

## **TOC GO – An Ultimate How-To Guide for Exhibitors**

### **Help centre:**

To access please [click here](#) and scroll down to 'Exhibitors'

### **Accessing company profile**

#### **Q - Which website or URL should Exhibitors use to access TOC Europe 2023?**

Via desktop you can use <https://exhibitors.toc-go.com/login> or alternatively the TOC Europe 2023 app can be downloaded from either the Apple Store or Google Play store. Search for 'TOC GO' or click the following links:

**Apple Store:** <https://apps.apple.com/gb/app/toc-go/id6448093802>

**Google Play Store:** <https://play.google.com/store/apps/details?id=com.swapcard.apps.android.tocgo>

#### **Q - I didn't receive a login email, what should I do?**

After registering as an exhibitor to the event, you will receive an email from [marketing@toc-events.com](mailto:marketing@toc-events.com) (at a max gap of 2 hours) with a magic link to TOC GO so you can setup your login. It is possible that this email ended up in your spam/junk folder so do check this in case you haven't received your login email.

If no email is received within 2 hours, check that the email address you are using is correct and please visit the official platform at <https://exhibitors.toc-go.com/login> and log in using your registered email address. This will prompt you to create a new password if it is your first time using Swapcard (The

technology TOC GO is built upon). If it is not your first time, then you can use the same password as before to login here too.

It is sometimes possible that the email address with which Swapcard sends the communications is blocked by your professional mailbox. If several people from the same company are participating in the event and none of you receive the email, then please ask your IT department to authorize the email address [marketing@toc-events.com](mailto:marketing@toc-events.com) to facilitate future communications.

### **Q – Why is my email address not recognized?**

There may be several reasons as to why your email address is not recognized:

- Make sure you are registered to the event you are attending - if an exhibitor admin registered you, reach out to them to confirm the email address they registered you under. Please note, only one email address can be used for one person.
- Make sure that the email address you entered is the one used to register you to the event.
- If you entered your email address correctly, you might have made a mistake while registering to the event. Feel free to contact us and we can check it for you.

*(Please note: After being registered there may be up to a 30-minute delay in receiving access to the Digital Platform)*

### **Editing my company profile**

#### **Q – How to edit my Company Profile?**

1. Go to '**Exhibitor Center**' from your computer.
2. Click on '**Company profile**' in the left side menu
3. To add or modify information, click on the '**Edit**' button in front of the section of your choice

#### **Q - How to access and navigate my Exhibitor Center?**

To access the Exhibitor Center, you will need to first log onto your Swapcard profile. In the menu, you will see '**Exhibitor Center**'.

By moving the mouse over your first name at the top right of the screen, you will see a drop-down menu appear. Click on '**Exhibitor Center**' to access your company's area.

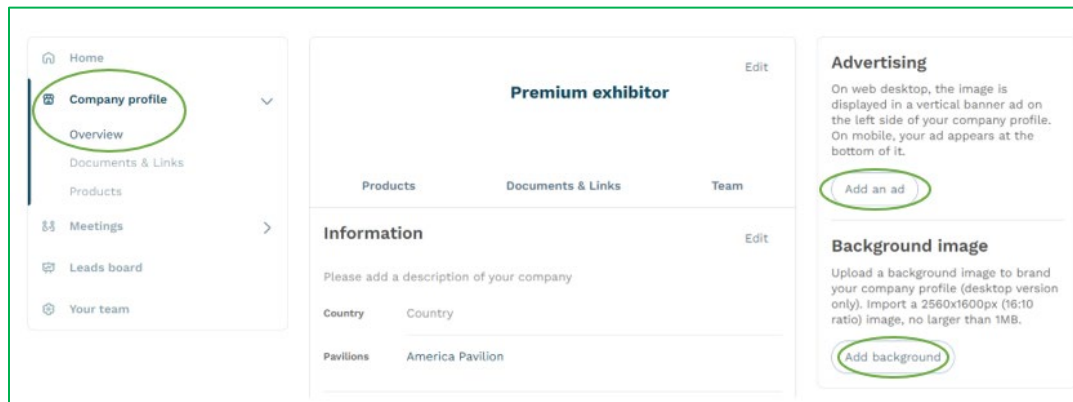
The **menu sidebar** that appears on the left side of your screen will be useful for you to navigate between the different sections of the Exhibitor Center.

