



# MEET THE BUYER™ PROGRAM

THE INDUSTRY'S MUST-ATTEND EVENTS

SIMPLE SOLUTIONS FOR  
SUCCESSFUL BUSINESSES™

## HOW DOES IT WORK

- Two to five days in duration at different locations in US, Canada and Europe.
- Fixed schedule of meetings with 30-50 top buyers in the category.
- All preparation work and meeting execution done by experienced RetailForce Business Development team.
- Optional pre-event campaign run by RetailForce.
- Optional follow-up support including client head office meetings and presentations.
- Optional during-the-event sideline program to increase your brand/company visibility.
- Most of the programming takes place in 100% pure buyer-seller pre-scheduled meeting environment.
- Part of the programming features specialized invite-only trade shows and larger multi-category events.

## WHY PARTICIPATE ?

- All buyers in one place - they are coming to you, saving you time and money.
- Efficiency of your investment - guaranteed meetings with all participating buyers.
- Speed of entering target markets: multitude of buyers present from each market.
- Greater focus of buyers than at trade shows or even corporate offices.
- Learning, networking and relationship-building opportunities.

## PROGRAM KPIs

### Meet with category decision makers

- Meet people actually responsible for making decisions for your category - or have RetailForce experienced team execute the meetings on your behalf.

### Save time and money

- Replace scattered travel and office appointments by seeing the buyers from all channels relevant for your category buyers in one place at one time.

### Grow revenue and increase distribution

- Present new programs, displays and new/promotional items to current and prospective buyers who share your business interests.

### Build stronger relationships with buyers

- Get valuable feedback during meetings and connect with buyers outside of meetings in a relaxed and productive atmosphere: build relationships that last!

### Streamline with powerful online tools.

- Event apps and online tools facilitate program presentations, capture meeting notes and items of interest to expedite the meeting follow up process.

## How can we help?

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