

CYNARS 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.

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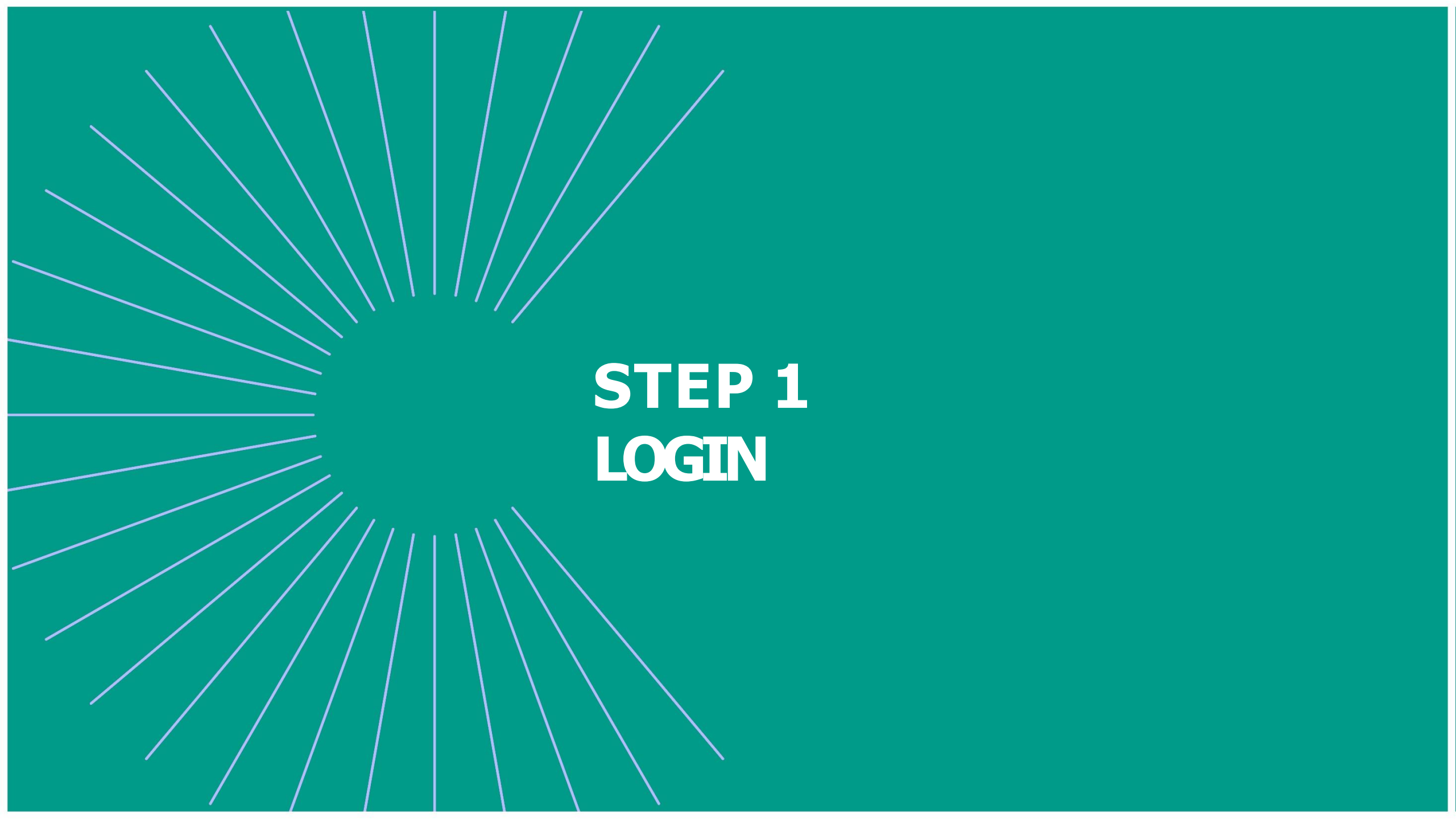
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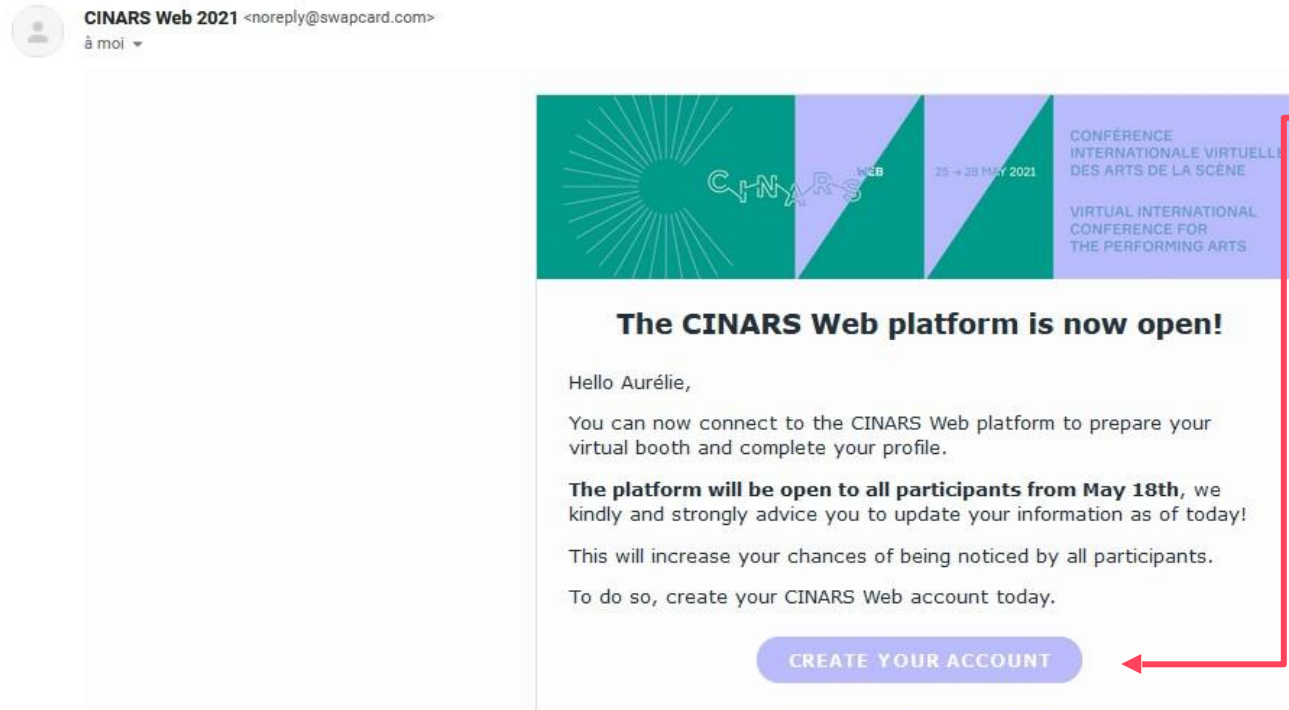
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STEP 1

LOGIN

1. Login / Email



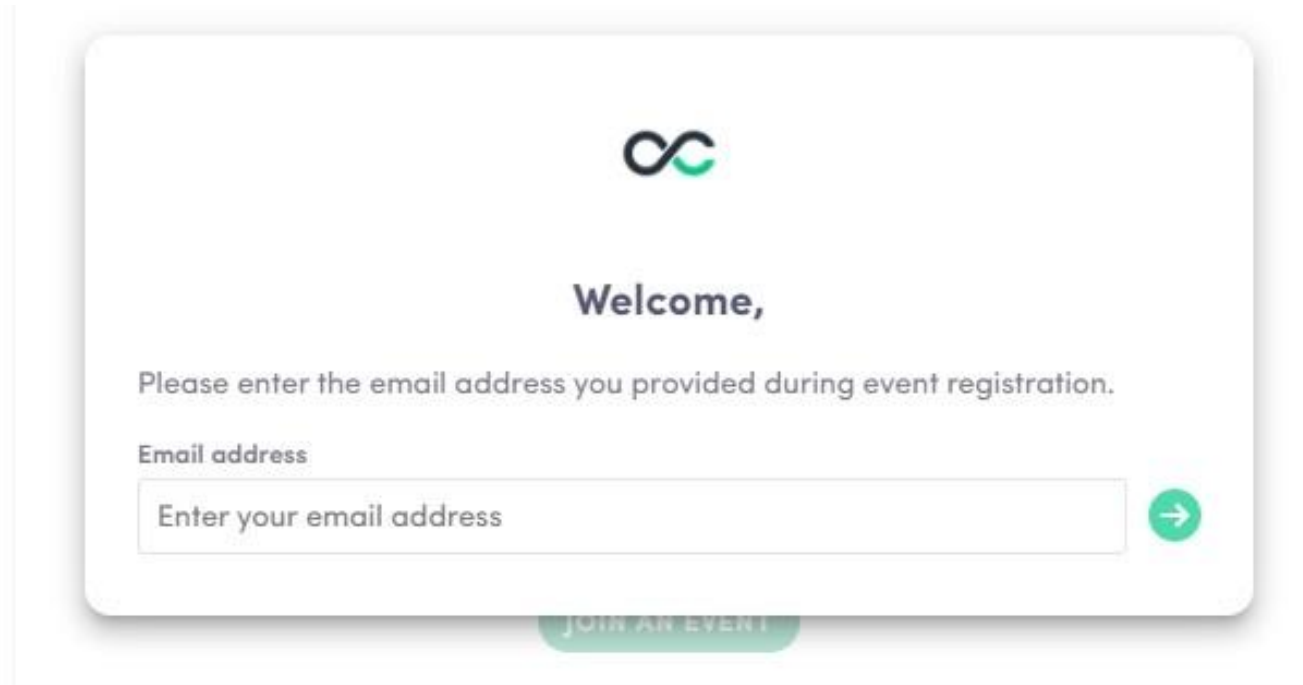
You'll receive an email on **Tuesday May 11** with a **button** redirecting you to the login page of CINARS Web. Your account is automatically pre-created by the team of CINARS.

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

A login form for the Swapcard platform. At the top is the Swapcard logo, an infinity symbol with a green dot. Below it is the text "Welcome,". Then a message: "Please enter the email address you provided during event registration." Below that is a label "Email address" and a text input field containing the placeholder text "Enter your email address". To the right of the input field is a green circular button with a white right-pointing arrow. Below the input field is a green button with the text "JOIN AN EVENT".



Welcome,

Please enter the email address you provided during event registration.

Email address

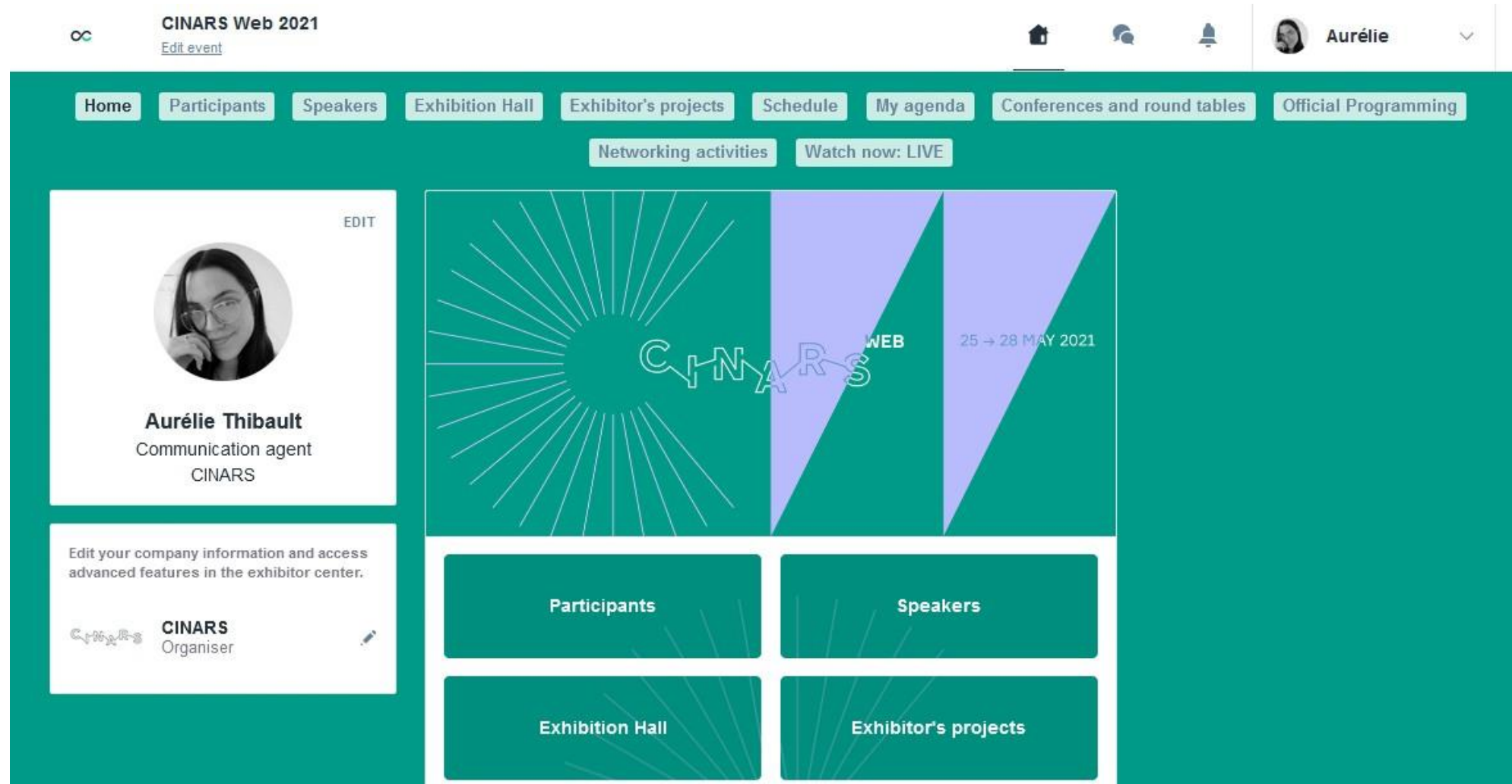
Enter your email address

→

JOIN AN EVENT

Once your account is created, access it again at app.swapcard.com.
Enter the email you used to register for the event and the previously chosen password.

