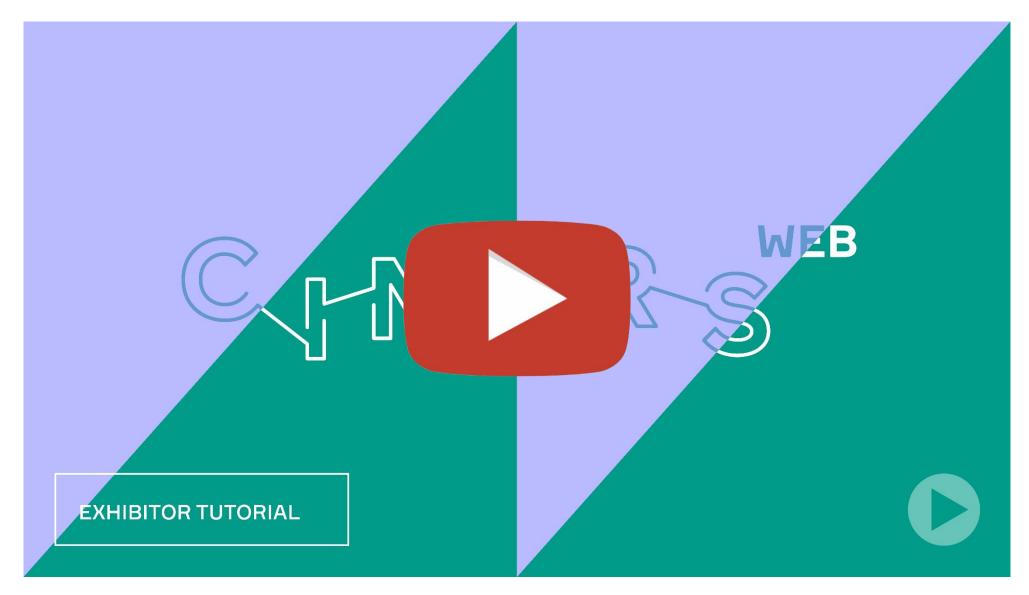# CINARS WEB

WEB

EXHIBITOR GUIDE

Upon completion of this guide, do not hesitate to watch our exhibitor video tutorial.

Why be an exhibitor at CINARS Web?

In order to increase your visibility among participants thanks to a platform specifically designed to facilitate the development of your network.
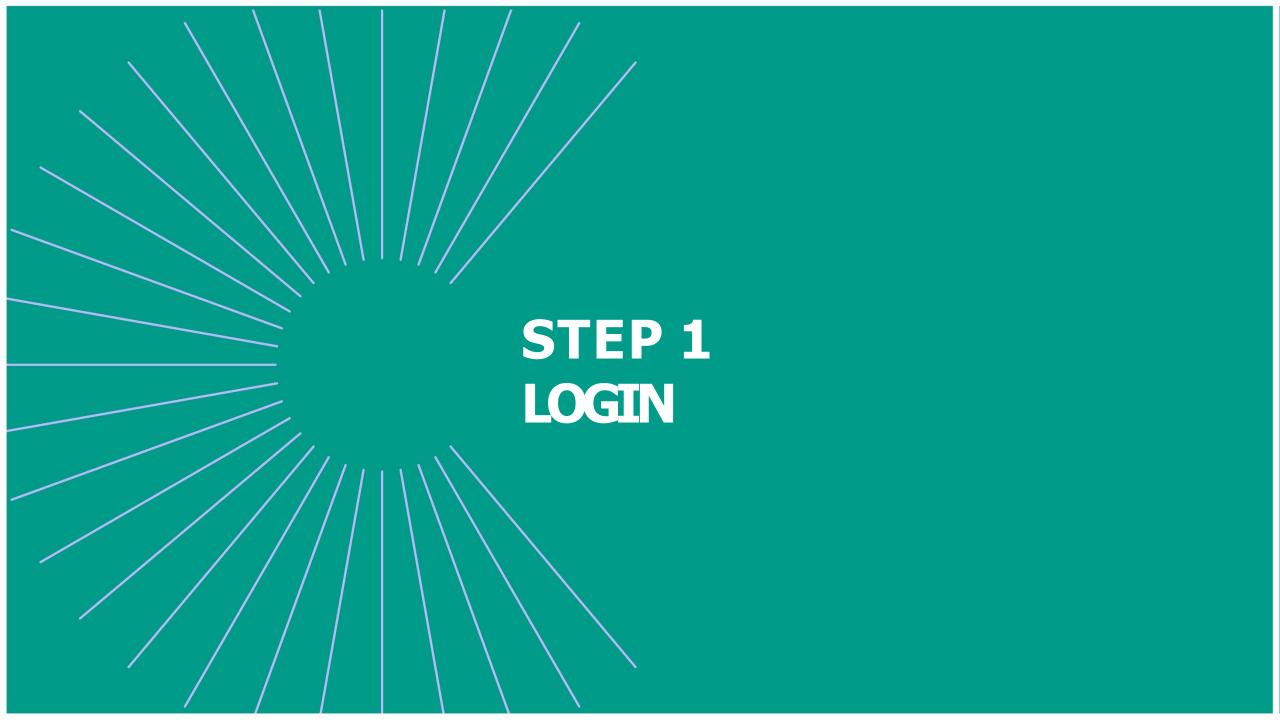
To do this:
- prepare your booth in advance;
- connect with the right people;
- manage your meetings;
- keep track of your contacts;
- make your opportunities a reality.

Table of contents

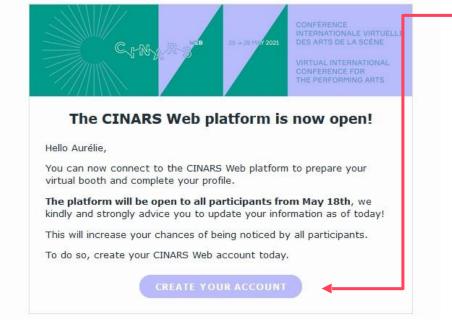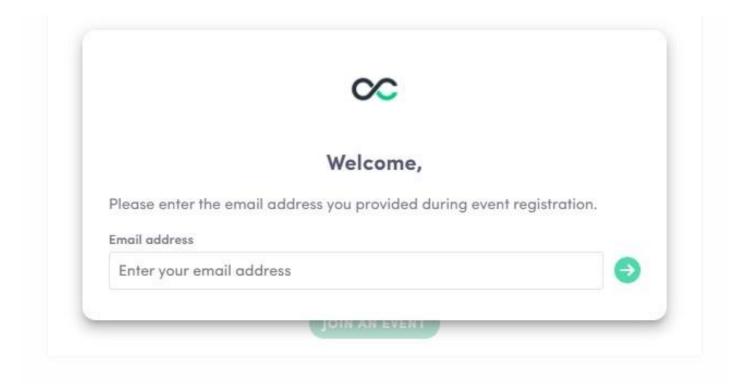# STEP 1
LOGIN

1. Login / Email

You'll receive an email with a **button** redirecting to the login page of CINARS Web. Your account is automatically pre-created by the team of CINARS.

