

## 2022 Buyer's Guide Tip Sheet

The MANTS 2022 Buyer's Guide is your "go-to" resource before, during, and after the show. It includes a welcome from MANTS President Bernie Kohl, Jr., an overview of the show's sponsors and exhibitors, a map of the tradeshow floor, and an index and product cross-reference of all exhibitors. Here are a few tips on how to maximize your use of the Buyer's Guide after you pick it up at registration. Enjoy the show!

Pre-Show Planning: Develop a clear goal of what you want to accomplish before the show.

- Pick up Buyer's Guide in Registration or at any entrance to the show floor.
- Utilize the tradeshow map to visualize and map your route, to utilize your time on the tradeshow floor.
- Develop a plan of attack. Which vendors do you wish to visit? What items do you need to purchase? Which new product lines do you want to see? Where are the restrooms, concessions and coffee locations, and phone charging stations?
- Quickly lookup exhibitors in a variety of ways: Alphabetically. Category of interest, i.e., holiday items, nursery stock growers, hard goods, etc.
- Print and pack this sheet to jot down notes during the show.

On-Site Planning: Once at the show, you may need to revise your plan.

- Visit chosen exhibitors.
- Keep track of purchased inventory and products of interest.
- Gather information for business contracts and prospective contracts.

Post Show Follow-Up: Communication with contacts is key to future business success.

- Follow up on solidified purchases.
- Engage with exhibitors regarding potential orders.
- Stay connected. Connect on social platforms....all the information you need is in the Buyer's Guide.

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