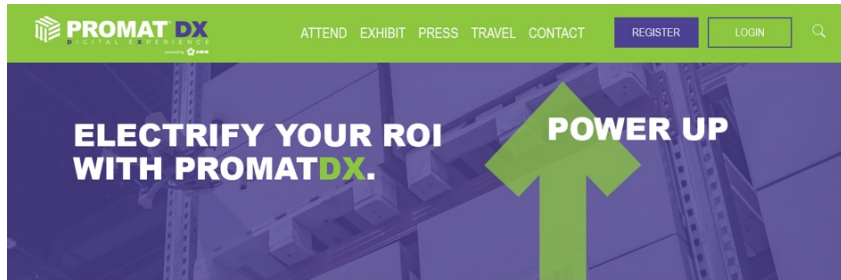




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- Connect with solutions tailored to your specific needs with AI-matchmaking and request personalized video meetings with you and your team to take a deeper dive with solution-providers of your choice
- Build strong business partnerships with suppliers from around the world

ProMatDX & Grip Matchmaking



Agenda:

- How it Works
 - Benefits of the platform
 - Access Grip Matchmaking from OEP
 - Onboard new users on the platform
 - Navigate the matchmaking platform
- Best Practices
 - Update user profile
 - Customize calendar availability
- Networking Capabilities
 - Recommended for you
 - Sponsor Profiles in Grip
 - Schedule a meeting
 - My Schedule
 - My Connections / Chat
 - Virtual meeting room



How it Works

Benefits of the **Grip Matchmaking** Platform:



The self-learning **AI-powered matchmaking engine** will deliver smart recommendations for connections based on professional goals and interests of visitors.



The **intuitive interface** allows visitors to easily interact with each other in the platform through virtual meetings pre-show and during the show.



Develop a **tailor made value proposition** for different types of visitors to provide a curated experience.

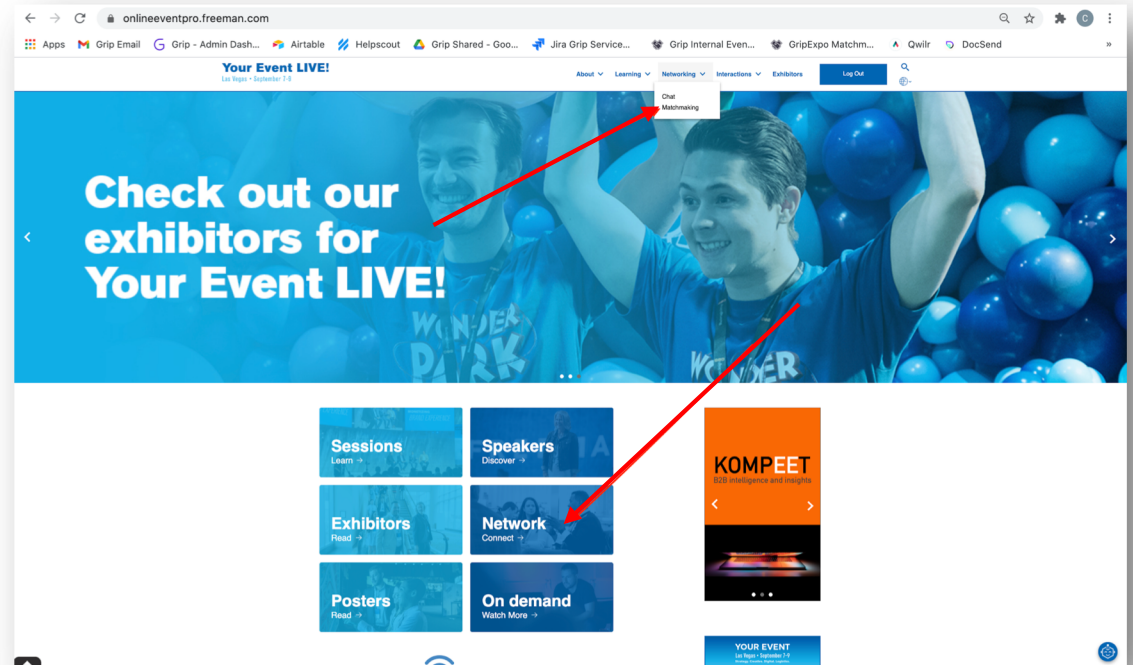


Access Grip Matchmaking from ProMatDX Platform

Users can access the Grip Matchmaking from one of two ways on the ProMatDX Freeman Online Event Platform:

