

**Exhibitor Update  
Week of October 12**



# Fresh Summit Starts Tuesday!

## **Stats as of 10/11:**

- 9,890 connection requests sent and of those, 3,360 were initiated by buyers
- 2,528 meeting requests sent and of those, 1,910 were initiated by buyers
- 181 video calls already took place (average duration of 20 minutes)
- 12,186 messages exchanged
- 17,217 visits to Marketplace pages
- 5,419 visits to the Fresh Ideas Showcase
- 3,120 Marketplace pages bookmarked

## **Things to note:**

- Add sessions of interest to your schedule and export to your personal calendar
- There are a lot of options to connect in the sessions so be sure you have team members attending
- This week, we will be sending you a report of attendees that visited your page since Attendee Preview started and then a daily report showing who visited/engaged in your content each day so that you can follow up in the platform.

# How to Link Team Members to your Marketplace

Adding colleagues to your team allows them to access the Exhibitor Center, shows them as team members on your Marketplace page, **enables you to assign meetings to them** and for them to answer and assign meeting requests that come into your page and more.

1. To add team members, go to "Your team" on the left nav menu in the Exhibitor Center and click on "Add a Member"
2. Enter the email address of the person you wish to add and click "Add Member"
3. Make sure all your team members have registered as you cannot link them to your page unless they have registered.
4. If you need to unlink a team member, please email [showlogistics@pma.com](mailto:showlogistics@pma.com) with the name of the individual to be removed.

## Quick Tip

Adding members gives privileges including the ability to modify the Marketplace page, answer and assign meeting requests and share contacts made during the event.

## Invite your colleagues

Add your colleagues (registered for the event) to your team so that they also have access to this interface. This will also allow you to easily share contacts made by members during the event.

ADD A MEMBER

## Quick Tip

Encourage team reps to participate and interact for maximum lead generation!

## Add a member

Enter the email address of the person you want to add to your team. The person must already be registered for the event.

