

# ENA Events App – Exhibitor Guide

## Company Listing Details & FAQs

Provided by [swaccard](#)

**ENA**<sup>®</sup>  
**EMERGENCY**  
**NURSING 2024**

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# COMPANY LISTING SPECS

Branding

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NURSING 2024


# Main Information

- **Header Image:** 1200x675px (16:9 ratio) image, no larger than 1 MB
- **Video Header:** Must be a link for YouTube, Vimeo, or an iframe (src)
- **Logo:** 400x200px (2:1 ratio) image, no larger than 1 MB.

### Main information

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**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, Vimeo or any other video provider, then paste the id or src link here.

**Video platform** **src**

Other (iframe)

---

**Logo**



Highlight your company by adding your logo.  
We recommend using at least a 400x200px (2:1 ratio) image, no larger than 1MB.

**Name**

# Documents

Documents can be uploaded by pasting a link (with http://) or import a file (pdf, doc, docx, ppt, pptx, png or jpg), then add a name and a short description.

- **Document Title:** Max 80 characters
- **Document Overview:** Max 160 characters
- **File size limit:** There is not a limit, but we recommend under 10mb

## Add a document

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.

Document \*

Title \*

Overview

CREATE DOCUMENT

# Listing Ad

- **Ad Image:** 1080x1920px (9:16 ratio) image, no larger than 1 MB
- Redirection can be any URL or Item/Product (if applicable)

### Add an ad



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

Redirection \*  
External URL ▼

URL \*

CREATE THE AD



# Listing Background

**Background Image:** 2560x1600px  
(16:10 ratio) image, no larger than 1MB

## Background image

Upload a background image to brand your company profile (desktop version only). Import a 2560x1600px (16:10 ratio) image, no larger than 1MB.

ADD BACKGROUND

# Example Listing

**Ad**

**Video or Picture Header**

**Logo**

**Background**

The main listing features a large header image with the text "EMERGENCY NURSING 2023" and "SAN DIEGO, CALIFORNIA Sept. 21-23". Below the header is the ENA logo and the text "ENA Experience". A "Sign Up" button is visible in the ad section. The background is a purple and blue gradient.

*\*Documents appear as you scroll down the listing page*

**Product Type**

- Apparel (Uniforms/Socks/Shoes)
- Educational Provider
- Professional Affiliation

**Social media**

**Contact details**

- +1 800 900 9659
- contact@ena.org
- http://https://www.ena.org//
- 930 E. Woodfield Road
- 60173, Schaumburg, IL, USA

**Documents & Links**

- Renew Your ENA Membership
- ENA Member Benefits

**Documents**



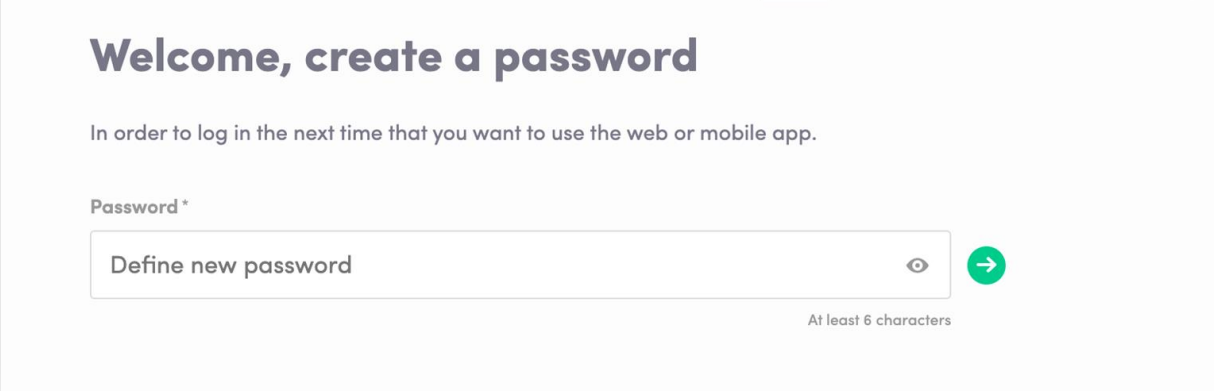
# ACCESS ENA EVENTS APP

LOGGING INTO SWAPCARD

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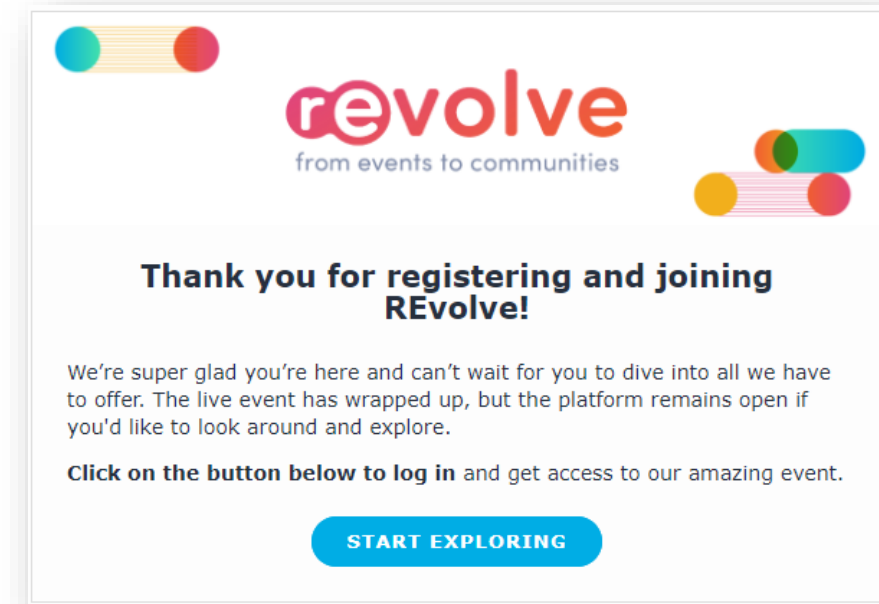
# How to login for the first time?

- 1 You will receive an email similar to **these ones** with a button redirecting you to a login page. Your account is automatically created by the platform after you have registered. A window will then prompt you to create a password for your account:

- 2 

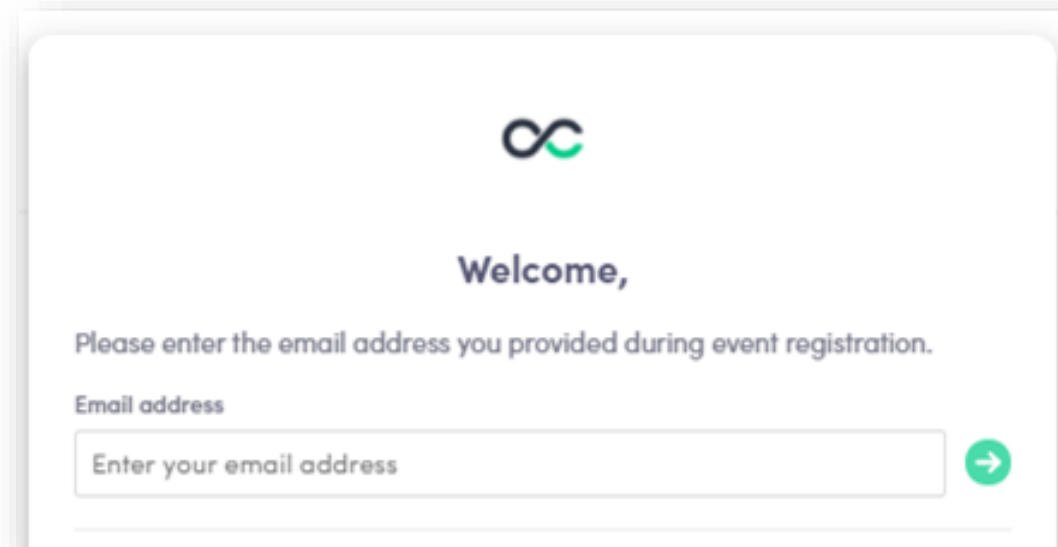
You can also access the event from your phone by downloading the ENA Events app (**iOS/Android**)

