

To: New York Produce Show Exhibitors/Booth Personnel  
From: The New York Produce Show Team  
RE: Virtual NYPS Exhibitor's Playbook  
Date: 12/07/2020

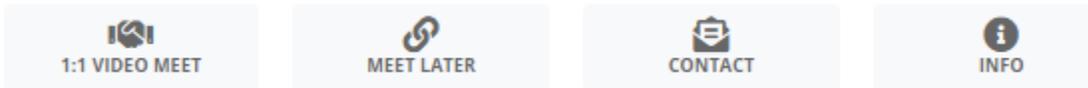


### **Introduction:**

Thank you for your participation in the virtual New York Produce Show. We appreciate the fact this is one more virtual event platform to learn and leverage. With that in mind, we've selected a platform that is really very intuitive and simple to use. To jump-start your learning-curve, here are some thoughts for your use in preparation.

### **The Basics:**

- Exhibitors' booth personnel staff need to be logged-in to access the entire platform & the networking/communication tools. (Same for attendees)
- To make the guidance to follow somewhat familiar, it is loosely presented in the context of how the platform can emulate a live New York Produce Show.
- You'll find the following tool bar in each of the exhibitors' virtual booths. The following paragraphs refer back to this tool bar.



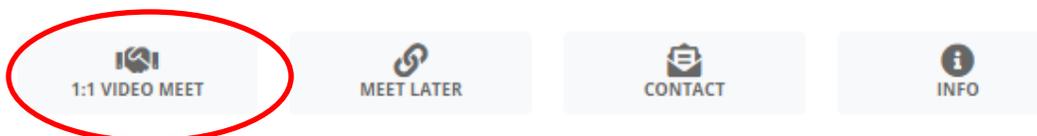
### **How Should I Staff My Booth?**

- **“Standing in Your Booth”:** Like any tradeshow, a few staff members will be assigned to booth duty, probably in time slots. In the virtual NYPS, the booth staff on duty should go to the [expo floor](#) and enter their booth (by clicking on your logo/company name). From there, they'll click on “1:1 Video Meet.” This will open-up a live video session on a separate browser tab. They are now “standing in your booth awaiting passersby in the expo aisle.”

When an attendee visits your virtual booth, they can click on the “1:1 Video Meet” and she/he will join your booth staff in the active video session. Just like shaking hands on the show floor.

Like a live event, there are busy periods. So, other passersby may join in the “1:1 Video Meet” session. Similarly, there will be slow periods when the booth staff is by your lonesome. Just keep the video session active, waiting for the next passerby.

NOTE: The “1:1 Video Meet” room can accommodate up to twenty registrants. This could be two booth staff and eighteen solid-gold prospects (ideal) or nineteen booth staff people and one luke-warm prospect (like it often is just before show hours close).



- **“Let’s Talk Business in the Lounge”:** Because the “1:1 Video Meet” is open to all, it may not be suitable for private conversations with customers or prospects if you have 4 or 5 simultaneous visitors. So, you can quickly visit via a PRIVATE video conference right in the platform using the “Meet Later” tool. Keep in mind, “Later” can be in just a few minutes because you can select the mutually convenient time.

Simply click on the “Meet Later” icon, add the meeting participants (up to 20) that you’d like to invite, specify the date/time, meeting name, and a quick description, and hit submit. At the agreed upon time, participants will click on the “join meeting” button and you all will be connected via the platform’s native video utility.



- **“Working the Floor:”** With your booth staffed, the rest of the team needs to be on the floor: networking. To do so, they should go to the “Networking” menu tab where there is a searchable “Registrant Directory.” Meetings can be arranged from here. Or, your team can visit other booths or view general session videos. Should an attendee want to connect with someone on your team while they’re out and about—say via “Meet Later”—the booth staff member will receive an email notification to her/his in-box.
- **“Hey, Is (name) here?”:** Oftentimes, attendees are looking for one of your team members. To see who is signed into the platform and available, exhibitors and attendees alike can click on the “Meet Later” button and see a searchable list of booth staff on-hand...”either in the booth or walking the show floor.” Remember, “Request Meeting” can be initiated here.

Use the search boxes to find other attendees and then use the “Request Meeting” button to schedule a meeting during a time that is mutually agreeable to your schedules.

