

THE ATLANTIC PROVINCES REVERSED TRADE SHOW (APRTS) COMPANY TIPS

PRE-SHOW

- Familiarize yourself with the 6Connex technology platform prior to the “LIVE” day
- Be Prepared, prioritize, and have clear objectives
- View the exhibitors list prior to “LIVE” day, know who is attending – Visit the virtual booths from October 18-24 to learn about the exhibitors and what they buy!
- Fine tune your sales pitch information
 - What do you sell?
 - Why should they buy from you?
 - What pain point do you solve?

TECHNOLOGY

For the best virtual experience, we suggest the following:

- Do a Systems Check by using this [link](#)
- Enable pop ups for our 6Connex platform
- Make sure your screen resolution is at the recommended settings or lower
- If you experience any issues while on the Platform, visit the Help Desk (located in the Lobby or at the bottom of your screen)
- Shut down large programs running in the background of your computer
- The larger your screen, the better the virtual experience
- Keep in mind that the APRTS platform and all accompanying material will be available to suppliers for up to 7 days following the event

On Wednesday October 20th, the APRTS will hold a “LIVE” day during which exhibitors will be available via chat/video in virtual booths. Compiled below is a list of tips to better prepare you and help you gain the most value from this forum.

COLLATERAL

- Prepare a product sell sheet
- Prepare templates and introduction emails for quick responses

MAKING CONNECTIONS

- Make sure you chose staff that can carry out your business image professionally
- Ensure clear communication when you send notice to connect; clearly identify yourself
- Be concise, engaging, and relevant
- Ask preferred method of follow up

TRACKING LEADS / INFORMATION

- Have a plan for organizing contact information and follow up required
- Keep track of conversations
- Consider attending all sessions and downloading all resource materials

Be polite, stay positive and remember these exhibitors could be your next customer.

