HOW TO GUIDE

Questex Hospitality Networking and Event Platform

This document outlines how you can make the most the new Networking and Event platform *(provided by Swapcard) for The International Hospitality Investment Forum (IHIF), Resort & Residential Hospitality Forum (R&R) and The Annual Hotel Conference (The AHC).*

The how to guide shows you how you can:

- Network with attendees and create both live and virtual meetings,
- View sponsors virtual stands and products and services,
- Watch the event programme.
- Utilise the 'Exhibitor Centre' *(sponsors only)*

International Hospitality Investment Forum

Resort & Residential Hospitality Forum

AHC Annual Hotel Conference

AN EXPERIENCE FROM Questex

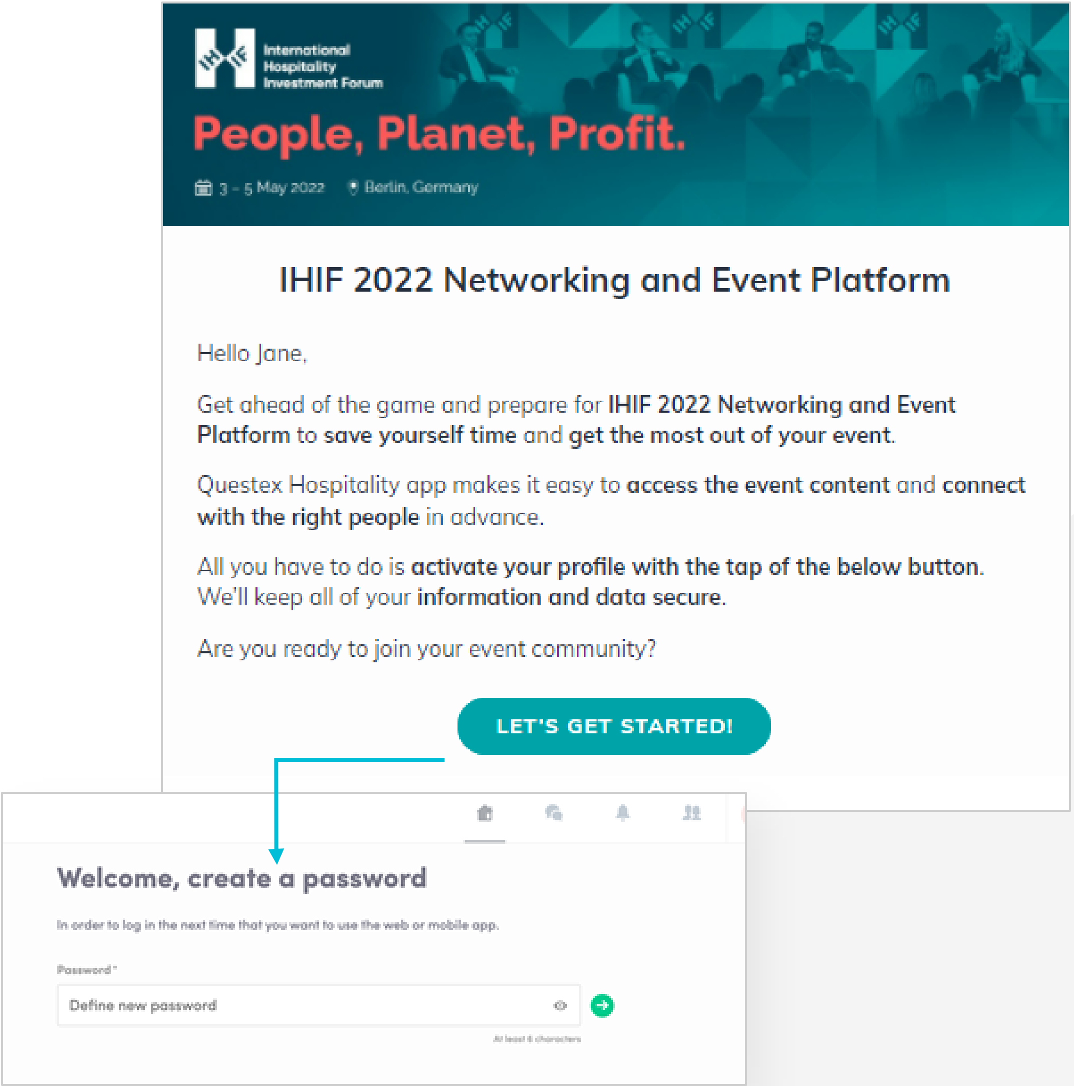
Log in to the platform

How to login for the first time

You will receive an email similar to this one with a button redirecting you to a login page. Your account will be automatically pre-created for you, and you will be asked to create a password.

<u>You must use the same email address that you used when you registered for the event.</u>

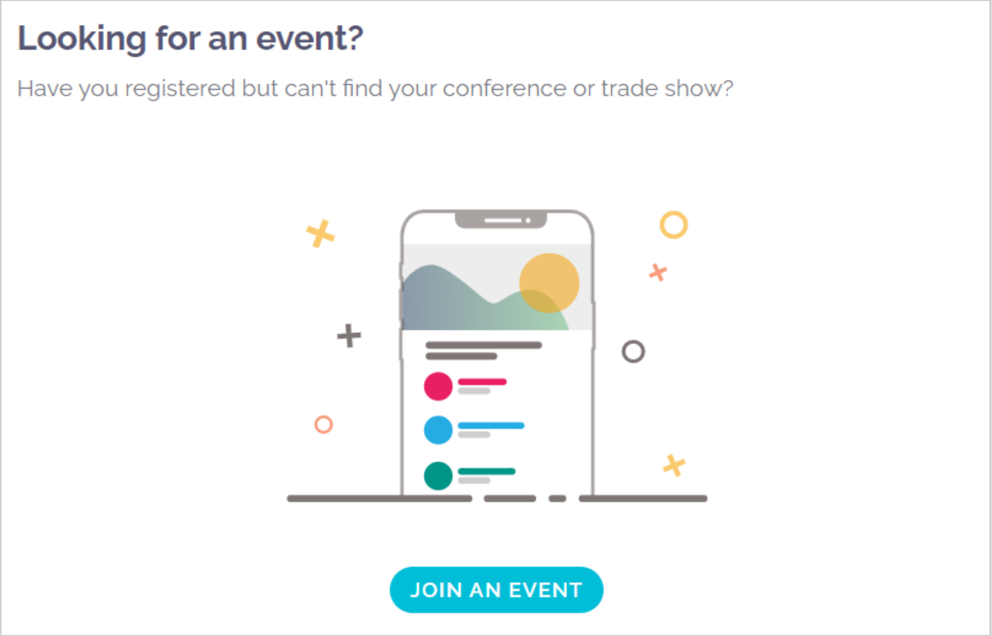
Note: If you don't see this email in your mailbox, please check your spam. To make sure you receive all emails please whitelist the email address <u>noreply@swapcard.com</u> or contact <u>cswain@questex.com</u>

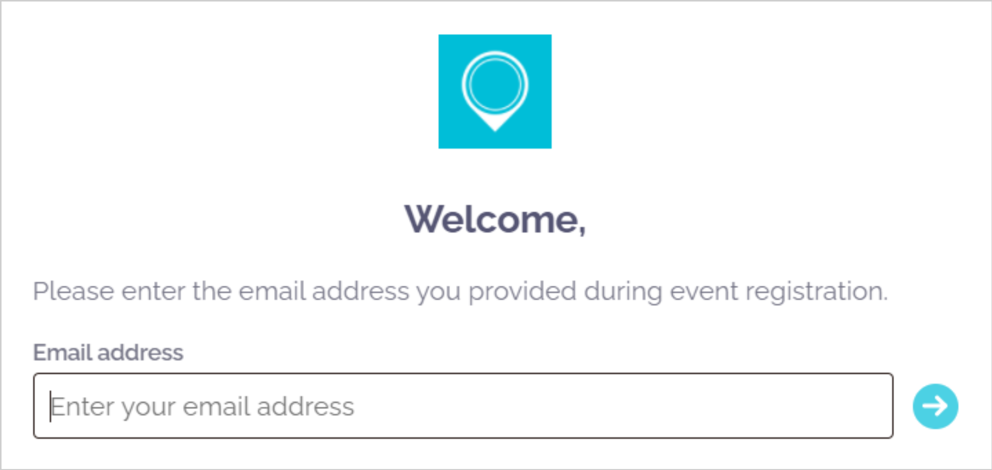


How to login when you already have an account

1. Access your account via https://questexhospitality.app.swapcard.com/
2. Select 'Join an event' and enter the email address you used to register for your Questex event and the password you've previously created.
3. Then click enter to connect.

Note: If you have forgotten your password after entering your email, click on 'Send me a magic link'. You'll receive an email to reset your password. If you need assistance, please contact support@swapcard.com.



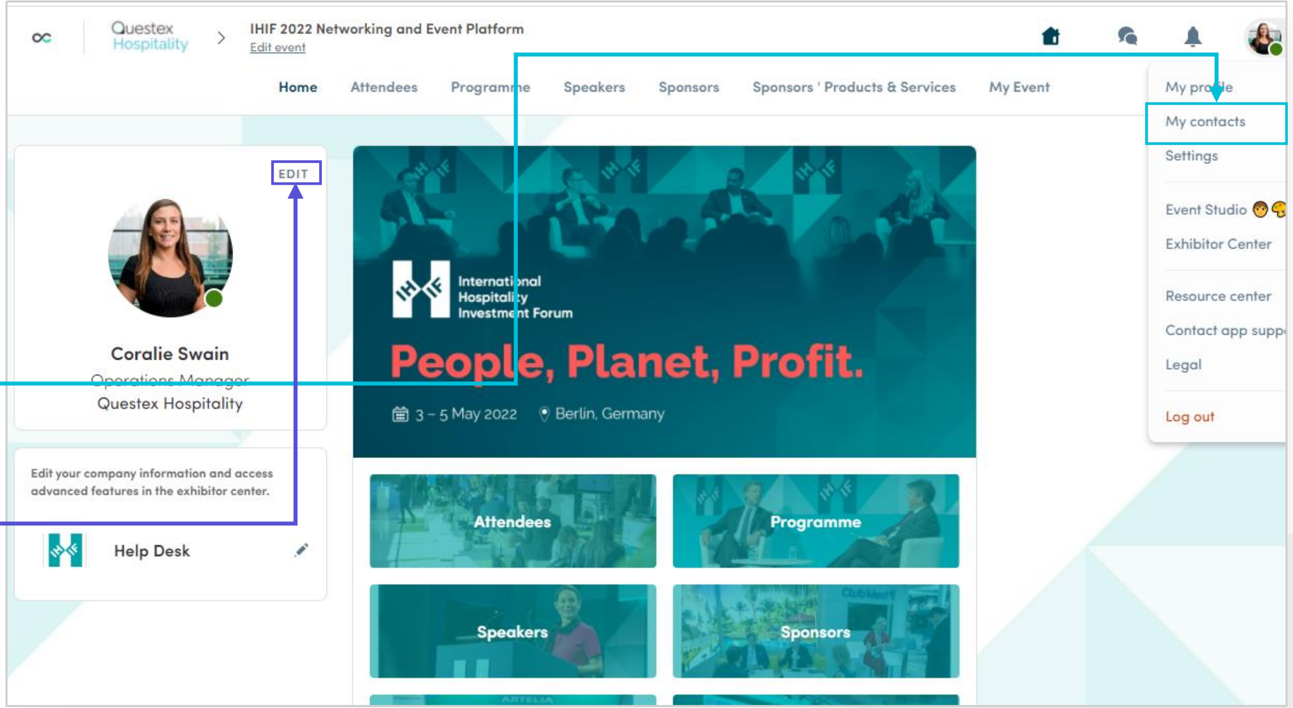


How to edit your profile

There are two ways for you to access your profile :

1. On the upper-right corner of your screen, click on your name and 'My profile’.
2. On the left side of your screen next to your name, click on 'Edit'.

