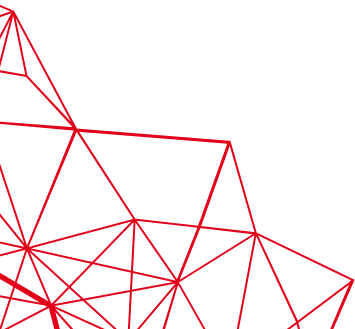




Lead Retrieval Instructions

May 2022



LEAD RETRIEVAL AT ISC 2022

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 and exhibitor packages, including Co-Exhibitor packages.

Please note: A connection in Swapcard is always mutual! If you add a contact to your contact list, whether it is by scanning a badge or by sending a connection request online, you are automatically added to their contact list and your profile information including contact data is shared with them.



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ON-SITE LEAD RETRIEVAL



Install the Swapcard mobile app for iOS or Android on your mobile device(s). Once you are logged in with your Swapcard account, proceed to the ISC 2022 event.

Ask attendees if they would like to offer the QR code on their badge for scanning.

Alternatively, they can access their QR code in the Swapcard app via the „My Digital Ticket“ button on the home screen.



ON-SITE LEAD RETRIEVAL



Tapping on the “My Digital Ticket” button will open the user’s personal QR code.



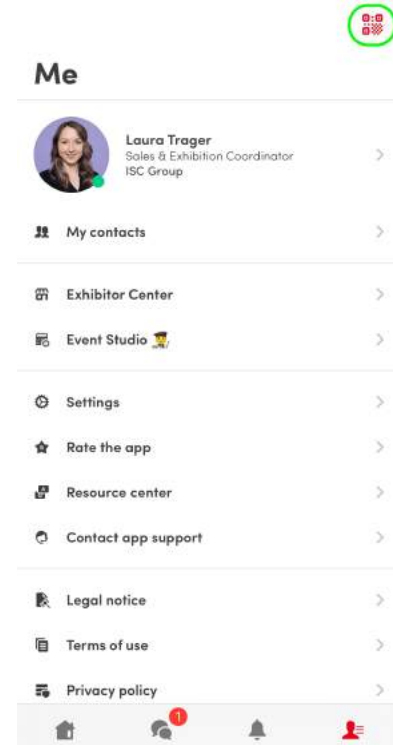
Let someone scan this QR code to swap contact details instantly!



ON-SITE LEAD RETRIEVAL



Another way to access the user's personal QR code is via the profile. Navigate to the profile by tapping on the silhouette icon in the lower right corner. Then tap on the QR code icon in the upper right corner.



ON-SITE LEAD RETRIEVAL



To scan somebody else's QR code, tap on the camera symbol in the lower right on the event home page.

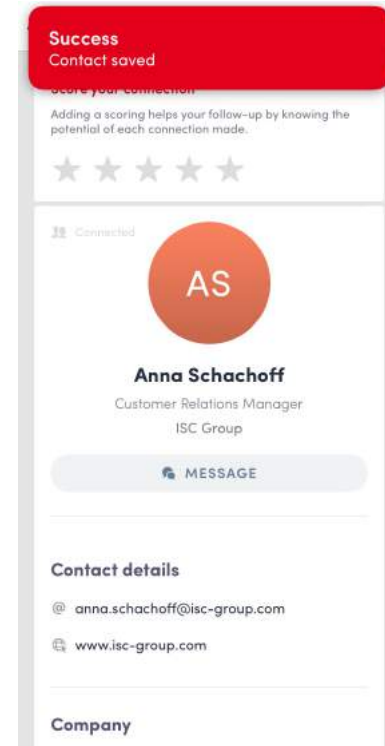
Your camera will open. Align the QR code you want to scan with your camera image so that your camera can read the QR code.



ON-SITE LEAD RETRIEVAL



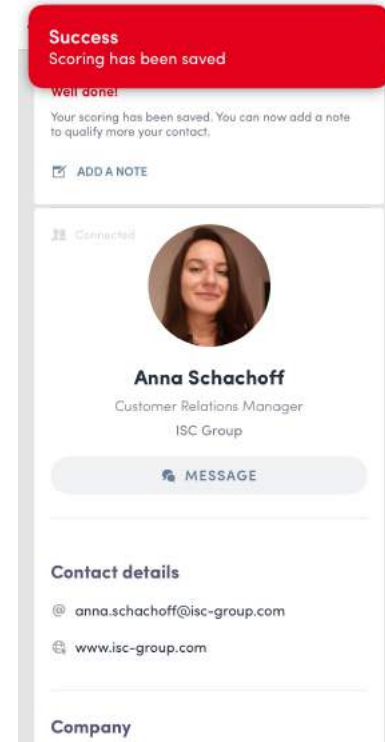
You will see a confirmation message at the top of your screen when you have successfully scanned a QR code and the contact has been saved.



