



## Connecting with Buyers – Step-by-Step

As an Exhibitor on the MANTS 2021 Online Business Hub – you have been busy polishing your profile, adding in your robust content, setting up your Zoom meetings, and more. Now it's time to learn how your detailed profile will connect you with buyers. Registered attendees have access to the hub – so let's make sure your profile is working for you.

Below are detailed, step-by-step instructions on how to **Find and Connect** with Buyers.

**IN ADDITION:** You may also use the **Exhibitor Resource Gallery** which contains short, homemade MANTS-specific videos offering step-by-step instructions.

### PROFILE INSTRUCTIONS:



#### **How to Search for Attendees and View Your Matches:**

*Note: There are a few ways to connect with attendees. You can complete your own organic searches for attendees, or you can utilize the matchmaking that the system has done for you.*

1. Login to your Exhibitor Console (This link and login info was emailed to all primary contacts).
2. Once logged in – you'll see the normal layout with two new additions to your console. Up at the top you'll see "Exhibitor Quicklinks" – these are the most commonly used links by exhibitors when navigating within the hub. If you scroll down to the lower right, you'll see a new box, "Business Hub". These two new areas house the same information for searching and connecting with attendees.
3. Using either of those links, click on the Attendee List/Search link. You'll see four tabs for the Attendee list. They are:
  - a. **Leads** – This is a list of attendees that have favorited you as an exhibitor. Outside of your matches – these are great leads that you might want to consider connecting with.
  - b. **Search** – This is where you can search the entire attendee list based on keyword, geographical location, or by any of the demographic questions attendees answered in the registration process such as line of business, product interest, job description and purchasing power.
  - c. **My Attendees** – Just as attendees can favorite exhibitors, you can also favorite attendees. Click on the star next to any attendee's name and they will be added to this list.
  - d. **Recommendations** – This is that tab where your attendee matches will show. The system matches attendees and exhibitors based on product categories and you will see a column for relevance. This is determined by the software and goes off of the demographic information that you provided including product categories.

4. You can always click on an attendee's name and that will take you directly to their profile for more information.
5. You will also see a section for "My Leads" at the top in the Quicklinks – this will take you directly to the tab of the attendee list that shows which attendees have favorited you.

### **How to Connect with Attendees:**

1. Once you have reviewed your matches, leads, and searches, you can begin connecting with the attendee buying companies that you would like to engage with.
2. On any of the tabs of the attendee list you'll see two icons to the right of each name, an envelope, and a calendar. These icons are how you will send attendees an email or an appointment request.  
3. When clicking on the envelope icon you will be prompted with a text box to send your email to the attendee. Keep in mind – if you have multiple company employees using the exhibitor console, you'll want to include your direct contact details in this message if they are different than the primary company email. When the attendee receives the email they are able to reply, but that reply will default to the company email address that we have on record – so if you have a specific address you want them to use, or phone number to call – be sure to include that in your message details.
4. The system will keep track of your remaining emails and appointment requests, and you will see that when you go to send an email or an appointment request. You can also track your sent messages and appointment requests either through your console via the Business Hub block, or by using the Quicklinks at the top, "My Messages" and "My Appointments"
5. Be sure to keep in mind that if you ever need to purchase more emails or appointment requests you can do that at any time in your Exhibitor Console

***MANTS 2021 is where you come to help Buying Companies***

**SEARCH. SHOP. LEARN. CONNECT. BUY.**