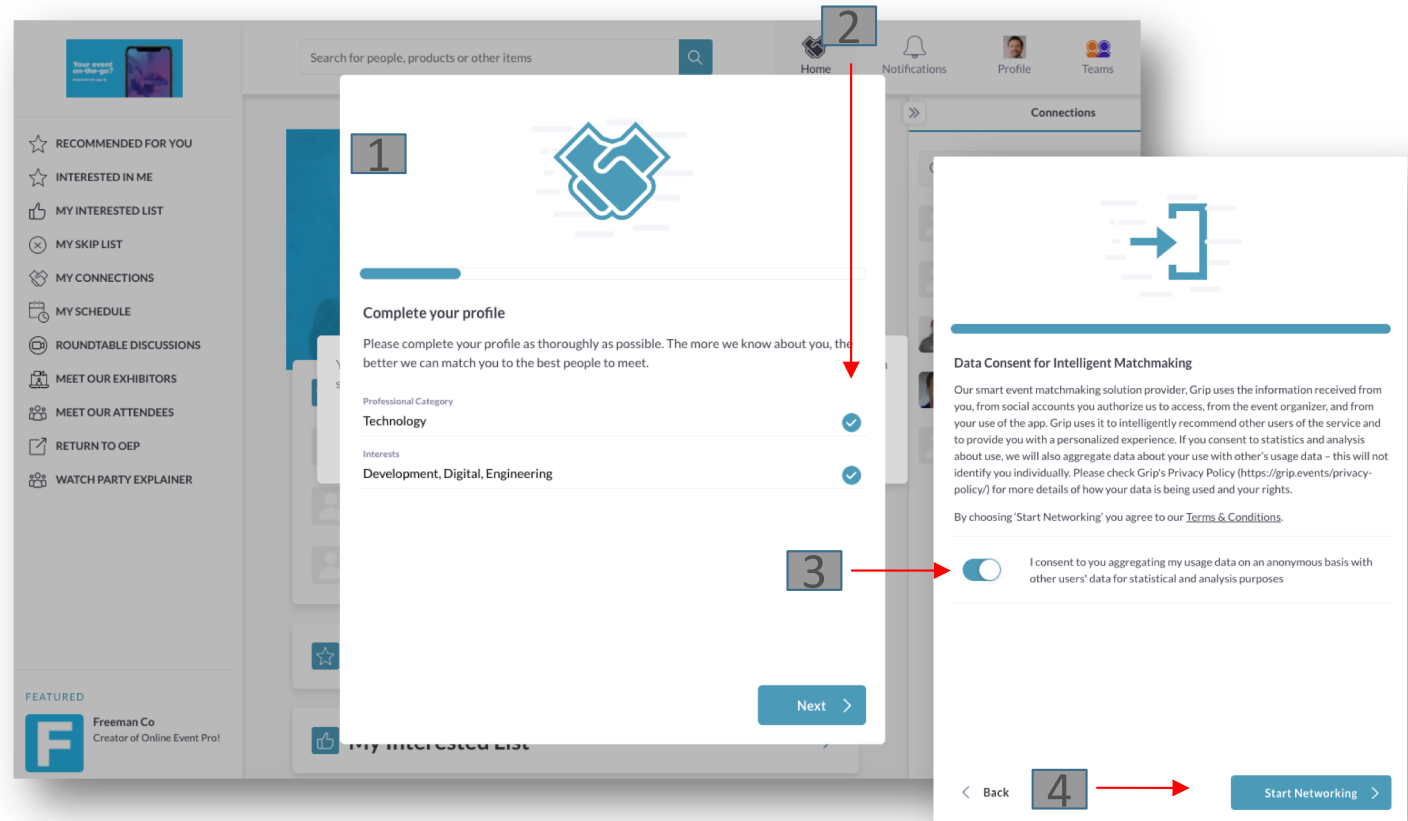
1. Click **“Networking”** and then **“Matchmaking”** from the top navigation bar
2. Click **“Network”** from the tiles below

The user will be directed to the Grip Matchmaking platform to start networking.



