Welcome to

Fi Africa | PROPAK MENA 2025

The Event App

Exhibitor Guide

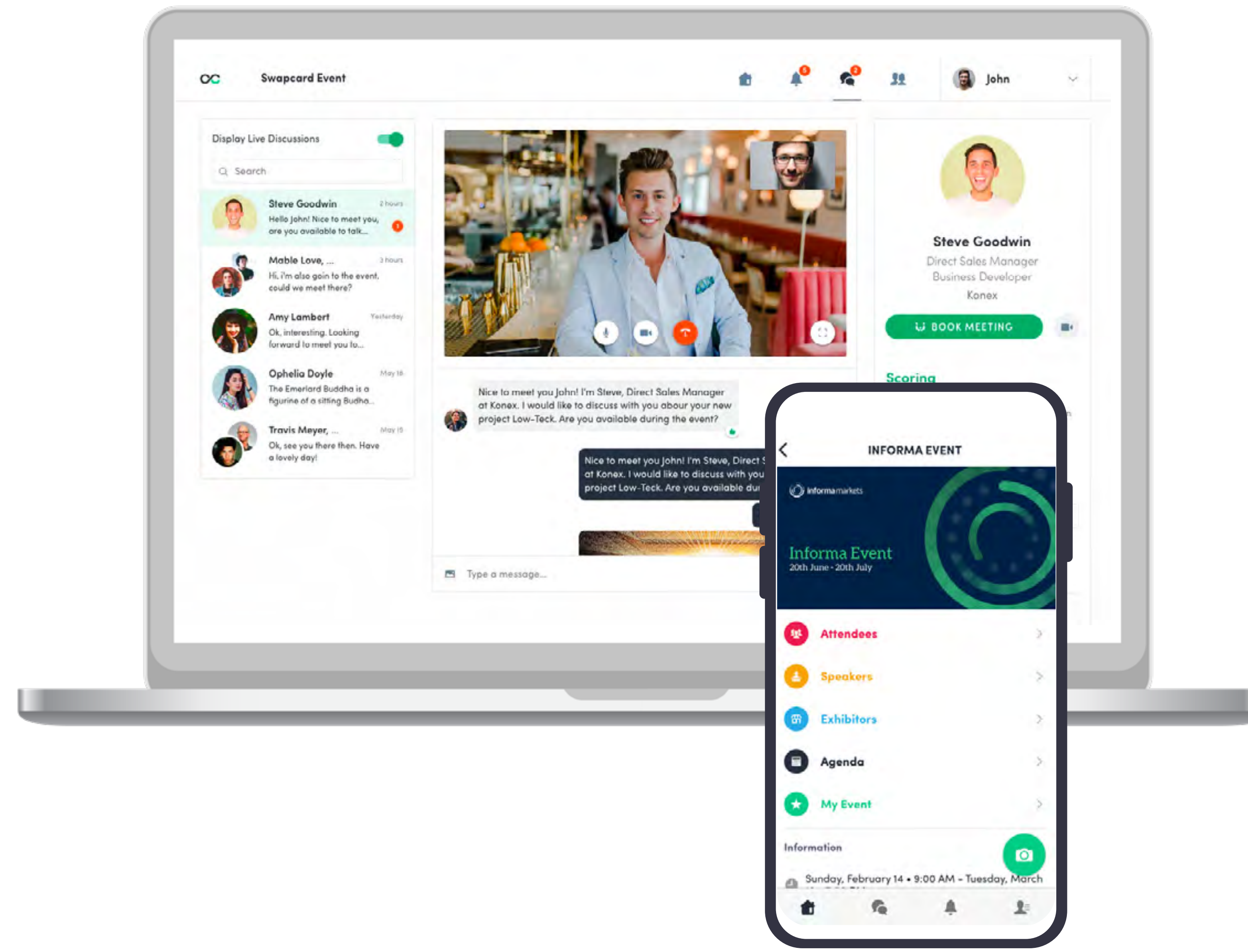
2 - 4 June 2025

Egypt International Exhibition Center, Cairo

Table of Contents

What is the event app?

The event app is your number one tool for increasing the efficiency and success of your event. Here you will find a suite of easy-to-use tools that extend your sphere of influence, facilitate deeper connections and increase your return on investment. All personalised to your needs and accessible at your pace.



On the app you can:

- Advertise your presence at the event through a company and personal profile
- Search the full list of attendees to find your target audience
- Network with professionally aligned contacts before, during and after the event through messaging or setting up meetings
- Capture and retrieve the details of all the connections you make

Getting started on the app

Logging in to the app

Login for the first time

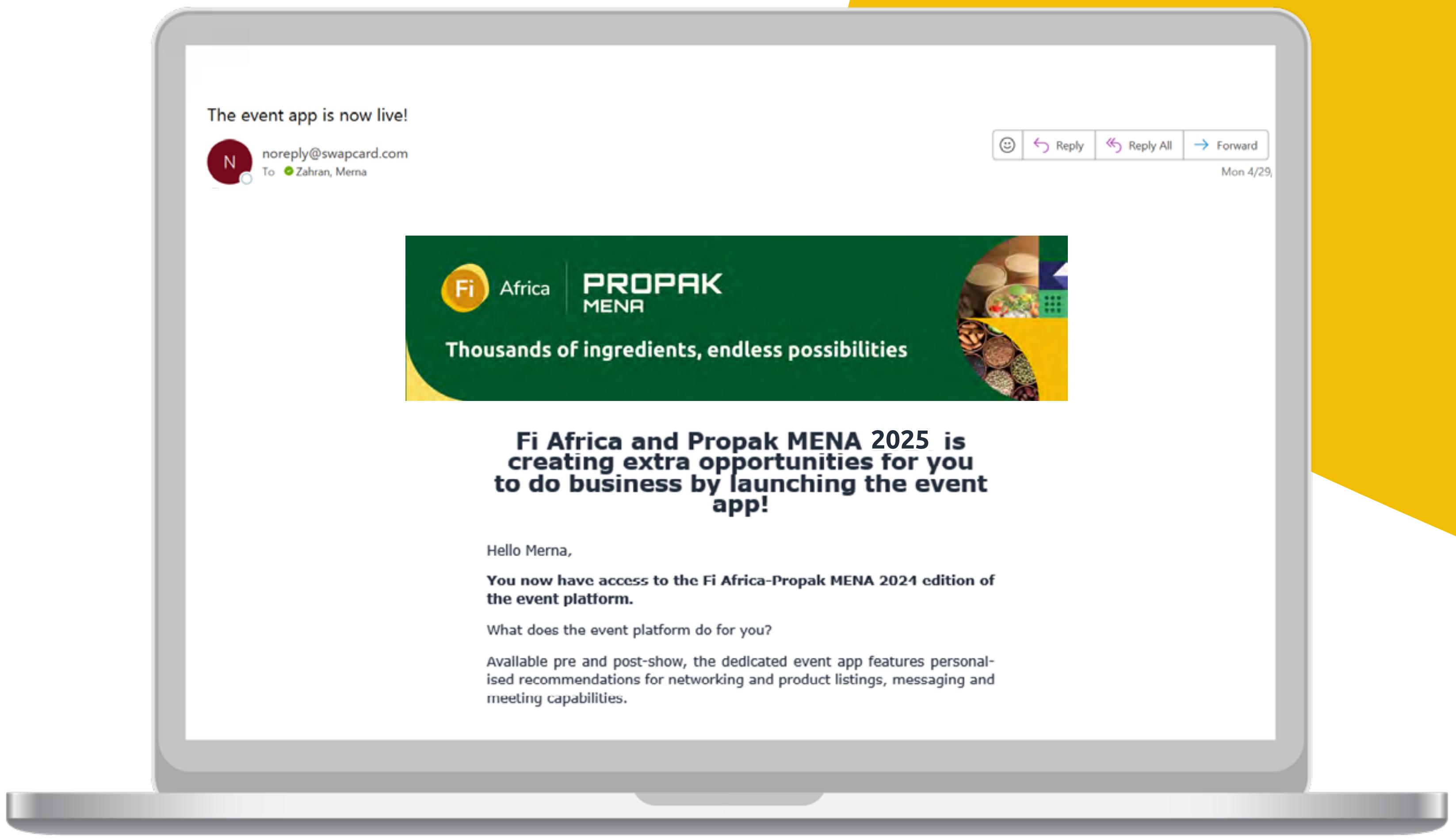
Step 1: Once you register to the event, you will receive an email containing a link to access the app. Click the link.

Step 2: You'll get a one-time code via email, which you must enter on the page. If it's your first time using the app, a window will pop up asking you to set a password for your account.

Log in to an existing account

Step 1: Go to https://page.swapcard.com/app/foodingredients/

Step 2: Enter the email you used to register for the event and your password* then click the arrow to log in.



*If you have forgotten your passowrd, click 'send me the magic link' after entering your email. You will receive an email to reset your password. This email is valid for 1 hour only.

Updating your personal profile

Create your personal profile

Make a great first impression by taking a few minutes to set up your personal profile. A complete profile is more attractive to attendees and gives you a boost to connecting with the right people.

Step 1: Access your profile. There are two ways to access your profile:

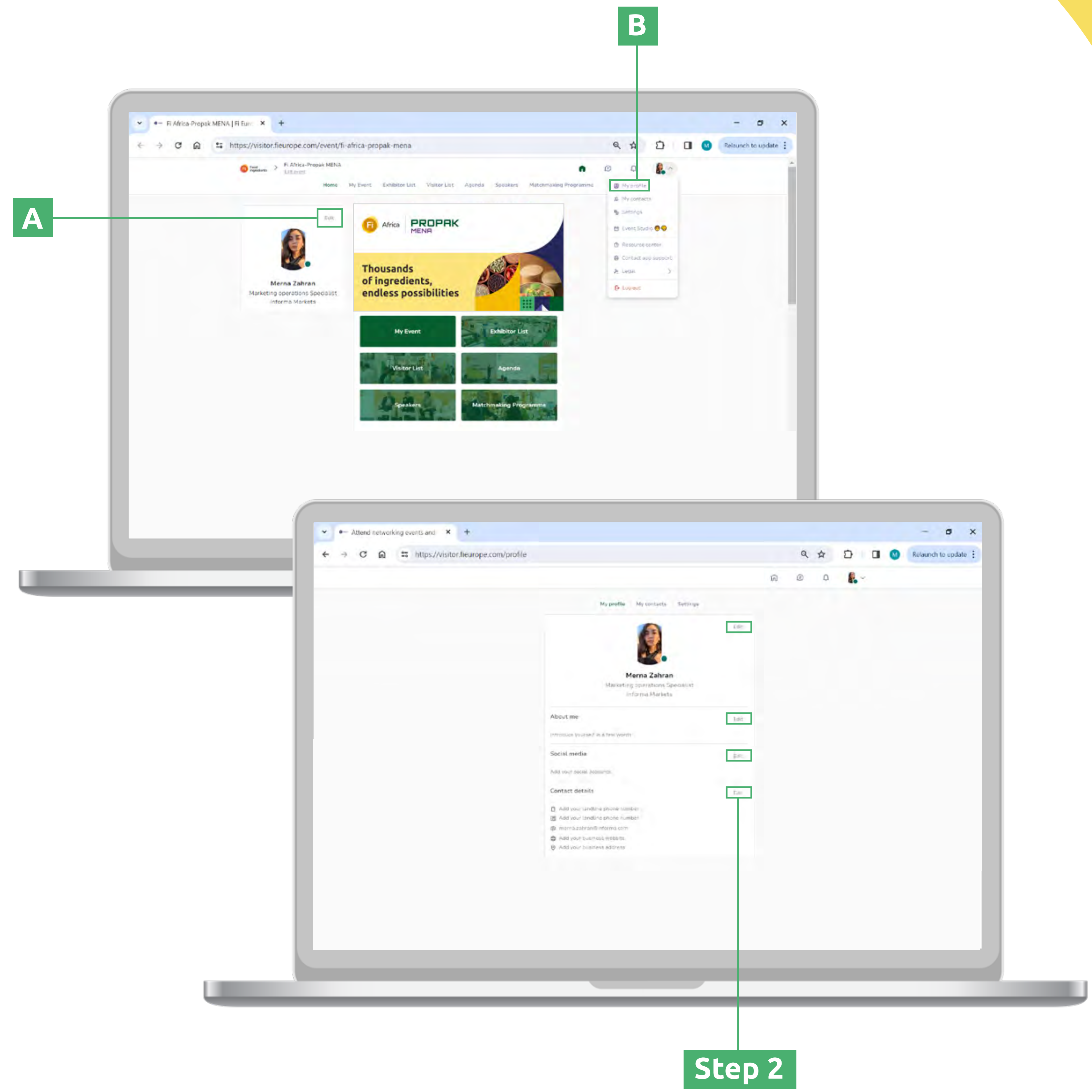
A Click **"Edit"** at the top-right of the profile picture box.

or

B Click **"My Profile"** from the drop-down menu to the right of the page.

