



# Connect @ AUTUMNFAIR



## Buyers Guidelines

8-minute read

**Introducing a better way to shop the show!** Connect @ Autumn Fair is the most efficient way for you to connect with those exhibitors you need to see to source the bestsellers for the new season.

Here's how it works: you'll use our simple and easy-to-use technology pre-show to see information about exhibitors to ensure you'll connect with all the right suppliers, quickly and easily. It really is the simplest and most efficient way to plan your visit to Autumn Fair so that you can save time onsite, 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 all Autumn Fair exhibitors, including product details, minimum order requirements, any discounts and promotions they're offering etc.,** making this the most efficient way to prepare for your visit.
- ★ **Exhibitors will get pre-show access to your detailed profile (and all other buyers' profiles).**
- ★ **You can request meetings with exhibitors and exhibitors can request meetings with you.**
- ★ **Where there's a mutual interest in meeting onsite** (you want to meet the exhibitor and they want to meet you), you'll get to pre-schedule meetings, limited only by your availability.
- ★ **You'll get a pre-show list of stands to visit for the exhibitors you want to meet** (if we haven't been able to pre-schedule a meeting with them).
- ★ **When you're at Autumn Fair, you'll get Connect Lounge access** with complimentary refreshments.
- ★ **You'll get post-show email introductions** for any pre-scheduled meetings you weren't able to make it to due to unforeseen circumstances.



**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. **If you don't get an email, check spam (from donotreply.af23@eventpt.com), then let us know at [connect@autumnfair.com](mailto:connect@autumnfair.com).**

You must	Takes you	We'll email you on		Your deadline is	
<ul style="list-style-type: none"> <li>• Complete Your Profile</li> <li>• <a href="#">On-time Registration Deadline</a></li> </ul>	10-15 mins	Wed 26 Jul	6 am BST	Wed 9 Aug	5 pm BST
• Exhibitors select who they want to meet	–	Thu 10 Aug	–	Wed 16 Aug	–
• Opt In to Meeting Requests (say YES!) and Request Pre-Scheduled Meetings!	30-90 mins	Thu 17 Aug	6 am BST	Wed 23 Aug	5 pm BST
• Exhibitors opt in to requests they received	–	Fri 25 Aug	–	Tue 29 Aug	–
• Review Pre-Scheduled Meetings (optional)	<5 mins	Wed 30 Aug	6 am BST	Thu 31 Aug	5 pm BST
<ul style="list-style-type: none"> <li>• Accept Meetings Calendar Invites</li> <li>• Receive "Stands to Visit" List</li> </ul>	<10 mins	<a href="#">Fri 1 Sep</a>	<a href="#">6 am BST</a>	<a href="#">Fri 1 Sep</a>	<a href="#">5 pm BST</a>
• Attend Autumn Fair and Your Pre-Scheduled Meetings	--	Sun 3 Sep	–	Wed 6 Sep	–
• Provide Feedback & Get Email Introductions	–	Thu 7 Sep	–	–	–



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## Timing Of Meetings

Meetings take place at exhibitor stands and run 10:00 am - 6:00 pm BST on Sunday to Tuesday and 10:00 am - 4:00 pm on Wednesday. Meetings start on the hour (--:00) and half hour (--:30), providing you plenty of time to learn more about the company you're meeting and their products. 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 at 1:00 pm to 2:00 pm so you can grab lunch or visit the catwalk/ content sessions.

If you have back-to-back meetings, our scheduling algorithm will make sure they're no more than five minutes walk apart. We understand that you may be coming to Autumn Fair for 1, 2, 3 or 4 days, so you **should opt out of time slots when you're not available/onsite.**

## 26 Jul – 9 Aug

### Complete Your Profile

(takes 10-15 minutes)

You can do this on:



Desktop



Autumn Fair  
Mobile App

- 1. Start your profile on Wed 26 Jul, and complete it by Wed 9 Aug at 5:00 pm BST.** We'll share all buyers' profiles with 600+ exhibitors at the same time once they're all complete. **If you don't complete your profile, you won't be able to participate in Connect @ Autumn Fair - don't miss out!**
  - **Tell us about yourself - select from 100+ retailer data points!** This information will help exhibitors determine if they want to meet with you.
  - **Tell us your availability (or default to fully available)** and we'll send you invites to block your calendar. You can change your availability at any time from Wed 26 Jul to **Thur 24 Aug at 5:00 pm BST.**
  - **An Organisation Admin can** complete profiles and other tasks on behalf of participants from your organisation. If you're an Org Admin, [click here](#) for more information.
- 2. Registration deadline!** Individuals who register for Autumn Fair after **Wed 9 Aug at 5:00 pm BST** cannot participate in Connect @ Autumn Fair.



