

B2B MARKETING
EXCHANGE

EAST

📅 OCTOBER 1 - 3, 2024

📍 THE HOTEL AT AVALON, ALPHARETTA

2024 B2B Marketing Exchange East

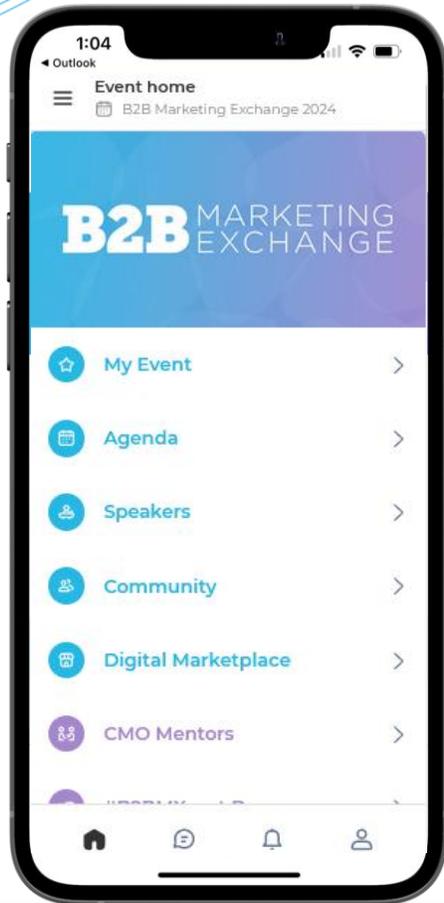
Sponsor Briefing & Guide

Introducing The Hotel at Avalon

- **October 1-3, 2024**
 - **400 Avalon Boulevard Alpharetta, GA 30009**



An Integrated Experience & Robust App



- Pre-Event Access to Attendee Community Within App
- Pre-Event Opt-In List: Company, Title, & Interests Only (Available To Gold-Level Sponsors & Above)
- Optional Scheduled Networking
- Solution Zone
- Virtual Swag
- And More

B2B MARKETING
EXCHANGE

EAST

📅 OCTOBER 1 - 3, 2024

📍 THE HOTEL AT AVALON, ALPHARETTA

Logging into The Event App

How to access #B2BMX East on Swapcard

Logging Into The Swapcard Platform



B2B Marketing Exchange East

Hello Jackie,

The **B2B Marketing Exchange East** is almost here! It's time to customize your sponsor hub in the event app's digital marketplace!

Click on the link below to get started customizing your booth, adding additional team members and exploring the event app!

Attendees will have access to view the marketplace and your hub on **Friday, September 13** so you'll want to make sure your brand hub is looking great by then!

Need help getting started?

- View the sponsor guide [here](#)
- View a sample booth for inspiration [here](#) (Visible only when logged in)
- View Hub/Booth Design Tips and Specs [here](#)
- For additional help, please [email us](#) with any questions