- Note:** If you don't see this email in your mailbox, please check your spam folder. Most of our emails are sent from **noreply@swapcard.com**

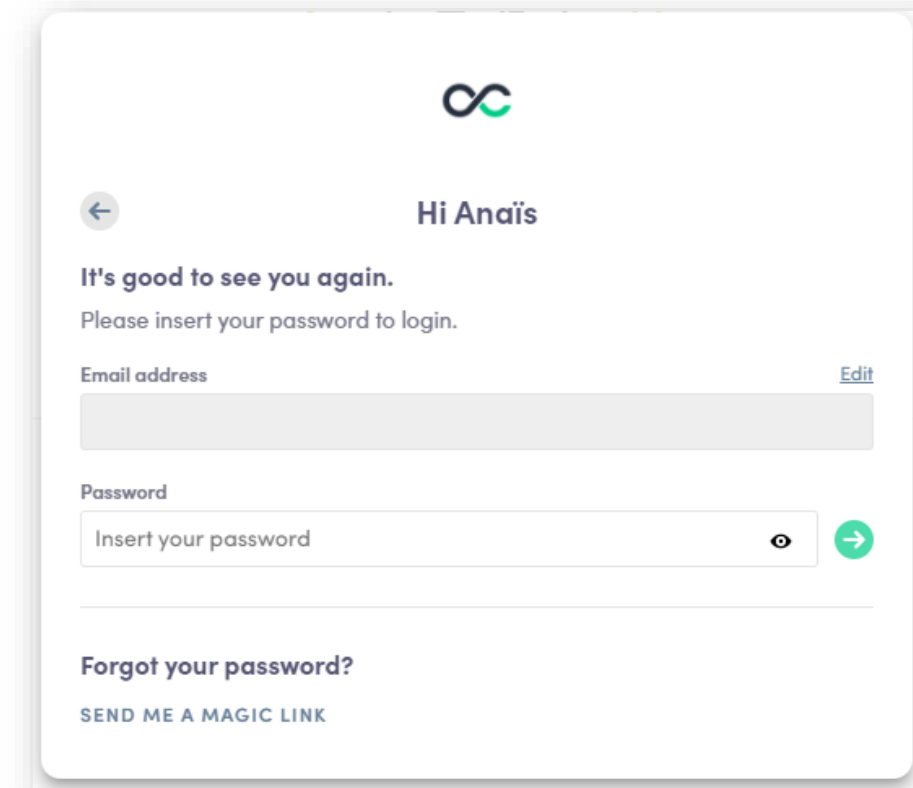


# How to login when I have an account?

- 1 Access your account on [app.swapcard.com](https://app.swapcard.com)
- 2 Enter the email you used to register from your event and your password. Click the green arrow to connect.



The screenshot shows the Swapcard login interface. At the top is the Swapcard logo. Below it, the text "Welcome," is displayed. A message reads: "Please enter the email address you provided during event registration." There is an input field labeled "Email address" with the placeholder text "Enter your email address". A green arrow button is located to the right of the input field.



The screenshot shows the Swapcard login interface. At the top is the Swapcard logo. Below it, the text "Hi Anaïs" is displayed. A message reads: "It's good to see you again. Please insert your password to login." There is an input field labeled "Email address" with the placeholder text "Email address" and an "Edit" link to its right. Below it is a password input field labeled "Password" with the placeholder text "Insert your password", an eye icon, and a green arrow button to its right. At the bottom, there is a link "Forgot your password?" and a button "SEND ME A MAGIC LINK".

- Note:** If you have forgotten your password, click **“Send me a magic link”** after entering your email. You’ll receive an email to reset your password (valid for 1 hour). If you need any help, please contact <https://help-attendees.swapcard.com>

