

Reed Exhibitions Greater China

Matchmaking & TAP

2020

Official Website

www.reedexpo.com.cn

Matchmaking makes your event participation even more **productive**

We want each of our events to be a highly productive business environment.

For Exhibitors

- It allows confirmation that we're sending appropriate, known target customers to exhibitors' booths. It recommends exhibitors to new target customers.
- Matchmaking makes it easy for buyers to learn about exhibitors' business, to contact, email and arrange at-show appointments with exhibitors by providing recommended exhibitor list and quick links within recommendations emails and WeChat registration pages to pre-registered visitors and onsite registered visitors, and by facilitating 1-1 matchmaking meetings on the show floor between exhibitors and TAP buyers, by exhibitor recommendations on ReedConnect APP, by onsite guided matchmaking tours and by onsite exhibitor enquiry and printing services.

For Visitors and Buyers

- To help visitors and buyers **enhance your business connections**, we have created a full range of complimentary, **non-sponsored services** prior, during and after the event. Upon completion of visitor registration, visitors will automatically receive exhibitor recommendations via email. By clicking exhibitor links, you can view corresponding exhibitors' company and product information, based on which you can plan your visit or onsite meetings. Our recommendations **complement visitors' own planning**. Make the most of:



Personalised recommendations to easily discover relevant exhibitors and products



Discover exhibitors or products you might not have come across before



Save time searching the directory and preparing your visit



Structured events at the show to help expand your network



Personalized exhibitor recommendation and matchmaking services for TAP buyers



Why matchmaking at our events?

At-show buyer insight has shown that 61% buyers* are **positive about**, and **place value** in, a program that matches them with exhibitors

- » Buyers like & appreciate recommendations **steering them in the right direction**
- » Buyers said targeted recommendations helped them to be **more efficient** with their time at-show
- » Buyers said recommendations resulted in them having **more meetings** than they anticipated
- » Buyers said recommendations helped them find and meet **new exhibitors**.

* Source of data: as per Reed Exhibitions Greater China (RXGC) visitor survey statistics in 2019

61%

Exhibitor recommendation matchmaking services preshow and at the show through multiple channels

Exhibitor recommendation e-mails to pre-registered visitors



Visitor WeChat registration recommendations



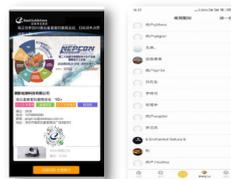
Onsite Smart Match-Exhibitor Enquiry & Printing



Onsite Guided Visitor Matchmaking Tour



Reed Connect APP Exhibitor Recommendations



Matchmaking 2019 Review

In 2019, about 30 RXGC exhibitions provided matchmaking services, which recommended over 15,000 exhibitors at our events to 900,000 matched visitors per their business needs and product interests, generating over 70 million times of customized recommendations. As a result, it helped facilitate 52,000 business meetings between exhibitors and visitors at the events.



What's TAP?

TAP stands for the Targeted Attendee Program at Reed Exhibitions, which brings attendees with the most influence and/or procuring power that exhibitors want to meet at our events. This program is aimed to create values through transforming relationships with our customers into their business successes. At RXGC, we boast a dedicated and highly competent TAP team, who identifies, builds, and sustains buyer relationships. Our TAP team identifies buyers' specific procuring plans and budgets in the coming 12-18 months and brings matched business pairs/companies/entities together through 1-1 matchmaking meetings on the show floor. With this program, exhibitors' and TAP buyers' exhibiting and visiting values at our events have been greatly increased.

TAP Matchmaking Process

Preshow Matchmaking Preparation

- ◆ Identify and build relations with buyers with purchase plan and budget;
- ◆ Obtain TAP buyers' and exhibitors' permission to exchange their purchase and product information to facilitate matchmaking;
- ◆ Customize onsite matchmaking meeting schedule for TAP buyers.

Post Show Matchmaking Report

- ◆ Post show, TAP executives call back TAP buyers to understand whether they have reached co-operation or make a deal with matched exhibitors or whether they intend to do so, and also to understand whether they need info of more products or exhibitors, so as to generate new leads for exhibitors.
- ◆ Based on matchmaking meeting log and post show calls, TAP executives compile a Matchmaking Report for each exhibitor and TAP buyer who participated in matchmaking for their follow up and evaluation.

1-1 Onsite TAP Matchmaking Meetings at the Show

- ◆ TAP buyers received by TAP executives upon arrival at the show;
- ◆ TAP executives take TAP buyers to matched exhibitors' booths to see interested products and to have 1-1 matchmaking meetings with exhibitors;
- ◆ If TAP buyers have limited time, TAP executives invite exhibitors to have 1-1 meetings with the TAP buyers in the TAP Lounge; exhibitors can bring products, brochures or presentations with them;
- ◆ TAP executives log each matchmaking meeting.

Onsite TAP Networking

- ◆ TAP executives invite TAP buyers to attend networking activities at the show, such as business luncheon, cocktails or welcome dinners, so as to introduce TAP buyers to more relevant exhibitors and to make connections.

RXGC TAP 2019 Review



The RXGC TAP Team invited all together 17,000 trade buyers with purchase plan and offered 1-1 matchmaking services for about 1,900 exhibitors through over 4,500 matchmaking meetings. The TAP program has generated a total transaction volume of RMB3.4 billion for exhibitors.



Matchmaking Results 2019 (partial events only)

Exhibition	# of TAP Buyers in Matchmaking	# of Exhibitors in Matchmaking	# of 1-1 Matchmaking Sessions	Transaction Volume Derived from Matchmaking (USD)
NEPCON China	100	74	262	93,214,285
NEPCON Asia	156	164	368	101,500,000
SinoCorrugated & SinoFoldingCarton	424	193	803	22,258,700
Aluminium China & Light Weight Asia	112	125	387	103,353,571
C-TOUCH Shenzhen	100	173	482	35,071,428
CDATF	180	367	698	60,714,285



Customer Comments

Your TAP service was precise at this SinoCorrugated exhibition and I saw the machines and technologies very clearly in my mind. I can see some exhibitors who I want to visit through matchmaking service. Awesome TAP services! Keep up!

- Madhava Packaging Solution (India), SinoCorrugated 2019 TAP Buyer

We prospected many trade buyers of superior quality through this year's Golden Bridge Matchmaking activities; meanwhile, we have acquired many business opportunities. We believe that our co-operation with Reed will become closer and closer. Thanks to Reed's, TAP team and the Golden Bridge Matchmaking services. Wish PackCon become a better and better event!

- Bingxin Packaging , PackCon 2019 Exhibitor

Thanks to the great support and excellent services of the TAP staff! We look forward to working closely with you again next year!

- Novelis (U.S.A.), Aluminium China 2019 Exhibitor



If you are interested in RXGC matchmaking and TAP program, please contact event project manager for more information or services.