Onboard new users on the platform

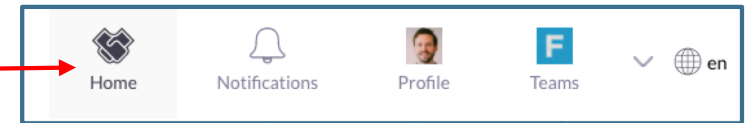
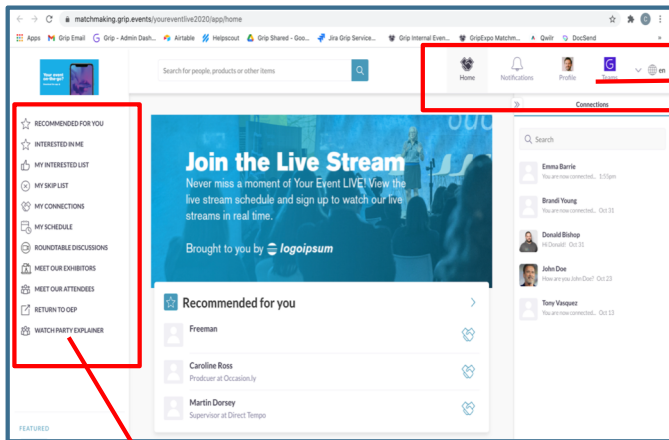
1. The Grip Platform will contain all the demographics collected during attendee registration.
2. First time visitors will be asked a series of questions (such as Professional Category and Product Interests) that will be used to enrich their profile and provide high-quality recommendations.
3. All users must provide consent to share data for the intelligent matchmaking.
4. Start networking



Note: Users will be able to edit their profile also once in the platform



Navigate the Matchmaking Platform



Be alerted on new connections or meetings

Update your profile

See your team activity

- ☆ RECOMMENDED FOR YOU
- ☆ INTERESTED IN ME
- 👍 MY INTERESTED LIST
- ⊗ MY SKIP LIST
- 🔗 MY CONNECTIONS
- 📅 MY SCHEDULE
- 🏢 MEET OUR EXHIBITORS
- 👤 MEET OUR ATTENDEES
- 🏠 RETURN TO OEP

- List of recommended profiles to connect with
- List of profiles interested in you
- List of profiles you have shown interest to
- List of profile you have skipped (*anonymously*)
- List of profiles you have connected with
- Place to consult your personal agenda during the show
- List of all exhibitors
- List of all attendees active in the system
- Return to the virtual event platform main page



Best Practices - Update ProMatDX User Profile

It is critical for users to update their profile with the requested information to ensure the best experience during the event and to increase the chances for meaningful recommendations.

1. Click on “Profile”
2. Fill in the requested information
3. Add a Summary
4. Click “Save”

Profile Information Needed:

- Headshot Picture
- Headline (*max: 140 characters*)
- Professional Category
- Interests
- Summary (*max: 2000 characters*)

Note: These are the fields imported from registration currently: Name/Last name/Job title/Company/Demographics/Product Interest



The image contains two screenshots of the ProMatDX web application. The top screenshot shows the main navigation bar with the 'Profile' icon highlighted by a red arrow and a grey box labeled '1'. The bottom screenshot shows the 'Edit Profile' page. A red arrow points to the 'Save' button in the top right corner, labeled '4'. Another red arrow points to the 'Last name' input field, labeled '2'. A third red arrow points to the 'Interests' field, which contains the text 'Development, Digital, Engineering', labeled '3'. The profile form includes fields for First name (Tim), Last name (Groot), Headline, Job Title (Co-founder & CEO), Company (Grip), Location (London), Professional Category (Technology), Interests, and a Summary field containing the text: 'Technology startup. Event planning. I help Event organizer get the most value out of their virtual events.'

Best Practices - Customize Calendar Availability

Users are able to customize their calendar availability to help streamline appointment settings.

1. Within your profile, click **“Manage My Availability.”**
1. Block off any dates/times you are unavailable to schedule meetings, so they will not appear when another user requests a meeting with you.

Meeting times will be displayed in the users local time.