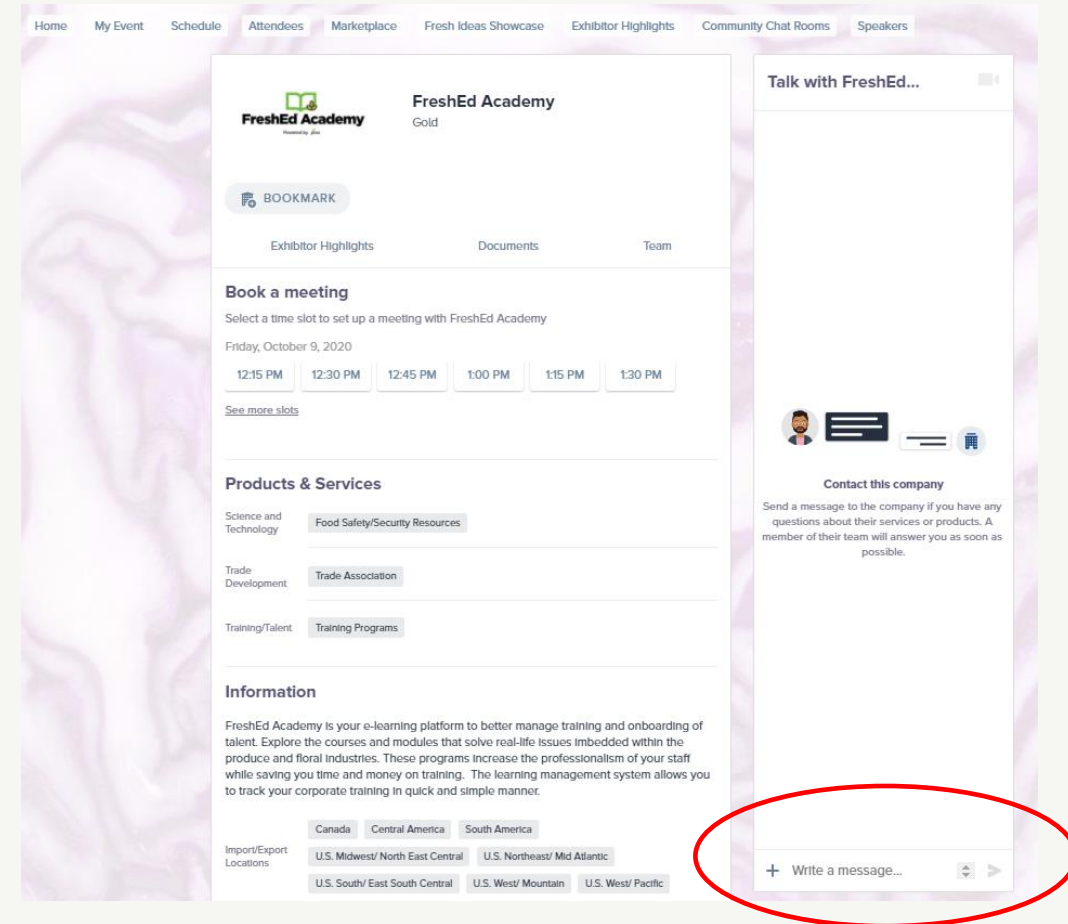
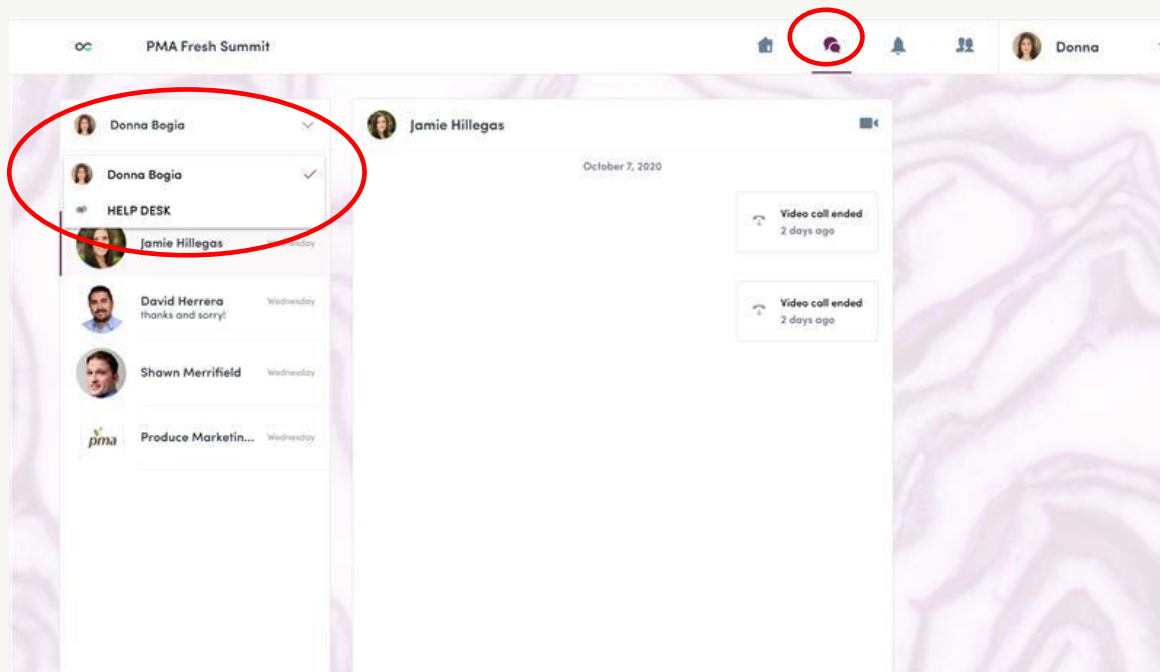
Email\*

contact@mycompany.com

ADD MEMBER

# Responding to Marketplace Chat Messages

1. When an attendee sends a message through the chat box on your Marketplace page, all team members will receive a notification on the chat icon. 🗨️
2. On the left side, you may toggle between messages being sent to you individually and those being sent to your "booth" using the dropdown menu under your name.
3. If specific team members are assigned to respond to requests, let all other team members know they do not need to toggle to the company tab or reply.