You’ll be redirected to your profile details.



How to edit your profile

To edit the information on your profile, simply click on the 'Edit' or 'Add' parts depending on which type of information you want to edit.

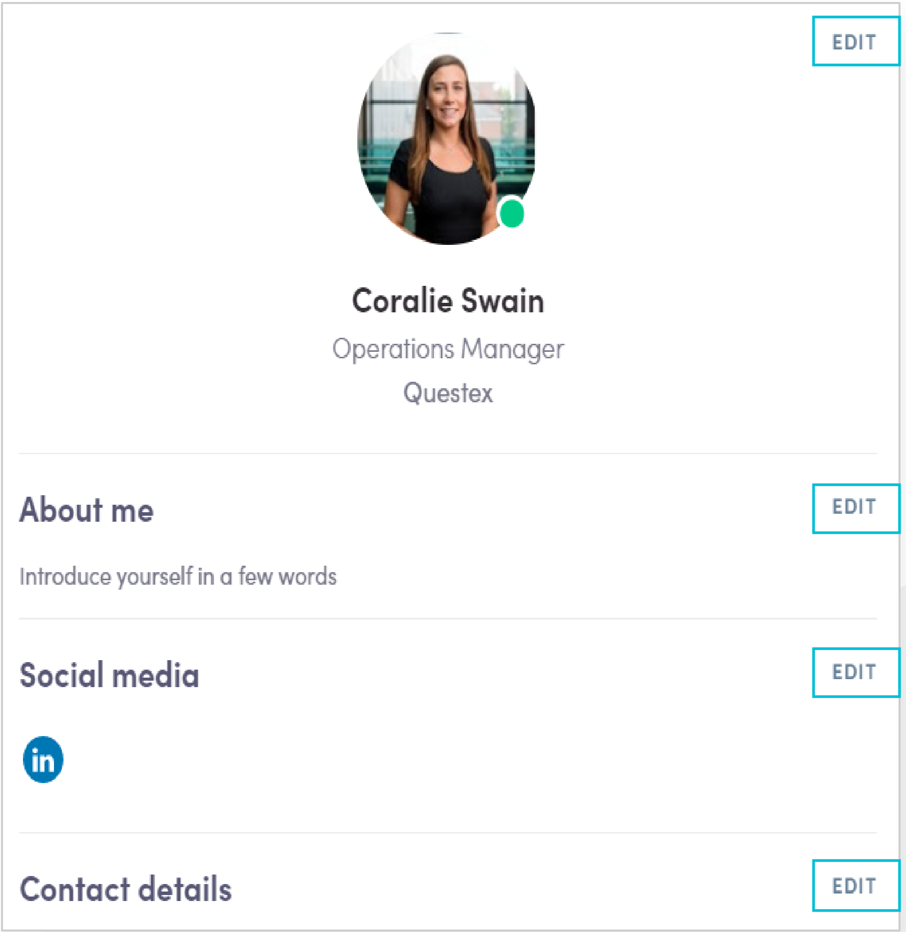
Here is the information you can edit on your profile:

- Personal information – name, job title, company, photo
- Biography
- Social media accounts
- Contact details
- Company

Settings

Here you can change your personal preferences such as:

- What email notifications you want to receive (we recommend allowing all so you receive notifications when delegates wish to contact you)
- Your visibility to other attendees
- For in-person attendees, we also recommend allowing mobile notifications so you can be kept up to date with the latest information



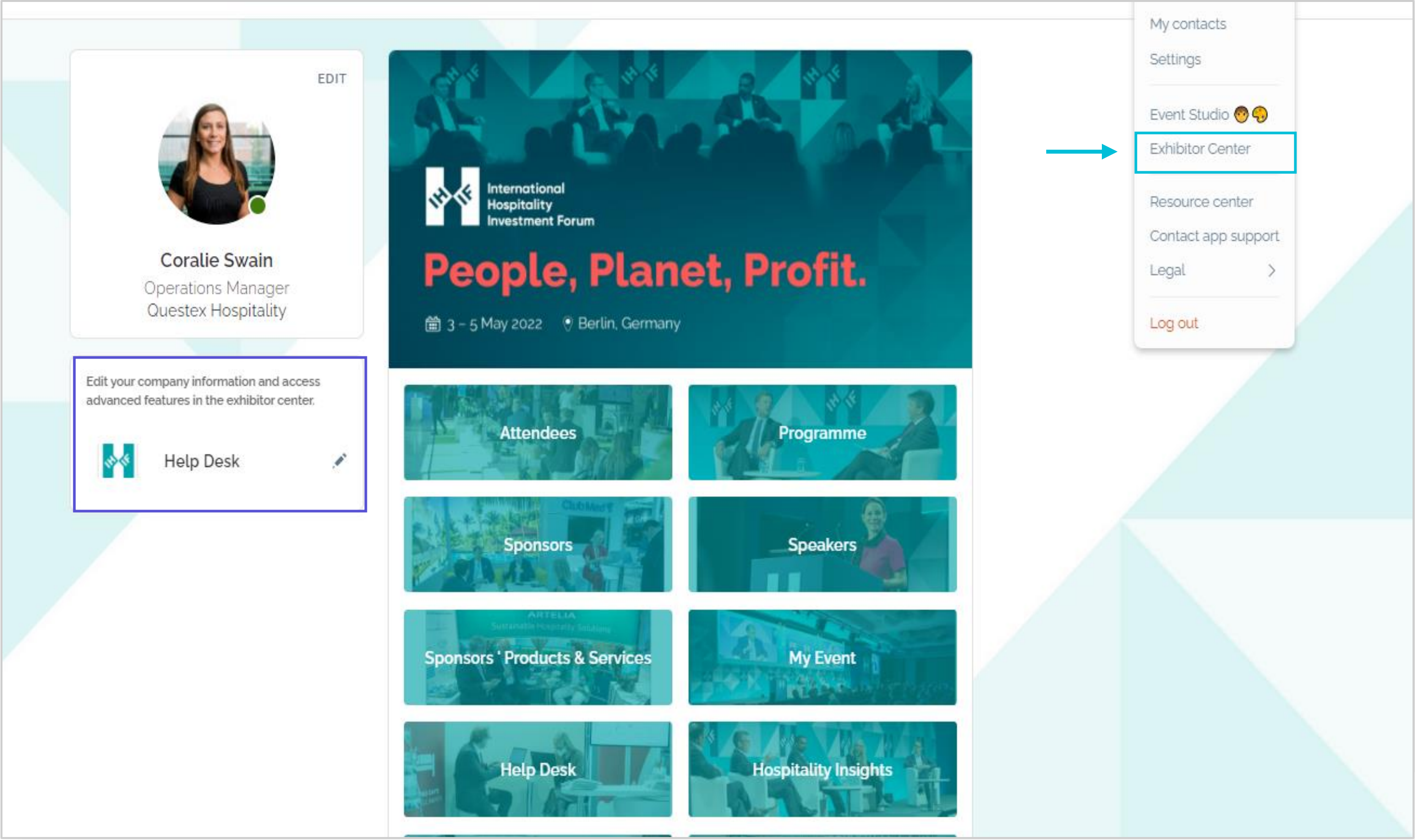
Exhibitor center

(access to sponsors only)

The Exhibitor Center is where a sponsor can upload and edit all items of a virtual stand

Before the platform is launched to delegates, you have the opportunity to add to and edit your virtual stand.

To access the Exhibitor Center, select 'Exhibitor center' from the drop down menu.

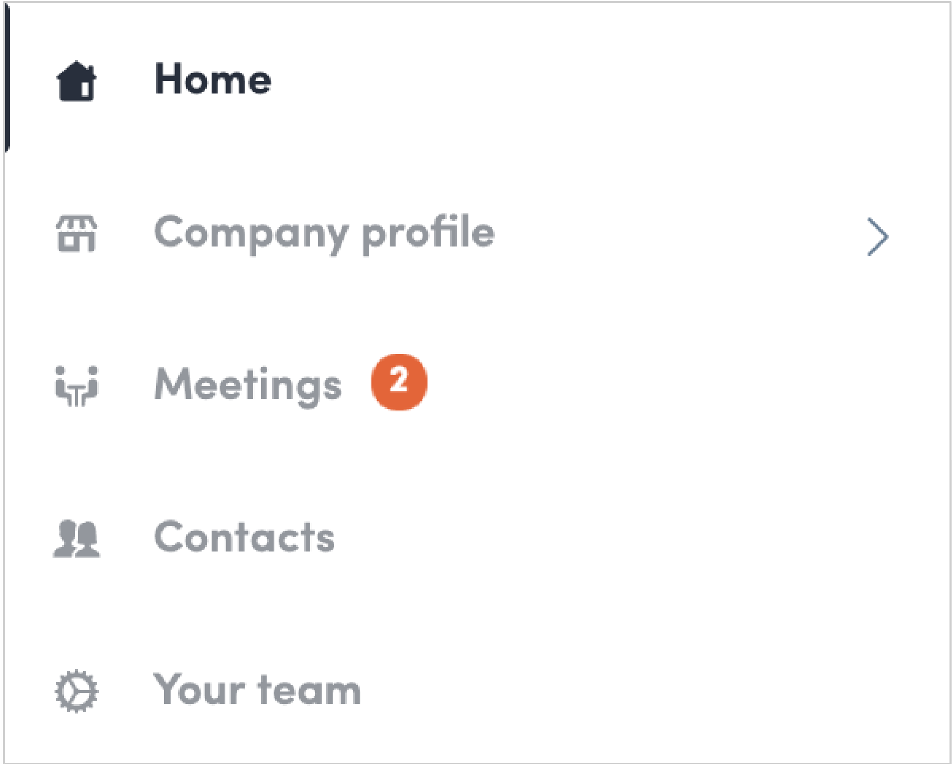


Navigation

This is the **menu bar** that appears on the left side of your screen. It will be useful for you to navigate between the different sections of the Exhibitor Center.

