

EXHIBITORS-THREE WAYS TO SUCCEED AT THE VIRTUAL NEW YORK PRODUCE SHOW

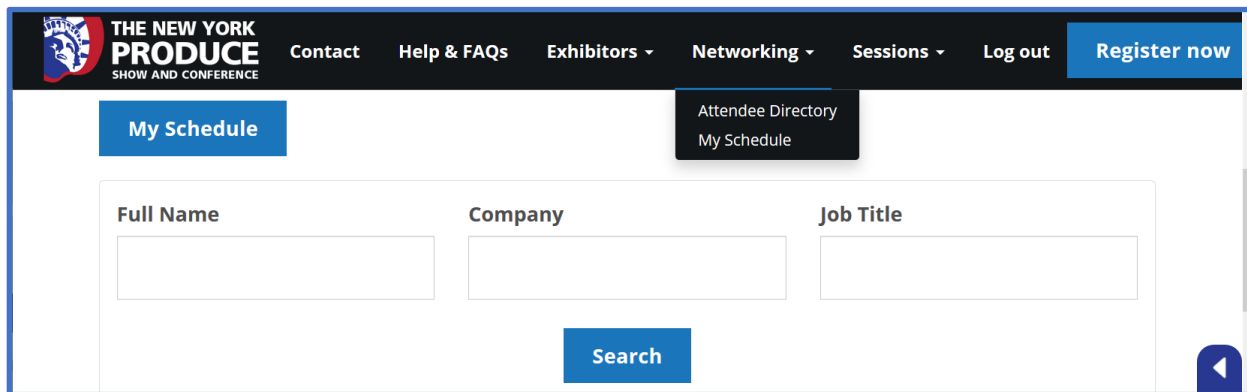
Dear friends --

Thank you so much for being an exhibitor at The New York Produce Show and Conference during this pandemic year. We appreciate your support and want to pass on a couple of tricks to help make exhibiting more of a success for you and your company.

Normally at a live trade show, there is a lot of “serendipitous” meetings – someone who never intended to visit your booth walks down the hallway and sees an interesting product display or sees a person in your booth and starts a conversation. In the virtual world, people must make a conscious decision to visit your booth without necessarily knowing the products you offer or who is staffing your booth.

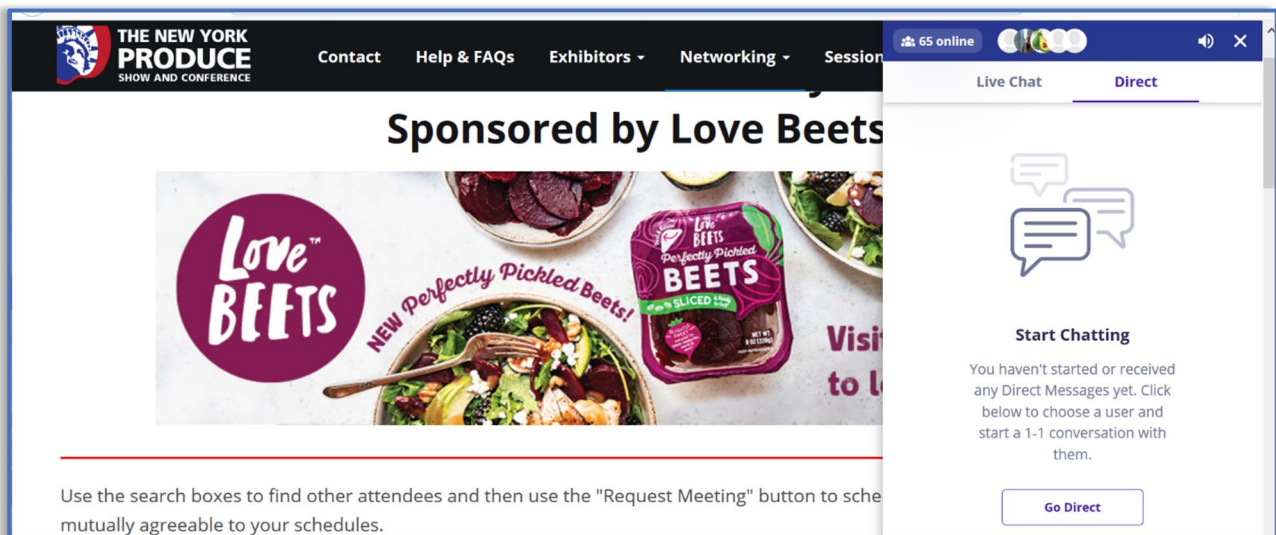
However, many companies are having great success as exhibitors right now, and the key is to actively reach out to potential business partners. Here are some of the ways people are having success in doing so:

- 1) **Request a meeting** -- At the top of the website, there is a navigate bar (tab) for Networking. Just “drop down” to the Attendee Directory and search for anyone who might be registered:



The screenshot shows the top navigation bar of the New York Produce Show website. The 'Networking' menu is open, showing 'Attendee Directory' and 'My Schedule'. Below the navigation is a search form with three input fields: 'Full Name', 'Company', and 'Job Title'. A 'Search' button is located below the fields. A 'My Schedule' button is visible on the left side of the page.

- 2) **Direct Chat** – this function enables you to search for any attendee who is logged in, and you can send a chat message inviting him or her for a meeting or to go your virtual booth:



The screenshot shows the 'Direct Chat' interface on the New York Produce Show website. The main content area features a sponsored advertisement for 'Love Beets' with images of pickled beets and a package. Below the ad, there is a search bar and a 'Request Meeting' button. On the right side, there is a 'Direct Chat' panel with a 'Start Chatting' section that says 'You haven't started or received any Direct Messages yet. Click below to choose a user and start a 1-1 conversation with them.' and a 'Go Direct' button.

- 3) **Live Chat** – this function is a way to communicate with everyone at the event in a public forum. You can invite everyone in the chat room to visit you at your booth. Please see the image above where it says Live Chat.

Many great buyers -- local, from across the country and around the world -- are present and interested in learning about your products and services. The “New Normal” of today requires us to reach out in different ways to achieve maximum success

Please try these 3 tricks and if you need any help, please let us know.

Ken Whitacre, Director of the New York Produce Show and Conference