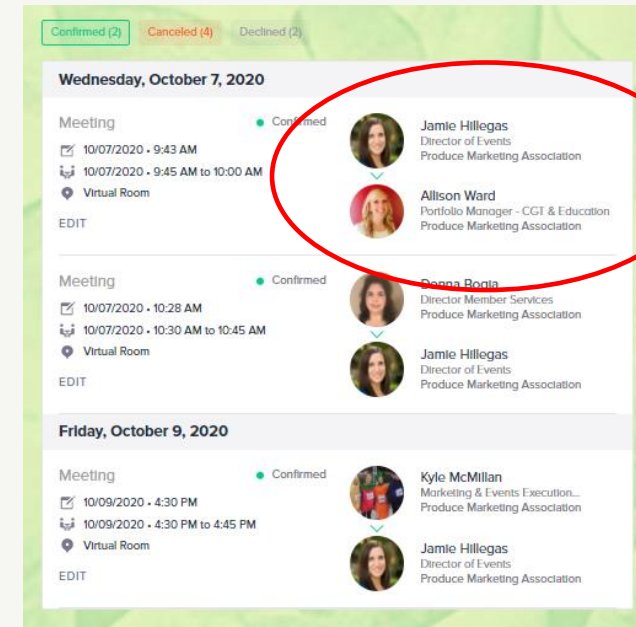
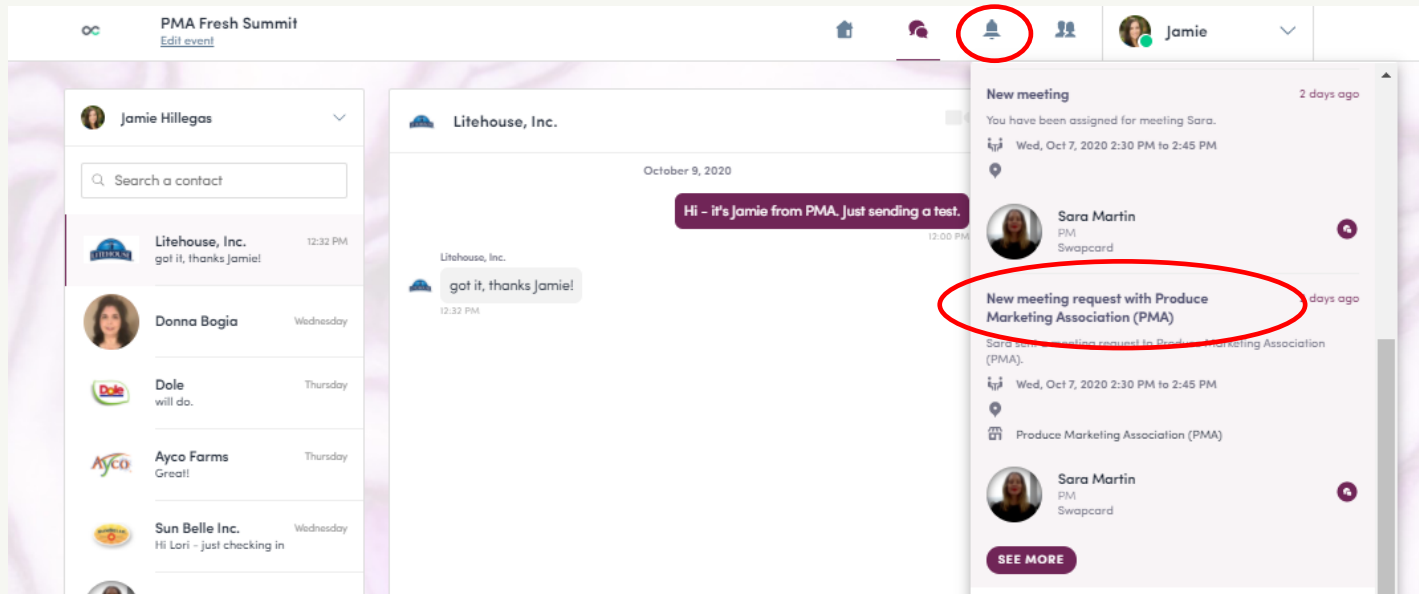




