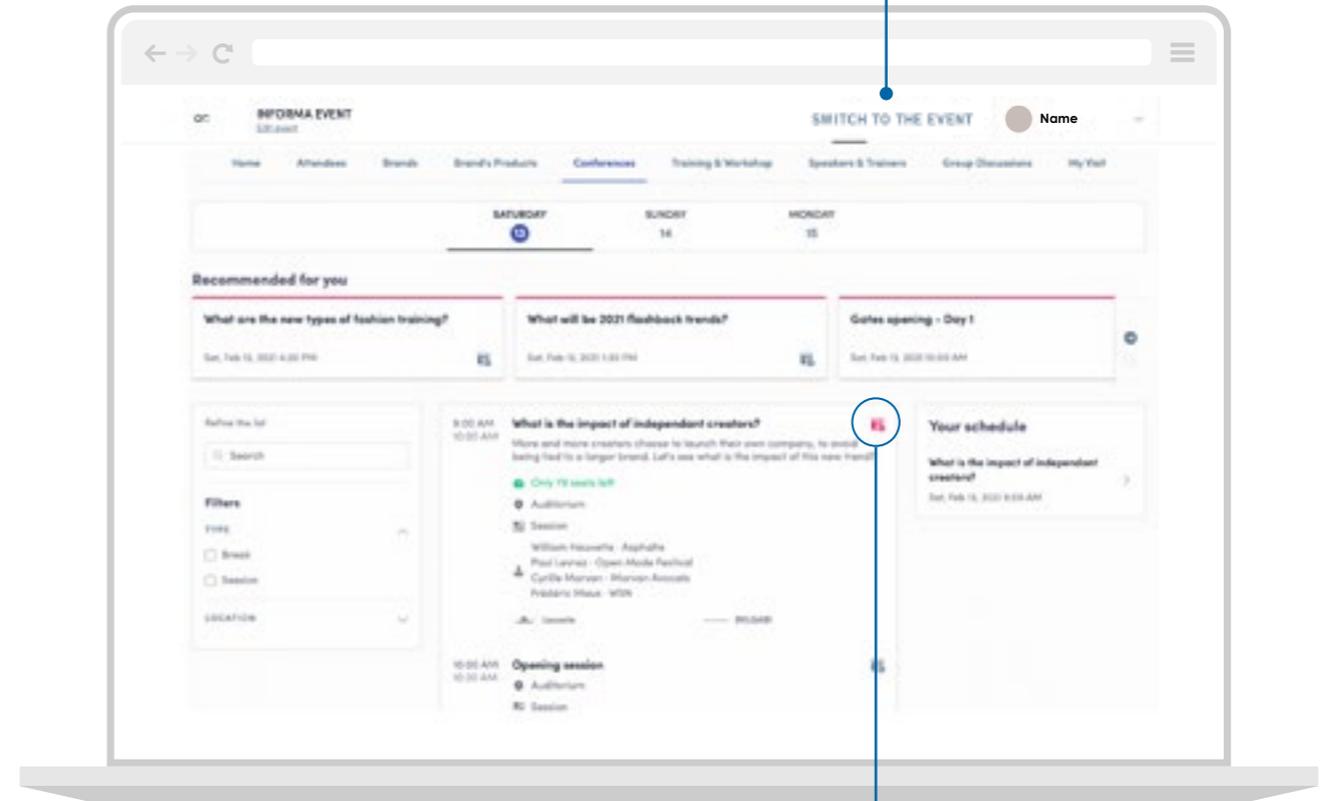
Platform Features

Register for sessions

Click, "**SWITCH TO EVENT**" at the top of the page if you are still in the Exhibitor's Center.

Under the agenda tab, you can find an overview of all of the sessions at any given day during an event. You will be able to clearly see if the session is on-demand or live.

To register your attendance, simply click the 📇 icon to the right of the session name to add it to your schedule.

