

Welcome to Arab Health 2022

Live and Online Exhibitor Onboarding



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Hybrid Exhibitor Journey

Hybrid Exhibitor Journey

Exhibitor technology and setup journey



Welcome Email

Access Customer Center



Customer Center

Exhibitor Requirements
Access exhibitor portal (VISIT)
Access online event (Swapcard)



VISIT Portal

Register to the Live and Online Events
Collect leads
Generate QR codes
Leads Analysis



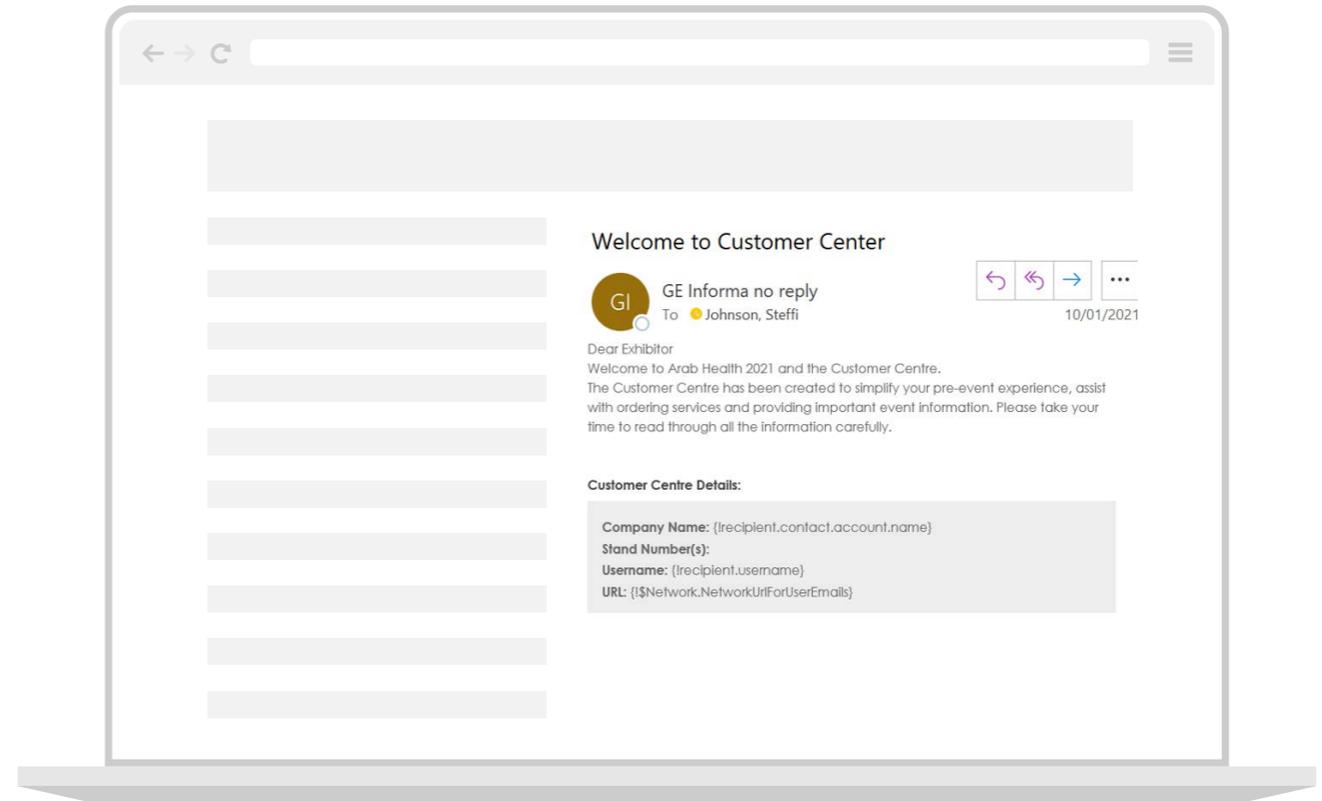
Online Event (Swapcard)

Complete Your Profile
Upload products
Setup meetings
Network
Generate leads
Analyse performance

Hybrid Exhibitor Journey

Welcome Email

Once your contract is signed and submitted into Salesforce, an automated email will be sent to you with login details to access the Customer Centre.

