

**From:** NY Produce Show <registration@nyproduceshow.com>

**Sent:** Wednesday, December 09, 2020 9:46 PM

**To:** NYPS-20 Exhibitors & Booth Personnel

**Subject:** New York Produce Show & Conference-2020 : Exhibitor >Day 2 Event Brief



**Dear Exhibitor(s)/Booth Personnel,**

2020 will be a year remembered for many reasons. One such reason is that it proved just how adaptable we can all be, personally and professionally.

Whether a first-time virtual exhibitor or a veteran of several before, the [virtual New York Produce Show](#) required adaptation because it was different than what we know. As hosts, we understand and appreciate the level of commitment that it takes to learn, adjust, and fully maximize a new platform's potential. Thank you. Please also know that we are here to support you as best we can.

Before we turn to day # 2, here is one observation from day # 1 that may yield valuable dividends.

Though virtual, we wanted our exhibitors and attendees to connect with one another in as close to a face-to-face manner as possible. To achieve this, we strongly encourage you to fully leverage the "1:1 Video Meet" feature. Let us explain....



When the expo hours begin tomorrow at 1:00 p.m. (eastern), we recommend at least one of your booth staff click on "1:1 Video Meet." This will immediately open up a video session. Keep it active on a separate browser tab. Until a visitor comes along, it will be just one person in the video session (or some of your colleagues too). Yes, it may feel a bit odd.

But, when a prospect or customer pops by and clicks on the same "1:1 Video Meet" link, the video session immediately puts you both together. Think of it like your best customer or your top prospect walking into your booth at the NYPS tradeshow floor. "Good to see you!" "How's the family?"...the introductory conversation that leads to sales & friendships.

Is this a private session? No. Just like your real booth, others may also pop in. Similar to a real-life booth, the situation requires juggling--virtually. So, team members step-in and take over one of the conversations.

Same with the NYPS' platform. You can pivot from the public "1:1 Video Meet" session to a truly private meeting using the "Meet Later" tool. Keep in mind, "later" can be in the next few minutes. Whatever your preferred method or timing of connecting by video, the platform includes several native options for you to use.

Remember: an empty "1:1 Video Meet" is just like an empty tradeshow booth on the floor of the Javits. Who might be missed walking by when the booth is empty?

Now, let's talk about day # 2.....

**Schedule:** [Click here](#), then scroll down to view Thursday's (12/10) schedule.

**General Sessions (11:00 a.m., eastern):** Don't miss the next series of insightful video interviews where Jim Prevor--the Perishable Pundit--discusses an array of timely topics 1-on-1 with industry leaders across multiple sectors. The day # 2 line-up of speakers is referenced below. Simply navigate to "Sessions>[Agenda & Speakers](#)," then click on "View Session" and you'll be able to view the day's video programming

**On-Demand Videos (24/7):** [Click here](#) to view the videos from the day # 1 General Sessions. Social media is abuzz with quotes & perspectives from today's contributors.

**Help!** Don't forget the Frequently Asked Questions page is a click away: [FAQ](#) . Or, if you encounter any challenges, please look for the "Help" icon in the lower right hand corner of your screen.



In closing, we thank you again for your participation in the virtual New York Produce Show. We also ask you to join us in recognizing the generous support of our sponsors, noted below. Continued best wishes for a successful and memorable conference.

**The New York Produce Show**



# Thursday December 10, 2020



**Vic Savanello**

VP of Produce  
SpartanNash



**Paul Kneeland**

Vice President  
Gelson's Market



**Jay Schneider**

Director of Merchandising  
Acme Markets



**Jeff Cady**

Director Produce & Floral  
Tops Markets



**Tom Murray**

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