ON-SITE LEAD RETRIEVAL



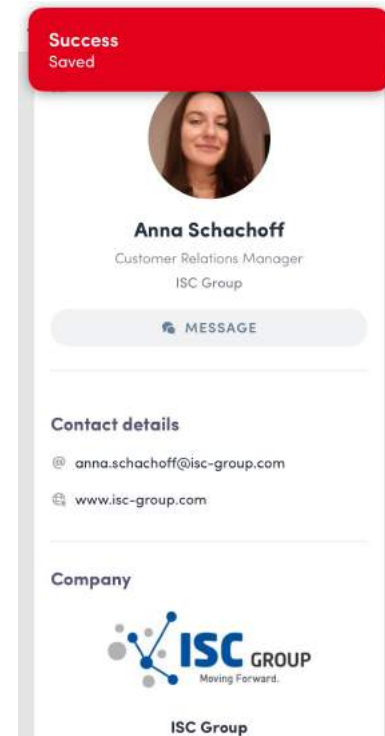
Once a contact has been added to your list of leads you can qualify it with a score on a scale of 1-5. You will see a confirmation message at the top of your screen when you have successfully saved your score.



ON-SITE LEAD RETRIEVAL



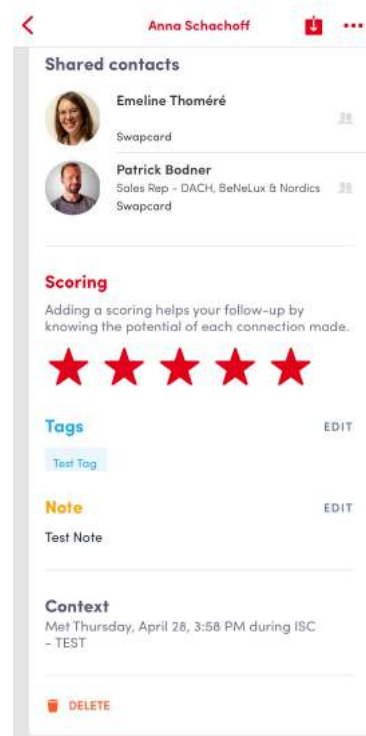
You can also qualify your contacts with tags (which you can create on the fly) and notes. You will see a confirmation message at the top of your screen when you have successfully saved your tag(s) or note.



ON-SITE LEAD RETRIEVAL



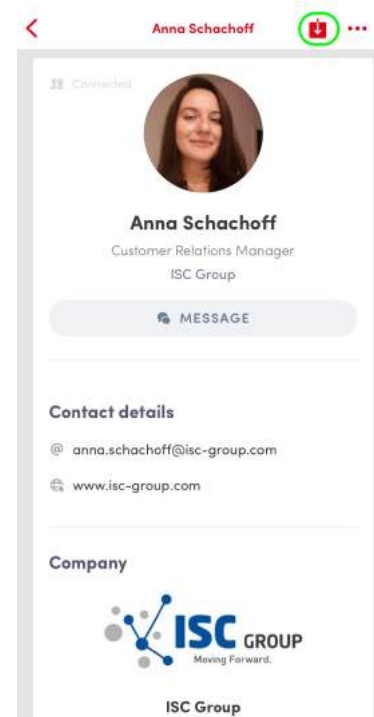
You can review and edit your score, tags and note any time. You can also see shared connections with your new contact and in what context (e.g. at which event, on what date and at what time) you scanned their badge.



ON-SITE LEAD RETRIEVAL



You can download your contact within the mobile app. In order to do so, tap on the download symbol in the upper right.