Click here to return to event home page

**Click this icon to register for sessions**

Platform Features

View and export your schedule

In the "My Event" tab you can view your sessions schedule, meetings, networking connections and bookmarked companies.

You can export your sessions and meetings to a calendar or a printable PDF file.

We would advice you to export them to your personal calendar to make sure you don't miss anything.

Click the "My Event" tab
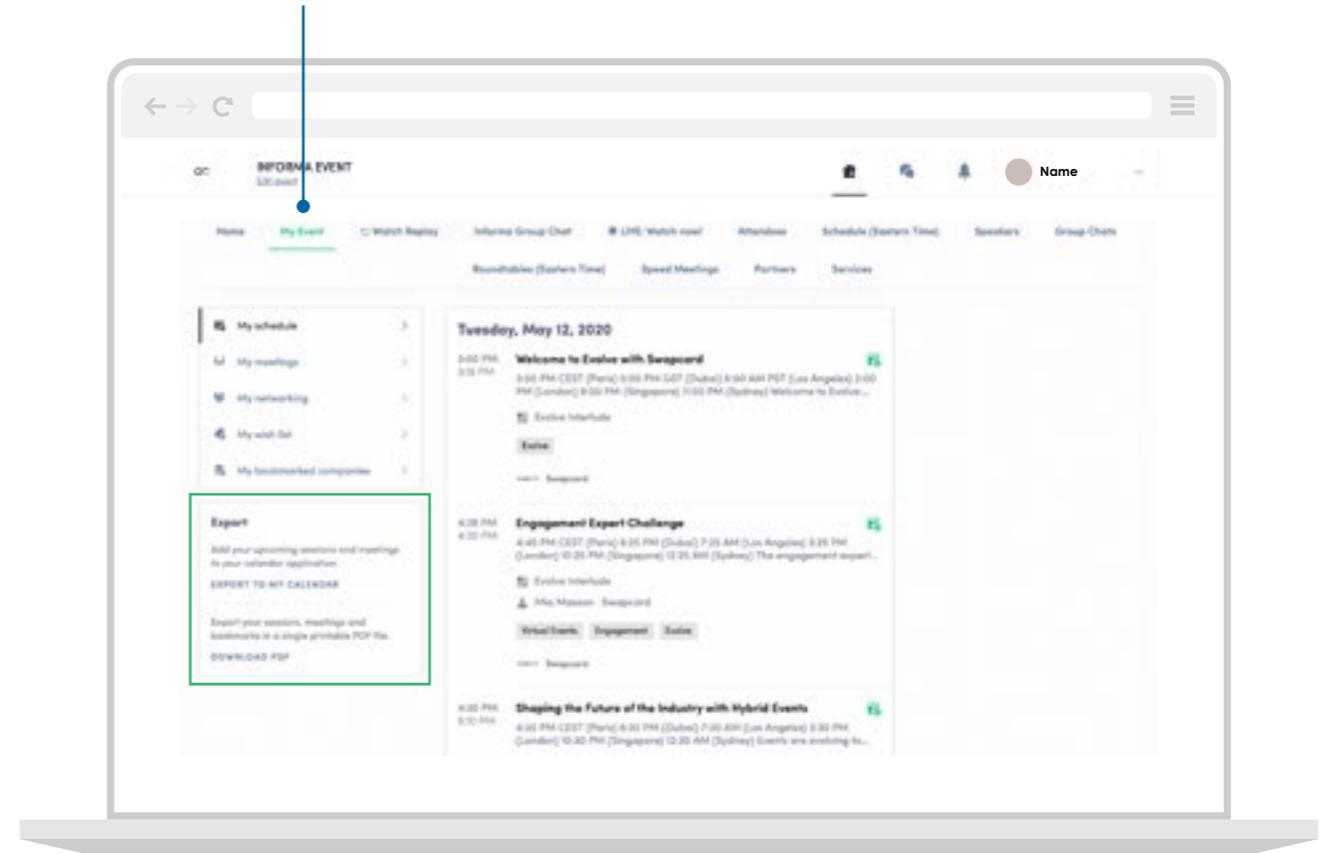
Networking

Networking

How to network

This is where you can start building your pipeline of future valuable contacts, conversations and customers. Make sure to brief your teams on how to search through attendees with these easy-to-use filters and tools.