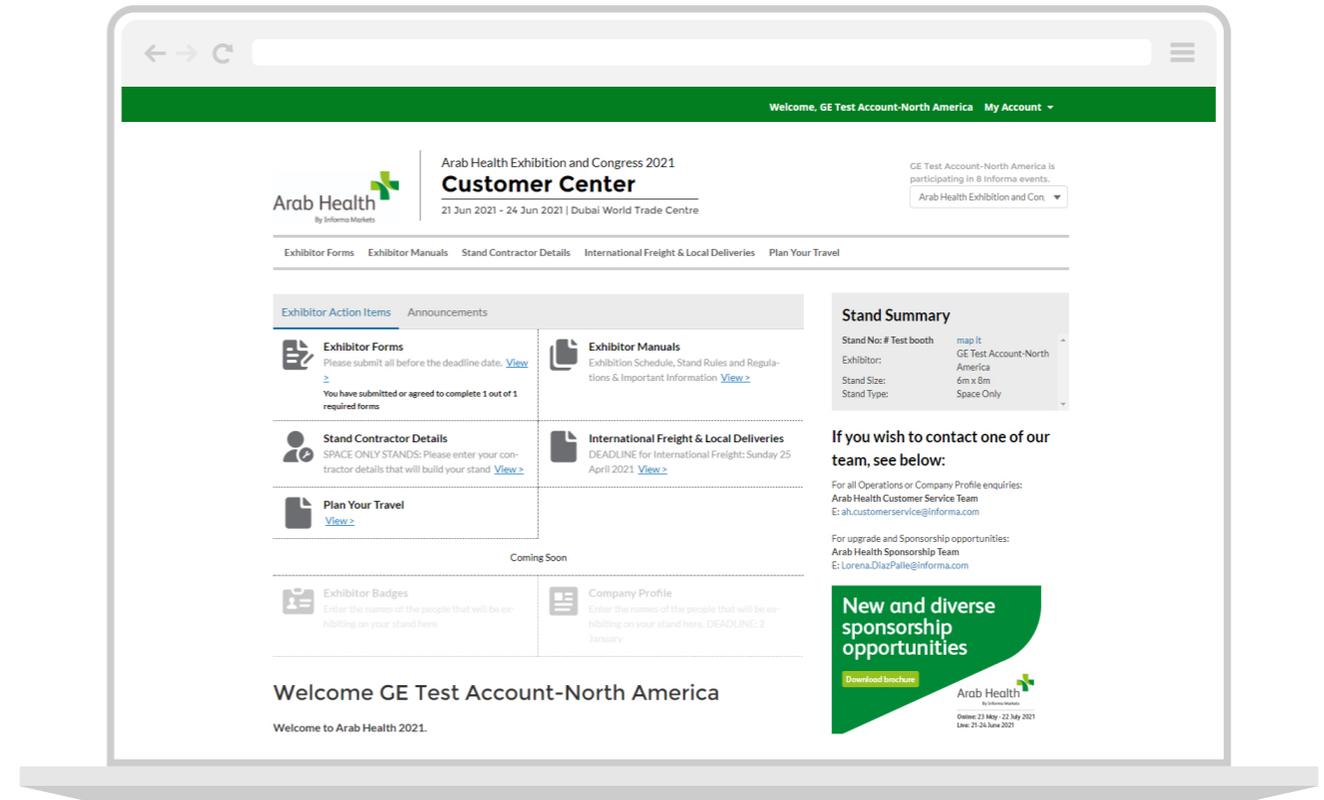


Hybrid Exhibitor Journey

Customer Center - Platform Features

The Customer Center has all the information and tools you need for a successful show.

Through the customer center you will be able to order services & utilities from all vendors, register for staff badges, find a checklist and other helpful information and hints for all aspects of preparing for the show as well as access Swapcard and VISIT to complete your company profile and order badges. This is your primary platform for the hybrid event.



Hybrid Exhibitor Journey

VISIT - Platform Features

VISIT is a measurement and lead generation technology. Through the VISIT Portal, Arab Health exhibitors will be able to register their team members and manage their leads.

