



Connections



Content



Community

Welcome to

# #FRESHSUMMIT

SPECIAL THANKS TO OUR PRESENTING SPONSORS:



## Buyer Resource Guide





## Connections

*Grow your business*

A priority on  
buyer-seller connections.

Many ways to engage.



## Content

*Grow your knowledge*

Learn from and share insights  
with industry leaders and peers.

Designed to enrich and  
empower.



## Community

*Grow your network*

The industry's  
global reunion.

Find friends old and new.



# Connections

**Smart, simple matching brings the right people, products, services and content to you – and you to them.**

**There are a variety of ways to search and connect with others:**

- Attendee list provides you with recommended connections and you can search by name, company, reason for attending or communities of interest or add keywords to the “Get better recommendations” box
- Send messages, connection or meeting requests to individuals you’d like to connect with through their profile
- On the spot video calls to those you are already connected with
- Send messages or request a meeting with exhibitors right on their Marketplace page
- Select a team member from a Marketplace page to connect or meet with them directly



**Privacy Notice:** Your email address and phone number are not visible to other attendees unless you connect with each other. You are able to decline any connection or meeting requests you receive.



A priority on connections between buyers and sellers, with a variety of ways to engage

# Discover Products and Services



Search the Marketplace and bookmark companies of interest



Attend Pitch Sessions during Buyer Preview or watch replays at any time.



See what's new at the Fresh Ideas Showcase and add products to your wish list



Discover tours, demos, samples, research and more in Exhibitor Highlights

# Find Your Community at Fresh Summit

- Join Plan, Reflect & Connect sessions each day to plan for the week ahead or discuss issues and best practices
- Search Schedule and Attendees by communities of interest
- Join conversations in the Community Chat Rooms
- Attend networking receptions to meet new people and have some fun



# Education & Networking Sessions

## Flexible schedule that includes:

- Plan, Reflect & Connect Sessions
- General Session
- Concurrent Experiences
- Networking Events

**Add sessions to your Schedule now and save to your personal calendar!**



Learn the latest global consumer and industry trends to help you capitalize on the "new" consumer



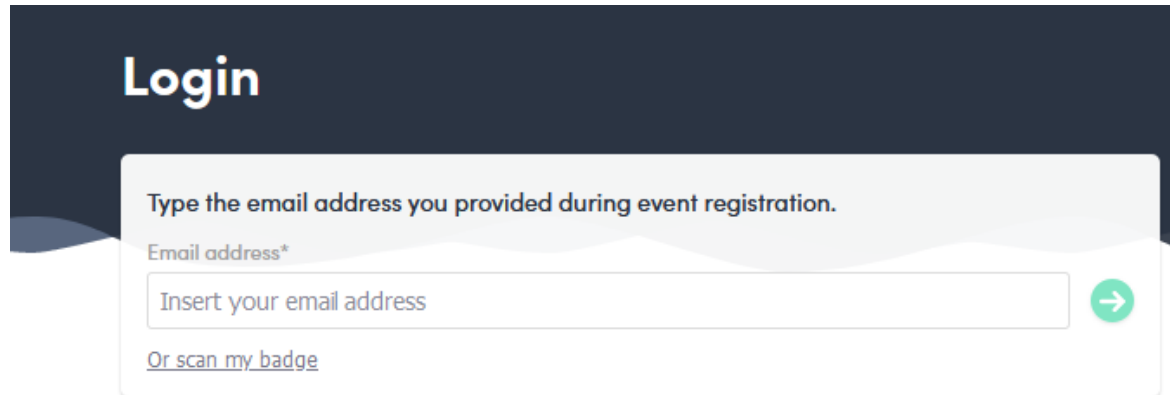
Retail Merchant Awards announced at Networking Reception on October 14.



SUNSET® Rocks Virtual Experience Benefitting Brighter Bites

# Register & Log In to the Platform


1. You must be registered to attend to receive login information for the platform and your Fresh Summit profile will be pre-populated with information you provided at registration.
2. You will receive an email with login information from the Swapcard platform and/or PMA.
3. For future logins, go to [www.login.swapcard.com](http://www.login.swapcard.com) and enter the email you used to register the account. Contact [MemberServices@pma.com](mailto:MemberServices@pma.com) if any problems.

