



NETWORKING PLAYBOOK

GET THE MOST VALUE OUT OF YOUR INTERACTIONS AT **ISA23**

Networking Opportunities

NEW AT ISA23

PRE EVENT WORKSHOPS

2 interactive bootcamp offerings held prior to the kickoff of ISA23: Industrial Sales & Marketing and Next Gen Talent Acquisition.

CHARITY GOLF OUTING

Join us on Day 1 for a morning of golf at the beautiful Lookout Mountain Golf Club, followed by an afternoon reception and awards. *A portion of the proceeds will be donated to the Special Olympics of Arizona.*

CHARITY 5K FUN RUN / WALK

Join fellow joggers bright and early on Day 2! *A portion of the proceeds will be donated to the Special Olympics of Arizona.*

**AT ISA23 WE BRING THE
CHANNEL TOGETHER
TO INTERACT IN
VARIOUS WAYS**

EXHIBIT HALL PASSPORT GAME

Complete a scavenger hunt, have great conversations, and be entered into a raffle for a GRAND PRIZE. Let the competition begin!

LUNCH NETWORKING

We are trying something new during lunch on Wednesday, April 18 by assigning lunch tables. The goal is to provide an additional networking opportunity for ISA23 attendees to connect with new ISA member companies. We encourage everyone to **opt-in** during online registration and take part in this unique engagement activity. **Participants will be provided an upgraded lunch offering.** Forming new connections and engaging with peers strengthens the Industrial Channel and serves as a benefit to all!

RECEPTIONS

WELCOME RECEPTION

We are BACK and ready for some FUN! Food stations, themed areas & open bar!

IMR RECEPTION

Connect with friends old and new while enjoying an open beer & wine bar.

WOMEN IN INDUSTRY RECEPTION

Mix & mingle with old friends and make new connections as you enjoy an open bar & passed hors d'oeuvres.

FIRST TIMERS MEET & GREET

All welcome! Grab a cocktail right on the show floor at the conclusion of exhibiting on Day 2. Be on the lookout for first timer yellow badge ribbons. Introduce yourself, engage and welcome first time attendees!

EXHIBIT HALL FLOOR

ENHANCED MEETING SCHEDULER

Ability to schedule timeslots that best fit your needs!

- 15 minutes, best for prospecting
- 30 minutes, best for established relationships

NETWORKING LOUNGE

Centered in the middle of the exhibit hall, a great place for attendees to mingle and make connections. Lounge will include:

- Coffee bar & drink station
- Golf simulator experience
- ISA LIVE set

Strategize for Networking Opportunities

How to Best Prepare

- Hold an internal meeting to discuss strategy / objectives for the event as a whole
- Obtain ISA company attendee list (released 8 weeks prior to the event)
- After obtaining the company attendee list, determine appropriate level of leadership attendance needed to accomplish goals / objectives
- Review company attendee list to determine network meeting potential:
 - Existing relationships
 - Prospecting
- Existing Relationships:
 - Send list to internal stakeholders for information including: Current situation, engagement, projects, SWOT, training needs
- Prospecting:
 - Preliminary research, send list to internal stakeholders for interest / opportunity
- Pull reports for other data points
- Download appointment scheduling tool (released 4 - 6 weeks prior to the event)



Tips

- Consider coming prepared with a booklet that includes important information to drive constructive conversations.
- Pre-print your appointment schedule to stay on time.

Try reaching out pre-event. Help everyone come to the meeting well equipped by sending a high level agenda for the meeting to keep everyone focused.

I'm a Manufacturer

Recommended Discussion Points for Private Meetings



EXISTING RELATIONSHIP

- YTD Sales Performance Dashboards
- Feedback from Field Sales: SWOT
- Corporate Updates: Sales team coverage, value package, trainings, promotions, new products
- Key marketing initiatives



PROSPECTING

- Short Value Proposition
- Product innovation
- Markets you serve
- Differentiators
- Sales team coverage
- ERP System capabilities
- Growth objectives



Tips

- Research prospects pre-event: Location / area covered, competitive line.
- At the end of a meeting, conclude with a clear understanding of who is going to communicate what and to whom, make sure next steps are clearly defined.

I'm a Distributor

Recommended Discussion Points for Private Meetings



EXISTING RELATIONSHIP

- Current Status
- SWOT
- Pipeline
- Spend Review
- Projections
- Market conditions relevant to product availability
- Follow-up
- Other topics as needed



PROSPECTING

- Requirements
- Current category overlap
- Potential (GAP Analysis)
- Potential relationship strategy
- Expectations
- Next steps



Tip

Research prospects prior to scheduling meeting.

I'm an IMR

Recommended Discussion Points for Private Meetings



EXISTING RELATIONSHIP (DISTRIBUTOR)

- Top Principals
- SWOT
- Top Growing SKUs
- Outstanding Issues
- Available Resources
- Training Capabilities

EXISTING RELATIONSHIP (MANUFACTURER)

- SWOT
- Sales Projection
- Top Distributors / End Users
- Top Growing Accounts
- Next Quarter Goals
- Needed Resources



PROSPECTING (DISTRIBUTOR)

- Current Needs
- Training
- Inventory Management
- National & regional conventions / expos & open houses
- Tech info / Recommendations

PROSPECTING (MANUFACTURER)

- Expectations
- Geographical Territories
- Competitive Landscape
- Principals relationship with other IMR's (Previous & Current)
- House Accounts

I'm a Service Provider

Recommended Discussion Points for Private Meetings



EXISTING RELATIONSHIP

- Current state
- Challenges
- Problems that need solved
- SWOT
- New Innovations



PROSPECTING

- Current state
- ERP System
- Determine decision makers / stakeholders
- Potential areas of fit
- Arrange for follow up



Tip

In some cases ISA Members may not be on the ERP (software) that integrates with the service provider's software. Consider reaching out to a re-seller that sells both your solution and the ERP and have them join you in your booth.

I'm a First Time Attendee

Onsite tips

- OPT-IN during online registration to secure your spot at the day 3 networking lunch. This is a great opportunity to connect with peers in the channel.
- Attend the First Timers Meet & Greet immediately following exhibiting hours on day 2.
- Download the ISA23 event app (released approx. 4 weeks prior to the event) to stay on track with the daily schedule.
- Volunteer at the charity golf outing or 5K fun / run. This is a great way to meet new people! Interested in learning more? Contact Destani Barr, Director of Events @ dbarr@isapartners.org.



Tip

Wear your first timer's badge ribbon loud and proud! Yellow ribbons will be handed out at the onsite registration desk, all attendees are encouraged to introduce themselves and engage with first time attendees.



**IS WHERE BUSINESS
GETS DONE.**