



Connect

@ AUTUMNFAIR



Exhibitor Organisation Admins Guidelines

8-minute read

Introducing a better way to meet visitors at Autumn Fair! **Connect @ Autumn Fair** drives greater and more relevant footfall to your stand, and maximises your ROI from the event.

Here's how it works: you'll use our simple and easy-to-use technology before the show to get information about visitors, reach out to visitors who should know about you, share information about your company with visitors, and prepare to meet those who plan to visit your stand. It really is the most efficient way to support your investment in Autumn Fair and drive the most success for your business.

HERE'S WHAT ALL THE BUZZ IS ABOUT:

- ★ You'll get pre-show access to detailed profiles of thousands of Autumn Fair's buyers.
- ★ Buyers will get pre-show access to your detailed profile (and all other exhibitors' profiles).
- ★ You can request meetings with buyers and buyers can request meetings with you.
- ★ Where there's a mutual interest in meeting onsite (you want to meet the buyer and they want to meet you), you'll get pre-scheduled meetings, limited only by your team's availability.
- ★ If we haven't been able to pre-schedule a meeting, you'll be on a list of stands for buyers to visit. You'll also get a list of these buyers with their details, so when they visit your stand you can get straight to business!
- ★ You'll get post-show email introductions to buyers that weren't able to make it to their pre-scheduled meeting at your stand.



As an Organisation Admin, you can complete **Connect @ Autumn Fair** tasks for your company. Here's what you need to do, and when you need to do it. Don't worry, we'll help you each step of the way with emails, texts, and reminders. If you don't get an email, check spam (from donotreply.af23@eventpt.com), then let us know at connect@autumnfair.com.

You must	Takes you	We'll email you on		Your deadline is	
• Complete Your Company Profile	30-45 mins	Wed 26 Jul	6 am BST	Wed 9 Aug	5 pm BST
• Request Meetings with Buyers	60-90 mins	Thu 10 Aug	6 am BST	Wed 16 Aug	5 pm BST
• Buyers opt in to your requests and select who they want to meet	—	—	—	—	—
• Opt In to Requests from Buyers (say YES! Meeting Rep Availability Deadline)	<30 mins	Fri 25 Aug	6 am BST	Tue 29 Aug	5 pm BST
• Assign Meetings to Meetings Reps	<15 mins	Wed 30 Aug	6 am BST	Thu 31 Aug	5 pm BST
• Meetings Reps Accept Meetings Calendar Invites • Receive Buyer List	<5 mins	Fri 1 Sep	6 am BST	Fri 1 Sep	5 pm BST
• Autumn Fair! • Attend Your Meetings	—	Sun 3 Sep	—	Wed 6 Sep	—
• Provide Feedback & Get Email Introductions	—	Thu 7 Sep	—	—	—



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Timing Of Meetings

Connect @ Autumn Fair's pre-scheduled meetings take place at your stand and run 10:00 am - 6:00 pm BST on Sunday to Tuesday and 10:00 am - 4:00 pm on Wednesday. You'll assign meetings to individual sales representatives from your company beforehand.

Meetings start on the hour (--:00) and half hour (--:30), providing plenty of time to learn more about each Buyer your company is meeting and determine if they're a good fit for your business. All meetings are scheduled for 15 minutes, but feel free to take a little more or less time based on how the conversation is progressing.

There's a 1 hour break in meetings at 1:00 to 2:00 pm.

26 Jul – 9 Aug

Complete Your Company's Profile

(takes 30-45 minutes)

You can do this on:



Desktop

1. Start your company's profile on Wed 26 Jul, and complete it by Wed 9 Aug at 5:00 pm BST.

We'll share all Exhibitors' Profiles at the same time with Buyers once they're all complete.