A window will then suggest that you create a password for your account.

If you didn't receive anything, check your spam box.
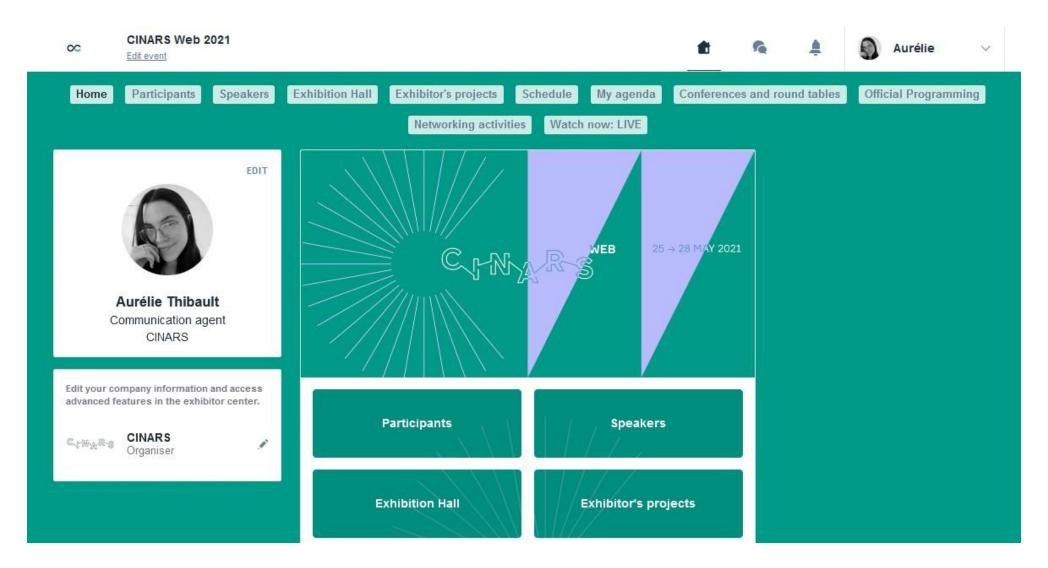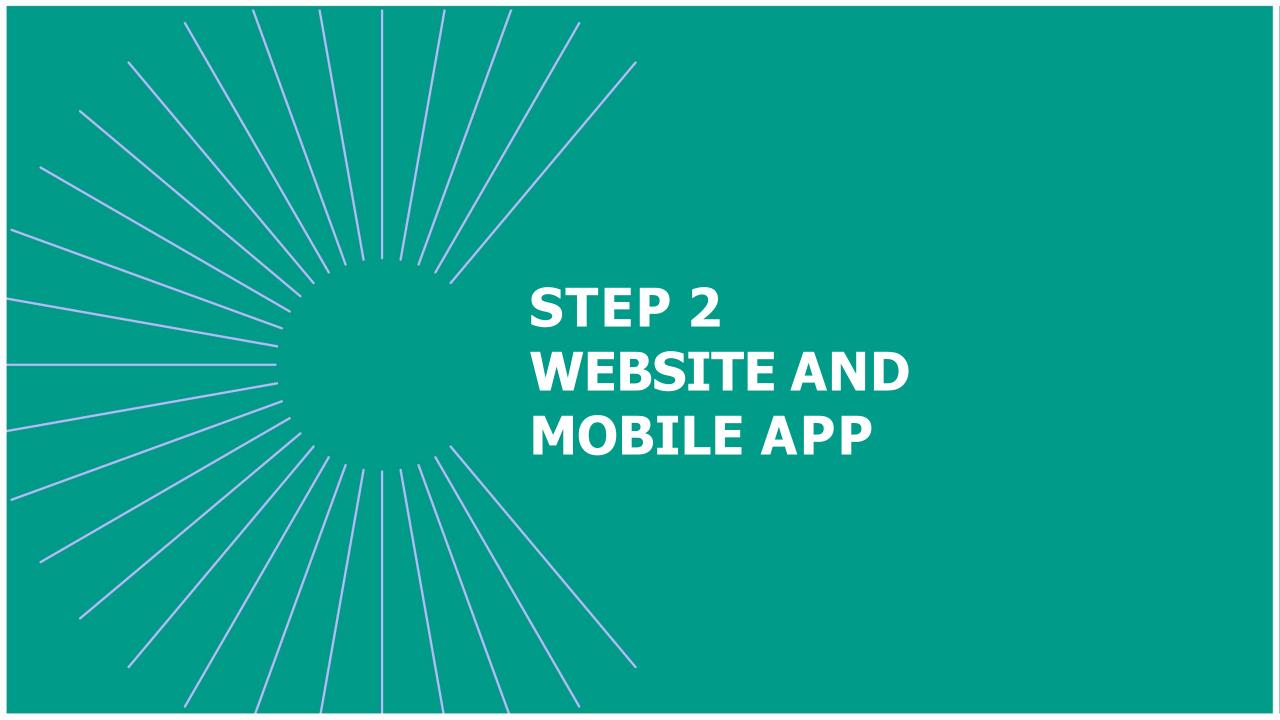
1. **Login** / Platform – with an account