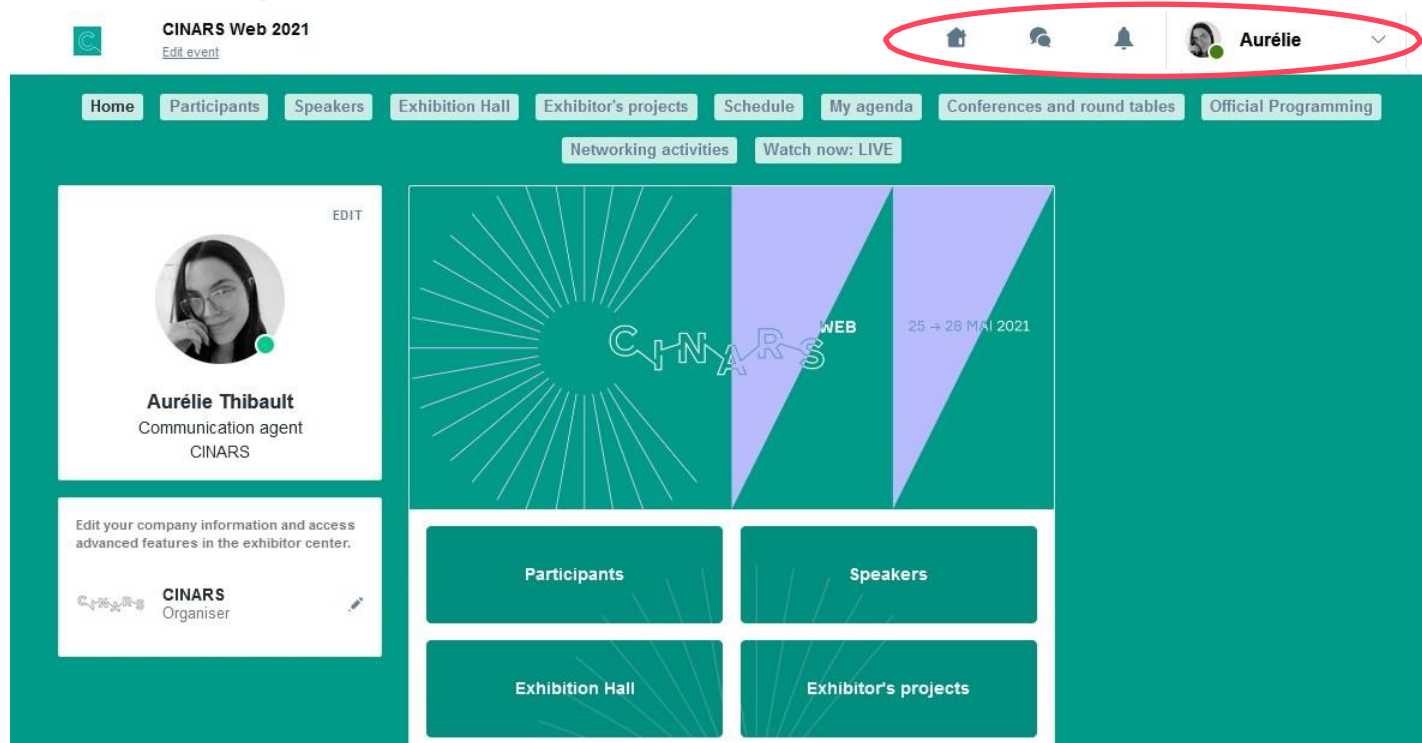
If your address is not recognized, send an email to arts@cinars.org.



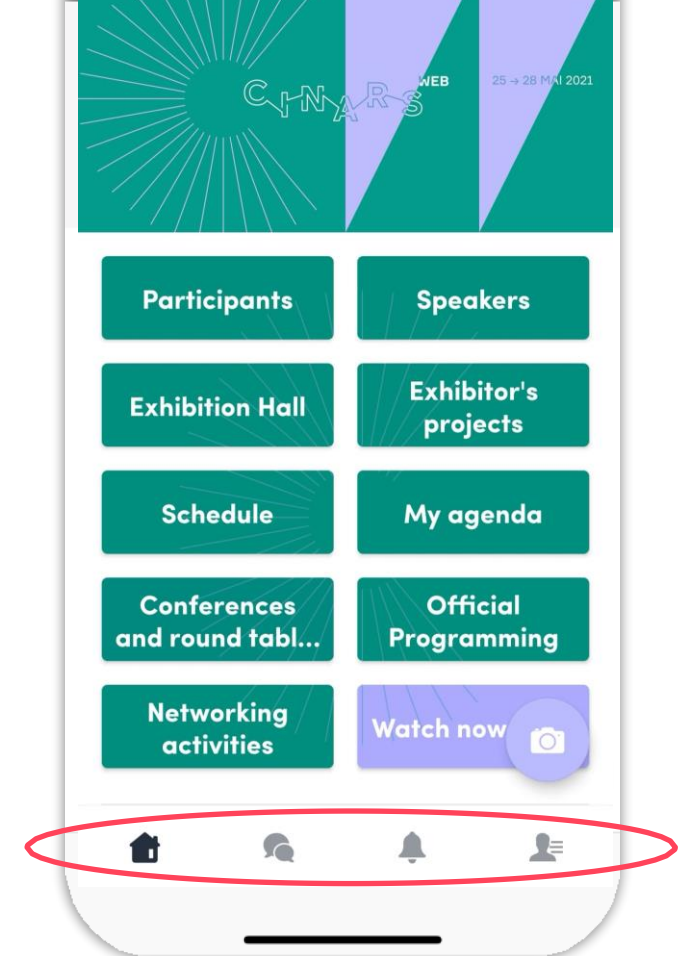
Congratulations! You now have access to
CINARS Web's platform.

STEP 2
WEBSITE AND
MOBILE APP

2. Website and Mobile App/ Navigation



Web



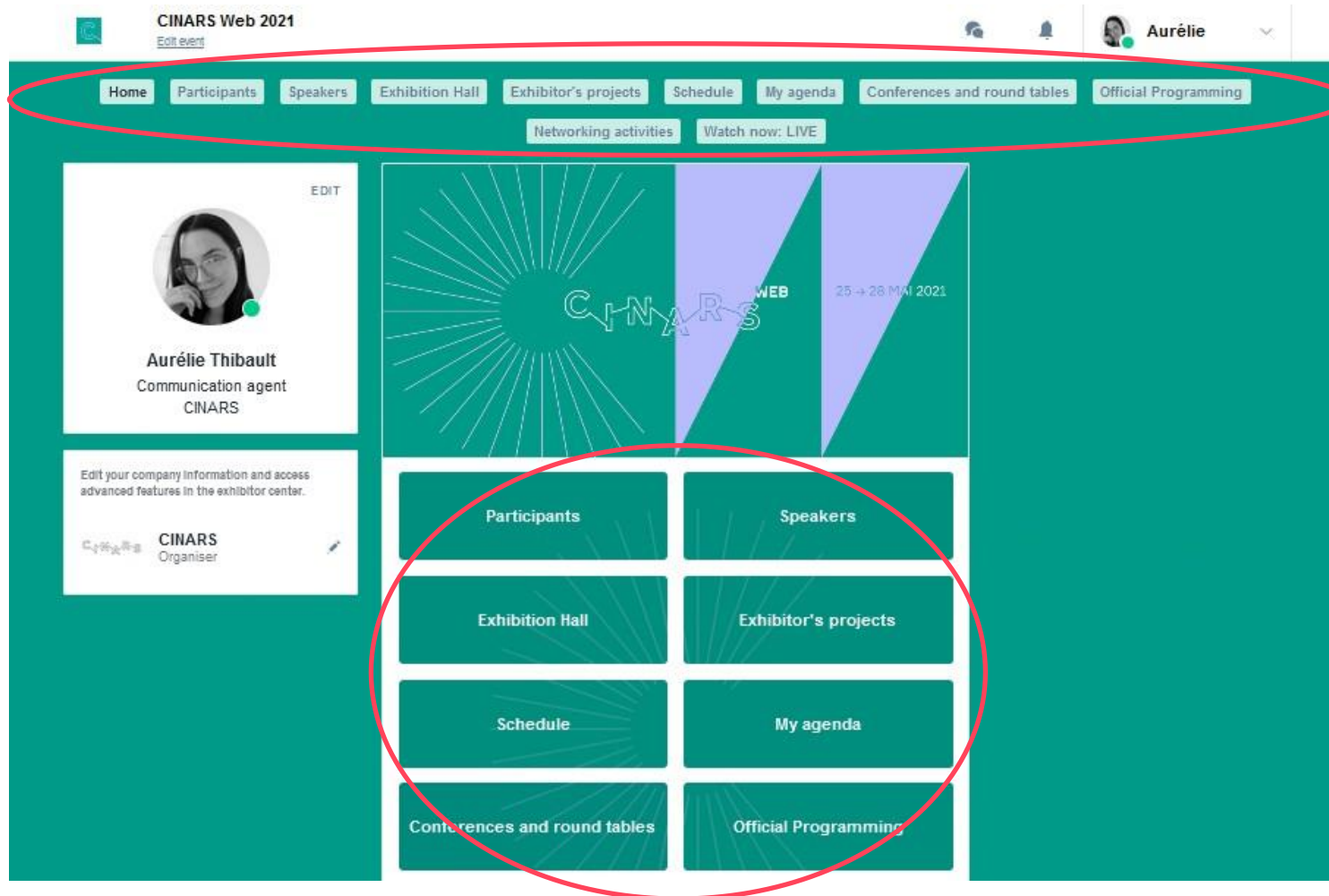
Mobile

This is the home page of CINARS Web. The main navigation is the same on Web and Mobile.

