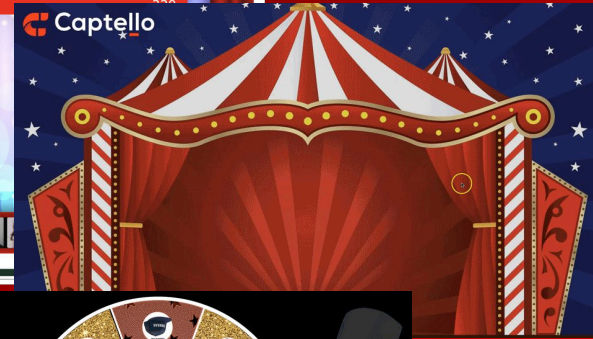
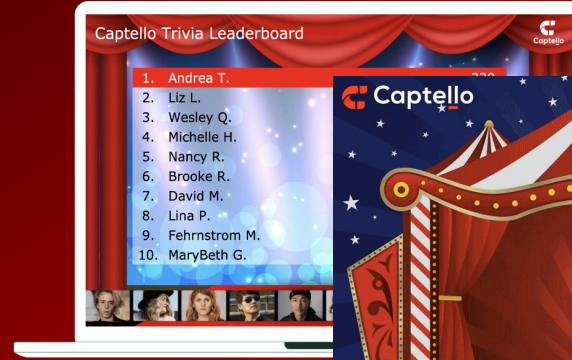
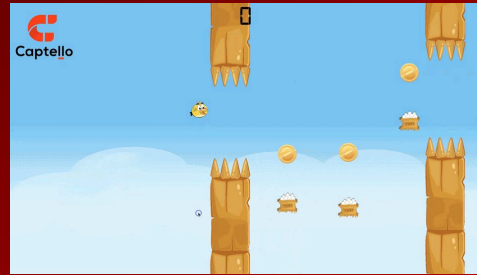
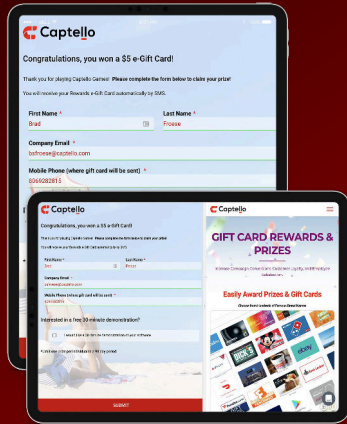


# swapcard + Captello

Premium Activations & Gamification



# Winner of the





## Engagement Solutions for your entire event

At Captello we believe it is important to understand the structure of an event and how to deliver high value results to each stakeholder. We teach organizers & exhibitors how to create unique experiences in order to engage and capture leads at every point of contact with an attendee. The goal is to reward the attendees for every action they take that benefits exhibitors, sponsors, speakers, suppliers, and of course the organizer! In the end, you can design a memorable experience that delivers valuable results!

### RESULTS FOR EVERY STAKEHOLDER

**EXHIBITORS:** Don't just design a booth, design a branded experience your customers will remember with a touchless lead capture game to give away swag, gift cards, or prizes. Be the booth everyone wants to visit and double your lead capture results!

**SPONSORS:** What if your sponsorship actually attracted buyers? Well, look no further. Promote your brand AND capture leads by sponsoring a game, contest, drawing or other activity at this year's event. Choose from over 50+ templates and build a game in minutes!

**SPEAKERS:** Games can transform boring sessions into memorable experiences that educate, entertain, and reward live, virtual and hybrid audiences. Can also be used to track CEU attendance and collect surveys on speakers of each session.

**ATTENDEES:** Gamify any luncheon, party, fundraiser, or social event with digital networking games that entertain and delight guests as they compete for prizes from your sponsor(s).