Once your account is created, access it again at login.swapcard.com.
Enter the email you used to register for the event and the previously chosen password.
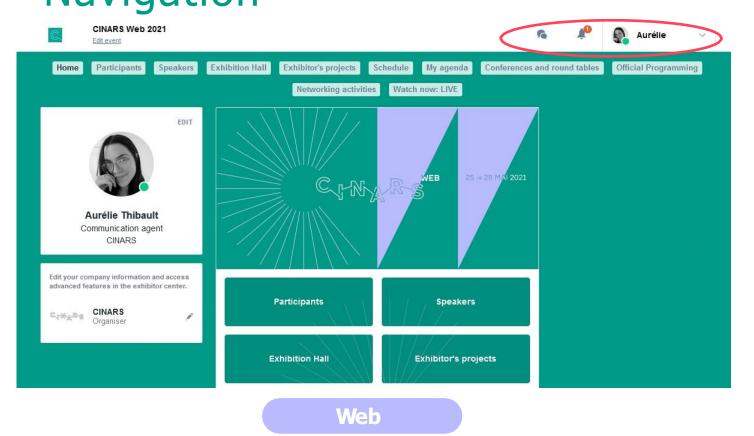
If your address is not recognized, send an email to arts@cinars.org.
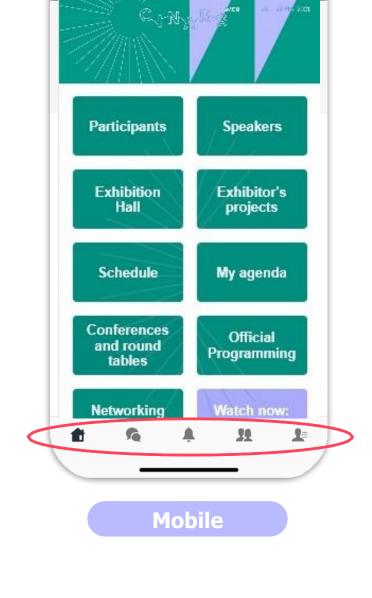
Congratulations! You now have access to CINARS Web's platform.

STEP 2
WEBSITE AND MOBILE APP

2. Website and Mobile App/
Navigation

Web

Mobile
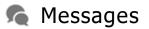
This is the home page of CINARS Web. The main navigation is the same on Web and Mobile.
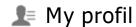
It is divided into **5 parts** :

🏠 Home   💬 Messages   🔔 Notifications

👥 Contacts   👤≡ My profil
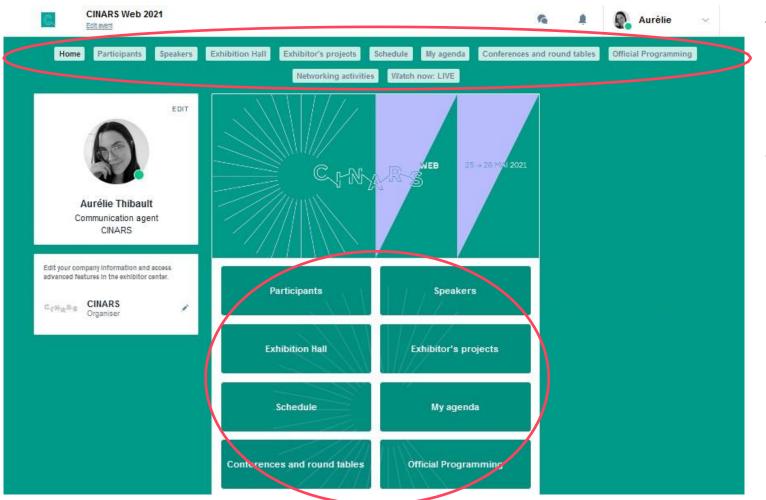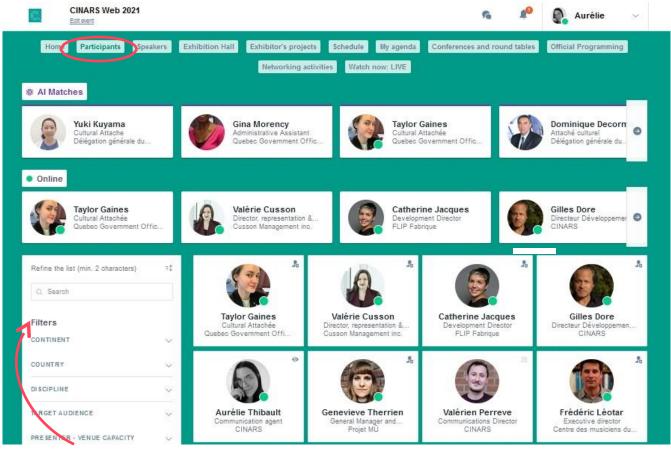
2. Website and Mobile App/
Navigation

To access the different sections of the platform, use the **buttons** on the home screen. From the Web, navigation is made easier by the presence of a navigation sub-bar. This allows access to the **11 sections of the event**:

- Home
- Participants
- Speakers
- Exhibition Hall
- Exhibitor's projects
- Schedule
- My agenda
- Conferences and round tables
- Official Programming
- Networking activities
- Watch Now: LIVE

2. Website and Mobile app/
Participants

Filters

Feel free to use this feature to refine your search and find the desired participants faster.

Thanks to its intelligent algorithm, the CINARS Web platform offers you first profiles of participants sharing the same interests as you.

Thanks to this intelligent pairing, the development of your network is quick and easy!

The more data you enter into the platform, the more efficient the matchmaking will be.

2. Website and Mobile app/
Speakers

Find the list of all CINARS Web speakers.
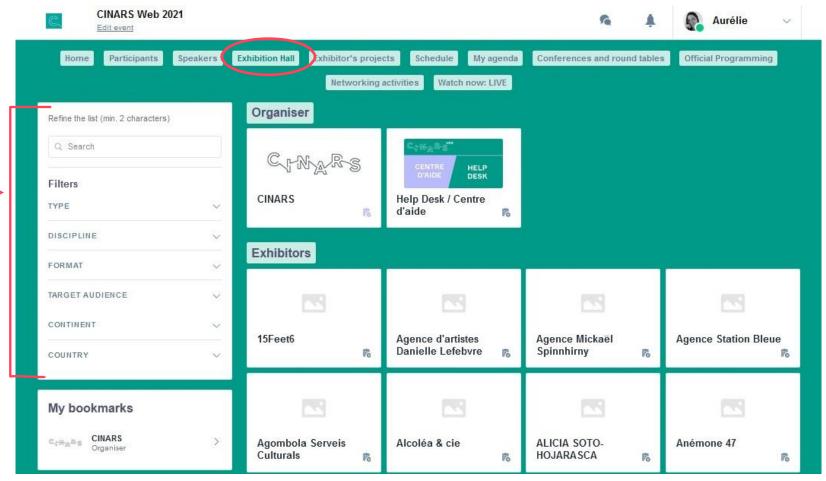
You can access a speaker's profile to learn more about them.

2. Website and Mobile app/
Exhibition Hall

This section lists all exhibitors present during CINARS Web.