Start by clicking the '**Attendees**' button on your event homepage to see all your attendees. You can then easily use the filters to find the most relevant attendees for your business needs.
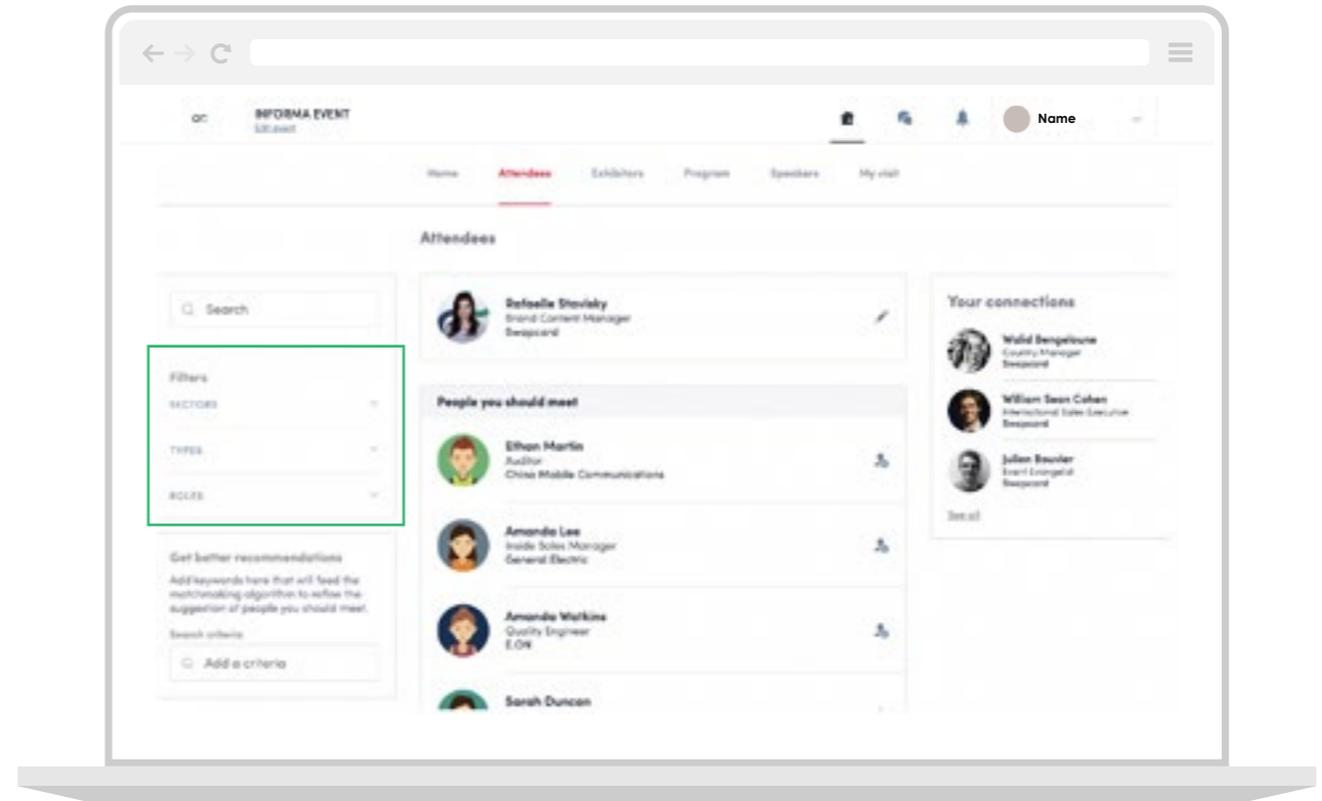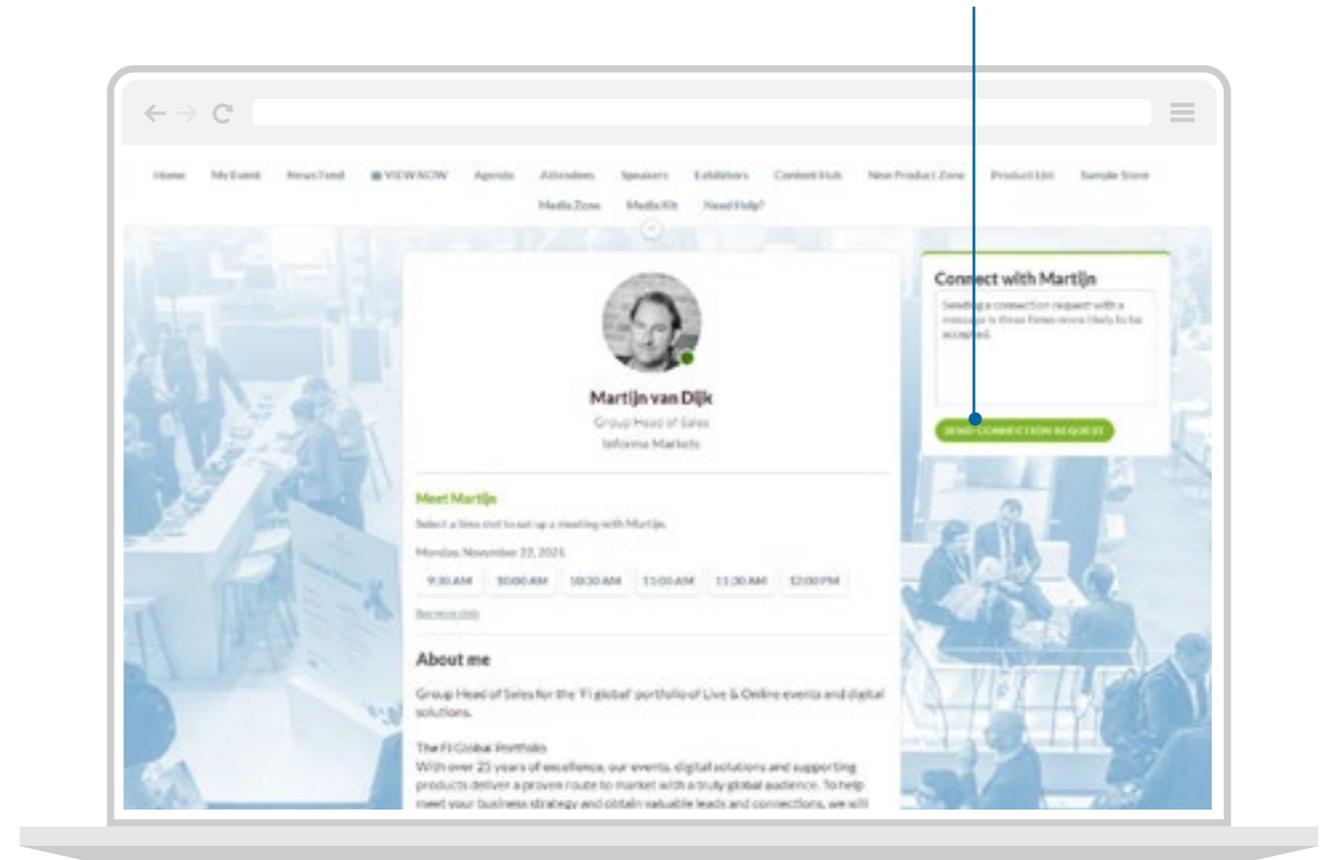
Networking