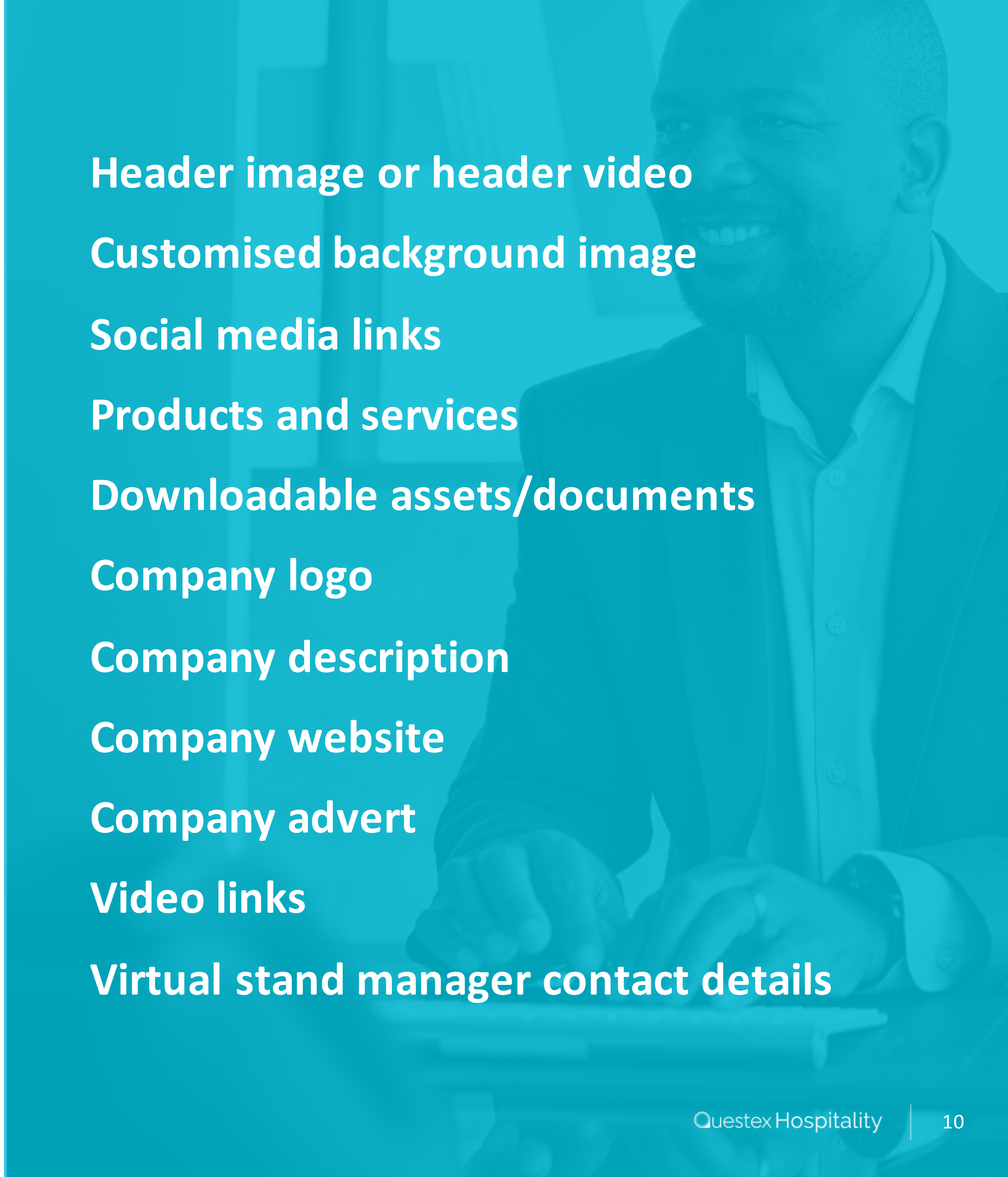
Home is the first page that you will see when accessing the Exhibitor Center.

A red pin indicates that you have a **pending notification**, so hurry up and see what's going on!



Virtual stand asset options

We recommend you fill in as much information and assets on your virtual stand in order to gain the best exposure to the event community.



Header image or header video

Customised background image

Social media links

Products and services

Downloadable assets/documents

Company logo

Company description

Company website

Company advert

Video links

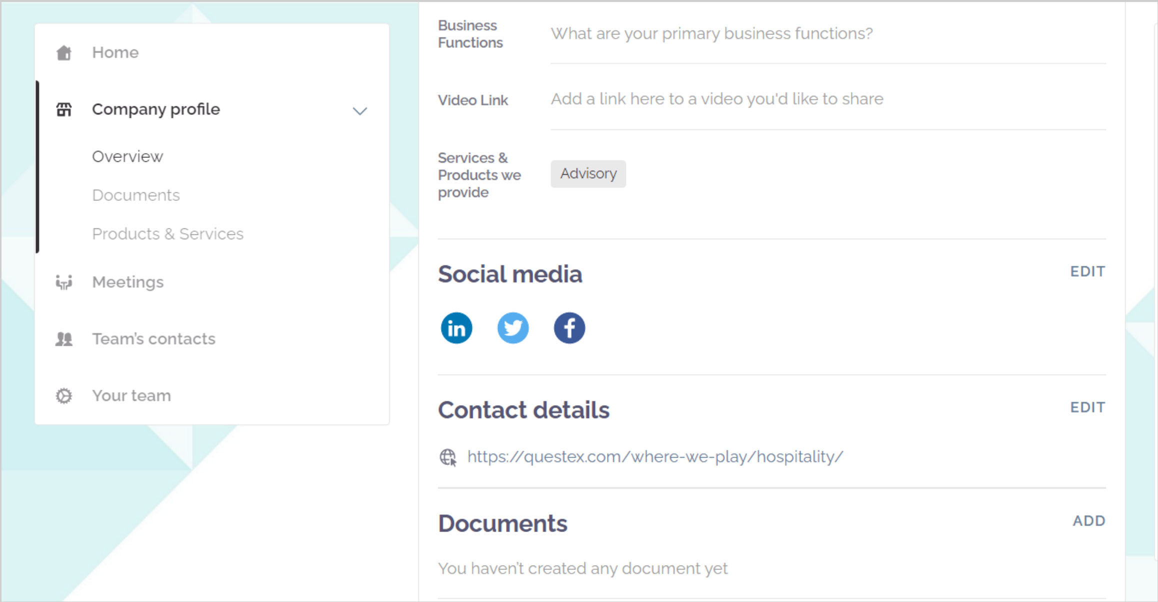
Virtual stand manager contact details

How to add information and team members to your virtual stand

To edit your key information, go to your exhibitor center and click on 'Company profile' and 'Overview'.

You will then be able to add/edit your company information including description, business functions, services and products, video links, social media accounts and contact details.

You can also add team members to your virtual stand. Select 'Team', 'See' and 'Add a member'. Team members must already be registered for the event and active on the platform to be added. Once added as a team member they will have access to the exhibitor centre and be able to manage and take part in meetings scheduled with your company.



How to add a header image or video to your virtual stand

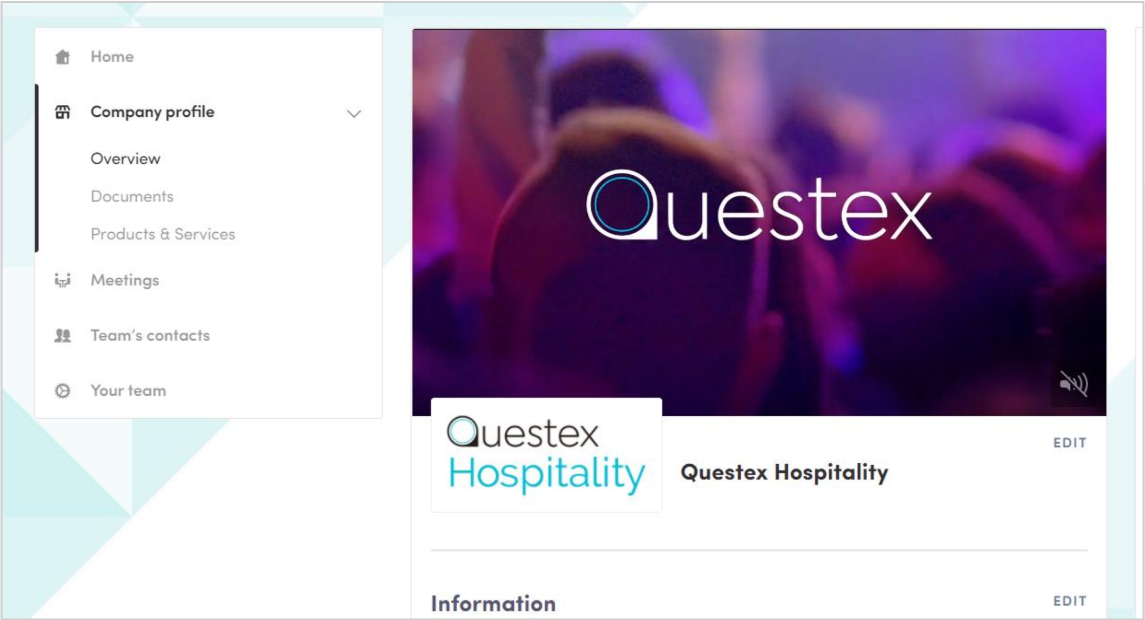
Depending on your package, you may be able to upload an image, a live banner, or a video onto your virtual stand.

To upload a file, select 'Company profile', 'Overview' and 'Edit' next to your company logo.

Header image spec: 1200 x 675px (16:9) maximum 1mb

Header video spec:

- Youtube: from Share action find the Video ID (11 characters).
- Vimeo: press Share and find Video ID inside the embed code (9 digits, not the event ID).
- Other: You will need the “src” link of the iframe of the video player to be embedded.

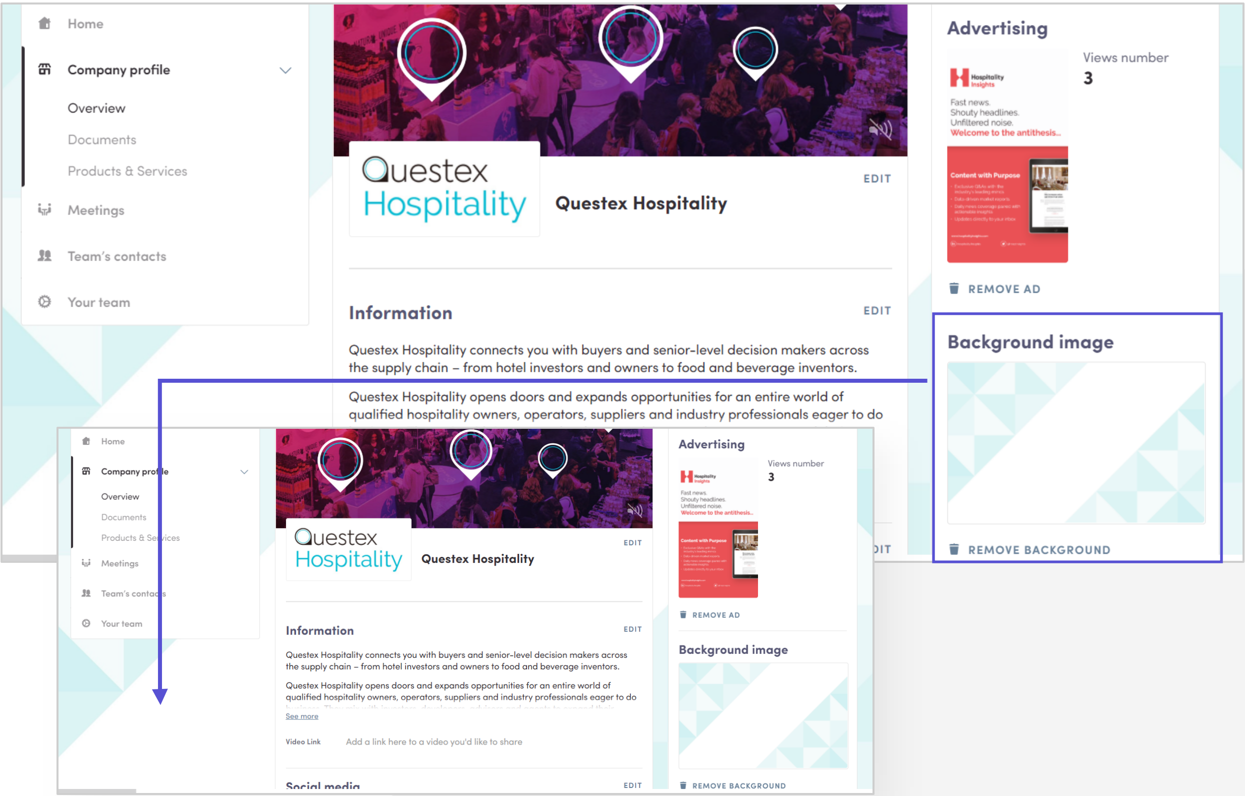


How to add a background to your virtual stand

Depending on your package, you may be able to upload a custom background image onto your virtual stand.