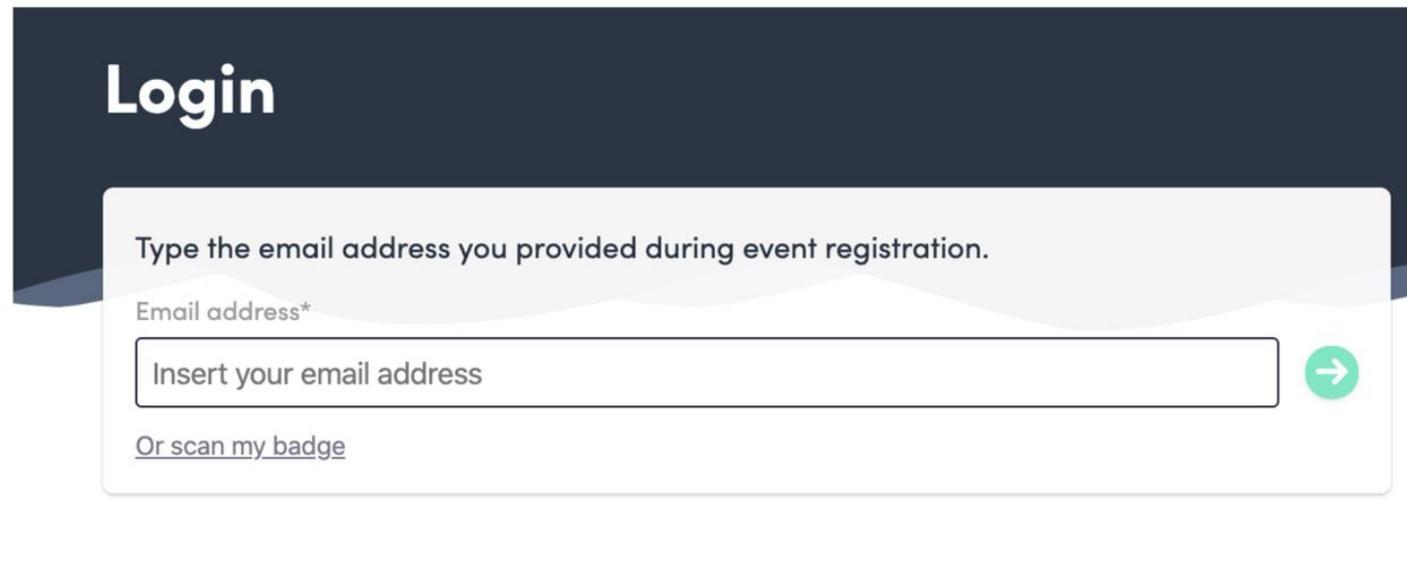
LET'S GET STARTED!

- Look for a welcome email from *B2B Marketing Exchange East* and enter the email address you used to register for the event
- **Subject Line:** Time to build your virtual #B2BMX East booth!

Logging Into Swapcard: Existing Account

Access to your account on login.swapcard.com

Enter the email you used to register to your event and the password you've created before.
Then, click enter to connect.



Login

Type the email address you provided during event registration.

