



Food ingredients  
Europe

Co-located with:



Health ingredients  
Europe



Europe  
CONNECT

1-3 December 2020 | Frankfurt, Germany

23 November - 4 December 2020

# Fi Europe CONNECT 2020 Exhibitor Guide GETTING STARTED



informa markets



## Welcome to Fi Europe CONNECT 2020

We are delighted you have chosen to join us for Fi Europe CONNECT. This Exhibitor Guide is designed to support you step-by-step through the virtual experience of Fi Europe, co-located with Hi Europe and help you complete the necessary requirements included in your package.

Questions? Please contact [FiCustomerservice@informa.com](mailto:FiCustomerservice@informa.com) or call +31 (0) 20 708 1637

### Contents

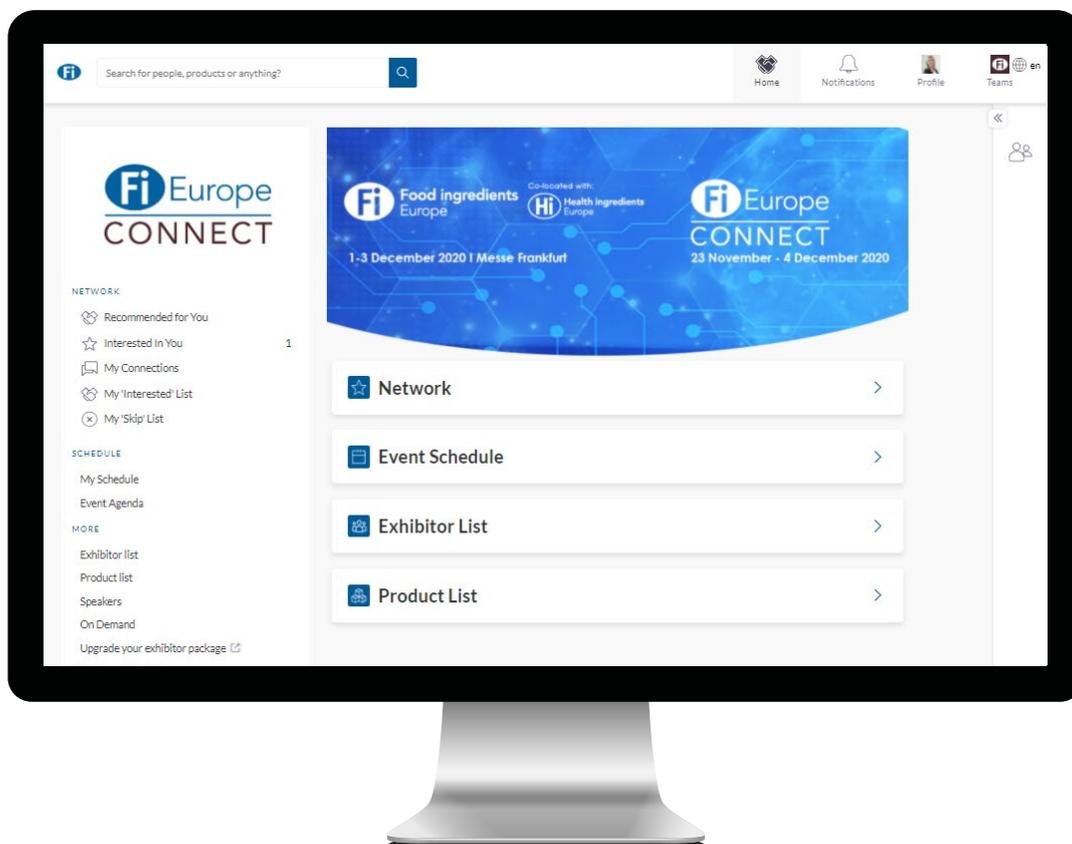
General Information .....	3
Virtual Journey Overview .....	4
How to set up your user profile .....	5
How to set up your company profile .....	6
How to upload products .....	7
How to add team members .....	8
Networking at Fi Europe CONNECT .....	9
Functionalities of Fi Europe CONNECT .....	10
How to upgrade your package .....	11