Step 2: Once in your profile, proceed to click on the "Edit" buttons to make relevant changes or updates.

Step 3: Complete all sections, fuller profiles will help you to get matched with the most relevant attendees.



Creating your company profile

Access the Exhibitor Centre

The Exhibitor Centre is your company's hub. Here you can update your company profile, add products and marketing content, review meetings and so much more.

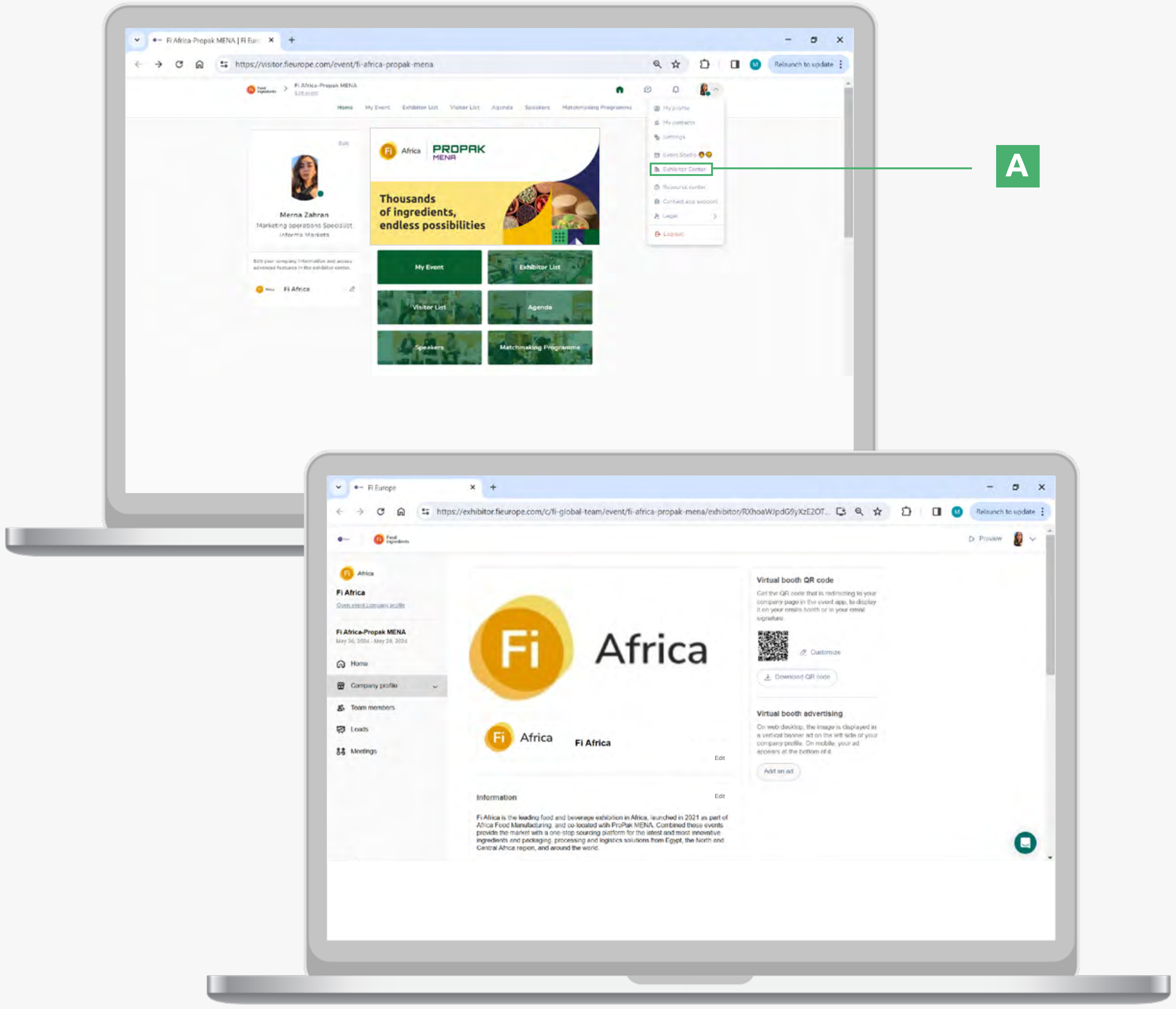
There are two ways to access the Exhibitor Centre:

A Click your picture in the upper right corner and select **"Exhibitor Centre"** from the menu

or

B Click your exhibitor booth on the left-hand side of the homepage

To exit the Exhibitor Centre, select **'SWITCH TO EVENT'** at the top right side of the page.



Update your company profile

Think of your company profile as your online stand. It's an opportunity to increase your company's discoverability and give visitors a reason to reach out to you. The navigation bar on the left side will help you access different sections of the Exhibitor Centre.

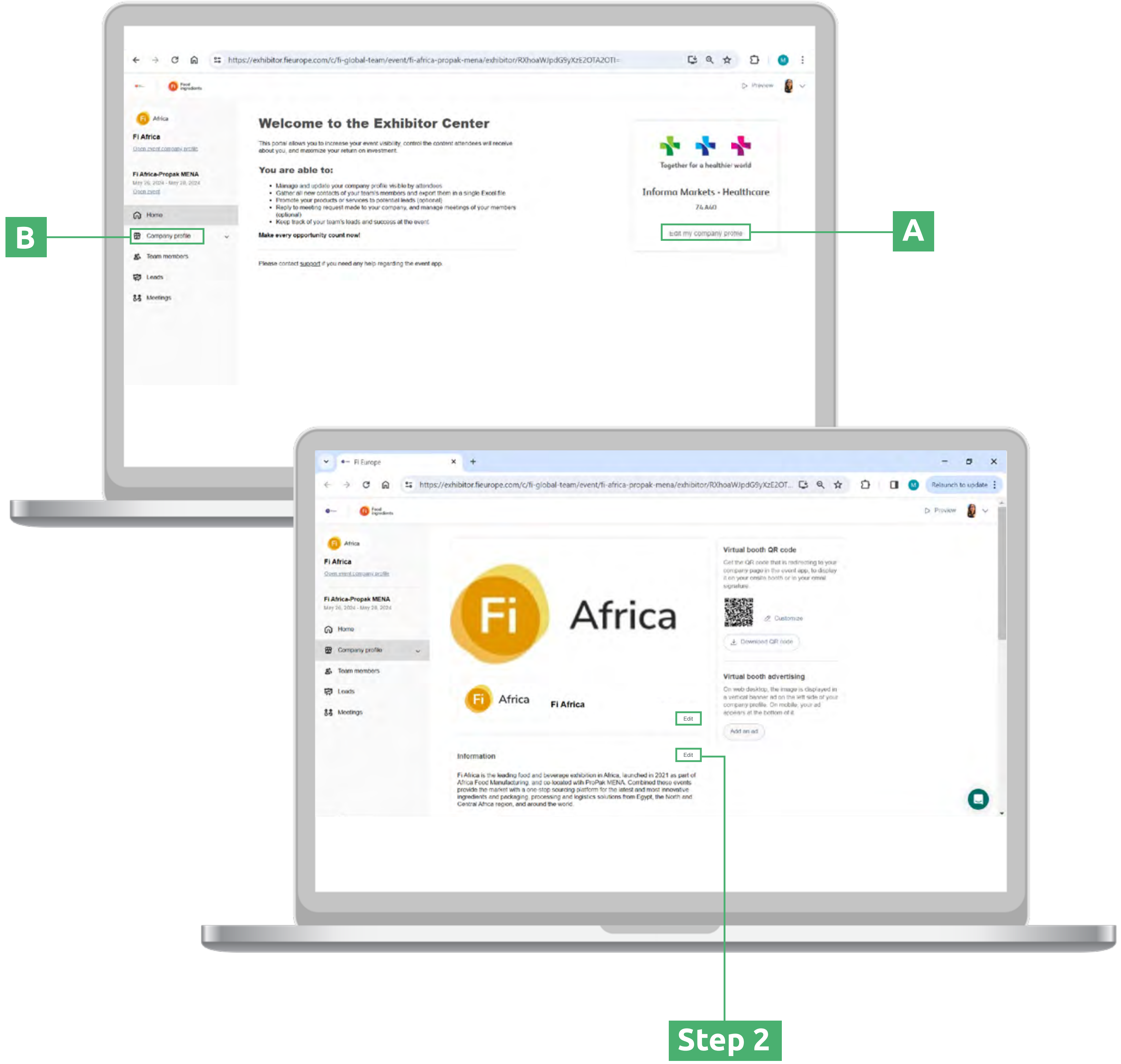
Step 1: There are two ways to edit your company profile

A Click on **'edit my company profile'** located on the right side of the page

or

B Click on **'company profile'** in the navigational panel to set up each section individually

Step 2: Click the **'Edit'** buttons located on the right of each section to make relevant changes or updates. The platform saves your changes automatically.



73% **of buyers have said that they are more likely to contact a company that has detailed product and company information!**

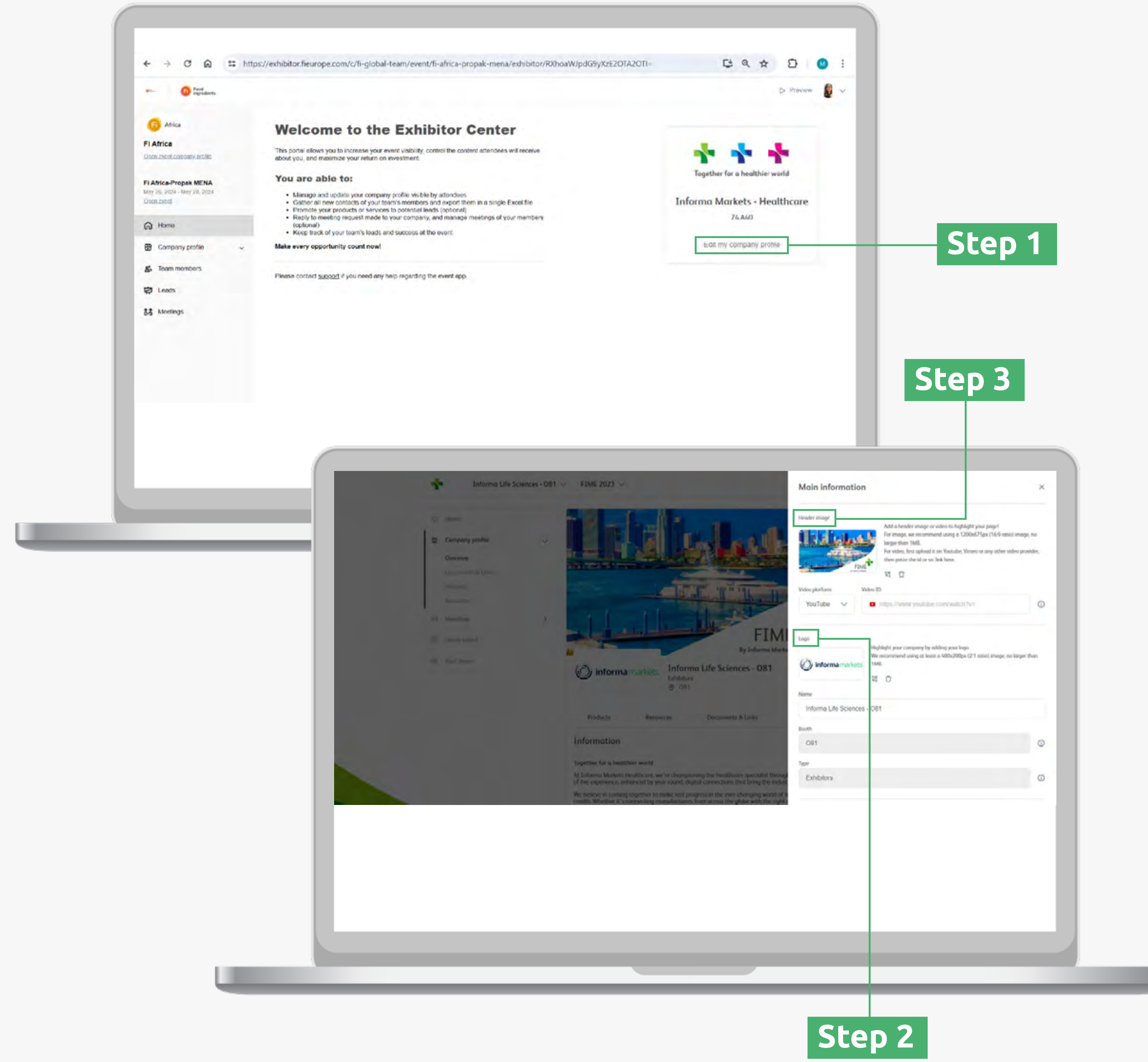
Add your company logo and header

Step 1: From the **"Edit Company Profile"** page, select the **"edit"** button located on the right side of your company name

Step 2: Upload your company logo in the dimensions:
400x200px (2:1 ratio) No larger than 1MB

Make sure your company name is correct in the text box below. This is not editable on the platform.

