



## APPOINTMENT BASED TRADESHOW

The QMS Appointment Based Tradeshow (ABT) was uniquely designed to rejuvenate and revolutionize the traditional tradeshow networking experience. Historically, prospect meetings take place in an exhibition hall or through a sponsored social event. Because of the ABT, vendors and attendees can now meet through exclusive, priority-based appointments so that networking opportunities for all are maximized. Consequently, show managers have the opportunity to create a more value-added experience for attendees and vendors while increasing return on investment.

### THE APPOINTMENT BASED TRADESHOW:

- Creates appointment matches by cross referencing each participant's ranked selections with a specified priority criteria and time slots
- Allows show management to completely customize the parameters of the matching software
- Adds a layer of networking within a tradeshow to create new, personalized sales opportunities for vendors
- Guarantees participating vendors one-on-one time with real decision makers
- Allows attendees to efficiently evaluate and meet vendors that provide products or solutions that best suit their needs
- Attracts and entices new and existing attendees and vendors
- Creates a more efficient and value-added experience for attendees and vendors