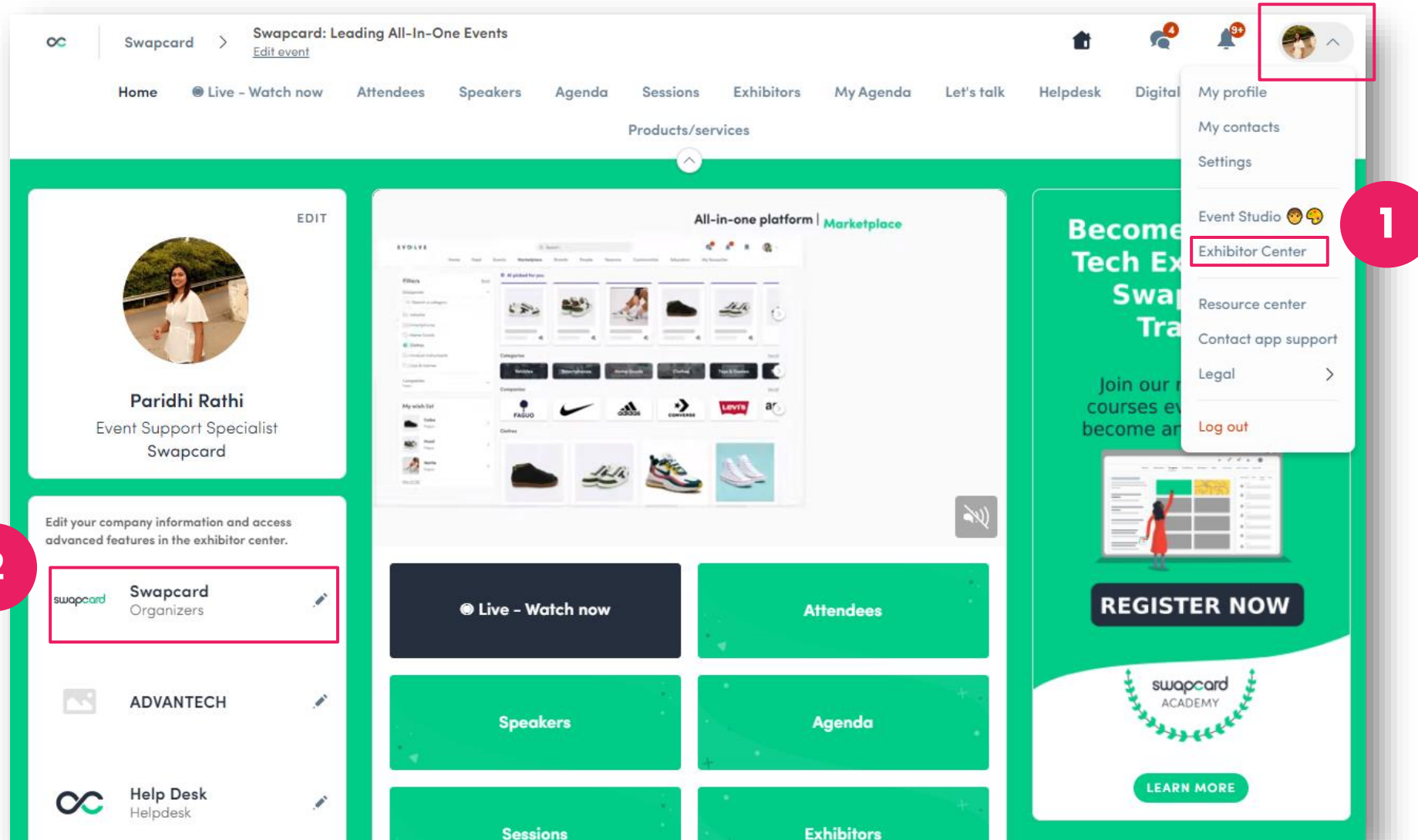
# EXHIBITOR CENTER

FUNCTIONALITIES

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NURSING 2024**



# Navigation



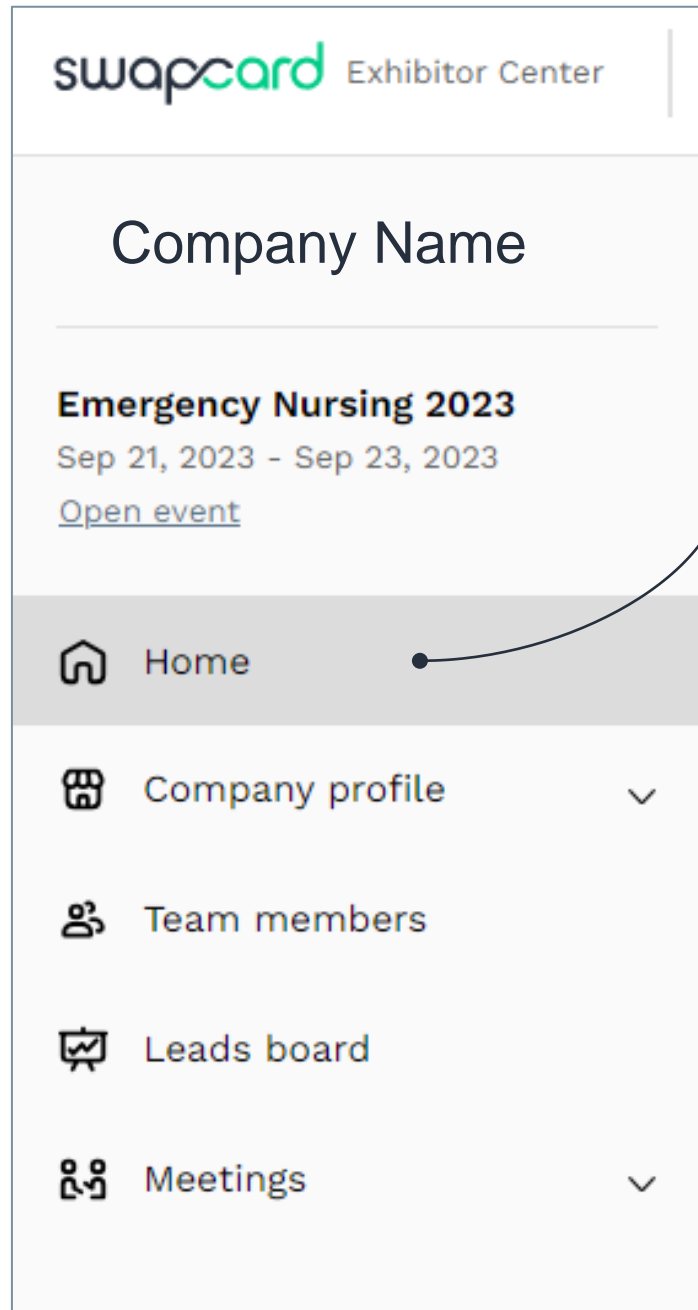
There are two ways to access your Exhibitor Center

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

Click "**Exhibitor Center**" in the drop down menu.

**Note:** you can access the Exhibitor Center even if the event isn't live.

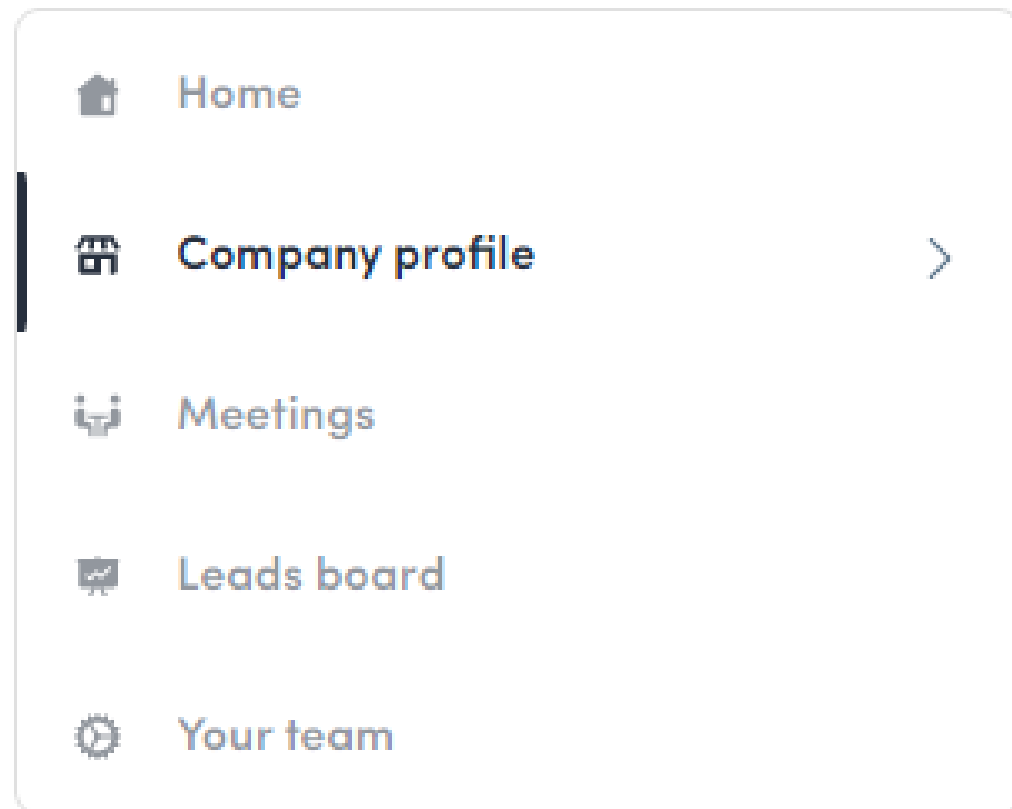




- This navigation bar will appear on the left side of your screen. It will help you to navigate between the different sections of the Exhibitor Center.

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

A **red pin** indicates that you have a pending notification. Click to see what's going on!



- **Header image or video :**
  - Image : 1200x675 px, up to 1MB
  - Video : video ID from YouTube, Vimeo or other (Iframe)
- **Background image :** 2560x1600 px, up to 1MB
- **Social media links :** LinkedIn, Twitter, Facebook...

