



NOV 5-8, 2025

GATLINBURG
CONVENTION
CENTER

smokymtngiftshow.com

10 tips to be successful in **MATCH!**

1. Make sure your company profile in the ERC is updated and filled out. The information from the ERC will go straight into the MATCH! Portal and this will differentiate you from other exhibitors.
2. When requesting meetings with buyers, don't forget to write a personalized message custom to the buyer you want to meet with.
3. Request meetings with Buyers you currently DON'T do business with first. If you are selling a new line/product to a current buyer, please make that clear, as it will help with getting a response.
4. Remember, this is a 20 minute introductory meeting. We do not expect you to get everything you need done within the 20 min meeting. This is to "get your foot in the door" and start a dialogue for a potential new business relationship.
5. If your meeting requests have been unanswered for two weeks with no response, we suggest cancelling them. You can always request another meeting with that buyer as it will trigger an email reminder with the new meeting request.
6. Maximize your pending meeting requests by keeping track of your pending meeting allotment. You can send out 10 requests and as they are responded to you can send out more. We are also internally tracking this for you and will follow up if we think you need a nudge.
7. Create an elevator pitch for when your meeting takes place that explains who you are, what you do, and what you're hoping to achieve from your meeting. Buyers appreciate research done ahead of time for the meeting so make sure you are prepared.
8. Share your feedback with us! We are always looking for ways to improve our MATCH! Programs and would love to hear your thoughts and suggestions. By sharing your feedback, it allows us to be proactive throughout the whole program process.
9. Make sure you come to your meetings with a clear goal in mind - what are you hoping to get out of this experience?
10. **New this year:** we'll be utilizing the show texting service to help assist with your meetings. Text us directly at 865-935-9498 if you have questions, feedback on your meetings, or let us know if someone doesn't show!

Need help? Please contact me with any questions you have:



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