

# FAQs

Answers to the questions  
posed during the Client  
Webinar.



## When will the Platform be available?

The Swapcard platform will be made available to sponsors and exhibitors 4 weeks prior to the event. It is at this point that you can login and start preparing your booth space.

As a sponsor and exhibitor, you will have access to the complete attendee list at 4 weeks out, and be able to message any attendee to arrange meetings.



## Can attendees watch sessions later?

All sessions will be added to the OnDemand Swapcard portal and will be available for 30 days post-event.

The messaging capability also remains live post-event.

Don't forget you can also easily export all leads to add to your marketing CRM or provide to your business development team for follow-up.

## When will the event schedule be firmed up?

Behind the scenes, our production team are working with all of our speakers to confirm their sessions and work through the content to ensure it is optimized for virtual. The agenda will be released alongside the Swapcard platform one month prior to the event.

An agenda can be found on any of the event websites or through your account manager.

## Can product listings show demo videos? Are there interactive chat capabilities for impromptu discussions with viewers?

**Demo videos** cannot be displayed on products. The exhibitors and partners can have those videos on their company page instead, as a video banner. They can change the videos whenever they want during the event days. On products, we can have links redirecting to videos outside the app.

## For pavilion booths, can I assign one person per each of the 8 companies so he/she each performs their tasks for their own company?

Swapcard is able to **link companies together** through their API. This would allow us to display redirections to other company profiles on a main company profile.

And yes it is possible to assign admin rights to 1 person from each company.

## Is there a constant stream of exhibitors logos running somewhere so that attendees can click in one if interested?

We will be maximizing Swapcard's various branding opportunities for our sponsors. And yes, we will have the equivalent on onsite signage; i.e. logo banner and logo holding slide.

## Can attendees opt-out of providing data and hence visibility to speakers and exhibitors?

Yes attendees can opt-out of appearing public during any sessions.

But in accordance, with our T&Cs, we are still able to see who has signed up and therefore share a complete session attendee list to you.

## Is TU planning any way to drive attendees to visit the virtual booths-like any 'giveaways' or spiffs for people who come to a booth?

Yes! The marketing team is available to work with your team to set up your booths to drive attendees to visit. We can assist in designing your space and setting up 'giveaways'.

The Marketing team will also assist with pre-event with emails detailing your offering, and during the event with push notifications to drive attendees to your booth. We will also assist with the uploading of any content that will optimize your site.

## What is your experience from previous events? Are visitors active?

In our experience, visitors to virtual events are active. On average, around 60-70% of registered attendees log-in during the event.

To encourage continued interaction, we are planning unique and expert content that entices the audience back to the platform for each day of the event.

## How can we capture "Leads"?

Leads can be captured in multiple ways.

The benefit of this digital platform is that we, as organizers, can provide you with enhanced analytics and detailed leads based on the attendees' behavior towards your assets.

We are capturing the following information at registration (lead data and search filter options within platform).

- Contact Information
- Business Type
- Job Function
- No. of Employee
- Revenue
- Topics of Interest

We have adapted our attendee T&Cs at the point of registration. You can be confident that all leads passed to you (based on attendee behavior) adhere to GDPR and other relevant data legislation.

Analytics data is provided in real-time. Leads are provided post-event and post-OnDemand platform close.

## Can attendees video call you at your booth?

Attendees can chat your booth team. Your staff can then take the meeting to video if appropriate.

## Can you set up a meeting between exhibitors like you can with attendees?

Yes! We will have designated times during the event for the following meeting types:

1. Attendee <> Exhibitor
2. Attendee <> Attendee
3. Exhibitor <> Exhibitor

## Can we have more than 2 people in a meeting?

Yes. Meetings can be 1-2-1 or 1-2-2/3/4.

## How many people can man a booth?

The no. of passes is restricted by sponsorship level.

## Will other exhibitors see your Confirmed Meetings?

No. Your company's meetings are private to you and your team only.

## How are the panel sessions recorded and broadcasted?

The production team is looking into the various options for recording and broadcasting sessions that have multiple speakers participating. It is likely we will use a video-conferencing platform to record the session, enabling us to show all the faces of those who are involved in the session as speakers.

The production team will be in touch regarding the finer details of these arrangements in the coming weeks.

## Has this platform ever been used for B2B before?

Yes. Swapcard is best-in-class platform that has been used for physical, hybrid and virtual B2B conferences and exhibitions. Examples of previous events they have worked on can be found on their [website](#).

## Will you provide online support for desperate sponsors?

The Marketing team will be provide support through the use of push notifications.

Should you opt to include VIP Services in your sponsorship, you will also receive additional support from our dedicated VIP Relations team.

## When will we have the detail on how much content you can load into the platform based on sponsorship level?

This is available now. Simply reach out to your Account Manager who will share the information with you.

## Can you have videos from sponsors play during session break?

Yes. We will be creating in-between session videos for the purposes adding additional branding opportunities for our partners, to highlight platform capabilities and upcoming sessions, and lastly, to showcase Informa Tech Automotive Group's other virtual events.

## Details on the plan for the TU-Automotive Awards.

The TU-Automotive Awards are scheduled to take place in the late afternoon on Day 1 (August 18).

Winners will be informed in advance, allowing us to pre-record acceptance speeches, and we will be working with a host to put together a compelling virtual ceremony, featuring the announcement of the winners, acceptance speeches, entertainment and virtual networking.



## Is there an easy way to "train" your exhibit staff?

The Informa Tech Automotive Group team is working closely with the experts at Swapcard to put together an extensive education program for Sponsors, Exhibitors, Speakers, Attendees and Press.

We are creating educational guides and videos, which will be shared once the platform is live.

We will also run additional webinars where we talk you through the process of setting up your booth and using the platform. These webinars will also be available OnDemand.

If you have any problems, our team will be on-hand to jump in and assist.

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Detroit**

**ADAS & Autonomous  
Vehicles  
USA**

**WARDS AUTO.**  
Interiors Conference™

**WARDS AUTO.**  
**UX** User Experience  
Conference™

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[TU-Automotive Europe](#) is back again for 2020 with the promise of more networking with industry leaders and a two-day programme featuring exclusive case studies, insight and thought leadership.

Co-located with Smart Transportation & Mobility 2020.

# Thank you

For attending and for  
reading this FAQ  
document.

Got more questions?

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