

Welcome to FIME

Live and Online Exhibitor Onboarding

30 Years Celebrate
our anniversary
with us



By Informa Markets

Online: August 2 - October 1, 2021

Live: September 1-3, 2021

Contents

Hybrid Exhibitor Journey

- ▶
- ▶
- ▶
- ▶
- ▶

Online-only Exhibitor Journey

- ▶
- ▶
- ▶
- ▶

Hybrid Exhibitor Journey

Hybrid Exhibitor Journey

Exhibitor technology and set up journey



Welcome Email

Access Customer Center

Customer Center

Exhibitor Requirements
Access exhibitor portal (VISIT)
Access online event (Swapcard)



VISIT Portal

Register to the Live and Online Events
Collect leads
Generate QR codes
Leads Analysis



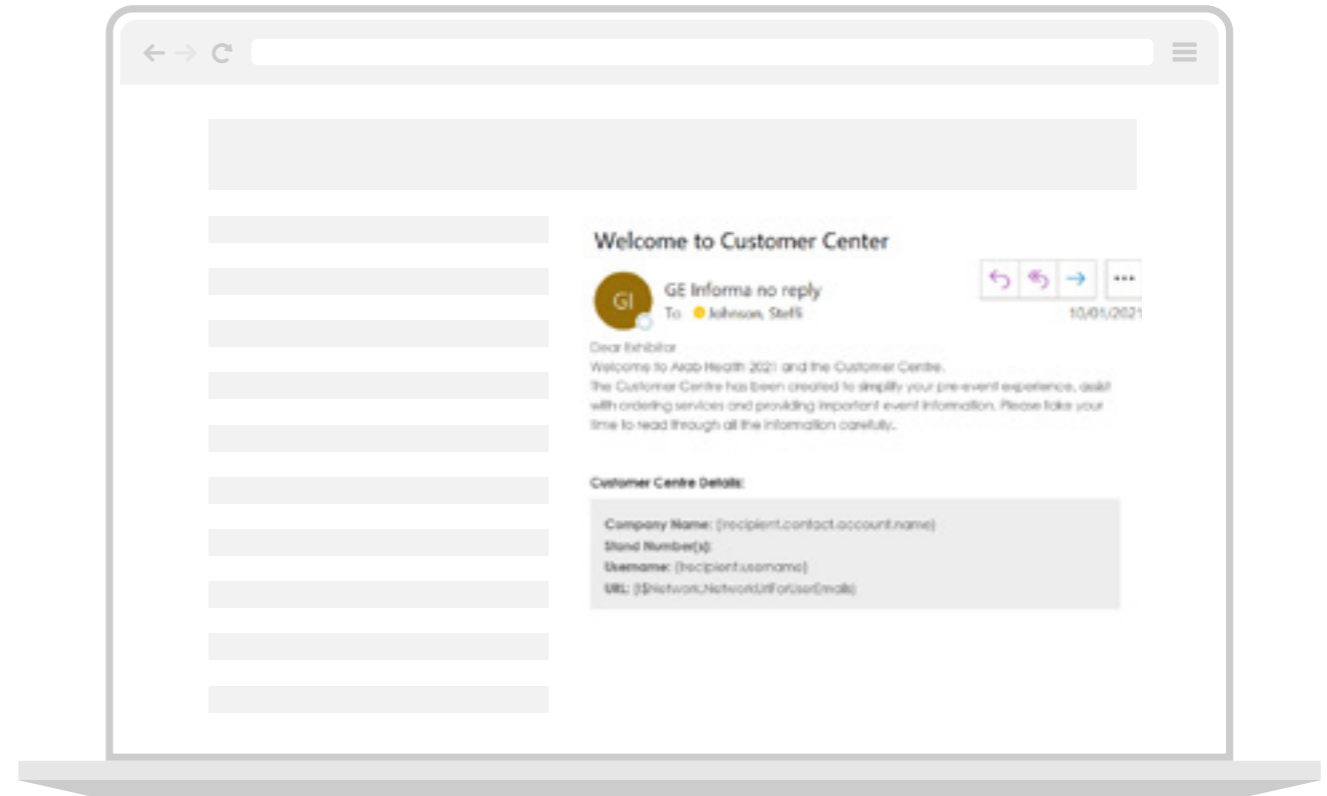
Online Event (Swapcard)

Complete Your Profile
Upload products
Setup meetings
Network
Generate leads
Analyse performance

Hybrid Exhibitor Journey

Welcome Email

Once your contract is signed and submitted into Salesforce, an automated email will be sent to you with login details to access the Customer Centre.