Email address*

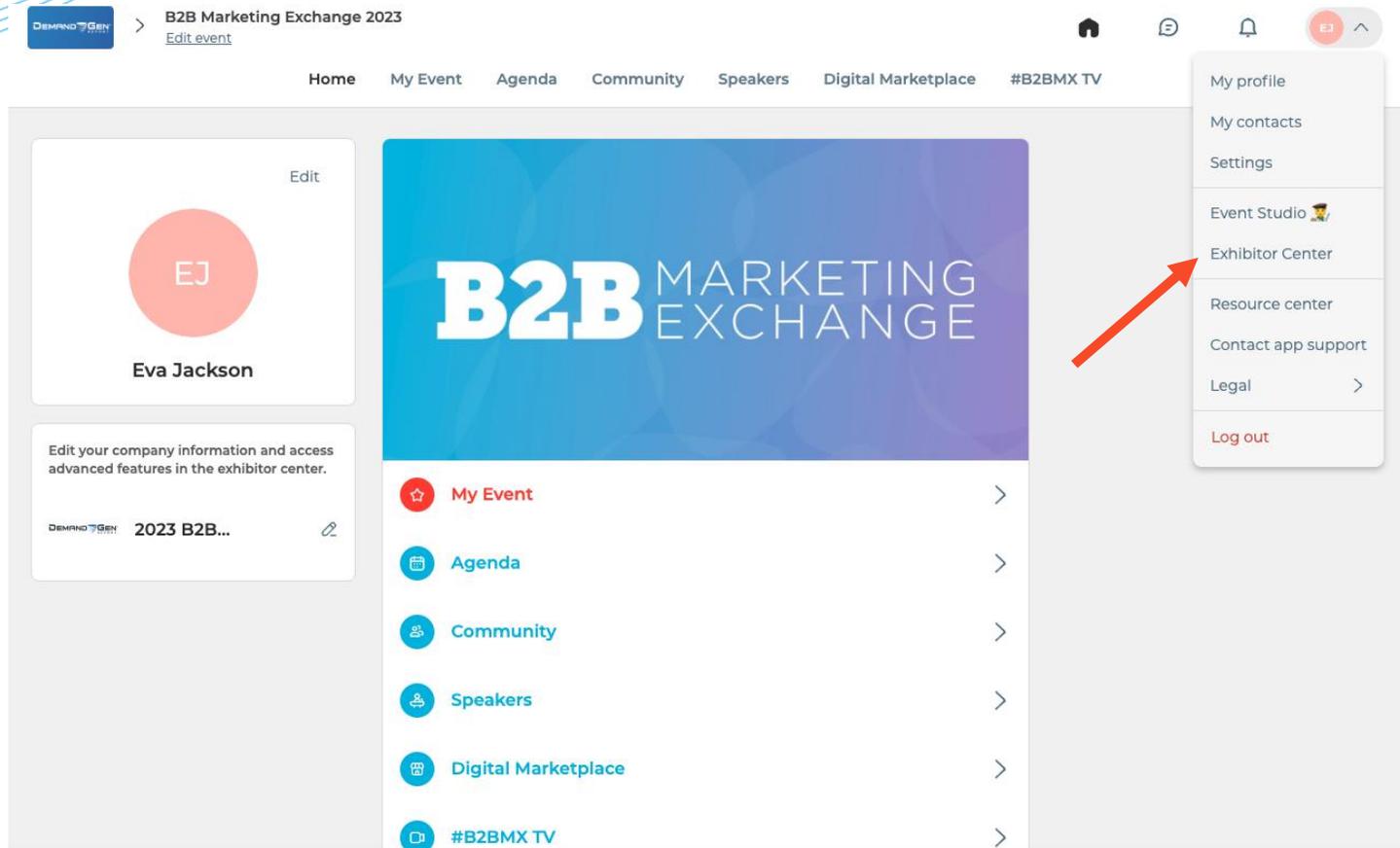
 

[Or scan my badge](#)

Note : If you have forgotten your password after entering your email, click on **Send me a magic link**. You'll receive in your mailbox an email to reset your password.

