



Connections



Content



Community

Welcome to

#FRESHSUMMIT

SPECIAL THANKS TO OUR PRESENTING SPONSORS:



Sales Team Resource Guide



This year, Fresh Summit will welcome more than twice the number of buyers.



Some large groups already in include:

- Albertsons and associated regional banners are bringing 170+
- Walmart & Sam's Club with 140+
- Associated Wholesale Grocers with 90+
- Loblaws with 80+
- Ahold Delhaize with 80+
- Sysco/Fresh Point with 100+
- HEB, Target, Kroger and Metro are bringing between 30 – 50 each to name just a few!

See registered buying companies on the “Buyer” page at www.freshsummit.com

Produce / Complementary Buyers

Floral Buyers

Solutions Buyers

Connecting with Buyers

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 buyers:

- See a list of relevant people automatically recommended to you based on your individual goals
- Search by name or other criteria such as company, reason for attending or communities of interest
- Search by keywords in the “Get better recommendations” section of the Attendee page, which will further inform the matchmaking algorithm that suggests people you should meet
- Send messages and connection requests to those you’d like to connect with
- See meeting times available in individual profiles, select a slot and send a message and meeting request or video call someone you are already connected with



PRO TIP:

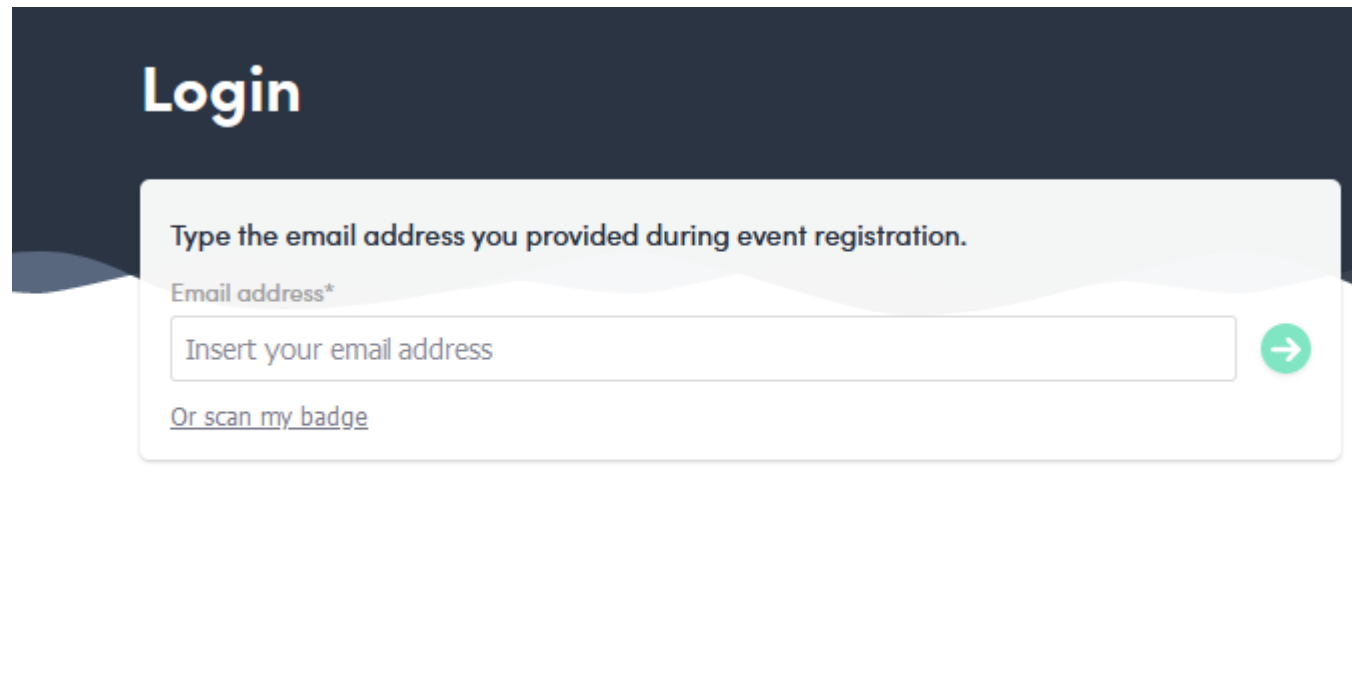
You can access the platform on your computer or via your mobile device. Just download the PMA Fresh Summit app from your app store and log in using the same email and password. You can use all the same functionality in the mobile app.