# CAPTELLO EVENT GAMIFICATION



- This Includes:**
- 1 Single Event Activation (game)
  - Leaderboard
  - Swapcard Engagement Suite
  - Up to 4 hours of onboarding

Game Library is located at  
[Captello.com/arcade](https://Captello.com/arcade).

Includes: Games that Educate, Audience Engagement, Games that Entertain, and Games of Chance

## REWARD ATTENDEES FOR IN-APP ACTIVITIES INSIDE SWAPCARD

By combining the power of Captello's super-customizable activations with the flexibility of Swapcard, event teams are able to motivate attendees with points, leaderboards and rewards for in-app activity, increasing engagement and building an exciting environment for your attendees to thrive! Create custom event leaderboard and award points for any game or activity. Track winners and automatically fulfill eGift Cards as needed.



Track registrant activity, page visits, bookmarks, connections, sessions, and more.



Data rich progress reports for attendees including statistics on goal completions.



Over 60 activations that can be customized and launched in minutes.



Customizable content based calls to action: require video play, page visit, etc.

# CAPTELLO COMMUNITY GAMIFICATION



## This Includes:

- 1 Annual Event Activation (game)
- Leaderboard
- Swapcard Engagement Suite
- Up to 4 hours of onboarding

Game Library is located at  
[Captello.com/arcade](https://Captello.com/arcade).

Includes: Games that Educate, Audience Engagement, Games that Entertain, and Games of Chance

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Captello



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# CAPTELLO SCAVENGER HUNT

## Treasure Hunt Leaderboard Results:

1.	Grace F.	87121
2.	Rachel L.	87040
3.	Heather B.	85181
4.	Kodi M.	79984
5.	Lisa M.	78021
6.	Katina Z.	75506
7.	Paige H.	69435
8.	Sarah D.	68400
9.	Alora H.	54821

EXHIBITOR LIVE 2021  
**TREASURE HUNT**  
Presented by Captello

**SPONSOR LOGO**

- 1<sup>st</sup> \$250 GIFT CARD  
Captello
- 2<sup>nd</sup> \$200 GIFT CARD  
Skyline
- 3<sup>rd</sup> \$100 GIFT CARD  
EXPOSTARS
- 4<sup>th</sup> \$100 GIFT CARD  
Corporate-ITx  
Innovation Magic Group
- 5<sup>th</sup> \$10 GIFT CARD  
Captello
- 15<sup>th</sup> \$160 PICNIC BASKET

**Scavenger Hunt** - 25 Waypoints (Locations) Package you need to create your own interactive event experience! Award points to attendees for each booth they visit or Waypoint they find. Includes engagement tracking, Progress Report, Leaderboard, and Prizes/Rewards tracking.

### The Bundle Includes:

- 25 waypoints
- Swapcard Engagement Suite
- Leaderboard
- Progress report
- up to 4 hours of onboarding support



