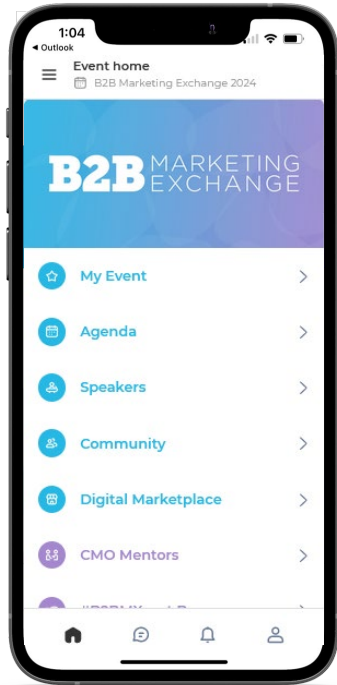


# 2025 B2B Marketing Exchange West

Sponsor Online Experience

# 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

# Logging into The Event App

How to access #B2BMX West on Swapcard

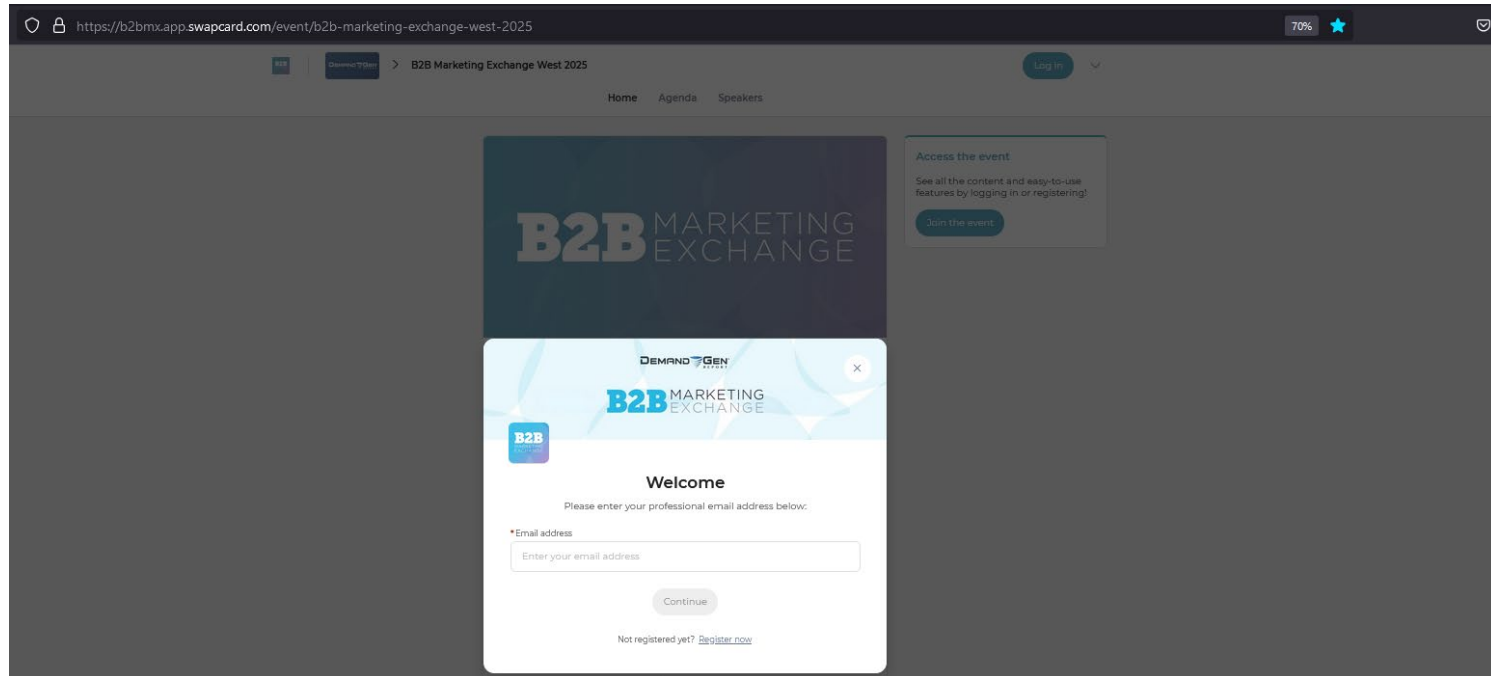
