



WORLD TRADE CENTER®
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EXHIBITOR INFORMATION

20
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24th
**Americas
Food &
Beverage
Show**

VIRTUAL CONFERENCE

NOVEMBER 2-14 2020

Food and Beverage international virtual
show to enhance two-way trade.

EXHIBITOR: EVENT BENEFITS AND NETWORKING GUIDE

The New Americas Food and Beverage Show: Virtual Event Platform with Intelligent Event Matchmaking Software

Here is what you need to know:

Exhibitor registration is **\$99!** (rates increase to \$125 on October 18th)

- Exhibitors will be able to set up Company Profiles with plenty of opportunities to showcase unique capabilities and products on a customizable a single overview.
- Company profiles are focused on B2B connectivity to support your sales team.
- Your exhibitor profile will provide you with a **calendar** to bookmark your conference sessions and meetings.
- The platform is also enabled by a proprietary algorithm to **generate bespoke leads** for your review, offering you the opportunity to accept/decline, **chat AND set up virtual meetings** with prospects all in one place. *(Note that lead generation and B2B meeting components are only available the first week from 11/2-11/6. The platform and your profile will be active from 11/2- 11/14, allowing you to continue to connect with potential customers).*

Register at:

www.AmericasFoodandBeverage.com



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Accessing your Account

All you need to access your account is for your email address to be registered with the event, besides that, just follow the steps below.

Enter your Email

This needs to be the email that you registered with for the Event. If your email is not registered, contact the organiser or support@grip.events



Enter the email address you provided when you registered for the event

E-mail

Continue



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

Badge / Registration ID

Claim Account



[Request a reminder](#)

Enter your Badge / Registration ID

As part of registering for the Event you'll have received a unique Registration or Badge ID. Enter it to claim your account.

Requesting a Reminder will send you an email with your ID ([check your spam folder!](#))

Create a Password

You'll use this password moving forward to access your account on Grip. You can always reset it, in case you forget it.



Please create a password for your account and use this password the next time you log in.

Password

Login



Company Profiles

Company Booth Profiles bring plenty of opportunities for companies to showcase their unique capabilities and products in a single overview. Simple to set up and easy for attendees to explore.

Marking a Company with "Interested" will add you to the Inbound Leads of the Company

Message a Company directly if you want to speak to them

Embedded Youtube Video

Company Information
Available fields depend on the organiser

Representatives that are associated with the Company Profile

Overview of the Sessions the Company is Speaking at

Overview of the Sessions the Company is Sponsoring

The screenshot shows a company profile for Nokia. At the top, there's a header with the company name and logo. Below that, there are two buttons: "Interested" (with a heart icon) and "Skip" (with a close icon). A "Message Nokia" button is also present. Below the buttons is a placeholder for an embedded YouTube video. The "Details" section contains a summary of the company, its type (Information Technology), and a list of exhibitor representatives. The "Exhibitor Representatives" section lists Maria Martin (Head of Business Operations), Lee Eccles (Customer Success Manager), and Laurie Delpino (Customer Success Manager). The "Speaking at" section lists a session titled "The future of Artificial Intelligence" featuring Elon Musk (Founder & CEO of Tesla). The "Sponsoring" section also lists the same session.

Nokia Representative

Maria Martin

Date

25th of February 2020

Time

10:30 am - 11:00 am

Location

Virtual Meeting Room

Message

Write why you would like to meet?

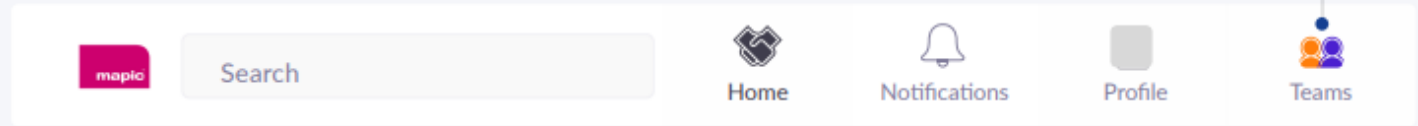
Request Meeting

Request a Meeting with an individual Representative of the Company

Teams (Exhibitor & Sponsor Portal)

Teams is a critical element of the platform for exhibitors and sponsors. This page explains how to access it and some of its key features.