The image shows two screenshots of a web application interface. The top screenshot is the 'Edit Profile' page. On the left sidebar, under 'NAVIGATION', the 'Manage My Availability' option is highlighted with a red box containing the number '1' and a red arrow pointing to it. The main content area shows profile details for 'Tim Groot', including his name, job title 'Co-founder & CEO', and location 'London'. The bottom screenshot is the 'My Availability' calendar interface. It shows a calendar for Friday, Saturday, and Sunday, January 01-03. The 'Mark whole day as Busy' button for Friday, January 01 is highlighted with a red box containing the number '2' and a red arrow. A red arrow also points to the 'Save' button at the bottom of the calendar interface.

Networking Capabilities - Recommended for You

Grow your network by connecting with other users before and during the live event.

1. Go to **“Recommended for you”**
2. Click **“Show Interest”** with users you would like to connect with. If there is mutual interest, they will become a connection and you are able to chat.
3. Click **“Skip”** if the user is not relevant and there is no need to connect. (*skipping will be anonymous and can also be un-done by going to ‘My Skip list’*)
4. **“Request a meeting”** directly (*no need to be connected in order to request meetings*)

Note: As a user engages with the platform, the recommendations served get smarter through Grip’s powerful AI technology.

The screenshot displays the 'Recommended for You' section of a networking platform. On the left is a navigation menu with the following items: 'RECOMMENDED FOR YOU' (highlighted with a '1'), 'INTERESTED IN ME', 'MY INTERESTED LIST', 'MY SKIP LIST', 'MY CONNECTIONS', 'MY SCHEDULE', 'ROUNDTABLE DISCUSSIONS', 'MEET OUR EXHIBITORS', 'MEET OUR ATTENDEES', 'RETURN TO OEP', and 'WATCH PARTY EXPLAINER'. The main content area shows two user profiles. The first profile is for Elissa Ewers, an Exhibitor Representative and Director at Pathory. A red arrow labeled '2' points to the 'Show Interest' button, and another red arrow labeled '4' points to the 'Request a meeting' button. A 'Skip' button is also visible, with a red arrow labeled '3' pointing to it. The second profile is for Joni Hill, an Exhibitor Representative and Director at Attendment, with a 'Skip' button and 'Show Interest' and 'Request a meeting' buttons. At the top of the interface, there is a search bar with the text 'Search for people, products or other items' and a magnifying glass icon. A 'Home' button is located in the top right corner.



Networking Opportunities - Sponsor Profiles in Grip

Attendees can schedule meetings with exhibitors from the Meet Our Sponsor section or Schedule a Meeting on the exhibitor profile page. The meeting scheduling will function be the same for all users.

Attendees will be able to show *'interest'* in a company's profile to connect with that company.

Attendees can message and request a meeting with sponsor representatives.

