



Swapcard

AI-powered event engagement platform for trade shows, conferences, and associations, maximizing attendee networking and exhibitor ROI.

<https://www.swapcard.com/>

Overview

Swapcard is an all-in-one event engagement platform designed for in-person, hybrid, and virtual events, including trade shows, B2B conferences, and associations. It focuses on maximizing attendee engagement, exhibitor ROI, and revenue growth. The platform leverages world-class Artificial Intelligence (AI) for smart matchmaking and personalized recommendations for contacts, content, sessions, and exhibitors, which has been reported to increase the acceptance rate for AI-recommended connections by 45%.

Key features include a fully customizable, no-code event app and homepage builder, comprehensive registration and ticketing with onsite check-in and badge printing (Swapcard Go), and advanced exhibitor tools for lead generation and qualification (offline lead retrieval, QR code scanning). The platform also acts as a year-round community engagement hub, allowing for direct messaging, one-to-one meeting booking, and content delivery. Organizers benefit from detailed analytics, unified data from multiple sources, and enterprise-grade security with SOC 2 Type 2 and ISO 27001 certifications. The platform is praised for its ease of use and clean, functional design.

Key Features

- AI Matchmaking & Personalized Recommendations
- Attendee Registration & Ticketing
- Onsite Check-in & Badge Printing (Swapcard Go)
- Exhibitor Lead Generation & Qualification
- Event Mobile App (iOS/Android)

- Live Streaming & Content Management
- No-Code Homepage Builder
- Year-Round Community Engagement Hub

Pricing

Model: subscription

Annual subscription based on an annual license fee plus a price per attendee/exhibitor volume. Plans include Starter, Professional, and Enterprise. Free trial is available.

Starting at: USD \$570

Target Company Size: small, medium, enterprise

Integrations

Salesforce, HubSpot CRM, Cvent Event Management, Eventbrite, Bizzabo, Slack, Google Sheets, Mailchimp, Airtable, Swoogo

Compliance & Certifications

GDPR, SOC 2 Type 2, ISO 27001

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