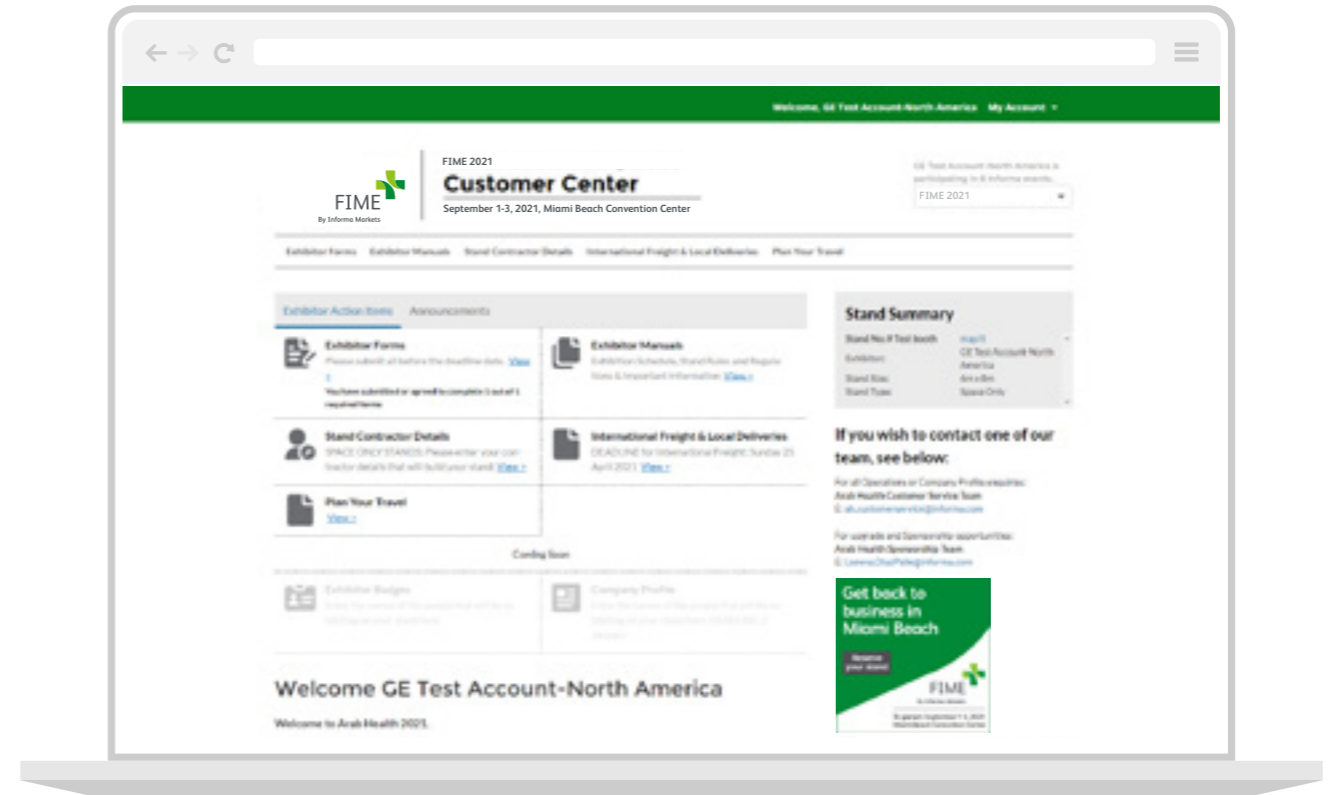


Hybrid Exhibitor Journey

Customer Center - Platform Features

The Customer Center has all the information and tools you need for a successful show.

Through the customer center you will be able to order services & utilities from all vendors, register for staff badges, find a checklist and other helpful information and hints for all aspects of preparing for the show as well as access Swapcard and VISIT to complete your company profile and order badges. This is your primary platform for the hybrid event.



