

# MATCH! Buyer How-to Guide

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## Smoky Mountain Gift Show

**NOVEMBER 8-11, 2023**

**GATLINBURG CONVENTION CENTER  
GATLINBURG, TENNESSEE**



**MATCH!**  
*in the*  
**MOUNTAINS**

# SUMMARY

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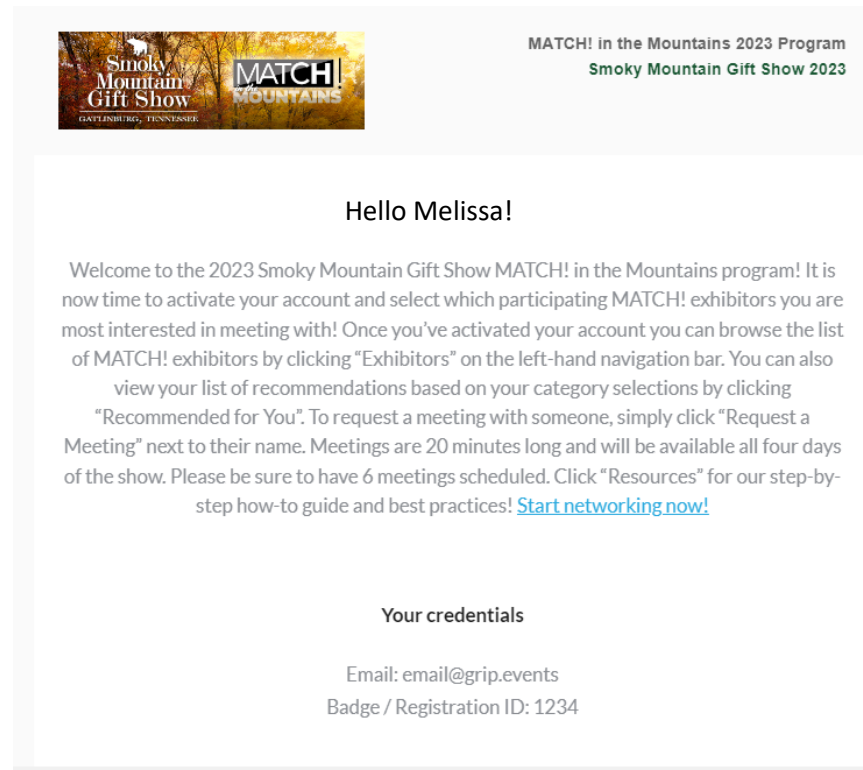
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# LOGIN

- You'll start by creating your profile via an email sent from Smoky Mountain Gift Show team ([noreply@meetingportal.clarionevents.com](mailto:noreply@meetingportal.clarionevents.com)) with the subject: **NOW LIVE! Smoky Mountain Gift Show MATCH! 2023**

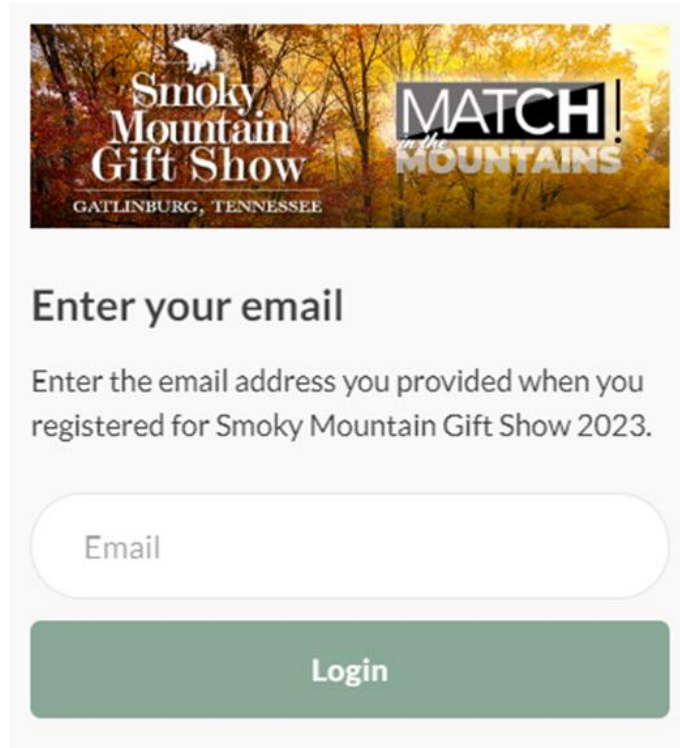


*If you don't see this email in your inbox, please check your spam or contact the MATCH! team.*



# LOGIN, *con't*

- Navigate to the event platform and click "**Login**" to claim your account by using your Email Address that you registered with and Badge/Registration ID.