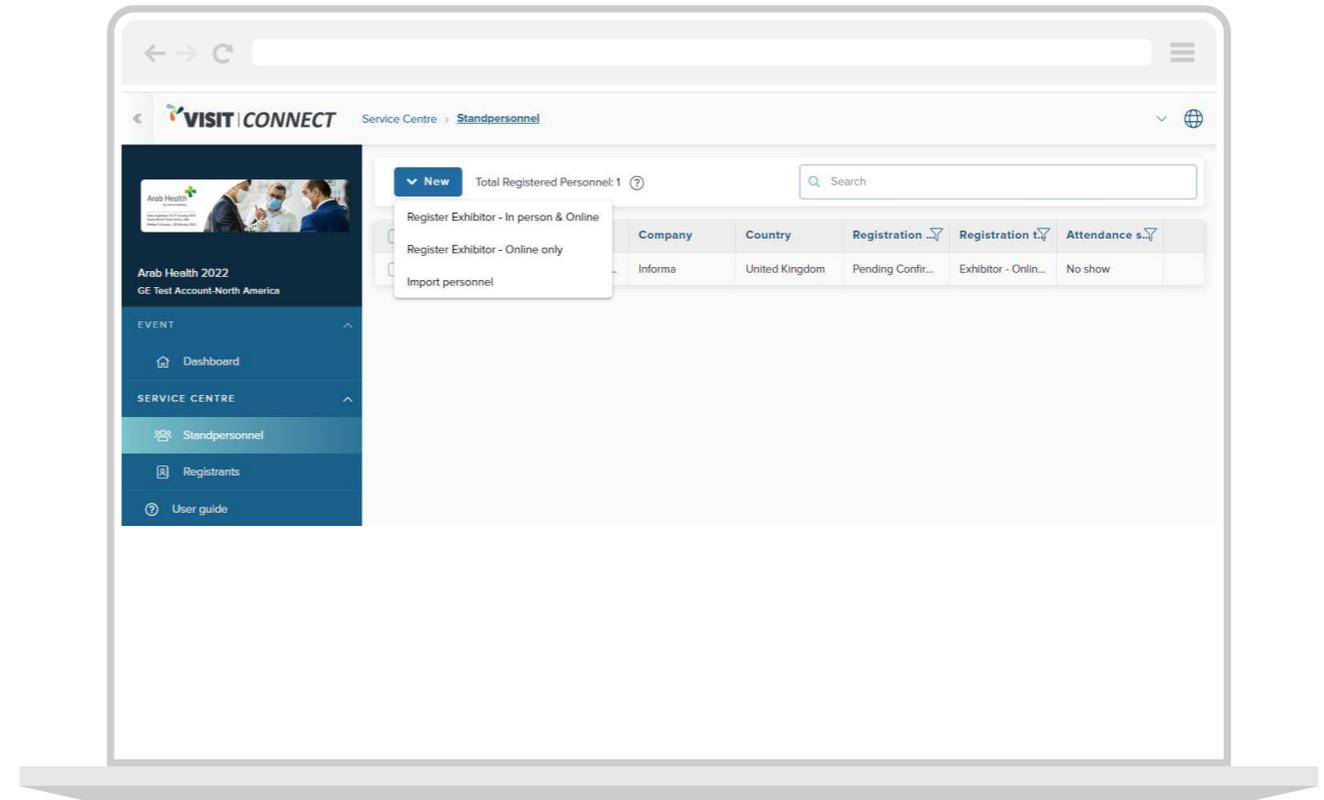
Stand Personnel

Under the Stand Personnel tab, exhibitors will be able to register their team members and track the number of badges available to them based on their stand size.

N.B. The primary contact will be able to upload a list of stand personnel. An email will be sent to the stand personnel with a link to complete their profile and receive their badge.

Lead Retrieval

The lead capture and content management solution of VISIT offers exhibitors total control over their sales process and resulting success. Under the Leads tab, exhibitors will be able to access all the information of leads collected.



Hybrid Exhibitor Journey

Manage Stand Personnel

As a main user, you may register your stand personnel by following the below steps:

Step 1: Access from dashboard (left-hand side of your screen): Event > Service centre > Stand personnel

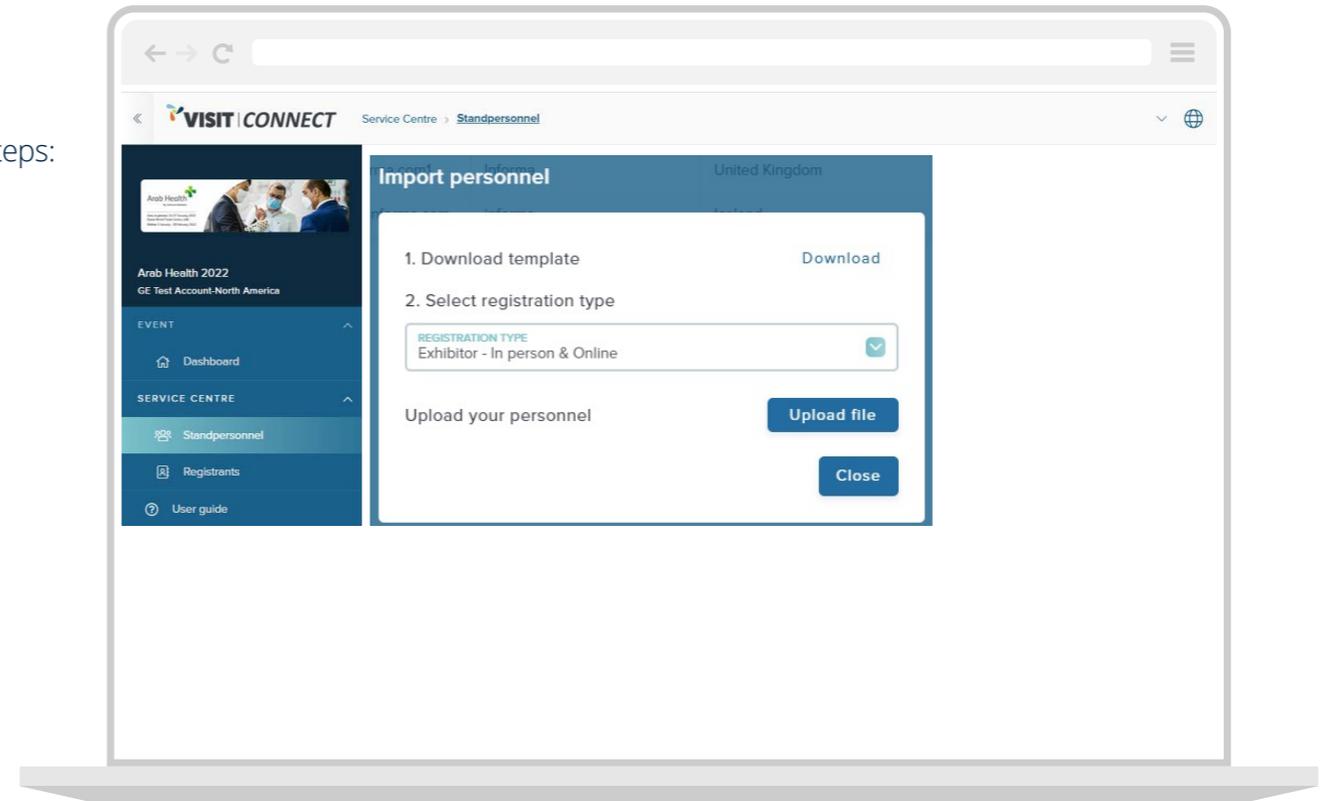
Step 2: Select the “NEW button” from the top left-side of your screen and a drop-down list with multiple registration types will appear.

