

Exhibitor Guide to Attendee Engagement

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DEAR ISC 2022 SPONSOR OR EXHIBITOR,

This document will provide some guidance on how to make the best use of the benefits included in your exhibitor and sponsor packages, as well as additional opportunities offered at ISC High Performance to maximize attendee engagement with your content and your ROI on this event.

The key to increasing attendee engagement and to generating those leads is to be proactive and to utilize all the networking capabilities of the event platform. **Don't wait for the attendees to reach out to you - make the first step!**

You will find many of the tips assembled in this document spread throughout the Exhibitor Manual as well, where appropriate.

If you have any questions, please contact our Exhibitor Support Team at exhibitor-support@isc-events.com.

INVITE YOUR CONTACTS

One of the common goals of exhibiting at ISC High Performance is to maintain relationships with clients, partners, suppliers, the press, analysts and industry peers. Make sure they know you exhibit this year:

- Spread the word at other industry events about your participation in ISC 2022 and what you plan to present there.
- Advertise your participation on your website and in your newsletters.
- Do not forget to include ISC 2022 in your event listing.
- Send out invitations and media alerts.
- Include the ISC 2022 dates and your booth number in your email signature.
- Link your virtual booth in your communication - it is available to [view](#) without registration
- Utilize our [promotional materials](#) (event logo, sponsor and exhibitor medal, social card) to promote your presence at ISC 2022.

CREATE SOCIAL MEDIA BUZZ

All sponsors and exhibitors are strongly encouraged to promote their presence at ISC 2022 on their own social media channels leading up to, during, and after the event. Please use the hashtags [#ISC22](#) and [#transformingthefuture](#), and the sponsor or exhibitor badge, the ISC 2022 social card (all downloadable [here](#)) and the ISC logo (downloadable [here](#)). Announce what you have planned for ISC 2022 and mention how attendees can find or access the activities you are promoting. After the event, you could recap highlights of your presence. If you have speaking slots, remind your followers to watch your presentations on

demand if they missed their initial release. The event platform will remain accessible beyond the official event dates.

In addition, the ISC marketing and communications team will be introducing ISC 2022 Gold and Platinum sponsors on Twitter with social media cards leading up to the event. We encourage Gold and Platinum sponsors to retweet.

INTRODUCE YOUR ORGANIZATION THROUGH YOUR VIRTUAL BOOTH

The first step to increase attendee engagement with your content is to customize your virtual booth! Your ambition should be to design your virtual booth to evoke emotion and curiosity, drawing attendees in. Make sure to provide an appropriate range of information, like you would at your physical booth, for a variety of target groups. Include resources that give any attendee a clear impression of your products and services. Make sure to employ photos, videos and text to inform the visitors of your booth, while piquing their interest in learning more. Our event platform Swapcard offers [myriad ways to design your booth](#), depending on your level of participation.

Also, don't miss out on giving your products and services a special spotlight in the [HPC Marketplace](#) and to scout fresh talent by posting your career opportunities in the [HPC Career Center](#)!

If you have a physical booth at the venue, the virtual booth can serve as a preview of your on-site activities, as well as a virtual follow-up station, where attendees can find more details on the items presented on-site.

- Even if some attendees are already familiar with your company, they might still decide to visit your booth to learn more. Let them know in advance if you have something new to share!
- Product demonstrations announced in advance are a good way to draw a crowd.
- Remember that international HPC press will review virtual booths to select organizations to meet on the ISC 2022 showfloor or to connect with online.

CONNECT WITH ATTENDEES THROUGH ONLINE CHAT

Visitors of your booth will have the option to initiate a chat by sending a message in the booth chat box. (The chat box will be enabled one week before the event, until then it is not visible.) All your team members will receive a notification in their personal inbox and can respond to the chat message. Once one team member has read the message, it will appear as "read" for all team members.

The team member that responds to the initial chat message by the visitor of your booth has the option to exchange messages in writing or to start a video call and turn the chat into an impromptu meeting.

We recommend you install the Swapcard app on your mobile device and enable push notifications. If you do this, you will be notified every time a new message arrives and you won't miss any inquiries!

The contact information of all attendees who reached out to you via the booth chat box is downloadable as an Excel file in the “Leads Board” section of the Exhibitor Center. Both on-site and online attendees will have an opportunity to contact you via the booth chat, e.g. to request additional information, ask a question or to follow up on a visit to your physical booth.