- **Tell us about your company. Your company profile will help buyers decide if they're interested in meeting with you at Autumn Fair.**
- You can share information about your company, products you offer, fulfilment and logistics capabilities, sustainability practices, white/private label capabilities, minimum order value and more— all the information buyers need to know.
- You can upload images to your Profile to help buyers understand the aesthetics of your business.
- Prepare now! You'll be able to upload:
 1. **Company logo** (file types: jpg, jpeg, png; max. file size 50 KB)
 2. **Up to 3 hero images** (file types: jpg, jpeg, png; recommended aspect ratio 2:1, min. recommended resolution 600 x 300; max. file size 2 MB)
 3. **Up to 10 product/range images** (file types: jpg, jpeg, png; recommended aspect ratio 2:1, min. recommended resolution 600 x 300; max. file size 2 MB)
 4. **Up to 3 lookbooks** (file type: pdf; max. file size 2 MB)
- If your company has multiple brands, include them in your Company Description and company tags.
- **Share discounts & promotions:** Let buyers know about any discounts or promotions you'll be offering at Autumn Fair.
- **Consider making an announcement:** Tell thousands of buyers about your new products, geographies served, capabilities, sustainability practices and anything else. You can give a summary of the announcement (300 characters max.) and share any relevant website link.
- **Tell us how many sales representatives you'll have available as Meetings Reps (to meet with Buyers) at each time slot.** You can change this at any time until **Thu 24 Aug at 5:00 pm BST.**

2. Assign individuals from your organisation as Meetings Reps (to take meetings with buyers) by Thu 31 Aug at 5:00 pm BST.

- Individuals must be registered to attend Autumn Fair to be assigned as Meetings Reps.
- Individuals who register after **Thu 31 Aug at 5:00 pm BST** cannot participate in Connect @ Autumn Fair.
- There is no limit to how many Meetings Reps your organisation can have.
- Don't leave assigning Meetings Reps to the last minute.



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10 Aug – 16 Aug

Request Meetings with Buyers

(takes 60-90 minutes)

You can do this on:



Desktop

1. It's time to request pre-scheduled meetings for your company (there are thousands of buyers to choose from!).

- Start requesting pre-scheduled meetings on **Thu 10 Aug** and complete by **Wed 16 Aug at 5:00 pm BST**.
- **Request meetings with everyone your organisation would want to meet!**
- You can provide a reason why your company wants to meet a buyer – they'll be able to see this when they're deciding if they're interested in meeting your company.
- Your company can have more than one meeting with the same organisation, so request meetings with everyone from a buyer organisation that your company would want to meet with.
- Use Filters and Predefined Lists to zero in on the most interesting buyers for your company.
- Don't wait til the last minute to request meetings! With tools like **Bookmarks** and **Saved Lists**, you can start requesting meetings and come back, if needed, to finish them.

2. You can also:

- Assign individuals from your organisation as Meetings Representatives (if you haven't already), until **Thu 31 Aug at 5:00 pm BST**.

Update how many Meetings Reps you have available at each time slot, until **Tue 29 Aug at 5:00 pm BST**.

25 Aug – 29 Aug

Opt in to Requests from Buyers

(takes up to 30 minutes)

You can do this on:



Desktop



Autumn Fair
Mobile App

1. Opt in to Meeting Requests from buyers you didn't previously select:

- Opt in to Meeting Requests on **Fri 25 Aug** and complete by **Tue 29 Aug at 5:00 pm BST**.
- We facilitate meetings based only on the requests your organisation opts in to (and your organisation's own requests, if there is a mutual match), so you should opt in to **every request from a Buyer your organisation would meet with**.
- The more requests you opt in to, the more pre-scheduled meetings, connections and email introductions your organisation will likely get.

2. You can also:

- Assign individuals from your organisation as Meetings Reps (if you haven't already), until **Thu 31 Aug at 5:00 pm BST**.

Update how many Meetings Reps you have available at each time slot, until **Tue 29 Aug at 5:00 pm BST**.

30 Aug – 31 Aug

Assign Meetings to Meetings Reps

(takes less than 15 minutes)

You can do this on:



Desktop



Autumn Fair
Mobile App

1. Your company has pre-scheduled meetings...now assign each of them to a Meetings Rep!

- Assign pre-scheduled meetings to Meetings Reps on **Wed 30 Aug** and complete by **Thu 31 Aug at 5:00 pm BST**.
- Each pre-scheduled meeting must be assigned to a Meetings Rep, otherwise it won't get scheduled.
- If you haven't assigned Meetings Reps yet, you can do this until **Thu 31 Aug at 5:00 pm BST**. As soon as they're assigned as a Meetings Rep, you can assign meetings to them.
- You should assign each meeting to the most appropriate Meetings Rep for the Buyer, based on the characteristics of the Buyer, their (or your) reason for meeting, which products they're interested in, Meetings Rep availability and other factors.