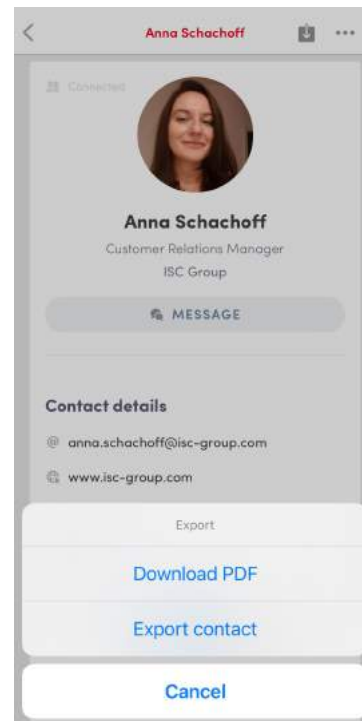


ON-SITE LEAD RETRIEVAL



You have the option to download your contact's information as a PDF or to add them to your contacts on your mobile device.

To learn how to download an Excel file of all the leads you generated at ISC 2022, refer to page 21.

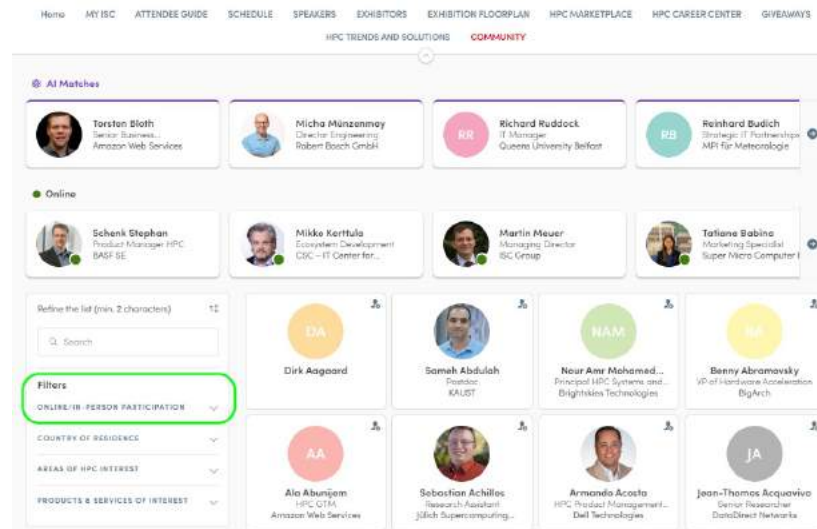


ONLINE LEAD RETRIEVAL



ISC 2022 attendees, whether they are traveling to Hamburg or attending remotely, will receive access to the event platform Swapcard one week before the start of the event.

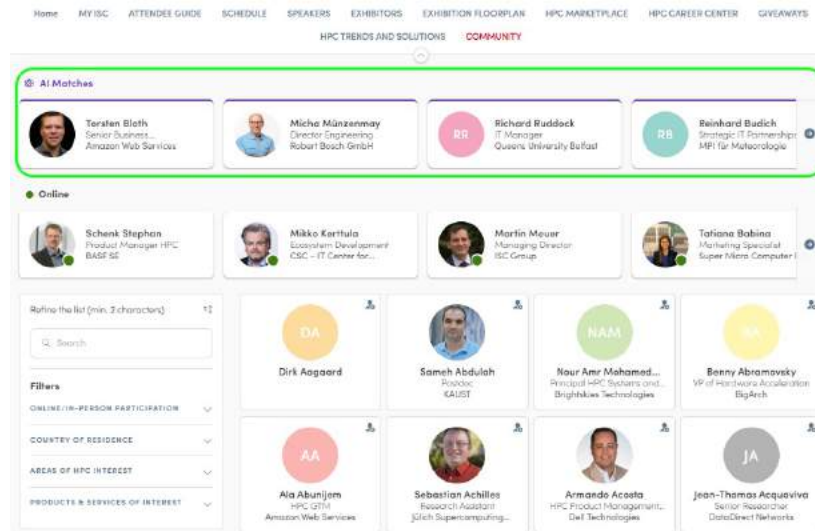
In the “Community” section of the event you will see a list of all registered attendees of ISC 2022 who haven’t set their visibility to “invisible”, independent of whether they attend in-person in Hamburg or remotely. You can filter by “online/in-person participation” if required.



