

# Exhibitor Update Week of September 28



# Strong Buyer Preview Start!

## Buyer stats from the first 1.5 days:

- 227 active users in the system
- 206 connections made
- 406 messages exchanged
- 3,173 visits to Marketplace pages
- 1,045 visits to the Fresh Ideas Showcase
- 357 Marketplace pages bookmarked

## During Buyer Preview:

- Buyers can initiate meeting and connection requests with you. Your team can begin initiating requests to buyers on October 7.
- You can edit your pages whenever you like during Buyer Preview and throughout the entire event. Keep in mind changes will show immediately in the live site for those in Silver level and above.
- Schedule will be visible beginning October 7

## Email buyer shared that he sent to his team today

Team,

I just went in and started planning out the Fresh Summit. There is much to view and learn!!

From products to suppliers, to merchandising, to equipment, to floral, to field tours, to much, much more....I suggest you take a look and start bookmarking some areas to focus on.

It is not often the industry gets this opportunity to explore...it is worth taking some time!!

## Conversation with buyer in the platform today

PM Hello Joe  
1:42 PM

Hello [redacted]...how are things going on the platform? Have you had a change to poke around? Would love your feedback.  
1:43 PM

Joe this is outstanding. Easy to navigate and very informative

I am in the process of scheduling meetings with current vendors

# Registered Buyers

We are well on our way to having **twice the typical number of buyers in attendance this year.**

- Over 1,600 Produce/Floral buyers registered as of Monday and more than 1,100 Solutions Marketplace buyers
- 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.

See registered buying companies at [www.freshsummit.com](http://www.freshsummit.com)

Produce / Complementary Buyers

Floral Buyers

Solutions Buyers



# Promote Your Participation

- Email buyers in advance using the [attendee list](#)
- 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.
  - Encourage people to register so they'll be able to connect and meet with you in the platform
- [Use shareable graphics](#), including the event logo and email signature to encourage people to register and connect with you
- Tag PMA social media channels for further visibility and interaction
  - Twitter: [@pma](#) and [#FreshSummit](#)
  - [Facebook](#)
  - [Flickr](#)
  - [Instagram](#)
  - [LinkedIn](#)



# “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.



# FAQ: Company Info in Individual Profiles

- All team members linked to your Marketplace page will show they are a member of your company with a link directly to your page in their individual profile.
- Not necessary to add Company info section in individual profiles and could include incorrect information that is not editable.

**Scott Rutherford**  
Director Marketing & Demand Creation  
Produce Marketing Association

**Social media**  
in

**Contact details**  
<https://www.pma.com>

**Is member of**

- Produce Marketing Association (PMA) Silver
- ShopPMA Gold
- FreshEd Academy Gold

~~Company~~

PMA

**Produce Marketing Association**

# FAQ: Incoming Meeting Requests

- Find meeting requests from Buyers who selected a meeting through your Marketplace page in the Exhibitor Center by selecting “Meetings” on the left nav
- You’ll see new requests in the middle of the screen and can click anywhere on the request to open it
- You’ll have the option to search and assign a team members you’ve linked to your page, decline, or accept without assigning in case you are not sure yet who can do the meeting but want to confirm the time with the buyer.

The screenshot displays the Exhibitor Center interface. On the left, a navigation menu includes 'Home', 'Company profile', 'Meetings' (highlighted with a red notification badge), 'Team's contacts', and 'Your team'. The main content area shows a meeting request for 'Wednesday, October 7, 2020'. The request details include a 'Meeting request' card with an 'Invitation' status, a calendar icon, and two time slots: '09/29/2020 - 8:48 PM' and '10/07/2020 - 8:00 AM to 8:15 AM'. The request is from 'Dede Bogia' (Test Buy ProduceFloral Company 3) and is for a 'Virtual Room'. A 'REPLY' button is visible. Below the request, a section titled 'Requester' shows the requester's profile. At the bottom, there are buttons for 'ACCEPT WITHOUT ASSIGNING' and 'DECLINE'. A search bar is also present with the text 'Please assign an available member to this meeting' and 'Search among members available for this slot'.

# FAQ: Analytics & Exhibitor Highlights

## Analytics:

- Check your Exhibitor Center home page to see current analytics
- PMA will be sending a first round of additional analytics after Buyer Preview

## Exhibitor Highlights:

- Make sure your highlights are showing in searches by Marketplace, tag them appropriately as you create them.
- Review existing to highlights to ensure they are tagged properly.

The screenshot displays the Exhibitor Center interface. On the left is a navigation menu with options: 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 contact email. Below this is a section titled 'Analytics of your company' (circled in red) which contains a table of performance metrics.

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



# What to Expect in the Coming Week

## September 28 – October 1

- Buyer Preview for Produce, Floral & Complementary Items Marketplace

## October 1 - 6

- Buyer Preview for Solutions Marketplace

## October 7

- Attendee preview begins and all have access to the platform
- Attendee list, Schedule and Bronze level exhibitors now visible
- Start networking and building your schedule
- Attend scheduled meetings

Update your profile and  
meeting availability right away!

# 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!**