## General information

**Fi Europe CONNECT 2020 complements the live Fi Europe event, co-located with Hi Europe 2020.**

Fi Europe CONNECT is:

- **Bringing together the global food ingredients ecosystem** as one industry to connect, share knowledge, showcase innovations and do business.
- **Hosting 2-weeks of online meetings, starting from 23 November 2020** and extending to the live event days on 1-3 December 2020.
- **Offering easy-to-use tools for online networking** with peers, discovering new suppliers, and knowledge sharing.
- **Delivering effective AI-driven matchmaking**, lead-generation and online branding and thought leadership opportunities for businesses.
- **Showcasing innovations** at the live edition of Fi Europe, co-located with Hi Europe through online conference sessions and high-quality content ranging from on-demand sessions to industry expert live streams and newscasts from the live exhibition.



## Virtual Journey Overview

**During the 30-day trial period (starting the 14th of September), all Fi Europe co-located with Hi Europe 2020 exhibitors will receive a free basic profile to Fi Europe CONNECT.**

- ① You will receive an e-mail from our Customer Service Team with more information about your access to CONNECT.
- ② Log-in to your CONNECT user profile
- ③ Set up your user profile
- ④ Set up your company profile
- ⑤ Upload products
- ⑥ Invite your team members
- ⑦ Start networking with the entire Fi Global network!

### Please note:

- Networking will go live on the 19th of October.
- Meetings can only be planned in for the duration of the event (23 November - 4 December).
- Attending content sessions is only possible from 23 November - 4 December.
- Can't find the e-mail? Please check your spam folder or contact [FiCustomerService@informa.com](mailto:FiCustomerService@informa.com) or call +31 (0) 20 708 1637

## How to set up your user profile

All Fi Europe CONNECT exhibitors are required to set up a profile. Do you already have a CONNECT profile?

- **Yes?**

Then please log in to your account and click on your profile icon on the top right hand side of the screen.

To make the most of your experience at Fi Europe CONNECT, please fill in all the fields and upload a profile picture.

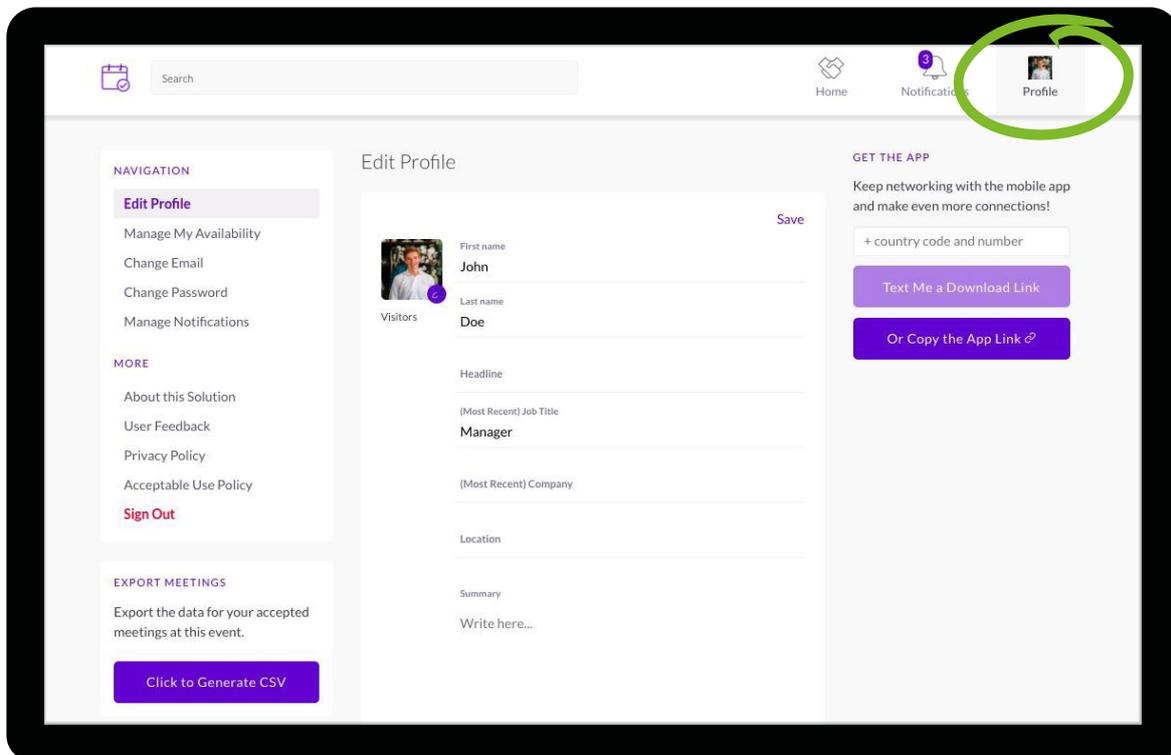
**TIP:** Set up your availability to ensure you only get meeting requests for when you are free!