ONLINE LEAD RETRIEVAL

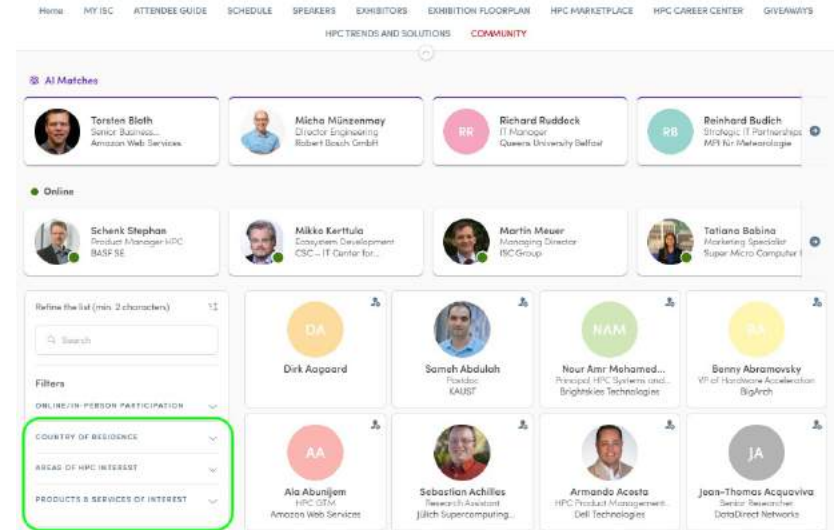


On top of the list, you will see the category “AI matches”. Attendees listed here were matched with you by the Swapcard AI, either because they share interests with you, or because they offer a product or service you are interested in, or because they have other similarities.



ONLINE LEAD RETRIEVAL

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.

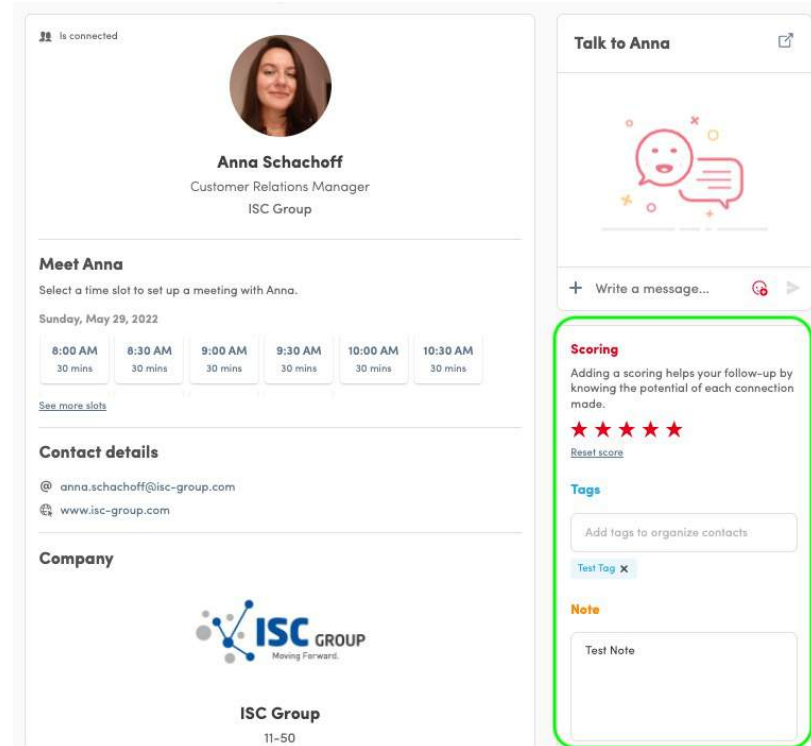
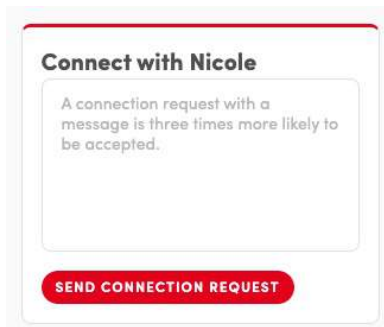


The screenshot displays the ISC High Performance website's search and filter interface. The navigation bar includes links for Home, MY ISC, ATTENDEE GUIDE, SCHEDULE, SPEAKERS, EXHIBITORS, EXHIBITION FLOORPLAN, HPC MARKETPLACE, HPC CAREER CENTER, and GIVEAWAYS. Below the navigation bar, there are tabs for HPC TRENDS AND SOLUTIONS and COMMUNITY. The main content area shows a list of attendees under the heading "AI Matches". The attendees are displayed in a grid format, each with a profile picture, name, and title. The filters section on the left includes a search bar and several filter categories: ONLINE/IN-PERSON PARTICIPATION, COUNTRY OF RESIDENCE, AREAS OF HPC INTEREST, and PRODUCTS & SERVICES OF INTEREST. The "COUNTRY OF RESIDENCE" filter is highlighted with a green box.