Step 3: Upload a header image with the dimensions:
1200x675px (16:9 ratio) No larger than 1MB
or
Upload a YouTube or Vimeo video by selecting the video platform from the dropdown menu and entering the video link under **"video ID"**.



Customise your company profile

1. Add an advertising banner to your company profile*

A Click on 'add an ad' located on the right of the page

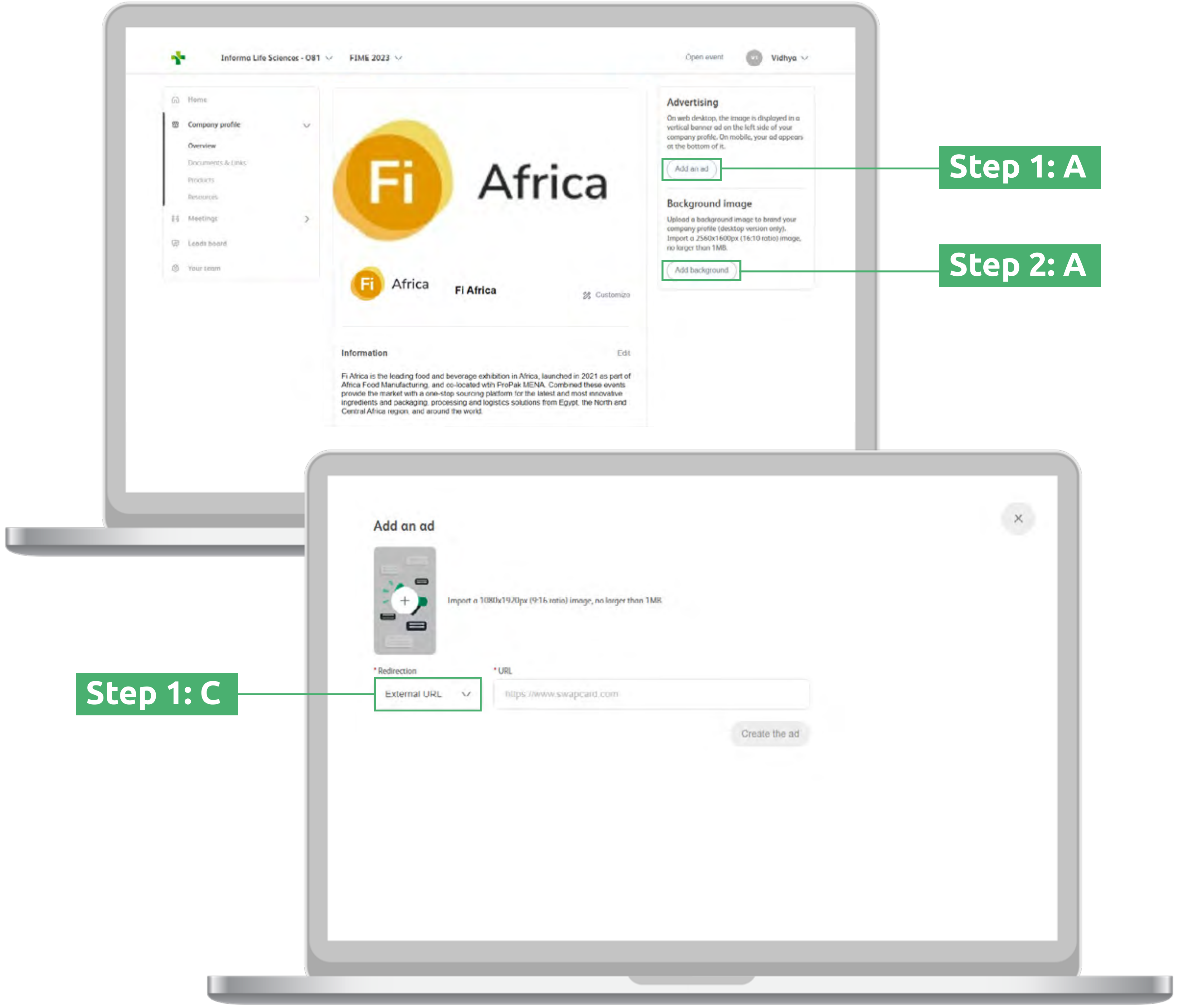
B Upload a banner in the dimensions **1080x1920px (9:16 ratio), no larger than 1MB**

C Choose from the redirection drop down to link the banner to the URL/document of your choice

2. Add a background image to your company profile*

A Click on 'add background' located on the right of the page

B Upload an image in the dimensions **2560x1600px (16:10 ratio), no larger than 1MB**



Add your company products

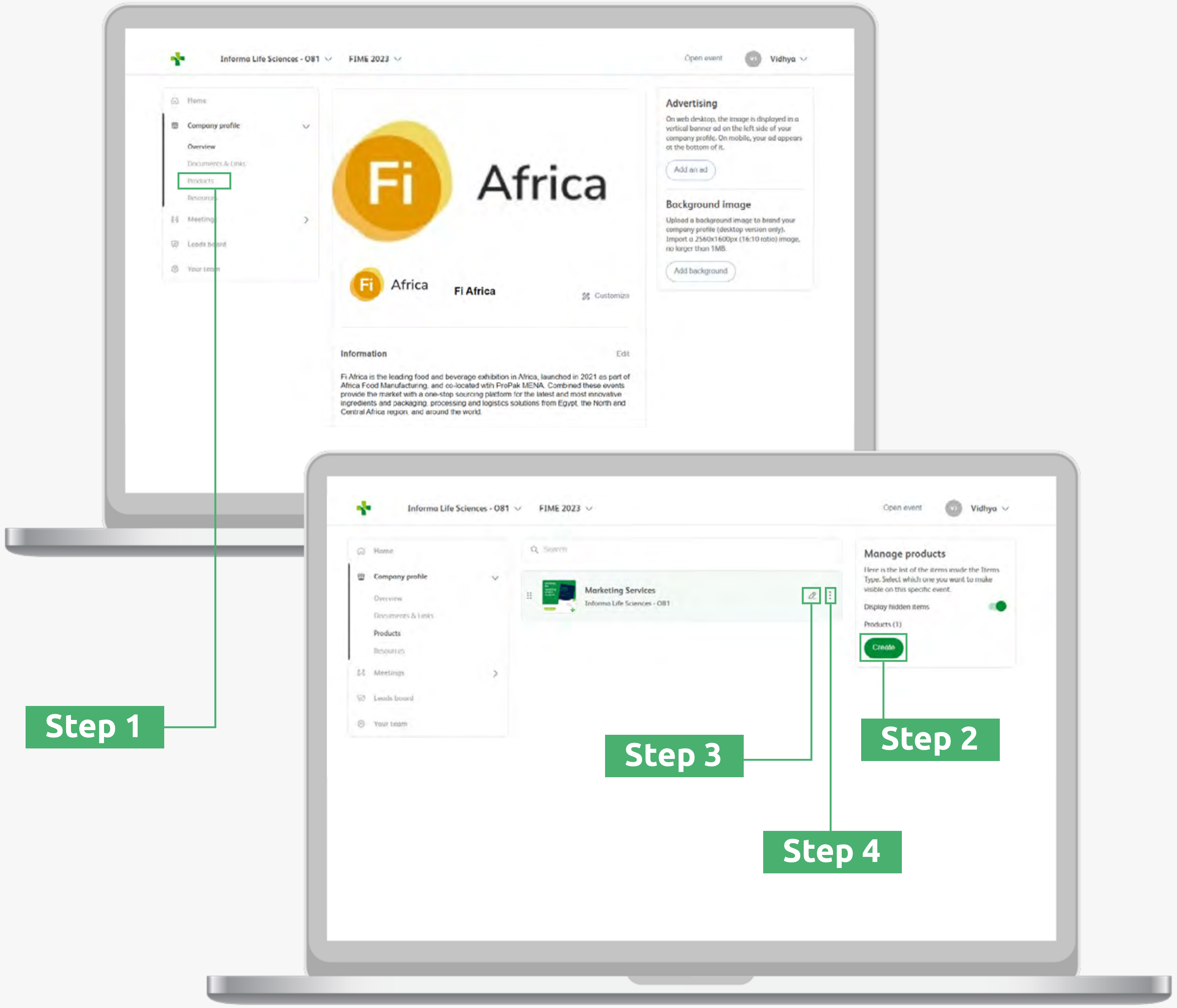
Promote your offerings & solutions to the entire show universe by adding products to your company profile. Give your products a name, unique description and image to help them reach your target audience.

Step 1: Select products from the navigation panel

Step 2: To add a product click on **"create"**, located on the right of the page

Step 3: To edit a product, hover over it in the list and select the **pen icon** to make changes..

Step 4: Select the **3 dots** at the side of each product to hide it from attendees



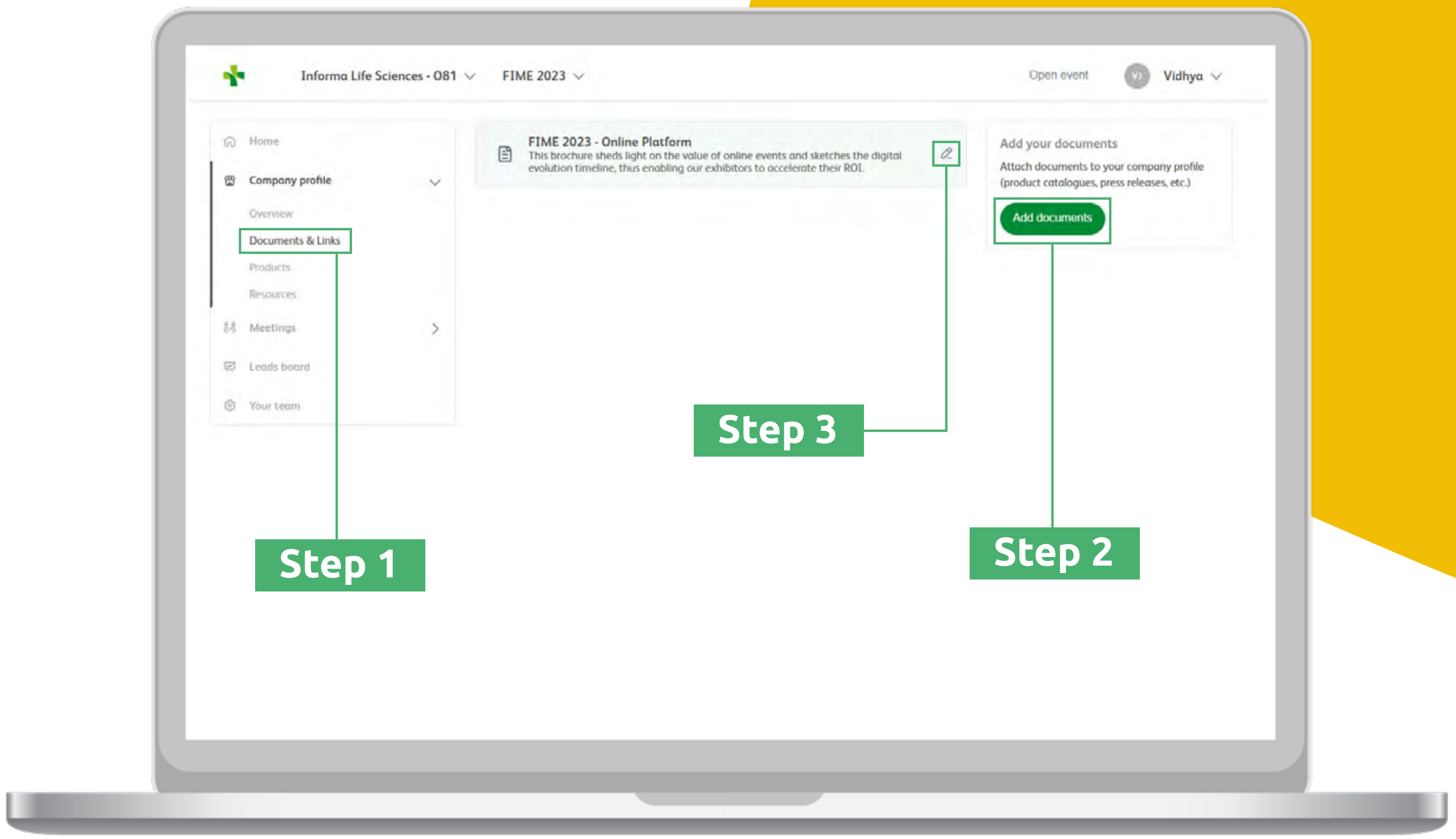
Add extra promotional material

Give potential clients a greater insight into your business by adding extra promotional material to your company profile. Upload documents such as sales brochures or provide a link to a video highlighting your newest innovations.