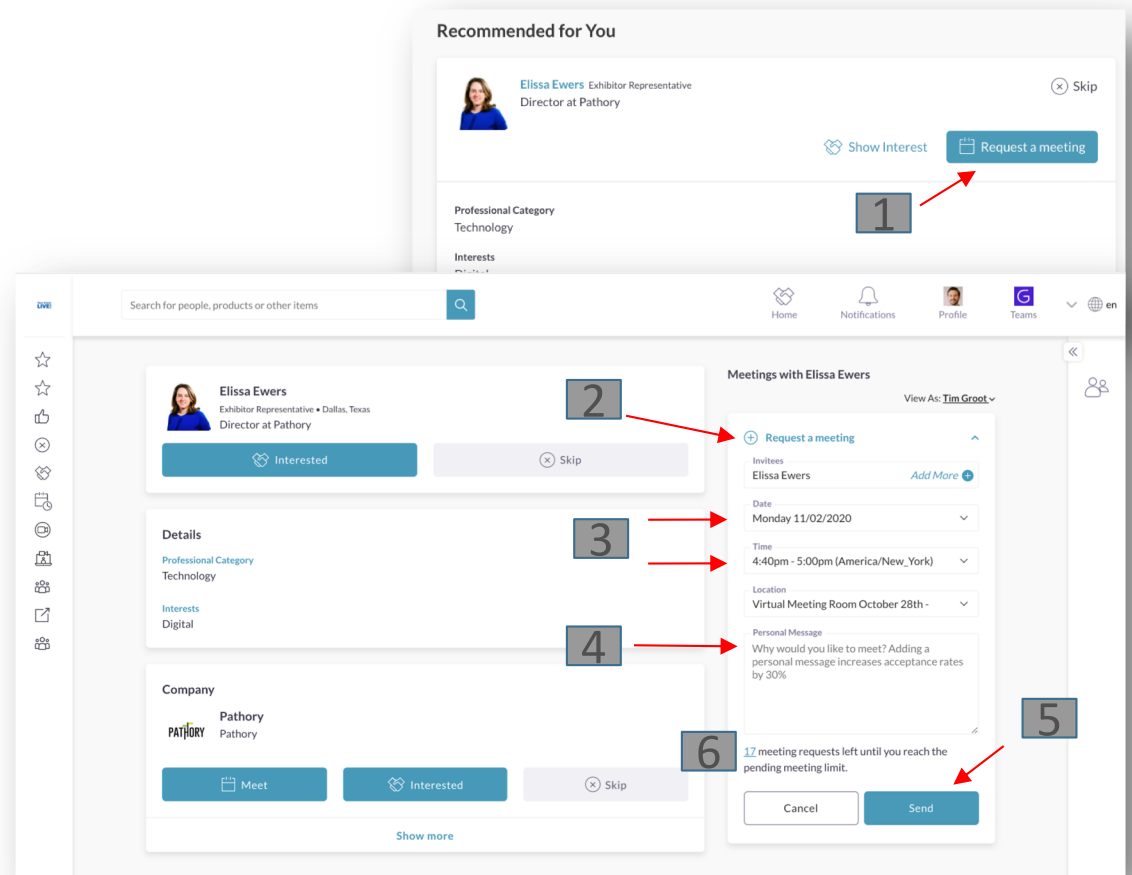
The screenshot displays the Anyfest exhibitor profile page. At the top, the company name 'Anyfest' is shown with the location 'Dallas, Texas'. A dark bar with the word 'Interested' is visible. Below this, the 'Details' section includes 'Products Provided' (Photography) and a 'Summary' describing their services. The 'Representatives' section lists two individuals: Danielle Puceta (Senior Vice President) and Richard Maramville (CDO), each with an 'Interested' button. The 'Sessions Sponsored' section features a session titled 'PARENTING DURING COVID-19' on January 1, 2021, from 9:35pm to 10:35pm, with options for 'Virtual Meeting Room', 'Roundtable Discussions', and 'STREAM'. On the right, a 'Meetings with Anyfest' sidebar shows a 'Request a meeting' form with fields for Date (Wednesday 11/04/2020), Time (8:00pm - 8:20pm), and Location (Virtual Meeting Room October 28th -). A 'Personal Message' field is also present, and a 'Send' button is at the bottom. Red arrows point from the text on the left to the 'Interested' bar, the 'Interested' buttons for Danielle Puceta and Richard Maramville, and the 'Request a meeting' button in the sidebar.



Networking Capabilities - Schedule a Meeting

Schedule meetings pre-show to be held during the live event. Meetings can be requested with specific users or company representatives or at the general company level.

1. Click **“Request a Meeting”** to schedule time to meet.
2. Click on the **(+) Request a meeting** link
3. Select date a time
4. Add a personalized message to improve engagement
5. Click **“Send.”** As soon as you schedule a meeting you can add additional attendees, by staying on the page or at a later time
6. The meeting request limitation is there to improve the user experience and allow all attendees the same amount of meeting opportunities.



Networking Capabilities - My Schedule

To join a meeting previously scheduled, users will go to “My Schedule” on the navigation or home page reminders.

1. Click “*My Schedule*”
2. Click on the meeting in the list
3. The meeting room will be available 5 min prior to the scheduled time
4. Users can add other participants to the original meeting invitation. (*up to 10 at the same time, to a total of 50*)