To upload a file, go to your exhibitor center and click on 'Company profile' and 'Overview'. You will then be able to add your file by selecting 'Add Background' from the right side of your screen.

Background spec: 2560x1600 px (16:10 ratio) image, maximum 1mb

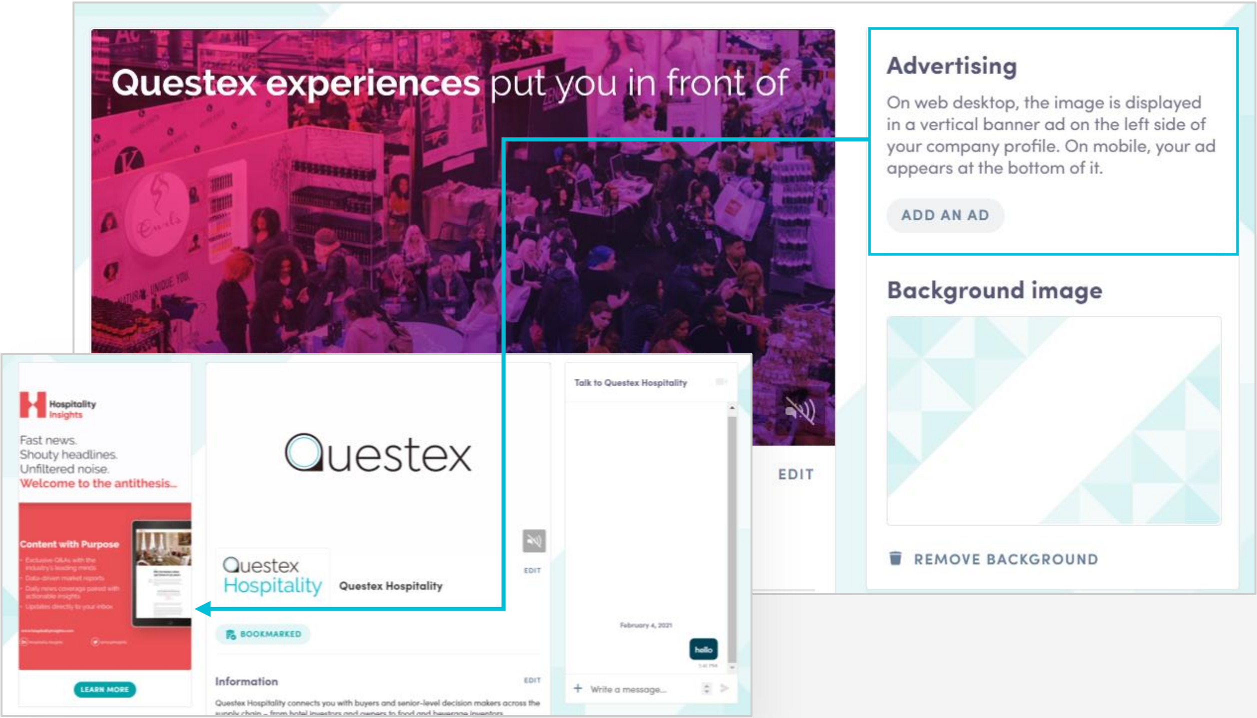


How to add an advert to your virtual stand

Depending on your package, you may be able to add an advert to your virtual stand and choose your redirection for it.

To upload a file, go to your exhibitor center and click on 'Company profile' and 'Overview'. You will then be able to add your file by selecting 'Add an ad' from the right side of your screen.

Advert spec: 1080x1920px (9:16) no larger than 1mb, PNG or JPEG. You can also add a link to an external website.

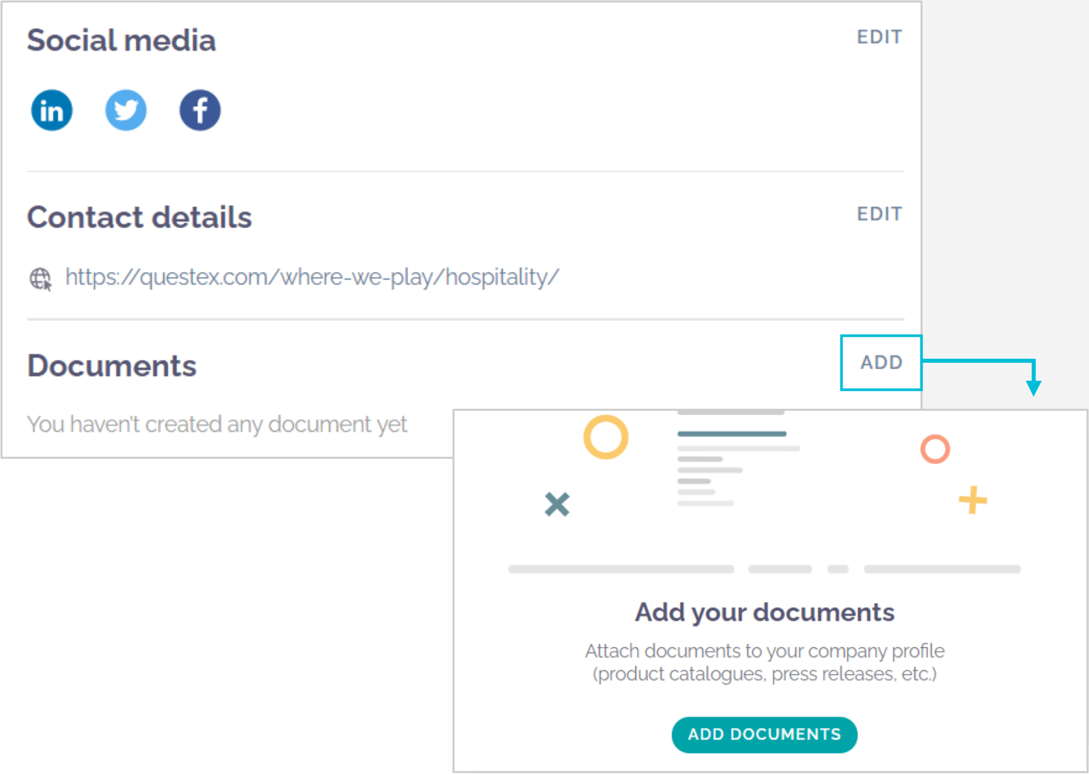


How to add downloadable assets to your virtual stand

You are welcome to add downloadable assets to your stand such as brochures, whitepapers, reports etc.

To add a document please go to your exhibitor centre and select 'Company profile' and 'Documents'.

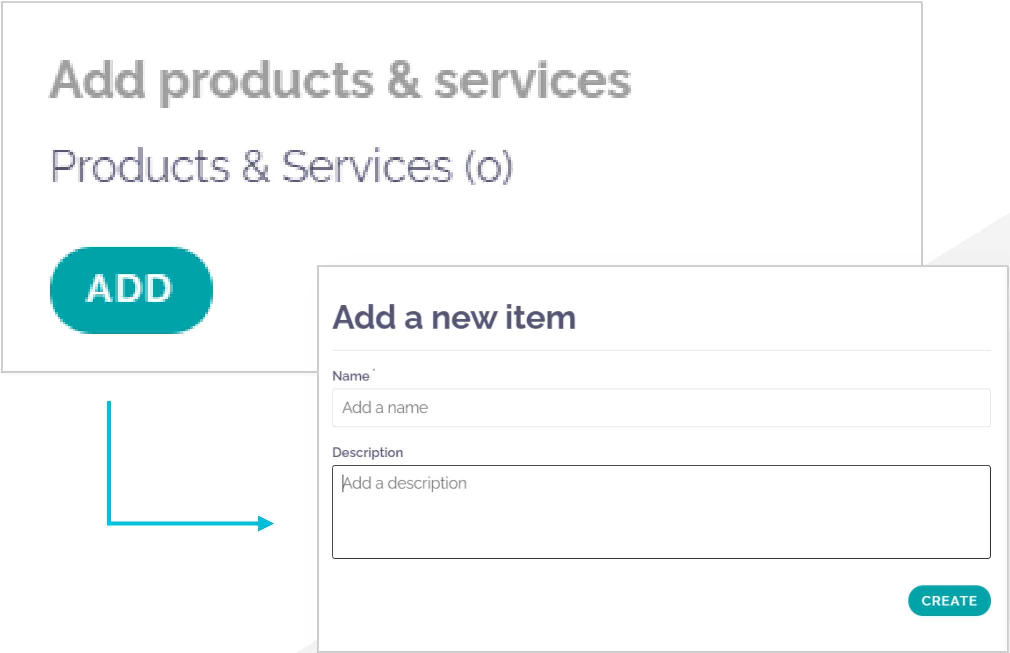
Provide a link (with http://) or import a file (pdf, doc, docx, ppt, pptx, png or jpg), then add a name and a short description



How to add products and services to showcase your company

As an exhibitor you can create a marketplace of products and/or services to showcase what your company has to offer and to increase your visibility and number of leads. To add this feature, go to your exhibitor centre, then select 'Company profile' and 'Products & Services' then select 'Add' from the right side of your screen.

This feature can include name, description, link and photo(s) (photos must be square - 1:1 ratio).