- **Register Exhibitor – In person & Online:** This should be used to register personnel who will be attending the Live event as well as the Online event.
- **Import personnel:** This will allow you to upload a list of all personnel in one go by clicking on New > Import personnel. Follow the step-by-step instructions to download the .xls template, populate it with contact details and finally upload it.

Step 3: Send invite to your stand personnel by uploading a list of all personnel or adding them one-by-one.

Step 4: All invitees (stand personnel) will receive an email from (noreply@gesevent.com) with a link to complete their registration, in order to receive their badge and gain access to the online event platform.

Kindly note, that ALL registrations must take place online before you attend Arab Health Live, in-person. In-person registration at the show does not exist.



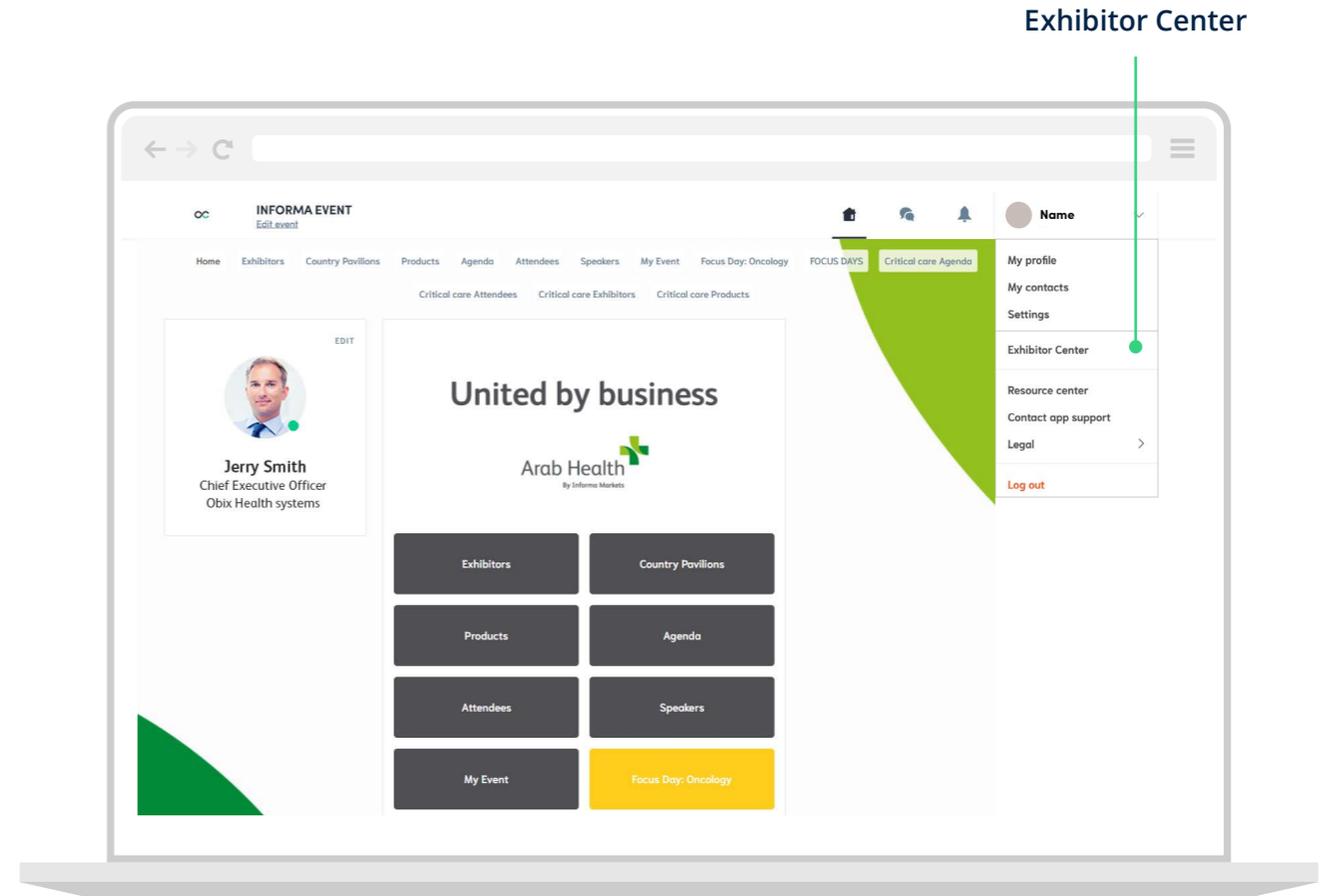
Hybrid Exhibitor Journey

Swapcard - Platform Features

Swapcard is the technology used for the online event of Arab Health. As an exhibitor this is where your virtual showcase will be hosted and where you will be able to setup meetings, attend or present live sessions as well as network with attendees and generate leads.