- **Not yet?**

If you don't have a CONNECT account yet, then we need to get you set up first.

Click the link in the e-mail sent by [FiCustomerservice@informa.com](mailto:FiCustomerservice@informa.com). You can now log in with your e-mail address and create a password.

**TIP:** Connect your social media to import your information quicker



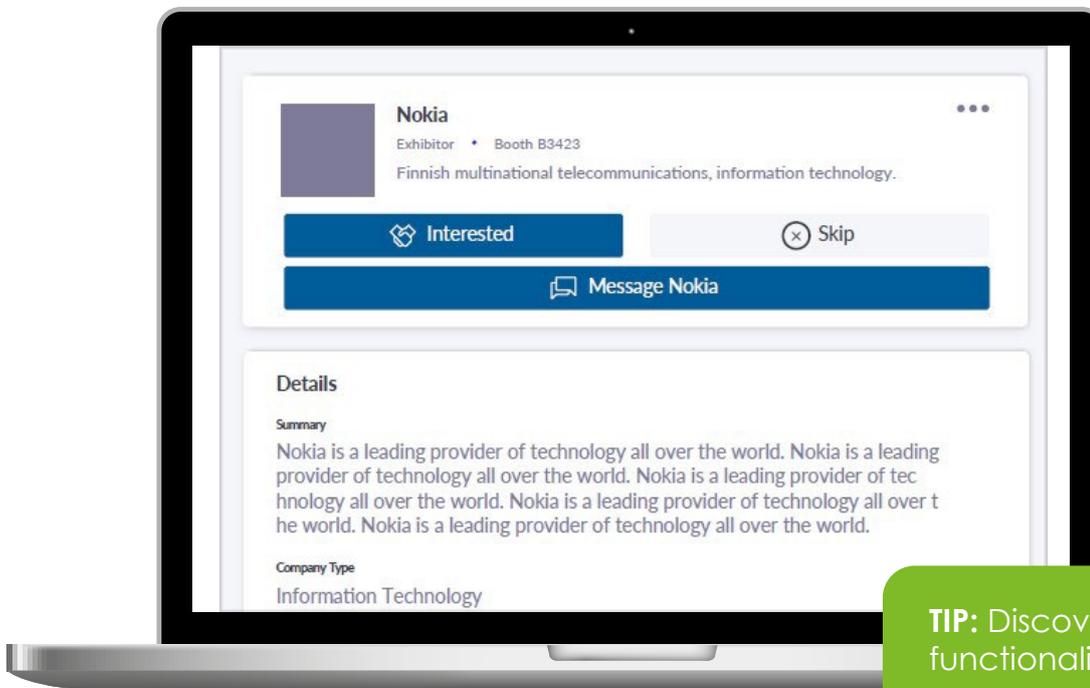
## How to set up your company profile

**Company profiles bring plenty of opportunities for companies to showcase their unique capabilities and products in a single overview. Simple to set up and easy for attendees to explore and generate inbound leads for your company.**

Once logged in to CONNECT, click on **“Teams”** on the top right hand side to access your company profile.