AI Matches	Online
<p>Torsten Bloth Senior Business... Amazon Web Services</p>	<p>Micha Münzenmay Director Engineering Robert Bosch GmbH</p>
<p>Richard Rudebeck IT Manager Queen's University Belfast</p>	<p>Reinhard Budich Strategic IT Partnerships MFR für Mikroelektronik</p>
<p>Schenk Stephan Product Manager HPC BASF SE</p>	<p>Mikko Kerttula Employee Development CSC - IT Center for...</p>
<p>Martin Meuser Managing Director HPC Group</p>	<p>Tatiana Babina Marketing Specialist Super Micro Computer I</p>
<p>Dirk Aagaard</p>	<p>Someh Abduloh Foskiner KAUST</p>
<p>Nour Amr Mohamed... Principal HPC Systems Lead Brightskies Technologies</p>	<p>Benny Abramovsky VP of Hardware Acceleration BigArch</p>
<p>Ala Abunijem HPC DTM Amazon Web Services</p>	<p>Sebastian Achilles Research Assistant Jülich Supercomputing...</p>
<p>Armando Acosta HPC Product Management Dell Technologies</p>	<p>Jean-Thomas Acquaviva Senior Researcher DataDirect Networks</p>

ONLINE LEAD RETRIEVAL

Once your contact request has been confirmed, the contact has been added to your list of contacts 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.



ONLINE LEAD RETRIEVAL



You can see your contacts made at ISC in the „My networking“ sub-menu of the „My ISC“ section.

A screenshot of the ISC High Performance 2022 website. The top navigation bar includes 'ISC Events' and 'ISC High Performance 2022'. Below it, a secondary menu lists 'Home', 'MY ISC', 'ATTENDEE GUIDE', 'SCHEDULE', 'SPEAKERS', 'EXHIBITORS', 'EXHIBITION FLOORPLAN', 'HPC MARKETPLACE', 'HPC CAREER CENTER', and 'GIVEAWAYS'. The 'MY ISC' item is circled in green. Below the navigation, a left sidebar contains 'My schedule', 'My meetings', 'My networking' (circled in green), and 'My bookmarked companies'. The main content area displays three contact cards for Martin Meuer, Anna Schachoff, and Emeline Thomere. A right sidebar contains an 'Export' section with instructions on how to export selections to a calendar or PDF.

ONLINE LEAD RETRIEVAL

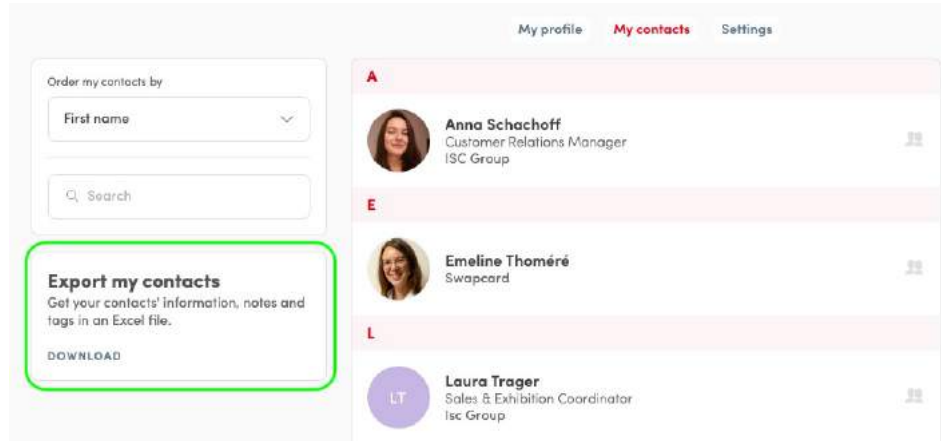


You can see all contacts you ever made in Swapcard, including at other events, in the „My Contacts“ sub-menu of your profile.



ONLINE LEAD RETRIEVAL

There, you can export your personal contacts as an Excel file.