Hybrid Exhibitor Journey

VISIT - Platform Features

VISIT is a measurement and lead generation technology. Through the VISIT Portal, FIME exhibitors will be able to register their team members and manage their leads.

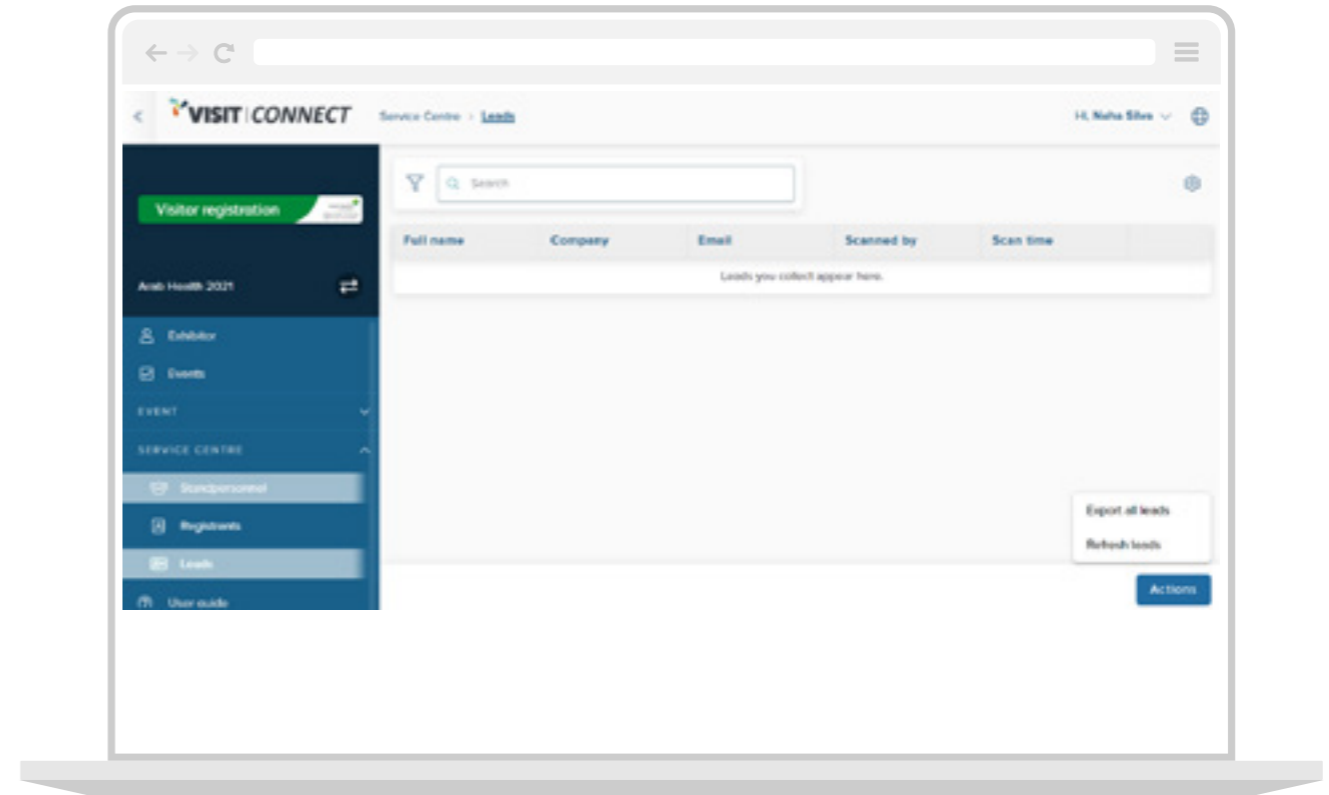
Standpersonnel

Under the Standpersonnel tab, exhibitors will be able to register their team members and track the number of badges available to them based on their stand size.

N.B. please note that exhibitor form should be filled by the primary contact for each colleague.

Lead Retrieval

The lead capture and content management solution of VISIT offers exhibitors total control over their sales process and resulting success. Under the Leads tab, exhibitors will be able to access all the information of leads collected.