To make the most of your experience at Fi Europe CONNECT, please be sure to update the following:

- 1 Your company logo**  
*Adding a company logo will help define your brand.*
- 2 A headline**  
*Explain your company in 15-20 characters.*
- 3 Company description**  
*A company description is a great way to summarize everything about your company.*
- 4 Your primary business activities**  
*Choose the categories your business operates in to make it easier for attendees to find you!*



**TIP:** Discover the full functionalities of your company profile on page 10!

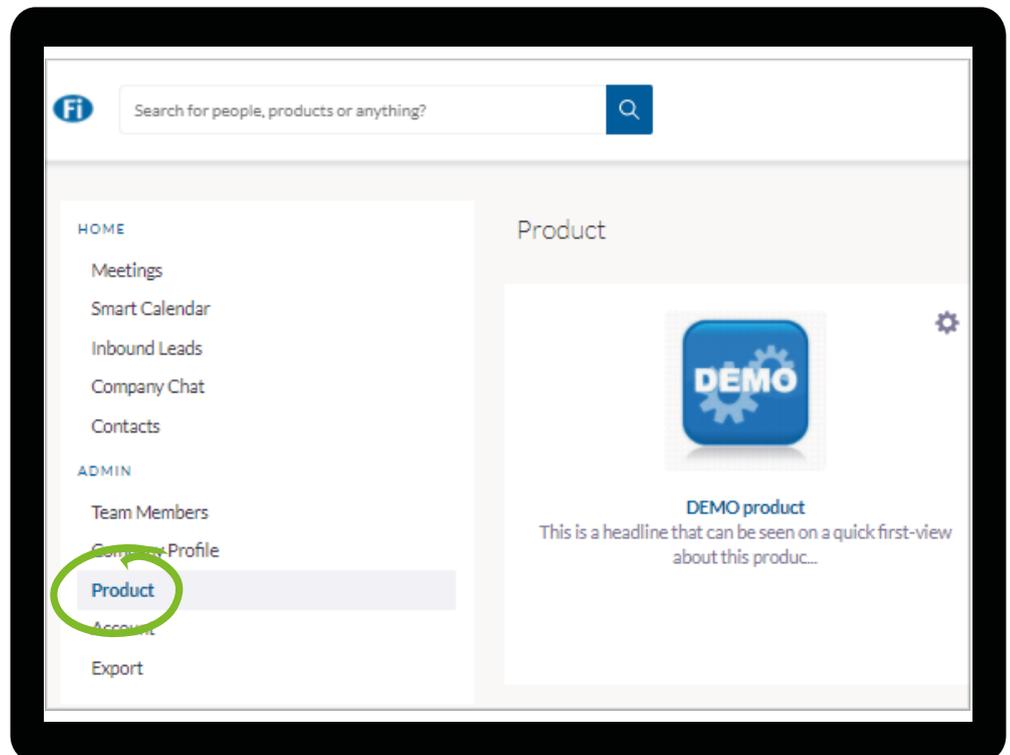
## How to upload products

**Add your Products or Services to your profile so that buyers can search for them in our Online Directory.**

Depending on your exhibitor package, you can upload 2, 10 or 50 products.

To add your products or services, click **“Teams”**, select the **“Products”** tab and fill in all the required information:

- ① Name
- ② Picture or Logo
- ③ Headline
- ④ Description
- ⑤ Product category
- ⑥ End-user category
- ⑦ Certification
- ⑧ Product collateral
- ⑨ Product website
- ⑩ Promo video