# Logging Into The Swapcard Platform



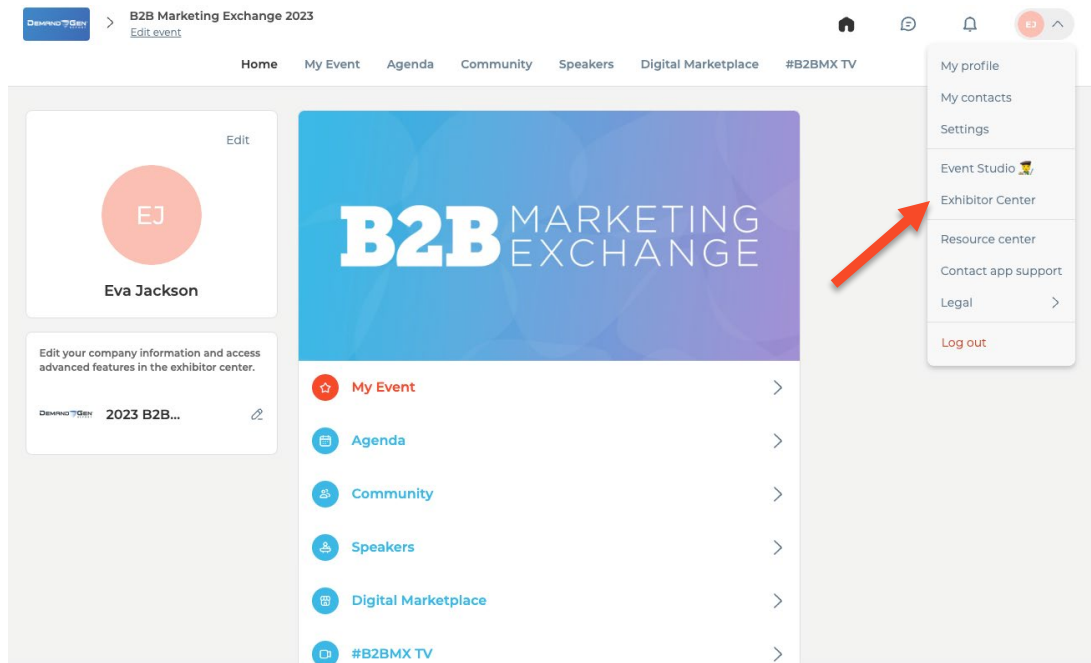
- Look for a welcome email from *B2B Marketing Exchange West* and enter the email address you used to register for the event
- **Subject Line:** Time to build your virtual booth!