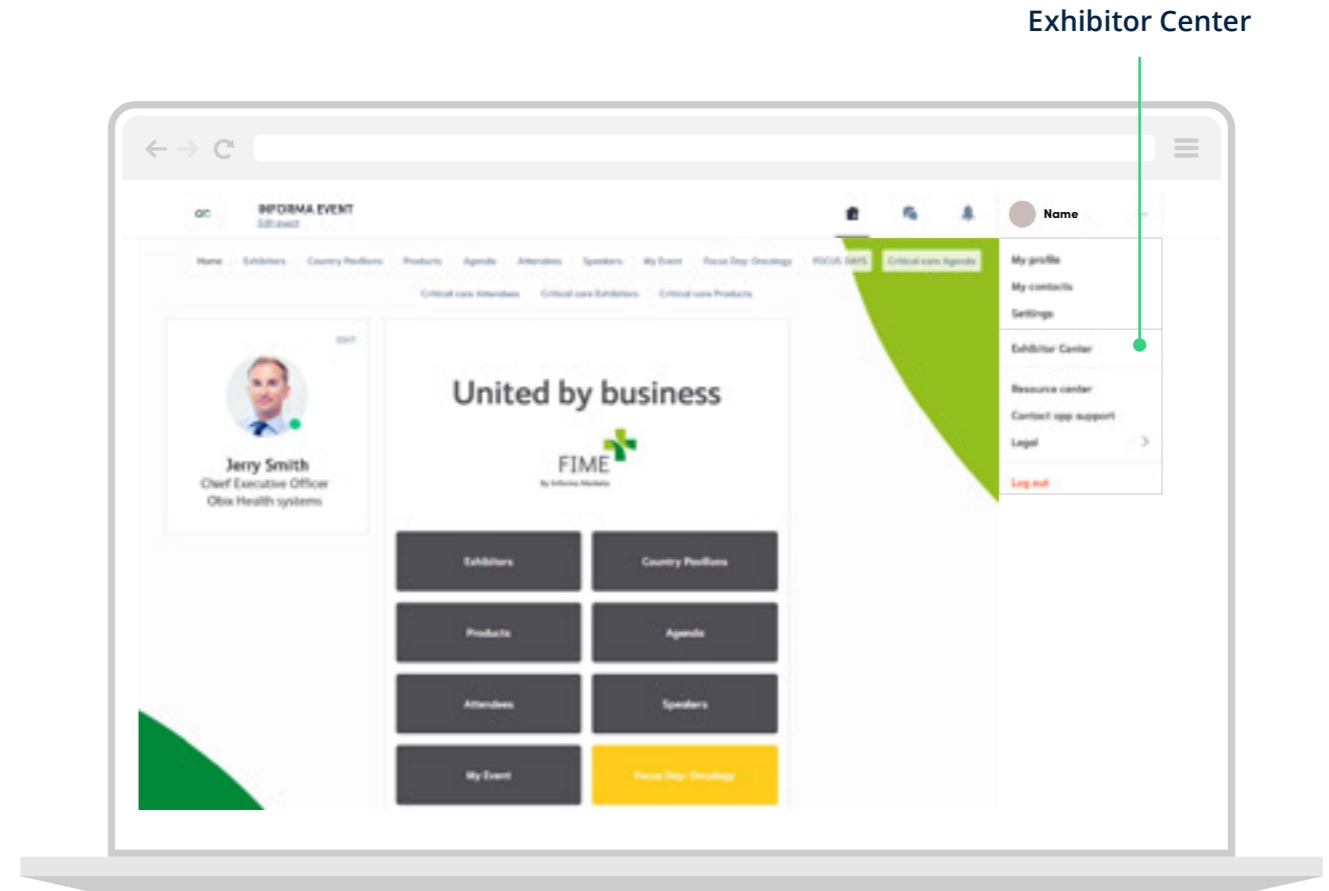
Hybrid Exhibitor Journey

Swapcard - Platform Features

Swapcard is the technology used for the online event of FIME. As an exhibitor this is where your virtual showcase will be hosted and where you will be able to setup meetings, attend or present live sessions as well as network with attendees and generate leads.

To access the FIME event on Swapcard, a link will be provided to you on the Customer Center.

Once you gain access to the event page you may start by visiting the Exhibitor Center from the drop-down menu on the right-side. The Exhibitor Center is the control centre to your company and its booth. Your company profile should be filled in well in order to attract as many unique visitors to your booth as possible.



