

# Exhibitor Update Week of September 21



# Difference between Registering and Linking Team Members

For team members to be visible or recommended to buyers during Buyer Previews, they **DO have to be registered** for the event, but **DON'T have to be linked** to your Marketplace page!

- Registering to attend
  - Provide your team members with one of the complimentary codes so they are not asked for payment info when they register
  - Feel free to share the [registration form questions](#) to help make it fast and easy for them to submit their own application
  - Be sure they register this week! You can see who registered with your codes by [logging into the attendee list](#)
- Linking to your Marketplace page
  - Available this Thursday – team member **MUST** be registered to link them
  - Gives team members ability to modify your page, answer and assign meeting requests and share contacts made during the event
  - Adds them to your Marketplace page so attendees can connect and schedule appointments with each individual team member if they choose

# How to Link Team Members to your Page

1. Prior to Buyer Preview, the primary and secondary exhibit contacts only will be linked to your page
2. If any other members of your team are part of the page set-up and require access, please contact us at [showlogistics@pma.com](mailto:showlogistics@pma.com)
3. We will notify you when you may begin linking other team members to your page so that they may begin setting up their individual profiles and be accessible to you to assign meetings as requests come in.
4. Make sure all your team members have registered as you cannot link them to your page unless they have registered.
5. To add team members, go to “Your team” on the left nav menu in the Exhibitor Center and click on “Add a Member”

## 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



# Buyer Engagement

We are very excited to share that we are well on our way to having **twice the typical number of buyers in attendance this year**. 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 and Kroger are bringing between 30 – 50 each to name just a few!
- On our website, you can see the [buying companies](#) for each Marketplace and login and download the attendee list to start communicating with them. Note that all attendees must be given the option to have their information excluded from the attendee list which is separate from the platform where they are all listed.
- PMA continues outreach to potential buyers for all Marketplaces so let me know if there is a company you'd like to see that is not on the list yet.
- Be sure to check the attendee list frequently as registrations tend to come in later for virtual events.

# Sales Team Webinar

- Takes place this Thursday, September 23 at 2:00 p.m. EDT:
  - Send your team members the [registration information here](#)
  - If they can't attend, I will send a recording of the webinar by Friday
- Information to be covered:
  - Overall platform navigation
  - Where/how to set-up their profile and update their individual meeting schedule
  - All the ways they can connect with potential customers and network
  - Timeline for initiating connection and meeting requests
- Questions you've been receiving from sales team members? [Let me know right away](#) of any other frequently asked questions that I may want to include in the webinar.

# What to Expect This Week

Access the attendee view of the platform by clicking on “SWITCH TO THE EVENT” next to your name at the top right corner of the screen.

## Wednesday, September 23

- Exhibitor Office Hours at 2:00 p.m. EDT – [Join using this link](#)

## Thursday, September 24

- The Marketplace, Fresh Ideas Showcase and Exhibitors Highlights go live for review. Will be visible for ALL exhibitors to see. Attendee list and Schedule will NOT be visible.
- Ability to link Team Members – go to the Exhibitor Center and click on “Your Team” to add members
- Mobile app available for download in the app store
- Sales Team Webinar at 2:00 p.m. EDT

## Friday, September 25

- Recording of Sales Team webinar being sent
- Over the weekend, all Bronze level Marketplace pages will be hidden in preparation for Buyer Preview. Be sure to review your pages on Thursday or Friday.



# 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.



**JAMIE ROMANO HILLEGAS**

Director, Trade Shows

+1 (302) 607-2123

[jhillegas@pma.com](mailto:jhillegas@pma.com)



**KYLE MCMILLAN**

Trade Show Manager

+1 (302) 607-2130

[showlogistics@pma.com](mailto:showlogistics@pma.com)



**GEORGIA BELDEN**

Events Manager

+1 (302) 607-2102

[gbelden@pma.com](mailto:gbelden@pma.com)

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







**THANK YOU!**