Make a connection

You can make a connection request to an attendee, speaker or sponsor by clicking on their profile.

Start with an introductory message about yourself and your company and how you think you can help potential prospects. You can do this by adding your message in the box on the right side of the page.
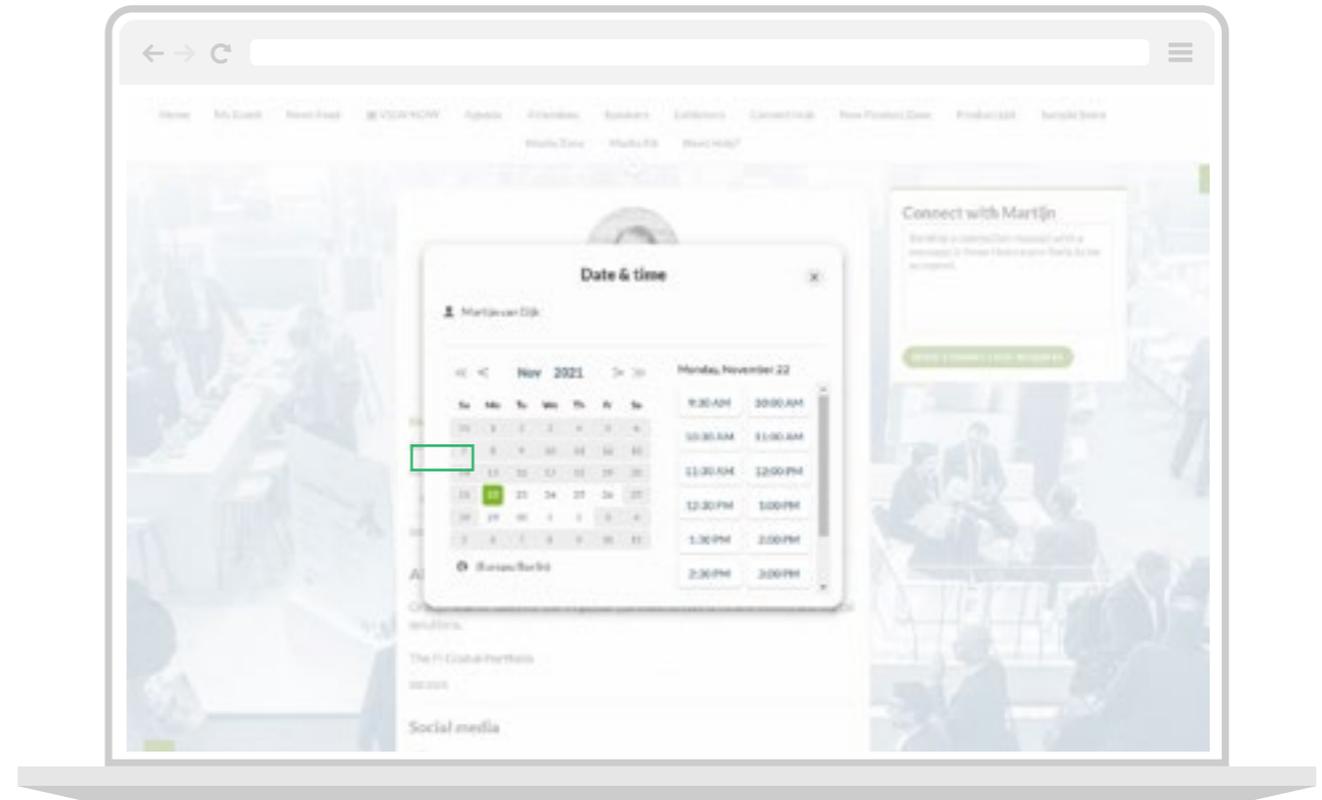
Networking