- **Home:** find the welcome message of the event organizer as well as some statistics about your company.
- **Company profile:** view and modify the information of the company for which you are exhibiting.
- **Meetings:** manage meeting requests that are sent to your company.
- **Leads board:** view and export all the contacts made by your team before, during and after the event.
- **Your team:** manage the different members of your team.

### Q – How to add an AD Banner to your Company profile?

1. Go to the ‘**Content Hub**’
2. Click on ‘**Company Profile**’, then you can add an advertising banner to your profile by just clicking the ‘**Add an ad**’ on the right of the page.

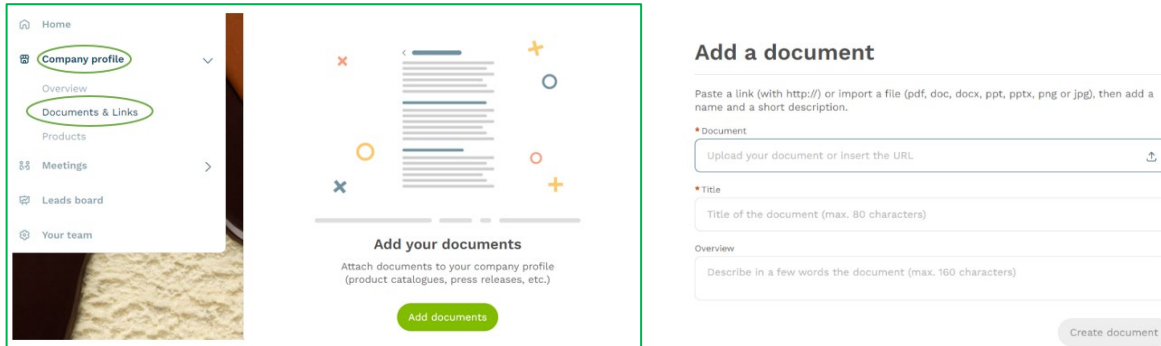
You can also add a background to your profile by clicking ‘**Add Background**’. Size: 2560x1600px (16:10 ratio) No larger than 1MB



### Q – What is the size requirement of the Company logo in setting up your Company profile?

We recommend using 400x200 px (2:1 ratio) image, no larger than 1MB.

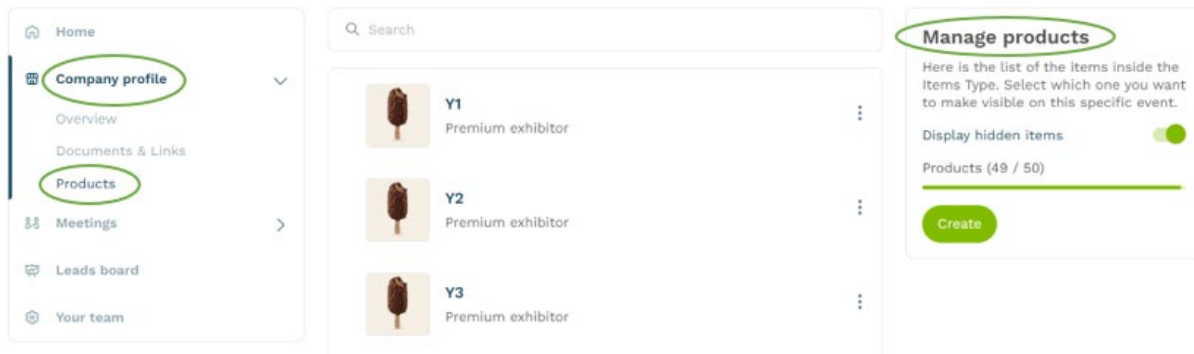
## Q – How to attach a document/link to my Company Profile?