Step 1: Select **"documents & links"** in the left-hand menu

Step 2: Click **"add documents"** on the right of the page

Step 3: To edit a document, hover over it in the list and select the **edit icon** that appears



Networking

Find your next client on the visitor list

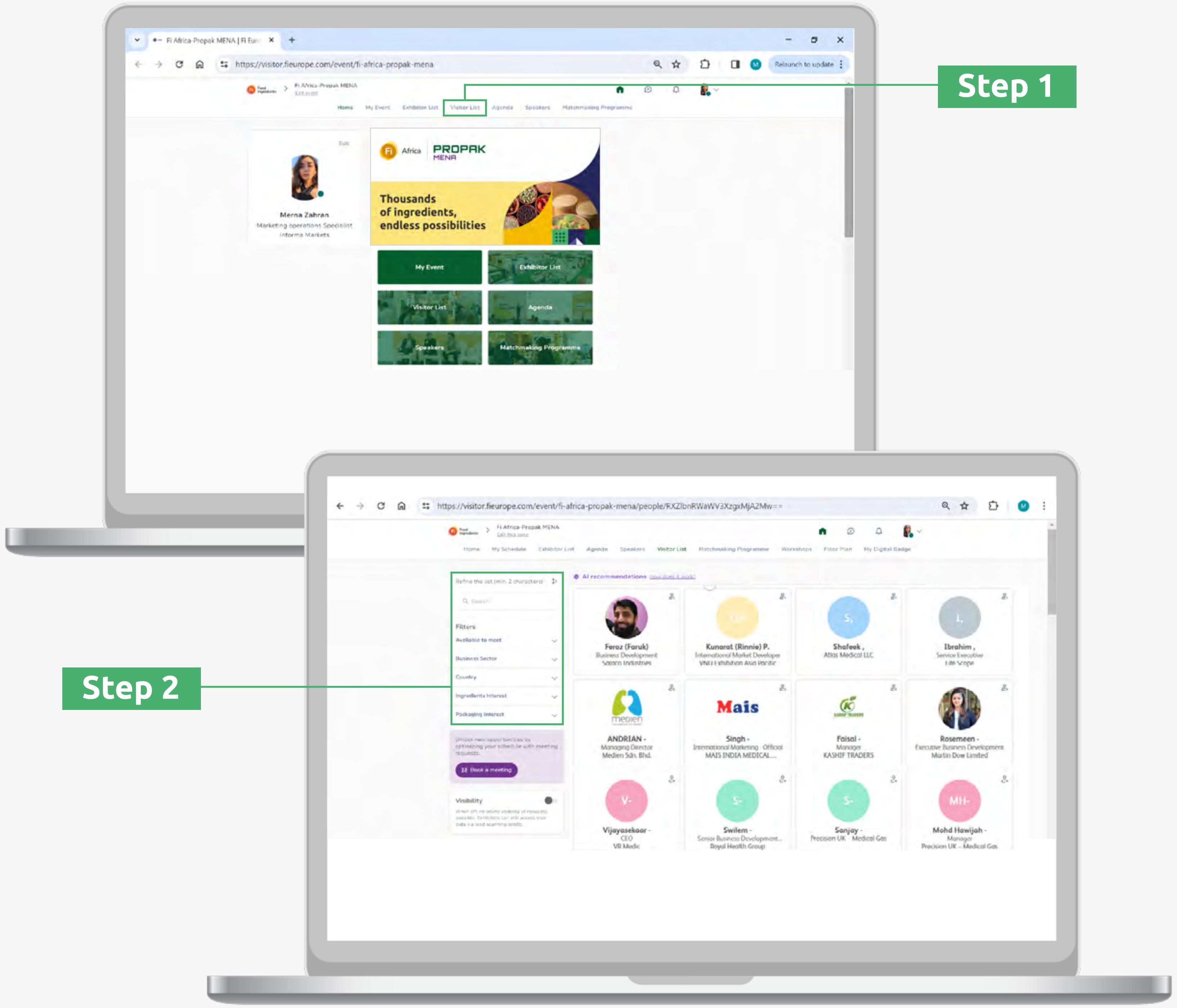
All Informa Markets online platforms provide exhibitors with the official attendee list. This list includes everyone who has registered for the show, thus vastly increasing the target market size for exhibitors. It is the place to start building your pipeline of future valuable contacts. Make sure to brief your teams on how to search through attendees with the easy-to-use filters and tools.

Step 1: From the main event page, click on **"Visitor"** in the top navigation bar or on the 'Attendees' button in the homepage.

Step 2: Search the list for visitors that align with your business goals using the filters on the left-hand side of the screen

Step 3: Click on an **attendee profile** to find out more about them and start networking by sending a connection request or booking a virtual meeting.

Don't miss your perfect match! At the top of the attendee list, you will also see your **AI-recommended attendees**. These are matched specifically to you based on your profile and behaviour on the platform.



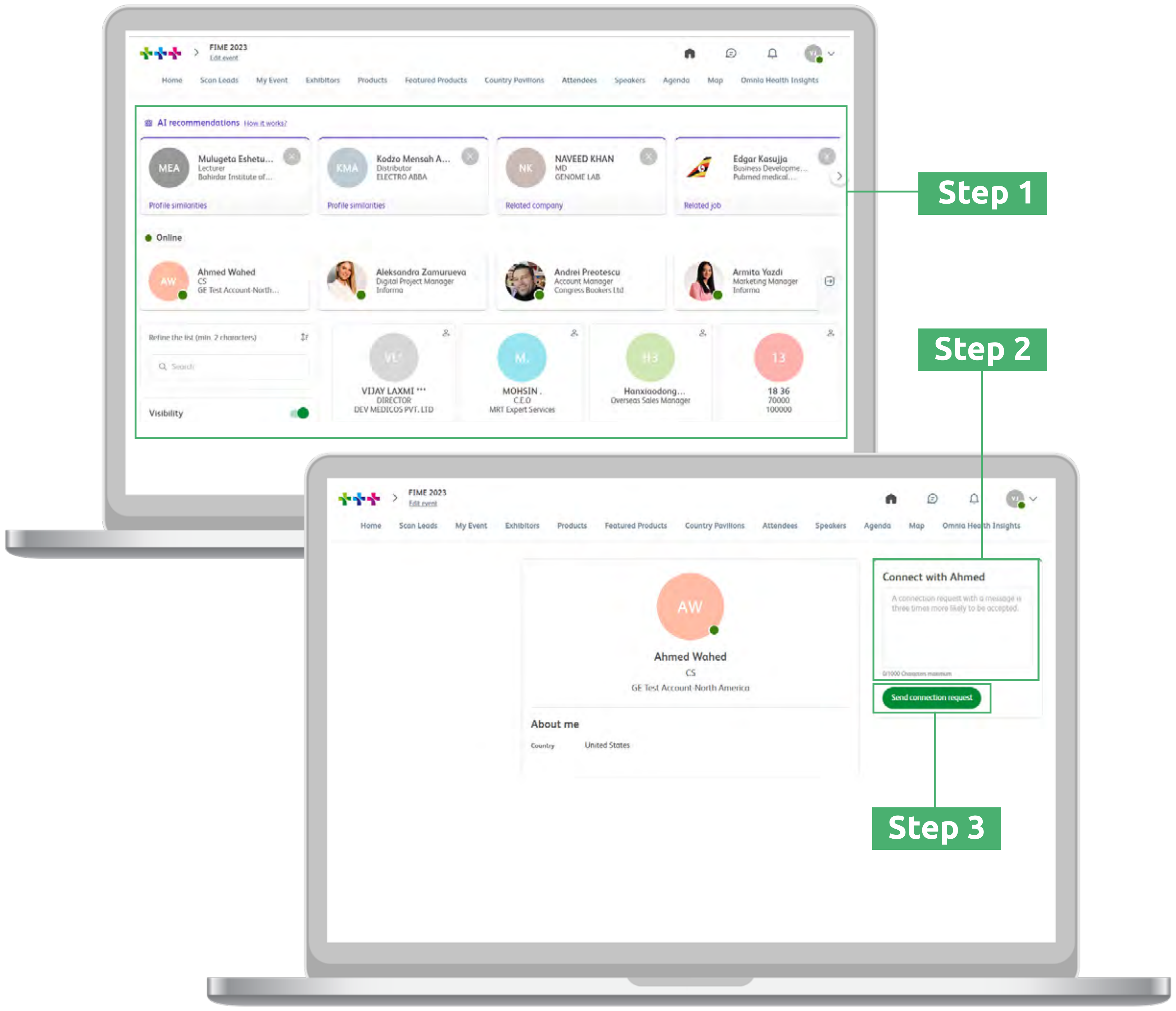
Send a connection request

You can send a connection request to an attendee, speaker or another exhibitor. Once someone has accepted your request, you will be able to exchange messages on the platform and they will appear in your list of leads.

Step 1: Click on an **attendee profile** from the attendee list, speaker list, or the members under a company profile

Step 2: Add an introductory message about yourself, your company and reason to connect.

Step 3: Click **"Send Connection Request"**



Note: You will be able to find all the people you have been in contact with from **"My contacts"** tab under your profile picture, or in the **"My Event"** button under My Networking tab

Send a message

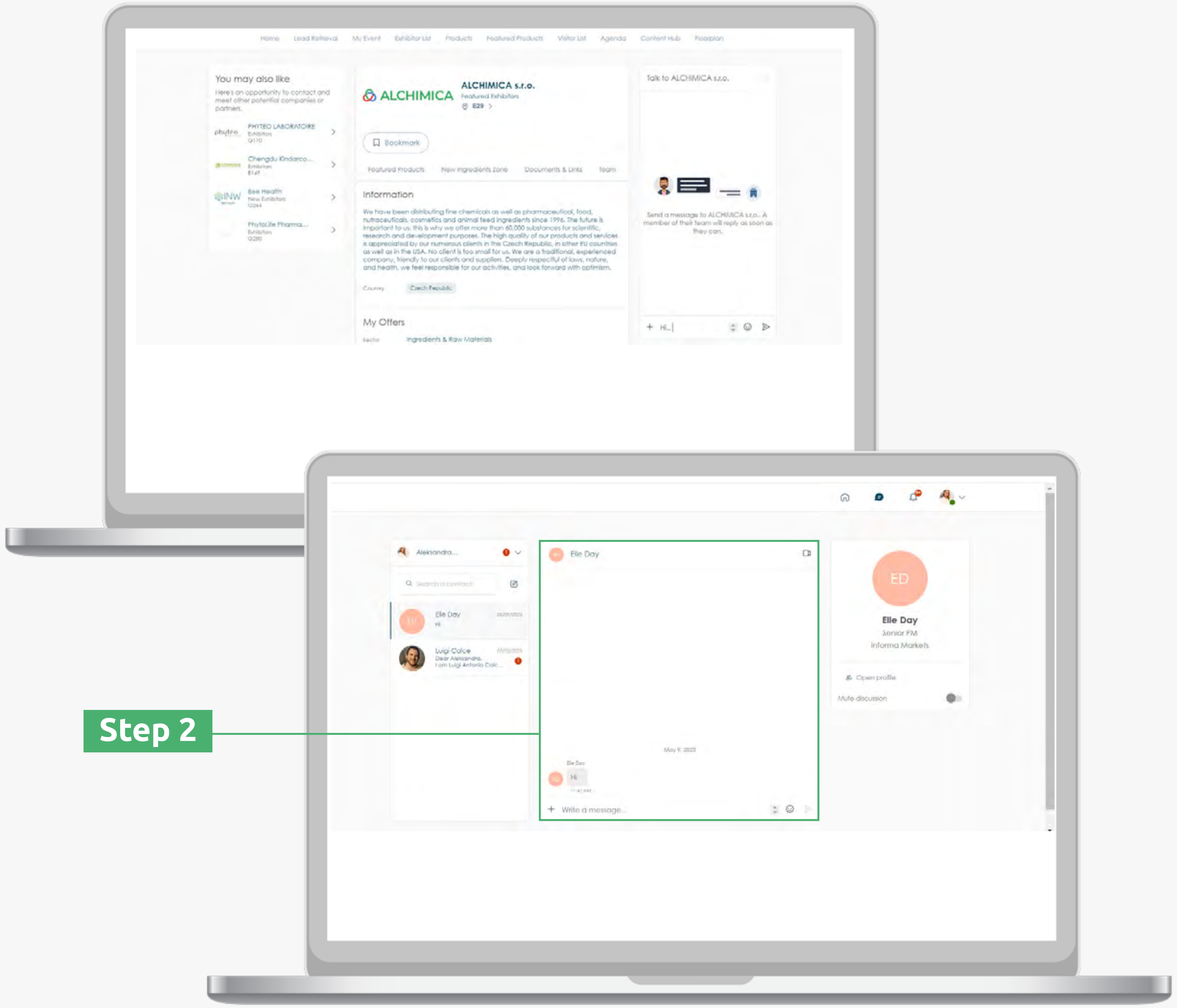
Engage with prospective clients by sending and responding to messages. It's a great way to check-in during the event and follow-up on any outstanding issues after you've met in-person.

