



# socialwalk

## BUSINESS MATCHING KIT

## Welcome!

You are receiving this visitor kit because you will soon to be visiting a trade fair that offers a complimentary business matching service.

**Socialwalk** are partnering with the event organizer to provide online and onsite Business Matching services for you. The platform is **complimentary** and will help you automatically meet and arrange meetings with exhibitors and visitors who are right for you.

## What is Business Matching?

This **FREE** service will connect you with the **right** exhibitor or visitor amongst the thousands that are attending the event.

Once you tell us about your company, the type of products and services you are offering and the type of person you would like to meet, our automated online system will identify which who you should meet to satisfy your needs. With these recommendations, you are then free to contact the person and schedule a meeting so you can get down to business on event day.

Tell us what you are looking for and leave the rest to us.

### TOP 5 BENEFITS OF BUSINESS MATCHING

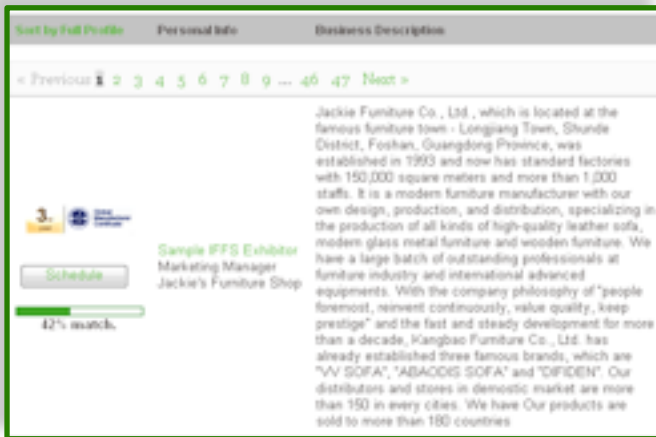
1. Let relevant people automatically find and contact you.
2. Automatically receive email recommendations on who you should meet leading up to the event.
3. Arrange meetings with relevant people before the event so you can seal the deal on the day.
4. Invite others to arrange a meeting with you and get an SMS reminder 1hr before the meeting
5. Get a free post event trade report giving you real data to justify the cost of exhibiting.



The service let's you find and connect with the perfect business partner **before, during** and **after** the event.

## How does Business Matching help me?

We know that the time leading up to an exhibition is busy - that's why we've provided this free service to help you save time and meet the customers and suppliers that are **right for you**. This means that we pair you up with others who can actually solve the problem you are having

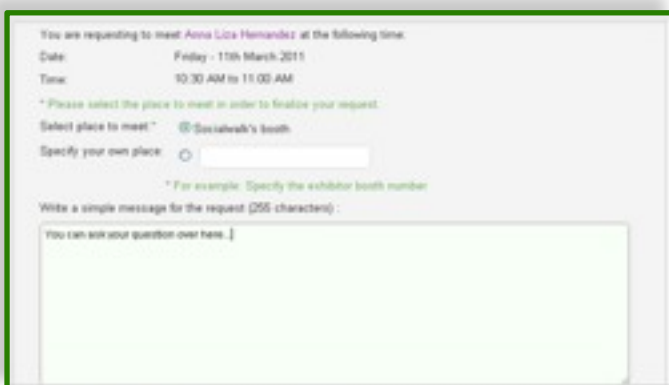


### A detailed profile

Attract others to find and contact you by completing your profile with relevant information. Socialwalk uses this information to match you up - so the more detailed and specific the information you provide, the better and more qualified your recommendations will be. Use the profile to let others understand why they should talk to you.

### Get Introduced

Socialwalk will automatically send you recommendation emails in the days leading up to the event. We take everyone's profile data and use intelligent algorithms to make sure you meet the perfect business match. You can then easily arrange a meeting with the person to seal the deal.

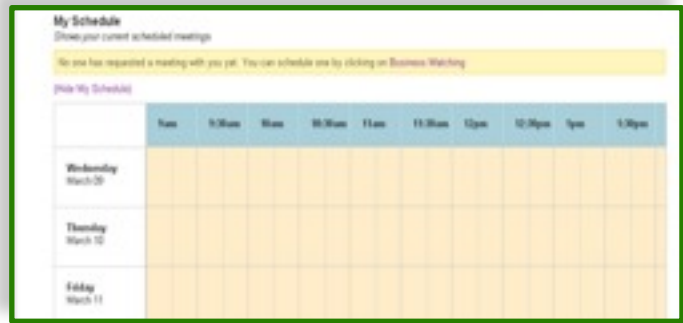


### Schedule Meetings

When a match is made, the system makes it easy to schedule a meeting. Any user can request a meeting with anyone else by clicking the SCHEDULE button. Users can send you a message and choose the time and place for the meeting to happen. Socialwalk will even send you an SMS reminder 1 hr before the meeting so you don't forget.

## Get Organized

Every person has their own unique schedule for the event. You can use this to arrange meetings with existing clients and event visitors. Plan out who you are seeing and where you should be to save time and reduce stress.