Online-only Exhibitor Journey

Online-only Exhibitor Journey

Exhibitor technology and set up journey



Welcome Email

Access registration form (VISIT)
Access online event (Swapcard)



VISIT Portal

Register to the Online Event
Collect leads
Leads Analysis



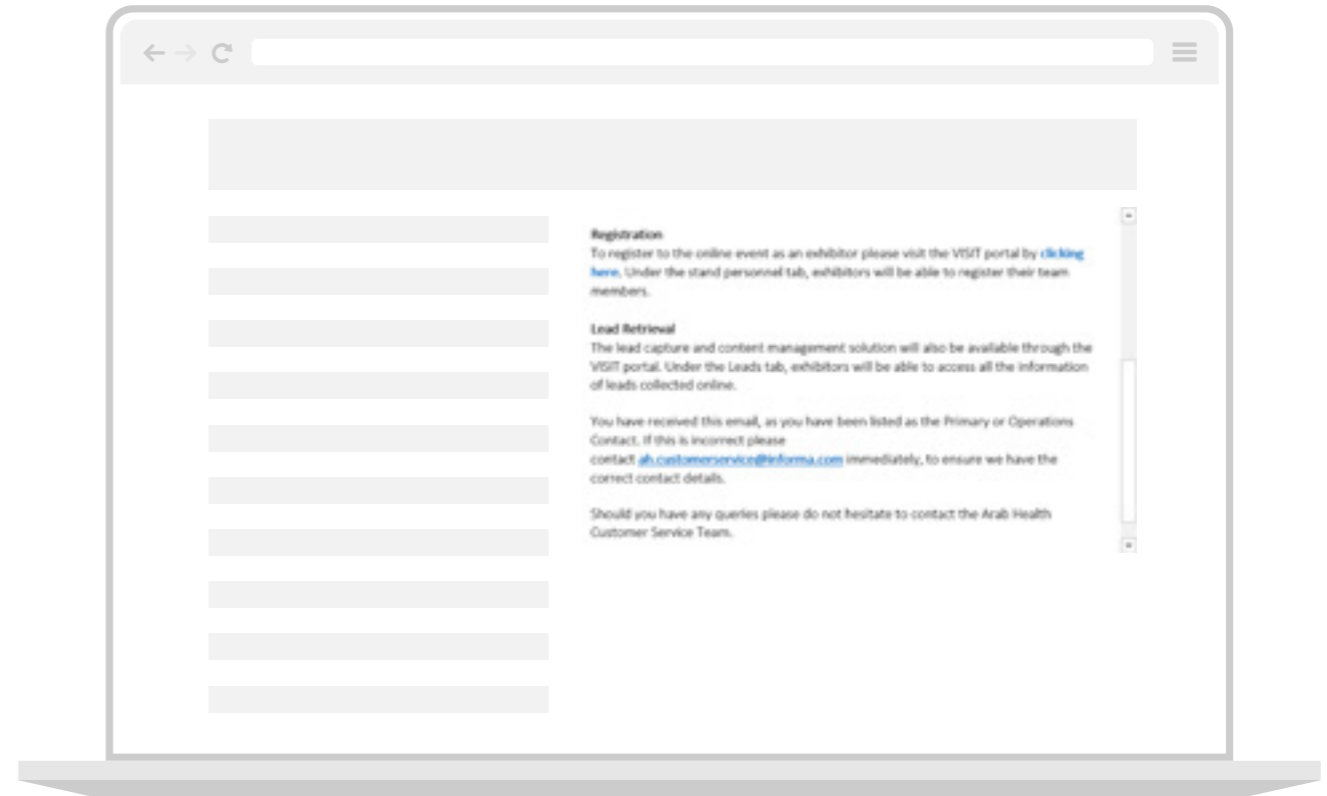
Online Event (Swapcard)

Complete Your Profile
Upload products
Setup meetings
Network
Generate leads
Analyse performance

Online-only Exhibitor Journey

Welcome Email

Once your contract is signed and submitted into Salesforce, an email will be sent to you with a link to access VISIT (the registration and lead retrieval portal of the event) and another link to Swapcard (the host application of the online event)



Online-only Exhibitor Journey

VISIT - Platform Features

VISIT is a measurement and lead generation technology. Through the VISIT Portal, FIME exhibitors will be able to register their team members and manage their leads.