It is divided into **4 parts** :

 Home  Messages  Notifications  My profil

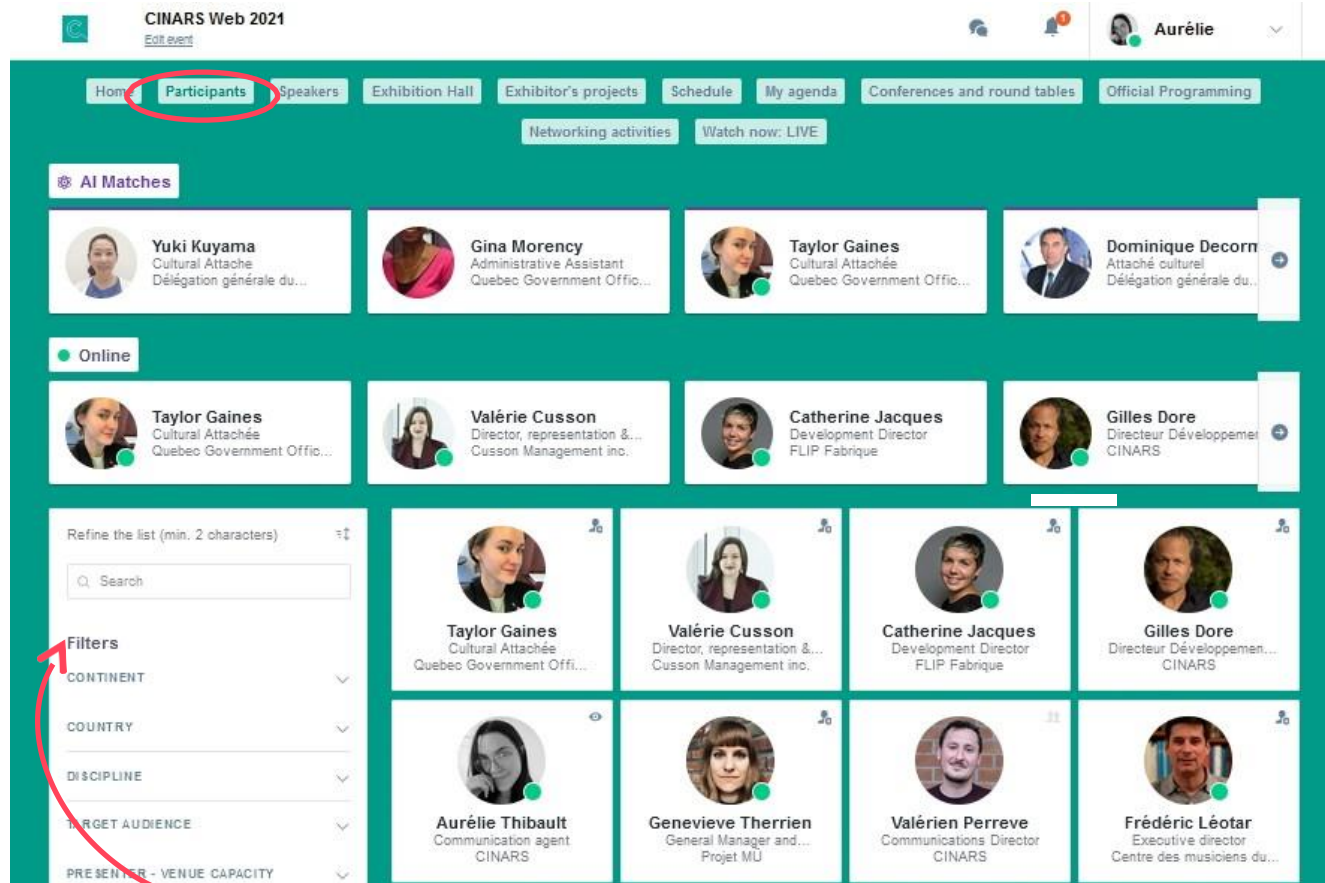
2. Website and Mobile App/ Navigation



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!

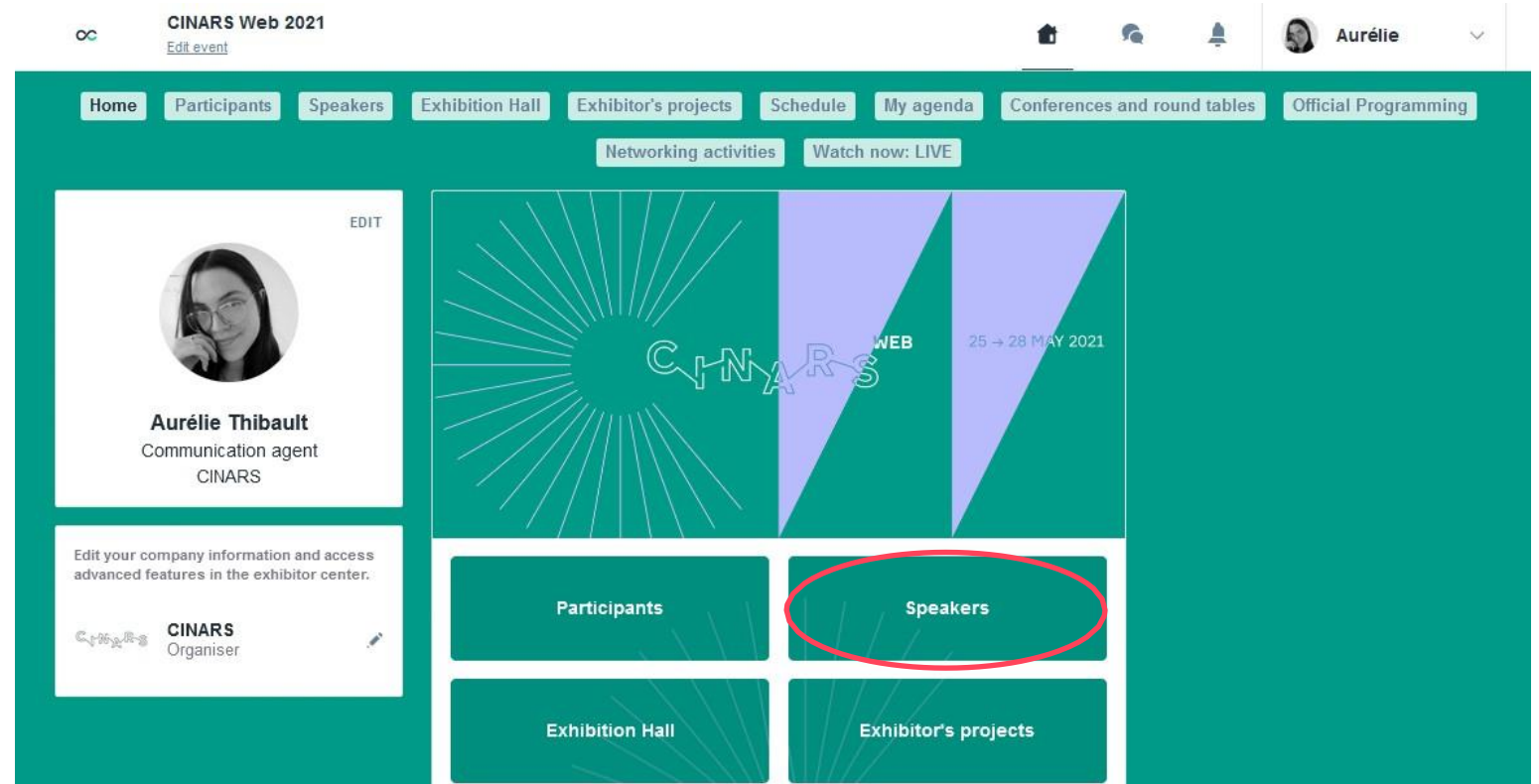


The more data you enter into the platform, the more efficient the matchmaking will be.

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. →

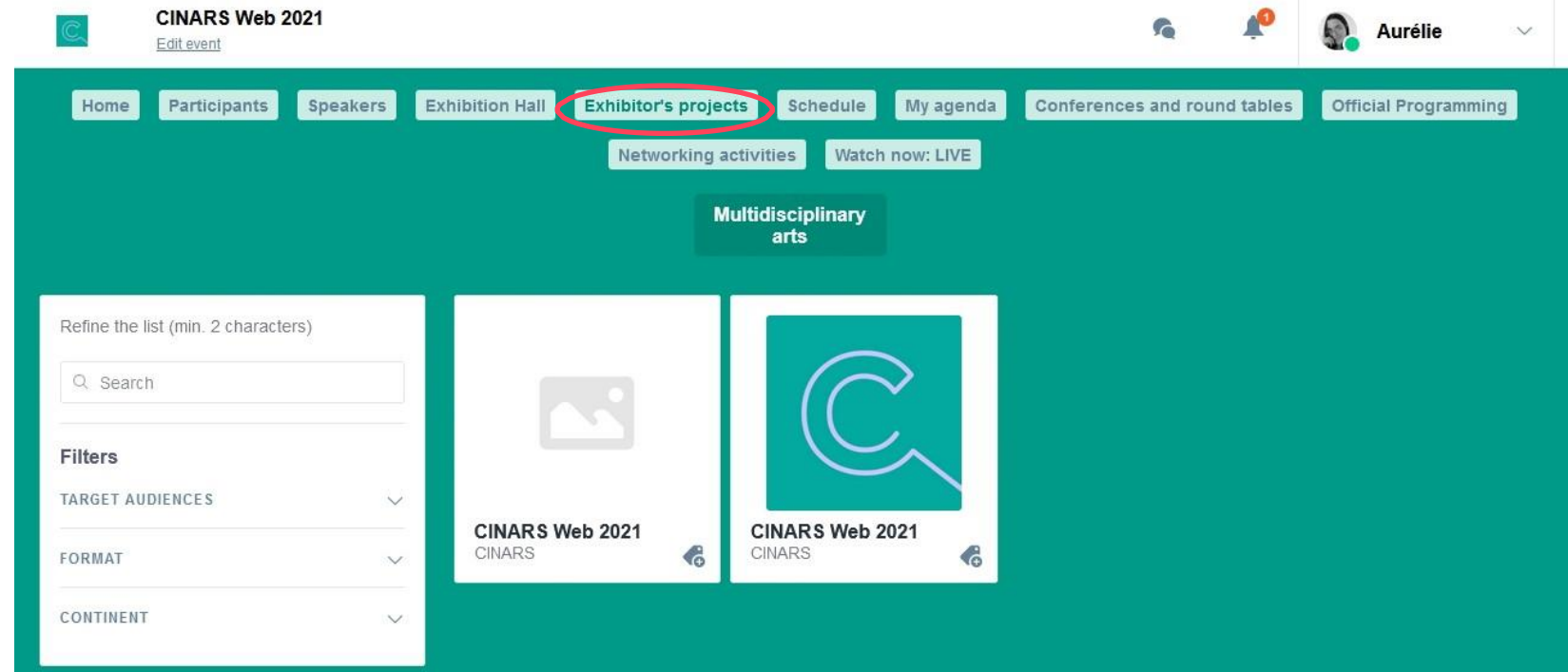
The screenshot displays the 'Exhibition Hall' section of the CINARS Web 2021 website. The top navigation bar includes links for Home, Participants, Speakers, Exhibition Hall (highlighted with a red circle), Exhibitor's projects, Schedule, My agenda, Conferences and round tables, and Official Programming. Below the navigation bar, there are links for Networking activities and Watch now: LIVE. The main content area is divided into three columns. The left column features a search bar with the placeholder 'Refine the list (min. 2 characters)' and a search icon. Below the search bar are several filter categories: TYPE, DISCIPLINE, FORMAT, TARGET AUDIENCE, CONTINENT, and COUNTRY, each with a dropdown arrow. The middle column is titled 'Organiser' and contains two cards: 'CINARS' and 'Help Desk / Centre d'aide'. The right column is titled 'Exhibitors' and contains a grid of eight cards, each representing an exhibitor: 15Feet6, Agence d'artistes Danielle Lefebvre, Agence Mickaël Spinnhirny, Agence Station Bleue, Agombola Serveis Culturals, Alcoléa & cie, ALICIA SOTO-HOJARASCA, and Anémone 47. A 'My bookmarks' section is located at the bottom left, showing a card for 'CINARS Organiser'.

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 shows you have added to your booth.

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



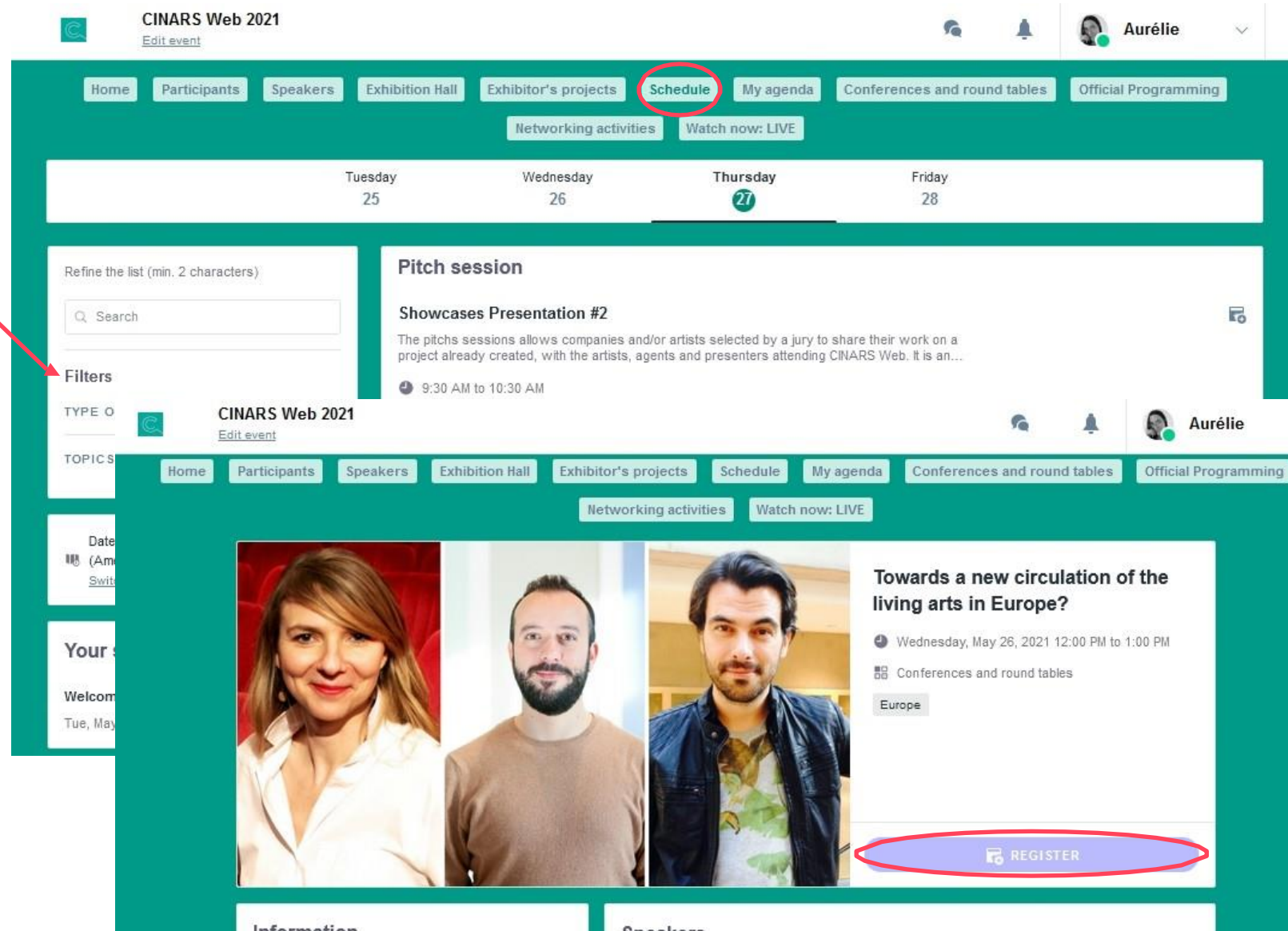
Click on the different disciplines buttons to filter the exhibitors' projects and find easily the ones that interest you more.