Step 1: Head to the profile of the attendee you wish to message

Step 2: On the right-hand side of their profile, you will find a **chat box**. Type your message here and click the send icon

If you are not already connected, you will need to send a connection request first. See page 16 for how to do this.

Exhibitors who used the messaging feature at a previous event increased their number of leads by more than 300%



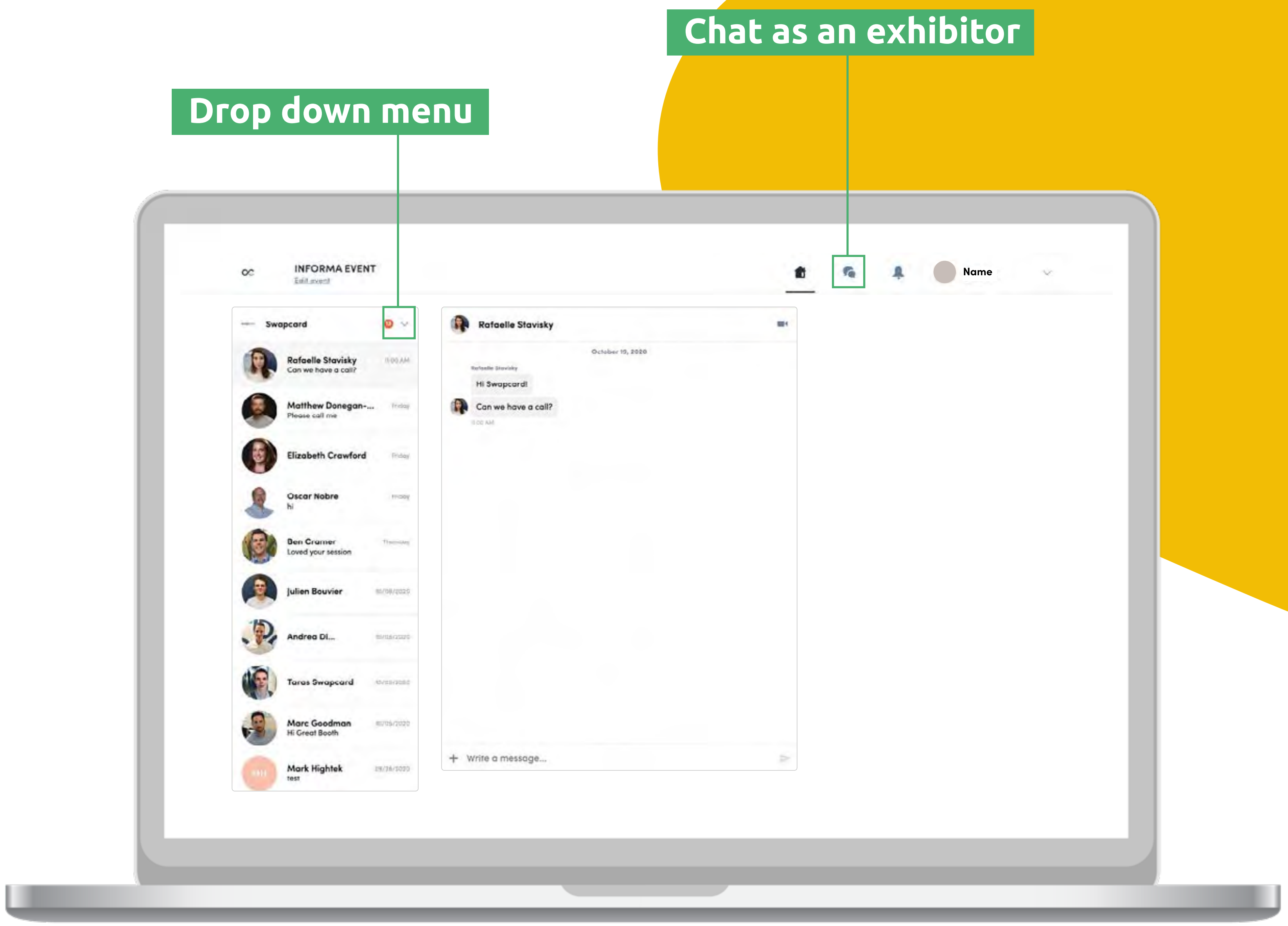
Manage your messages

Step 1: When you receive a new message, a red circle will appear over the chat bubble icon along the top of the screen

Step 2: Click the chat bubble icon to view your inbox

Step 3: You can switch between your personal inbox and the company inbox using the drop-down menu at the top of your messages

Step 4: Click on a message to view it and respond



Create a group chat

Create a group chat for discussions with up to 10 people. You can send messages, share files and arrange group video calls for those topics that cannot be conveyed in a message.

Step 1: Head to your message inbox by clicking on the chat bubble icon

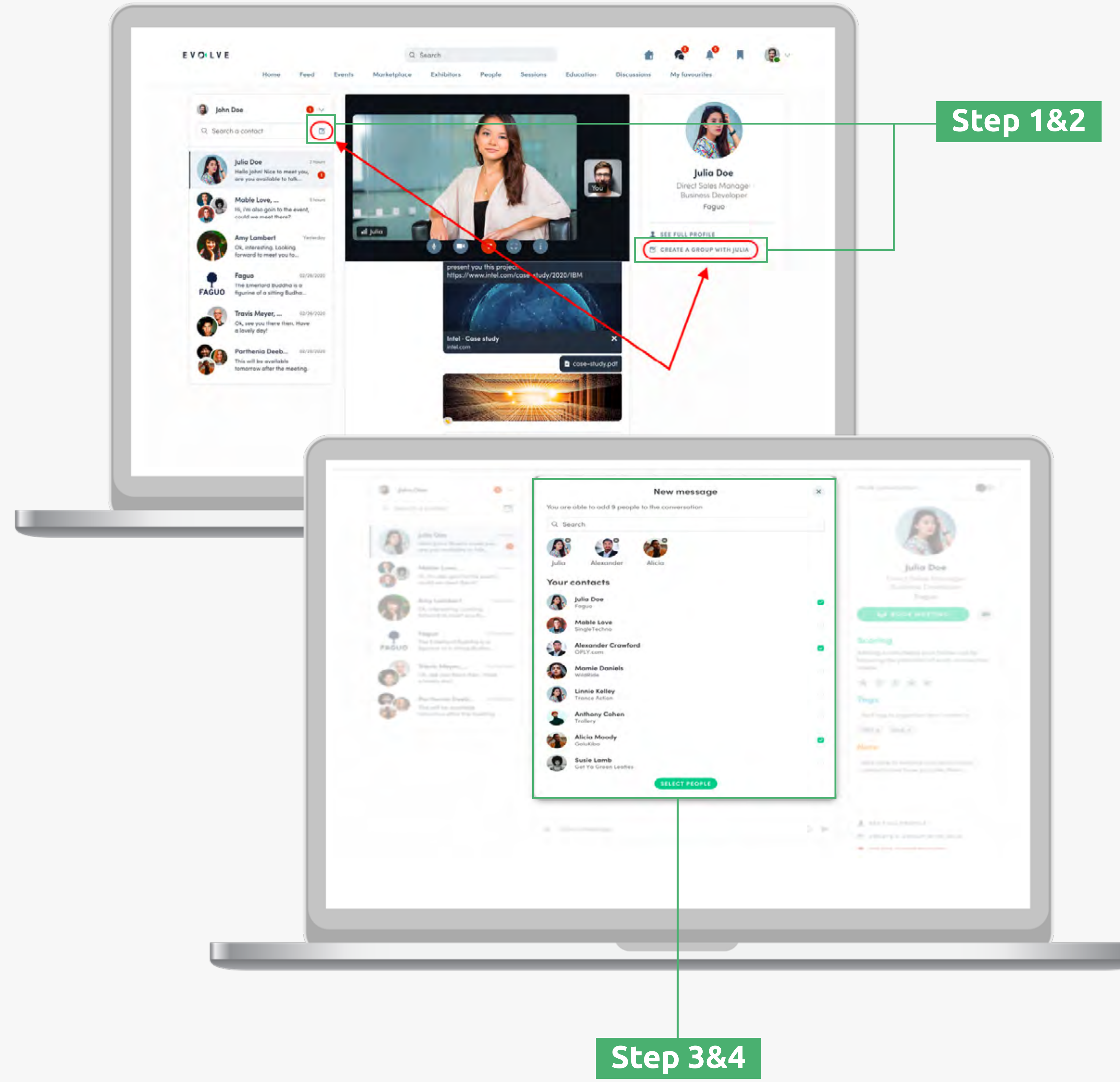
Step 2: Click the new message icon at the top of your messages

Step 3: Add people from your contact list to the group by selecting the checkbox next to their name

Step 4: Click **"next"** to start your conversation

By default, the person creating the group chat is the admin.
This gives them the right to:

- Add and remove members
- Assign and demote new admins
- End the conversation



Request a meeting

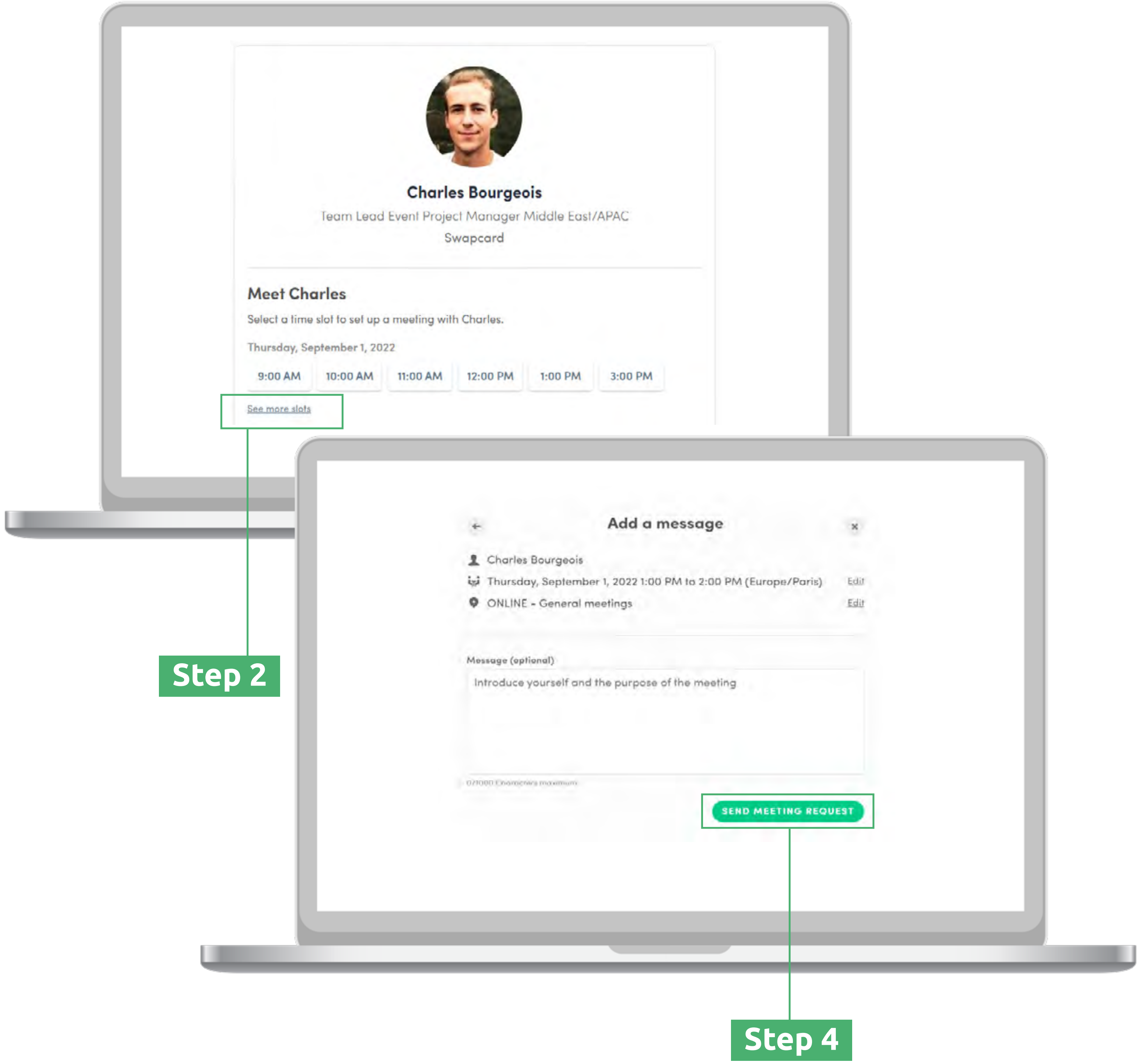
Arrange meetings with your contacts to move your business relationship further and make time for those important face-to-face discussions. Meetings can be held online or in-person at the show.