Use the filters and the search tool to easily find artistic companies based on your interests.
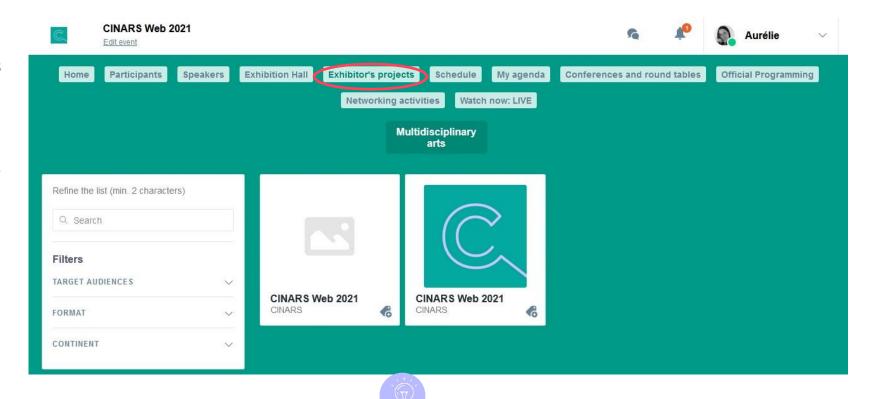
2. Website and Mobile app/
Exhibitor's projects

You will find here all the artistic projects presented **by all the exhibitors** during CINARS Web.

This is where you will find all the projects you have added to your booth.

Learn more about the projects that interest you by consulting their description sheets.

Click on the different disciplines buttons to filter the exhibitors' projects and find easily the ones that interest you more.

2. Website and Mobile app/
Schedule

Find in this section, the complete schedule of CINARS Web.

Use the filters to find more quickly the activities that may interest you.

Click on the "REGISTER" button to reserve your place at the activities you wish to attend.

2. Website and Mobile app/
My agenda

Your agenda is divided into 4 sections:

- **My schedule** which includes all the activities you have registered for.

- **My meetings** which includes all your meetings scheduled during CINARS Web. This is also where you can update your availability **as a participant** for B2B networking sessions.

- **My networking** which includes all the contacts made during CINARS Web.

- **My bookmarked compagnies** which gathers all the organizations you have bookmarked on the platform.

- **My wishlist** which includes all the shows you favorited.

- **My saved videos** which includes all the videos you liked or want to watch later.

You can export your appointments and your personalized schedule directly in your calendar by clicking on "EXPORT TO MY CALENDAR"

17

2. Website and Mobile app/
My agenda

Please note that by default the platform displays the schedule of activities according to your time zone.
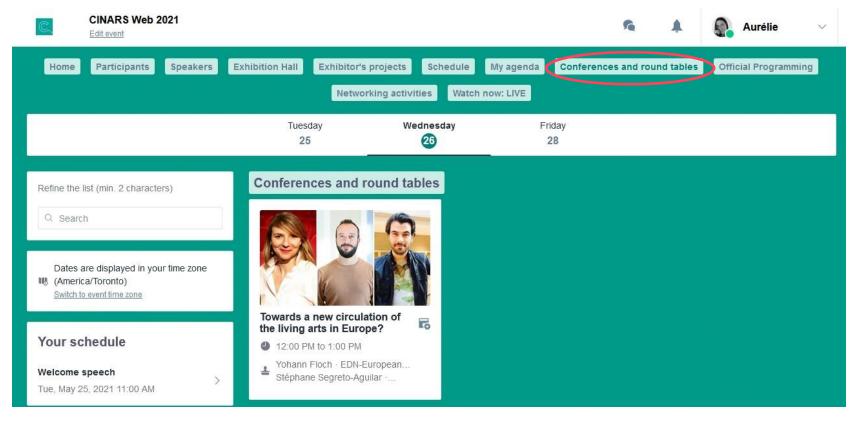
You can validate the time zone applied to your account in the Time zone section.

You can export your appointments and your personalized schedule directly in your calendar by clicking on "EXPORT TO MY CALENDAR"
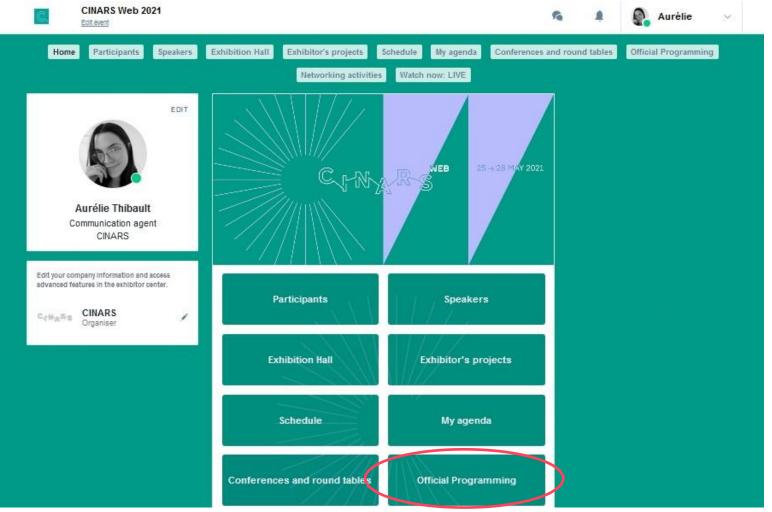
2. Website and Mobile app/
Conferences and round tables

In this section, you will find the detailed schedule of all the conferences and round tables presented during CINARS Web.
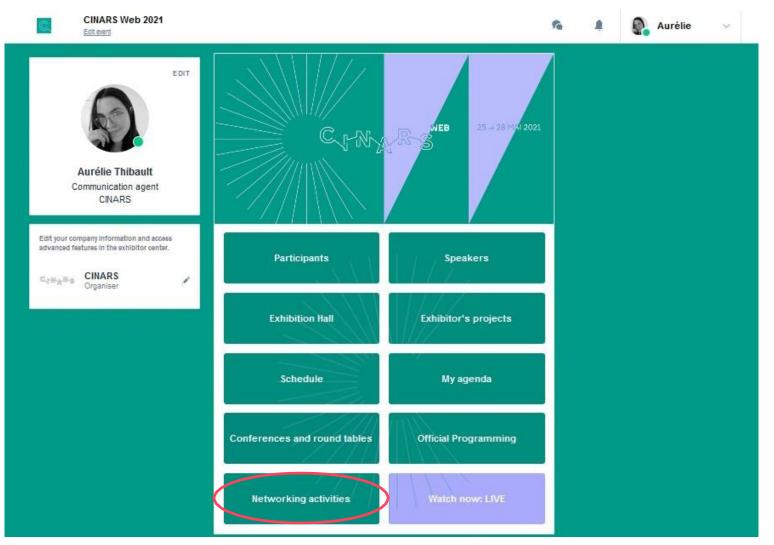
2. Website and Mobile app/
Official Programming

Like the "Conferences and round tables" section, this section provides you with a detailed schedule of pitch sessions of work in progress or shows ready to tour, that were initially selected in the official program of the 19th edition of the CINARS Biennale and that will take place during CINARS Web.