**My Schedule**

Full Name  Company  Job Title

**Search**

Full Name	Company	Job Title	Request Meeting Button
Russell Benson	Del Monte Fresh Produce N.A., Inc.	Director, Sales, Northeast	<b>Request Meeting</b>
Isabel Carretero	Del Monte Fresh Produce N.A., Inc.	Marketing Specialist	<b>Request Meeting</b>
Jeff Freeman	Del Monte Fresh Produce N.A., Inc.	Vice President of Sales & Product Management	<b>Request Meeting</b>
Bob Licker	Del Monte Fresh Produce N.A., Inc.	Regional Sales Manager, Foodservice	<b>Request Meeting</b>
Cuky Lopez	Del Monte Fresh Produce N.A., Inc.	District Sales Manager	<b>Request Meeting</b>
Ingrid Lozano	Del Monte Fresh Produce N.A., Inc.	Director, Sales, Central Region	<b>Request Meeting</b>
John McCann	Del Monte Fresh Produce N.A., Inc.	Vice President, Sales, North	<b>Request Meeting</b>
Jeff Murray	Del Monte Fresh Produce N.A., Inc.	Senior Sales Director, Fresh Cut	<b>Request Meeting</b>
Mike Naftel	Del Monte Fresh Produce N.A., Inc.	Senior Director, National Foodservice Sales	<b>Request Meeting</b>
Gabe Romero	Del Monte Fresh Produce N.A., Inc.	Director, Foodservice	<b>Request Meeting</b>
Dave Russell	Del Monte Fresh Produce N.A., Inc.	VP of National Account Sales	<b>Request Meeting</b>
Kenneth Todd	Del Monte Fresh Produce N.A., Inc.	Director, Sales, Eastern Region	<b>Request Meeting</b>

A red arrow points from the left towards the search area, and a red circle highlights the “Request Meeting” buttons in the table.

- **“Text: Where Are You?”** Just as we text from our phones, booth staff and attendees alike can use the NYPS’ platform’s “Direct Chat” utility. “Live Chat” is public (Be CAREFUL!). “Direct Chat” is private, to a single, selected recipient. One place to access it is in the “Registrant Directory” menu.

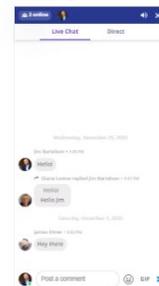
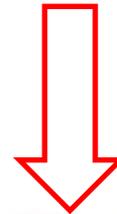
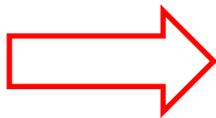
**Registrant Directory Sponsored by:**



Use the search boxes to find other attendees and then use the “Request Meeting” button to schedule a meeting during a time that is mutually agreeable to your schedules.

**My Schedule**

Full Name	Company	Job Title	Request Meeting Button
<input type="text"/>	Del Monte Fresh Produce N.A., Inc.	<input type="text"/>	<input type="button" value="Search"/>
Full Name	Company	Job Title	Request Meeting Button
Russell Bardon	Del Monte Fresh Produce N.A., Inc.	Director, Sales, Northeast	<input type="button" value="Request Meeting"/>
Isabel Carretero	Del Monte Fresh Produce N.A., Inc.	Marketing Specialist	<input type="button" value="Request Meeting"/>
Jeff Freeman	Del Monte Fresh Produce N.A., Inc.	Vice President of Sales & Product Management	<input type="button" value="Request Meeting"/>
Bob Lickler	Del Monte Fresh Produce N.A., Inc.	Regional Sales Manager, Foodservice	<input type="button" value="Request Meeting"/>
Culy Lopez	Del Monte Fresh Produce N.A., Inc.	District Sales Manager	<input type="button" value="Request Meeting"/>
Ingrid Lozano	Del Monte Fresh Produce N.A., Inc.	Director, Sales, Central Region	<input type="button" value="Request Meeting"/>
John McCann	Del Monte Fresh Produce N.A., Inc.	Vice President, Sales, North	<input type="button" value="Request Meeting"/>
Jeff Murray	Del Monte Fresh Produce N.A., Inc.	Senior Sales Director, Fresh Cut	<input type="button" value="Request Meeting"/>
Mike Naffel	Del Monte Fresh Produce N.A., Inc.	Senior Director, National Foodservice Sales	<input type="button" value="Request Meeting"/>
Gabe Romero	Del Monte Fresh Produce N.A., Inc.	Director, Foodservice	<input type="button" value="Request Meeting"/>
Dave Russell	Del Monte Fresh Produce N.A., Inc.	VP of National Account Sales	<input type="button" value="Request Meeting"/>
Kenneth Todd	Del Monte Fresh Produce N.A., Inc.	Director, Sales, Eastern Region	<input type="button" value="Request Meeting"/>



- **“Who is Here?”:** To find out who is registered, visit the “Registrant Directory” where you can search for attendees or booth personnel by name, company name, or job title.
- **“Can I Leave My Business Card?”** If someone visits your booth—during a busy moment or off-hours—they can connect with your organization via email by clicking on the “Contact” icon.