Step 1: Visit an attendee's profile from the attendee list, speaker list, or an exhibitor's profile

Step 2: Select one of the suggested time slots or click **"see more slots"** for all available times.

Step 3: Select a **meeting location**, and add participants if required.

Step 4: Add a message and send your meeting request

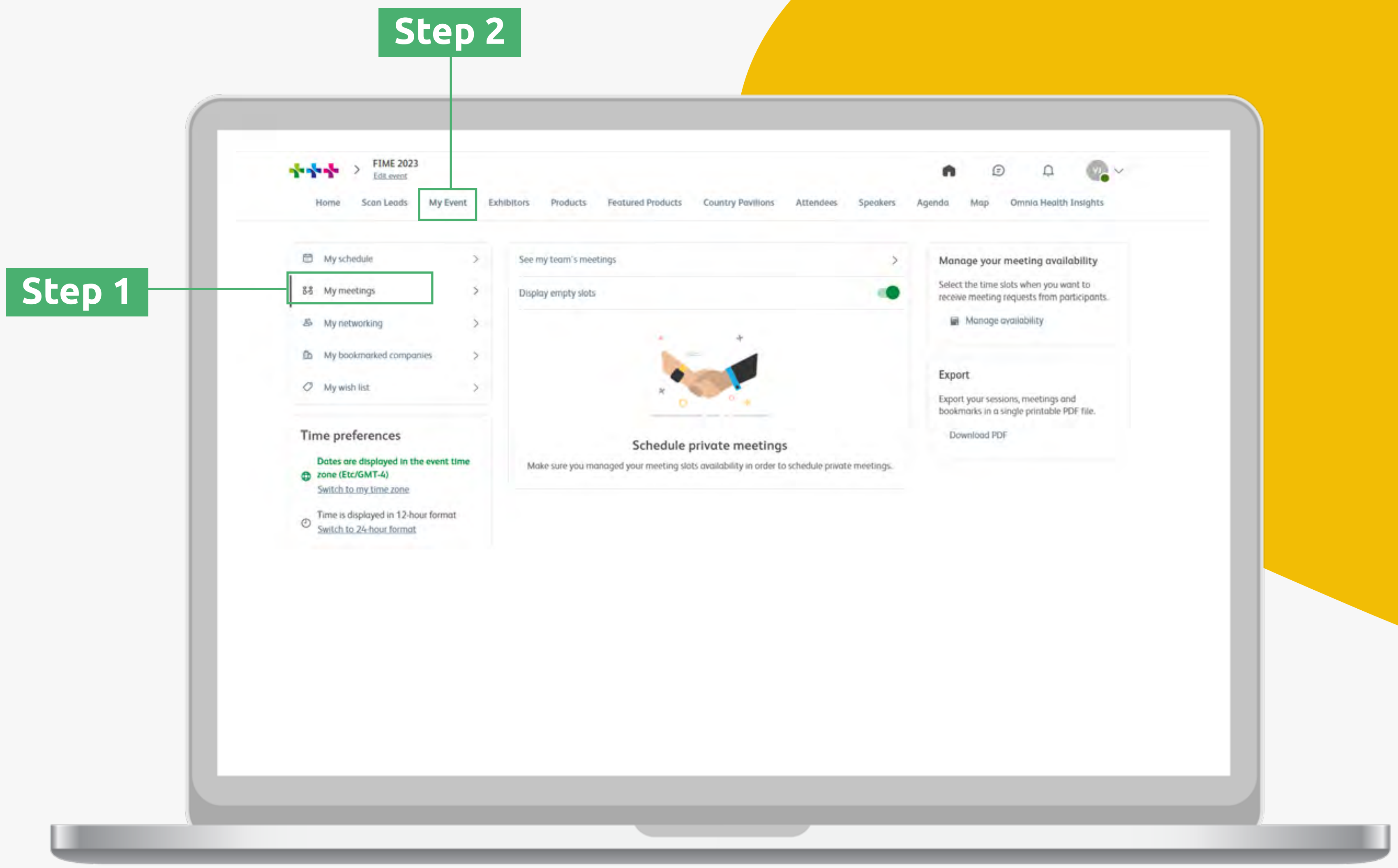


Manage your personal meetings

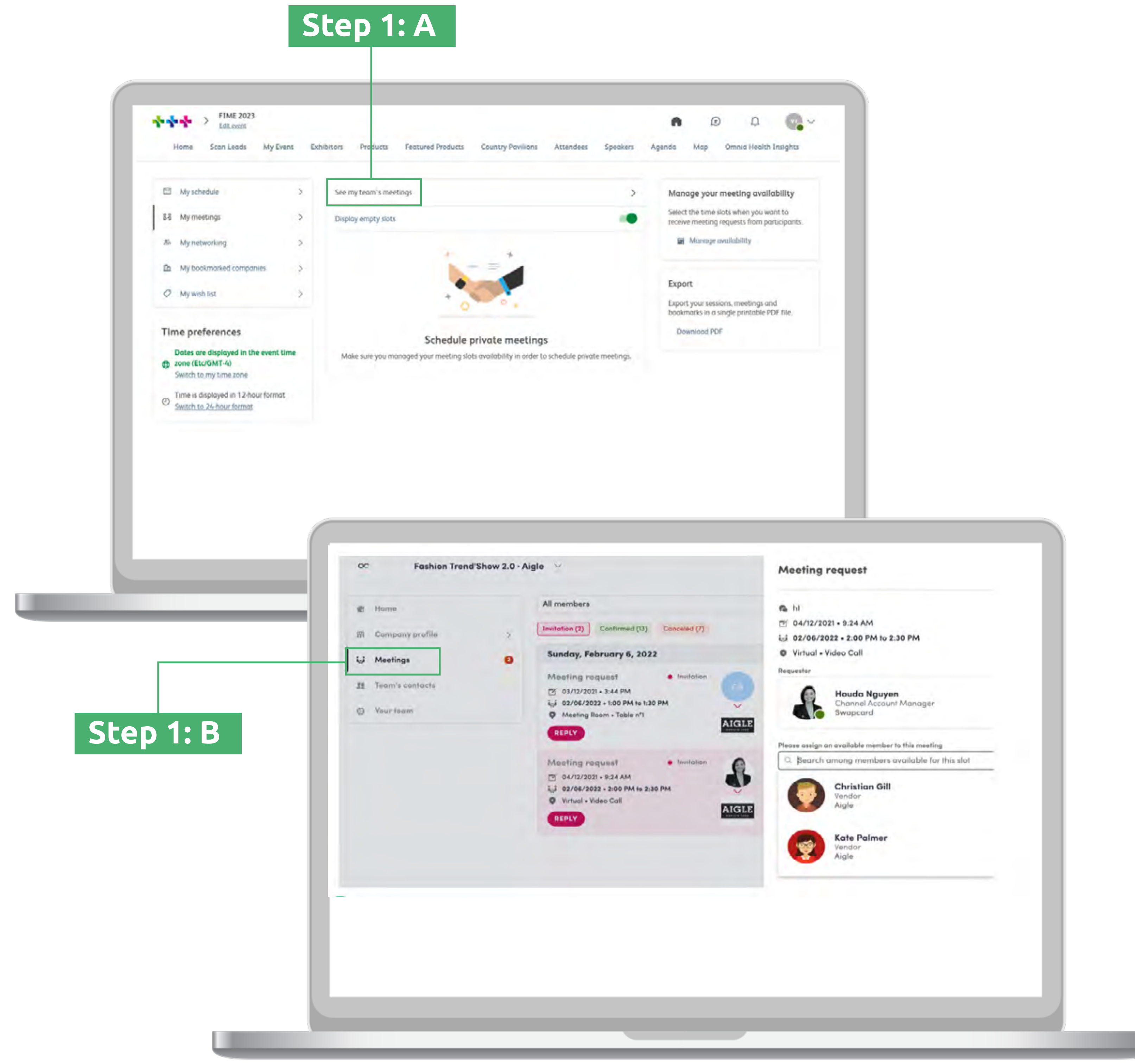
Step 1: Click on **"My Event"** in the top navigation menu then select **"My Meetings"** in the left navigation bar

Step 2: Here you can manage all the meetings that have been assigned to you.

To edit, confirm or cancel a meeting, click on the **edit icon**.



Manage your company meetings



Step 1: There are two ways to view your company meetings:

A From the top of your personal meetings page select **“See my team’s meetings”**

B Enter the Exhibitor Centre (see page 8) and select **“Meetings”** from the left navigation bar

Step 2: Here you can manage all the meetings requests sent to your company. To edit, confirm or cancel a meeting, click on the edit icon.

Step 3: Once you have clicked on a meeting, you can use the search bar title **“participants”** to find your team members and assign the meeting to them

Step 4: To manage your company’s meeting availability, select manage availability from the right hand side of the page.

How to lead scan?

Step 1: Download the app for **iOS** or **Android**

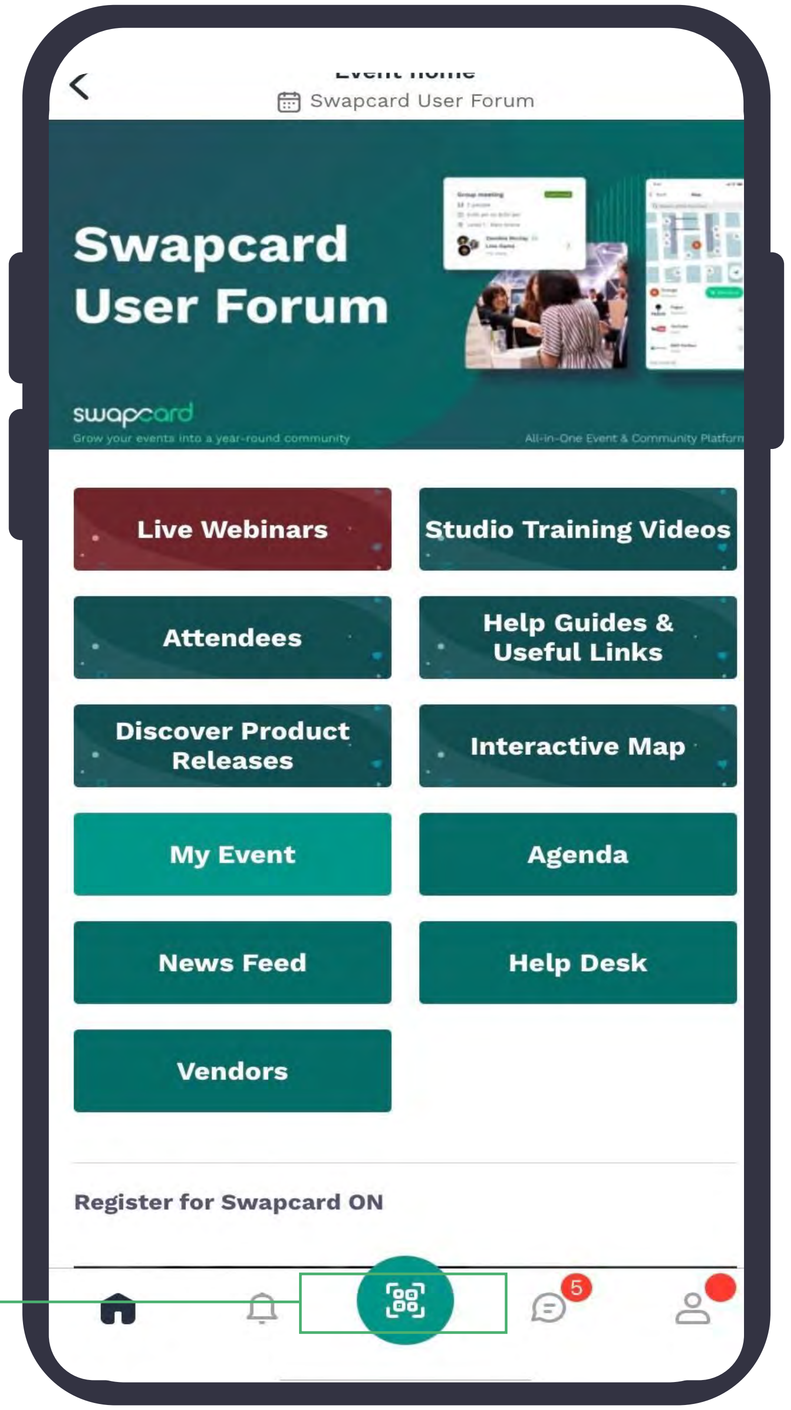
Note:

the organizer may have their own app you can use instead, usually searchable by event name.
If you are unsure about which app to use, contact the event organizer.

