

Exhibitor Update Week of October 5



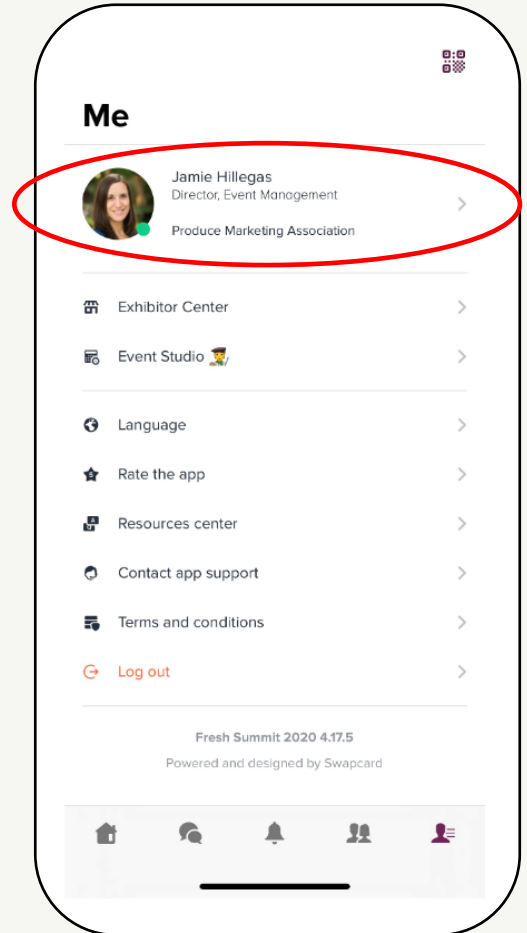
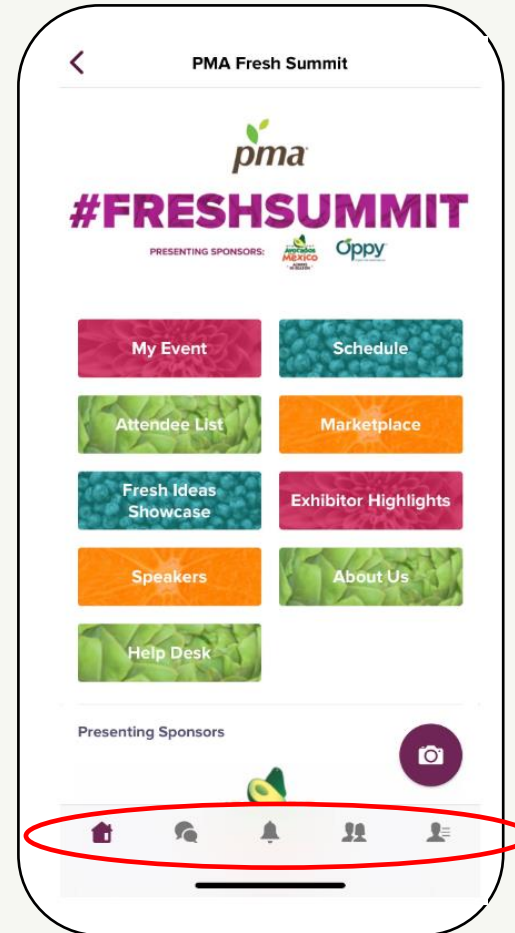
Attendee Preview Starts Wednesday!

Right away!

- Download the Mobile App – search PMA Fresh Summit in the app store
- Share “Onsite Resources” with your team members

October 7:

- Login using email you receive or go to www.login.swapcard.com
- Network and initiate connection and meeting requests with buyers
- Access the Attendee list, Schedule and Bronze level exhibitors
- Create your agenda - select education and networking sessions
- Schedule and attend meetings



Quick Tip

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



“Onsite” Resources

- [Sales Team Resource Guide](#): important dates, tips and tools to get the most out of the event
- [Attendee Quick Start Guide](#): step-by-step instructions to get your profile set up and start connecting on October 7
- [Marketplace Product Page Set-up Guide](#): guide for any updates you need to make to your page
- View videos of the Fresh Summit platform in action so you’ll be able to jump right in and start networking:
 - [Fresh Summit overview](#) (11 minutes)
 - [How to Find Products and Services](#) (2 minutes)
 - [Top 5 Things to Get Started with the Fresh Summit Platform](#) (2 minutes)
 - [How to Build your Profile](#) (40 seconds)
 - [How to Make Connections](#) (2 minutes)
 - [How to Use the Schedule](#) (1.5 minutes)
- [Sales Team webinar recording](#) –see the platform in action, learn about buyers already registered, get networking tips and hear answers to questions.

Tips and Updates

Login challenges?

- Try logging in for the first time in a different browser and/or make sure your browser is java enabled.
- Contact Memberservices@pma.com for help

Other things to note:

- Check that your Marketplace page has the correct products, locations, and other searchable fields to maximize visibility for buyers – ability for you to modify products and locations is available
- Glitch in updating individual meeting availability – you can remove each time you are not available, but if you try to make yourself unavailable for the entire day, you'll receive an error message.
- Link directly to your Marketplace page in promotions
 - In the platform, select Marketplace from the top navigation and go to your page and copy that link to share. 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

Buyer Engagement and Analytics

Buyer stats as of 10/5:

- 1,580 total logged in
- 450 active users (ie. sending connection or meeting requests)
- 2,350 connection requests sent
- 167 meeting requests sent
- 1,030 messages exchanged
- 7,898 visits to Marketplace pages
- 2,605 visits to the Fresh Ideas Showcase
- 1,575 Marketplace pages bookmarked

Things to note:

- During Buyer Preview, only buyers could initiate connection and meeting requests and with access for all opening Wednesday, engagement will rapidly increase!
- This week, we will be sending you a report of attendees that visited your page since Buyer Preview started so you can follow up and try to connect in the platform.

Buyer Feedback

- Team leads logged in and developing plans and assignments for team members
- Early start was extremely valuable
 - Time is limited and this is giving us the opportunity to learn the system, check out exhibitors and determine who we want to connect with
 - Also allowing us to work it in with our busy schedule and do a little each day.
- Planning to schedule meetings for after October 15 so I can participate in sessions and networking and still meet with exhibitors

Setting Goals – Measuring Success

Meetings and networking can take place in the platform through November 13 so measure your results after the platform closes.

- There is a lot of info you can track in the platform:
 - Number of views to your Marketplace page
 - Number of attendees who bookmarked your company
 - Number of confirmed meetings across your team
 - Number of contacts made across your team
 - Notes/info if your team uses the scoring system
- Other things to tracks:
 - Are you holding any meetings or demo's outside of the platform? If so, track engagement there.
 - Did you offer product samples in Exhibitor Highlights or in another way? How many requested samples?
 - Actionable learnings or connections your team made from sessions?
 - Subject matter expertise displayed in Community Chat Rooms or other networking sessions

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!