# Responding to/Assigning Marketplace Meeting Requests

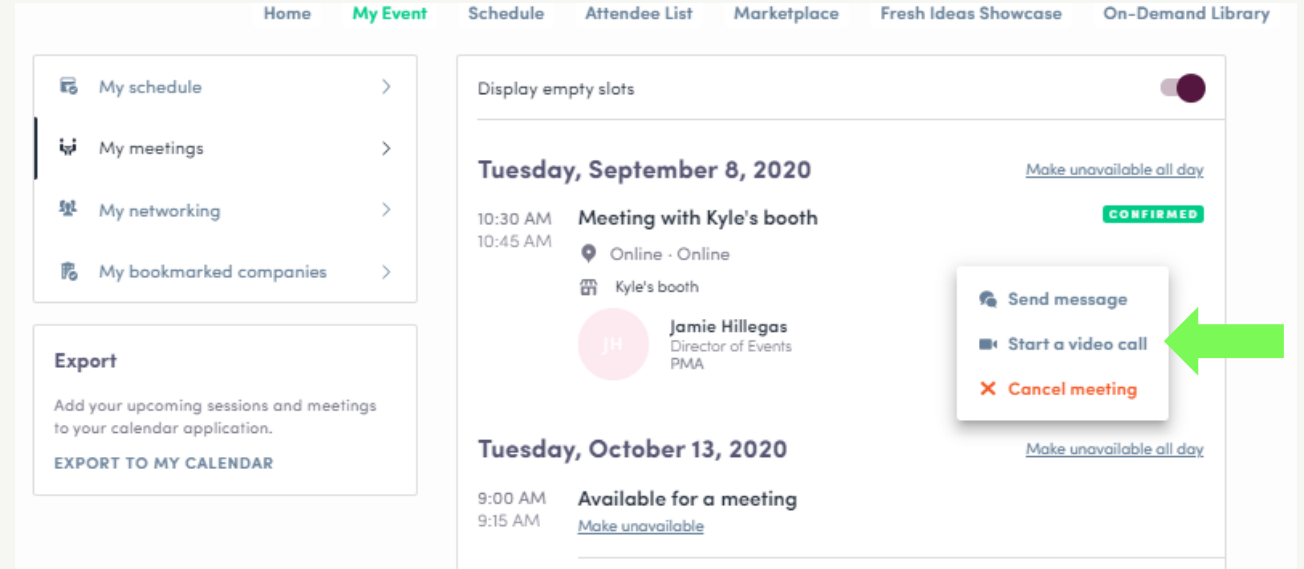
**All Team members that are linked to your page will receive notifications of any messages or meeting requests made through your Marketplace page.** To avoid confusion, we recommend you designate/assign who will manage these requests at any given time.

1. Notifications of meeting requests to **your company** will include your company name in the title. Instruct team members who are not responsible for responding to meeting requests to do nothing if the request includes your company name. If they accept a meeting request, but it is not assigned to a specific team member to attend, it could result in a missed meeting with a buyer.
2. Verify and/or assign meeting requests to specific team members in the Exhibitor Center by selecting "Meetings" from the left nav.
3. If one of the meeting members shows as your company logo, that means the meeting has not been assigned to a team member to attend.
4. Click on the meeting to open options and assign a specific team member.
5. If your meeting will include more than 1 person from either participants team (message them to ask), send a link to zoom or other platform you use for a group meeting.