The screenshot shows the 'Add your documents' form in the Exhibitor Center. On the left, a navigation menu highlights 'Company profile' and 'Documents & Links'. The main content area features a header 'Add your documents' with a sub-header 'Attach documents to your company profile (product catalogues, press releases, etc.)' and a green 'Add documents' button. To the right, the 'Add a document' form includes a text input for the document URL, a 'Document' dropdown, a 'Title' field (max. 80 characters), and an 'Overview' field (max. 160 characters). A 'Create document' button is at the bottom right.

1. Go to the 'Exhibitor Center'
2. On the left hand side of your screen, go to 'Company Profile' > 'Documents & Links'
3. Click on 'Add Documents'
4. Paste the link (with http://) of the document concerned or import a file (pdf, doc, docx, ppt, pptx, png or jpg) from your computer.
5. Give the document a title (*mandatory*) and a description. The maximum number of characters for each field is 80 for the title, 120 for the description. Your document is now accessible from your company's profile.

## Q – How to attach products to my Company profile?



The screenshot shows the 'Manage products' form in the Exhibitor Center. On the left, a navigation menu highlights 'Company profile' and 'Products'. The main content area features a header 'Manage products' with a sub-header 'Here is the list of the Items inside the Items Type. Select which one you want to make visible on this specific event.' Below this is a 'Display hidden items' toggle switch and a 'Products (49 / 50)' indicator. A green 'Create' button is at the bottom right. The background shows a list of products, including 'Y1 Premium exhibitor', 'Y2 Premium exhibitor', and 'Y3 Premium exhibitor'.

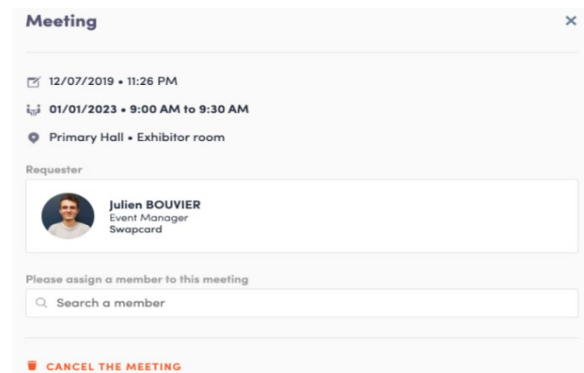
The 'Products' feature of the Exhibitor Center is very useful to highlight all the products and services you offer. To add one or more items to your Company profile, do the following:

1. Go to your 'Exhibitor Center' from your computer or mobile phone
2. Click on 'Company profile' in the left side menu
3. Click on 'Products' and to add a new product, click on 'Add' on the right side of your screen

4. Enter a **name** and description (optional) before validating. The product editing window will appear so that you can add photos, a link, a subcategory, a brand and more. Complete as much information as you can to get your products ranked higher.
5. All your products are now visible from your Company Profile, as well as in the **'Products'** tab, for visitors and other exhibitors to see.

#### Q - What is the size requirement of Product image?

Product image dimensions should be a square image, size: 200x200px, no more than 1MB



### Meetings

#### Q - Can TOC arrange meeting requests on behalf of the Exhibitor?

No – customer service is not allowed to make meeting requests on behalf of any customer as it requires consent. We can guide you through how to request a meeting and other questions, however.

#### Q - How to book a meeting?

1. Search the exhibitor or visitor you wish to have a meeting with
2. Click on one of the proposed meeting slots. If you want to see other slots, click on see more slots.
3. After selecting a slot, choose a meeting place and write a message to the person you want to meet. Once done, click on **'send meeting request'**.

A pending meeting is blocking a meeting slot. If your meeting is not confirmed or refused after a few days, do not hesitate to cancel it to free the blocked meeting slot. If you want to make a change to the time or location of the meeting, you will need to cancel the existing meeting and send a new request.