Important Dates

| Date | Action Item |
|--------------------------|--|
| Right away | Register to attend the event. Get a complimentary registration code from the primary exhibit contact at your company. |
| Right away | Login and setup your personal profile and meeting availability in the platform using this Guide . |
| Right away | Access the attendee list on the PMA website, create your “must meet” list and start reaching out |
| Right away | Promote your company’s participation via social media and press |
| September 28 – October 1 | Produce/Floral Buyer Preview: Buyers can view all Silver+ exhibitors and only they can initiate connection and meeting requests; you can begin viewing sessions and creating a personalized agenda |
| October 2 - 6 | Solutions Marketplace Buyer Preview: buyers can view all Silver+ exhibitors and only they can initiate connection and meeting requests |
| October 7 | Attendee Preview: continue planning your schedule, view attendees and start initiating connection and meeting requests and attending meetings already scheduled. |
| October 13 – 15 | Fresh Summit – attend pre-scheduled meetings, networking and education sessions and connect and meet with additional prospects |
| October 16 – November 13 | Continue networking and learning, meeting with prospects and doing business! Export all the leads your team generated and follow up with prospects. |

Register & Log into The Platform

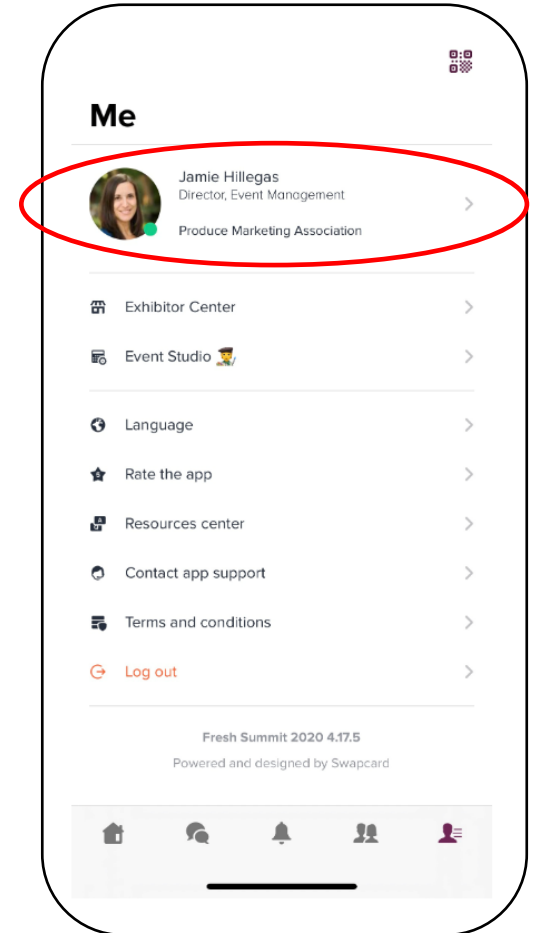
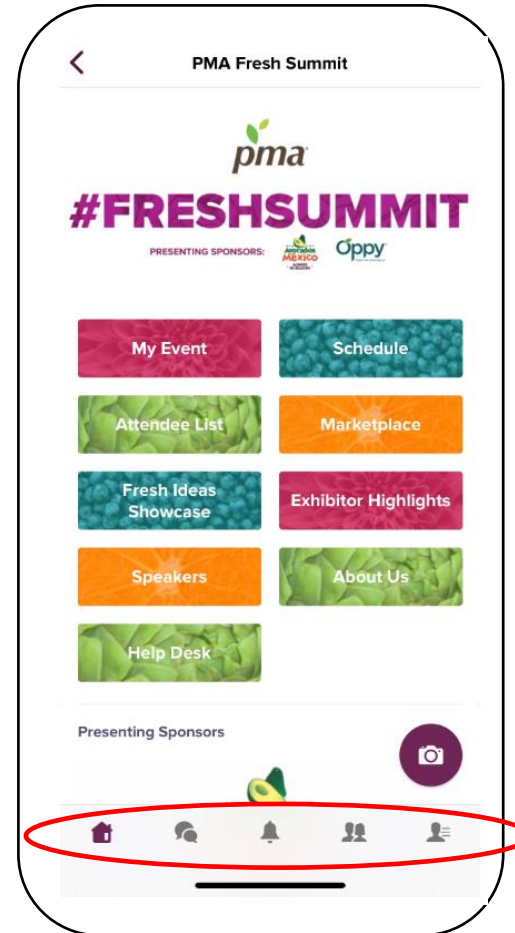
1. You must be registered to attend to receive login information for the platform and your Fresh Summit profile will be pre-populated with information you provided at registration.
2. You will receive an email with login information from the Swapcard platform and/or PMA.
3. For future logins, go to www.login.swapcard.com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



The image shows a login interface with a dark blue header containing the word "Login" in white. Below the header is a light gray box with a white background. Inside this box, the text "Type the email address you provided during event registration." is displayed. Below this is the label "Email address*" followed by a text input field containing the placeholder text "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 blue hyperlink that reads "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.