To access the Arab Health event on Swapcard, a link will be provided to you on the Customer Center.

Once you gain access to the event page you may start by visiting the Exhibitor Center from the drop-down menu on the right-side. The Exhibitor Center is the control centre to your company and its booth. Your company profile should be filled in well in order to attract as many unique visitors to your booth as possible.



Online-only Exhibitor Journey

Online-only Exhibitor Journey

Exhibitor technology and setup journey



Welcome Email

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Customer Center

Exhibitor Requirements
Access exhibitor portal (VISIT)
Access online event (Swapcard)



VISIT Portal

Register to the Online Event



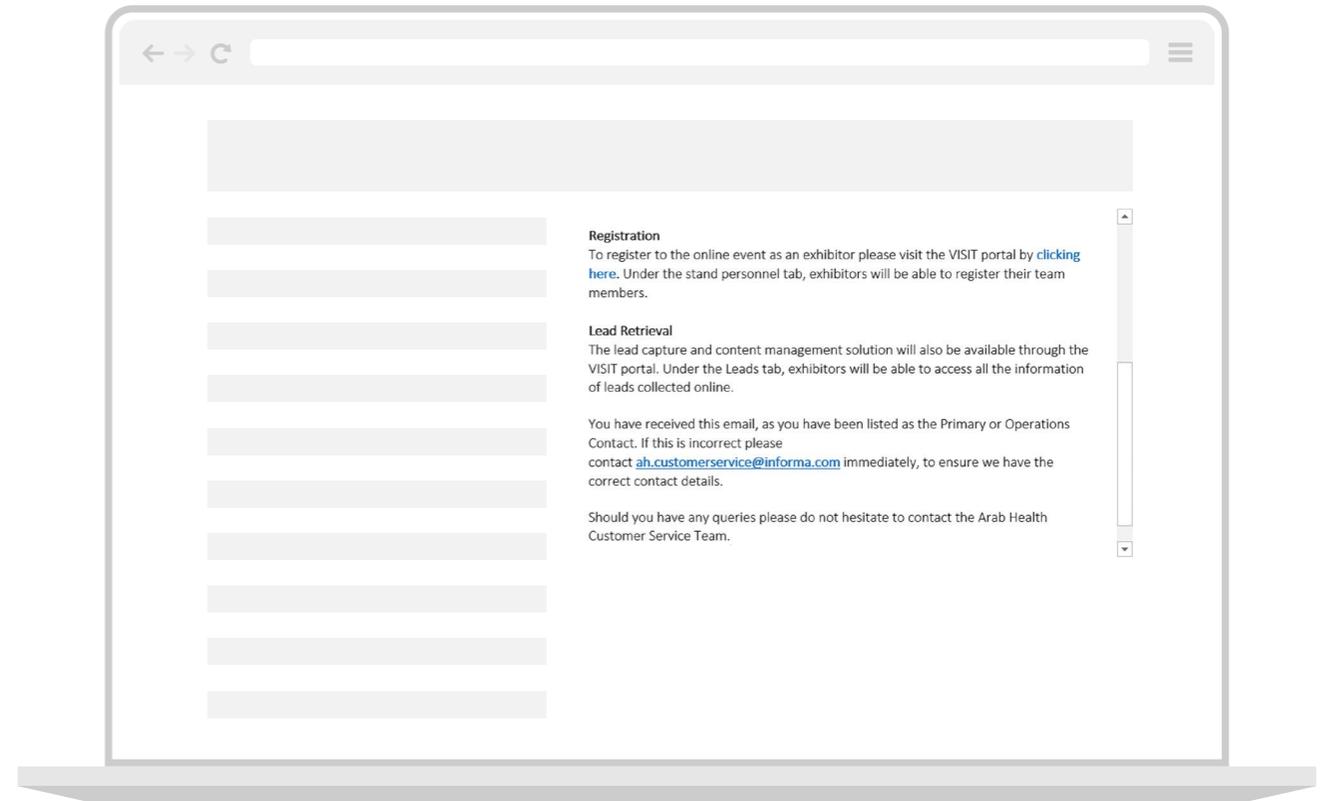
Online Event (Swapcard)

Complete Your Profile
Upload products
Setup meetings
Network
Generate leads
Analyse performance

Online-only Exhibitor Journey

Welcome Email

Once your contract is signed and submitted into Salesforce, an email will be sent to you with a link to access VISIT (the registration and lead retrieval portal of the event) and another link to Swapcard (the host application of the online event)