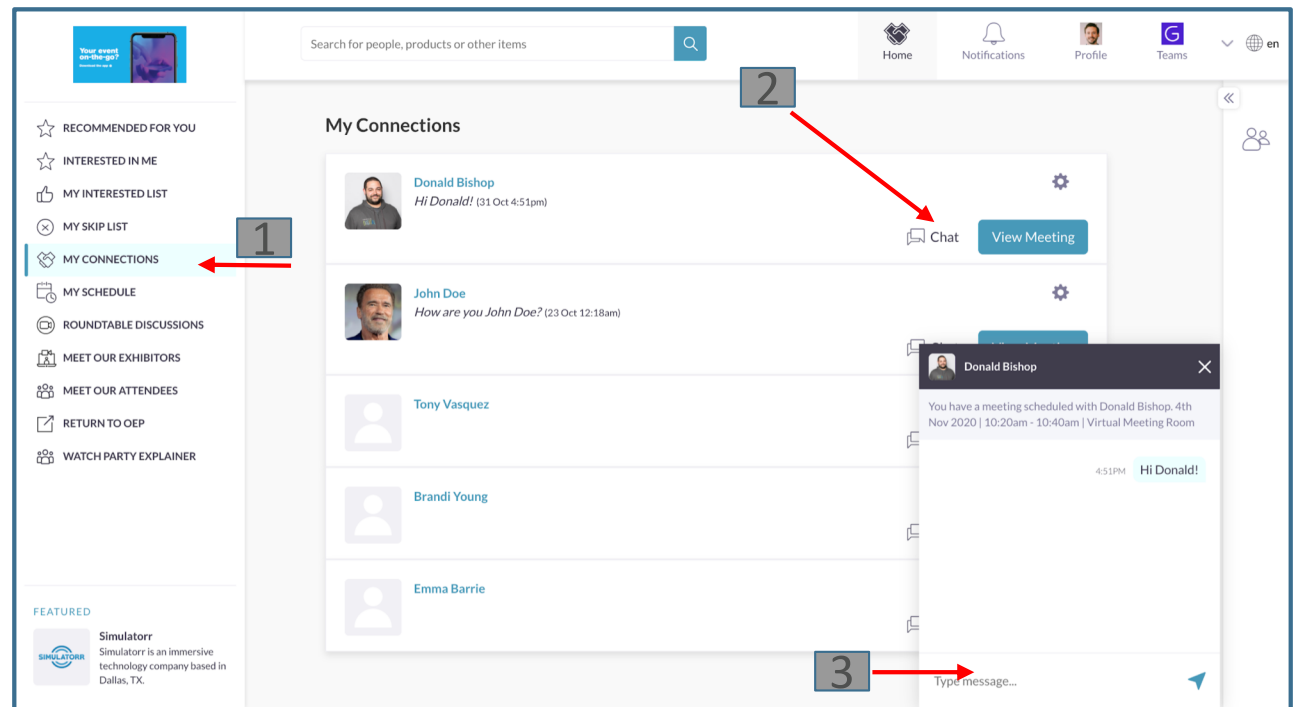
The screenshot displays the 'My Schedule' interface. On the left, a navigation menu includes 'RECOMMENDED FOR YOU', 'INTERESTED IN ME', 'MY INTERESTED LIST', 'MY SKIP LIST', 'MY CONNECTIONS', 'MY SCHEDULE' (highlighted with a '1'), 'ROUNDTABLE DISCUSSIONS', and 'MEET OUR EXHIBITORS'. The main content area shows a 'My Schedule' section with filters for 'Dates' and 'Meeting Status'. Below this, it indicates 'All times shown for America/New_York' and 'Scroll up (on the schedule) to see past items'. The current date is 'Wednesday 4 November'. A meeting is listed for 10:20am to 10:40am: 'Meeting: Donald Bishop (Freeman)' (highlighted with a '2'), located in a 'Virtual Meeting Room October 28th -' and marked as a 'Virtual Meeting'. Below the meeting list, a profile card for 'Emma Barrie' (Exhibitor Representative, Project Manager @ Grip) is shown with 'Chat', 'Interested', and 'Skip' buttons. The 'Details' section lists her 'Professional Category' as 'Technology' and 'Interests' as 'Development'. The 'Company' section shows 'Grip' with a 'Meet' button. On the right, a 'Meetings with Emma Barrie' panel shows 'Confirmed Meetings (1)' for 'Fri 1 Jan 2021' from '1:00pm - 1:30pm (America/New_York)' in a 'Virtual Meeting Room - January 2021', organized by 'Tony Vazquez' and invited to 'Tim Groot' and 'Emma Barrie'. An 'Add Invitee' dialog box (highlighted with a '4') is open, showing a search for 'Donald' and a result for 'Donald Bishop' (Sales Engineer at Freeman) with a message snippet 'message increases acceptance rates by 30%'. The dialog has 'Cancel' and 'Invite' buttons. A 'Connections' panel on the far right shows 'Brandi Young' and 'Tony Vazquez' as connected contacts. A search bar and navigation icons are visible at the top of the interface.