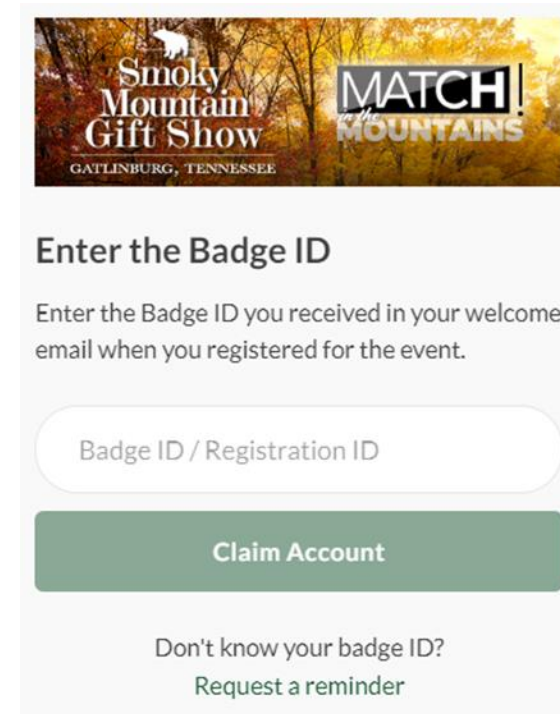
Smoky Mountain Gift Show  
GATLINBURG, TENNESSEE

**MATCH!**  
MOUNTAINS

### Enter your email

Enter the email address you provided when you registered for Smoky Mountain Gift Show 2023.

Login



Smoky Mountain Gift Show  
GATLINBURG, TENNESSEE

**MATCH!**  
MOUNTAINS

### Enter the Badge ID

Enter the Badge ID you received in your welcome email when you registered for the event.

Claim Account

Don't know your badge ID?  
Request a reminder

*Once you claim your account, you will be able to create a password to use every time you login to the platform.*

# UPDATE YOUR PROFILE

- Once you're logged in, confirm your registration details for you by answering the questions that first pop up, or access it later by clicking **"Profile"** at the top right.

The image shows a screenshot of a website interface. On the left is a navigation menu with items like Home, My Schedule, Recommended for You, Interested in You, MATCH! Buyers, Resources, My Connections, My Interested List, My Skip List, and Privacy Policy. The main content area is partially obscured by a modal window titled "Complete your profile". The modal has a progress bar and asks the user to complete their profile. It contains three input fields: "Primary Business Type Interested" (with a "Click to update" link), "Products and Services Offered" (with a "Click to update" link), and "Social Media" (with a "Click to update" link). A "Next >" button is at the bottom right of the modal. In the background, a "Connections" page is visible, showing "No connections yet" and a "See Recommendations" button. A "Profile" icon is circled in green in the top right corner of the page, with a line pointing to a larger "Profile" icon in a separate green circle on the right side of the image.

*To add a headshot to your profile, click "Profile" after first logging in.*

# MANAGE CALENDAR AVAILIBILITY

- Click "**Profile**" aka the circle headshot in the right corner, then "**Manage My Availability**" on the left navigation bar to update the times you're available to meet.
  - **Range of Daily Availability:** Easily set up a single range of times for all show days.
  - **Event Days:** Change the times you are available for each day.
- Don't forget to hit "**Save**" when finished.

The screenshot shows a web interface for managing availability. On the left is a navigation menu with 'MY PROFILE' (Edit Profile, Manage My Availability, Account Settings, Export) and 'MORE' (User Feedback, Help Center, About Grip, Sign Out). The main content area is titled 'Manage My Availability' and includes a search bar at the top. Below the title, there is an introductory paragraph and a 'Learn more' link. The 'Range of daily availability' section shows a range from 12:00am to Midnight for America/New\_York, with a 'Reset availability' link. The 'Event Days' section is a table with columns for 'Event Days' and 'Edit Availability'. It lists days from Wednesday to Saturday, with specific time ranges for Wednesday and Friday-Saturday, and 'Unavailable for the entire day' for Thursday. A 'Save Changes' button is at the bottom.