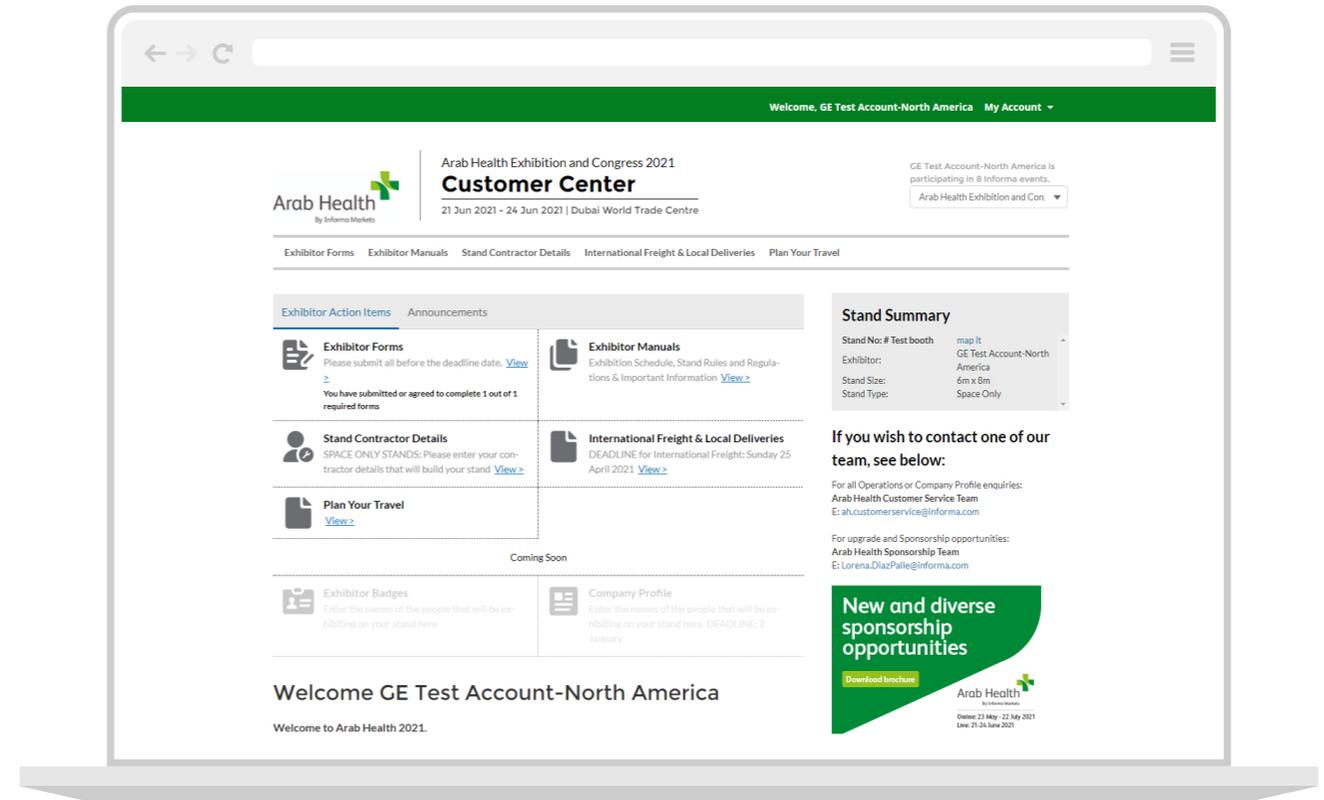


Online-only Exhibitor Journey

Customer Center - Platform Features

The Customer Center has all the information and tools you need for a successful show.

Through the customer center you will be able to register for staff badges, find a checklist and other helpful information and hints for all aspects of preparing for the Online show as well as access Swapcard and VISIT to complete your company profile and order badges. This is your primary platform for the Online event.