**Captello**



## TREASURE HUNT

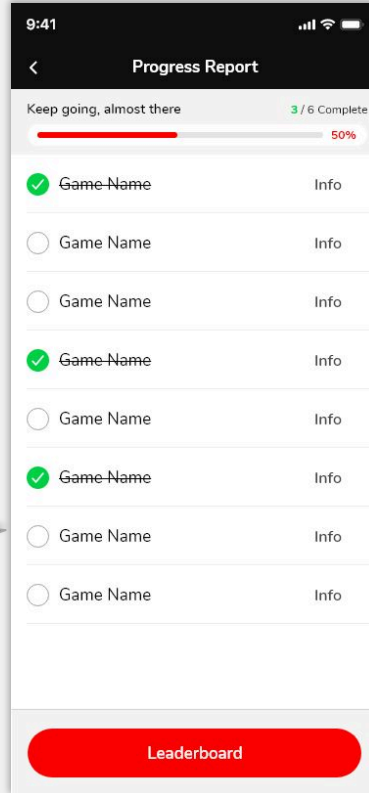
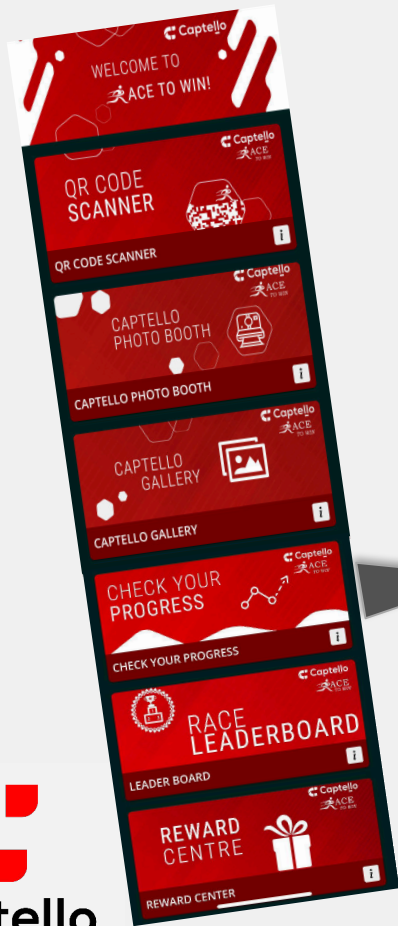
Earn points and WIN!

- X Bookmarks 100 pts ea
- X Meetings Scheduled 200 pts ea
- X Attend Sessions 250 pts ea
- X Visit Exhibitors 500 pts ea
- X Visit Sponsors 750 pts ea
- X Take a Photo 750 pts ea
- X Games for up to 1,000 pts ea

Earn 10,000 points or more for a chance to win cash & prizes!



# CAPTELLO SCAVENGER HUNT with PHOTO BOOTH



**Scavenger Hunt - 25 Waypoints (Locations) Package** you need to create your own interactive event experience! Award points to attendees for each booth they visit or Waypoint they find. Includes engagement tracking, Progress Report, Leaderboard, and Prizes/Rewards tracking. PLUS A CUSTOM PHOTO BOOTH WITH 1000 PHOTOS

## The Bundle Includes:

- 25 waypoints
- Swapcard Engagement Suite
- Leaderboard
- Progress report
- 1000 photo booth
- up to 4 hours of onboarding support!



# CAPTELLO SMART SURVEY or QUIZ ANNUAL SUBSCRIPTION LICENSE

Motivate attendees to take the actions you want them to take to collect data you need. Award points when they complete them.

Design custom surveys or quizzes for your attendees to complete.

**SURVEY:** Ask questions about the sessions and speakers to measure their value

**QUIZ:** Test the audience on their retention and understanding of the material presented. Can be used for pass/fail of CEU classes too.

## The first Smart Survey or Smart Quiz Bundle includes:

- 20 Smart Survey or Quiz licenses
- Leaderboard
- Swapcard Engagement Suite
- Up to 4 hours of onboarding
- Additional blocks of licenses must be purchased in blocks of 20

**SESSION SURVEY**

Your feedback is important to us! Please complete this survey to help us understand what sessions and speakers you value most.  
*Get 10 points on our leaderboard when you complete this survey!*

First Name: Michelle, Last Name: Harman, Email: maharman@capello.com

**Session Survey**

Title: Utilizing Technology to Grow Your Business  
Type: Marketing  
Date: June 22, 2023  
Time: 10:00am  
CE: 1

How would you rate this session? \*  
How would you rate this topic? \*  
How relevant was this topic to you? \*

Submit

**Session Quiz**

Title: Utilizing Technology to Grow Your Business  
Date: June 22, 2023  
Time: 10:00am  
CE: 1

What three countries speak English?

United States  
 France  
 Mexico  
 Canada  
 England  
 Germany

When was our company founded?  
 1864

Submit



# 50 WAYS TO USE GAMIFICATION

Easily reward attendees, members, employees, etc for taking the actions you want them to take!