Step 2: Login and click the **scan icon on the bottom of the screen**

This opens up a QR code/barcode scanner

Step 2



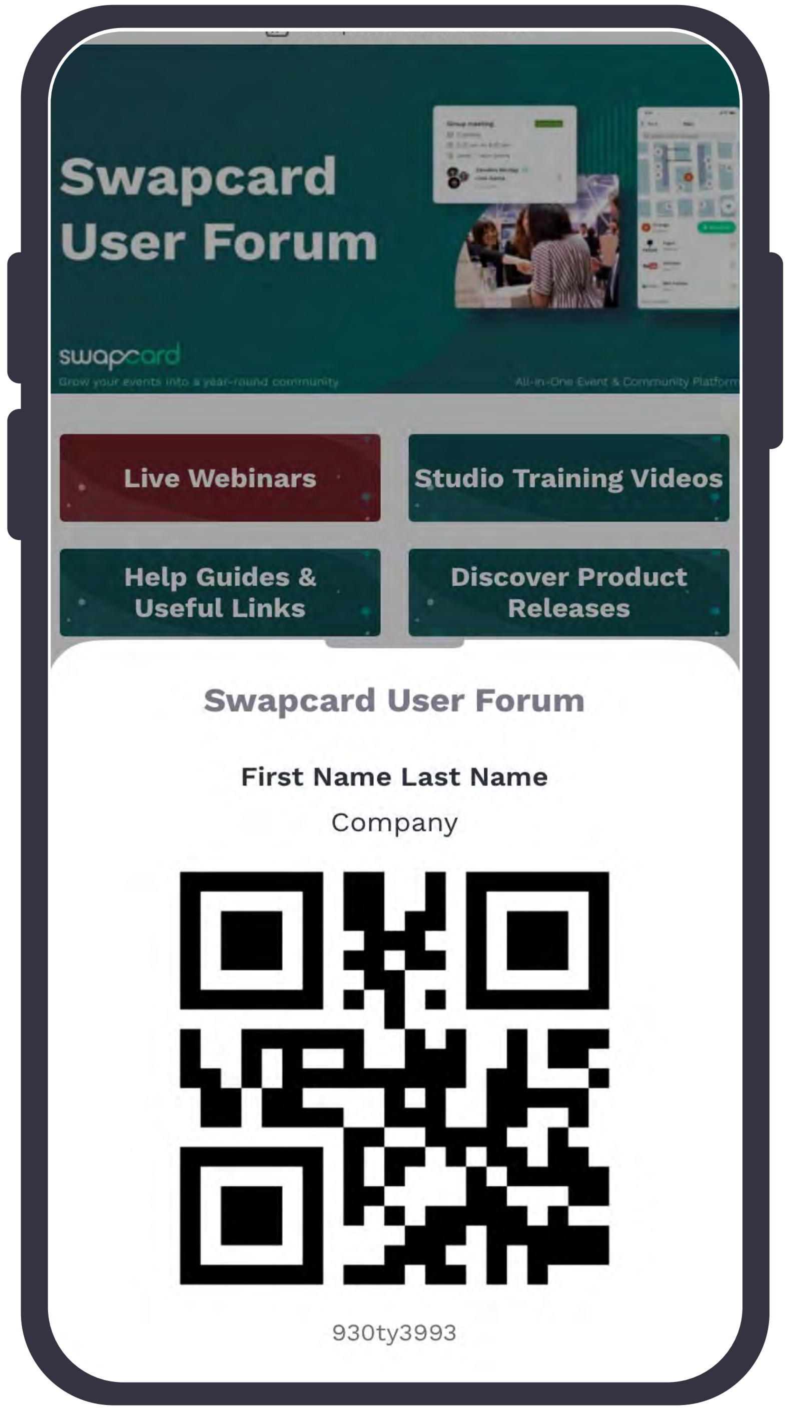
What to lead scan?

There are generally two options, depending on what the organizer decides to do:

Step 1: Scan the QR code or barcode on a printed badge
Step 2: Scan the QR code or barcode from the Swapcard or Event app:

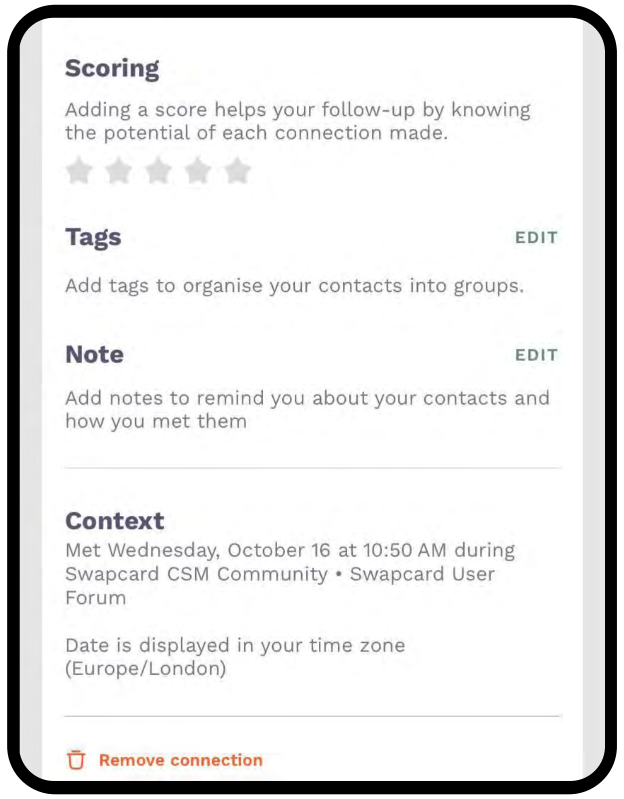
Note:

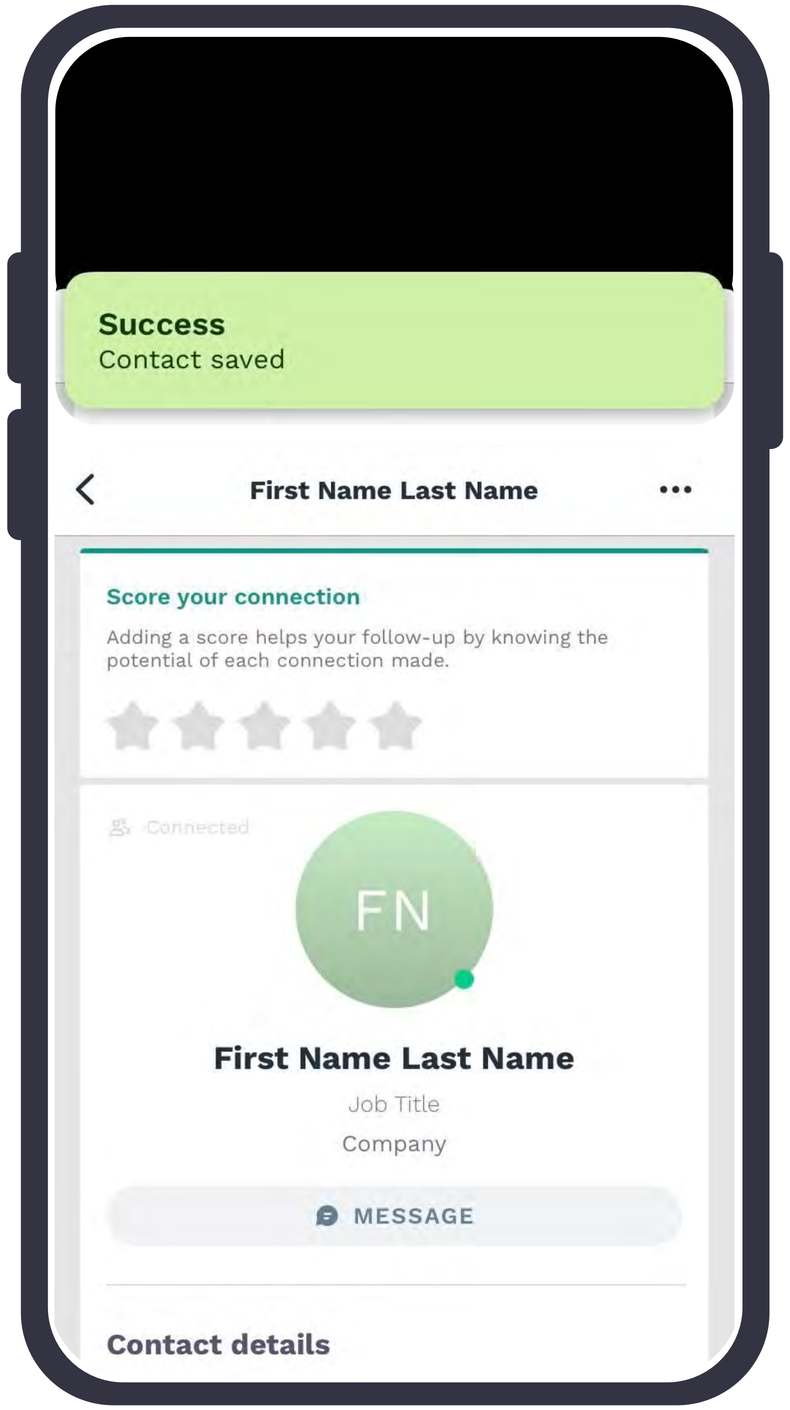
Organizers often add a button on the event homepage that attendees can use to open their QR code or barcodes for scanning. This is usually called **"Event Ticket," "My Badge," "QR code,"** or similar.



Options after scanning

Step 1: A pop-up will tell you if the scan was successful.
Step 2: Scanning automatically creates a connection between you and the person you scan. They will then land in your own contact list as well as the team's contact list.
Step 3: You can also export, print, or delete the contact and, if the **Lead Qualification** option has been enabled by the organizers, you can then add more details about this lead.