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### 17 Aug – 24 Aug

#### Opt In to Meeting Requests and Request Pre-Scheduled Meetings!

(takes 30-90 minutes)

You can do this on:



Desktop



Autumn Fair  
Mobile App

#### How are my meetings scheduled?

Connect @ Autumn Fair will pre-schedule as many meetings with exhibitors for you as possible, based on mutual interest in meeting, your availability, exhibitor availability and everyone's interest level. Not all of your opt-ins and meeting requests will result in pre-scheduled meetings, so you should visit the stands of any exhibitors that we weren't able to pre-schedule meetings with. To help you do that, we'll send you a "Stands to Visit" list on Fri 1 Sep.

It's time to opt in to meeting requests you've received from exhibitors that want to meet you! You can also request to pre-schedule meetings with every exhibitor you want to meet (there are 600+ to choose from!). You can view all the information you need to decide if you want to meet an exhibitor at Autumn Fair--making this the most efficient way to prepare for your visit. It's never been easier to find the right products for your business.

#### 1. Opt in to Meeting Requests:

- Opt in to meeting requests you received from exhibitors on **Thu 17 Aug** and complete by **Thu 24 Aug at 5:00 pm BST**.
- To opt in to a request, just click 'Interested'.
- To help decide if you want to meet a company, you can view a summary as well as a detailed Profile (click [?](#)), including product details and all the information you need to decide if they're an exhibitor you want to meet, as well as any reason they provided for why they want to meet you.
- We pre-schedule meetings based **only** on the requests you opt in to (and your own meeting requests, if there is a mutual match). **Opt in to every request from an exhibitor you'd want to visit.**

#### 2. Request Pre-Scheduled Meetings:

- Start requesting pre-scheduled meetings on **Thu 17 Aug** and complete by **Thu 24 Aug at 5:00 pm BST**.
- Browse the list and request pre-scheduled meetings with every exhibitor you want to visit!
- Use filters and predefined lists to find the exhibitors who you want to meet with at Autumn Fair.
- To help decide if you want to meet an exhibitor, you can view a summary as well as a detailed profile (click [?](#)).
- Check out exhibitors who are offering exclusive Autumn Fair discounts and promotions, or are making announcements!
- Don't wait until the last minute to request meetings! Tools like **Bookmarks** mean you can start requesting meetings and come back if needed to finish them.

Buyers who opt in to meeting requests or request meetings will qualify for VIP Lounge access with complimentary refreshments.

#### 3. Availability Deadline! You can change your availability until **Thu 24 Aug at 5:00 pm BST**.

### 30 Aug – 31 Aug

#### Review Your Pre-Scheduled Meetings

(optional)

(takes less than 5 minutes)

You can do this on:



Desktop



Autumn Fair  
Mobile App

1. On **Wed 30 Aug at 2:00 pm BST**, you'll receive an email to review your meetings. Your meetings have all been accepted by default, but you can reject meetings you can't attend or are with exhibitors you're no longer interested in meeting. Please do this by **Thu 31 Aug at 5:00 pm BST**. We promise, it won't take more than 5 minutes (if that!).
  - You get meetings with exhibitors you selected who also selected you...so, rejecting meetings might disappoint others! You can add a registered colleague to your meetings at this stage, as long as they're available. They'll receive a calendar invite on Fri 1 Sep. Whether your colleague accepts or not won't affect whether your meeting is scheduled.



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### 1 Sep

#### Accept Calendar Invites

(takes less than 5 minutes)

You can do this on:



Desktop



Autumn Fair  
Mobile App

- 1. Accept your meetings calendar invites:** On **Fri 1 Sep at 6:00 am BST**, you'll receive a calendar invite for each pre-scheduled meeting, including details of the specific person you'll meet at each exhibitor. **YOU 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 person at the company you're meeting will be notified if you decline a calendar invite! So email us at [connect@autumnfair.com](mailto:connect@autumnfair.com) if you really can't make it to a meeting. It's not enough to simply decline a calendar invite.**
  - b.** We can't change any meeting times (fun fact: Connect @ Autumn Fair is enabling 6,000+ meetings!) and cannot reschedule Connect @ Autumn Fair meetings.
  - c.** You can add a registered colleague to your meetings at this stage (and up until 30 minutes before each meeting's start time). They'll receive a calendar invite after you add them.
  - d.** If a person you're scheduled to meet is no longer available, we'll let you know--in which case you should feel free to visit the stand at any time.
  - e.** If you're no longer planning on attending Autumn Fair, let us know at [connect@autumnfair.com](mailto:connect@autumnfair.com).
- 2. Receive "Stands to Visit" List:** We'll share a list of all exhibitors you were interested in that we weren't able to pre-schedule meetings with (including the exhibitors who were also interested in meeting you). The list will have key details so that when you visit their stand, you've got all the information you need to get straight to business.