## CHANNELS

- Email
- Social Media
- Live Events
- Virtual Events
- Conferences
- Trade Shows
- Exhibit Booth
- Website
- Print
- QR Codes
- Video
- TV Commercials

## PURPOSE

- Grow Attendance
- Education
- Sponsorship Revenue
- Entertainment
- Attract Leads
- Fundraising
- Competitions
- Surveys/Polling
- Rewards
- Contests
- Membership Rewards
- Special Occasions
- Team Building

## TOP REQUESTS

- Treasure/Scavenger Hunts
- Lead Capture Games
- Session Surveys & Polling
- Raffles / Drawings
- Matchmaking Games
- Hosted Buyer Rewards
- New Product Showcase
- Marketing Campaigns
- Hybrid Event Engagement
- Photo Booth with Gallery
- Social Media Contests
- Website Traffic
- Booth Bingo

## AWARD POINTS IN-APP

- App Login
- In App Messaging
- In App Links
- Scheduling Meetings
- Connecting with Peers
- Games Played
- Videos Watched
- Brochures Downloaded
- Social Media Sharing
- Session Surveys
- Session Chat & Activities
- New Product - Voting
- Best Booth - Voting



swapcard +  Captello

**POWERFUL ENGAGEMENT SOLUTIONS**

## The Most Deeply Integrated Gamification Engine for Swapcard Events

Captello isn't just compatible with Swapcard — it's natively built in. Swapcard Studio features a dedicated Captello button in Pages & Menu, giving organizers one-click access to leaderboards, scavenger hunts, rewards, and 60+ branded activations — all powered by 34+ real-time behavior triggers.

### WHAT ORGANIZERS UNLOCK

- **Native Captello button** in Swapcard Studio
- **34+ trackable actions** trigger points & rewards
- **SSO pass-through** — zero-friction auto-ID
- **Zones in mobile app** & web platform
- **Live session content** — in-session surveys
- **Badge scanning** — ULC reads Swapcard badges
- **Auto-fill forms** — pre-populated from reg data

### MONETIZATION & REVENUE

- **Gamification packages** as premium sponsor add-ons
- **Activation marketplace** — exhibitor booth games
- **Scavenger hunt zones** — charge per zone
- **Sponsored leaderboards** — brand placement on rankings
- **Tiered licensing** — single, library, or unlimited
- **Reward sponsorships** — funded e-gift card pools
- **Turnkey campaigns** — Captello markets to exhibitors

### ACTIVE GAMIFICATION

- **60+ game templates** — Trivia, Spin to Win...
- **Scavenger hunts** — multi-stop floor challenges
- **250+ e-gift card rewards** — instant international delivery
- **Full brand customization** — games, forms, leaderboards
- **Team & individual modes** — configurable per event

### PASSIVE GAMIFICATION

- **Session bookmarks** — points for registering
- **Exhibitor visits** — auto-tracked via triggers
- **Connection requests** — networking earns points
- **Meeting creation** — confirmed meetings = points
- **Document & ad engagement** — opens, clicks, views

### HOW ORGANIZERS ARE USING IT

**Scavenger Hunts** — Multi-stop challenges across exhibitor booths. Attendees scan waypoints, complete games, and compete on a live leaderboard. Drives floor traffic to every corner of the venue.

**Sponsored Activations** — Exhibitors and sponsors purchase branded game activations — Trivia, Spin to Win, Photo Booths — embedded directly in the Swapcard app or displayed at booths.

**Session Engagement** — Embed Captello surveys and quizzes as live content inside Swapcard sessions. Points awarded for participation. Session data flows to organizer analytics.

**Meeting Incentives** — Award leaderboard points when attendees create connection requests, confirm meetings, or participate in hosted buyer programs — all tracked via native triggers.