Networking Capabilities - My Connections / Chat

Once you connect with other users, you are able to live chat with them 1:1

1. Click **“My Connections”** on the left-hand sidebar
2. Search for the connection you’d like to chat with and click **“Chat”**
3. A chat box will appear to allow you to engage in a live chat.



Networking Capabilities - Virtual Meeting Room

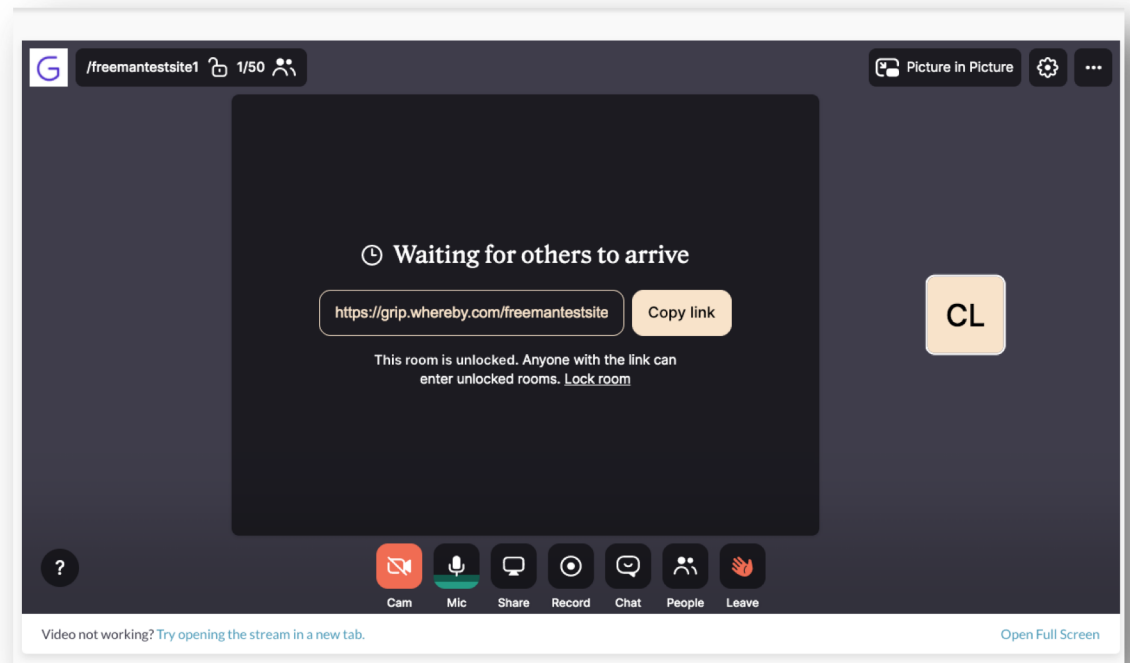
All meetings are directly embedded in the platform and powered by Whereby.

No need to download or install anything to use the virtual meeting rooms. Meeting room can host up to **50 people**.

Functionalities supported:

- Camera
- Microphone
- Screenshot
- Chat

Note: Only web-based url/links can be shared using the meeting chat. (no files or documents uploads)



FAQs

MATCHMAKING

Q: *What data is used to build matchmaking profiles?*

A: During the registration process, registration data flows into the matchmaking engine. Then, once the attendee logs in to the ProMatDX platform, they will SSO into the Matchmaking component, where they'll opt in and complete any additional profile information. Name, email and Specialty will pull in from reg, onboarding questions are present, profile to complete in Grip for better recommendation opportunities.

Q: *Matchmaking privacy concerns:*

A: Users must opt-in.

PLATFORM ACCESS

Q: *Will the platform be available to schedule meetings globally 24/7?*

A: Yes, but only over the ProMatDX event dates.

Q: *When will I have access to the platform?*

A: You will have access to the platform starting on March 12, 2021.

Q: *Will the platform be available after the live event is over*

A: Yes, Grip access will be available for 7 days after ProMatDX.