# Logging Into Swapcard : Existing Account

- <https://b2bmx.app.swapcard.com/event/b2b-marketing-exchange-west-2025>



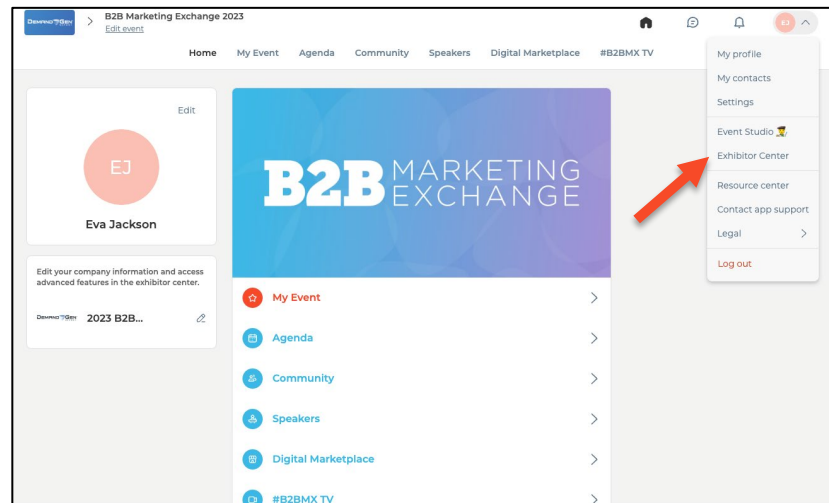
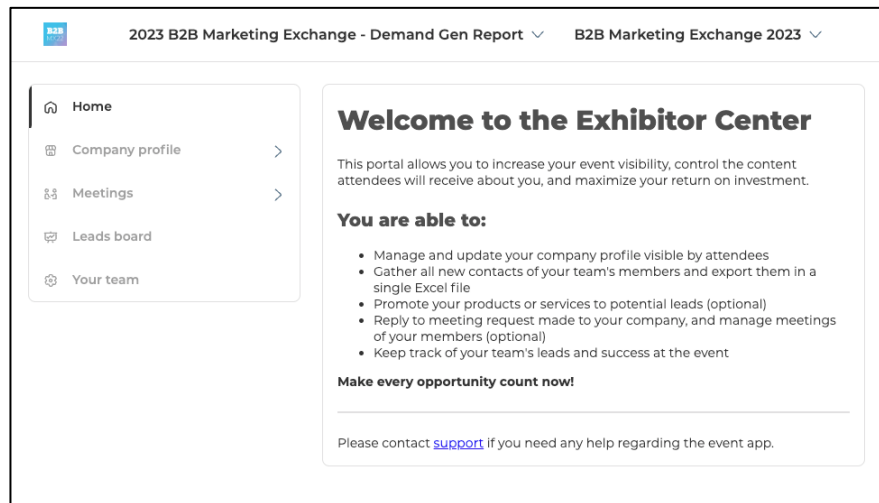
# Accessing the Sponsor/Exhibitor Center



- 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.



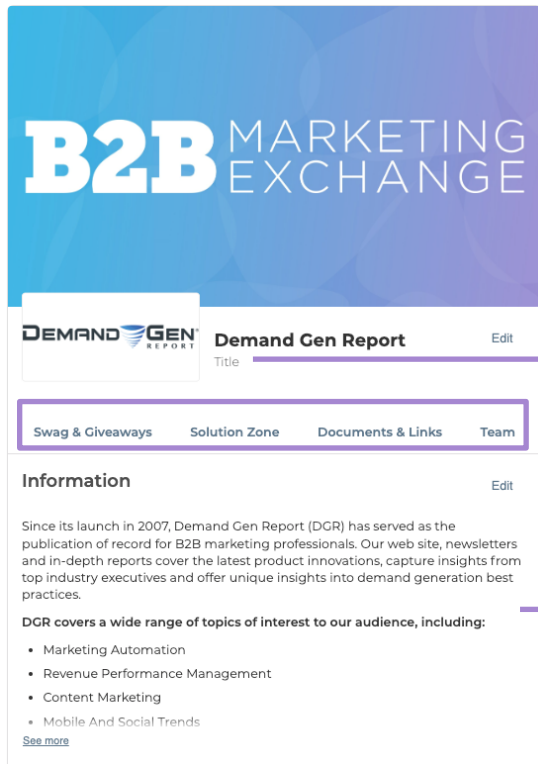
- **Exhibitor Center Tab:** Edit your company profile; view, assign and accept meetings; export contacts, meetings and chats, add team members
- **Event Homepage (click My profile to access from sponsor center):** View messages and notifications, navigate the event, network with attendees

# 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 ABM Demand Gen Report interface for the B2B Marketing Exchange 2023. The left sidebar shows the navigation menu with 'Solution Zone' selected. The main content area shows a card for 'How to Guarantee an Excellent #B2BMX Experience'. A purple box highlights the 'Categories' section, and a purple line connects it to the explanatory text on the left.