If you need any help, please contact support@swapcard.com

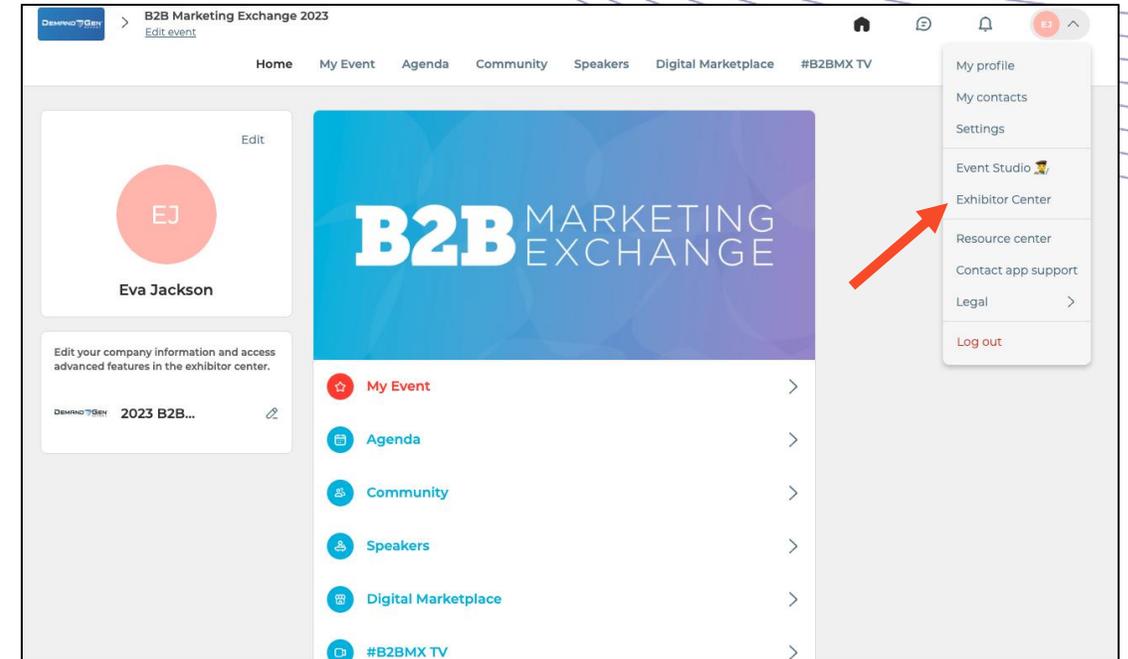
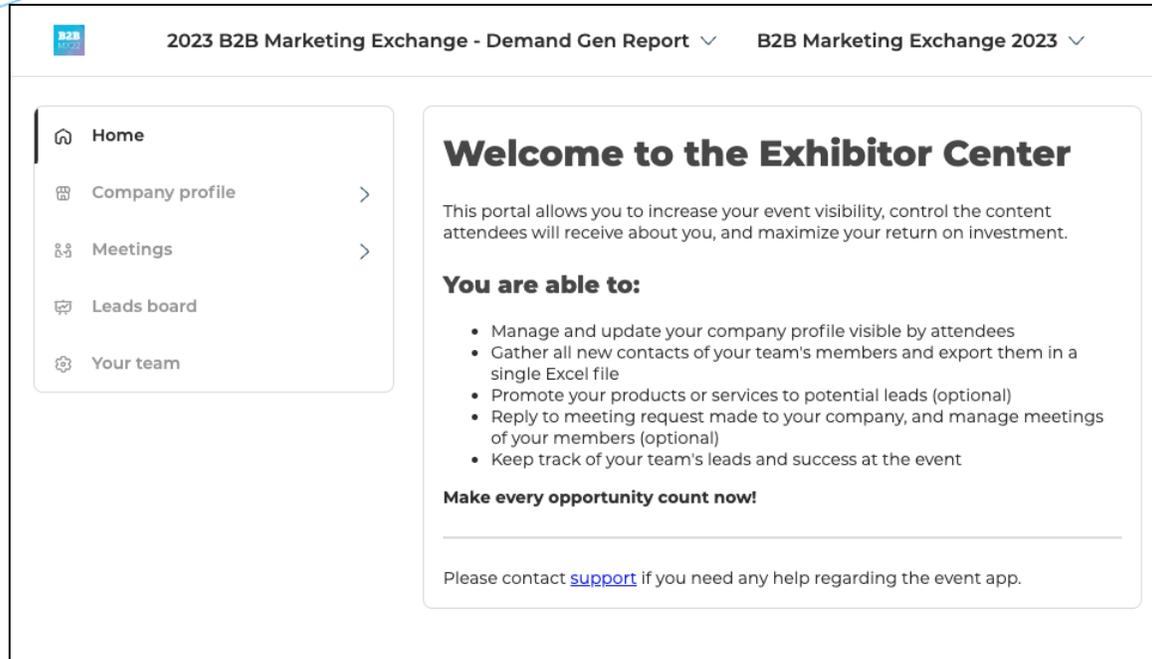
Accessing the Sponsor/Exhibitor Center



- You can always return to your hub/booth by clicking on your profile in the upper right-hand corner and choosing Exhibitor Center.

Easy Access to Everything You Need

During the event, have your exhibitor center and event homepage open in two side-by-side tabs.