34+

Trackable Attendee Behavior Triggers

60+

Customizable Game Templates

250+

e-Gift Card Reward Options

400%

Avg. Increase in Lead Capture

135%

Avg. Increase in Engagement

## How It Works — Deep Inside the Swapcard Integration

Captello connects via Swapcard's API with a dedicated connector. Registrants and analytics sync every 30 minutes. Organizers assign point values to any attendee behavior — Captello handles the rest.

### — 34+ SWAPCARD ACTIONS THAT TRIGGER CAPTELLO GAMIFICATION

<p><b>Registration &amp; Attendance</b></p> <ul style="list-style-type: none"> <li>• Event registration</li> <li>• Event check-in</li> <li>• Session check-in (bookmark)</li> <li>• Planning stream start / stop</li> </ul> <p><b>Networking &amp; Messaging</b></p> <ul style="list-style-type: none"> <li>• Connection request create</li> <li>• Connection create (accepted)</li> <li>• Connection / request update</li> <li>• Message create (chat)</li> <li>• Video call room end</li> </ul>	<p><b>Meetings</b></p> <ul style="list-style-type: none"> <li>• Meeting request create / update</li> <li>• Meeting create (confirmed)</li> <li>• Meeting update</li> <li>• Meeting participant create</li> <li>• Meeting participant update</li> </ul> <p><b>Exhibitor Engagement</b></p> <ul style="list-style-type: none"> <li>• Exhibitor show (booth visit)</li> <li>• Exhibitor bookmark create</li> <li>• Exhibitor ad open / close</li> <li>• Exhibitor self show</li> </ul>	<p><b>Content &amp; Discovery</b></p> <ul style="list-style-type: none"> <li>• Document open / download</li> <li>• Event ad open / show</li> <li>• Event show / event view show</li> <li>• Sponsor show</li> <li>• Product bookmark create</li> </ul> <p><b>Search &amp; Filtering</b></p> <ul style="list-style-type: none"> <li>• Exhibitor view search / filter</li> <li>• People view search / filter</li> <li>• Products view search / filter</li> <li>• Planning bookmark create</li> </ul>
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*Each action is configurable as repeatable or one-time. Points can be added or subtracted. Fulfillment actions auto-trigger on any behavior.*

### — THE ATTENDEE EXPERIENCE

- **Captello button** in Swapcard app nav
- **Zones load natively** — games, boards, progress
- **Auto-identified via SSO** — no forms to play
- **Progress dashboards** — to-do / completed views
- **Surveys in sessions** — embedded live content

### — DATA & INTEGRATION LAYER

- **Swapcard API connector** — per-event config
- **Full data pass-through** — name, email, title, IDs
- **600+ CRM/MAP connectors** — SF, HubSpot, Marketo...
- **Fulfillment actions** — alerts, rewards, marketing
- **Exhibitor badge scanning** — ULC reads Swapcard QR

### — GETTING STARTED — 4 STEPS TO GO LIVE

- |  |  |  |   |
|--|--|--|---|
| <p><b>1 Connect</b></p> <p>Create a Swapcard API Key and link it in Captello's dedicated Swapcard Connector under Setup &gt; Integrations.</p> | <p><b>2 Configure</b></p> <p>Add your Event ID, choose which of the 34+ attendee actions to track, and assign point values to each behavior.</p> | <p><b>3 Build</b></p> <p>Use the Activation Builder to create branded games, scavenger hunts, leaderboards, and reward centers — all self-service.</p> | <p><b>4 Launch</b></p> <p>Add Captello via the native button in Swapcard Studio Pages &amp; Menu. Zones go live inside the mobile app and web platform instantly.</p> |
|--|--|--|---|

**Ready to bring Captello gamification to your Swapcard events?**  
Reach out to your dedicated Swapcard reps — [partners@captello.com](mailto:partners@captello.com)

PROVEN USE CASES

Scavenger Hunts • Session Engagement • Sponsor Activations • Photo Booths • Exhibitor Competitions • Fundraising