**How to Guarantee an Excellent #B2BMX Experience**

Highlight your item page with images. You can add up to 20 images. We recommend using at least a 400x400px (1:1 ratio) image, no larger than 1MB.

**Name**

How to Guarantee an Excellent #B2BMX Experience

**Description**

This section of the Solution Zone is for you to provide content that supports your brand's value prop.

103/2000 characters maximum

**Other information**

**Categories**



Choose one or more categories for this solution

- ABM/ABX
- Account Targeting
- Channel/Partner Marketing
- Content Marketing/Strategies
- Conversational Marketing
- 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.)



### 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>

#### 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](#)


# 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.)*



**SAMPLE: Lunch Is On Us**  
Virtual Swag  
Demand Gen Report

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**Information**

Include a description of the giveaway, contest and be sure to detail:

- What are you giving away
- What is required to win (attend a session, meet with us, fill out an entry form, etc.)
- Create a clear CTA for above and use the link field below to direct them there
- When and how will winners and/or recipients be notified
- When and how will the swag/prize be shipped
- Note sponsor is responsible for providing and shipping all items directly

**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.

**How it Works**

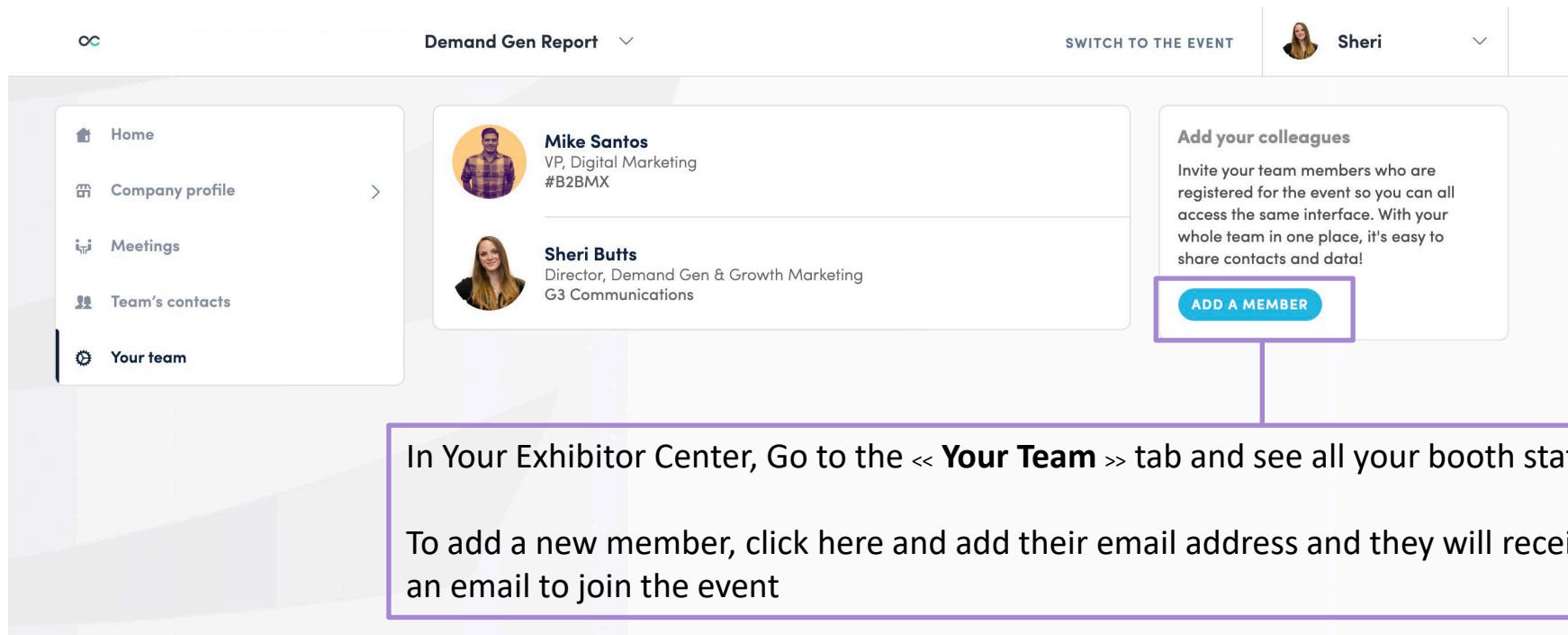
- Attend our Lunch & Learn live on 2/23 at 2:00 PM (EST) – Register at link below
- On 2/24, 50 lucky winners will be notified by email if they've scored lunch on us
- Look for an email from B2BMX and corporatesupport@grubhub to see if you've won