2. Website and Mobile app/
Networking activities

In this section, you will find a detailed schedule of the different networking activities during CINARS Web, such as the opening brunch, the closing cockail and the Speed-Networking sessions.
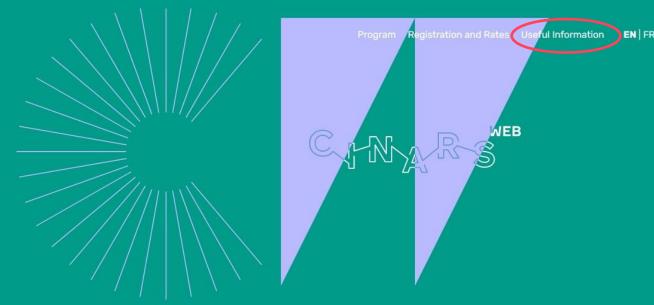
2. Website and Mobile app/
Networking activities

Attention !
To learn more about the specific functionning of our immersive networking activities and to ensure an optimal experience, please read carefully the "Participant's guide" part on networking activities or our special "Networking activities guide".

25 – 28 MAY 2021

Program   Registration and Rates   Useful Information   EN | FR

CINARS WEB

Virtual International Conference and Networking Organization for the Performing Arts

REGISTRATION
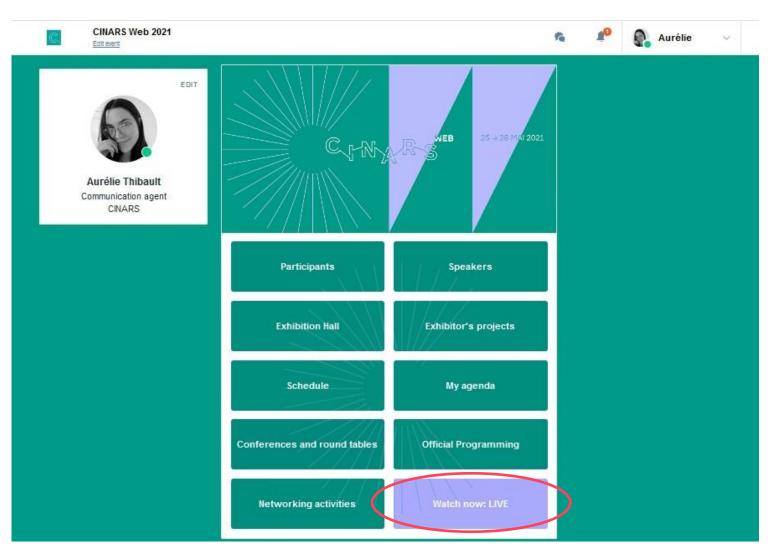
All of our guides are in our webite at **cinars.org** in the "Useful Information", and "CINARS Web Platform." They can also be found in the Help Center booth on the platform.

2. Website and Mobile app/
Watch Now: LIVE
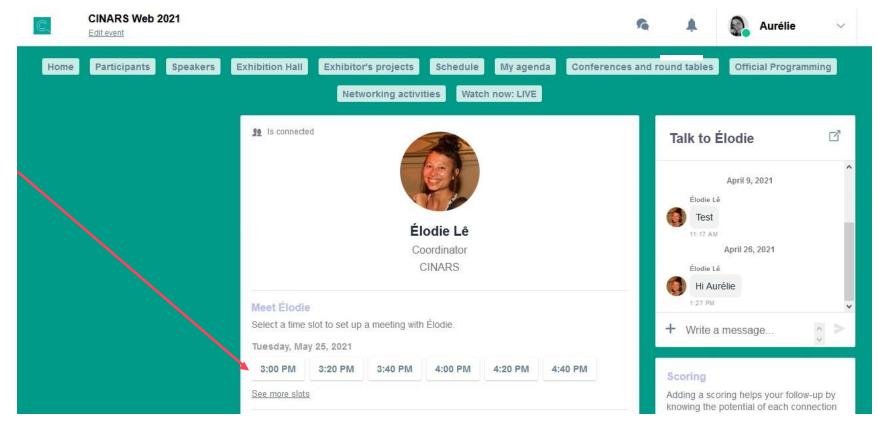
Thanks to this button, view in a single click the activity that is currently taking place live without having to go through the detailed schedule or your agenda.

2. Website and Mobile app/
How to request a meeting
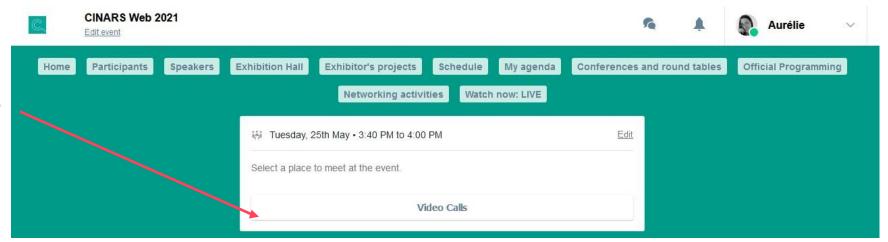
1 Select a slot

By clicking on a participant profile, you can view the appointment slots for which he or she is available. Select the timing that interests you. Click on "See more slots" if needed.