### 3 Sep – 6 Sep

#### Attend Autumn Fair and Join Your Connect @ Autumn Fair Meetings!

- 1. Join your Connect @ Autumn Fair meetings: It's time!** Join all your pre-scheduled meetings--not showing up will disappoint others!. Here's what you need to know:
  - a. Where are the meetings?** All meetings are held at exhibitor stands. Our scheduling algorithm makes sure your meetings are close to each other (<6 minute walk).
  - b. How do I know where to go?** Check the Autumn Fair mobile app (or your calendar invites) for the stand location for each meeting, and at the start of each scheduled meeting proceed directly to the stand and ask for the person you're meeting. You can use the 'Event Map' in the Autumn Fair mobile app (under 'Event Map') to find where your meetings are, and use the wayfinding feature to plot the fastest route from one meeting to the next.
  - c. What happens if the person I'm meeting isn't there?** Give them 5 minutes and if they're still not there, click the "Mark as No Show" button in the Autumn Fair mobile app or ask if there's someone else you can meet with. If you end up meeting them later, or meeting someone else on the stand, you can undo "Mark as No Show".
  - d. What else?**
    - i.** Do join each meeting on time and manage your time carefully – one meeting over-running (or getting sidetracked between meetings) means leaving someone waiting at your next meeting.
    - ii.** Do download the Autumn Fair mobile app ahead of your meetings (if you haven't already). You can take notes and request follow-ups in the app.



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## 7 Sep Onwards (& Upwards Too!)

### Provide Feedback and Get Email Introductions

1. **Help us to help you!** On **Thu 7 Sep**, you will receive an email to provide feedback on your meetings and help us improve Connect @ Autumn Fair--please share your thoughts!
  - a. Once you provide feedback, you'll be able to download a meetings report, including contact details of who you met and any notes you took.
2. **On Fri 8 Sep, you'll receive email introductions** (to exhibitors) for any pre-scheduled meetings that you weren't able to make it to due to unforeseen circumstances

**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.



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## Organisation Admins: Pro Tips

★ **Completing Org Admin tasks:** To help complete action items for participants and your organisation, you'll need to use your desktop (the mobile app does not support Org Admin activities). If you're a participant just completing action items for yourself, you can use the mobile app.

You must	From	To	Org Admin can
• Complete Profiles (for your Organisation's Participants)	Wed 26 Jul	Wed 9 Aug	Complete tasks
• Exhibitors select who they want to meet	Thu 10 Aug	Wed 16 Aug	Not applicable
• Select Participants for Meeting Requests and Opt In to Meeting Requests (for your Organisation's Participants)	Thu 17 Aug	Thu 24 Aug	Complete tasks
• Exhibitors opt in to requests they received	Fri 25 Aug	Tue 29 Aug	Not applicable
• Review Pre-Scheduled Meetings	Wed 30 Aug	Thu 31 Aug	View only
• Accept Meetings Calendar Invites	Fri 1 Sep	Fri 1 Sep	Not applicable
• Attend Autumn Fair and Your Pre-Scheduled Meetings	Sun 3 Sep	Wed 6 Sep	Not applicable

★ **'Manage Participants & Roles' screen:** From this screen you can:

- **Select who you want to manage:** Go to 'Manage Participants & Roles' and select the participants from your organisation that you want to 'Manage As Org Admin'. Voilà—you can help complete action items for them.
- **Add or Assign Org Admins:** Need some Org Admin backup? Click 'Add New Org Admin' to add unregistered individuals as Org Admins, or click 'Assign' to assign participants as Org Admins.

★ **Opt In to Meeting Requests and Request Meetings:**

- **'Manage [organization]'s Participants' Requests & Opt-ins' screen:** If you want to help opt in or complete/update meeting requests for some or all of the participants you're managing, check the boxes next to their names and click **Opt In or Make Requests**
- **Collaboration & efficiency tools:** Just like regular participants, Org Admins can use the full range of collaboration and time-saving features:
  - **Favourites:** If you're not sure you want to select someone (for the participant you're making selections for, or yourself if you're a participant), simply Favourite them and decide later (they'll be under 'Favourites').

★ **Accept Meetings onwards:** from the Accept Your Meetings stage onwards, you may view the ongoing progress and status of the participants you want to manage, including:

- View if participants have accepted their meetings
- View participants' scheduled meetings
- View if participants have provided feedback