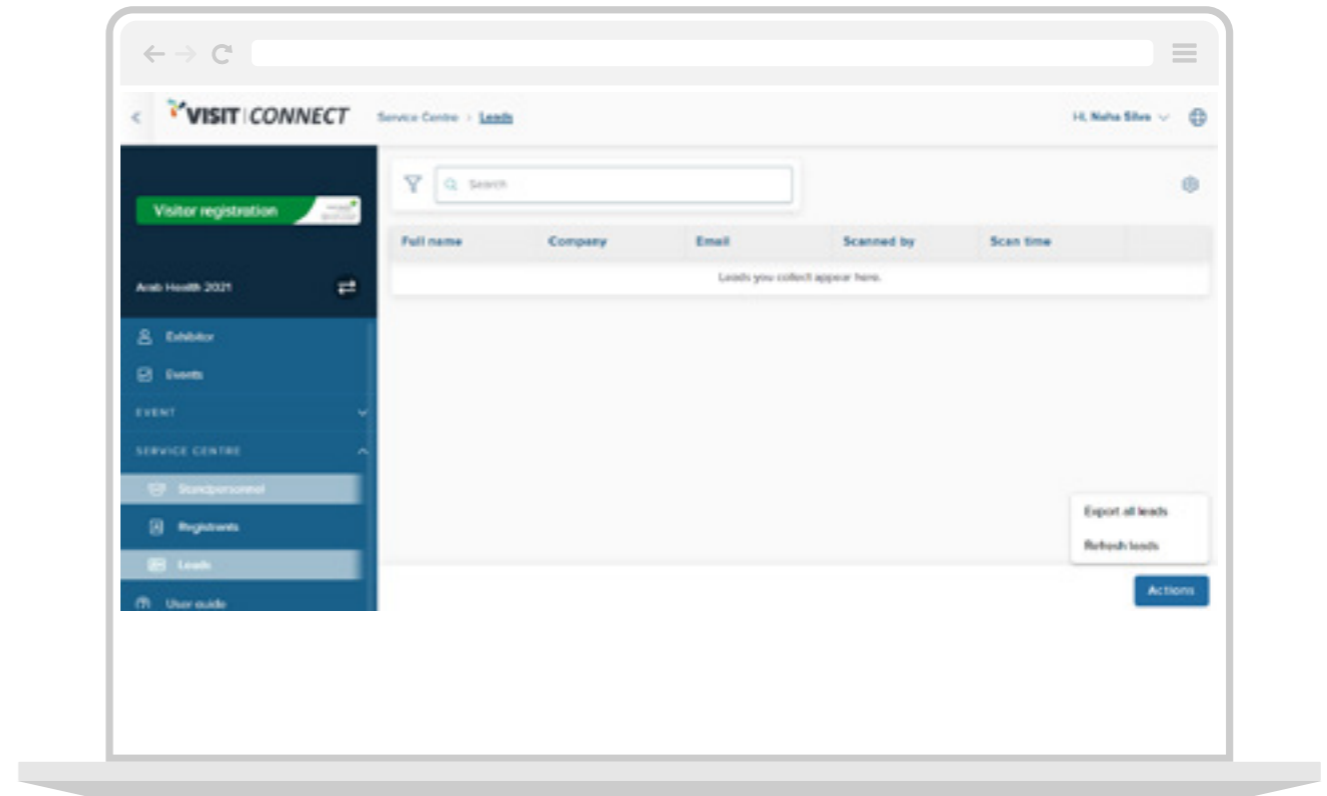
Standpersonnel

Under the Standpersonnel tab, exhibitors will be able to register their team members.

Lead Retrieval

The lead capture and content management solution of visit offers exhibitors total control over their sales process and resulting success.

Under the Leads tab, exhibitors will be able to access all the information of leads collected online.