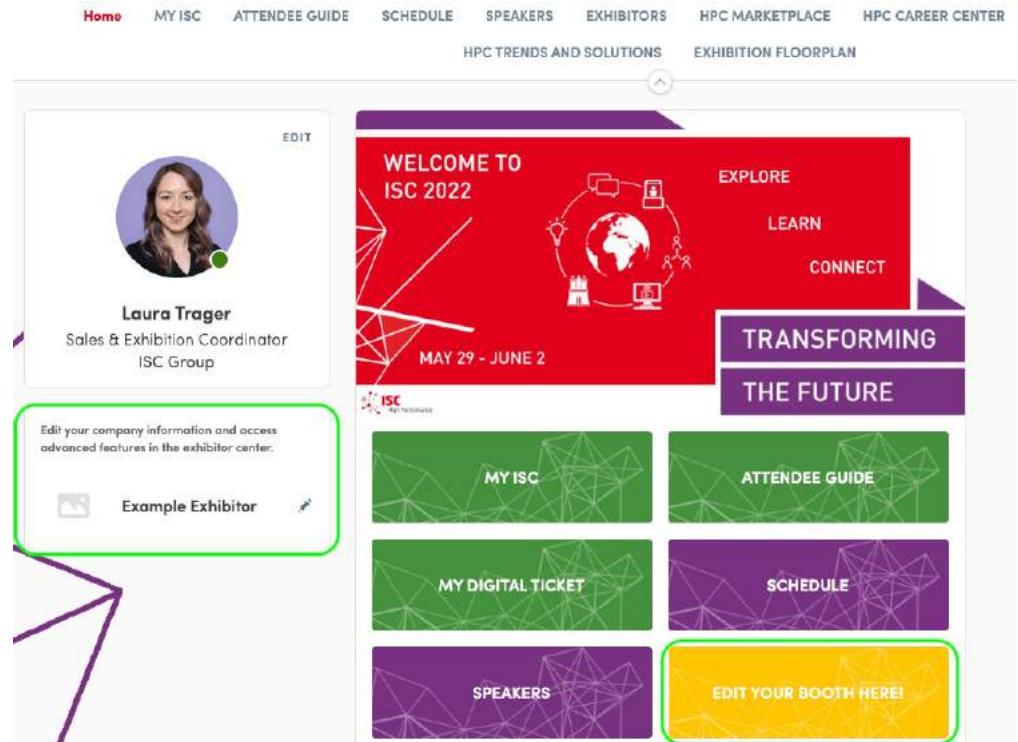


To learn how to download the leads generated by your team, including yourself, refer to the next pages.

DOWNLOADING YOUR LEADS

You can review and download the leads generated by your team via the Swapcard Exhibitor Center.

To access the Exhibitor Center from the event home page in your browser, click on the button „Edit your booth here!“ or click on the pencil icon next to your organization name.



Home MY ISC ATTENDEE GUIDE SCHEDULE SPEAKERS EXHIBITORS HPC MARKETPLACE HPC CAREER CENTER
HPC TRENDS AND SOLUTIONS EXHIBITION FLOORPLAN

EDIT

Laura Trager
Sales & Exhibition Coordinator
ISC Group

Edit your company information and access advanced features in the exhibitor center.

Example Exhibitor

WELCOME TO
ISC 2022

EXPLORE
LEARN
CONNECT

MAY 29 - JUNE 2

TRANSFORMING
THE FUTURE

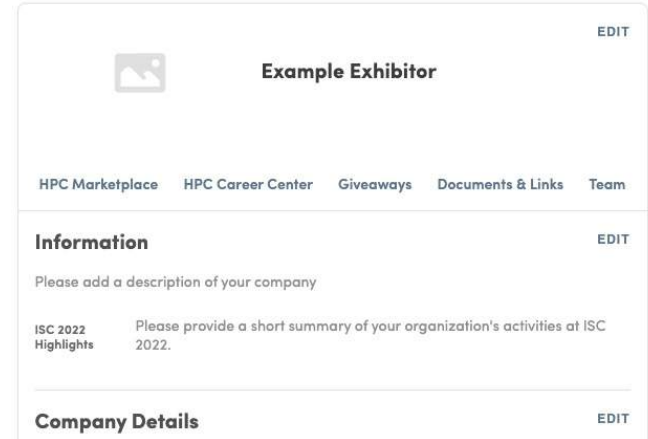
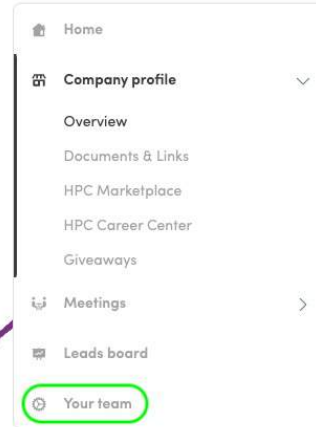
MY ISC ATTENDEE GUIDE

MY DIGITAL TICKET SCHEDULE

SPEAKERS EDIT YOUR BOOTH HERE!