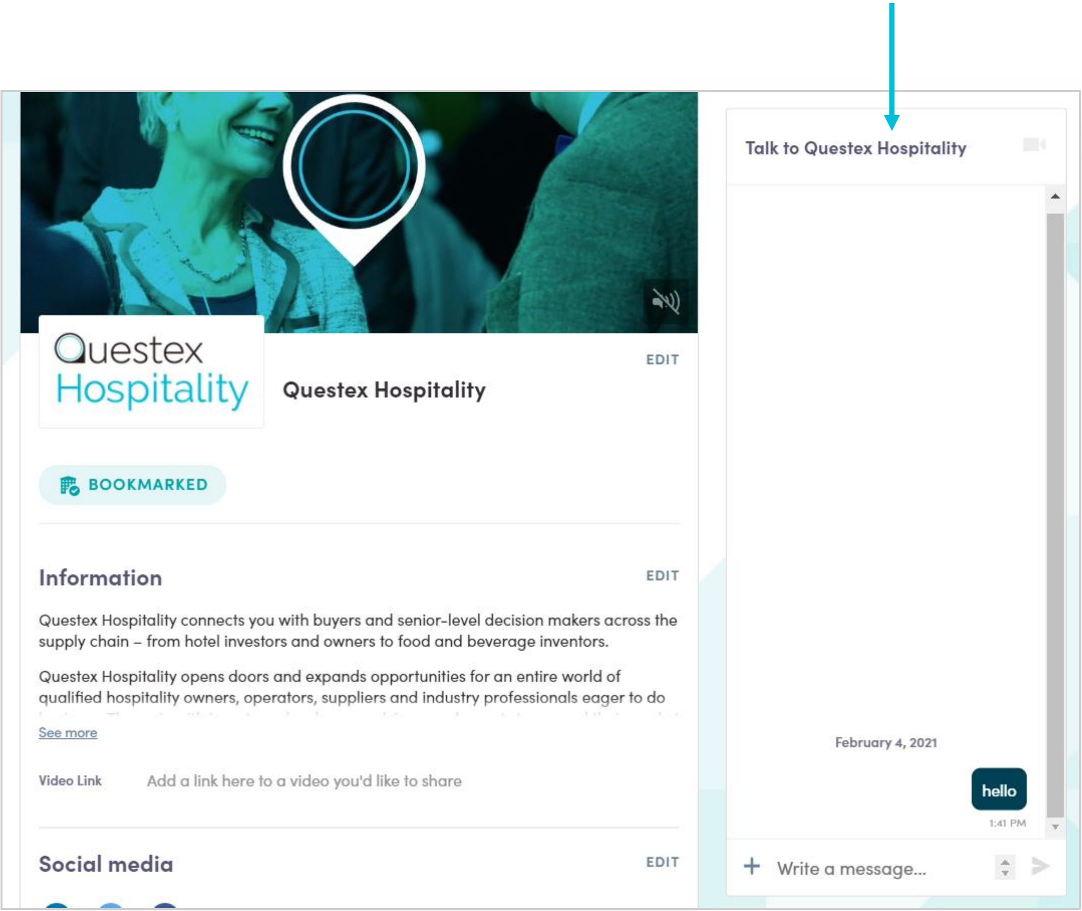


Live chat

Once the platform is live all team members **will have access to an exhibitor inbox.** Messages in the inbox are generated when an attendee visits your virtual stand 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 (see next slide).

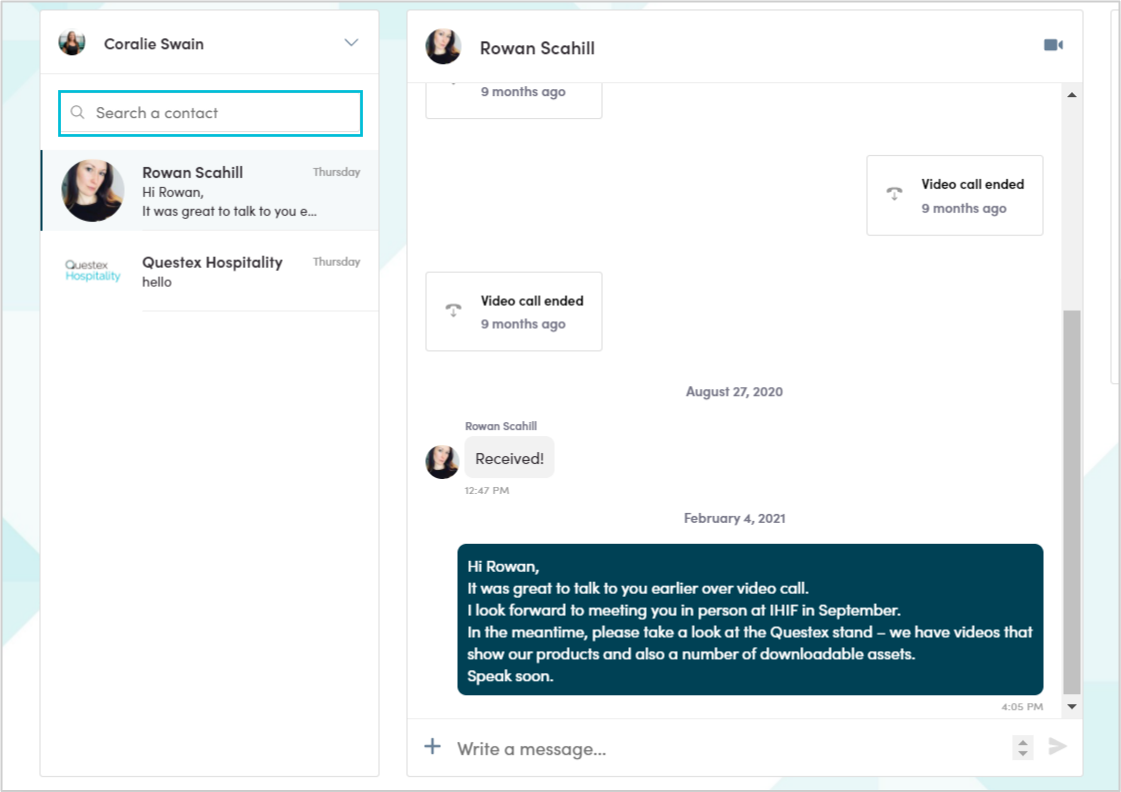
An exhibitor team member will not see the discussion in the "Talk to" window; only the attendee will see it there.



Live chat

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.



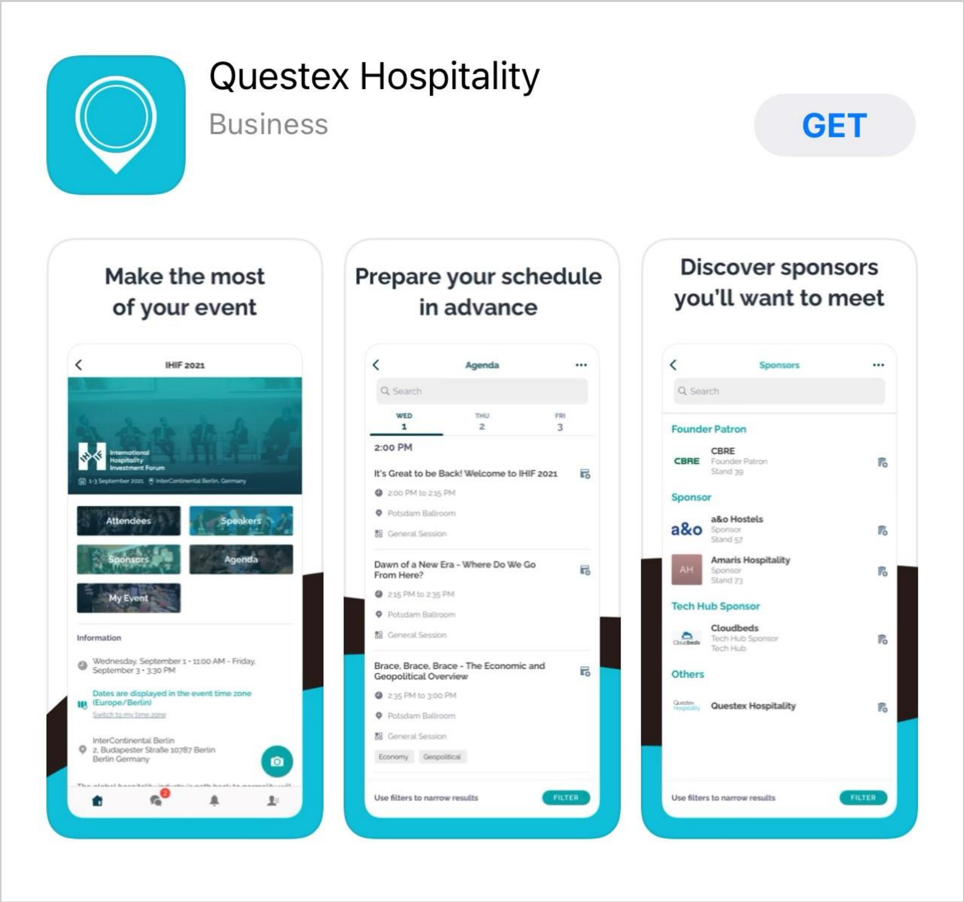
Download the mobile app

The Networking and Event Platform is also available as an mobile app.

To download the mobile app, please search 'Questex Hospitality' into the App store or Google play.

The mobile app has all the same function and features as the desktop version.

For live event attendees, you can use the app to take part in live discussions, Q&A and polling whilst you are onsite at the event.



My event

Make the most of ‘my event'

Throughout the platform you can bookmark your favourite items including programme sessions, sponsors, products and services everytime you see this logo.

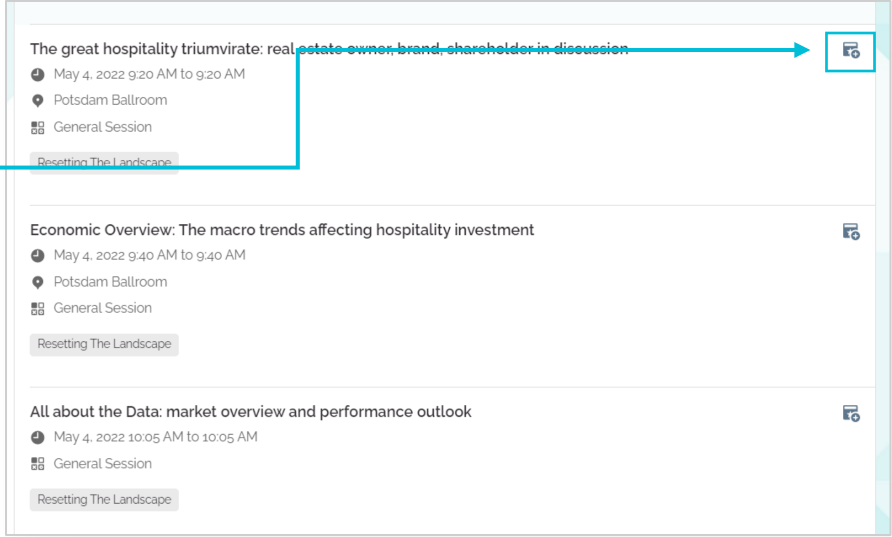
The “My Event” tab allows you to see your own schedule including your bookmarked sessions, favourite items and sponsors, as well as your confirmed connections and meetings.