Online-only Exhibitor Journey

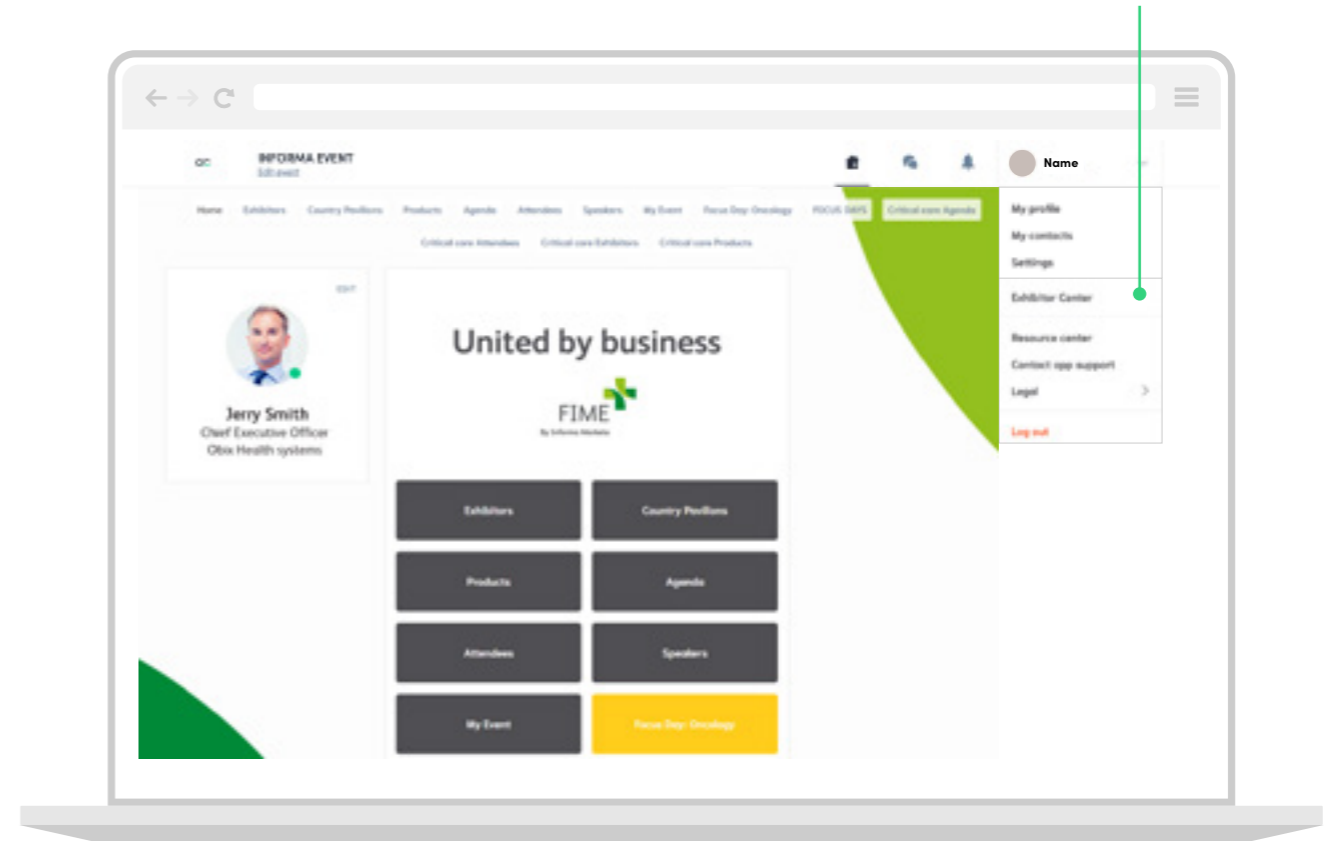
Swapcard - Platform Features

Swapcard is the technology used for the online event of FIME. As an exhibitor this is where your virtual showcase will be hosted and where you will be able to setup meetings, attend or present live sessions as well as network with attendees and generate leads.

To access the FIME event on Swapcard, a link will be provided to you in the welcome email.

Once you gain access to the event page you may start by visiting the Exhibitor Center from the drop-down menu on the right-side. The Exhibitor Center is the control centre to your company and its booth. Your company profile should be filled in well in order to attract as many unique visitors to your booth as possible.

Exhibitor Center



Contact

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

For general inquiries:

Customer Service Team
fime.customerservice@informa.com



Gil Alejo
Exhibition Director
Gil.Alejo@informa.com



Lorena Diaz Palle
Account Manager - Customer Solutions
Lorena.DiazPalle@informa.com