# Company Profile - Overview

The screenshot shows the 'Company Profile - Overview' page in the swapcard Exhibitor Center. The page is for the 'Emergency Nursing 2023' event, held from Sep 21, 2023, to Sep 23, 2023. The left sidebar contains navigation options: Home, Company profile, Overview (selected), Documents & Links, Team members, Leads board, and Meetings. The main content area is divided into several sections, each with an 'Edit' or 'Add' button:

- Company Name:** Includes a placeholder image and a 'Customize' button.
- Advertising:** Contains text explaining ad placement on desktop and mobile, and an 'Add an ad' button.
- Information:** A text field with a placeholder 'Please add a description of your company' and an 'Edit' button.
- Product Type:** A dropdown menu with 'Product Type' selected.
- Social media:** A text field with a placeholder 'Please link your social media's pages of your company' and an 'Edit' button.
- Contact details:** A text field with a placeholder 'Please add your company's contact details here' and an 'Edit' button.
- Documents & Links:** A text field with a placeholder 'You haven't created any document yet' and an 'Add' button.
- Team:** A section with a 'Manage' button.

At the bottom of the profile, there is a profile card for Elizabeth Lancaster, Tradeshaw Manager at Smithbucklin, with a profile picture showing the initials 'EL'.

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.

*\*\*Please note – your team will not be available to add to your company listing until closer to the event. They must be registered in order to access into the ENA Events App.*

# Company Profile – Documents & Links

The screenshot displays the swapcard Exhibitor Center interface. On the left is a navigation sidebar with options: Home, Company profile (expanded to show Overview and Documents & Links), Team members, Leads board, and Meetings. The main content area is titled 'Emergency Nursing 2023' (Sep 21, 2023 - Sep 23, 2023) with an 'Open event' link. Below this is a 'Documents & Links' section with a placeholder image and the text 'No content available'. A purple 'Add documents' button is highlighted with a green box. To the right, a modal titled 'Add a document' is open, containing a text area for a link or file upload, a 'Title' field (max. 80 characters), an 'Overview' field (max. 160 characters), and a 'Create document' button.

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.

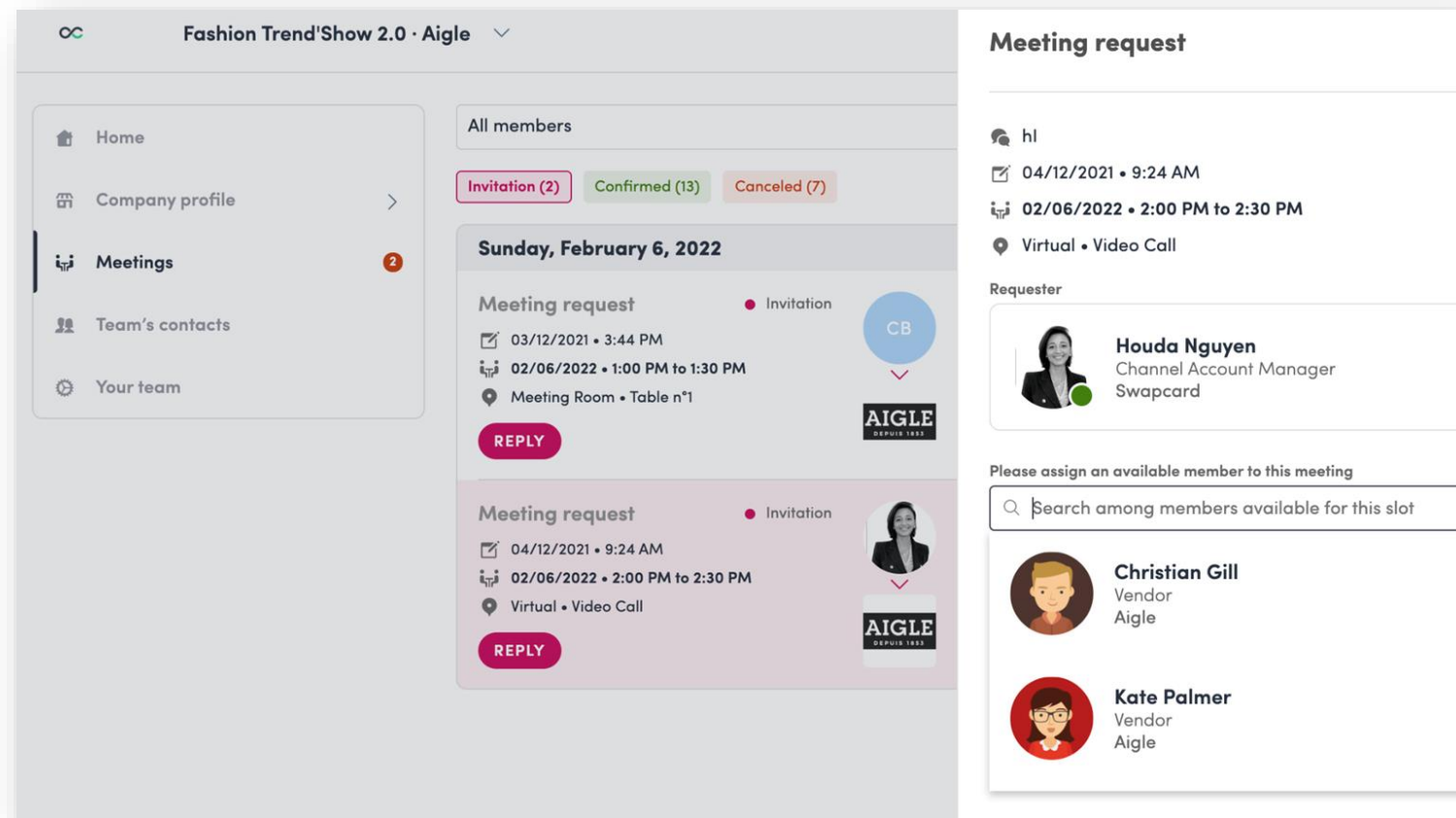
# Manage your meetings

- **Display the meetings** of your team (all members or a specific team member)
- **Filter meetings by status:** Pending, Confirmed, Canceled or Declined.
- **Assign a meeting:** reply to the meeting request and select a team member to assign.
- **Accept or decline** meeting requests or cancel an existing meeting.
- **Export** the full list of meetings.

**REMINDER: As we get closer to the live event - update your company's meeting availability**



# How to assign a teammate to a meeting?\*



In your Exhibitor Center, you can manage your team member's meetings.

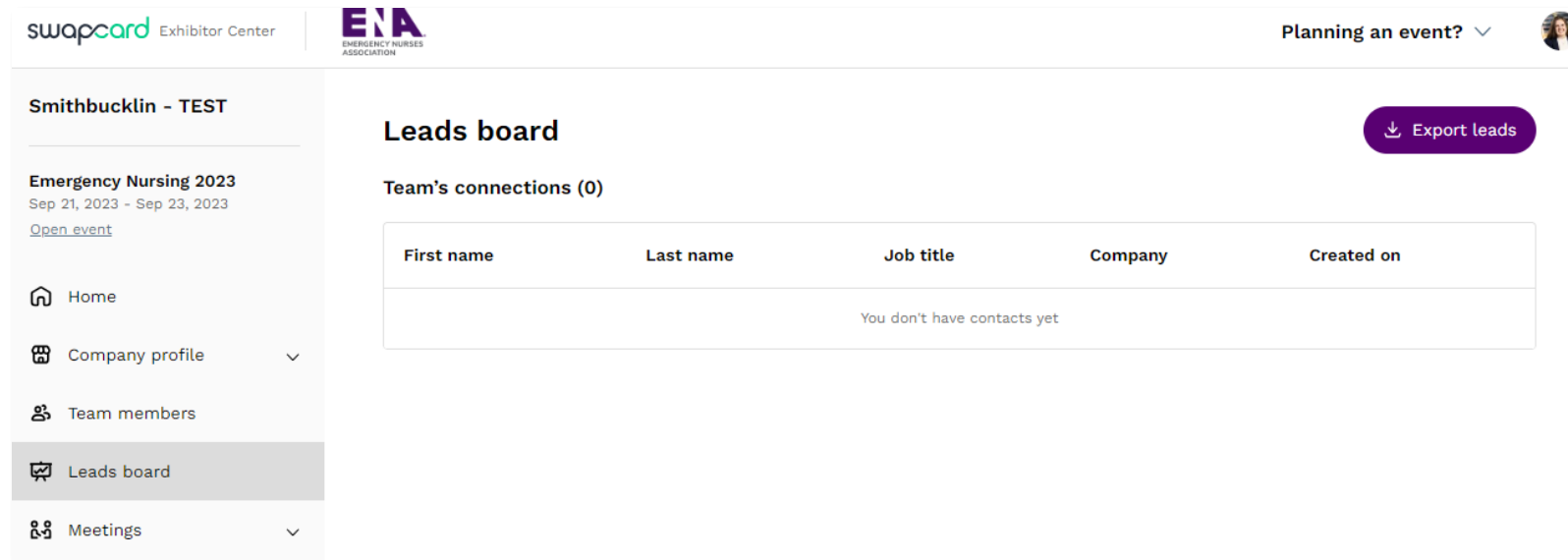
Go to the **“Meetings”** tab and see all your team meetings during the event.