## Free Trade Report

Socialwalk will track all your meetings so you provide a measurable ROI for exhibiting. For each meeting we record details such as the nature of the meeting and also the value of any trade that happens. All you need to do is fill out your feedback form.

## The Buyer Request Service

As part of the Business Matching service, Socialwalk are also offering an innovative request service for buyers.

If you have a specific problem, or are looking for a specific product or service, Socialwalk can help. Instead of asking every exhibitor if they can help you, let our systems do the hard work.

Simply tell us what you are looking for and we will communicate this request to all exhibitors. Exhibitors will respond if they think they can solve your problem and our system will collate the results and if relevant, contact details will be exchanged.

This is a quick and valuable way to let solution providers answer your specific problems.

## How do I participate?

It's really simple! All you have to do is follow the steps below.

1. Click on the "Business Matching" button on the event website. Click "register" in the top right hand corner and enter your details.
2. Complete your profile to tell us who you are, what you have to offer and the kind of person you are looking for. Remember, the better the profile, the better the match!
3. Sit back and relax while we recommend who you should meet. You can then use the system to contact leads and schedule meetings to get down to business during the event.

4. During the event we will have an onsite Business Matching service. You can approach our friendly staff to help you identify and meet the perfect business match amongst all the visitors.
5. If you have a specific buyer request, check your pre event emails and fill out the form.

You will begin receiving matches to your email inbox 10 days before the event starts and every other day until event day. You can modify your profile before this and keep using the platform to make connections up to one year after the event.

Email [kelly@socialwalk.com](mailto:kelly@socialwalk.com) if you have any questions.

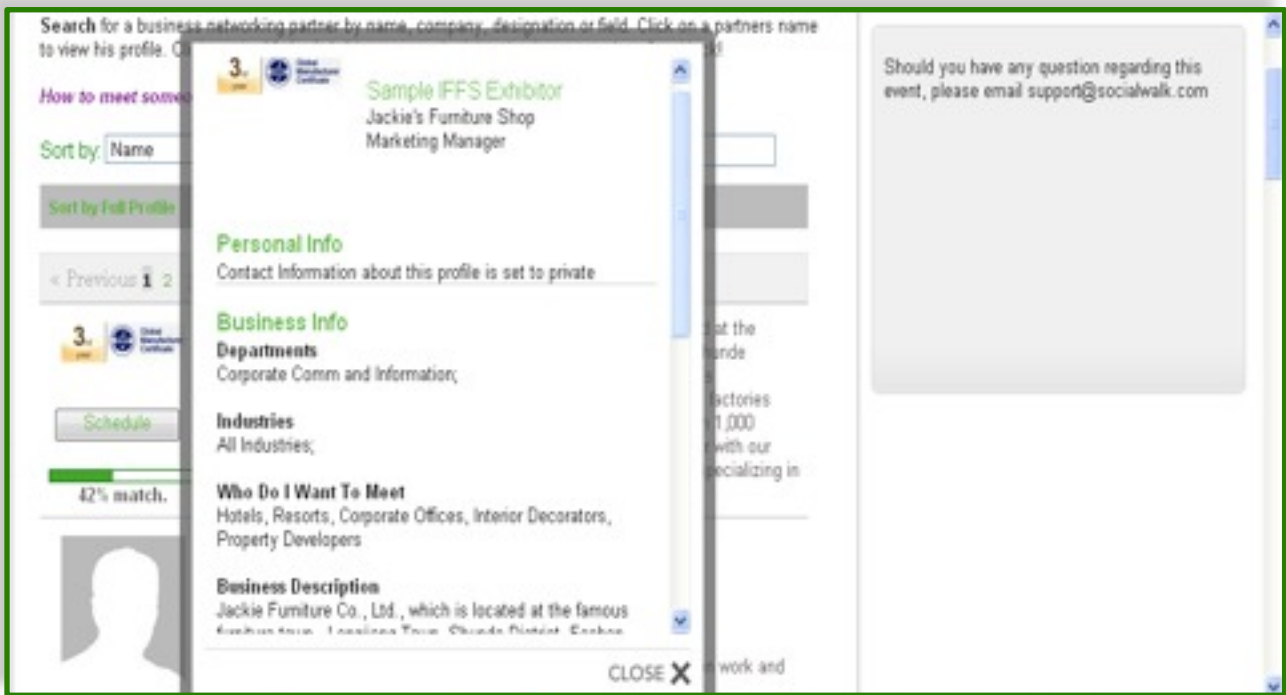
## Business Matching Tips

Our Business Matching algorithm uses your business description, who you want to meet, your industry and more to find your perfect match. The better and more informative your profile, the more likely it is that Socialwalk will find the person who is right for you.