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.

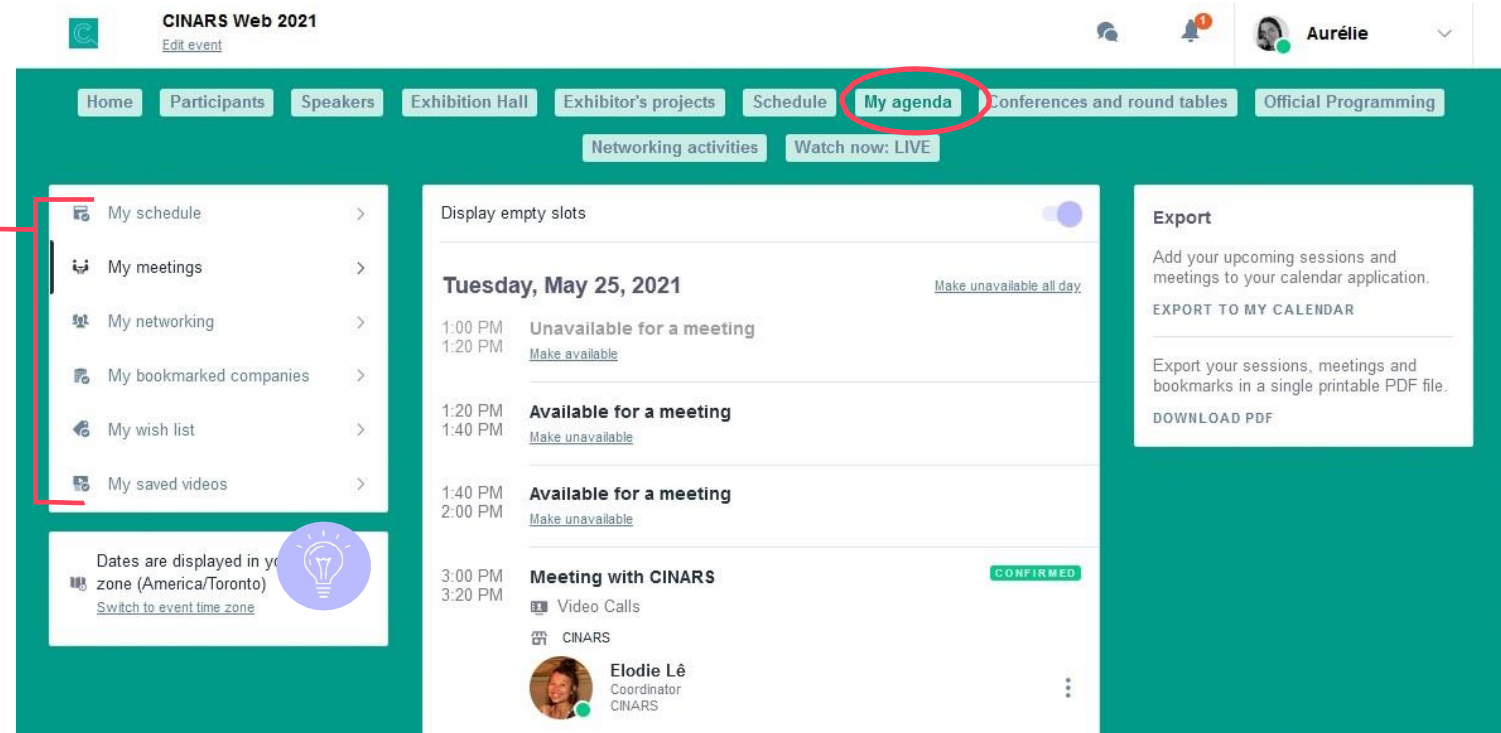
Click on the "REGISTER" button to reserve your place at the activities you wish to attend.



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 companies** 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"

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.

CINARS Web 2021
[Edit event](#)

Home Participants Speakers Exhibition Hall Exhibitor's projects **Schedule** **My agenda** Conferences and round tables Official Programming

Networking activities Watch now: LIVE

My schedule >
My meetings >
My networking >
My bookmarked companies >
My wish list >
My saved videos >

Dates are displayed in zone (America/Toronto) [Switch to event time zone](#)

Display empty slots

Tuesday, May 25, 2021 [Make unavailable all day](#)

1:00 PM **Unavailable for a meeting**
1:20 PM [Make available](#)

1:20 PM **Available for a meeting**
1:40 PM [Make unavailable](#)

1:40 PM **Available for a meeting**
2:00 PM [Make unavailable](#)

3:00 PM **Meeting with CINARS** **CONFIRMED**
3:20 PM

Video Calls
CINARS

Elodie Lê
Coordinator
CINARS

Export
Add your upcoming sessions and meetings to your calendar application.
EXPORT TO MY CALENDAR
Export your sessions, meetings and bookmarks in a single printable PDF file.
DOWNLOAD PDF

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

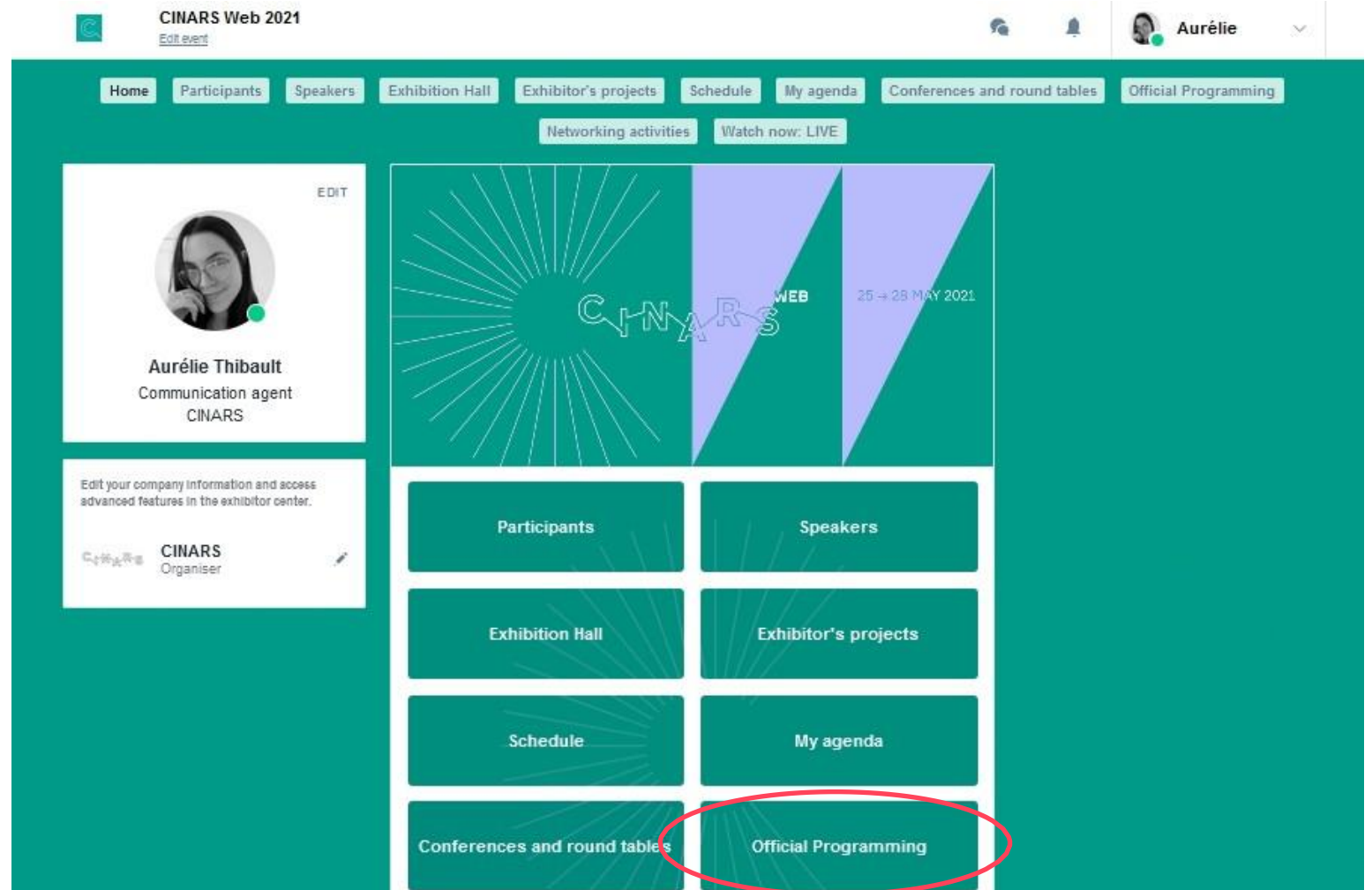
2. Website and Mobile app/ Conferences and round tables

In this section, you will find the detailed schedule of all the conferences and round tables presented during CINARS Web.

The screenshot displays the CINARS Web 2021 website interface. At the top, the header includes the event title 'CINARS Web 2021' with a 'Modifier l'événement' link, a chat icon, a notification bell with a red '1', and a user profile for 'Aurélié'. Below the header is a navigation bar with buttons for 'Accueil', 'Participant-e-s', 'Intervenant-e-s', 'Salle d'exposition', 'Projets des exposant-e-s', 'Horaire', 'Mon agenda', and 'Conférences et tables rondes' (which is circled in red). Underneath the navigation bar are buttons for 'Programmation Officielle', 'Activités de réseautage', and 'Regarder : EN DIRECT'. A date selector bar shows 'mardi 25', 'mercredi 26' (highlighted), 'jeudi 27', and 'vendredi 28'. On the left side, there is a search bar with the placeholder 'Affinez la liste (2 caractères min.)' and a 'Rechercher' button. Below the search bar, a note states 'Les dates sont affichées selon votre fuseau horaire (America/Toronto)' with a link to 'Afficher selon le fuseau horaire de l'événement'. The 'Votre programme' section shows 'Mot de bienvenue' for 'mar. 25 mai 2021 11:00'. The main content area, titled 'Conférences et tables rondes', features a card for a session titled 'Vers une nouvelle circulation des arts vivants en Europe?' scheduled for '12:00 à 13:00' with speakers 'Yohann Floch - EDN-European...' and 'Stéphane Segreto-Aguilar'.