**TIP:** If you require more products, see how you can upgrade your package on page 11.

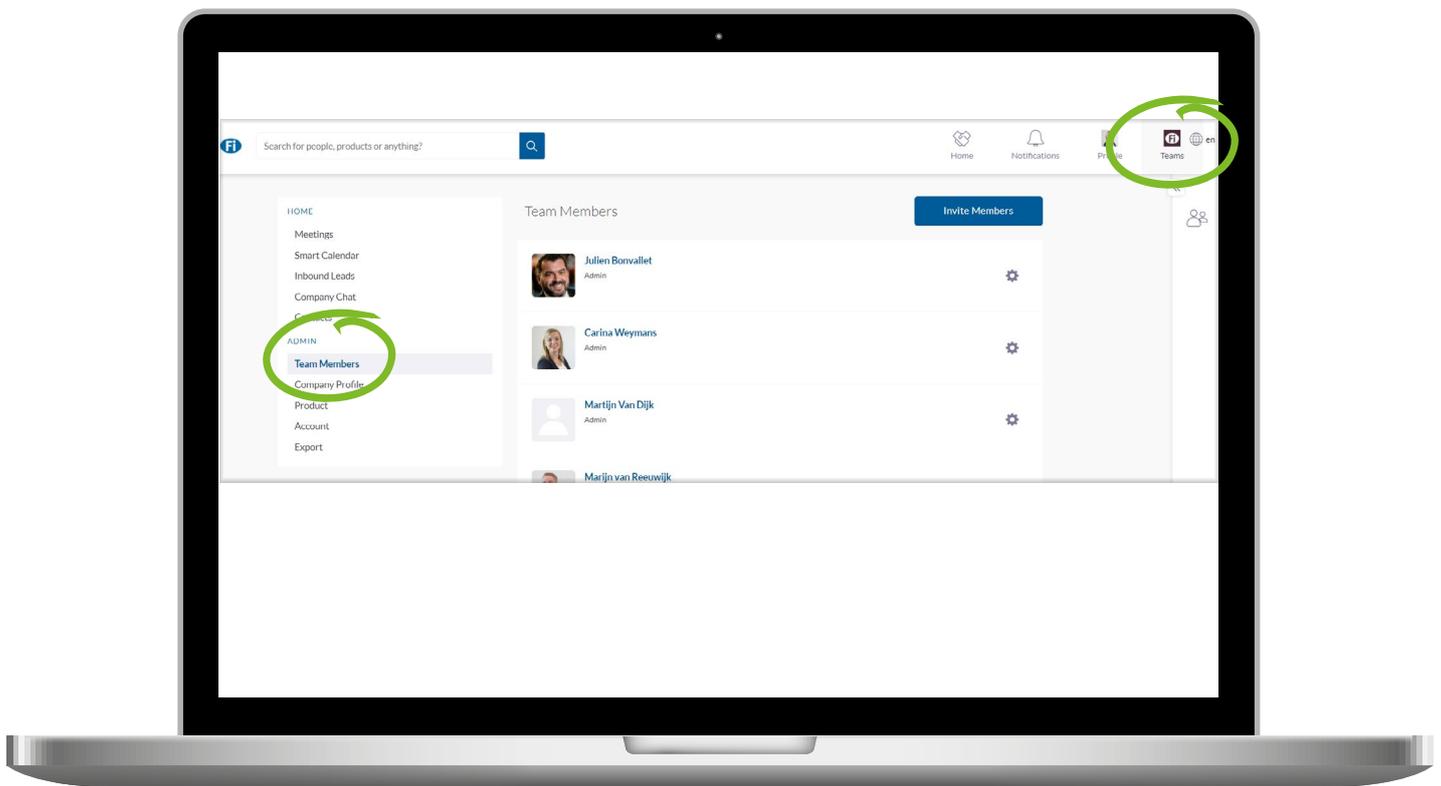
## How to add team members

**Add your team members and their information so that they appear on your supplier profile.**

Adding more team members will allow for further networking opportunities and engagement with visitors and attending exhibitors, as it increases the amount of time your company can spend meeting new people during Fi Europe CONNECT.

To add your team members, click **“Teams”** on the top right and select the **“Team members”** tab. Please fill in the fields and save the new team member.

Once invited, your colleagues will receive an e-mail to join your team. If they have not received it, you can always copy the Personal Invite Link from the Team Members page and share it directly with them.



## Networking at Fi Europe CONNECT

Connections and Meetings are a core element of a successful event experience. We've made this as easy as possible, distilling it down to just 4 simple steps to get a calendar full of meetings:

**Request**  
Get recommendations, search and scroll through lists to request meetings for a time and date that works for you.

**Accept**  
Receive incoming meeting requests via notifications or in your email and accept them to have them synced to your personal calendar.