Event Days	Edit Availability
<input checked="" type="checkbox"/> Wednesday - November 08 Add time ranges when you won't be available during the day. from 11:00am to 2:00pm	
<input type="checkbox"/> Thursday - November 09 Unavailable for the entire day	
<input checked="" type="checkbox"/> Friday - November 10	
<input checked="" type="checkbox"/> Saturday - November 11	

# NETWORK

- To browse the list of **Exhibitors** click the link on the left navigation bar.
- The list of Representatives can be found right below. They can also be found once you have clicked into the company profile

SMOKEY MOUNTAIN'S GIFT SHOW GATLINBURG, TENNESSEE MATCH!

Search for people, products or other items

### MATCH! Exhibitors

Sort: Name Location Company Name Status Products and Services Offered

Clarion Events Booth Clarion Events Skip

Summary  
Clarion Event's Food & Beverage Portfolio is the only and largest family of dedicated events serving all aspects of the restaurant, foodservice, hospitality and retail industries in high-volume regions of the U.S. Market. At each...

Show Interest

# REQUEST A MEETING

- While browsing the platform, if you find you'd like to meet with someone, click "**Request a Meeting**" next to their name. From their profile page, you can request a meeting.
- The platform will automatically select a time available to you and the fellow event participant.

You can take the following actions on event participants:

- **Skip:** you are not interested in this person
- **Show Interest:** you are interested and would like to spark a conversation
- **Request a Meeting:** you want to request a meeting with that person

The screenshot displays a user profile for Ashley Roina, a Global Matchmaking Director at Clarion Events NA. The profile includes a search bar at the top, a navigation sidebar, and a main content area with sections for 'Details' (Primary Business Type Interested: Beach/Surf Shop/Marina; Products and Services Offered: Animal Themed Gifts) and 'Company' (Clarion Events, Smoky Mountain Gift Show). A green box highlights the 'Skip' and 'Show Interest' buttons. To the right, a 'Meetings with Ashley Roina' panel shows a 'Request a meeting' form with fields for invitees (Ashley Roina), date (Wednesday 09/11/2022), time (8:00am - 8:20am), and location (Clarion Events Booth Number). A 'Personal Message' field contains the text: 'Why would you like to meet? Adding a personal message increases acceptance rates by 30%'. The form has 'Cancel' and 'Send' buttons. Below the form, a 'Similar Profiles' section shows a profile for Melissa Gallagher, Manager, Audience Matchmaking at Clarion Events, with a 'Show Interest' button.



# ACCEPT A MEETING REQUEST

- To accept the meeting request via email, simply click “**Accept**” in the email notification.
- To accept via the platform, click “**My Schedule**” on the left navigation panel. Then filter by “**Meeting Status**” to view all meeting requests still awaiting a response.

The screenshot displays the Match! platform interface. On the left is a navigation menu with options: Home, My Schedule (highlighted), Recommended for You, Interested in You (with a '1' badge), MATCH! Exhibitors, MATCH! Exhibitor Representatives, Event Agenda, My Connections, My Interested List, My Skip List, Resources, and Privacy Policy. The main content area shows a calendar for Friday, November 10. Two meeting requests are visible: one from 9:20am to 9:40am with a 'Pending' status, and another from 10:40am to 11:00am with an 'Awaiting Response' status. A green arrow points from the 'Decline' button of the 10:40am meeting to a modal dialog box. The modal asks, 'Do you want to let the meeting organizer know why you're declining the meeting?' and includes a text input field for an optional message, a character count '0/100', and a 'Decline' button.

**NEW:** You can now include a message when declining a meeting, if desired.

## DIFFERENT MEETING STATUSES:

**Scheduled:** The meeting has been confirmed by both parties.

**Pending:** Someone has requested a meeting with you and you need to approve it, decline it or reschedule it.

**Awaiting Response:** You have requested a meeting with someone and they need to approve it, decline it or reschedule it.

**Declined:** The meeting has been declined by you and/or the other person.