2. Website and Mobile app/
How to request a meeting

2 **Opt for a video call**
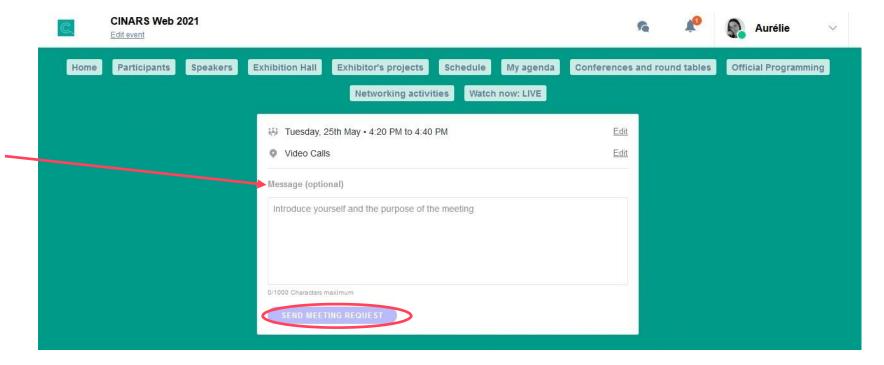
Select the "Video Call" option.

2. Website and Mobile app/
How to request a meeting

3 **Send a message**

It is **important** to send a personalized message to the participant you wish to contact in order to increase your chances that the request will be accepted.
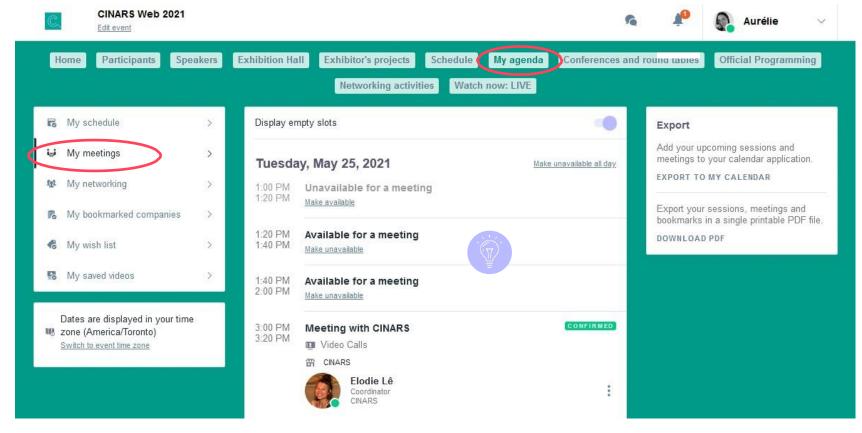
Then click on the button "**SEND MEETING REQUEST**".

2. Website and Mobile app/
How to request a meeting

4 **Manage your meetings**

In "My Agenda", you can view your appointments, cancel them and manage your availability in the "My Meetings" sub-section.

Be careful! A meeting slot is blocked when a request is made or received, even if it is not validated.
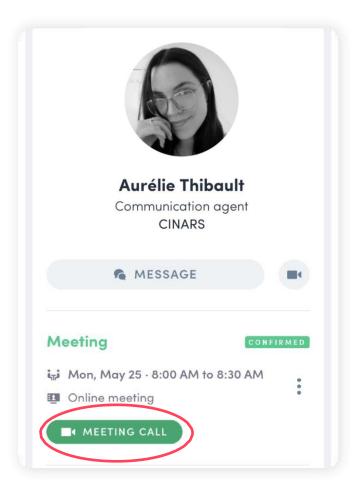
To update your availabilities, click on "Make unavailable" or "Make available" for each open time slot.

2. Website and Mobile app/
How to request a meeting

5 **Video Meeting**

When your meeting request is confirmed, the button "Meeting call" will appear 1 hour before your meeting on your profile (only if the meeting is confirmed).

Aurélie Thibault
Communication agent
CINARS

💬 MESSAGE   📹

Meeting   CONFIRMED

📅 Mon, May 25 · 8:00 AM to 8:30 AM   ⋮
🖥 Online meeting

📹 MEETING CALL

STEP 3
—
EXHIBITOR CENTER
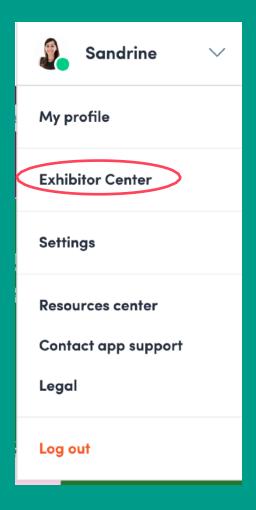
To access your exhibitor area, click on your name at the top right hand corner then on "Exhibitor Center".
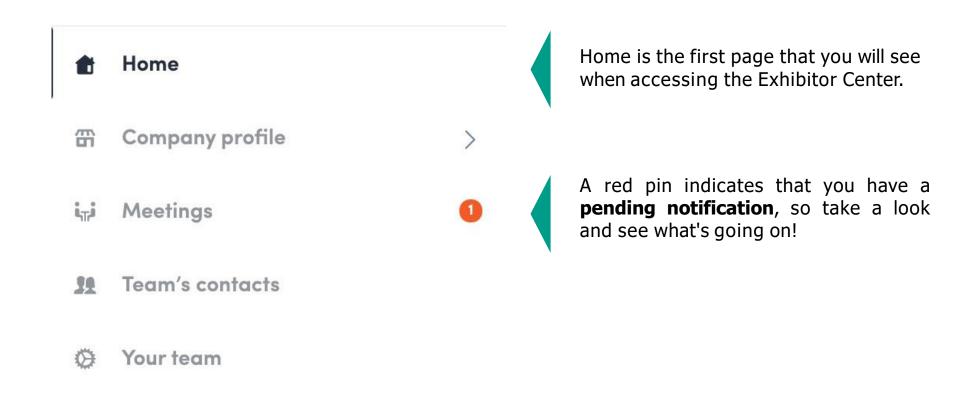
It is recommended to access the Exhibitor Center area from a computer.

Sandrine

My profile

Exhibitor Center

Settings

Resources center

Contact app support

Legal

Log out

3. Exhibitor Center/Navigation

This is the **menu bar** that appears on the left-hand 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 take a look and see what's going on!