GENERATE LEADS ONLINE

ISC 2022 attendees, whether they are traveling to Hamburg or attending remotely, will receive access to the ISC 2022 event platform Swapcard one week before the start of the event. Research data shows that virtual or hybrid event platforms are frequented before, during and after the official event dates. We therefore recommend that exhibitors be engaged and alert before, during and after the official event days to maximize their ROI.

In the “Community” section of the event you will see a list of all registered attendees of ISC 2022 who haven’t set their visibility to “invisible”, independent of whether they attend in-person in Hamburg or remotely. You can search and filter by attendance type if required.

On top of the list, you will see the category “AI matches”. Attendees listed here were matched with you by the Swapcard AI, either because they share interests with you, or because they offer a product or service you are interested in, or because they have other similarities. You can also use the search and filter functionality to find attendees who are interested in a specific product or service, who reside in a certain country or who match other criteria relevant to you.

Once your contact request has been confirmed, the contact has been added to your list of leads and you can qualify it with a score on a scale of 1-5, a note and tags of your choice that you can create on the fly.

The contact information of all attendees who confirmed your contact or meeting request is downloadable as an Excel file in the “Leads Board” section of the Exhibitor Center as well as under “My networking” in the “My Event” section of the event platform.

GENERATE LEADS ON-SITE

The ISC 2022 event platform Swapcard allows you to quickly and easily collect, qualify and download leads in just a few simple steps. The lead retrieval functionality is included in all sponsor packages and in Standard and Online Exhibitor packages. Co-Exhibitors can enable on-site lead scanning for an extra fee - please contact our sales team at sales@isc-events.com.

Simply install the Swapcard mobile app for iOS or Android on your mobile device(s). Once you are logged in with your Swapcard account, you can easily scan QR codes on attendee badges or even business cards. Once a contact has been added to your list of leads you can qualify it with a score on a scale of 1-5, a note and tags of your choice that you can create on the fly. For detailed step-by-step instructions on scanning badges and business cards with the Swapcard app, refer to [this website](#).

All leads collected by your team (online and on-site) are easily accessible via the Swapcard Exhibitor Center. You can share your contacts with the whole team or keep a personal contact list. You can qualify your leads (further) and you can export the list(s) as an Excel file.

SCHEDULE MEETINGS WITH ATTENDEES

You will have the option to schedule meetings via the ISC 2022 event platform Swapcard based on the availability of your team. As this feature is currently being updated, we will provide more detailed information when it is available.

REVIEW THE SCHEDULE

We recommend you review the conference schedule and identify sessions that could be interesting to your target audience (aside from your own, of course). To identify sessions of interest, you can use the search and filter functionality. Once you have identified a session of interest, you can also look for recommendations by the Swapcard AI by referring to the “You may also like” section in the lower left-hand corner of the session detail view.

The Swapcard AI takes into consideration bookmarks of sessions when recommending attendees to connect with in the “Community” section of the event, so we recommend you bookmark sessions you think your target audience might be interested in.

Furthermore, you should have a look at who else bookmarked a session in the “Attendees” list of the detailed session view and reach out to them directly, by sending them a contact request or by initiating a meeting.

The contact information of all attendees who confirmed your contact or meeting request is downloadable as an Excel file in the “Leads Board” section of the Exhibitor Center as well as under “My networking” in the “My Event” section of the event platform.

PROVIDE SESSION MATERIALS

If you have one or more speaking opportunities at ISC 2022, we recommend uploading a handout, a brochure with further information or the presentation slides (via the respective Linklings submission form) to increase the attendees’ engagement with your talk. Session materials will be provided exclusively through Swapcard in lieu of conference proceedings.

WORK THE SESSION CHAT

If you have one or more online speaking opportunities at ISC 2022, we encourage you to work the session chat, especially during the initial release time slot of your session. However, since your session will be available for on-demand viewing after its initial release, you should monitor the session chat regularly.

The session chat has three tabs:

1. “Chat” tab: anyone can post a message in this tab. Answers to the questions posted in the “Questions” tab will appear here.
2. “Questions” tab: anyone can post a question, other attendees can upvote it.
3. “Polls” tab: your speaker(s) can set up an opinion poll or quiz. They can define the questions (and in case of the quiz, the answers) as multiple or single choice and how long the poll or quiz should run (e.g. until the end of the session, for 5min, 24 hours...) and if and when the attendees should see the (correct) answers or not.