Request a meeting

You've made initial contact with a buyer, they have shown interest in your profile and product, and now you would like to discuss your solutions with them.
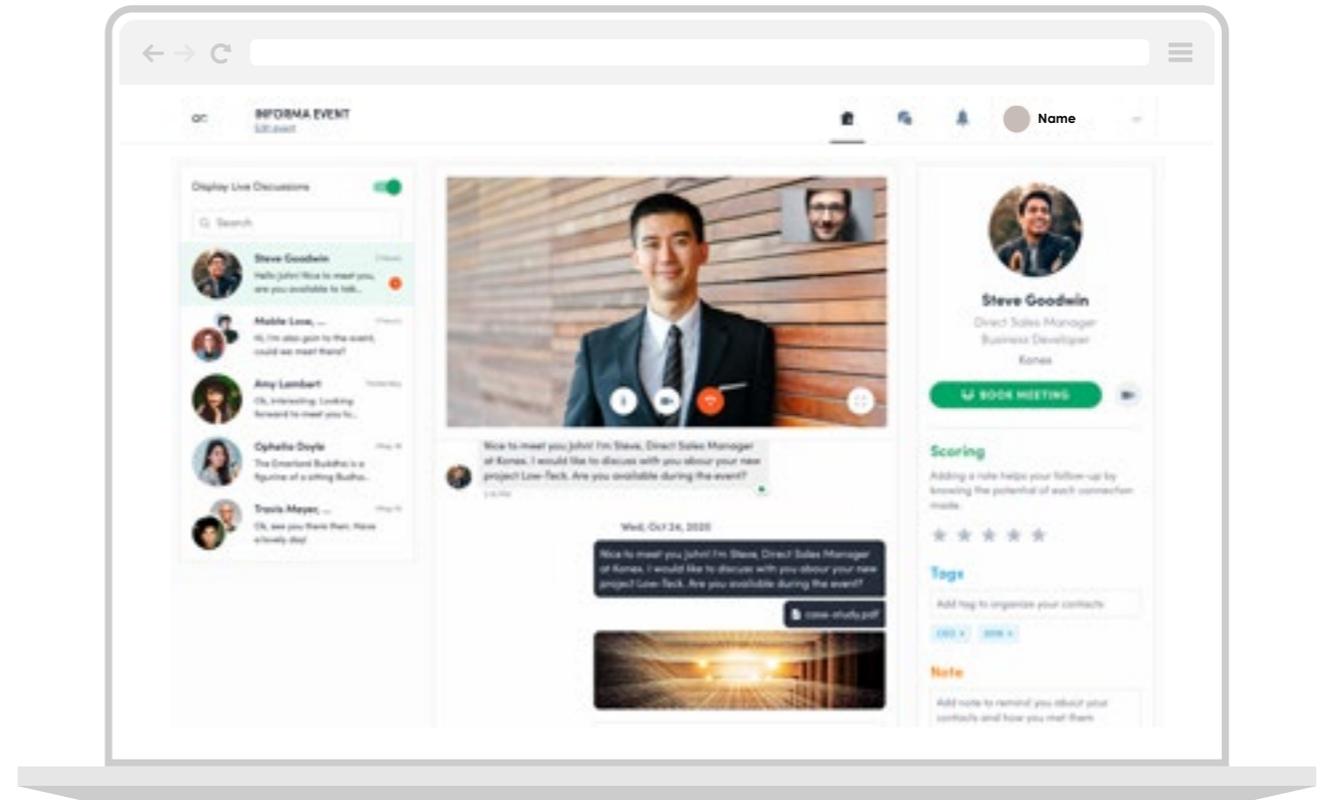
You can easily set up a meeting with an attendee. Click on the buyer's profile and select an available timeslot. You can choose to meet online or at the show.

Networking

Start your virtual meeting

Once you have confirmed a date and time with your prospect, start the meeting by going to their profile and clicking "**MEETING CALL**" to start the vitual meeting.

Contact

**Contact the team today to discuss a range
of options and bespoke solutions to help you achieve your objectives.**

In-Person Event Sponsorship

Alex Heuff

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