

Exhibitor Update Week of September 7



Marketplace Login Information



Marketplace Exhibitors: Let's Get Started!

Hello Kyle,

Thank you for exhibiting in this year's Fresh Summit! It's time to begin planning your virtual presence, maximizing visibility and leaving a lasting impact on buyers.

Your marketplace page will be the primary place attendees can learn more about your company, products, or services. Begin submitting content for your company and setting up your own personal profile so you can hit the ground running when the event "doors" open!

[Please review the Exhibitor Setup Guide](#) for content specifications and instructions on how to get the most out of your online Marketplace pages.

LET'S GET STARTED!

1. Welcome email with link to login sent on Tuesday to those who registered their primary contact
2. Follow the link received and create a password when prompted.
3. For future logins, go to login.swapcard.com and enter the email you used to register the account.
4. Contact memberservices@pma.com if any problems.



Exhibitor Highlights

Featured Items

Tours, Demos & Samples

Data & Trends

Industry Leadership

Merchandising

Recommended for you [See all](#)

The screenshot displays a grid of product cards. Each card features a logo at the top, a title, and a provider name. A bookmark icon is present on each card. On the left side, there is a search bar and a filter section with a dropdown menu labeled 'TYPE'. A callout box on the right side of the grid provides instructions on how to use the bookmark icon.

Logo	Title	Provider
GigTel	Earn the Highest Commissions!	GigTel
RingCentral (R)	Remote Agent Playbook	RingCentral
now	Customer Service Management...	ServiceNow
RingCentral (R)	RingCentral Gives Pacific Dental...	RingCentral
Amazon Chime	Amazon Chime SDK demo and...	Amazon Web...
Genesys	Genesys Cloud Overview	Genesys
RingCentral (R)	RingCentral Higher Ed Demo...	RingCentral
Search bar	Filters	TYPE
Photo of woman	Considering Moving Telephony to the...	EC/No jitter
Genesys	Genesys Cloud Overview	Genesys
AVAYA Demo	Avaya Cloud Office by RingCentral	Avaya
RingCentral (R)	RingCentral Healthcare Demo EC20	RingCentral
Genesys	The AI-powered Contact Center	Genesys
Photo of man	Zoom and Teams Telephony: Why You...	EC/No Jitter

Click to fill in your wish list
Bookmark items that interest you and find them in your wish list.

Highlight up to 20 products, services or initiatives with buyers!



Exhibitor Highlights Categories

You may highlight up to 20 products or services within the following categories:

- **Tours, Demos and Samples:** Invite buyers to learn about your products and services through demos, virtual retail and field tours, product sample requests and more.
- **Featured Items:** highlight specific products/services you offer, including how they are differentiated from the competition
- **Industry Leadership:** share philanthropic initiatives, articles, awards, certifications or other collateral that showcase how your company is a leader, driving innovation
- **Data & Trends:** share trends, case studies, test market results or other data showing positive gains and a compelling reason buyers should talk to you to learn more
- **Merchandising:** show buyers creative and engaging presentation and product displays as well as care and handling tips at the store level and for consumers

Quick Tip

This is prime opportunity to drive interest and share information about your offerings based on specific buyer needs!

Scheduling Meetings

Buyers can schedule meetings with your company/team members in a variety of ways:

1. Choose from available times showing on your Marketplace page under the video/logo header.
2. Choose a specific team member at the bottom of your Marketplace page and select from the times that individual is available
3. Connect with a specific team member through the Attendee tab and select a meeting time based on their individual availability

Things to note:

- Meetings are in 15 minute increments and times available are each day from 8:00 a.m. to 11:45 p.m. EDT (excluding times when General Sessions take place) beginning October 7 through November 13
- You CAN remove times you are not available from your individual schedule, but you CANNOT remove times from the Marketplace schedule. If no one from your team is available at the time a buyer requests, you can message them with other options.

The screenshot shows a booth page for 'pma FRESH SUMMIT' under the name 'Kyle's booth' with a 'Bronze' status. There is an 'EDIT' link in the top right. A 'BOOKMARKED' button is visible. Below are tabs for 'Fresh Ideas Showcase', 'Documents', and 'Team'. A 'Book a meeting' button is circled in red. Below it, a text prompt says 'Select a time slot to set up a meeting with Kyle's booth'. The date 'Tuesday, October 13, 2020' is shown, followed by a grid of 15-minute time slots from 9:00 AM to 4:30 PM.

The screenshot shows a meeting scheduling interface. At the top, there is a link 'See my team's meetings' with a right arrow. Below is a toggle for 'Display empty slots' which is turned on. The interface lists dates and available meeting times. For 'Thursday, September 3, 2020', there are slots for 2:00 PM (marked 'Available for a meeting') and 2:30 PM (with a 'Make unavailable' link). For 'Wednesday, October 7, 2020', there are slots for 8:00 AM (marked 'Available for a meeting') and 8:15 AM (with a 'Make unavailable' link'). At the bottom, for an unspecified date, there are slots for 8:15 AM (marked 'Available for a meeting') and 8:30 AM (with a 'Make unavailable' link), where the 8:30 AM slot is circled in red.

Buyer Engagement

- Retailer Task Force which includes representation from companies such as Walmart, Costco, Albertsons, Ahold and more are very excited about how many additional people they will be able to bring in this new format
- Buyer “Office Hours” for Produce, Floral and Solutions buyers
- Dedicated buyer resources and training sessions
- Buyer Preview preparation



Exhibitor “Office” Hours

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

- Will take place 1 – 2 times per week
- This weeks hours:
 - Friday, September 11 from 2:00 – 3:00 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

Connect with the PMA Team



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View available times and [schedule a meeting with us now.](#)



Coming Soon



- Access to Attendee list and tracking of your Registration codes
- Additional info in the Exhibitor Guide such as video meeting capabilities, lead tracking info, Marketplace analytics and more
- “Office” Hours
- Webinar geared towards Sales Team members
- What other resources would be helpful?

Thank you!