Online-only Exhibitor Journey

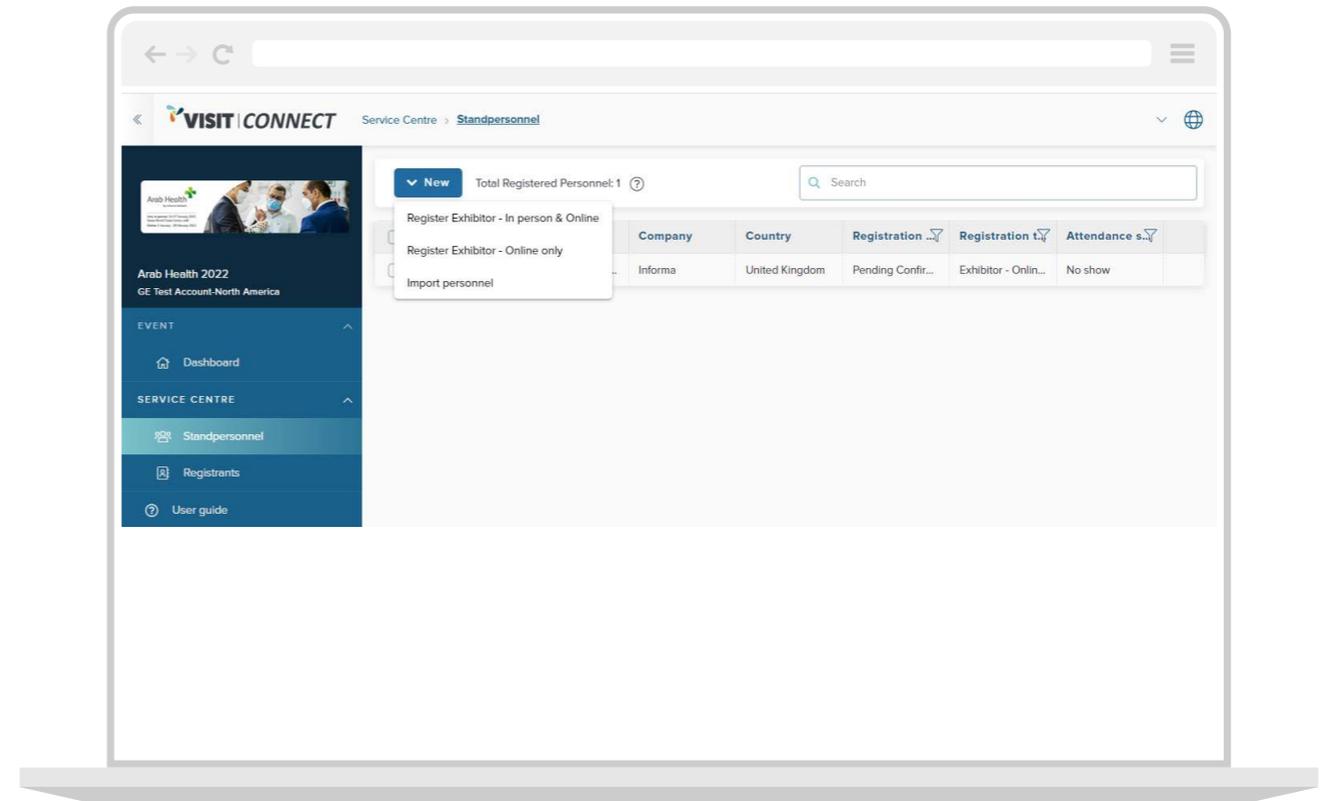
VISIT - Platform Features

VISIT is a measurement and lead generation technology. Through the VISIT Portal, Arab Health exhibitors will be able to register their team members.

Stand Personnel

Under the Stand Personnel tab, exhibitors will be able to register their team members.

N.B. The primary contact will be able to upload a list of stand personnel. An email will be sent to the stand personnel with a link to complete their profile and receive their badge for the Online event.



Online-only Exhibitor Journey

Manage Stand Personal

As a main user, you may register your stand personnel by following the below steps:

Step 1: Access from dashboard (left-hand side of your screen): Event > Service centre > Stand personnel

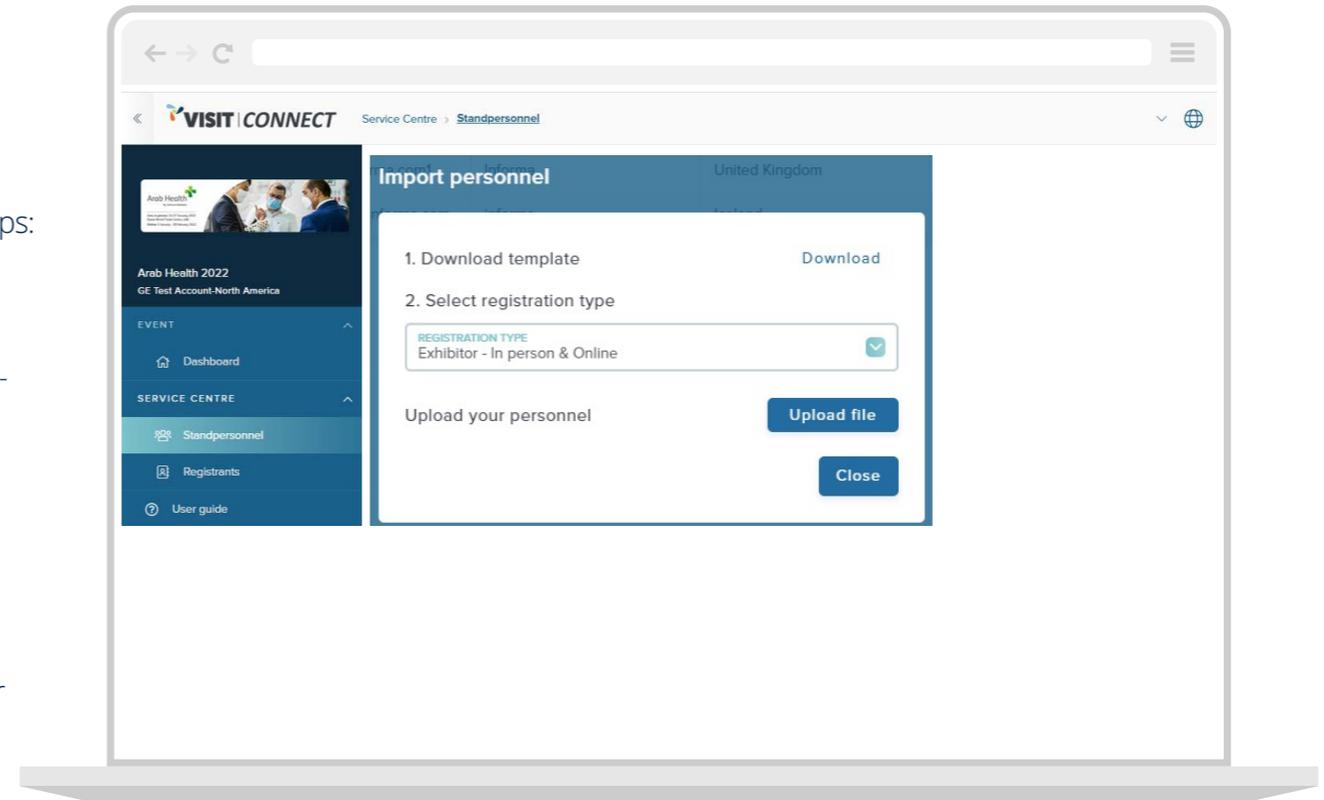
Step 2: Select the “NEW button” from the top left-side of your screen and a drop-down list with multiple registration types will appear.

