

Quick Start Guide

Thank you for being part of the Fresh Summit virtual experience! During this year's Fresh Summit, you can expect a tailored experience based specifically on your needs and goals. Smart, simple **matching** brings the right **people, products, services, and content** to you – and you to them.

Before you get started, here are some terms you may be accustomed to using that have changed as we navigate this new virtual experience:

- “Expo” is the “Fresh Summit Marketplace”
- “Booth” is your Marketplace Product Page
- Participating companies may be referred to as “Exhibitors” or “Sponsors” in context with specific information being shared

Connect with Buyers

- 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 information
 - Search for specific individuals by name or other criteria such as by company or job function
 - Search by keywords 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
 - Identify other PMA facilitated opportunities to participate in to connect with buyers
- Easy for Buyers to Schedule and Attend Meetings with you
 - set your schedule so buyers can immediately reserve from available times
 - sync meetings with personal calendars so it's top of mind
 - automated push reminders 10 minutes prior to a meeting
 - if needed, reschedule meetings or send an alert if you are running late
- Robust Lead Tracking built in
 - Add all qualifying information, notes and tags to structure your contact list and export it for easy and immediate follow up
 - Analytics such as number of views to your product page, number of people who bookmarked your product page, number of contacts made, number of confirmed meetings and more

Start Planning Now!

Important Dates/Information:

Date	Event	Additional Information
Right Away	Set clear objectives	Connect with your team to align on the goals for your participation so that you can build your Product page accordingly
Right Away	Identify content for your Product page	Review tips for creating engaging messaging and content (see below) and start identifying what to include on your Product page
Right Away	Identify team members to participate in the event	Consider who you'll use the passes that come with your package for...team members, current or prospective clients, etc. Don't forget all Retailers and Foodservice Operators are free so no need to provide a pass for them!
Right Away	Set your Meeting Schedule	Determine times your team will be available for appointments with buyers before, during and after the show so you are ready to enter them in the system. Don't forget Fresh Summit attracts a global audience so consider that as you are determining times.
August 25	Registration Opens	You'll receive a code to provide to each team member so they may complete their own registration form. This will ensure it includes relevant information about them so the "right" buyers are recommended in the platform
Early September	Download the mobile app	No need to be glued to your desk in case a buyer sends you a chat message or schedules an appointment, receive notifications and participate in video calls and chats right from your phone and assign other team members who can do the same!
September 28 – October 1	Produce/Floral Buyer Preview	Make sure your Marketplace Product page is ready to go, including the meeting times you are available, so that buyers can learn about your products/services and schedule appointments to connect with you.
October 2 - 6	Solutions Buyer Preview	Make sure your Marketplace Product page is ready to go, including the meeting times you are available, so that buyers can learn about your products/services and schedule appointments to connect with you.
October 7	Access for all attendees begins	Ensure team members all login and build their individual profiles, start connecting with buyers and colleagues, send meeting requests and add education and networking sessions to their schedules
October 13 – 15	Official Event Days	Attend pre-scheduled meetings, discover and connect with more buyers individually and during education and networking sessions, learn and share insights with industry experts and peers and build your network
Through November 13	Continue networking and learning!	Connect with additional buyers, check out any sessions you missed on-demand, attend and schedule additional meetings

Marketplace Product Page

Your Marketplace Product page will automatically include the contact information and product categories you provided on your application and you will receive a login to enter all other company information and promotional content.

Product Page Features include:

- Option to include a header image or video (live or pre-recorded) which can be changed out as often as you like throughout the event:
 - Header Banner: upload a custom designed image using 1200 x 675px (16:9 ratio) image, no larger than 1MB
 - Custom Video: First upload it on Youtube or Vimeo, then simply paste the ID into the Video ID bar in the platform
- Logo - recommend using at least a 400x200px (2:1 ratio) image, no larger than 1MB
- Company or product description
- URL
- Ability to add multiple social media networks (ie. linkedin, twitter, facebook, Instagram, etc.)
- Add links to additional documents, resources, or press releases
- Meeting Scheduler – determine meeting times that work for you/your team so that buyers can schedule an appointment based on your availability
- Add Team Members – once team members are registered for the event, you can add them to your Product page so they are ready for meetings and networking

Tips for Creating Engaging Messaging and Content

- Refine your messaging to speak to buyers' problems and present your product as a solution. Why do they need your product? What differentiates you from competitors?
- Entice buyers to want to know more about your products so that they will be eager to book a meeting with you to learn more
- Share test market results or case studies showing positive gains in the form of downloadable PDFs
- Provide calls to action to invite buyers to further engage, like product sample requests, newsletter signups, virtual field tours and more
- Consider setting up your booth in your warehouse and host virtual meetings in it to replicate an in-person experience
- Host virtual field tours, facility tours or cooking demos with corporate chefs
- Create engaging videos that captivate your audiences and consider making it "real" or "in the moment" by simply using your iphone or creating a slideshow with still photography
- Reimagine in-person "experiences" as virtual offers in the form of raffles, giveaways or live entertainment

Resources

- PMA member marketing experts are offering free 30-minute consultations to help you make the most of this new format/experience. Space is limited, so simply submit [this form](#) with a little information about your objectives and they will reach out to schedule a no-obligation call to help you develop impactful content.
- Stay tuned for more resources to help create videos and more!