BUSINESS MATCHING KIT

Matching you with the right business partners!

Benefit from online and onsite business matching service

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

Socialwalk is partnering with the event organizer to maintain and enhance your strategic capabilities, generate new business leads, clients, suppliers and acquisition targets **by connecting you with the right business partners** - before, during and after the event.

TOP 5 BENEFITS OF BUSINESS MATCHING

1. Let relevant buyers 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 buyers before the event so you can seal the deal on the day.
4. Invite potential clients to arrange a meeting with you and get a SMS reminder 1hr before the meeting
5. Get a free post event trade report giving you real data to justify the cost of exhibiting.

What is Business Matching?

With this **FREE** service, you can meet your target audience and achieve your participation objectives. You can find and connect with the **right** 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 visitors you should meet to satisfy your needs. With these recommendations, you are then free to contact the visitor and schedule a meeting so you can get down to business on event day.

How does Business Matching help me?

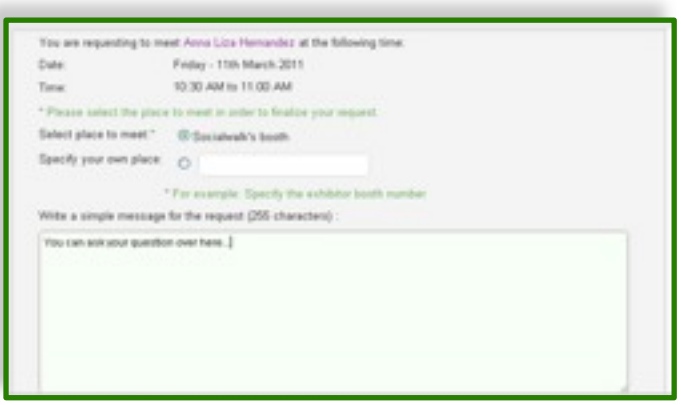
We know that the time leading up to an exhibition is busy - that's why we've provided this free service to help you save time and meet the customers that are **right for you**. This means that we pair you up with customers that actually have a problem that **you** can solve.

A detailed profile

Attract potential buyers to find and contact you by completing your profile with relevant information. Socialwalk uses this information to match you up with visitors so the more detailed and specific the information you provide, the better and more qualified your recommendations will be. Use the profile to let visitors understand why they should choose you out of all the other exhibitors.

Get Introduced

Socialwalk will automatically send you recommendation emails in the days leading up to the event. We take everyones 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.

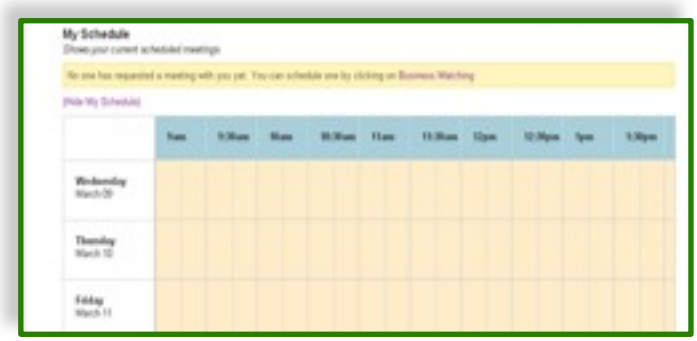


Schedule Meetings

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.

How do I participate?

It's really simple! As an exhibitor you have already been registered into the system. All you have to do is follow the steps below.

1. Check your email for the Business Matching welcome email - this contains your email and login information.

2. Click on the "Business Matching" button on the event website. Click "login" in the top right hand corner and enter your email and password.

3. 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!

4. The business matching system will automatically send you recommendation emails on who you should meet at the event. When a match is made, the system makes it easy for you to contact leads and pre-schedule meetings to take place during the event.

5. The business matching service will also be available onsite during the event. You may approach our friendly staff to help you identify and meet the ideal business match amongst all the visitors.

6. Before event and during event, visitors will fill in their requests in the "Request" form. The system will invite you to respond with your solutions. Our system will collate the results and if relevant, contact details will be exchanged.