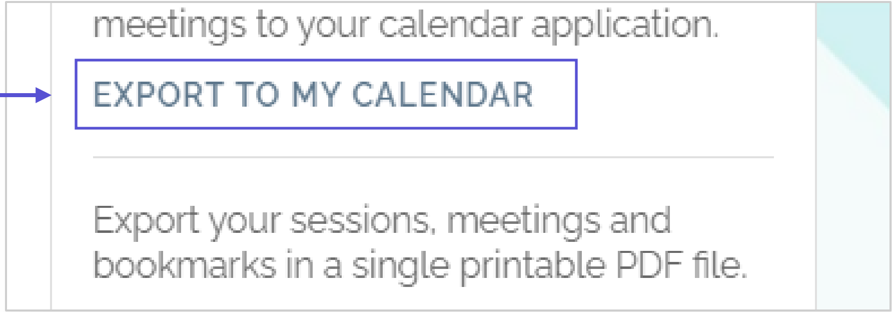
You can manage the times you are available for meetings via the "**My meetings**" section.

You can also set the time zone to **your time zone** or to **the event time zone** (Europe/Berlin). We recommend that you change to the event time zone ahead of attending the live event to ensure you don’t miss any programme sessions or meetings.

You can export your **sessions and meetings to your calendar** by clicking on 'Export to my calendar’.

You can export your **sessions, meetings and bookmarks as a document** by clicking on 'Download PDF'.





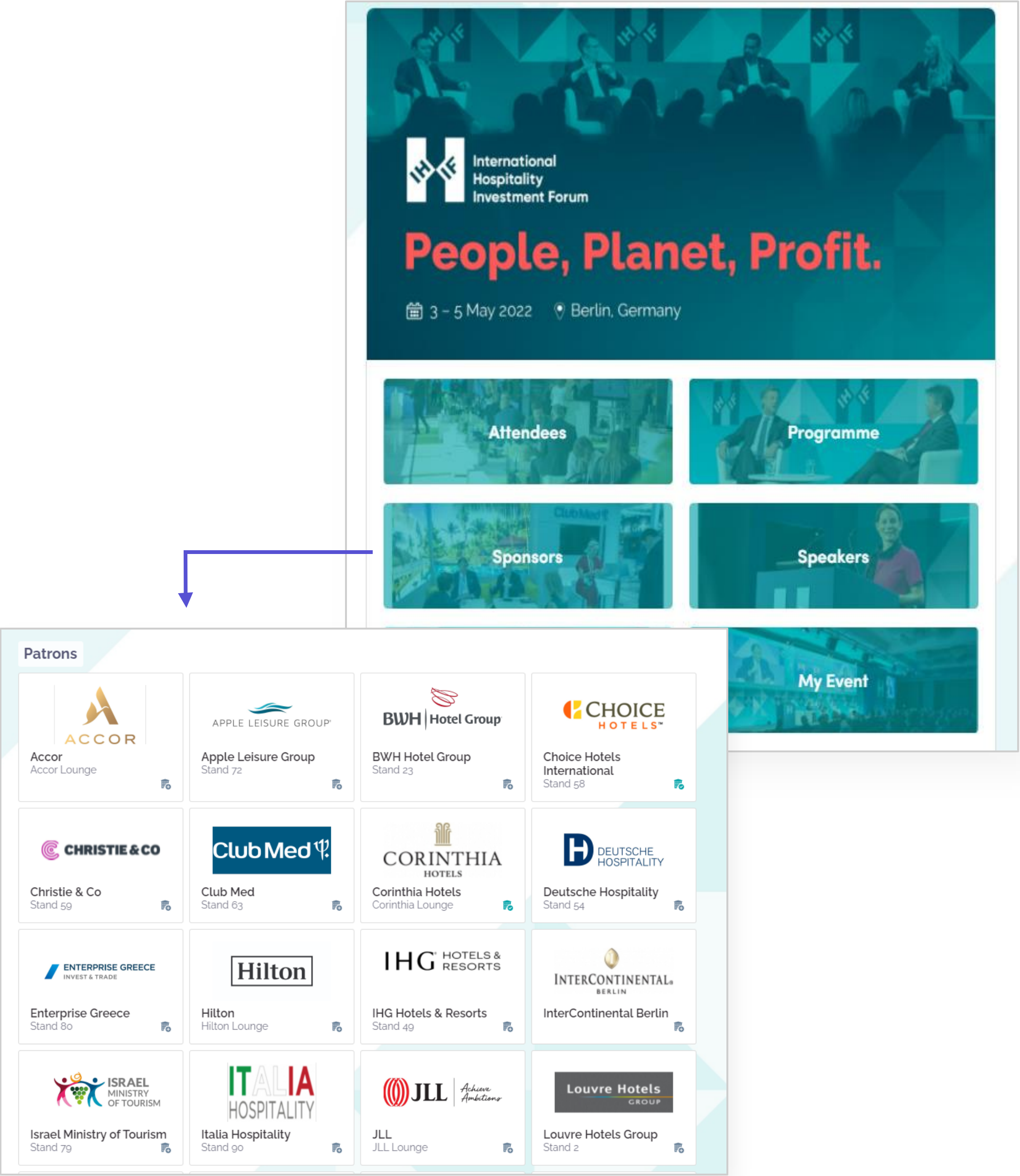
The event sponsors

How to view sponsors

You can see a list of companies who are sponsoring the event by clicking on the Sponsors button on the homepage.

The list of sponsors will then be displayed as seen below.

Click on a sponsor logo to be directed to the company's virtual stand



Virtual sponsor stands

Once you have clicked on your chosen sponsor company you will be directed to their virtual stand where you can view:

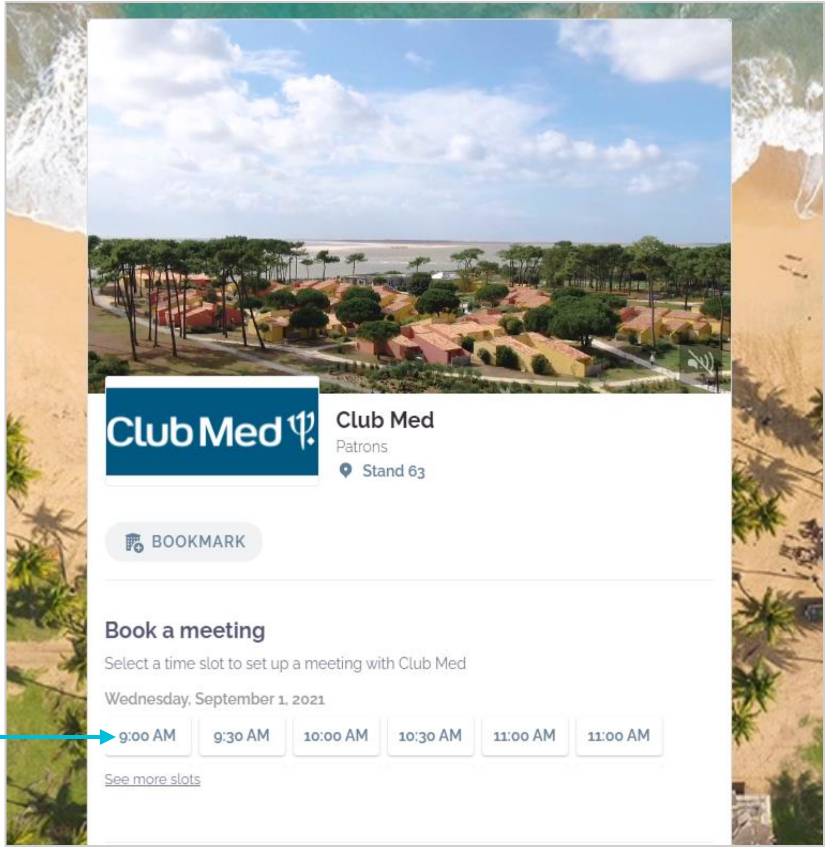
- Company information
- Stand location
- Links to their products and services
- Downable assets
- Team members of the company who will be attending the event

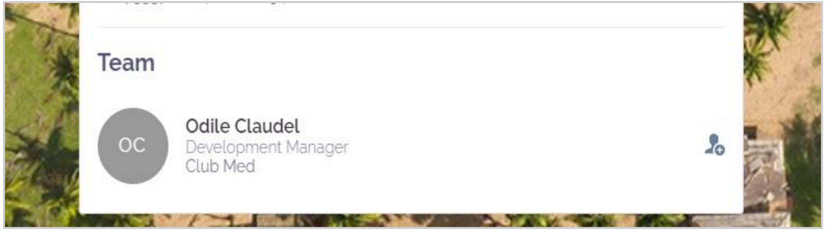
How to request a meeting with a sponsor

There are two ways to meet with a sponsoring company…

1. Via the sponsor virtual stand
    - Select a time and meeting location
    - The virtual stand manager will assign you to the appropriate team member

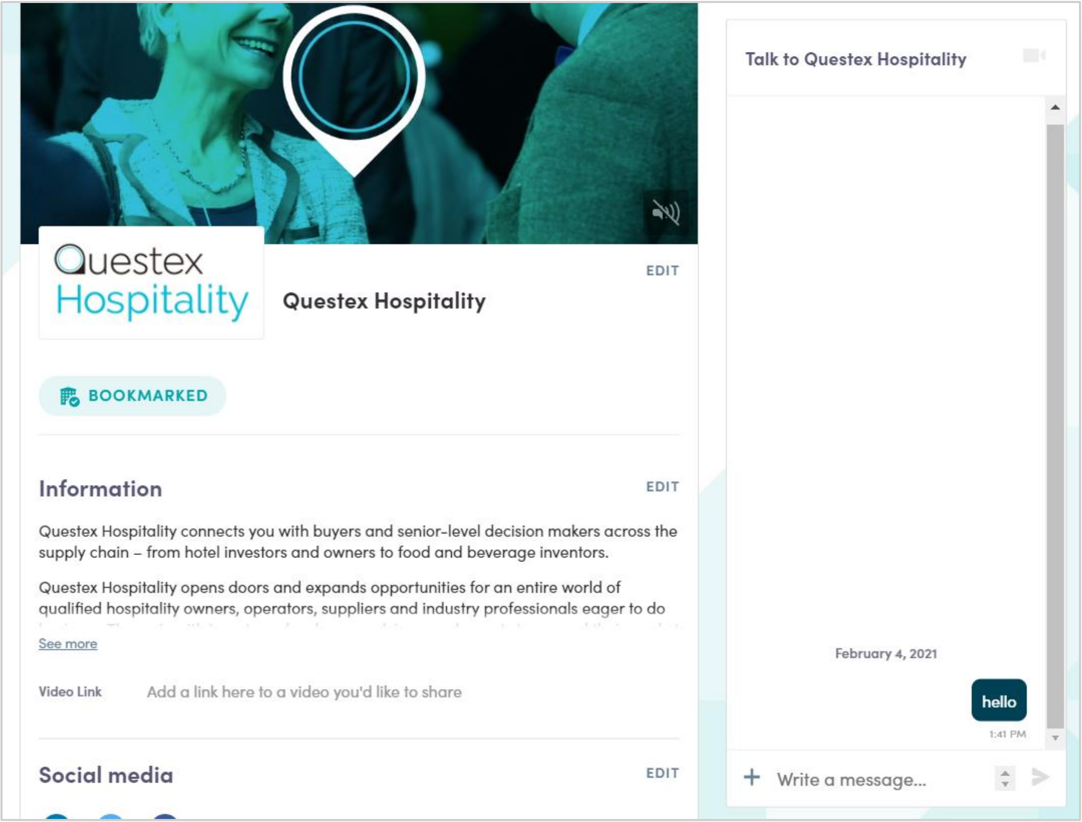
2. Select a team member from the list, open up their profile and follow the steps on page 21





Live chat

Some sponsors may have live chat available, before, during and after the event. Here you can have live 1:1 chats with the sponsor to ask your questions and request further information.