3. Exhibitor Center/Compagny profile
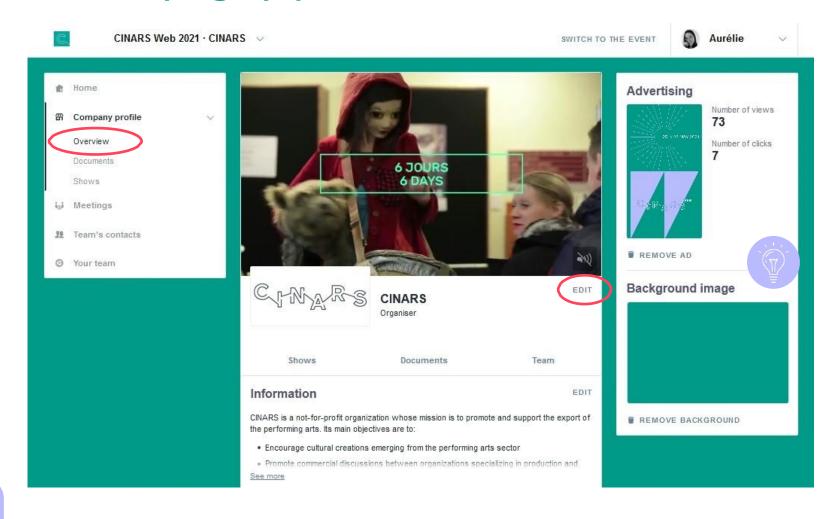
In the Company profile/Overview section, you can update the information displayed on your virtual booth such as your logo, description, contact information, a presentation video…

In order to be contacted by as many qualified participants as possible, we advise you **to register as much information as possible.**
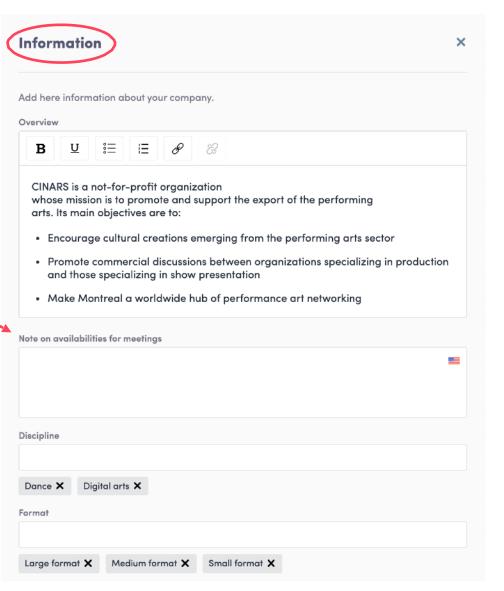

You can customize your booth by changing the background of the page or by adding a free advertisement.

3. **Exhibitor Center**/Compagny profile

During CINARS Web, all of your time slots **as an exhibitor** dedicated to networking sessions will be available by default.

We recommend that you add a note in the Information section to specify your availabilities and avoid receiving requests for appointments that do not suit you.

3. Exhibitor Center/Documents

You can also add as many documents as you wish to your booth so that they are visible to all participants.

Take advantage of this beautiful showcase to gain visibility and bring a maximum of content to your company profile!

3. Exhibitor Center/Shows

To showcase your shows and artists, you can add projects to your booth. All projects will be found in the "Exhibitor's projects" section of the platform.
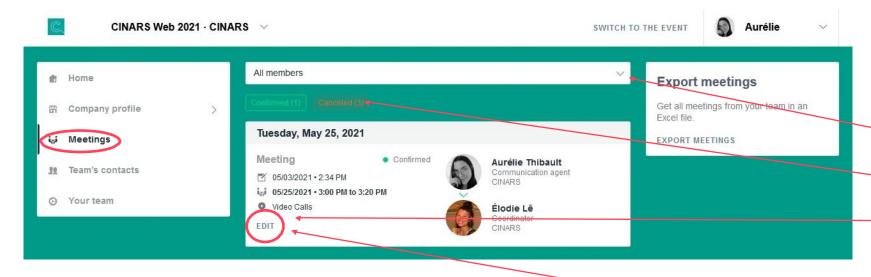
3. Exhibitor Center/Shows

In each show file, you will be able to add photos, a name, a description of the show and a link to a website or to a video trailer.

Make sure that your show is registered in both English and French to increase your chances of being seen by a maximum of participants. To do so, click on the flag to switch from one language to another. The French flag corresponds to the French version, while the American flag corresponds to the English version.

3. Exhibitor Center/Meetings

To view and manage all the meetings of your team, go to the "Meetings" tab of the menu sidebar.

In this section you can:
- Display the meetings of one or all members of your team;
- Filter meetings by status: Pending, Validated, Cancelled or Declined;
- Assign an appointment request to a member of your team: click on the chosen appointment, then in the window that appears, enter the name of your collaborator, then validate;
- Cancel an appointment request: click on the appointment you have chosen, then in the window that appears, select 🗑 CANCEL MEETING REQUEST
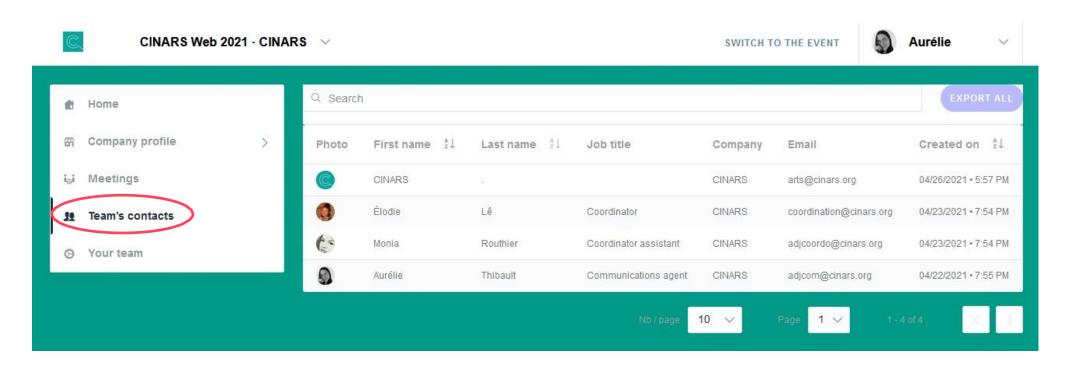
3. Exhibitor Center/Multi-party calls

To start a call with multiple people, first go to your messages:

- Click on the **pencil** and select the members desired in the **drop-down menu**.

- Click on the **camera** to begin the video call.

- **Add members** at the bottom of the current members list.