- **Exhibitor Center Tab:** Edit your company profile; view, assign and accept meetings; export contacts, meetings and chats, add team members

- **Event Homepage (click My profile to access from sponsor center):** View messages and notifications, navigate the event, network with attendees

B2B MARKETING
EXCHANGE

EAST

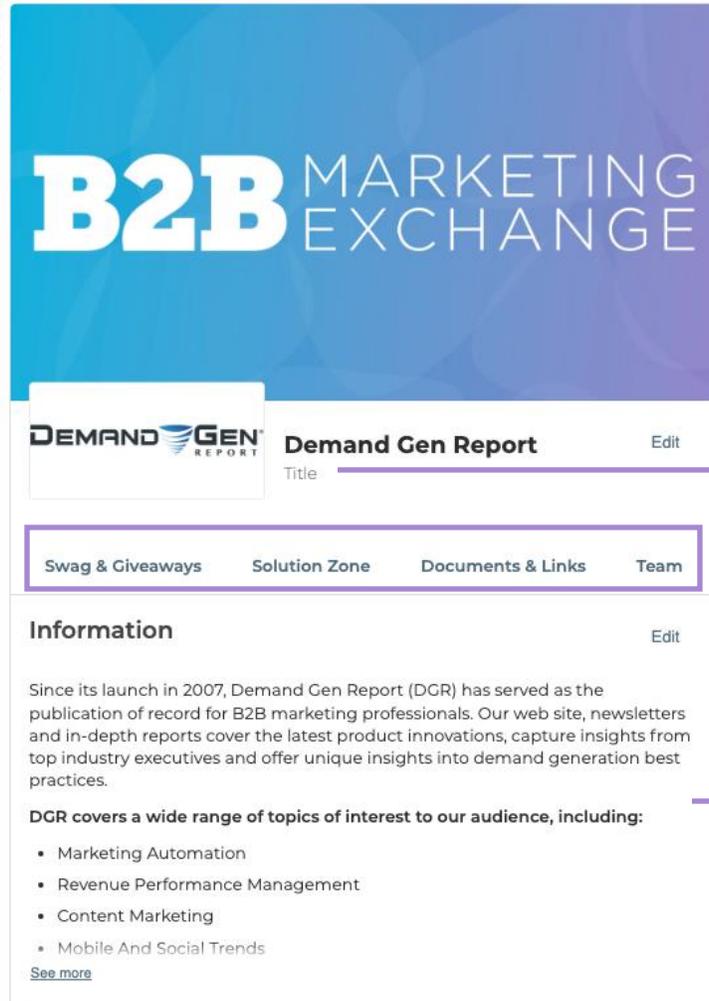
📅 OCTOBER 1 - 3, 2024

📍 THE HOTEL AT AVALON, ALPHARETTA

Customizing Your Booth

How to Maximize Your Brand Presence in the
Digital Marketplace

How to Brand Your Booth/Hub



View design specs and suggestions

Add a video header or static image

Upload your logo

Add solutions, pdfs, links and your sessions (note: sessions are automatically added)

Add your company details

Solution Zone

Use the Solution Zone section of your profile to highlight unique value propositions for your brand. These entries will aggregate into a separate section of the event app (accessible to all attendees via the home page) as another avenue to drive traffic to your booth.

After you've created your item, be sure to choose **Categories** to ensure that your item is filterable by attendee interest.

Then fill in the Learn More (CTA) field with a URL.

The screenshot displays the B2B Marketing Exchange 2023 interface. The top navigation bar includes "Demand Gen Report" and "B2B Marketing Exchange 2023". A sidebar on the left lists navigation options: Home, Company profile, Overview, Documents & Links, Swag & Giveaways, Solution Zone, Meetings, Leads board, and Your team. The main content area shows a card for "How to Guarantee an Excellent #B2BMX Experience" under the "Demand Gen Report" category. A modal window is open for creating a new item, titled "How to Guarantee an Excellent #B2BMX Experience". The modal includes a header with a close button, a sub-header "How to Guarantee an Excellent #B2BMX Experience", and a description field containing the text: "This section of the Solution Zone is for you to provide content that supports your brand's value prop." Below the description is a character count: "103/2000 characters maximum". The "Other information" section contains a "Categories" dropdown menu with the text "Choose one or more categories for this solution" and a list of categories: ABM/ABX, Account Targeting, Channel/Partner Marketing, Content Marketing/Strategies, Conversational Marketing, and Customer Insights/Research.