To assign/change a team member for a meeting, **click on the meeting** and choose the team member you wish to assign.

A confirmed meeting has to be assigned to a member of the team for them to get reminders.

**i Note:** once the meeting has been initiated by a team member, you are unable to assign someone else.

# How to Export Leads Report?



1

By going to the **"Leads board"** tab, you can view the main analytics of your company, see your team's contact and export leads report.

2

Only the contacts (from connections, meetings, and people who can chat in the exhibitor Listing) of your collaborators who have enabled the contact sharing option will be displayed, in addition to yours. You can check if all your collaborators have activated it from the **"Your team"** tab.

3

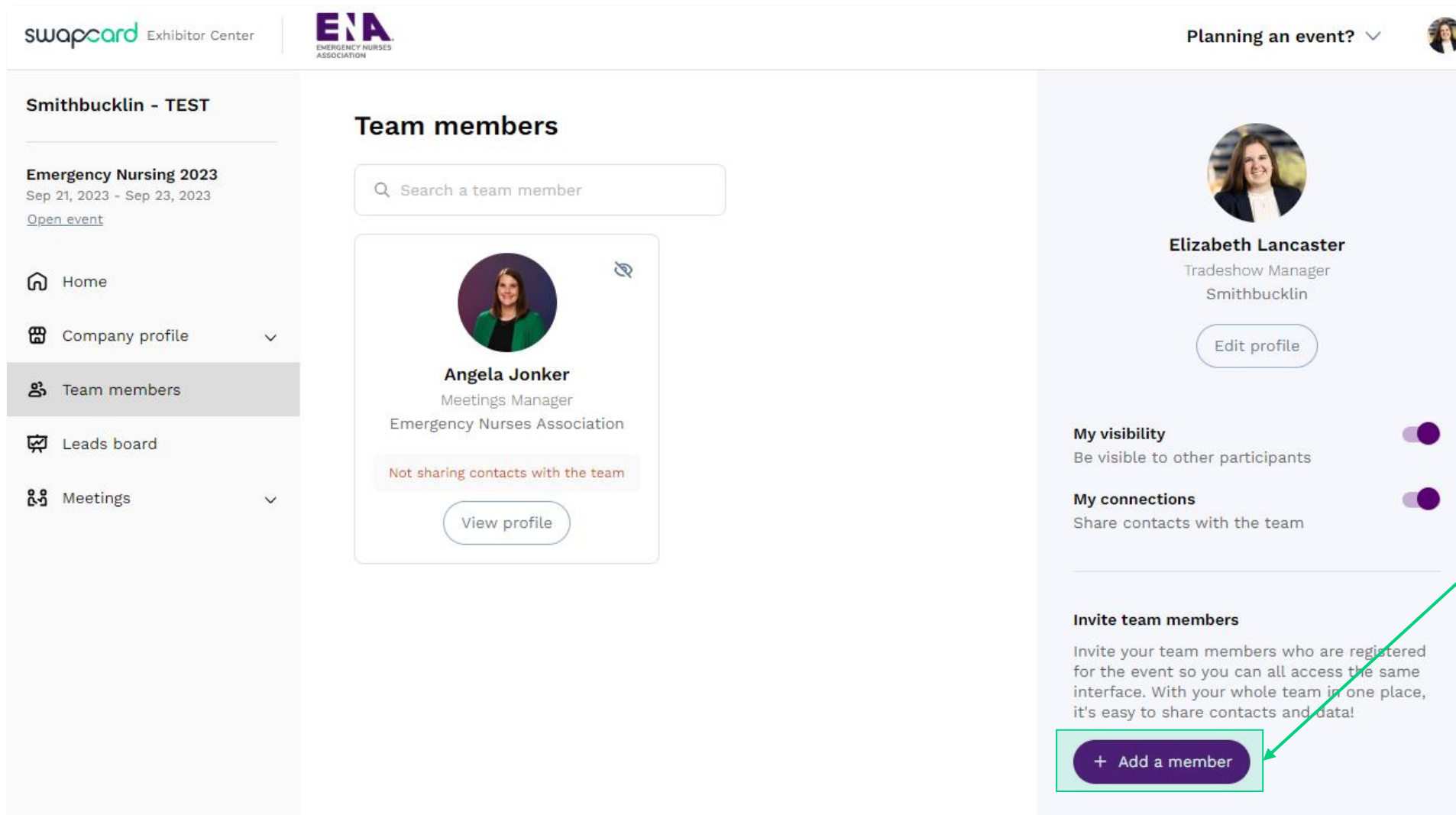
From the App or Web App, you can also export your contacts (and only yours) as an Excel file by going to your contacts and clicking on **"Export all"**.



## Let's talk GDPR...

All users of the platform have agreed to share their data with the event organizer. When you connect with a user, they tacitly agree to share their information with you. You therefore retrieve this information in accordance with GDPR.