**IMPORTANT:** Please be mindful also of the location of the person you want to meet with when making a meeting invite. The meeting time displayed can be switched as per your time zone so kindly consider the time difference based on the location of the person whom you are sending invitation to meet with.

#### Q – How to assign a meeting to a team member?

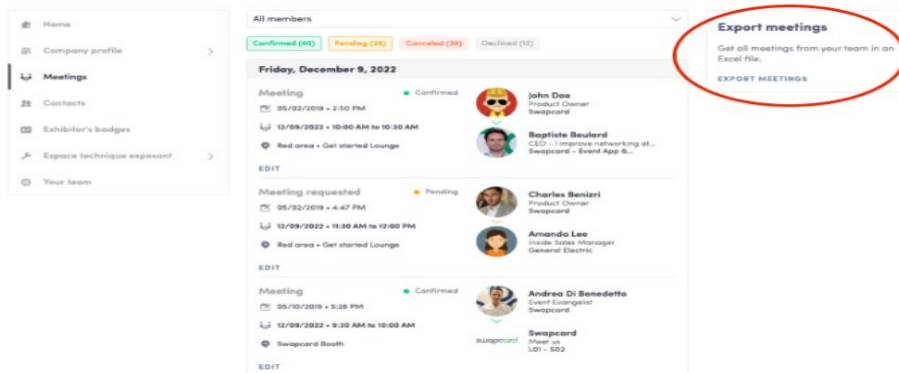
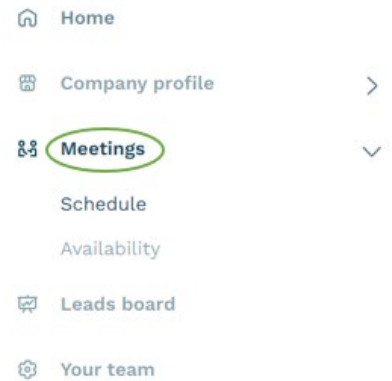
To assign a meeting to a member of your team, simply go to the **'Meetings'** section of your Exhibitor Center then click on the meeting of your choice: select the collaborator of your choice by typing the first letters of his first name in the field **'Please assign a member to this meeting'**, then click on **'Accept'**.

## Q – Where to find my meetings?

In your Exhibitor Center, you can find all the meetings related to your company. Go to the **'Exhibitor Center'** and click on **'Meetings.'**

Once your meetings are displayed, you will find one of the following status:

1. **Invitation:** received a meeting request to which you must reply.
2. **Confirmed:** meeting request accepted.
3. **Waiting:** meeting request sent by a member of my company, waiting for an answer
4. **Cancelled:** meeting cancelled



5. **Declined:** declined meeting request

## Q – How to modify a meeting request?

Participants in an event can request meetings with exhibitors. When you receive a meeting request, you have the option to accept or decline it. All requests received will appear in your Exhibitor Area, in the **'Meetings'** tab. You can also access your booths meetings via your **'My Event'** tab in the event platform, under **'My Meetings.'**

When you click on the request, you can reply with these three options:

- Accept
- Accept by assigning the meeting to a member of your team
- Decline

## Q – How to export my meetings?

Go to your **'Exhibitor Center'** and click on **'Meetings.'** You can export the meetings to an Excel file. To do this, click on the **'Export meetings.'**

**Q – How can I make myself unavailable for a particular meeting time slot?**

Please go to your Exhibitor Center, in the 'Meetings' tab, then click on a particular time that you wish to make unavailable.

**Q – Does an exhibitor have an option to see who viewed or bookmarked their Company?**

As part of the leads and analytics provided to Exhibitors, you will be able to see Virtual booth visit statistics in the Exhibitor Centre homepage. There, you will see a display with the three most recent visitors to your booth. The visitor's name is clickable and clicking on a name redirects to the Attendee's profile in the Event App where you can then reach out to them.

To check Attendees who visited the booth earlier in the month, just click on See all where up to 200 of the most recent visitors will appear.

*(Please note: there may be a delay of up to 1 hour before the most recent visits appear)*