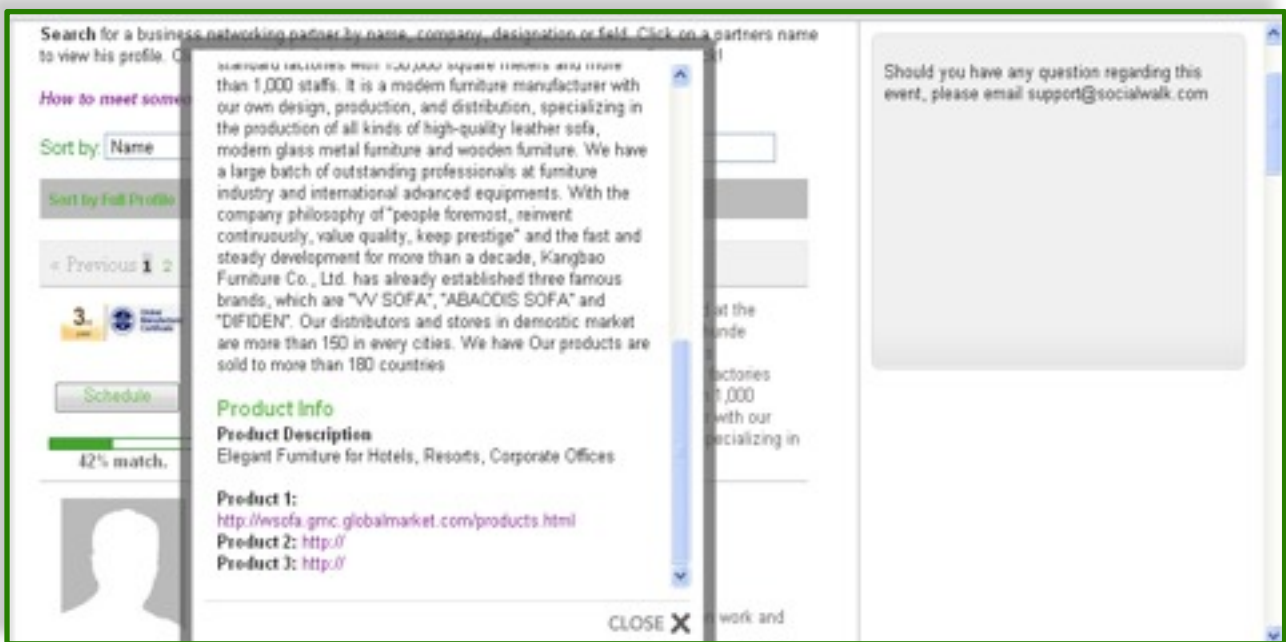
**Tip 1: Your profile will be displayed publicly. Be clear. Be informative. Be Detailed.**

The screenshot shows a web interface for business matching. At the top, there is a 'Sort by: Name' dropdown menu and a 'Sort' button. To the right is a 'Search' button and an empty search input field. Below this is a navigation bar with 'Sort by Full Profile' (highlighted in green), 'Personal Info', and 'Business Description'. A pagination bar shows '< Previous 1 2 3 4 5 6 7 8 9 ... 46 47 Next >'. The main content area displays a profile for Jackie Furniture Co., Ltd. On the left side of the profile, there is a '3rd year' badge, a 'Global Manufacturers Certificate' logo, a 'Schedule' button, and a progress bar indicating a '42% match.'. The profile text on the right describes the company's location in Longjiang Town, Shunde District, Foshan, Guangdong Province, established in 1993, with 150,000 square meters of factory space and over 1,000 staff. It specializes in high-quality leather sofas, modern glass metal furniture, and wooden furniture. The company philosophy is 'people foremost, reinvent continuously, value quality, keep prestige' and has developed for over a decade. It has established three brands: 'VV SOFA', 'ABAODIS SOFA', and 'DIFIDEN'. Products are sold in over 150 cities and to more than 180 countries.

**Tip 2: Filling up “Industries” and “Who Do I Want To Meet” allows our business matching algorithm to recommend you the perfect match.**



**Tip 3: Upload images and your website url to describe your product.**



## Success Stories



**Open Web Asia** (South Korean show held in Malaysia, 350 international delegates, 200 local delegates, 20 exhibitors)

Our business matching system was used to match exhibitors and delegates. Superceed used Socialwalk on-site business matching service to meet 5 matches. All 5 meetings were successfully converted into deals.



WALTERRHODES®

**Asia Pacific Young Business Conference** (International exhibition and conference, attended by 700 delegates and 100 exhibitors from 21 countries i.e. Middle East, Asia, Africa)

Walter Rhodes, a Shared Service Outsourcing (SSO) from Vietnam was looking for Malaysian companies who are interested to set up an office in Vietnam. It would be tough for them to reach out to individual company. We link them up with MDEC (Multimedia Development Corridor of Malaysia) which helped them connect with 16000 companies under MDEC banner. Through this link, MDEC work with them to help Malaysian technology companies venture directly into Vietnam. Walter Rhodes and MDEC were very satisfied with this match.



**International Furniture Fair Singapore 2011** (Over 500 exhibitors from 29 countries)

89% of exhibitors who have used Socialwalk business matching service, find us useful.



**SME Solutions Expo 2010** (400 exhibitors, 60000 visitors)

We manage hosted buyer program and scheduled 150 meetings between foreign buyers from India, Brunei, Indonesia with Malaysian exhibitors. RM60 million worth of trade happened in this event. This data was used by the organizer to increase media coverage and as a report to their sponsor.