



MapsPeople Strengthens Presence in the Event Industry with Swapcard Partnership

MapsPeople AS | Press release

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MapsPeople is announcing its strategic partnership with leading events and community platform provider, Swapcard. With a mission to build a hybrid, data-driven experience that bridges the gap between the online and face-to-face world, Swapcard works to connect people at live events. To meet this ambition, Swapcard will now integrate MapsIndoors into its app for mapping purposes.

The integration of MapsIndoors into the Swapcard app will - as mentioned - bring people together. Most of us have been to large events and conferences. Often we will already have in mind specific booths we want to stop by - but where are they located? With MapsIndoors, Swapcard brings a map of the venue alive, guiding visitors to their desired destination with smooth and accurate wayfinding.

"We at Swapcard are constantly striving to empower meaningful encounters. Our partnership with MapsPeople will make that even easier. We're excited about the opportunities that our technology partnership will present to attendees and exhibitors alike, and now that some parts of the world are opening up to face-to-face meetings again, we're looking forward to seeing it bring people together", states Marc Goodman, Head of Partnerships at Swapcard.

But the benefits are not limited to only offering a map with an overview of the event. MapsIndoors easily integrates with third-party systems, making it possible to introduce future enhancements such as automatic floor plan updating and real-time data-related functionalities.

"With MapsIndoors, it becomes easy to manage and optimize an otherwise static and non-interactive map. Swapcard wants to ease the lives of event visitors and organizers, which is a mission we can easily relate to, and can support with the MapsIndoors platform," says MapsPeople CCO, Jannik Brouwers.

As a global company, Swapcard has clients throughout EMEA and the US, and in 2020, more than 1500 hybrid and virtual events were using Swapcard. Since the beginning of the partnership between Swapcard and MapsPeople began in October, MapsPeople has helped guide more than 270,000 visitors around at 16 different events, with several more planned for Q1 of 2022. Additionally, with offices in both regions, MapsPeople is able to offer local support whenever needed.

About MapsPeople: MapsPeople is the world-leading provider of mapping and navigation. The company specializes in developing and implementing the dynamic mapping platform MapsIndoors, that allows people to effortlessly navigate large and complex buildings and optimizes the exploitation of buildings via integrations with clients' IT-systems. MapsPeople has a presence in 40 different countries and works with industry leaders in a number of verticals.



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About Swapcard: Swapcard is a whitelabeled end-to-end platform for virtual, hybrid and in-person events and communities powered by artificial intelligence. Founded in 2013, its mission has always been to power meaningful connections both online and on-site and to help grow events into a 365-day community. Swapcard has been experiencing a great growth from being 45 employees in March 2020 to 240 today.

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