A screenshot of a web login form. The form has a dark blue header with the word "Login" in white. Below the header, there is a light gray box containing the text "Type the email address you provided during event registration." followed by "Email address\*" and a text input field with the placeholder "Insert your email address". To the right of the input field is a green circular button with a white right-pointing arrow. Below the input field is a link that says "Or scan my badge".

**Login**

Type the email address you provided during event registration.

Email address\*

Insert your email address 

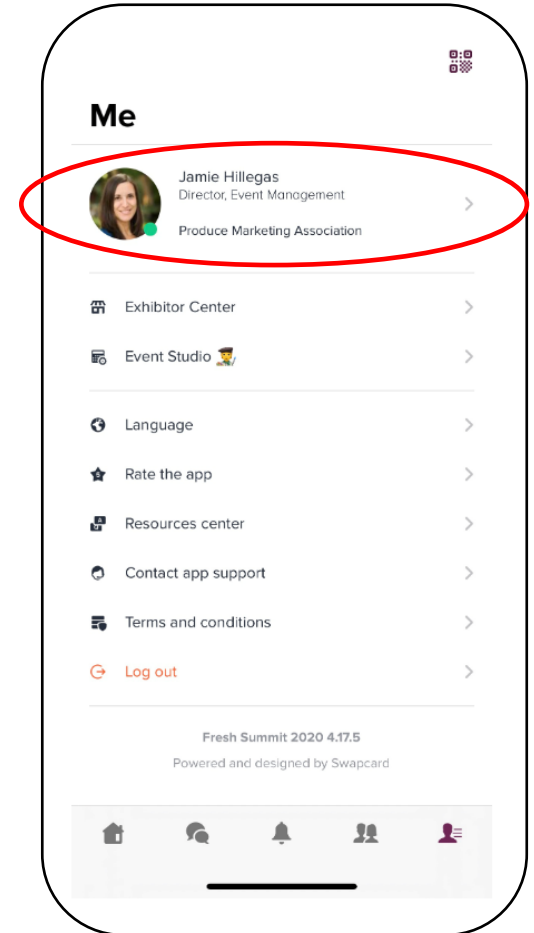
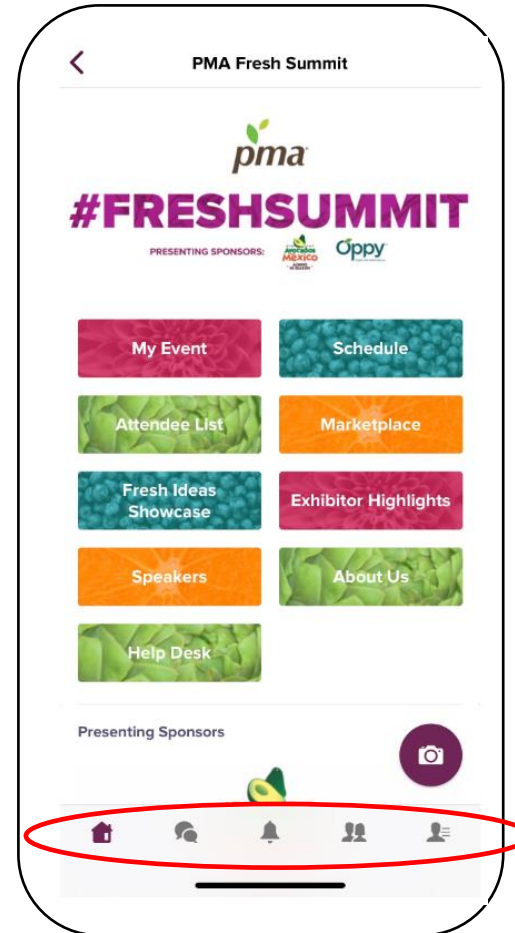
[Or scan my badge](#)

# Download the Mobile App

1. Go to the app store on your phone and search for “**PMA Fresh Summit**” to download the app.
2. Log in using the same email and password used to access the platform on your desktop.
3. Use the icons across the bottom to go to the home page, chat with attendees, see notifications, see and connect with attendees, and access your settings.
4. Under your Settings, click on your picture to update your profile.