Solution Zone Example

Include a description of the solution

- What it is
- Who it's for
- What issue it solves
- What makes it unique
- How to "Learn More" (relates to the CTA). **There are two CTA options:**
 - Learn More: For non-clickable CTAs such as instructions to visit your booth in the marketplace.
 - Click Here to Learn More: For a clickable URL (use this field to ensure it hyperlinks appropriately.)



Add to your list
Interested in Branding & Advertising with Demand Gen Report? Click below to add it to your wish list.
[ADD TO MY WISH LIST](#)

Branding & Advertising with Demand Gen Report
Solution Zone
Demand Gen Report

Information
Include a description of the solution:

- What it is
- Who it's for
- What issue it solves
- What makes it unique

Be sure to also include a CTA and link to that CTA in the field below

SAMPLE: Have a solution or service that B2B marketing and sales professionals should know about? Ask us about digital advertising opportunities on Demand Gen Report, ABM In Action and Channel Marketer Report properties. Visit our booth or click the link below to connect and learn more!

[See less](#)

Categories Account Targeting Other

Learn More Here <https://demandgenreport.com>

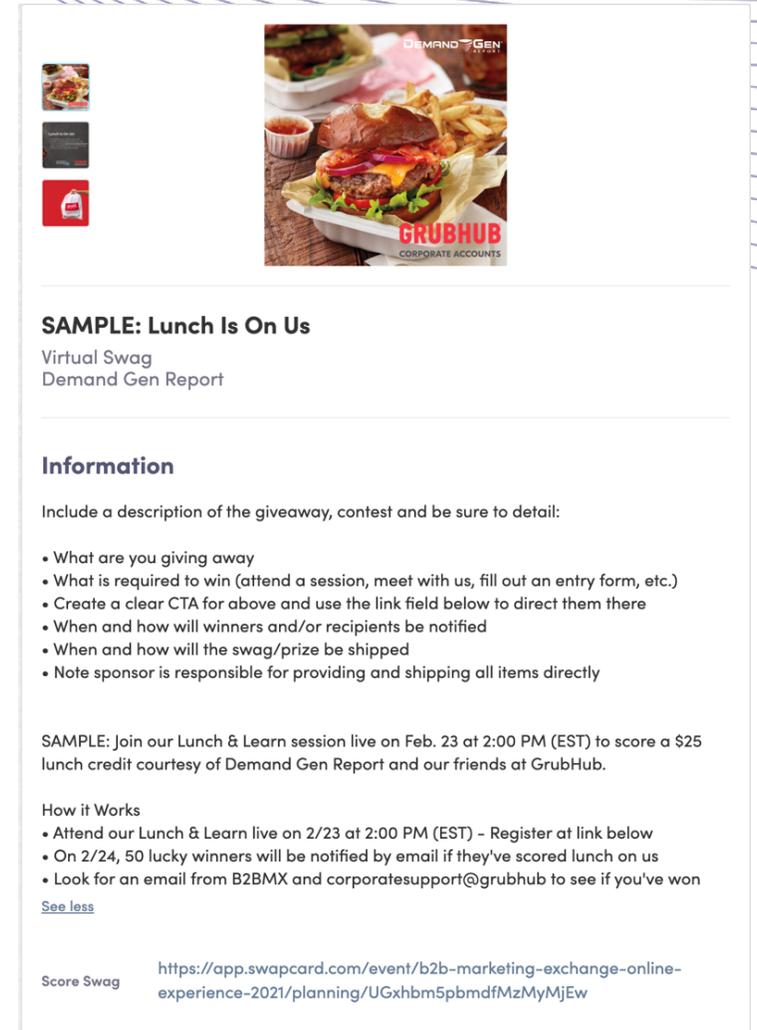
Adding Swag & Giveaways

You may also have the option to add sponsor swag or a giveaway to your company profile as an additional way to drive attendees to your booth.