Go to the Teams Tab



Creating your Team

If you're the first person from your Company signing in you'll be presented with the option to "Create a Team". Enter your Company Name and immediately invite your colleagues to your team. This is very important if you want to take advantage of the features outlined below.

Powerful functionality for your Company

A diagram showing a sidebar menu on the left and callout boxes on the right. The sidebar menu is divided into two sections: 'HOME' and 'ADMIN'. Under 'HOME', there are 'Meetings', 'Smart Calendar', 'Inbound Leads', and 'Company Chat'. Under 'ADMIN', there are 'Team Members', 'Company Profile', 'Products', 'Account', and 'Export'. Callout boxes with lines pointing to specific items in the menu provide descriptions: 'Meetings' points to 'All the meetings for you and your team members in a single overview'; 'Inbound Leads' points to 'All people that have viewed or expressed an interest in your colleagues or company profile in one overview.'; 'Team Members' points to 'Invite your Team Members'; and 'Company Profile' points to 'Make sure all your colleagues are associated with your Team. This is important in order to make sure they are part of your Company Profile and people can schedule meetings with them.'

Edit the Company Profile

It is critical that your company profile looks as great as it can be, add images a description and event specific metadata to make it appear across the platform as frequently as possible.

AI-Powered Matchmaking

The platform is also enabled by a proprietary algorithm to **generate bespoke leads** for your review, offering you the opportunity to accept/decline or request a meeting.

The screenshot displays a web application interface for a virtual conference. On the left is a navigation sidebar with icons for various event features: Event Agenda, My Schedule, Awaiting Response, Scheduled Meetings, Main Stage, Skipped, My Interests, Interested in Me (highlighted with a '6' badge), Recommendations, Exhibitors, Sponsors, Attendees, Speakers, Products, Buyers, Suppliers, and URL Extensions. Below this is a 'FEATURED' section for 'Grip', described as 'The first AI powered event networking solution'. The main content area is titled 'Inbound Leads' and includes a search bar at the top. Below the search bar is a descriptive paragraph about the Inbound Leads section. Two filter boxes are present: 'Lead Status' and 'Team members'. The leads are listed in a vertical stack, each with a profile picture, name, role, and a 'Skip' button. Action buttons for 'Show interest' and 'Schedule a meeting' are located at the bottom right of each lead card. On the right side of the interface is a 'Connections' panel with a search bar and a list of recent interactions with other users, including names like Daniel Platt, Maria Martin, Kate Vader, Mark Thornton, Laura Torrance, and Nadine Blast, along with their last messages and timestamps.

Networking

Connections and Meetings are a core element of a successful event experience. We've made this as easy as possible, distilling it down to just 4 simple steps to get a calendar full of meetings:

Request

Get recommendations, search and scroll through lists to request meetings for a time and date that works for you.

Accept

Receive incoming meeting requests via notifications or in your email and accept them to have them synced to your personal calendar.

Join

Virtual Meetings can be joined 5 minutes before the scheduled start time. You can join the meeting from your email or the platform by clicking:



Open Virtual Meeting Room

Rate

Give anonymous feedback on your meeting with "Good", "Bad" or "Didn't Happen" and give a reason for your rating to qualify your post-event follow-ups.

PRO TIP

To get the best recommendations of people to meet and increase the chances that people accept your meetings one element is absolutely crucial: **complete your profile!**

Add a profile image, fill out your summary and select your preferences in the event-specific questions.

MEETING DETAILS

Date

25th of February 2020

Time

10:30 am - 11:00 am

Location

Virtual Meeting Room

Message

Write why you would like to meet?

Request Meeting

Recommended for You



Daria Daniela

Video - London/UK - March 2020

Senior Associate at Bellera Capital, MBA at London Business School, formerly Dropbox & HSBC

Meet

Interested

Skip

Potential Handshake

Daria is interested in meeting you

Looking to meet

Venture Capital, Automation Industry, Government Service Providers, and Software Developers

Interested in

Artificial Intelligence, Multi-Agent Systems and Natural Language Processing

Common Connections

Stefan Elvy, John Doe and Pablo Fernandez

Common Industry

Daria also works in Computer Software

Common connections



Besides being able to request meetings, mark people with "interested" or "skip". If someone is also interested in you, chat with them and grow your network!