

**Exhibitor Update
Week of September 14**



Register your Team Members right away!

- Encourage team members to register right away so they can update their profile as soon as we open the platform
- We know many team members are accustomed to you completing their registration for them – see and share the [registration form questions](#) to help make it fast and easy!
- Keep in mind this info is used for the AI matching that creates recommendations of relevant buyers to connect with, so you want info to be relevant to the individual

Connecting and Meeting with Buyers

Check out the [updated set-up guide!](#)

1. How to Start Connecting with Attendees
2. How to Set up Your Individual Profile
3. How to Send a Connection Request
4. Connecting via Chat or Video
5. Scheduling Video Meetings
6. How to Get Meeting Reminders
7. Attending your Scheduled Video Meetings
8. Managing your Marketplace Meeting Schedule
9. Managing your Individual Meeting Schedule
10. How to Manage Confirmed Meetings
11. How to Track Leads & Export for Follow-up

Marketplace Product Page Analytics

1. On the home page of the Exhibitor Center, which you can find on the top right navigation menu where your name is listed, you'll find analytics for your page.
2. Information will not show until the platform has opened.
3. Additional information, such as the name and email address of those visiting your page will be provided directly by PMA via email.

The screenshot displays the Exhibitor Center interface. On the left is a navigation menu with the following items: Home, Company profile, Meetings, Team's contacts, and Your team. The main content area is titled 'Welcome to the Exhibitor Center' and includes a welcome message, a list of capabilities, and a call to action. Below this is a section for 'Analytics of your company' which is circled in red. This section contains a table of performance metrics.

Analytics of your company	
Number of views of your company profile	Number of people who bookmarked your company
2,150	70
Number of contacts made	Number of confirmed meetings
120	42
Number of contacts with scoring	Average of scorings made by your members
18	4.72

Buyer Engagement

- Retailer registrations coming in this week
- Buyer “Office Hours”
- Have you registered team members that are Solutions Marketplace buyers yet?
 - Solutions Buyer Preview is October 2-6
 - Opportunity for the appropriate individuals from your team to learn what’s new and connect with potential suppliers
 - By ensuring you have appropriate buyer team members available to connect with suppliers, your sales team members can focus on connecting with your buyer

Exhibitor “Office” Hours

Opportunity to pop in, see any features being highlighted and ask questions.

- Will take place 1 – 2 times per week
- Hours for this week:
 - Wednesday, September 16 at 2:00 p.m. EDT
 - [Join using this link](#)

Resources

- [Marketplace Product Page Set-up Guide](#)
- [Resources page](#) of our website
- [Quick Start Guide](#)
- Marketing Resources
 - Contact DMA Solutions – [see a variety of packages](#) they are offering and tips from their [blog](#) and a [recent webinar](#) about planning for Fresh Summit
 - Free 30-minute consultations with PMA member marketing experts. [Submit this form](#) and they will reach out to you to schedule a no-obligation call

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.](#)



Coming Soon



- Webinar geared towards Sales Team members – week of September 28
- Linking Team Members to your Marketplace page
- What other resources would be helpful?



THANK YOU!