Quick Tip

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

Quick Start Guide



ATTENDEE QUICK START GUIDE

SPECIAL THANKS TO OUR PRESENTING SPONSORS:



Find quick and easy instructions to:

- Login to the platform
- Edit your profile
- Update your meeting availability
- View sessions
- Find products and services
- Send connection requests
- Connect via chat or video
- Attend scheduled meetings
- Export all of your meetings, sessions and contacts to your personal calendar
- And more!

[Access the Quick Start Guide now!](#)



Create a Team Plan

Plan in advance.

Have a clear plan of the specific individuals or companies you hope to connect with and consider assigning them to your team members to focus on. The primary contact for your Marketplace can download the attendee list with email addresses for review and outreach.

- Track all connections you are making in the platform so you can follow up afterwards
- Assign team members for specific tasks as needed. Who will be responsible for responding to messages that come in? Who will assign a team member to meeting requests that come in. All can be done from the mobile app.
- Stay on track by exporting your meetings and sessions to your personal calendar so you do not miss anything



Track Leads and Export for Follow-up

All meeting interactions can be tracked and exported using a built-in leads system.

1. On the “Attendees” tab you’ll see a list of “Your connections” on the right side of the screen. Click on an individual connection and create a score regarding their potential.
2. You can add tags to organize contacts, add notes to remind you of specific details and see context of when you connected with them
3. You can export, print or delete the contact from that screen.
4. The primary contact for your Marketplace may also view and export the scoring of all connections that your full team has been making in the Exhibitor Center by selecting “Team’s contacts” on the left navigation menu.

Quick Tip

Your team members must be linked to your Marketplace page in order to see their contacts. If you see your name listed at the bottom of your Marketplace page, you have been linked.

Scoring

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

★ ★ ★ ★ ★

Tags


Add tags to organize contacts


Note


Add notes about your contacts to remind you of specific details and how you met them.

Context

Connected Tuesday, August 4, 2020 1:06 PM during Enterprise Connect Virtual: Digital Conference & Expo 2020.

 EXPORT CONTACT

 PRINT CONTACT

 DELETE CONTACT

Stay on Track

Quick Tip

Manage notifications by selecting Settings on the menu by your name in the top right corner. In Email notifications, you can activate or deactivate reminders.

Export your confirmed meetings and sessions to your personal calendar.

1. Go to “My Event” and click on “My Schedule” or “My Meetings.”
2. Click on “Export to My Calendar” on the left side of your screen.
3. Once you export, you can then open the downloaded iCal file to save to your calendar.

Export Your Contacts:

1. In the top right corner of the platform, click on the icon to the left of your name to see a full list of your contacts.
2. Use the “Export My Contacts” button on the left to download an excel file

The screenshot displays the PMA platform interface. At the top, a navigation bar includes 'Home', 'My Event' (circled in red), 'Schedule', 'Attendees', 'Marketplace', 'Fresh Ideas Showcase', 'Exhibitor Highlights', and 'Community Chat Rooms'. In the top right corner, there are icons for home, chat, notifications, and contacts (circled in red), followed by a user profile for 'Jamie'. A left-hand sidebar menu is visible, with 'My schedule' and 'My meetings' (both circled in red) highlighted. Below this menu is an 'Export' section with the text 'Add your upcoming sessions and meetings to your calendar application.' and a button labeled 'EXPORT TO MY CALENDAR'. The main content area shows details for 'Tuesday, October 13, 2020', including a session titled 'State of the Industry' from 10:45 AM to 11:30 AM, presented by 'Cathy Burns - Produce Marketing Association'. At the bottom, there are logos for 'Avocados From Mexico', 'Oppy', and 'Taylor Farms'.

Promote Your Participation

1. Use #freshsummit when talking about the event via social media channels, and check out our shareable graphics
2. Tag PMA channels on social media for further visibility and interaction with attendees.
3. Use our email signature, encouraging attendees register for the event
4. Email buyers in advance using the attendee list.
5. Include a direct link to your Marketplace page in communications. Simply copy the link from the platform to share – test the link before sending to ensure you didn't copy the link from the Exhibitor Center where your page is editable!



Need additional information?

- Contact Memberservices@pma.com for questions about logging in, updating your profile or your meeting availability.
- Contact Showlogistics@pma.com with questions about your Marketplace page, Fresh Ideas Showcase or Exhibitors Highlights.
- Connect with the primary exhibit contact at your company with questions about content on your Marketplace, Exhibitor Highlights or Fresh Ideas Showcase pages.



THANK YOU!