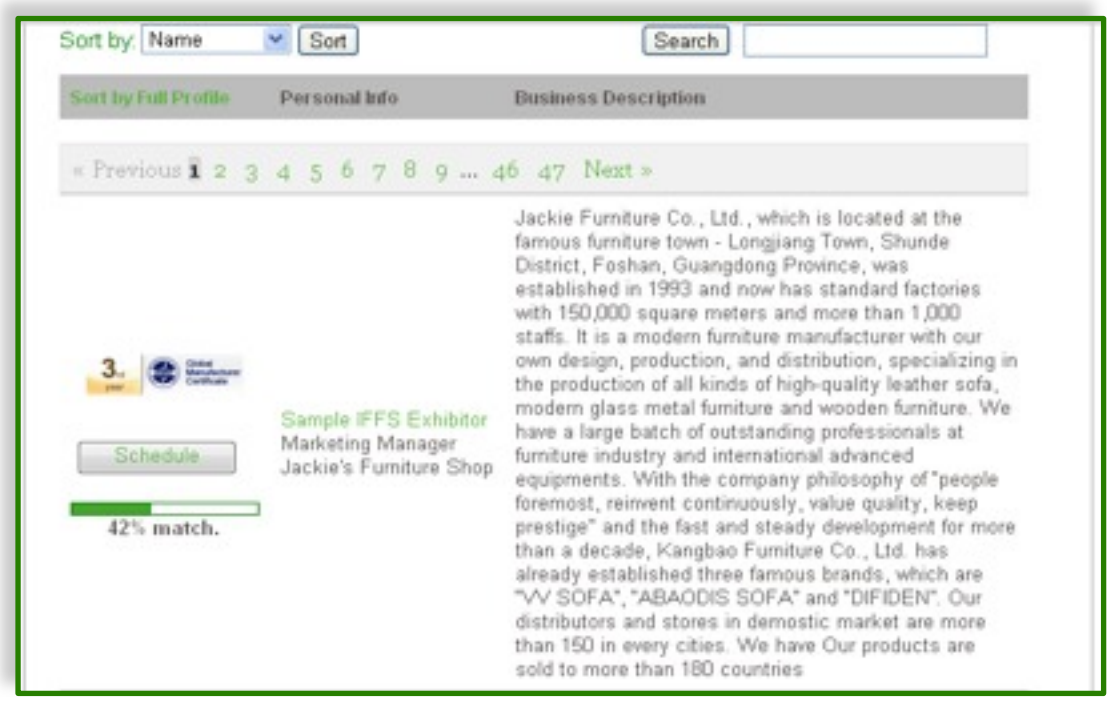
You will begin receiving matches to your email account 10 days before the event starts and every other day until event day. You can modify your profile before this and keep using the platform to make connections up to one year after the event.

Email kelly@socialwalk.com if you have any questions.

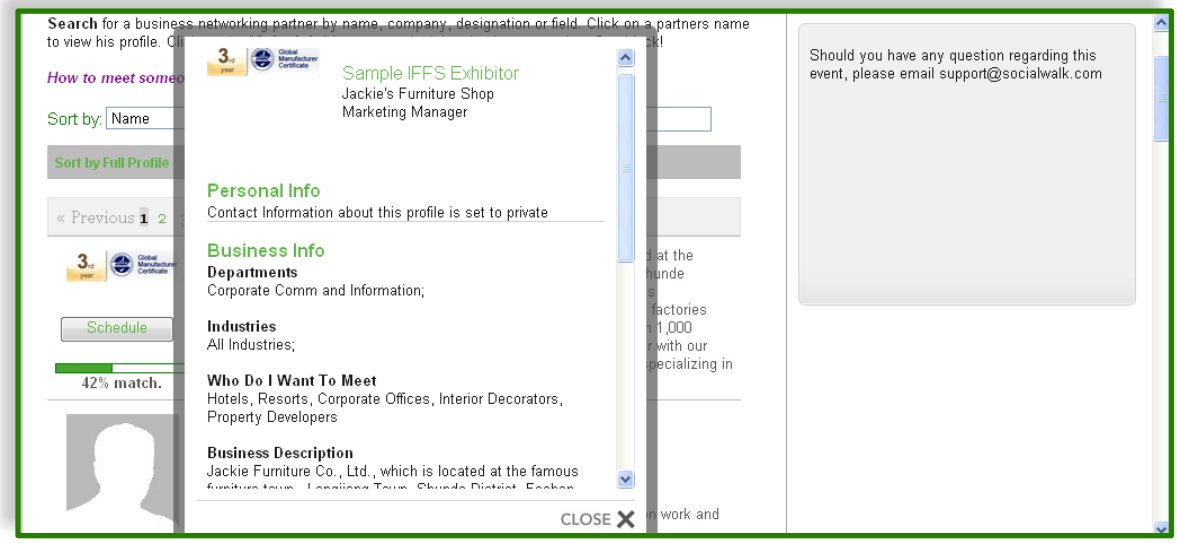
Business Matching Tips

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.



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.

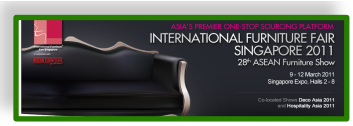
Success Stories

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.

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.