Note that only the person who started the conversation, whose name is marked by the crown icon, can add membres .
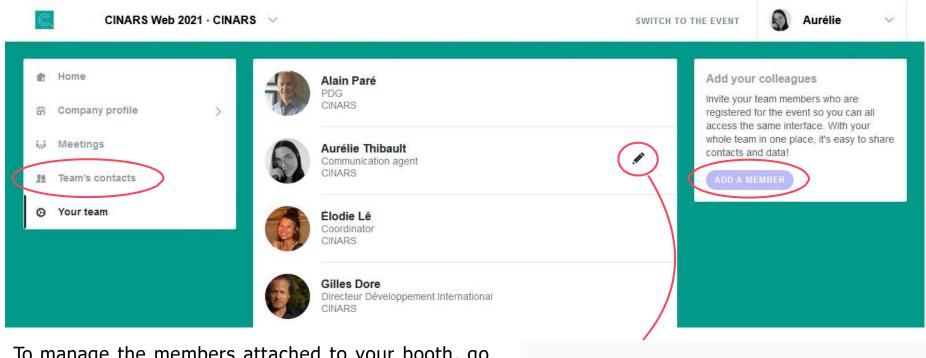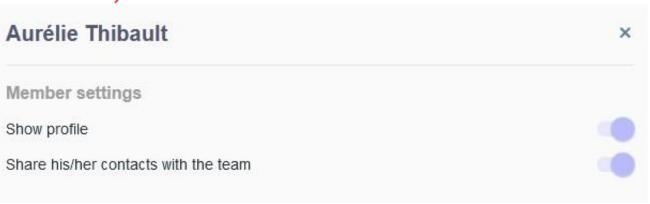
3. Exhibitor Center/Team's contacts

By going to the "Team's Contacts" tab, you can view all the contacts collected by you and your team before, during, and after the event.

Only the contacts of your collaborators who have enabled the **contact sharing option** will be displayed, in addition to yours. Check that all your collaborators have activated it.

3. Exhibitor Center/Your team

To manage the members attached to your booth, go to **"Your team"**. You can then **view all your collaborators, delete or add them.**
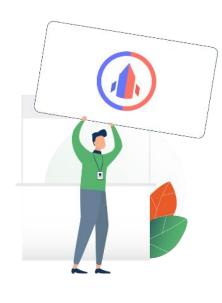
STEP 4
BEST PRACTICES AND SUPPORT

4. Best practices

Before

1. **Complete** your profile and booth with as much information as possible.
2. **Connect** with qualified attendees.
3. **Send** your first meeting requests.
4. **Answer** to your first meeting requests.

During

1. **Hold** your **online meetings.**
2. **Chat** with participants directly on the application.

After

1. **Continue** to chat with your new contacts.
2. **Export** your contact list.
3. **Materialize** your business opportunities thanks to the new contacts developed during CINARS Web.
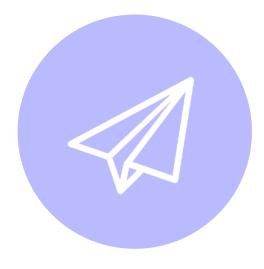
4. Support

Tutorials and guides

Watch our video tutorials and consult our different guides on cinars.org.
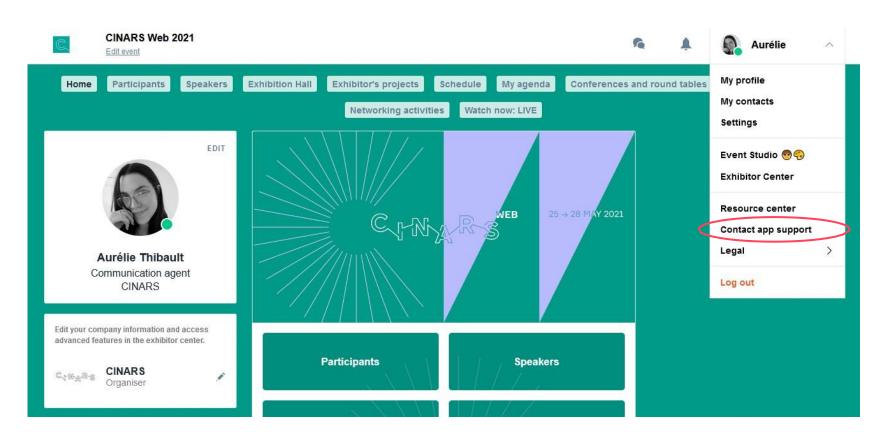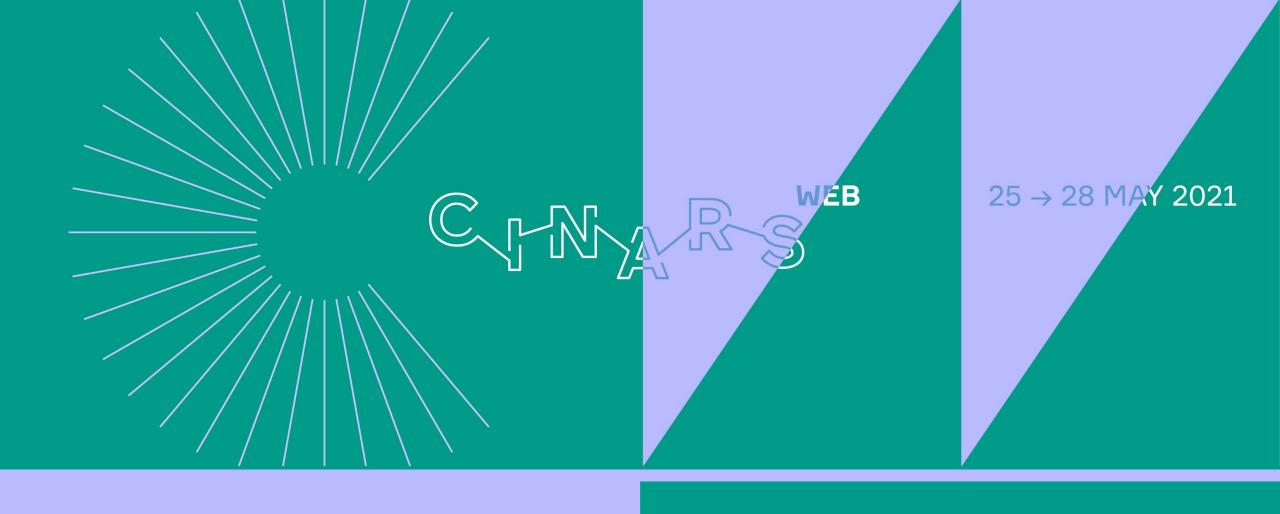
Help Center

Visit the Swapcard Help Center.

Email

Email us at support@swapcard.com.

4. Support

From your CINARS Web account, you can contact support directly.

CINARS WEB

25 → 28 MAY 2021

Enjoy the event!