- **Register Exhibitor – Online only:** This should be used to register personnel who are only going to participate in the Online event.
- **Import personnel:** This will allow you to upload a list of all personnel in one go by clicking on New > Import personnel. Follow the step-by-step instructions to download the .xls template, populate it with contact details and finally upload it.

Step 3: Send invite to your stand personnel by uploading a list of all personnel or adding them one-by-one.

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Online-only Exhibitor Journey

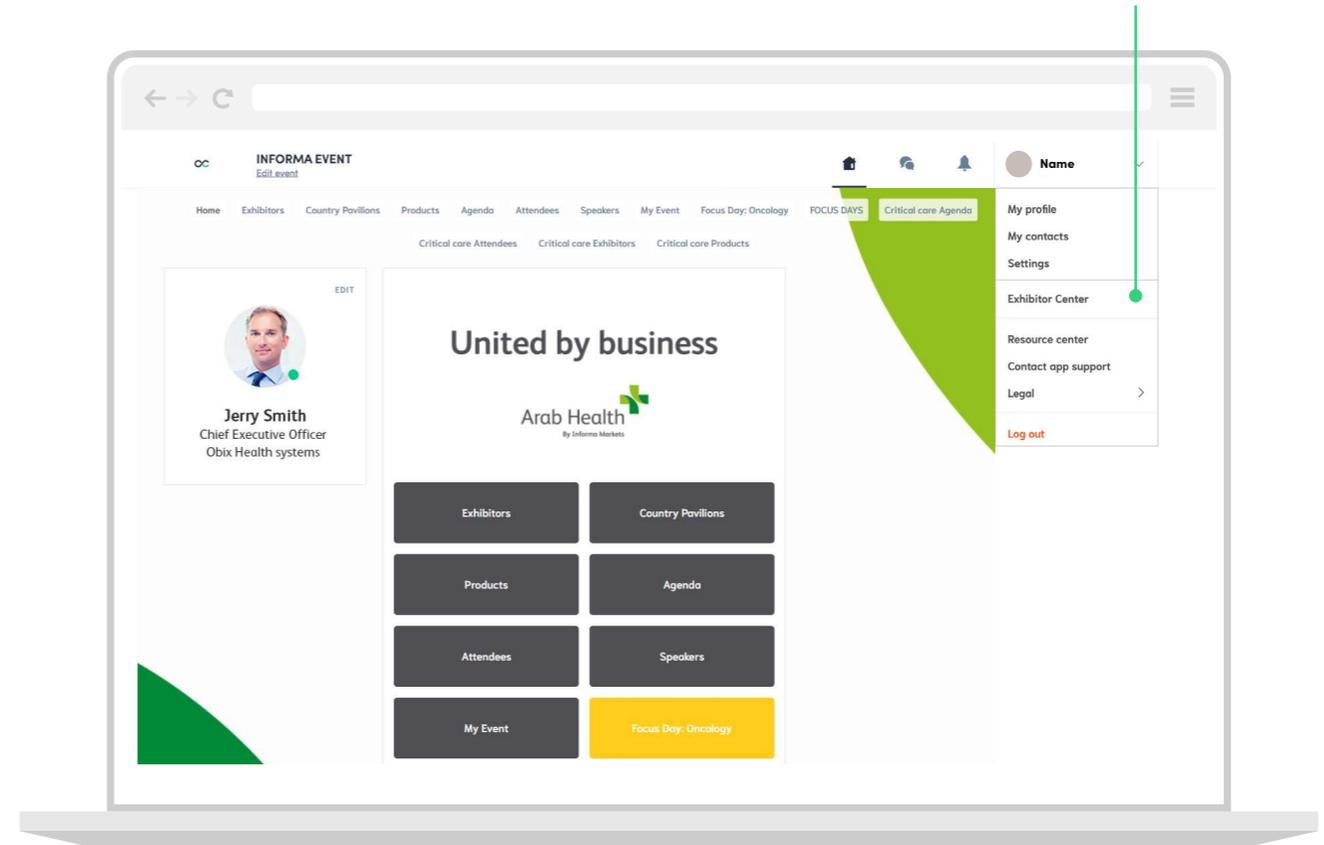
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Exhibitor Center



Contact

Contact the team today to discuss a range of options and bespoke solutions to help you achieve your objectives.

For general inquiries:

Customer Service Team

ah.customerservice@informa.com