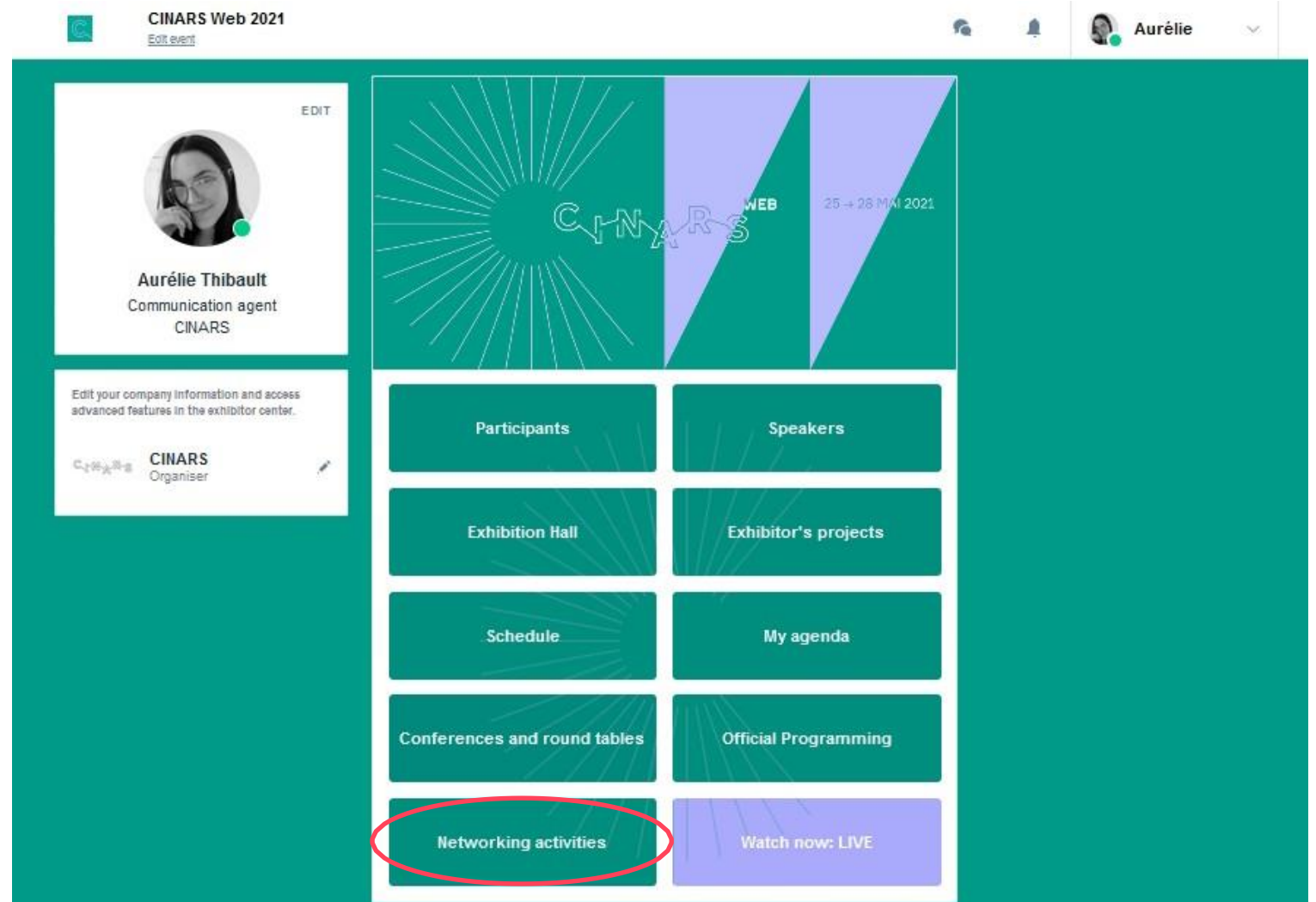
2. Website and Mobile app/ Official Programming

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 cocktail and the Speed-Networking sessions.

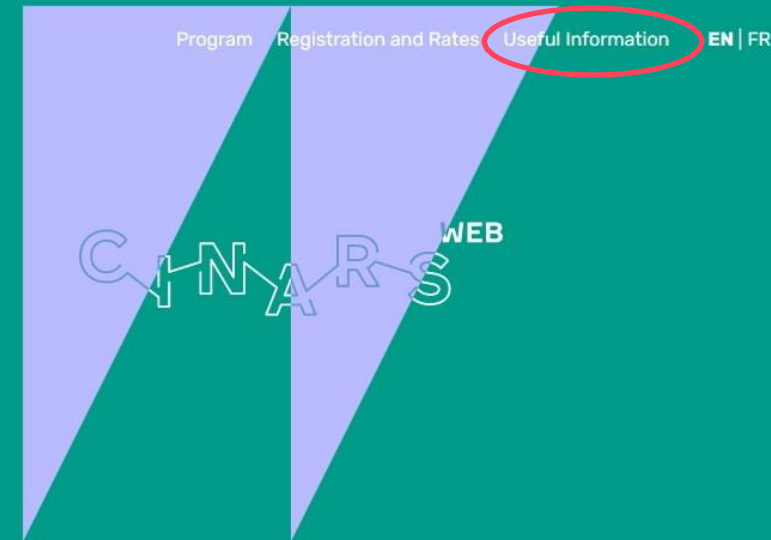
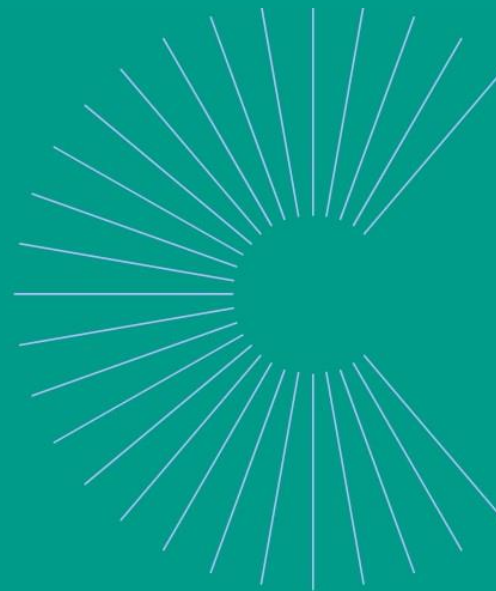


2. Website and Mobile app/ Networking activities

Attention !

To learn more about the specific functioning 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



Virtual International Conference and Networking
Organization for the Performing Arts

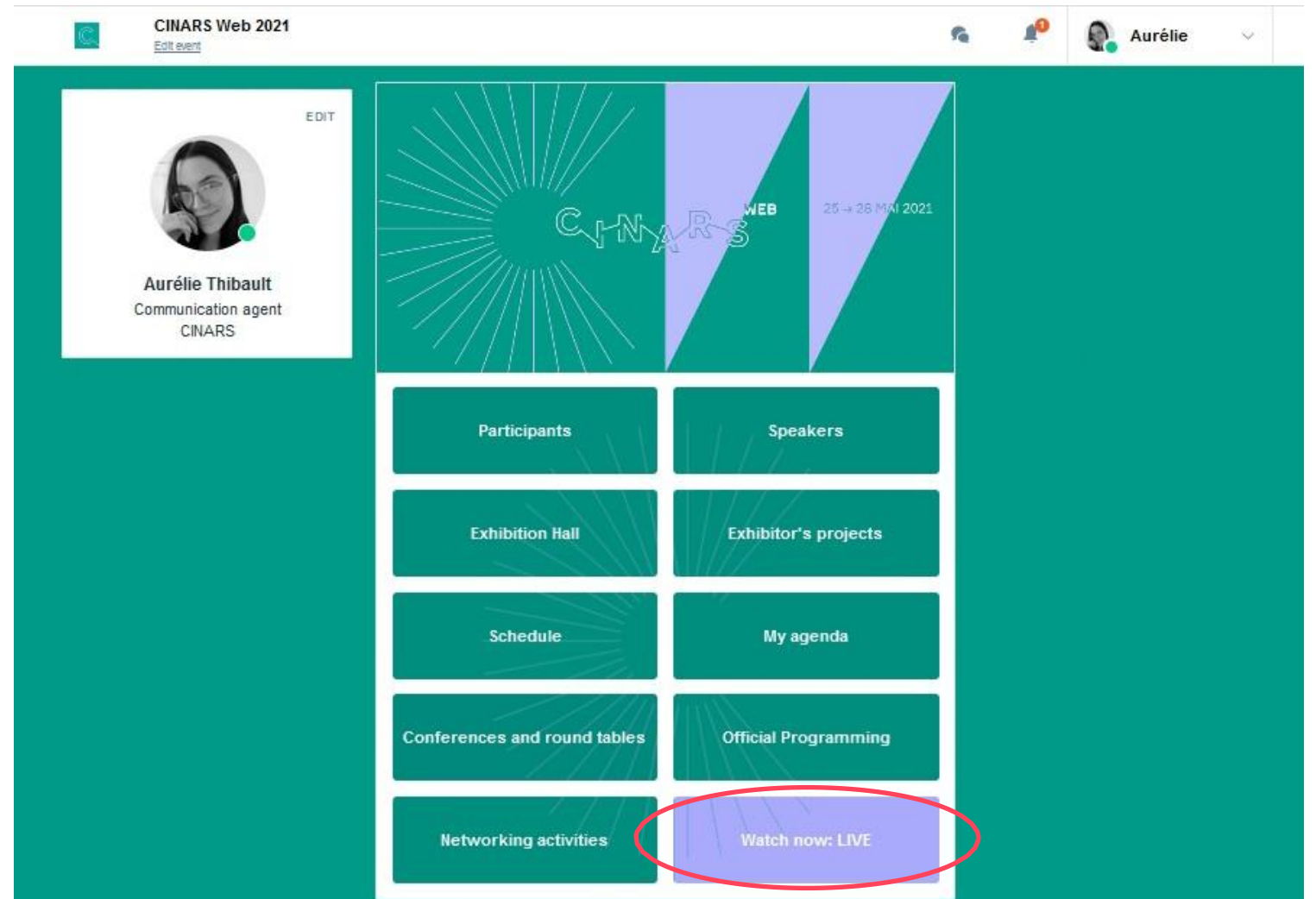
REGISTRATION



All of our guides are in our website 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

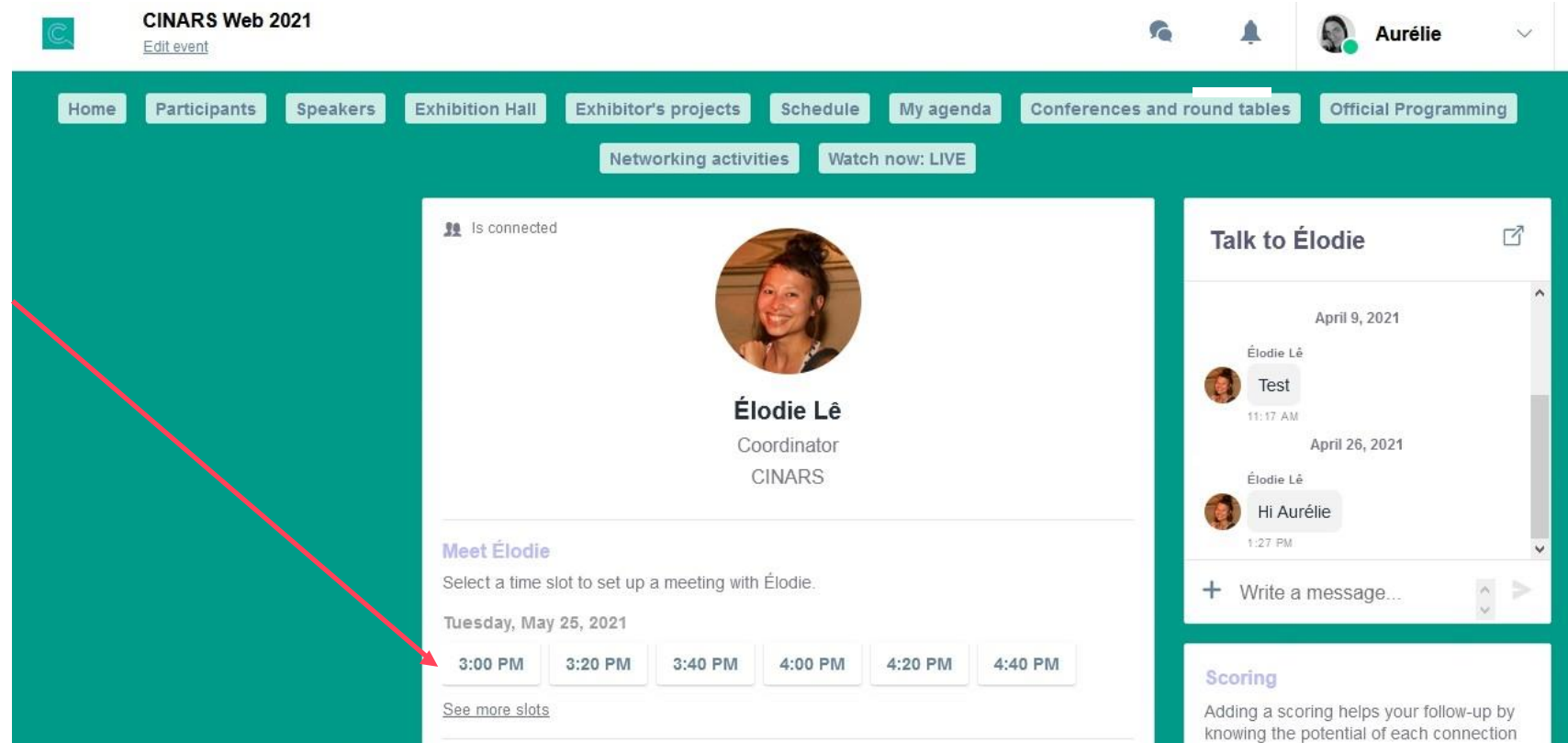
Thanks to this button, view in a single click the activity that is currently taking place live without having to go through the detailed schedule or your agenda.



