

Top Tips for Suppliers Attending HOTE C Design

The HOTE C format is a simple and effective way to do business with a select group of top industry buyers. Some of you have attended HOTE C several times and are familiar with the format but many are new to the concept. We hope you find these tips useful.

BEFORE HOTE C -

1. Adhere to the Event Deadlines

This will ensure that you are well prepared for the event and that any special requirements you have are met. If you are unsure about anything, please ask us.

2. Maximize your Sales Opportunities

Be sure your profile within the appointment system is completed accurately. Your company profile will be read by buyers when choosing their meetings and will also be printed in the directory which buyers use as a resource manual throughout the year.

3. Research the Buyers

Get to know the buyers attending HOTE C by reading their profiles within the appointment system. In particular, make sure they are interested in meeting suppliers from your category. Try to look up their websites to be as knowledgeable about the companies you will be meeting at HOTE C as possible. Buyers tell us that it really impresses them when a supplier has done their homework and done their research prior to the meetings.

4. Meetings Preparation

Prepare for each meeting with a list of questions you'd like to ask each buyer. The key is to establish where there is a connection between your products and/ or services and the buyer's needs. In this respect, be prepared to just focus. Don't spend time talking through activities that may be of no interest to the buyer. Be a good questioner and listener rather than a pure salesperson. The discussion may range from broad strategic to detailed specific so be prepared to talk strategically about the development of your company and future activities.

Use PowerPoint sparingly. Sometimes it is unavoidable but remember most of the buyers will sit through a minimum of 20 meetings, so it can become a little tiresome, particularly in the final sessions. Qualify what they are looking for and, if you have a PowerPoint, flip straight through to the salient points that can drive home your proposition.

5. What to Bring to HOTEC

Bring or send enough materials for your meetings. A display book is better than a laptop as it does not need charging. However, if you have something that is very visual and involves movement that can only be demonstrated properly via video, then obviously a laptop is the best option. Make sure you bring an adequate supply of business cards (a common oversight!). If you wish to give the buyers samples, it is best if you send these to their offices after HOTEC, so they do not have excess baggage to take back with them.

6. Find a HOTEC Buddy

If this is your first time to HOTEC and you are unsure about how to get the most out of the event, please let us know and we can introduce you to someone who has been to the event before and can help you along the way. On the other hand, if you have attended previously perhaps you might volunteer to be a HOTEC buddy for a new attendee.

AT HOTEC -

7. One-to-one Meetings and Program Participation

Every part of the program has been designed to give you maximum networking opportunities. So please ensure that you are punctual at all times and participate in the full program. The one-to-one meetings will be managed by a timekeeper who will announce the beginning and end of each meeting so please listen for these announcements. We can also schedule additional meetings for you with buyers who have available appointments at an additional cost. To inquire come by the HOTEC Hospitality Desk once you've received your finalized schedule.

8. Network with the Buyers

During the breakfasts, lunches, and receptions make sure that you sit next to different delegates. Target key people you want to meet, with whom you don't have one-to-one meetings. Buyer and supplier name badges are color-coded so that it is easy for you to tell who is a buyer. Photos of all delegates are included in the directory, so you can easily identify people at the event. We are also onsite at all times to assist with introductions as needed.

9. Networking with Your Peers

By networking with one another, suppliers get to share market knowledge, experiences, and contacts, thus forming key relationships which can prove very worthwhile in the future.



10. Have Fun

We are sure that you will make many new and long-lasting business relationships and friendships with many of the delegates at the event.

AFTER HOTE C -

11. Follow Up

Previous suppliers, who had great success from HOTE C, have indicated that the best way to follow up with the buyers is not to call or e-mail them immediately after the event, but to allow some time for them to catch up on their work. In addition, if the buyers do not respond right away, keep following up. We have specifically asked the buyers to be honest and tell you if they have interest or not. This way you can spend time serving those with the most interest in taking discussions further.