**PRO TIP:** Be sure to update the Notifications section in the Settings on your DESKTOP so that you'll receive alerts.





# Your Fresh Summit Plan

## Buyer Preview

**September 28 – October 1:** Produce/Floral/Complementary Marketplace Buyers

**October 2 – October 6:** Solutions Marketplace Buyers

1. Login and setup your personal profile
2. Download the mobile app
3. Discover products, services and companies in the Marketplace, Fresh Ideas Showcase and Exhibitor Highlights
4. Review Pitch sessions on the Schedule, add them to your agenda and attend
5. Send messages, connection and meeting requests to exhibitors



**PRO TIP:** Buyer preview week enables you to browse exhibitor pages in a no-pressure environment. Only buyers can initiate connections and meetings during this time.

# Your Fresh Summit Plan

## After Buyer Preview through October 12

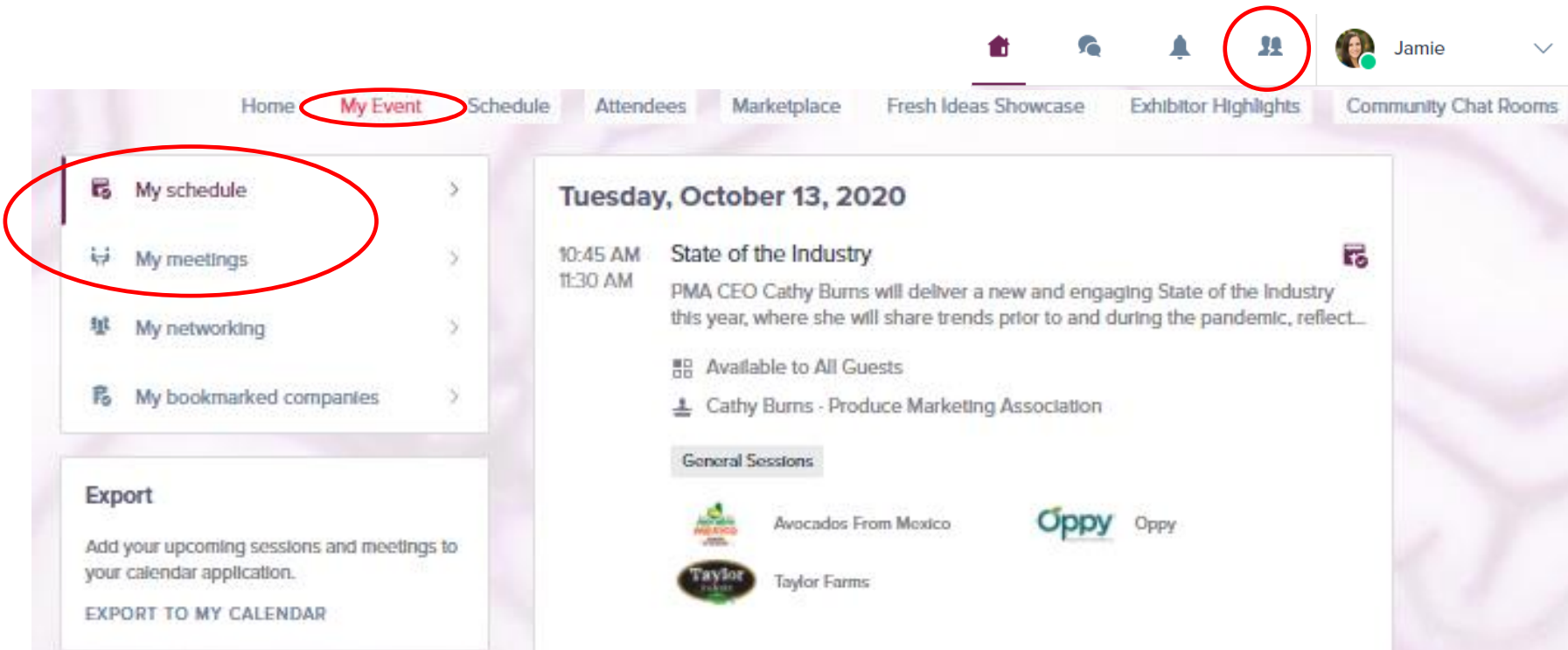
1. Discover additional products and services and send meeting and connection requests
2. Review the schedule and add networking and education sessions of interest to your agenda
3. Update your personal meeting availability by October 7 when the platform opens to all attendees
4. Start meeting with exhibitors beginning on October 7
5. Accept meeting and connection requests from exhibitors and attendees of interest
6. Export your meetings and agenda to your personal calendar so you don't miss a thing!