# How to add a teammate to your team?



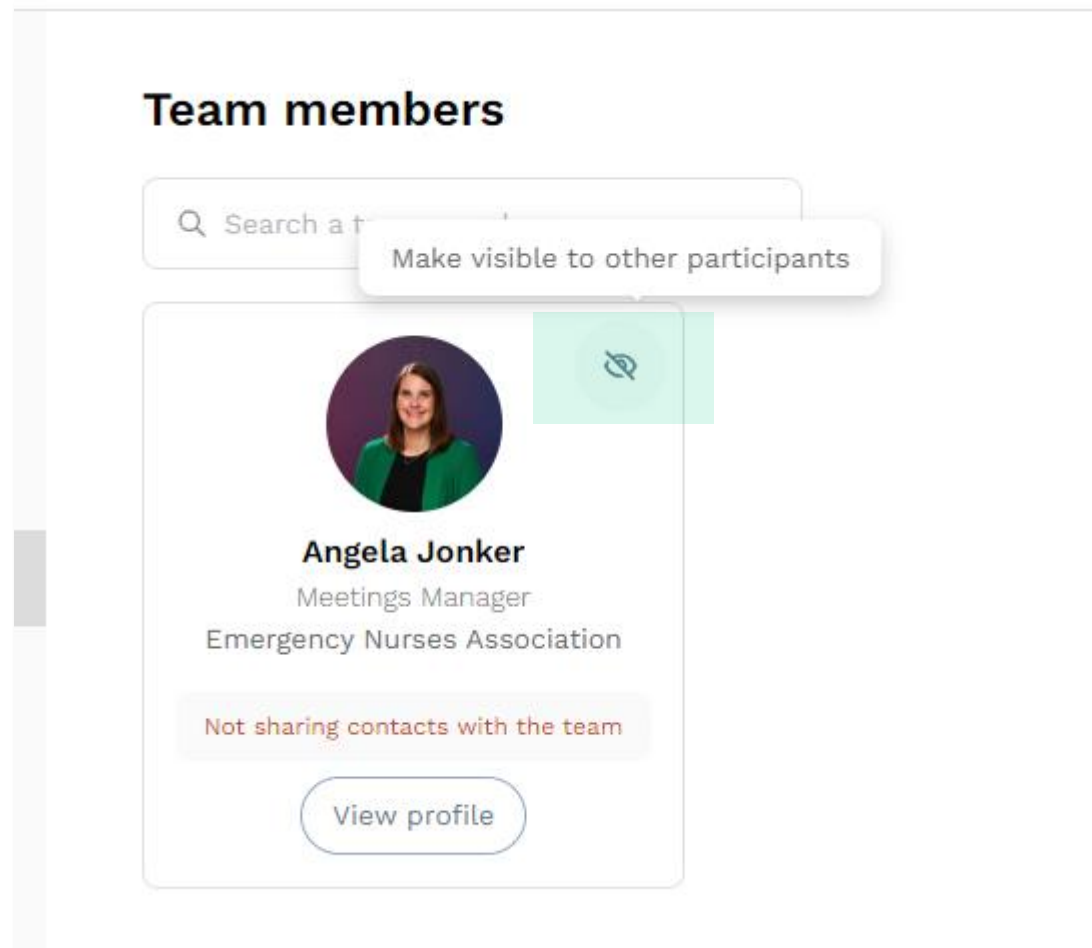
In your **Exhibitor Center**, you can manage your team.

Go to the **"Your Team"** tab and see all your teammates on the booth.

To add new members, click this button and add their email address. If you can't see **this button** please contact the event organizer. The contacts of new members aren't shared by default for security.

**To add a member, they must already be in the list of participants.**

# How to share your contacts with your team?



Each team member can choose to share their contacts with the team.

Go to the **“Your team”** tab and see all your teammates on the booth.

To share contacts, click the pen to the right of your name. You will then see a toggle list appear where you’ll be able to choose whether to share your contacts with the team.

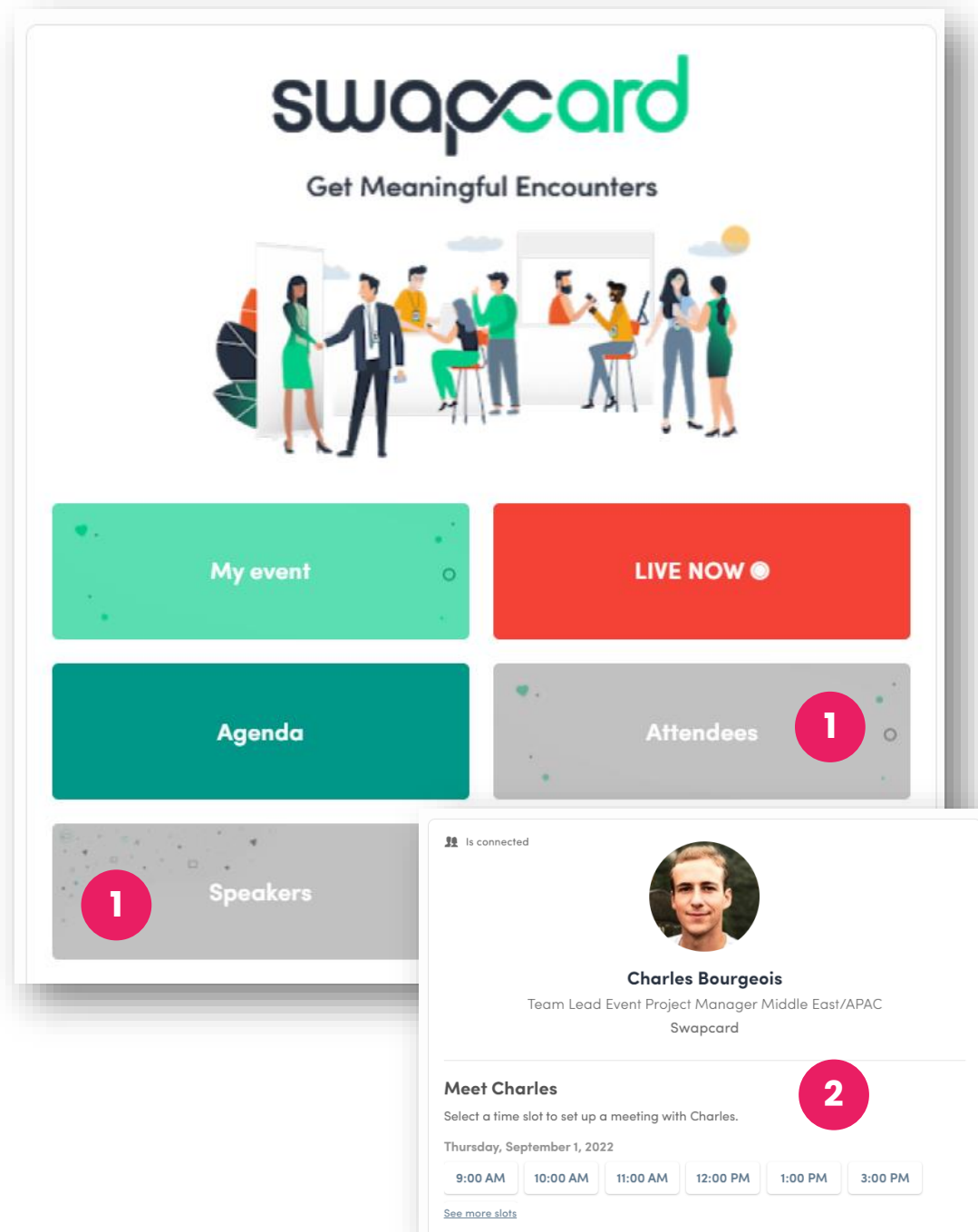
# NETWORKING FEATURES

MAIN FUNCTIONALITIES

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NURSING 2024



# How to network?



1

On the homepage of the event, you can access the **Community list** (i.e. Attendees, Speakers). 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.

# How to make a connection request?

**Charles Bourgeois**  
Team Lead Event Project Manager Middle East/APAC  
Swapcard

**Meet Charles**  
Select a time slot to set up a meeting with Charles.  
Thursday, September 1, 2022  
9:00 AM 10:00 AM 11:00 AM 12:00 PM 1:00 PM 3:00 PM  
[See more slots](#)

**Social media**  
in

**Connect with Charles**  
Sending a connection request with a message is three times more likely to be accepted.  
**SEND CONNECTION REQUEST**

Go to someone's profile via the list of participants, speakers, 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.