Be sure to add specific details and a CTA that specifies:

- What you are giving away
- What they must do to enter (i.e. book a meeting, chat with a rep, fill out a form, visit your booth in the marketplace etc.)
- When and how winners(s) will be notified
- When and how swag/prizes will be provided or shipped
- Don't forget the "Score Swag" URL– this will be the link attendees must visit to complete the call to action

(NOTE: Sponsor is responsible for purchasing, providing, and delivering swag.)



The screenshot shows a B2B Marketing Exchange profile for Demand Gen Report. It features a main image of a GrubHub meal with a 'DEMAND GEN' logo. To the left are three smaller images: a meal, a laptop, and a GrubHub logo. Below the images, the text reads: 'SAMPLE: Lunch Is On Us', 'Virtual Swag', and 'Demand Gen Report'. A section titled 'Information' contains a description of the giveaway and a list of details: 'What are you giving away', 'What is required to win', 'Create a clear CTA', 'When and how will winners and/or recipients be notified', 'When and how will the swag/prize be shipped', and 'Note sponsor is responsible for providing and shipping all items directly'. A sample description follows: 'SAMPLE: Join our Lunch & Learn session live on Feb. 23 at 2:00 PM (EST) to score a \$25 lunch credit courtesy of Demand Gen Report and our friends at GrubHub.' Below this is a 'How it Works' section with details about the live session, notification dates, and contact information. At the bottom, the 'Score Swag' URL is provided: <https://app.swapcard.com/event/b2b-marketing-exchange-online-experience-2021/planning/UGxhbm5pbmdfMzMzMjEw>.

Adding a Staff/Admin Member to Your Booth



Demand Gen Report ▾

SWITCH TO THE EVENT



Sheri ▾

- Home
- Company profile >
- Meetings
- Team's contacts
- Your team**



Mike Santos
VP, Digital Marketing
#B2BMX



Sheri Butts
Director, Demand Gen & Growth Marketing
G3 Communications

Add your colleagues

Invite your team members who are registered for the event so you can all access the same interface. With your whole team in one place, it's easy to share contacts and data!

ADD A MEMBER

In Your Exhibitor Center, Go to the << **Your Team** >> tab and see all your booth staff.

To add a new member, click here and add their email address and they will receive an email to join the event

Sharing Contacts with Your Team/Booth

The screenshot shows the 'Demand Gen Report' interface. On the left is a navigation menu with options: Home, Company profile, Meetings, Team's contacts, and Your team. The main content area displays two team members: Mike Santos (VP, Digital Marketing #B2BMX) and Sheri Butts (Director, Demand Gen & Growth Marketing G3 Communications). A purple box highlights a pencil icon next to Sheri Butts' name. To the right is a section titled 'Add your colleagues' with a description: 'Invite your team members who are registered for the event so you can all access the same interface. With your whole team in one place, it's easy to share contacts and data!' and an 'ADD A MEMBER' button.

Sheri Butts

Member settings

Show profile

Share his/her contacts with the team

IMPORTANT: Each booth staff member must complete this step for contacts to be shareable and exportable!

In Your Exhibitor Center, Go to the << **Your Team** >> tab and locate your name and click the pencil icon beside it to edit your profile

Slide Share his/her contacts with the team to "On" (should be blue)

What's Next: Information for Sponsors

- Stay tuned for additional resources on:
 - Networking & attendee meetings in Swapcard
 - Lead retrieval and access
 - Building your #B2BMX East agenda

B2B MARKETING
EXCHANGE

EAST

📅 OCTOBER 1 - 3, 2024

📍 THE HOTEL AT AVALON, ALPHARETTA

Thank you!

We Can't Wait to See You Soon!