



**Retailer Connect** at Grocery Innovations Canada 2019, October 22 and 23, 2019, is powered by the Advanced Business Match (ABM) and hands you a powerful technology-facilitated business development tool.

Be more productive at Grocery Innovations this October by pre-scheduling meetings/appointments with participating vendors and retailers.

Retailer Connect:

- combines ABM's customized technology and experienced delegate engagement, enhancing your reach to connect with specific opportunities at GIC;
- provides you with a competitive edge by securing qualified business meetings with the retailer/vendor and offers an efficient introduction to move the meeting process forward; and
- allows you to prepare and execute your attendance at GIC with unprecedented success.

### **Concrete Results Achieved at ABM-Powered Events - 2018 Stats**

- 1 in 5 delegates at ABM-powered events completed concrete business deals.
- 89% expected to close deals as a result of ABM.
- 99% of attendees established new contacts.
- 98% planned to attend an ABM-powered event again.
- 97% were satisfied with ABM's value (68% very satisfied, 29% satisfied).
- 98% accomplished what they set out to achieve (78% said yes, 20% said some).

### **Curated Connections**

CFIG and GIC have partnered with ABM's decade of experience in technology-facilitated business development and delegate engagement. This partnership creates a business matching forum like no other. ABM's business match provides the cutting-edge tool you need to achieve bottom line-driven results.

ABM provides the online environment to distill potential into real deals. Delegates tap into hidden opportunities and explore them with focused potential partners.

### **Enhance Your Trade Show Experience**

Retailer Connect along with ABM will streamline and organize your time at GIC, allowing for targeted meetings to take place at designated times during the trade show hours.

### **Respectful Relationships**

ABM's experience ensures that the business ecosystems that assemble for each event are environments of productive interaction. ABM delegates report consistently, that the event methodology is unparalleled in its approach to developing relationships. Using ABM's online profiles allow you to efficiently find those you want to connect with.

### **High Standards of Professionalism**

ABM's skilled delegate engagement team elevates productivity by making sure all delegates know how to use the ABM tool to maximize their ROI. Every appointment represents a potential business opportunity. Therefore, every no-show, cancellation or pending appointment request can result in a lost opportunity. Delegates agree to respect each other's business interests and commit to active engagement in the business matching process before and during the event. ABM's sophisticated engagement tools effectively support this commitment.



## A Formula for Success

Here's how it works:

1. **Online profiles:** First, you create a detailed profile on the ABM business matching platform. This profile allows you to feature your business priorities, projects and partnership opportunities as well as products and services either required or offered. You create an online presence in a market curated to complement your goals.
2. **One-on-one pre-scheduled appointments:** Then, you meet your pre-selected business matches in a face-to-face meeting on the trade show floor.

- The ABM system assigns the meeting space. Most meetings will take place at the Exhibitor's booth on the GIC trade show floor. A very limited number of additional meeting spaces are available at an additional cost for Exhibitors. Should Retailers wish to meet with Retailers, the meeting takes place in the Retailer Connect Lounge.
- The ABM system creates a schedule for you that shows clearly when and where the meeting takes place.
- The ABM system does not allow you to over- or double book.
- Meetings are 15 minutes in length with a 5-minute transition time between meetings.
- You must make sure you set a reminder to move to your next appointment.
- The ABM system allows you to block appointment slots when you are not available.
- The ABM message feature allows you to communicate with your meeting partner before the event.
- The ABM system allows you identify what member of our team is in charge of what aspect of your business, so the right decision makers attend each meeting.

## Cost

- Registration is free for Retailers.
- Registration for Exhibitors is \$999 plus HST. You can register additional members of your team free of charge.
- Additional meeting space for Exhibitors is \$500 plus HST. (optional, not required for business matching)

## How to Apply

Visit <https://registration.advancedbusinessmatch.com/campaigns/cfig-retailers-connect-2019/>.

Click the Apply/Login button top right, create an account if you do not already have one, then select GIC Retailer Connect and complete your profile.

## Contact

Grocery Innovations Canada and the ABM team are excited to work with all Retailer Connect vendors and retailers to help maximize their results! ABM is no personality-deprived online tool. CFIG and ABM are committed to your success so call or email if you need any assistance!!

You can reach the ABM Team at [info@advancedbusinessmatch.com](mailto:info@advancedbusinessmatch.com) or 1-604-483-3532.

You can reach Joe Sawaged, CFIG's Director of National Accounts and Business Development, at 416-492-1507 or [JSawaged@cfig.ca](mailto:JSawaged@cfig.ca).