



BEST PRACTICES & SUPPORT

Best Practices



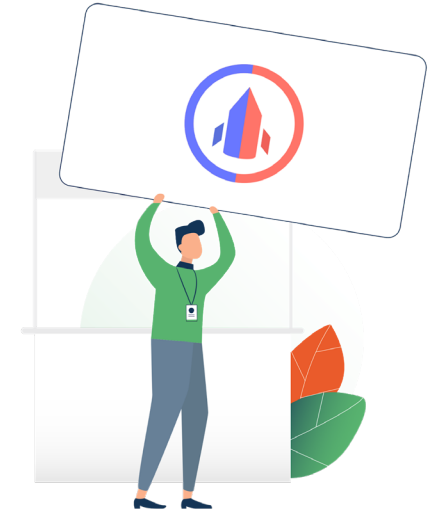
Before the event

- 1. Edit** your profile and your company profile
- 2. Connect** with qualified attendees
- 3. Request meetings** with attendees
- 4. Answer** your meeting requests



During the event

- 1. Note & tag** your new contacts
- 2. Chat with them** in the app
- 3. Attends Meetings** and connect with attendees



After the event

- 1. Ensure a follow-up** with your new contacts
- 2. Export** your contact list
- 3. Qualify your leads** for better ROI

Please note: Once you are registered and APAP releases access to the platform, you will get an email from noreply@swapcard.com. Please be on look out for this email, as that is how gain access to the platform.

Have any questions or concerns?

Contact your  **GES** Project Manager



Help Center

View knowledge base articles on a variety of topics in the [Help Center](#).



Email

Send an email to your GES Project Managers.

Please send email to both:
Margaret Dewey: mdewey@ges.com
Angie Diamantopoulos:
ADiamantopoulos@ges.com



Webinar

The Exhibitor Webinar was recorded.
Please feel free to re-watch here:

<https://www.apap365.org/Conference/Registration#webinars>

Support / On-site

Help Desk



Exhibitor Help Desk
Help Desk



You can also find us during the event to help you **set up and use the application.**

Please visit the Help Desk booth and chat us your questions!


Content Specs

- 1 Profile Image: 240x240 px, no larger than 1MB
- 2 Booth Header Image: 1200x675 px (16:9 ratio) Image, no larger than 1MB
- 3 Logo: 400x200 px (2:1 ratio) Image, no larger than 1MB
- 4 Booth Header Videos: Must be through Vimeo or YouTube
- 5 Background Image: 2560x1600 px (16:10 ratio) Image, no larger than 1MB
- 6 Banner Ad: 1080x1920 px (9:16 ratio) Image, no larger than 1MB
- 7 Documents: No larger than 10 MB

These specs can also be found on the Swapcard platform, when uploading content!

Main information

Header image



Add a header image or video to highlight your page!


For image, we recommend using a **1200x675px (16:9 ratio) image, no larger than 1MB.**

For video, first upload it on Youtube or Vimeo, then paste the id here.


Video platform

YouTube

Video ID

 <https://www.youtube.com/watch?v=>

Add an ad



Import a **1080x1920px (9:16 ratio)** image, no larger than 1MB.

Redirection *

External URL

URL *

<https://www.swapcard.com>

CREATE THE AD



Let's successfully take your event
virtual or hybrid!