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.



The screenshot displays the CINARS Web 2021 interface. At the top, the event name "CINARS Web 2021" is shown with an "Edit event" link. A navigation bar includes links for Home, Participants, Speakers, Exhibition Hall, Exhibitor's projects, Schedule, My agenda, Conferences and round tables, and Official Programming. Below this, there are buttons for "Networking activities" and "Watch now: LIVE".

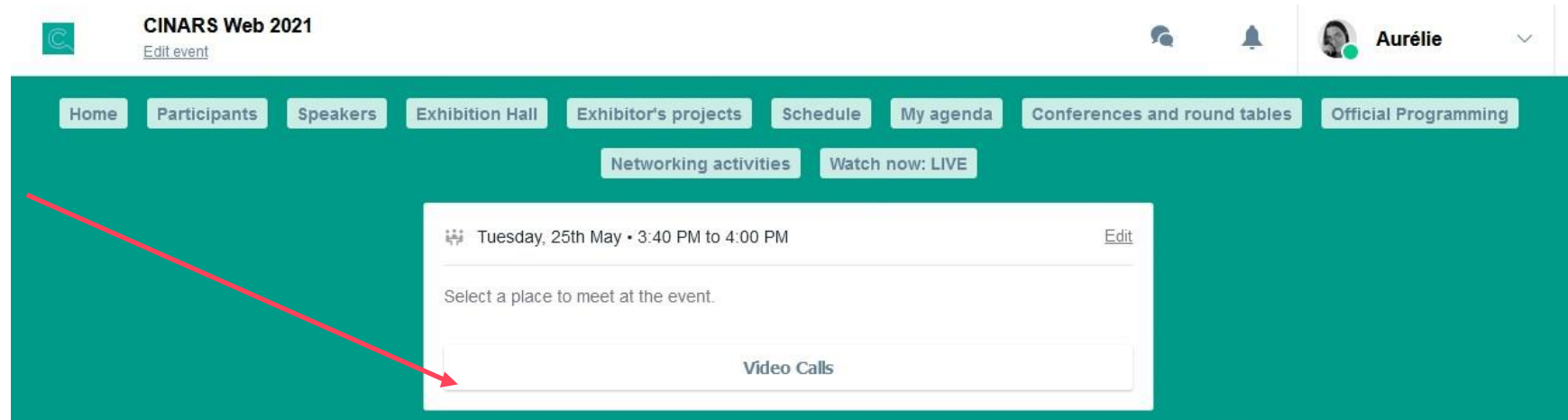
The main content area features a participant profile for Élodie Lê, Coordinator at CINARS. A red arrow points to the "3:00 PM" slot in the "Meet Élodie" section, which prompts the user to "Select a time slot to set up a meeting with Élodie." for Tuesday, May 25, 2021. Available slots include 3:00 PM, 3:20 PM, 3:40 PM, 4:00 PM, 4:20 PM, and 4:40 PM. A "See more slots" link is also present.

On the right side, there is a chat window titled "Talk to Élodie" showing a conversation history with messages like "Test" and "Hi Aurélie". Below the chat is a "Write a message..." input field. At the bottom right, a "Scoring" section explains that adding a scoring helps with follow-up by knowing the potential of each connection.

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

2 Opt for a video call

Select the "Video Call" option.



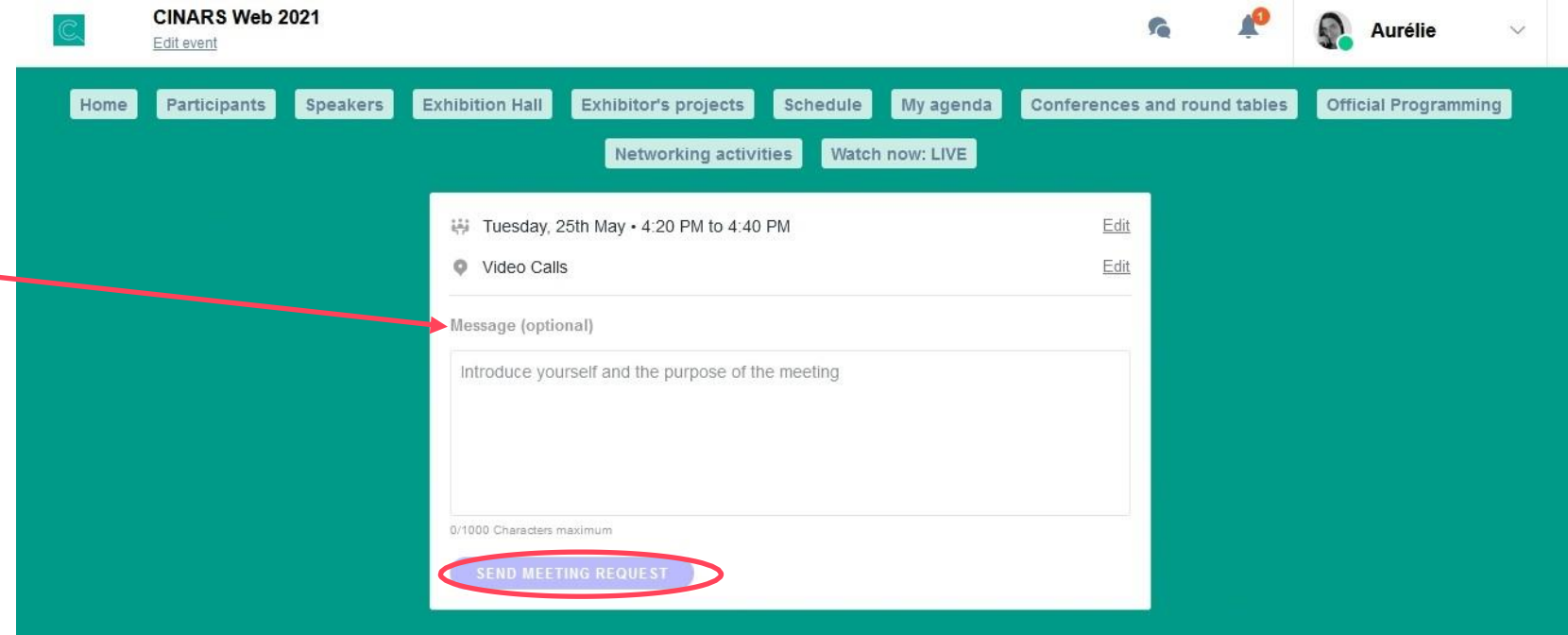
The screenshot shows the CINARS Web 2021 interface. At the top, there's a header with the event name "CINARS Web 2021" and a user profile for "Aurélie". Below the header is a navigation bar with buttons for "Home", "Participants", "Speakers", "Exhibition Hall", "Exhibitor's projects", "Schedule", "My agenda", "Conferences and round tables", and "Official Programming". A secondary bar contains "Networking activities" and "Watch now: LIVE". The main content area displays a meeting request form for "Tuesday, 25th May • 3:40 PM to 4:00 PM". The form includes a text input field labeled "Select a place to meet at the event." and a button labeled "Video Calls". A red arrow points from the text "Select the 'Video Call' option." to the "Video Calls" button.

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"**.



The screenshot shows the CINARS Web 2021 interface. At the top, there's a header with the event name 'CINARS Web 2021' and a user profile 'Aurélié'. Below the header is a navigation bar with buttons for 'Home', 'Participants', 'Speakers', 'Exhibition Hall', 'Exhibitor's projects', 'Schedule', 'My agenda', 'Conferences and round tables', and 'Official Programming'. A secondary bar contains 'Networking activities' and 'Watch now: LIVE'. The main content area displays a meeting request form. The form includes a date and time slot 'Tuesday, 25th May • 4:20 PM to 4:40 PM' with an 'Edit' link. Below this is a 'Video Calls' section with an 'Edit' link. The 'Message (optional)' section has a text input field with the placeholder 'Introduce yourself and the purpose of the meeting' and a character count '0/1000 Characters maximum'. At the bottom of the form is a blue button labeled 'SEND MEETING REQUEST', which is circled in red. A red arrow points from the text 'chances that the request will be accepted.' to the message input field.

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.

CINARS Web 2021
[Edit event](#)

Home Participants Speakers Exhibition Hall Exhibitor's projects Schedule **My agenda** Conferences and round tables Official Programming

Networking activities Watch now: LIVE

My schedule >
My meetings >
My networking >
My bookmarked companies >
My wish list >
My saved videos >

Dates are displayed in your time zone (America/Toronto)
[Switch to event time zone](#)

Display empty slots

Tuesday, May 25, 2021 [Make unavailable all day](#)

1:00 PM 1:20 PM **Unavailable for a meeting**
[Make available](#)

1:20 PM 1:40 PM **Available for a meeting**
[Make unavailable](#)

1:40 PM 2:00 PM **Available for a meeting**
[Make unavailable](#)

3:00 PM 3:20 PM **Meeting with CINARS** **CONFIRMED**

Video Calls

CINARS

Elodie Lê
Coordinator
CINARS

Export
Add your upcoming sessions and meetings to your calendar application.
[EXPORT TO MY CALENDAR](#)

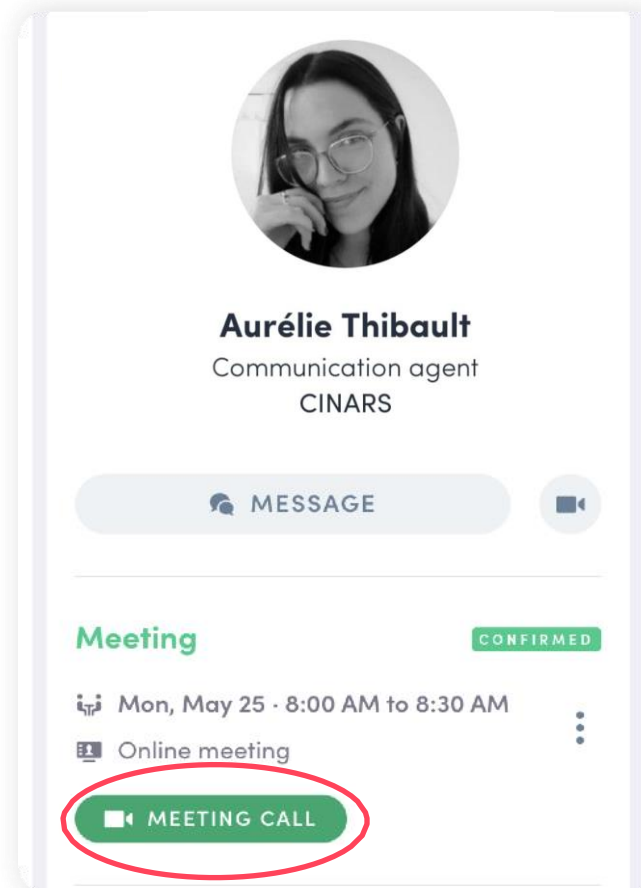
Export your sessions, meetings and bookmarks in a single printable PDF file.
[DOWNLOAD PDF](#)

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).



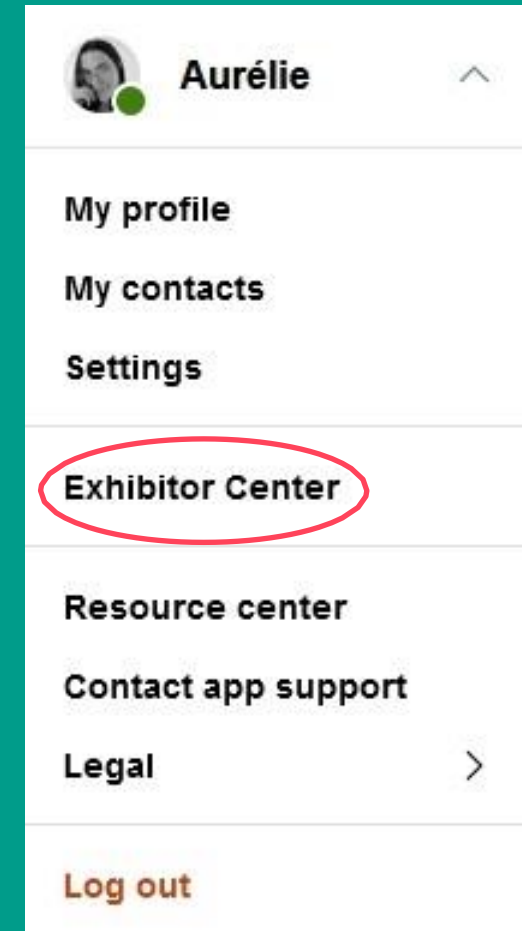
STEP 3

EXHIBITOR CENTER



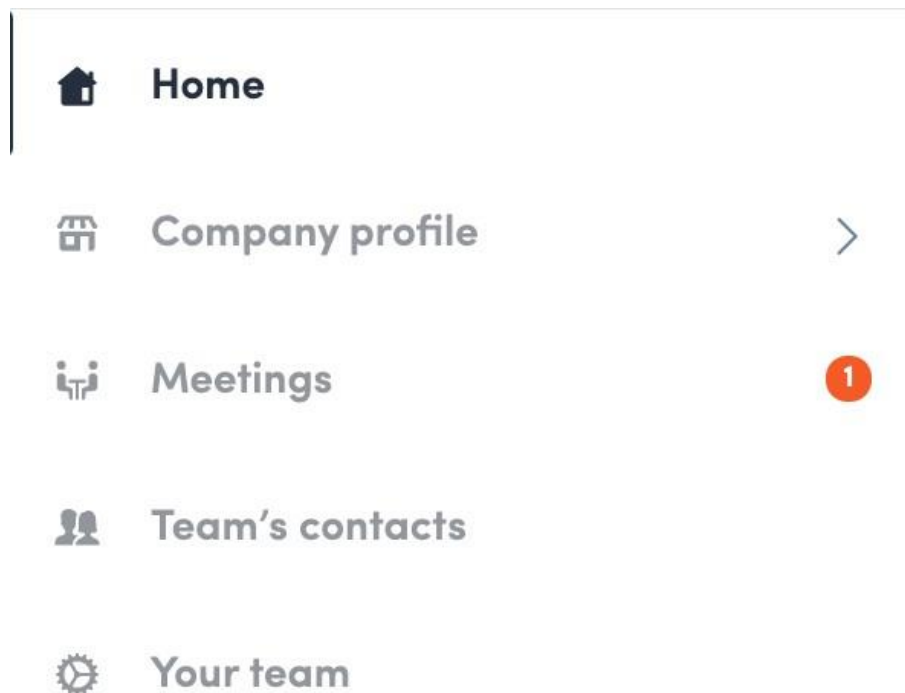
It is recommended to access the Exhibitor Center area from a computer.

