



**ATx Connect - (1:1 Meetings)**

**FREQUENTLY ASKED QUESTIONS**



## WHAT IS ATx CONNECT?

This 1:1 Meetings Program is a personalized networking service that connects exhibitors and sponsors with pre-qualified, pre-arranged meetings and event invitations at our events.

Instead of hoping the right people visit your booth, we arrange confirmed connections with decision-makers matched to your ideal customer profile, scheduled before the event even starts.

# WHAT TYPES OF MEETINGS ARE AVAILABLE?

This is brand new opportunity that is open to all exhibitors:

## **Bespoke 1:1 Meetings**

Private, pre-arranged meetings between you and individual qualified attendees

- Duration: Typically 20-30 minutes
- Location: At a dedicate area within **ATxEnterprise**
- Fully personalized to your objectives

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# HOW MANY MEETINGS OR INVITATIONS ARE INCLUDED IN A PACKAGE?

Packages are customized based on:

- Your specific objectives and target audience
- The attendee profile
- Available meeting inventory
- Your budget and timeline

We'll work with you to design the optimal mix for your goals.

**Packages are arranged in multiples of 5 ( for example: 5 / 10 / 15 meetings per package)**

# HOW DOES THE MATCHING PROCESS WORK?

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## Briefing Document

You complete a detailed questionnaire outlining:

- Your value proposition and what you're showcasing
- Ideal customer profile (company types, sectors, geography)
- Target job titles, seniority levels, and business areas
- Specific companies you'd like to meet (if any)
- Meeting objectives and success criteria

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## Personal Outreach

We conduct personalized outreach (not automated emails) to:

- Explain the meeting/event opportunity
- Confirm genuine interest
- Gather availability and preferences
- Only schedule with confirmed, interested attendees

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## Intelligent Matching

Our team uses:

- Technology to identify potential matches from the attendee database
- Sector specialists to manually review each match for commercial fit
- Your specified criteria to ensure relevance

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## Confirmation

You receive:

- Confirmed meeting schedule with attendee details
- Brief profiles of each participant
- Meeting logistics and calendar invitations (Microsoft Outlook)

# WHO WILL I BE MEETING?

You'll meet attendees who match your specified criteria, which may include:

- Job titles (e.g., CTO, Head of Procurement, VP of Operations)
- Company types (e.g., Enterprise, Start-up, Government, SME)
- Sectors (e.g., Fintech, Cybersecurity, Telecommunications)
- Geographic markets
- Specific business challenges or interests



## All attendees are:

- Registered for the event
- Pre-qualified based on your criteria
- Personally contacted and confirmed interested
- Briefed on your value proposition before the meeting

We achieve **90% meeting attendance** vs. 40-50% industry standard because every connection is confirmed and qualified.

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# CAN I REQUEST SPECIFIC COMPANIES OR INDIVIDUALS?

Yes! You can provide:

- A target list of specific companies (we recommend minimum 30)
- Wish list of individuals you'd particularly like to meet
- Competitor companies to avoid

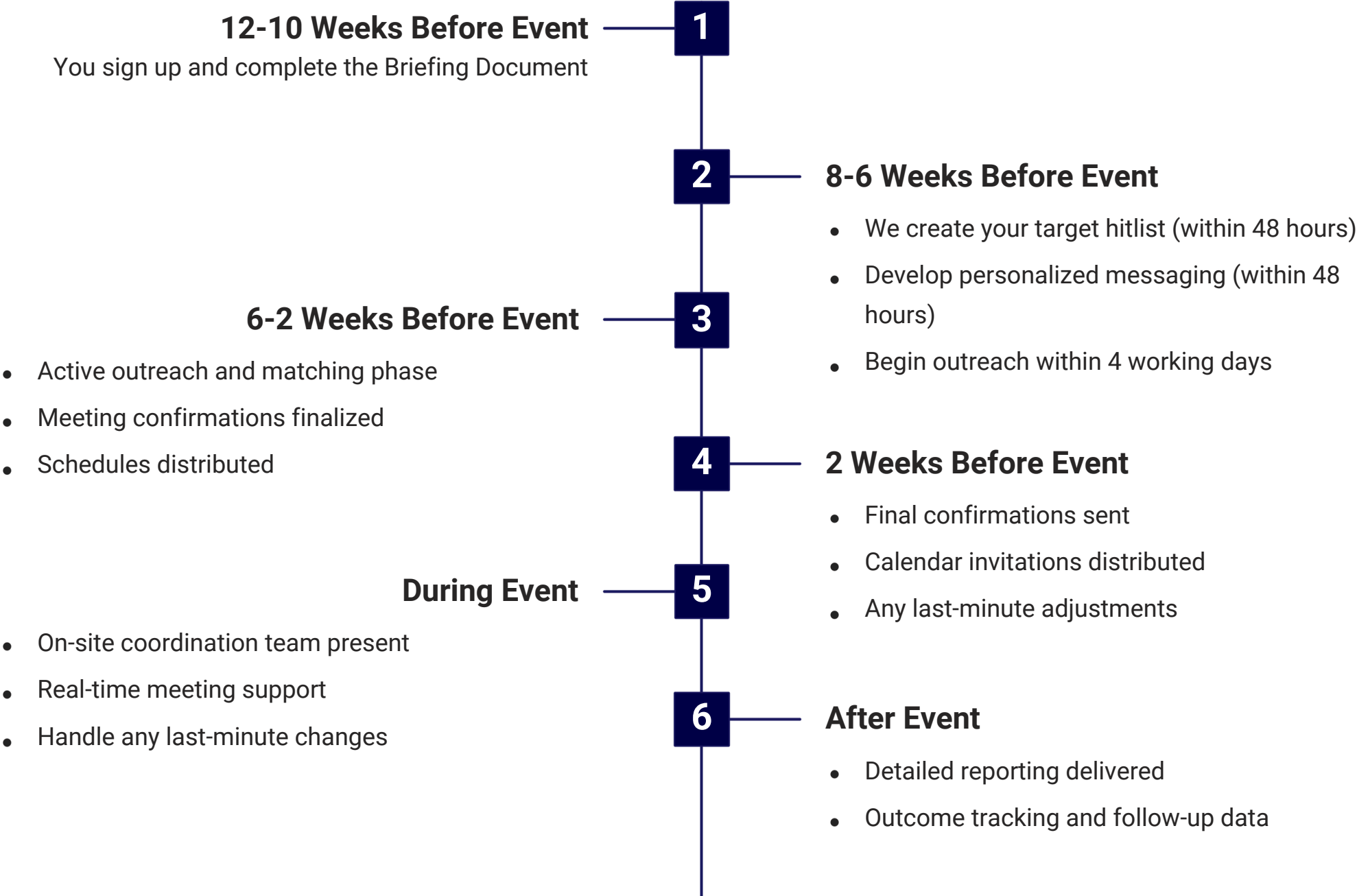
## Important:

While we'll prioritize your target list, we cannot guarantee specific individuals will:

- Be attending the event
- Be available for meetings
- Accept the meeting invitation

However, we'll match you with attendees who fit your ideal customer profile based on the criteria you provide.

# WHAT IS THE OPTIMAL TIMELINE FOR THE PROGRAM?



✓ **FOR OPTIMAL RESULTS:** We recommend to sign-up by 6-8 weeks before the event to ensure quality matching and attendee outreach.

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# HOW MUCH CONTACT WILL ATTENDEES RECEIVE?



We use reasonable commercial efforts to limit contact to **3-5 attempts per prospect** across different channels (email, LinkedIn, phone) unless otherwise agreed.

This ensures:

- Professional, non-intrusive outreach
- Respect for attendee preferences
- Quality over quantity approach
- Higher conversion rates through personalization

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# WHAT HAPPENS IF AN ATTENDEE DOESN'T SHOW UP?

While we achieve a **90% attendance rate** (far exceeding the 40-50% industry standard), no-shows can occasionally happen.

## During the event:

- Our on-site coordination team attempts immediate replacement if availability exists
- We document no-shows for post-event reporting

## Post-event:

- All no-shows are documented in your final report
- We can facilitate follow-up introductions where appropriate
- This data informs future event improvements

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# WHAT WILL I RECEIVE AFTER THE EVENT?

## Detailed Post-Event Report including:

- Complete meeting log (who attended, roles, companies)
- Meeting outcomes and engagement levels
- Attendee profiles and contact details
- Recommendations for next event you can report to leadership

**90%**

**Meeting attendance rate**

**73%**

**Follow-up discussion rate**

**100%**

**Measurable ROI data**

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# HOW IS THIS DIFFERENT FROM GENERIC MEETING PLATFORMS?

## Generic Platforms:

- Algorithm-only matching (keyword-based)
- Both sides use the platform (exhibitors AND attendees contact each other)
- 40-50% meeting attendance rates
- Automated, impersonal outreach
- One-size-fits-all approach

## Meeting Services Program:

- Human-curated matching by sector specialists
- 90% meeting attendance rates
- Personal, professional outreach
- Customized to your specific event and objectives
- Full-service delivery from briefing to reporting
- On-site support throughout the event

# WHAT INFORMATION DO I NEED TO PROVIDE?

You'll complete our **Briefing Document** which captures:

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## General Information

- Main point of contact
- Team members attending the event
- Meeting location preferences

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## Value Proposition

- What you're showcasing/selling (300-500 words)
- Unique selling points
- Why prospects should be interested
- Challenges you solve
- Marketing materials (presentation, website, whitepapers)

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## Target Companies

- Specific company list (we recommend minimum 30)
- Company types/sectors you want to reach
- Geographic preferences

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## Target Audience

- Job titles and personas
- Business areas (e.g., IT, Procurement, Strategy)
- Seniority levels
- Decision-making authority

The Briefing Document typically takes **45-60 minutes to complete** during a consultation call with our team.

# HOW DO I GET STARTED?



## Express Interest

Contact us or complete the enquiry form in the exhibitor portal



## Consultation Call

We'll schedule a brief call to:

- Understand your objectives
- Recommend package options
- Answer any specific questions
- Provide pricing



## Sign Up

Confirm your package and complete payment



## Briefing Session

Complete the Briefing Document with your Account Manager (45-60 minutes)



## We Handle Everything

Matching, outreach, scheduling, coordination, and reporting—all managed for you



## Meet Qualified Buyers

Attend your pre-arranged meetings and events during the show



## Receive Results

Get detailed post-event reporting and follow-up tracking