[See less](#)

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Score Swag <https://app.swapcard.com/event/b2b-marketing-exchange-online-experience-2021/planning/UGxhbm5pbmdfMzMjMjEw>

# Adding a Staff/Admin Member to Your Booth

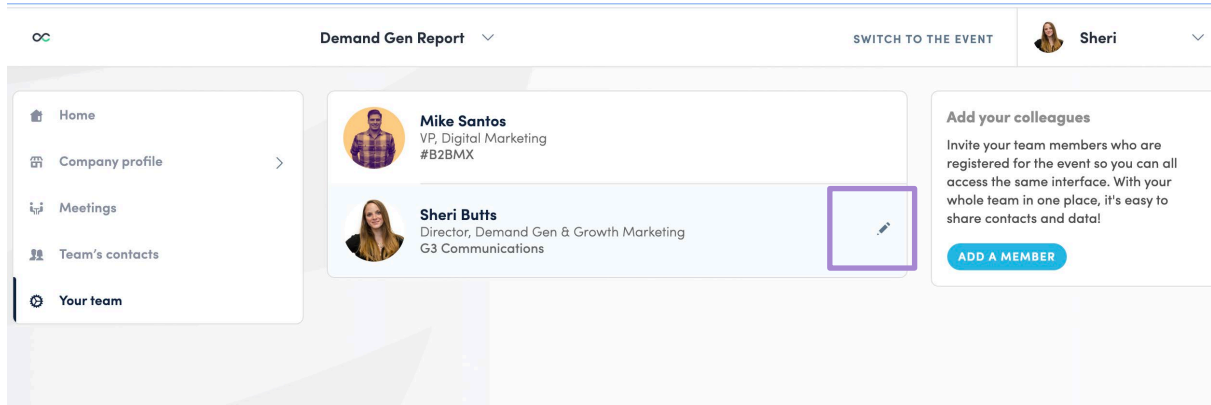


The screenshot shows the B2B Marketing Exchange interface. At the top, there's a navigation bar with a logo on the left, 'Demand Gen Report' in the center, and 'SWITCH TO THE EVENT' on the right. Below the navigation bar, on the left, is a sidebar menu with options: Home, Company profile, Meetings, Team's contacts, and Your team (which is highlighted). The main content area displays a list of team members under the 'Your team' tab. The first member is Mike Santos, VP, Digital Marketing, #B2BMX. The second member is Sheri Butts, Director, Demand Gen & Growth Marketing, G3 Communications. To the right of the team list is a box titled 'Add your colleagues' with the text: '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!'. Below this text is a blue button labeled 'ADD A MEMBER'. A purple box highlights the 'ADD A MEMBER' button, and a line connects it to a text box at the bottom of the slide.

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



## 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 West agenda



# Thank You!!

We Can't Wait to See You Soon!