Sponsors’ products and services

Upon selecting ‘ Products and Services’ from the homepage, you will be taken directly to a full list of products and services that are being offered by the event's sponsors.

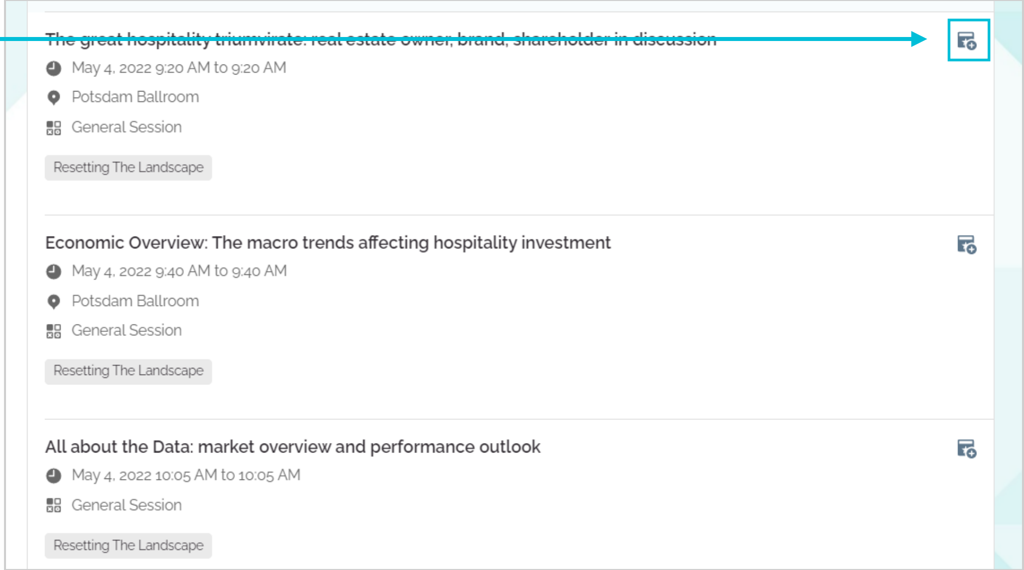
You can search for what's on offer, select items of interest to discover more, and even bookmark an item to refer back to at a later date. Any bookmarked items will be save to 'My Event'

It’s a great way to see what is on offer at the event.

The programme

How to see the event programme

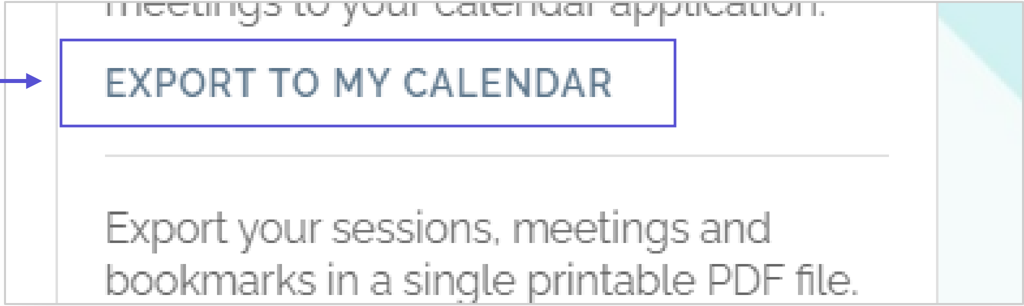
The ‘Programme' tab will display all sessions of the event. You can easily **bookmark your favourite sessions** by clicking on this logo.



Note: You can define your search by using filters located on the left side of the screen.

The “My Event” tab allows you to see your own schedule including your bookmarked sessions and sponsors, as well as your confirmed meetings.

You can export your **sessions and meetings to your calendar** by clicking on 'Export to my calendar'



You can export your **sessions, meetings and bookmarks as a document** by clicking on 'Download PDF'.

Networking

How to network

The 'Attendees' list will allow you to identify people of interest. At the top of the page, you will see AI recommended people to network with, based on your profile and information you submitted during registration.

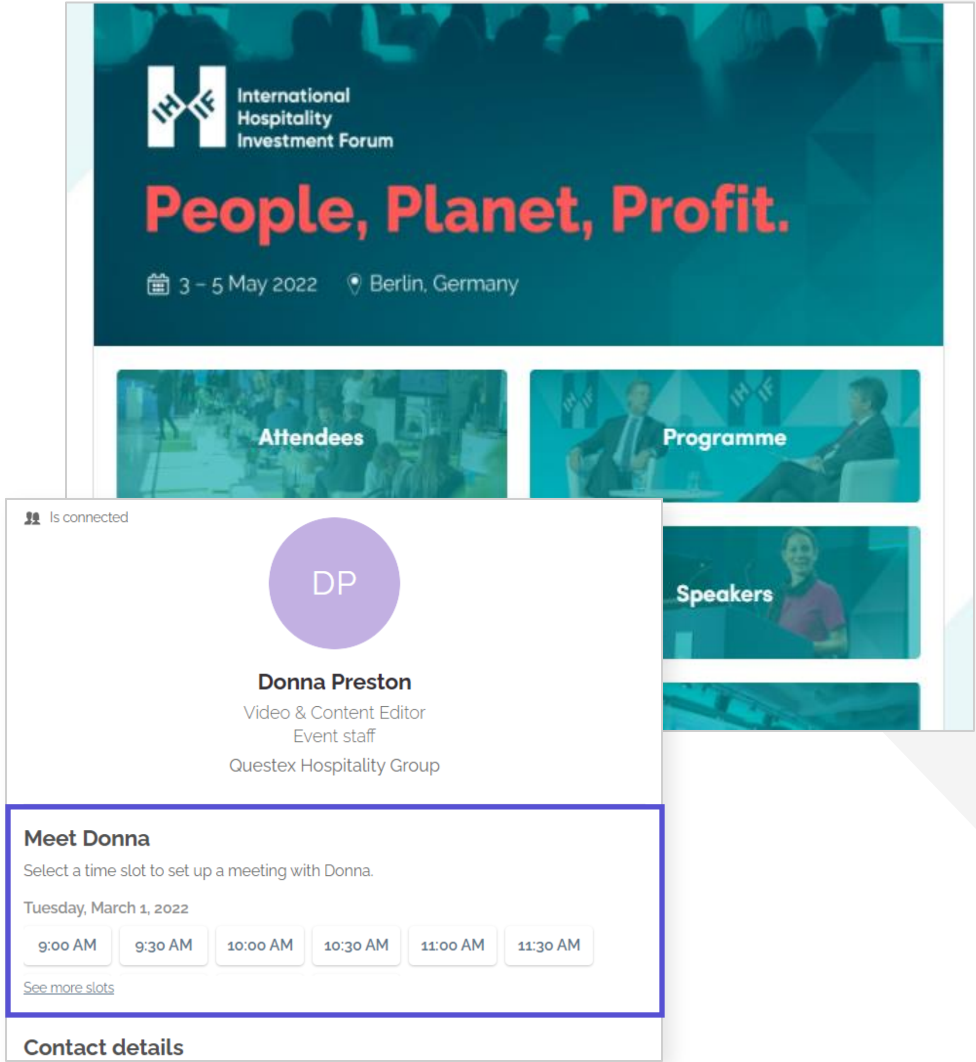
You can use the ‘refine the list’ feature which allows you to search and sort the attendees from a variety of options.

A green spot next a profile picture means that person is online now.

You will see time slots appearing on people's profiles, allowing you to scheduling meetings all year round as well as during the event.

You can use the platform to network and schedule video meetings all year round, as well as schedule physical meetings during the event dates.

You can manage the times you are available for meetings via the "My Event" section of the application.

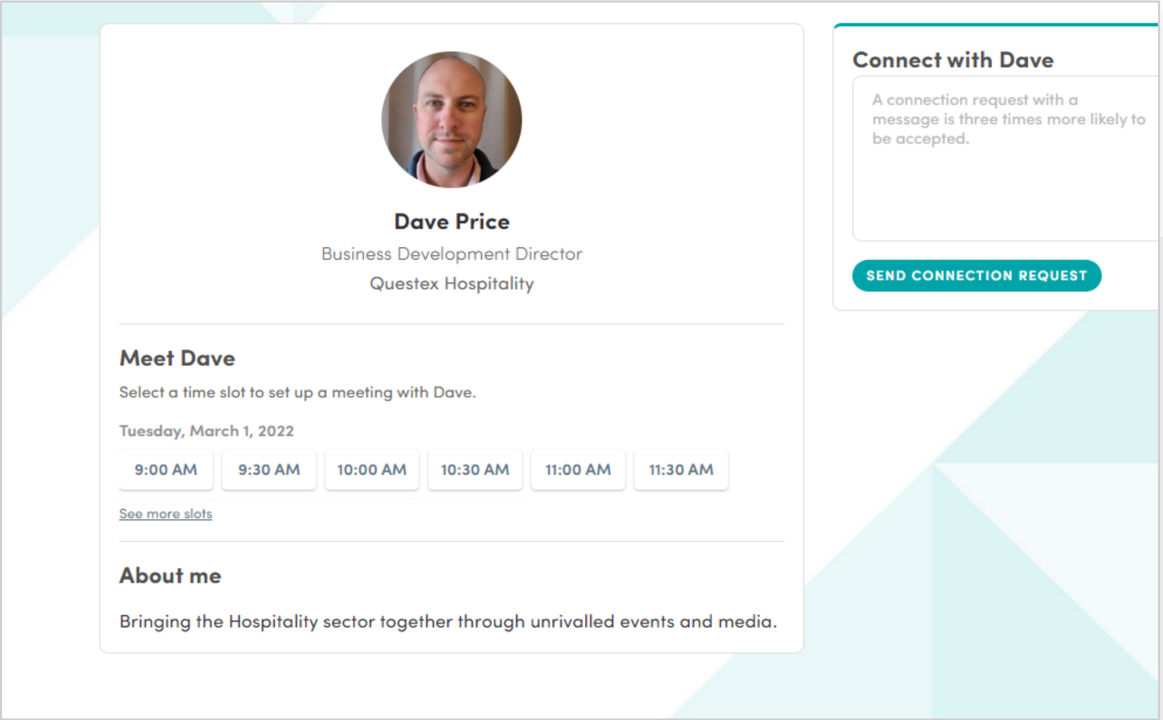


How to make a connection request

To send a connection request to a person, go to their profile (via the list of attendees or a company profile) and select 'Connect'.

Tip: 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 connected with, within the “My Networking” section on the 'My Event' tab.