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1 Sep

Meetings Reps Accept Calendar Invites

(takes them less than 5 minutes)

1. **Accept meetings calendar invites: On Fri 1 Sep at 6:00 am BST**, Meetings Reps will receive a calendar invite for each pre-scheduled meeting they have. THEY MUST ACCEPT all calendar invites **THE SAME DAY by 5:00 pm BST**. This is a quick turnaround, **but it won't take more than 5 minutes**.

- a. **Important note: Neither we nor the buyer will be notified if your Meetings Rep declines a calendar invite! It's not enough to simply decline a calendar invite. Instead, either email us at <mailto:connect@autumnfair.com> to let us know or have a colleague take the meeting for you.**

- b. We can't change any meeting times (fun fact: Connect @ Autumn Fair is enabling 6,000+ meetings!).

- c. If a person you're scheduled to meet is no longer available, we'll let you know--people have emergencies, so this does happen once in a while!

2. **Receive Buyer List:** We'll share a list of all buyers you were interested in (who were also interested in meeting you) who we weren't able to pre-schedule meetings with. The list will have key details so that when they visit your stand, you've got all the information you need to get straight to business.

- a. If we haven't been able to pre-schedule a meeting, you'll be on a list of stands for buyers to visit.

3 Sep – 6 Sep

Connect @ Autumn Fair Meetings!

1. **It's time for your Meetings Reps to have Connect @ Autumn Fair meetings!** Here's what you need to know:

- a. **Where are the meetings?** All of your company's Connect @ Autumn Fair pre-scheduled meetings are held at your stand.

- b. **Where can Meetings Reps see information about who they're meeting?** Meetings Reps can view meeting details in the Autumn Fair Mobile app, Autumn Fair desktop platform or in the calendar invites they received.

- c. **What happens if the buyer doesn't show up?** If a Buyer doesn't show up, Meetings Reps should, click the "Mark as No Show" button in the Autumn Fair Mobile app. If your Meetings Rep connects with them at a different time, you can always undo "Mark as No Show".

- i. We expect about 7 out of 10 Buyers to show up to their pre-scheduled meetings, but don't worry, we'll make email intros to those that don't.

- d. **Meetings Reps should:**

- i. Join each meeting on time and manage time carefully - one meeting over-running might mean the buyer is late for their next meeting, or that the Meeting Rep is not ready for the next buyer they're meeting. Meetings Reps can request a follow up using the Autumn Fair Mobile app, or agree to meet later onsite at Autumn Fair.

- ii. Download the Autumn Fair mobile app ahead of their meetings. They can take notes and request follow-ups in the app, and they'll be able to download a Meetings Report with all contact details and notes after the show.

2. **Organisation Admins can view Meetings Reps' schedules.**



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7 Sep Onwards

Provide Feedback and Get Email Introductions

1. **Help us to help you!** On **Thu 7 Sep**, Meetings Reps will receive an email to provide feedback on their meetings to help us improve Connect @ Autumn Fair.
 - a. Once they provide feedback, they'll be able to download a Meetings Report, including contact details of who they met and any notes they took.
2. On **Fri 8 Sep**, Meetings Reps will receive email introductions to buyers who weren't able to make their pre-scheduled meeting.

**THANKS FOR BEING PART OF CONNECT @ AUTUMN FAIR.
WE CAN'T WAIT TO SEE YOU ONSITE.**

SOME FINE PRINT: Our participant list is confidential, and shouldn't be (1) shared with anyone else, (2) downloaded or (3) used other than as described by us. Based on information you receive as part of Connect @ Autumn Fair, you can't solicit participants (including individuals you're scheduled to meet prior to your meetings) outside of the event other than as we permit. If you breach this provision, you may be eliminated from further participation and barred from future programmes. Do not assume that requests (or opt-ins) to meet with you as part of Connect @ Autumn Fair indicate any interest in meeting with you outside of Connect @ Autumn Fair.