To access your exhibitor area, click on your name at the top right hand corner then on "Exhibitor Center".



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.

The screenshot displays the CINARS Web 2021 interface. At the top, the header shows 'CINARS Web 2021 · CINARS' and a user profile for 'Aurélie'. The left sidebar contains a menu with 'Home', 'Company profile', 'Overview' (highlighted with a red circle), 'Documents', 'Shows', 'Meetings', 'Team's contacts', and 'Your team'. The main content area shows the 'Overview' section for the 'CINARS' profile, which is marked as the 'Organiser'. It features a video thumbnail with a '6 JOURS 6 DAYS' countdown timer and an 'EDIT' button (circled in red). Below the video, there are tabs for 'Shows', 'Documents', and 'Team'. The 'Information' section describes CINARS as a not-for-profit organization and lists its objectives: 'Encourage cultural creations emerging from the performing arts sector' and 'Promote commercial discussions between organizations specializing in production and...'. A 'See more' link is provided. On the right, the 'Advertising' section shows 'Number of views: 73' and 'Number of clicks: 7', with a 'REMOVE AD' button. Below this is the 'Background image' section with a 'REMOVE BACKGROUND' button. A lightbulb icon is also present next to the 'Background image' section.

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.



Note that the overview can only be written in one language. We advise that you use English, or write one language below the other in the description box.

Information ✕

Add here information about your company.

Overview

B U

CINARS is a not-for-profit organization whose mission is to promote and support the export of the performing arts. Its main objectives are to:

- Encourage cultural creations emerging from the performing arts sector
- Promote commercial discussions between organizations specializing in production and those specializing in show presentation
- Make Montreal a worldwide hub of performance art networking

Note on availabilities for meetings

Discipline

Dance ✕ Digital arts ✕

Format

Large format ✕ Medium format ✕ Small format ✕

3. Exhibitor Center/Documents

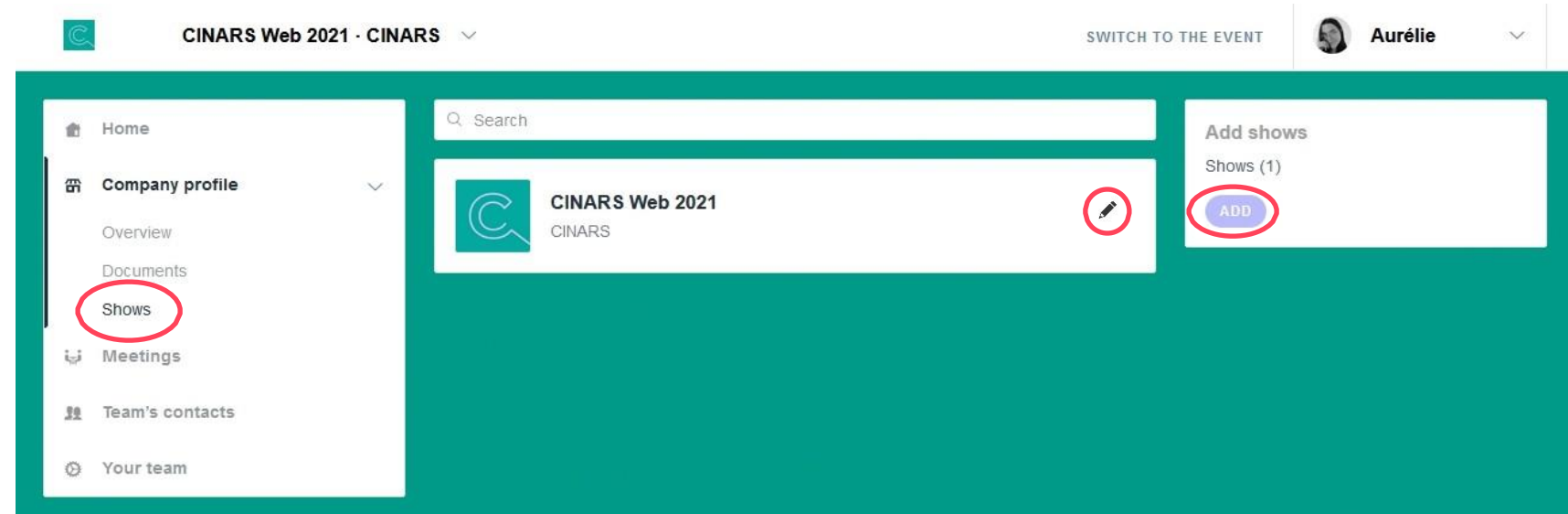


You can also add as many documents as you wish to your booth so that they are visible to all participants.

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.

CINARS Web 2021



Name *

CINARS Web 2021



Description

After a year of suspended action for the worldwide performing arts community, the various vaccine campaigns undertaken around the world right now give us hope of a gradual reinstatement of our activities.

This coming May 2021, it is of paramount importance that we gather together as performing arts professionals, so that we can maintain our international relationships, as well as envision together the road ahead. Indeed we are, in the

547/2000 characters maximum

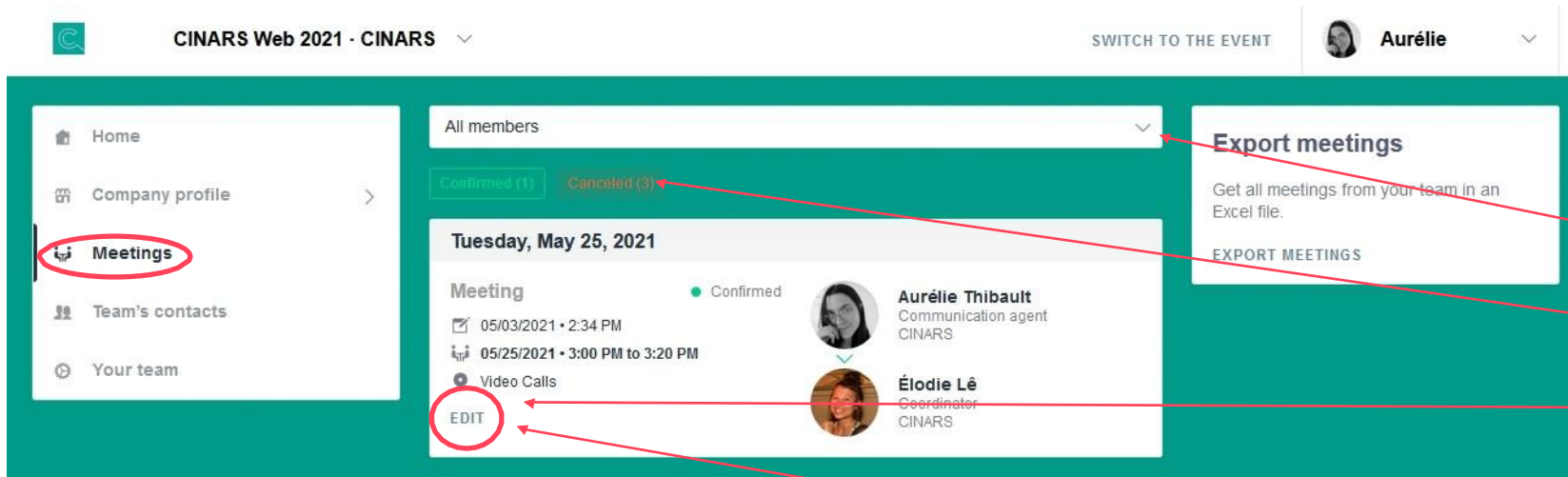
Link website

<https://cinars.org/en/web>



35

3. Exhibitor Center/Meetings

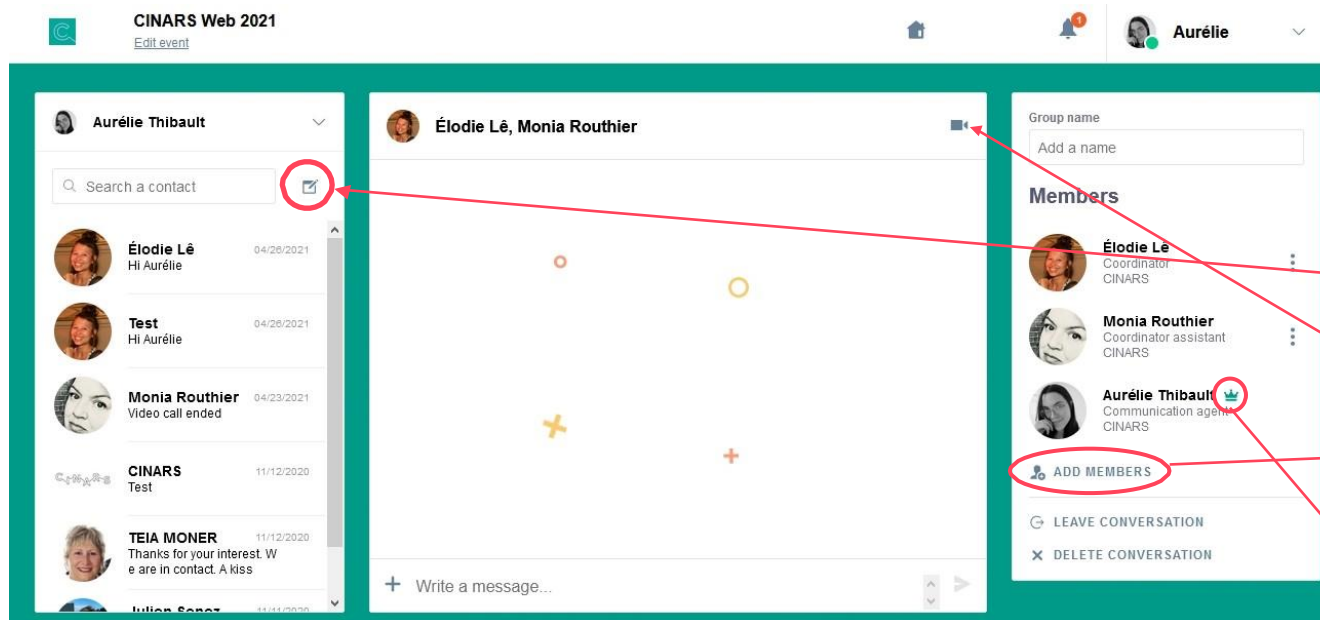


To view and manage all the meetings of your team, go to the "Meetings" tab of the menu sidebar.

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.
- To add a member of your team to the call, they need to be first in your **contacts**.