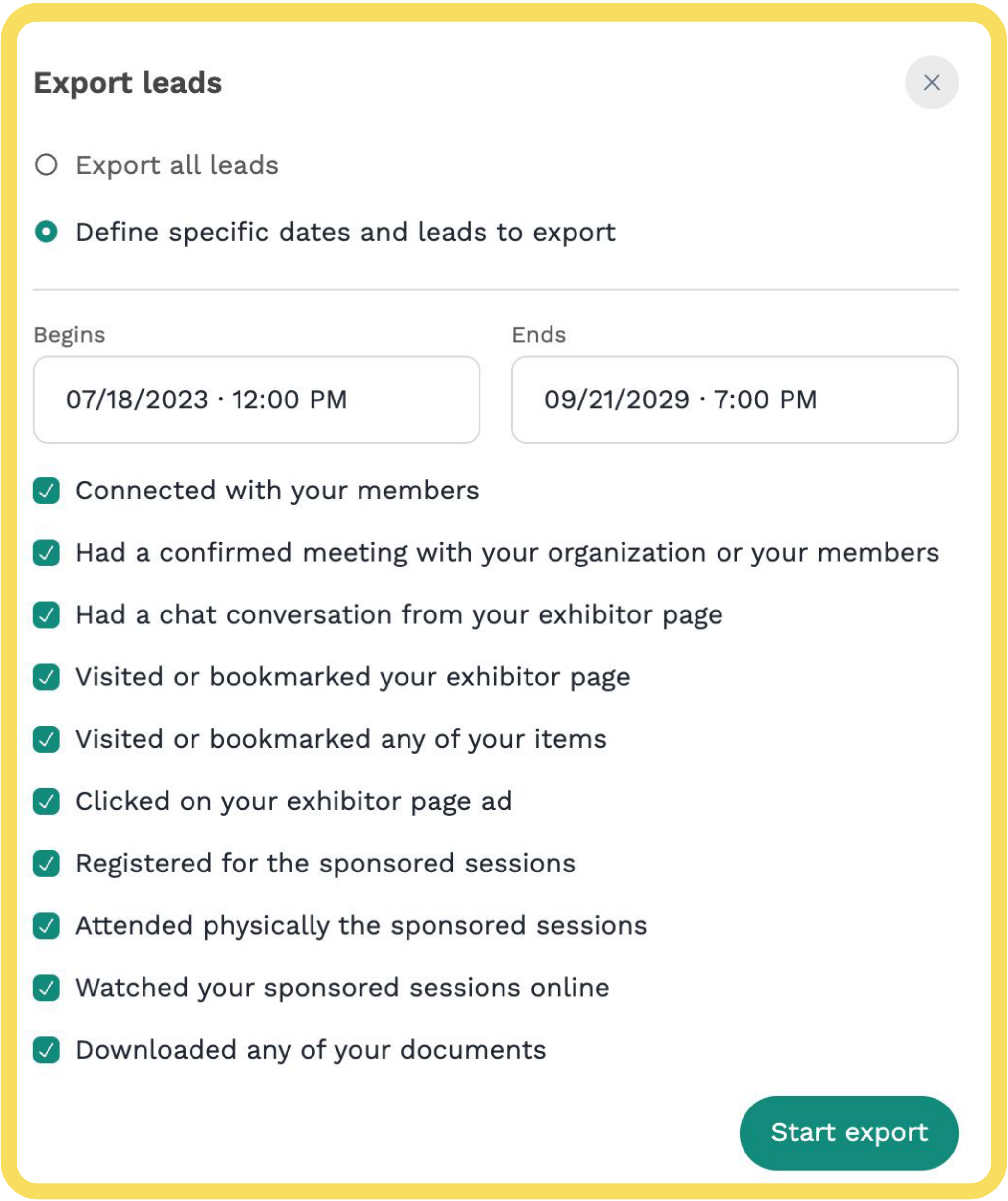
Options after scanning

You can easily download your leads from your computer accessing the Leads dashboard, in the Exhibitor Center.

Step 1: Click on the **Export leads** button in the top right corner.

Step 1: Select whether you want to export all leads or to filter them by date and/or lead type.

Note: Not all of these filters may be available for your company.
Please confirm with the organizer which ones are available according to your category of participation.



Leads excel export

Different tabs with the leads will show up in the exported Excel file depending on the permissions/filters available according to your participation in the event:

- Contacts: The list of people that connected with exhibitor members.

- Meeting confirmed: The list of people who had a meeting with the exhibitor or its members.

- Chat: The list of people who had a chat with the exhibitor in the exhibitor booth.

- Booth: The list of people who visited or bookmarked the exhibitor booth.

- Product: The list of people who visited or bookmarked the exhibitor items.

- Document: The list of people who visited or bookmarked the exhibitor documents.

- Advertisement: The list of people who viewed and clicked on the ad on the exhibitor page.

- Session bookmarks: The list of people who registered or physically attended the sponsored sessions.

- Session viewer: The list of people who watched the sponsored sessions online.

Content

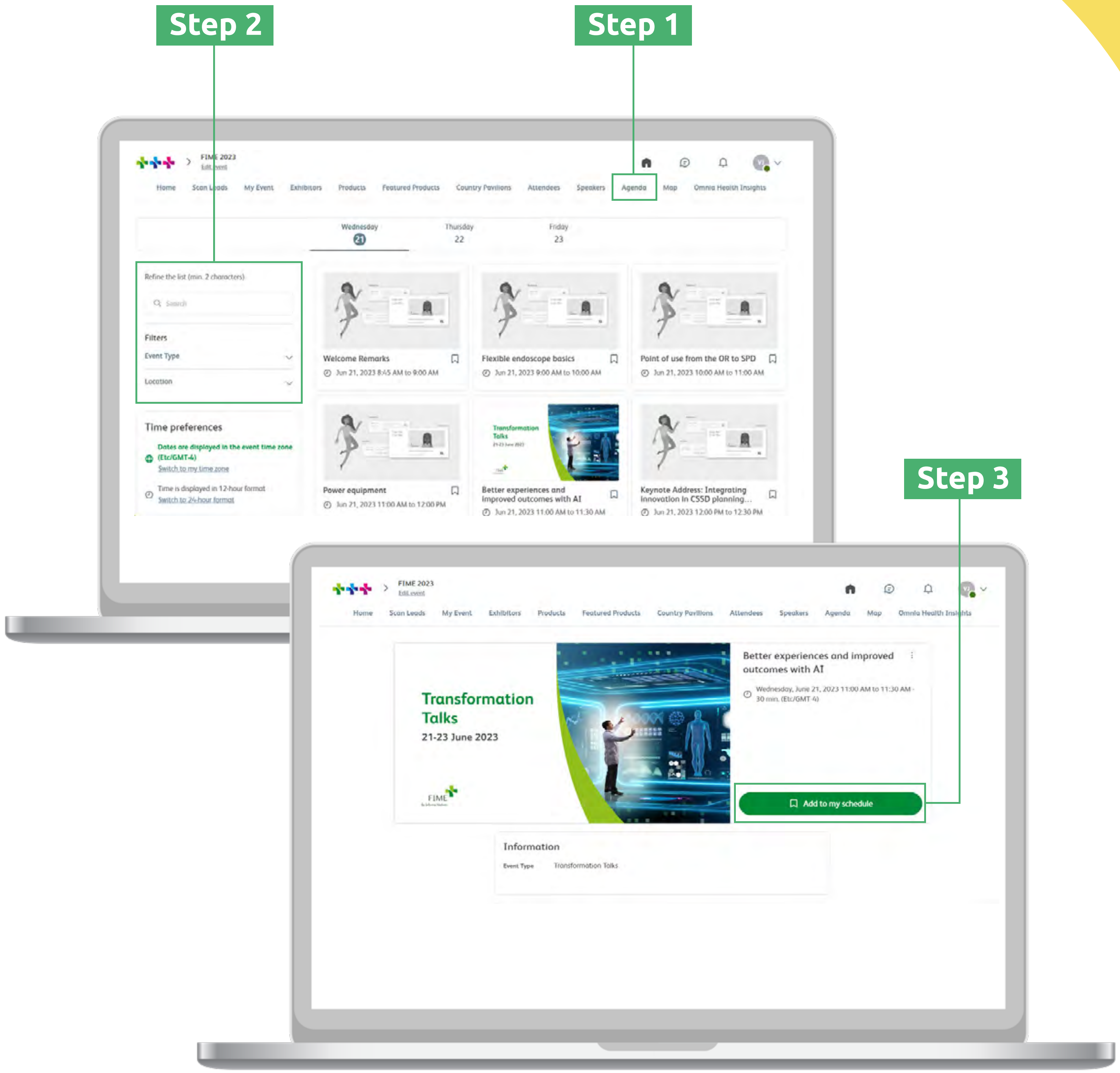
Register for sessions

Keep up with industry trends, get inspired by new innovations and learn the secrets of sector leaders. There is something for everyone in the event content agenda.

Step 1: From the homepage of the platform, click on **"Content"** in the top navigation bar to find an overview of all the sessions taking place at the event.

Step 2: You can search using the filters on the left-hand side to find the most relevant sessions for you.

Step 3: To register your attendance at a session and add it to your calendar, simply click the icon to the right of the session name

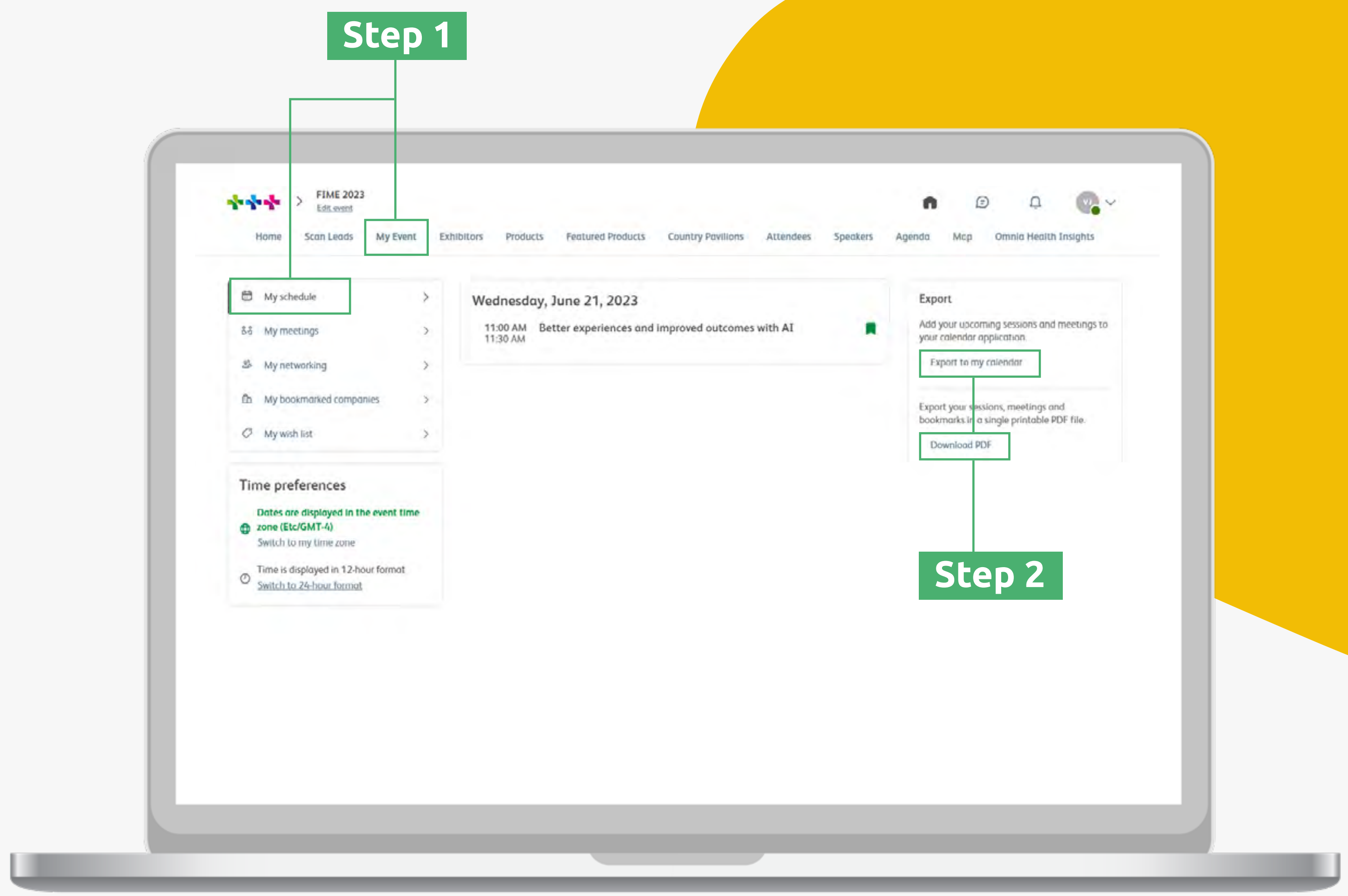


View and export your schedule

Keep track of the sessions you want to attend in your schedule. You can even add them to your digital calendar of choice to keep all your important dates in one place.

Step 1: Click the **'My Event'** tab from the top menu then select **'My Schedule'** from the left navigation bar to view the sessions you have signed up to.

Step 2: On the right-hand side click **EXPORT TO MY CALENDAR** or **DOWNLOAD PDF** to export your full schedule of sessions and meetings.



Fi Africa | PROPAK MENA 2025

Thank you!

Customer Service Team

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