We recommend that your speaker (and/or other qualified staff members) utilize the session chat as a way to interact directly with the viewers of your session, e.g. by making themselves available for a live Q&A, by posing questions, polls or quizzes, by posting links to websites relevant to the presentation and/or by advertising your next upcoming sessions, your giveaways, and anything else you have planned for ISC 2022. You could also post alternative ways to get in touch with your speaker or another qualified representative outside of the session chat.

SHARE YOUR BLOG POSTS ON THE ISC WEBSITE

All ISC 2022 sponsors and exhibitors (not co-exhibitors) are invited to submit one blog post per month (February-May), and a maximum of three blog posts in total to be published in the “Tech News” section of the ISC 2022 website. We are looking forward to receiving your well-written posts between 1500-2000 words related to the state-of-the-art HPC projects, popular topics, research, analysis, systems, products and services! Press will be looking at the blog posts to pick up on the most interesting stories and select exhibitors to cover.

ADVERTISE ONLINE AND AT THE VENUE

We offer an additional opportunity to catch everyone’s attention by placing an advert at the top of the [exhibitor listing page](#) of the ISC website. You can be the first exhibitor our attendees virtually meet when they review the exhibitor list. Click [here](#) for more details.

You can also catch the attendees’ attention on-site by advertising at the venue. We have carefully selected advertisement spaces in the congress center that provide 100 percent contact with your brand. Whether attendees are heading to the registration and check-in area, sessions, meeting rooms or exhibition, your brand will be one of the first to be seen. Click [here](#) for more details.

GIVEAWAYS

Entice attendees to visit your on-site booth by giving them an online preview of the cool swag you prepared, announce contests and prizes your booth visitors can win or just generate leads online by offering something special! Your giveaways could be classic physical items such as gadgets or they could be digital items, such as vouchers, gift certificates, exclusive access to online resources etc.

List your giveaway(s) in the “Giveaways” section of the event platform and promote it/them at your booth, in the session chat of your online speaking opportunities, through social media, mailings to the attendee contact list, and personal outreach in the event platform.

REACH OUT TO THE ATTENDEE CONTACT LIST (OPT-IN)

Reach out to attendees on the [attendee contact list](#) and let them know why they should visit your booth and engage with your content by sending your own e-blasts in the lead up to, during and after the event! All sponsors and Online Exhibitors of ISC 2022 Digital receive access to the attendee contact list as part of their package. Standard Exhibitors and Co-Exhibitors can purchase access to the list (please contact our sales team at sales@isc-events.com if interested).

REACH OUT TO THE PRESS

Finally, another way to generate interest in your content is by reaching out to the press. Accredited members of the press will be in attendance at the event. All exhibitors and sponsors of ISC 2022 can search media representatives in the “Community” section of the event and find ISC 2022 Media Partners in the “Exhibitors” section of the event.

All sponsors and exhibitors (not Co-Exhibitors) of ISC 2022 will receive access to the [press contact list](#) with the contact information of all accredited members of the press.

Some of the media partners will have a booth at the exhibition hall. They will be happy to learn more about your organization, so please do not hesitate to stop by any of the media booths to introduce yourself proactively.

POST-EVENT FOLLOW-UP OPPORTUNITIES

If you took full advantage of the networking opportunities at ISC 2022, you should have generated promising leads at the end of the event. You can download the contact information of these leads via the Swapcard Exhibitor Center as described above.

In addition, ISC will provide the following contact lists:

- attendee contact list (included in sponsor and Online Exhibitor packages; Standard Exhibitors and Co-Exhibitors can purchase this list)
- contacts of attendees who engaged with your booth content (included in Platinum, Gold and Silver Sponsorship packages only, all others can purchase this list)
- contacts of attendees who attended your exclusive speaking slots (i.e. not the Vendor Showdown) (included in all sponsor and exhibitor packages)

(Please contact our sales team at sales@isc-events.com if you are interested in purchasing any of these lists).

These contact lists let you start and continue meaningful conversations with attendees even after the official event days! Increase the probability of attendees paying attention to your post-event follow-up by providing value to them, based on their interests (as shared as part of their attendee profile or as demonstrated by their behavior in the platform).