**PRO TIP:** Manage reminder notifications by selecting “Settings” on the menu by your name in the top right corner. In email notifications, you can activate or deactivate reminders.

# Stay on Track

1. Export your confirmed meetings and sessions to your personal calendar
2. Score and track connections



**Scoring**

Adding a scoring helps your follow-up by knowing the potential of each connection made.

★★★★★

[Reset score](#)

**Tags**

Add tags to organize contacts

**Note**

Connect with George more.

**Context**

Connected Tuesday, September 22, 2020 5:58 PM during PMA Fresh Summit.

[EXPORT CONTACT](#)

[PRINT CONTACT](#)

[DELETE CONTACT](#)

# Your Fresh Summit Plan

## October 13 – 15: Fresh Summit!

1. Attend scheduled meetings, live sessions and networking events
2. Check out live product demo's
3. Connect and schedule meetings with more exhibitors
4. Participate in Community Chat Room discussions
5. Build your network

## Through November 13

1. Attend/schedule additional meetings
2. Discover more products and services
3. Connect with more companies
4. Watch sessions you missed on-demand
5. Export all your contacts, review notes and follow up

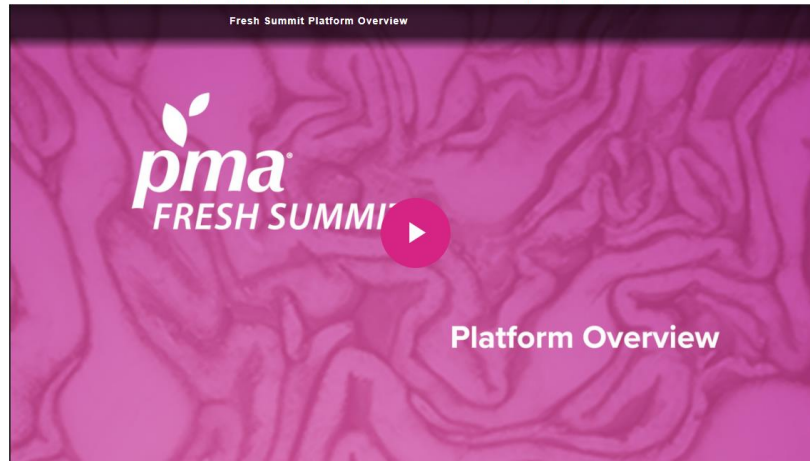


**PRO TIP:** Use #freshsummit to communicate what you are hoping to find or learn about at Fresh Summit on social media channels.

# Additional Resources

## Platform Overview Tutorial

The below video will give you a detailed walkthrough of the many features and functions available in the Fresh Summit event platform.



In platform: 24/7 Live Help Sept 28-Oct 15



## ATTENDEE QUICK START GUIDE

SPECIAL THANKS TO OUR PRESENTING SPONSORS:



See all [Attendee Resources online](#) or contact [MemberServices@pma.com](mailto:MemberServices@pma.com)







**THANK YOU!**