DOWNLOADING YOUR LEADS

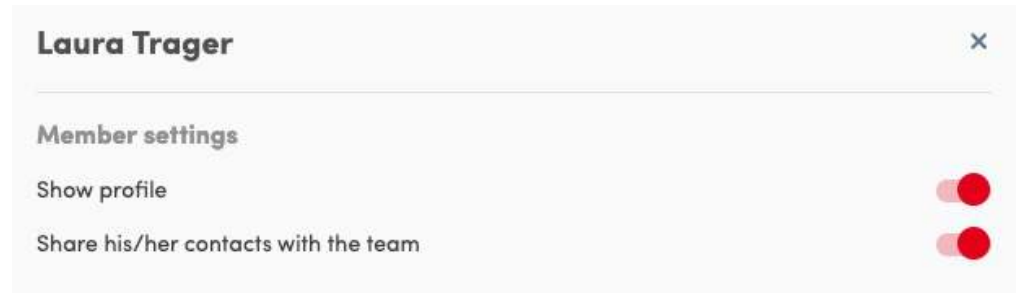
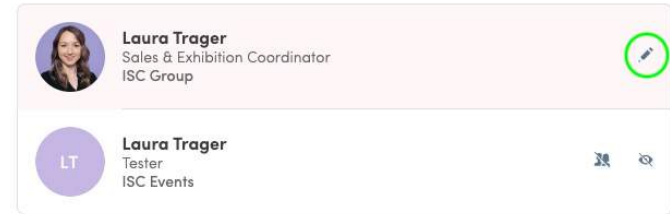
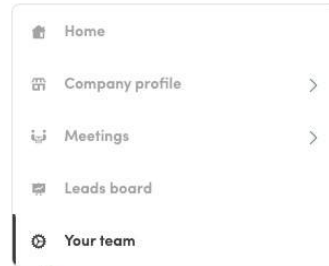
In the Exhibitor Center, navigate to the „Your team“ section via the left-hand menu.



DOWNLOADING YOUR LEADS

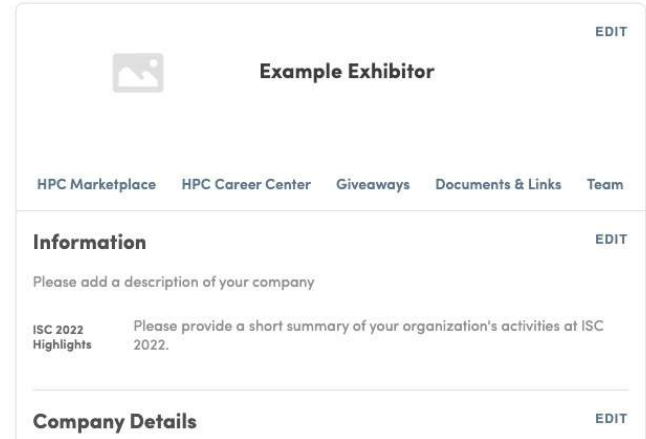
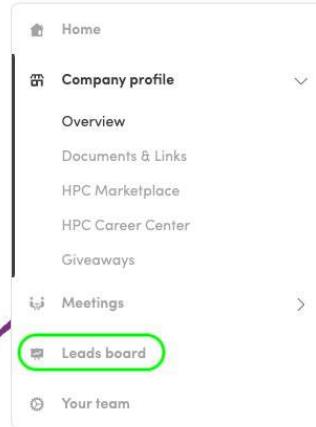
Check your team members' settings by hovering over their name. A pencil icon will appear. By clicking on it, the settings dialog opens.

Only when „Share his/her contacts with the team“ is toggled on, their leads will be downloadable via the Exhibitor Center. If it is not toggled on, they have to toggle it on themselves.