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

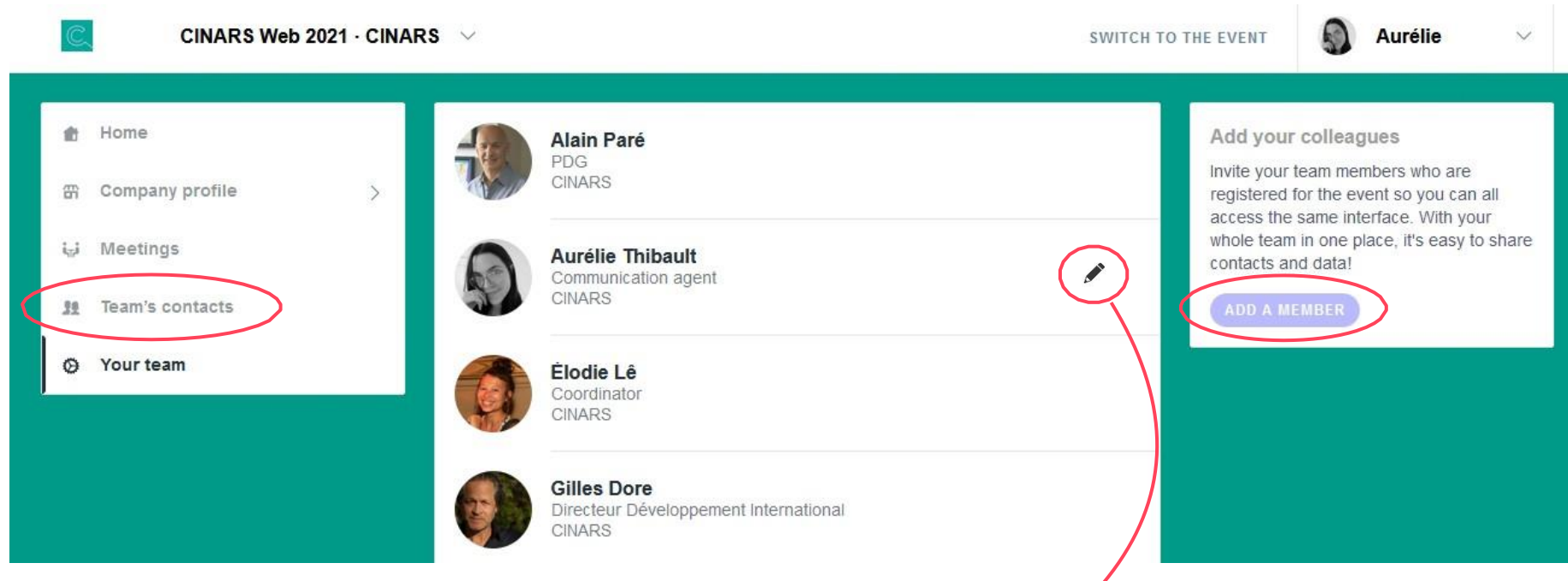
The screenshot shows the 'CINARS Web 2021 - CINARS' interface. The top navigation bar includes a logo, the event name, a 'SWITCH TO THE EVENT' button, and a user profile for 'Aurélie'. The left sidebar contains navigation links: 'Home', 'Company profile', 'Meetings', 'Team's contacts' (highlighted with a red circle), and 'Your team'. The main content area features a search bar and an 'EXPORT ALL' button. Below these is a table of contacts with columns for Photo, First name, Last name, Job title, Company, Email, and Created on. The table lists four contacts: CINARS, Élodie Lê, Monia Routhier, and Aurélie Thibault. The bottom of the interface shows pagination controls: 'Nb / page' set to 10, 'Page' set to 1, and '1 - 4 of 4'.

Photo	First name	Last name	Job title	Company	Email	Created on
	CINARS			CINARS	arts@cinars.org	04/26/2021 • 5:57 PM
	Élodie	Lê	Coordinator	CINARS	coordination@cinars.org	04/23/2021 • 7:54 PM
	Monia	Routhier	Coordinator assistant	CINARS	adjcoordo@cinars.org	04/23/2021 • 7:54 PM
	Aurélie	Thibault	Communications agent	CINARS	adjcom@cinars.org	04/22/2021 • 7:55 PM

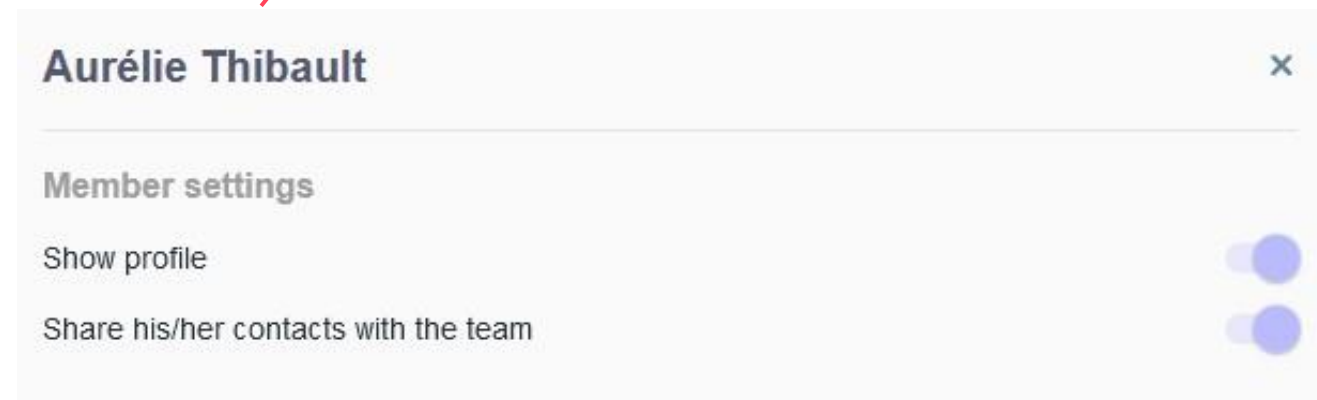
By going to the "Team's Contacts" tab, you can view all the contacts collected by you and your team before, during, and after the event.

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

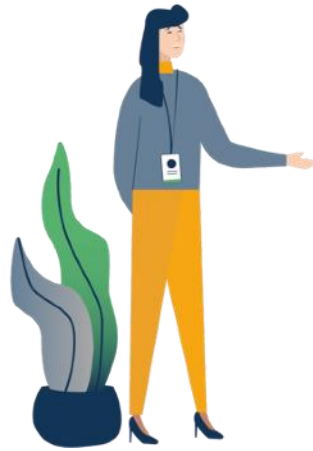
BEST PRACTICES AND SUPPORT

4. Best practices



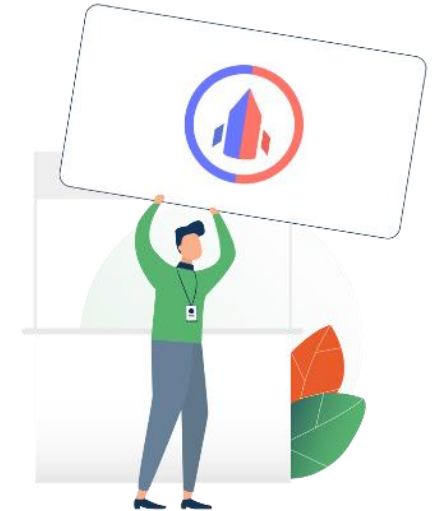
Before

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](#).

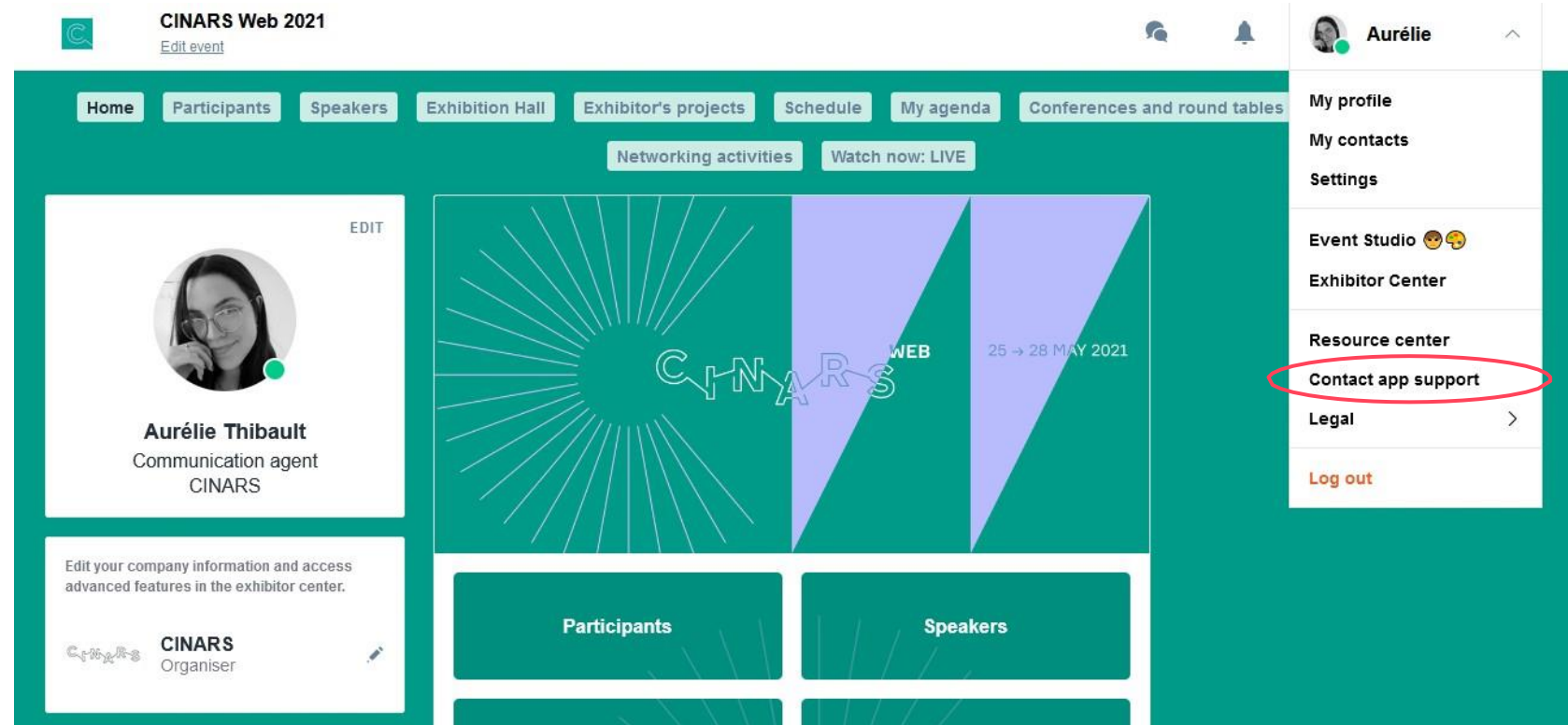


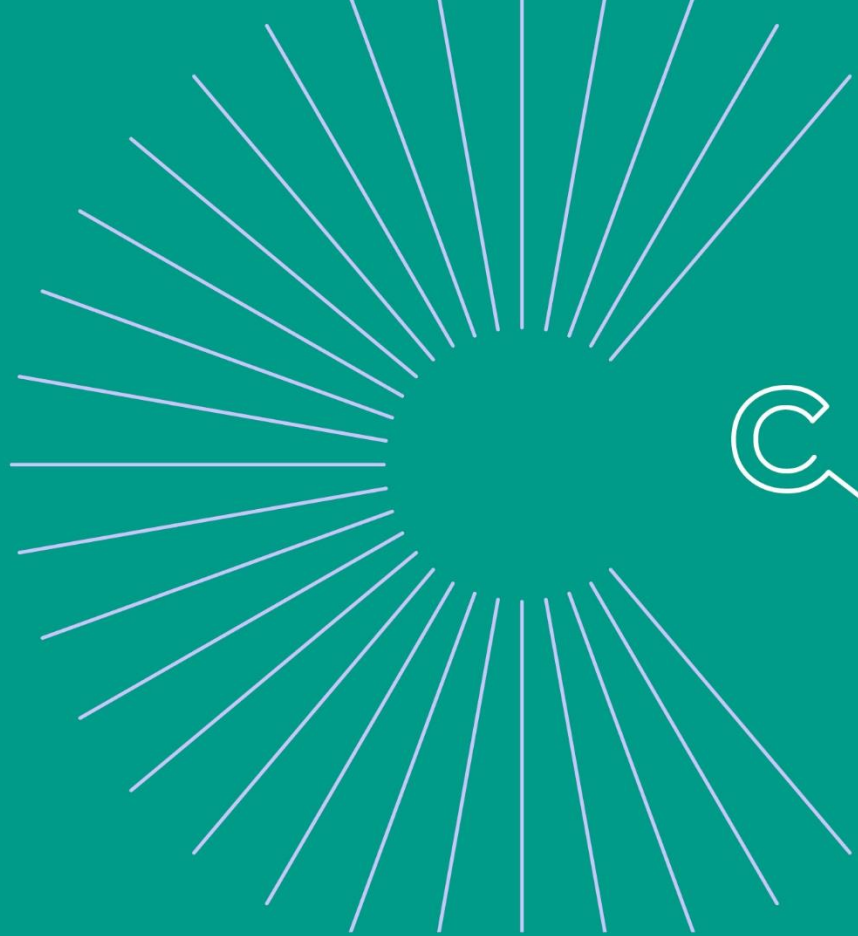
Email

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!