**Join**  
Virtual Meetings can be joined 5 minutes before the scheduled start time. You can join the meeting from your email or the platform by clicking:



**Rate**  
Give anonymous feedback on your meeting with "Good", "Bad" or "Didn't Happen" and give a reason for your rating to qualify your post-event follow-ups.

**MEETING DETAILS**  
Date  
25th of February 2020  
Time  
10:30 am - 11:00 am  
Location  
Virtual Meeting Room  
Message  
Write why you would like to meet?  
**Request Meeting**

**TIP:** To make the most of your networking experience at Fi Europe CONNECT, please be sure to:

- 1 Complete your personal profile.
- 2 Complete your company profile.
- 3 Upload your company's products.
- 4 Host an Exhibitor Showcase.
- 5 Engage actively with users so that the matchmaking algorithm can learn and improve your recommendations.

## Functionalities of Fi Europe CONNECT

### Meetings:

All the meetings for you and your team members in a single overview.

### Smart calendar:

A great way to share your availability with clients, contacts and potential new business partners. Share the calendar link and let them book a meeting with you at Fi Europe CONNECT.

### Inbound leads:

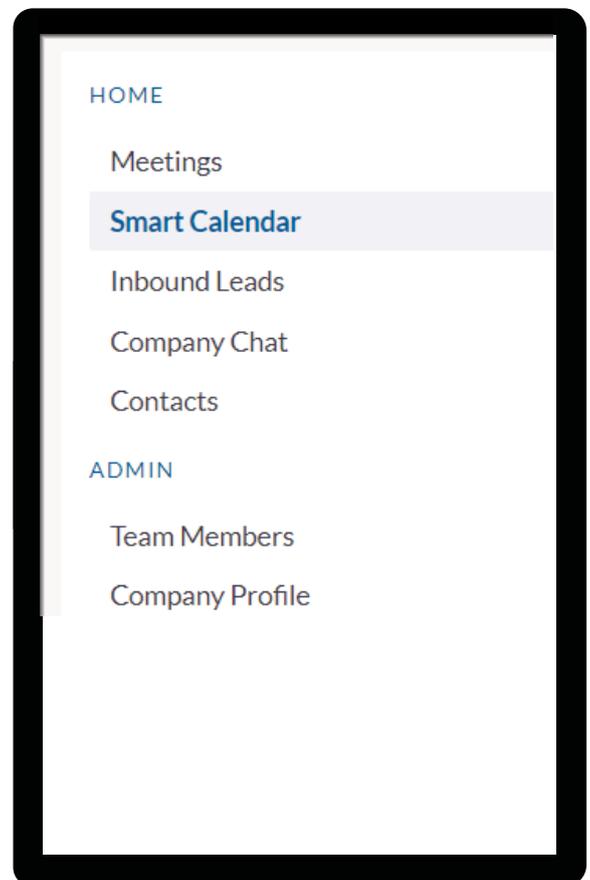
Profiles of people that have shown interest, connected or interacted with you, your team members and/or company profile. The profiles will remain on the list until you take action on them by requesting a meeting, showing interest or skipping the profile.

### Company Chat:

Event attendees can send messages directly to your Company through its profile page. Any team member can reply to these messages.

### Contacts:

The Contacts section features profiles of people that have connected or scheduled a meeting with any of your team members.



## How to upgrade your package

**To enjoy all the benefits and additional functionalities of Fi Europe CONNECT, please upgrade your package.**

To upgrade your package please get in touch with your account manager or Alex Heuff from the Fi Global Sales Team at [Alex.Heuff@informa.com](mailto:Alex.Heuff@informa.com) or +31 (0) 20 708 1633.

You can also contact our friendly Customer Service Team at:  
[FiCustomerservice@informa.com](mailto:FiCustomerservice@informa.com) or +31 (0) 20 708 1637.

## Need more help?

**For any questions or queries please don't hesitate to contact our friendly Customer Success Team.**

**Email: [FiCustomerservice@informa.com](mailto:FiCustomerservice@informa.com)**

**Phone: +31 (0)20 708 1637**

 Europe

---

CONNECT