DOWNLOADING YOUR LEADS

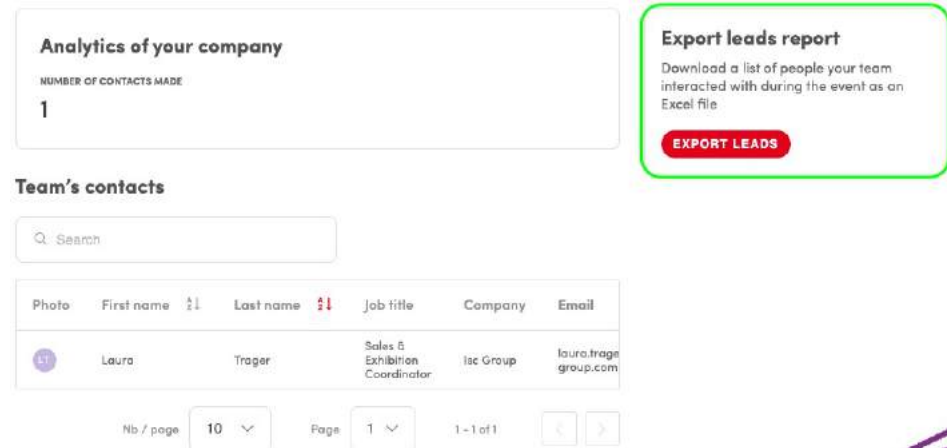
Navigate to the „Leads board“ section of the Exhibitor Center via the left-hand menu.



DOWNLOADING YOUR LEADS

In the leads board section, you can see how many contacts your team has made, i.e. how many leads they generated, and a list of those contacts that can be sorted alphabetically by last or first name and that can be searched.

Click on the red button „Export leads“ to export your team’s leads as an Excel file.




The screenshot shows a web interface for managing leads. It features two main sections: 'Analytics of your company' and 'Team's contacts'. The 'Analytics' section displays 'NUMBER OF CONTACTS MADE' as 1. The 'Team's contacts' section includes a search bar and a table of contacts. A red button labeled 'EXPORT LEADS' is highlighted in a green box.

Analytics of your company
NUMBER OF CONTACTS MADE
1

Team's contacts

Search

Photo	First name	Last name	Job title	Company	Email
	Laura	Trager	Sales & Exhibition Coordinator	isc Group	laura.trager@iscgroup.com

Nb / page: 10 | Page: 1 | 1 - 1 of 1

Export leads report
Download a list of people your team interacted with during the event as an Excel file
EXPORT LEADS

DOWNLOADING YOUR LEADS

You can now select to export all leads or to download leads generated during a specific time frame.

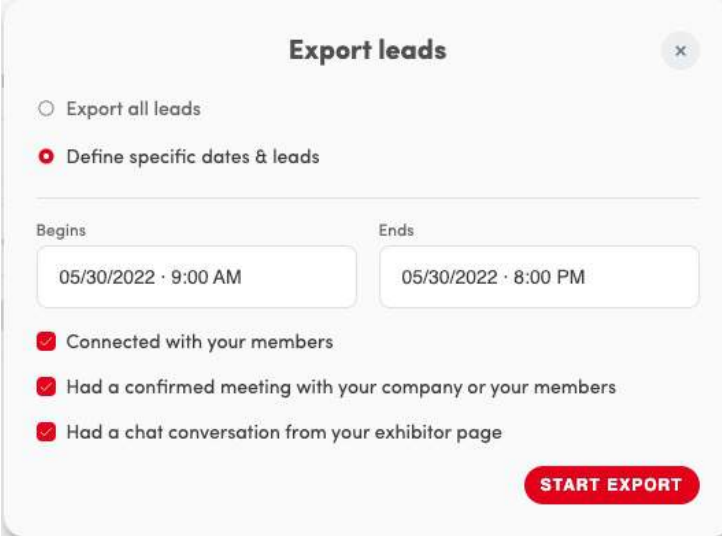
If you select „Export all leads“ and click „Start export“, an Excel file with all your team’s leads will be downloaded.



The screenshot shows a dialog box titled "Export leads" with a close button (x) in the top right corner. It contains two radio button options: "Export all leads" (which is selected) and "Define specific dates & leads". A red "START EXPORT" button is located at the bottom right of the dialog.

DOWNLOADING YOUR LEADS

If you select „Define specific dates and leads“, the following dialog box will appear. You can now select specific leads to download, either by time frame or by how the connection was made. When you click „Start export“ an Excel file with the leads specified by you will download.



Export leads ×

Export all leads

Define specific dates & leads

Begins Ends

Connected with your members

Had a confirmed meeting with your company or your members

Had a chat conversation from your exhibitor page

START EXPORT