Home My event LIV

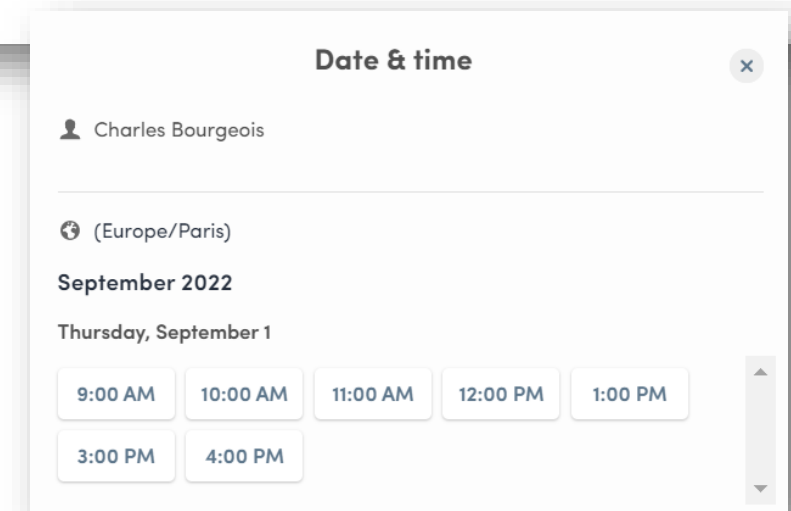
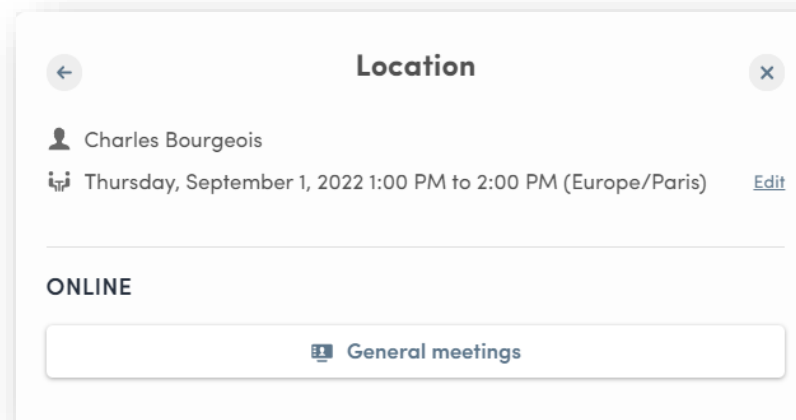
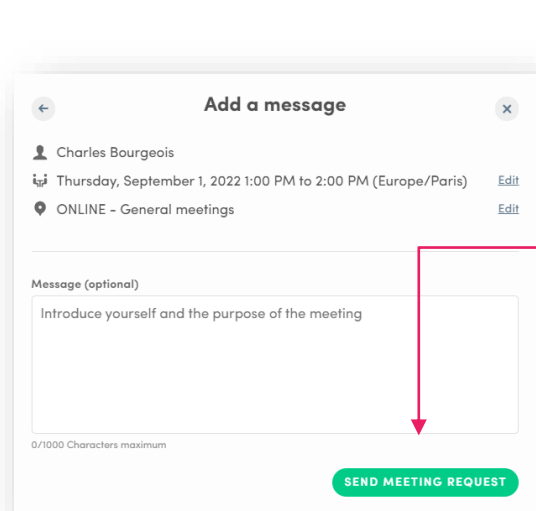
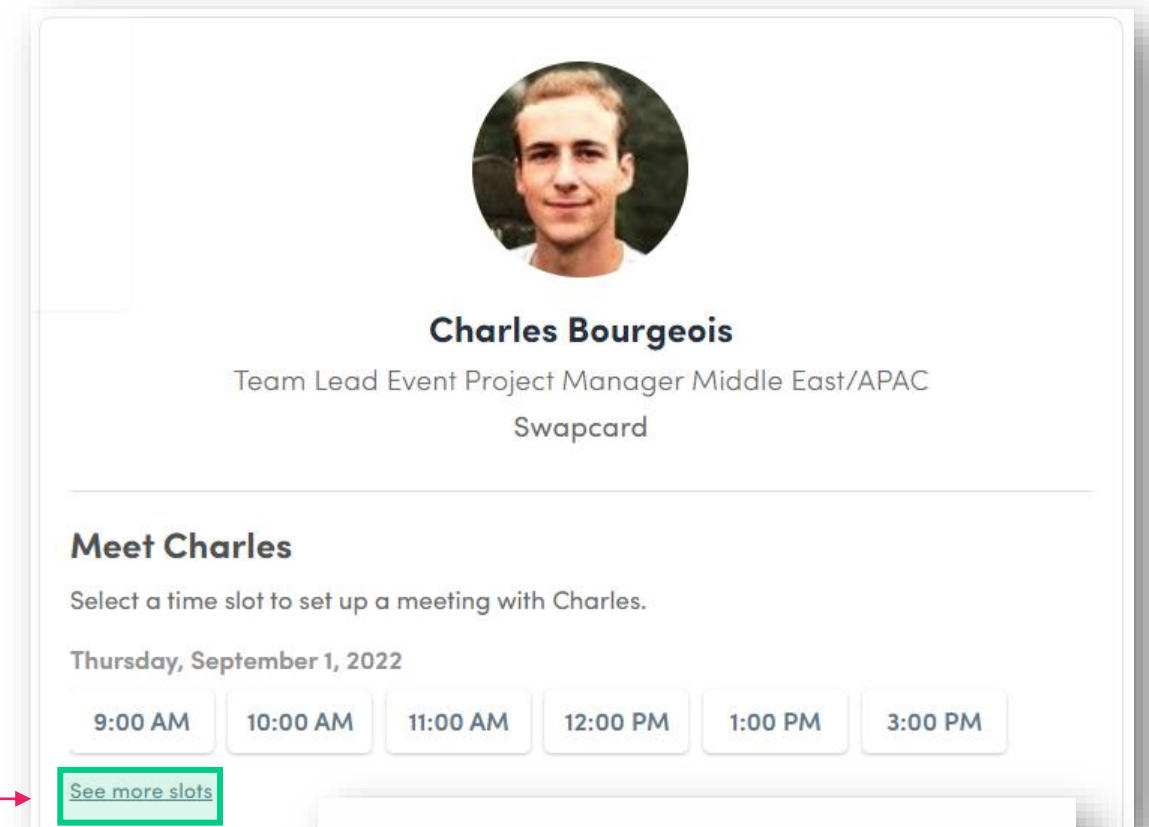
- My schedule >
- My meetings >
- My networking >**