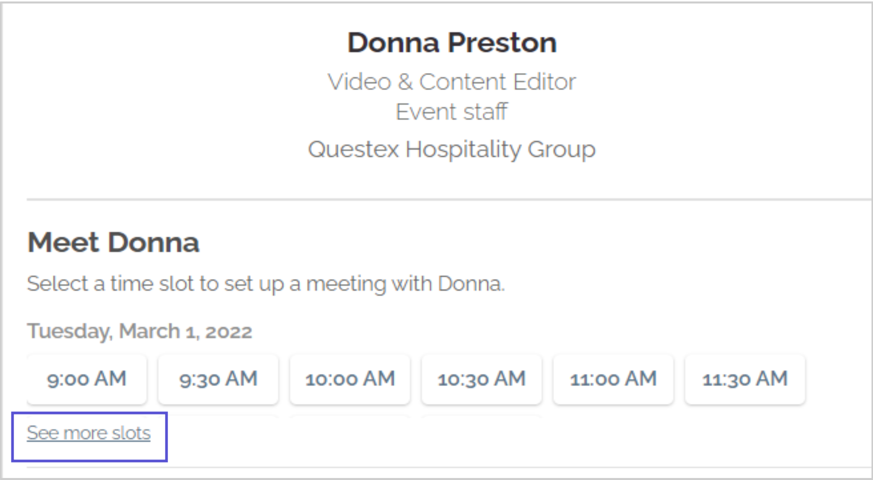


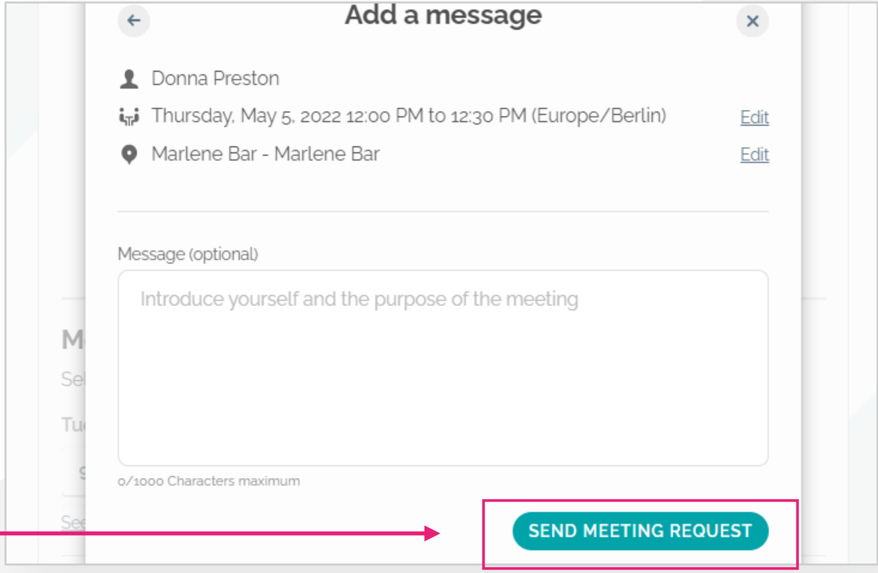
How to request a meeting

Step 1: Go to a person's profile via the attendee list or sponsor’s profile.

Step 2: Click on one of the suggested meeting slots. If you want to see other slots, click on 'see more slots'.

Step 3: After selecting a slot and either 'video call' or a live location (available for event dates only), write a message to the person you want to meet. Once done, click on 'send meeting request'.





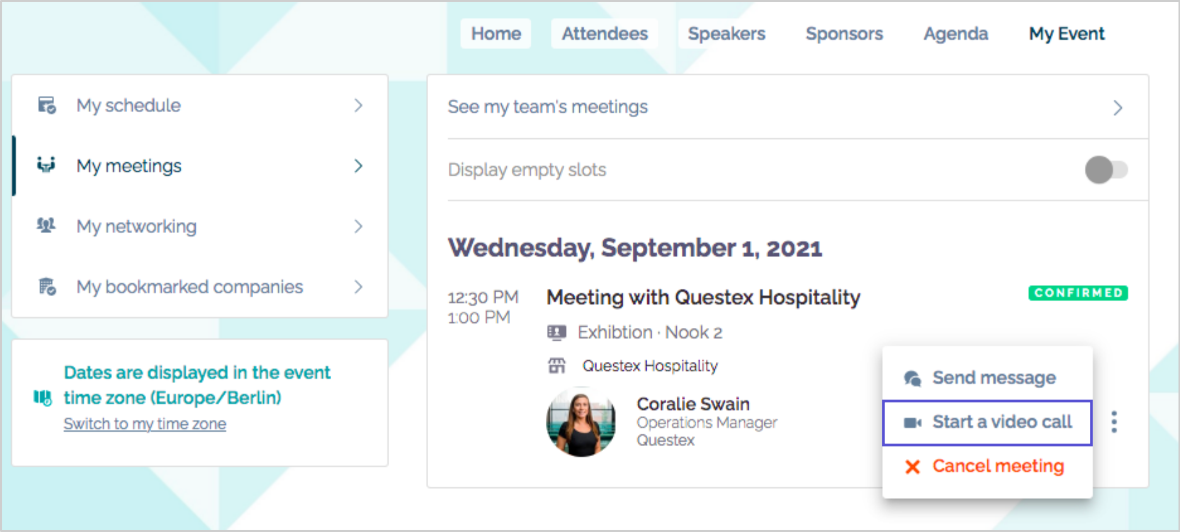
Note: If you plan to do a virtual meeting, select 'video call' when choosing the location.

How to do a virtual meeting
(video call)

To do a virtual meeting, you must select 'video call' when requesting a meeting (see previous slide).

A few minutes before the meeting, go to 'My Event' and 'My Meetings' select the relevant meeting, click on the ellipsis (three dots) and select 'Start a video call'.

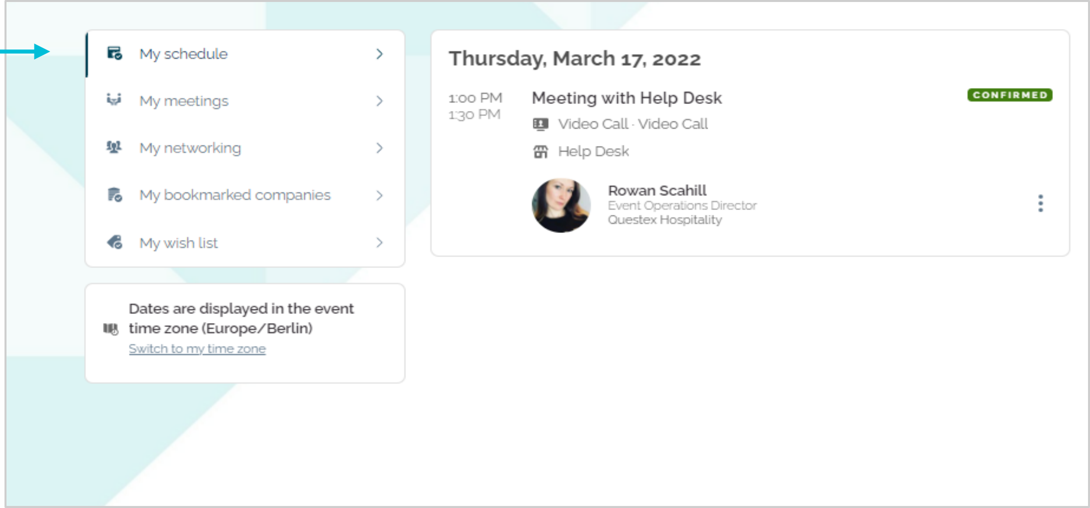
This will launch the video call (only available if the meeting is confirmed).



Manage your meetings

In the My Event section you can:

- See your meetings
- Accept or decline meeting requests
- Manage which days and times you are available
- Accept or decline meeting requests
- Export the full list of meetings



Please note: you can only accept or decline, not rearrange meetings. You must decline then send them a new invite or a message if you wish to arrange a new time.

Time zones when using the platform!

Please be aware:

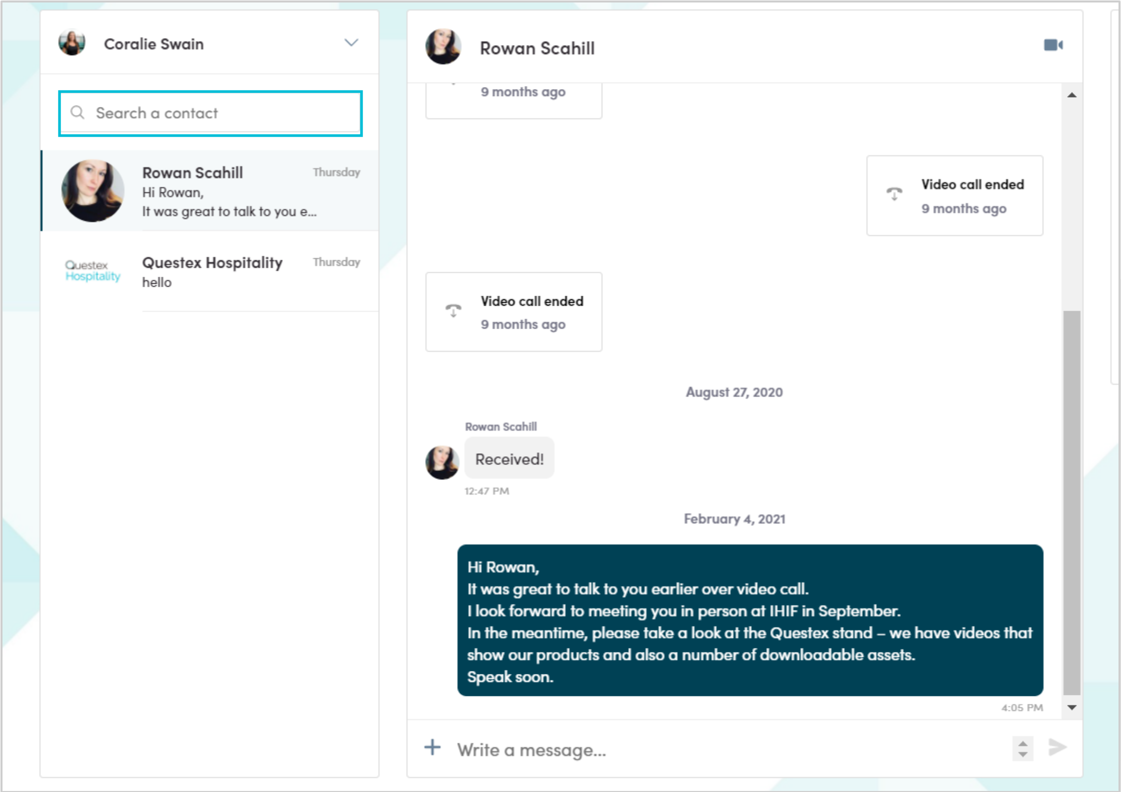
- For in-person attendees over the event dates, users may wish to change their time zone to the current country time zone of the event in order not to miss any onsite meetings and reminders.
- For pre event, virtual meetings, users will see them in their own time zone.
- For virtual meetings over the event dates, users will see them in their own time zone.

Instant messaging

Once a connection request has been accepted you have the opportunity to exchange messages with any of your connections.

You can also ‘score’ and make notes on each connection to refer back to at a later date.

For any new incoming messages you receive, these are indicated by a red notification circle over the chat bubble icon in the top right corner of the platform.



Support

For any questions, queries or support please contact cswain@questex.com

You can also contact the Swapcard support team on support@swapcard.com

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