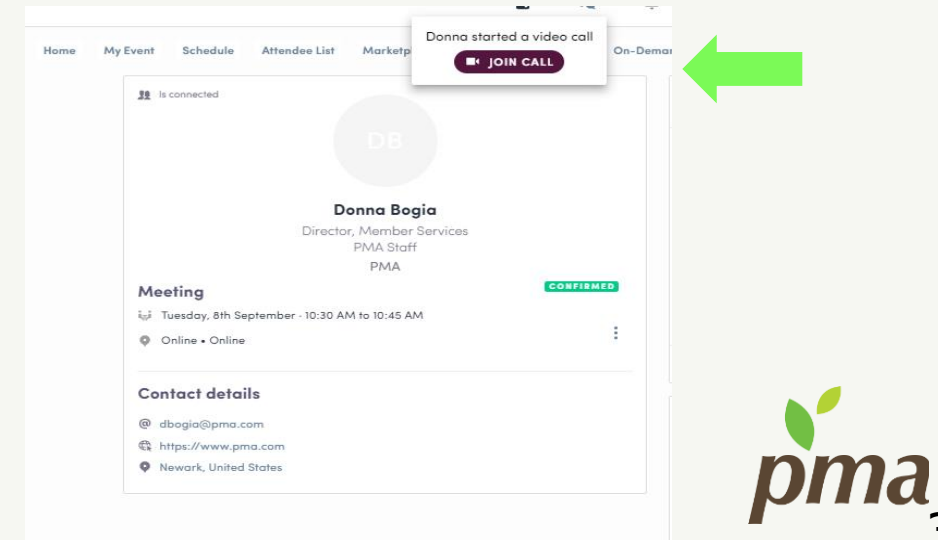


# Attending Scheduled 1:1 Video Meetings

1. Prior to your scheduled meeting, you will receive a meeting reminder in the platform notifications on the bell icon at the top right and in your personal calendar, if you exported your schedule.
2. To start the 1:1 video calls, go to My Meetings on the My Event tab and click the 3 dots under **CONFIRMED** to open a menu and select "Start a video call" This recipient will see a "Join Call" button come up on their screen.
3. If the other meeting attendee starts the call first, you will be prompted to join the call.



**Video Meeting started by other individual.**



# Attending Scheduled Group Video Meetings

1. If your meeting will include more than 1 person from either company, you'll need to share a link to zoom or any other platform you use to host the video meeting. Be sure to send a message to the other participant when you first confirm a meeting to ask if they wish to include additional team members.
2. Even if you are hosting the meeting in a different platform, be sure to schedule and leave the meeting as confirmed in the platform so that both of your meeting availability schedules are accurate and so it can be exported to both participants personal calendars and reminders given.
3. Send a reminder of your own to the other meeting participant on the day of your scheduled meeting and include the link to join your group meeting.
4. Use the built-in lead tracking system in the platform to take notes on your meeting so that all information will be in one location for post show follow-up.

**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

# Other Tips and Updates

## Troubleshooting Technical Issues

- Try logging in for the first time in a different browser and/or make sure your browser is java enabled
- Refresh page and/or clear cookies
- Use Chrome or Firefox browsers
- Contact [Memberservices@pma.com](mailto:Memberservices@pma.com) for help

## Other things to note:

- Update your meeting availability - you can remove times you are not available, or remove an entire day and add back times you are available. Individuals only see the times where both you and they are available.
- You can link directly to your Marketplace page in promotions. Be sure to go to the Marketplace from the top navigation and go to your page and copy that link from there. Test the link by sending it to a colleague that is not logged into the platform to ensure it is not going to your editable page.
  - Find other promotional tips and info on the [Resources page](#) of the website



# Need additional information? Contact a member of the Expo Team.



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Call or email or see available times and [schedule a meeting with us now.](#)





**THANK YOU!**