3

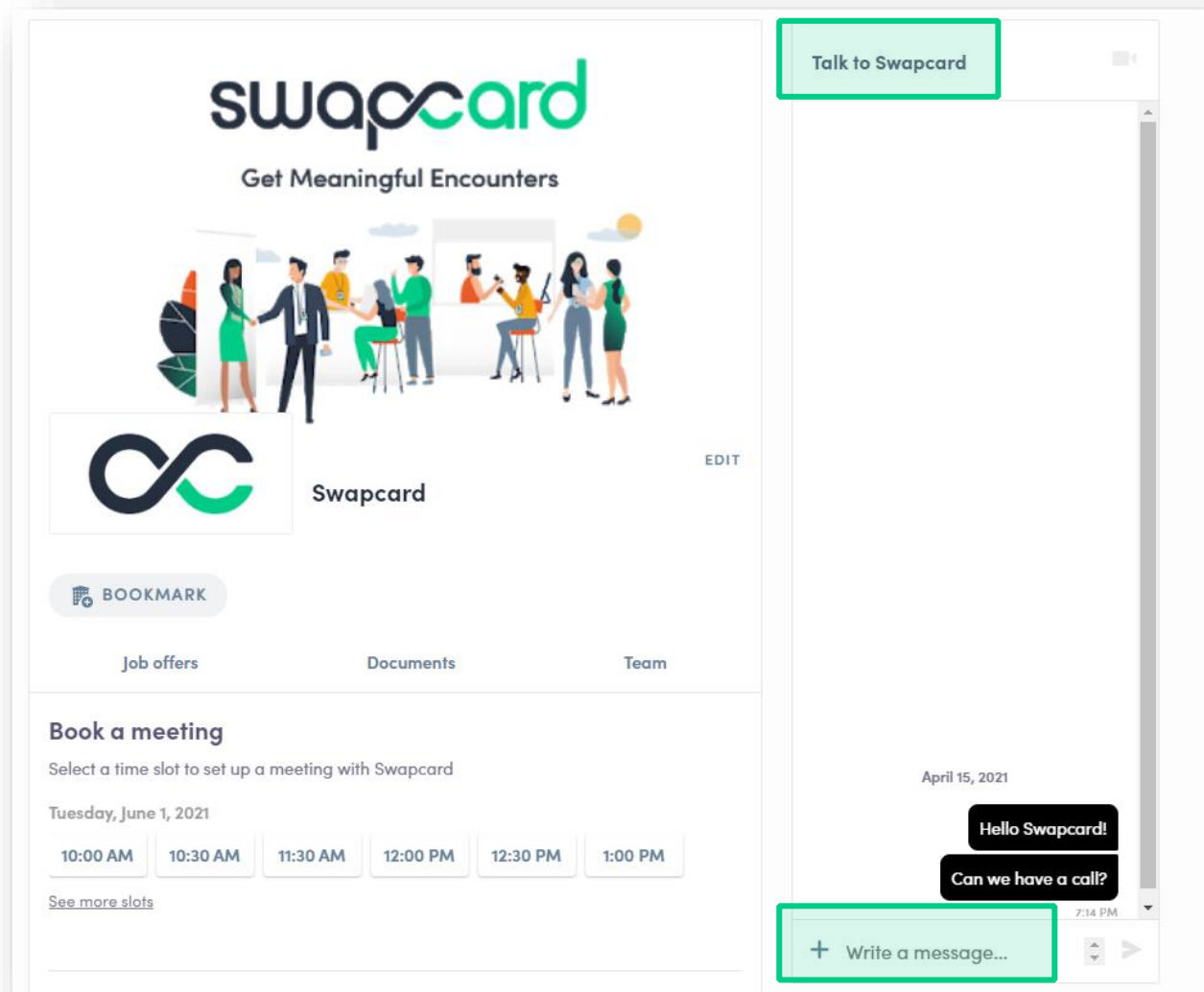
- My profile
- My contacts**

# How to 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.”**
- 3 After selecting a slot and the **Meeting location**, write a message to the person you want to meet. Once done, click **this button.**



# What happens if I receive a message as an exhibitor? (1/2)



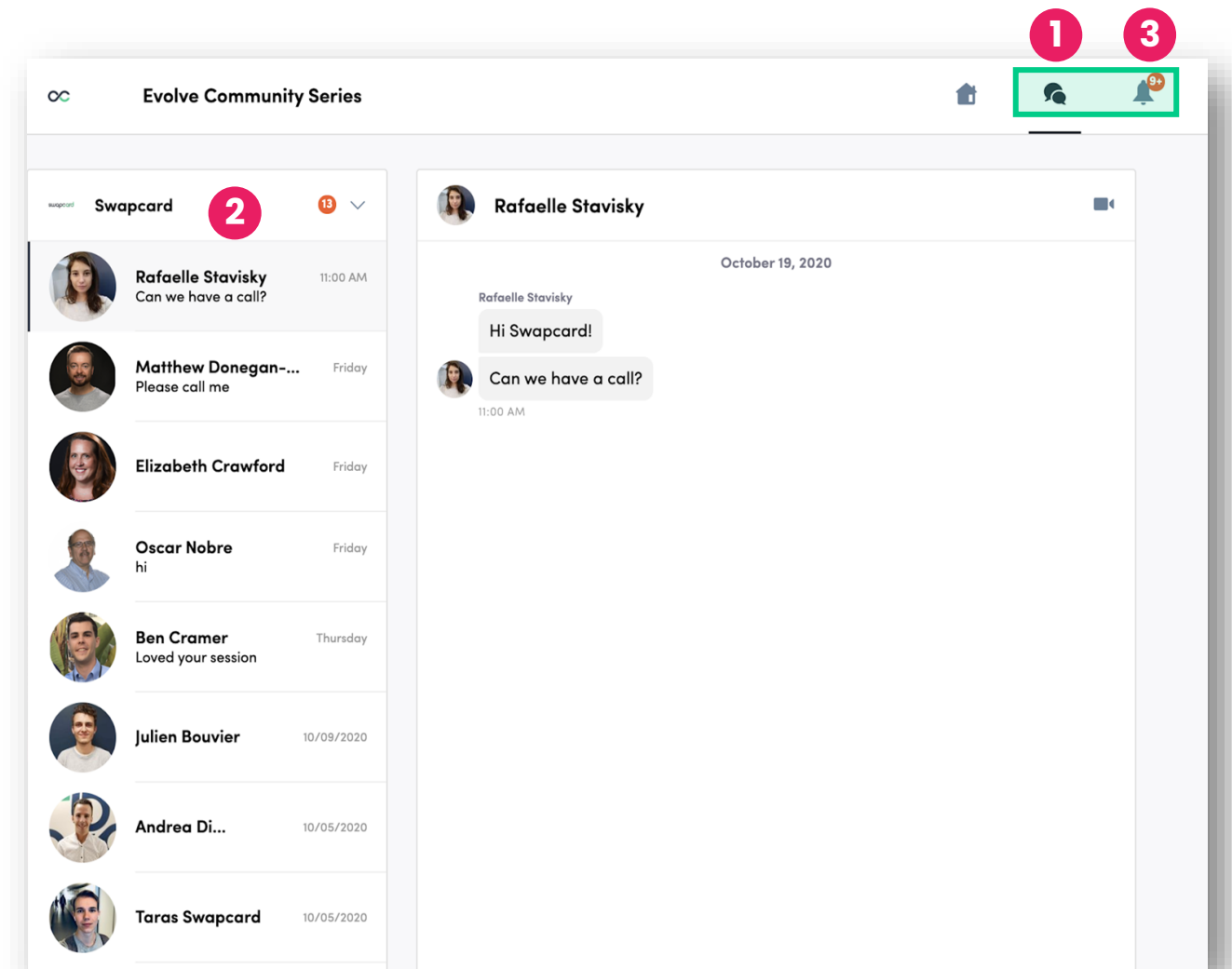
Once you are added to an Exhibitor booth as a team member, you have access to a shared inbox with all your organization's team members.

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.

# What happens if I receive a message as an exhibitor? (2/2)

- 1** To view your exhibitor inbox, click the **chat bubble** icon along the top menu.
  - 2** Switch between your personal inbox and the exhibitor inbox by clicking on the dropdown box.
  - 3** All exhibitors will see a **red notification circle** over the **chat bubble** icon after each new message.
- i** **Note:** once any exhibitor team member reads the message, the red notification circle disappear for the entire team.



# How to create Group chats?

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, reactions,** and even have **Group video calls!**

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**

