

**SLOW
WINE FAIR**



**BOLOGNA FIERE
FEBRUARY 26-28, 2023**

**The international
exhibition for good,
clean and fair wine**

organized by



concept by



Slow Food®

with the Patronage of



with the support of



EXHIBITORS' GUIDE TO B2MATCH

SANA SLOW WINE FAIR 2023



WHY B2MATCH?

- **Flexible Tool** that allows to organize face to face meetings
- All the Participants' data registered to Slow Wine 2023 and involved in the matching will be included on the platform
- Chance to create your own company page, uploading your products description and images
- Filters to better search and organize meetings with Professional Visitors
- The platform will be available in both italian and english language



THE MARKETPLACE

- Participants can create their profile listing details and information, also including images or video for products, services or special request
- Participants can browse, evaluate and select potential partner profiles to invite them



B2MATCH – MEETINGS & NETWORKING

- Professional visitors and exhibitors communicate directly, organize and plan meetings with each other during the booking phase and the event
- Exhibitors will be divided into categories in order to help both professional visitors and exhibitors during the matching
- Participants can send messages and request meetings to all the potential partner profiles for which they are interested in
- BolognaFiere will monitor on a daily basis the progress of registration, booking and meetings, so that to solve possible problematic cases (no show, meeting shifts, etc)



B2MATCH – HOW IT WILL WORK?

The Slow Wine 2023 Matchmaking session is organized in three steps:

- 1) Registration: exhibitors enrolled to Slow Wine 2023 can register directly on the platform upon the invitation of BolognaFiere; from February 6th it is possible to consult the participants' list and to send messages to interested profiles
- 2) Booking: from from February 6th till the last day of the event, it will be possible to book and organize meetings (request, confirm, reschedule or delete them)
- 3) Meeting session: February 26th, 27th and 28th the meetings planned through the platform will take place in presence at the **Exhibitors booths**



REGISTRATION PROCESS

On the dedicated page of SLOW WINE website you can find the link to SANA SLOW WINE 2023 of B2Match <https://slow-wine-fair-2023.b2match.io/>

On the landing page it is possible to **register** or **log in**

By clicking on **Register** you can access the page where you can create a new account



B2MATCH – 1st STEP: REGISTRATION

The exhibitor has to create an account by using his email address (where he will receive all the meeting requests) and to set up his personal password.

Registration

Choose how to proceed and start signing up for the event.

[Continue with LinkedIn](#)

[Continue with Google](#)

or

[Continue with Email](#)

b2match



B2MATCH – 1st STEP: REGISTRATION

EXHIBITOR PROFILE

When creating his own profile on B2MATCH, the exhibitors needs to fill up his name and surname and then to select the category to which he belongs to.

Afterwards, by selecting **Exhibitor** you will be able to send and receive meeting requests from **Professional Visitors**

Participant Type *

Participation Types are used to group participants by type in order to distinguish them in the system and to apply booking rules (Examples: start-up cannot book investor; buyer can only book seller, exhibitor can only book visitor).

Please select

Please select

Exhibitor

Professional Visitor



B2MATCH – 1st STEP: REGISTRATION

EXHIBITOR PROFILE

Participant's personal informations: phone number and company position are required.

Please note that those informations will not be seen by any other participants, but they will be used by BolognaFiere to contact you in case of need

Personal Information	
	JOB POSITION <input type="text"/>
	PHONE <input type="text"/>



B2MATCH – 1st STEP: REGISTRATION

EXHIBITOR PROFILE

Company Informations

When creating your profile you will be requested to add some information in order to give a presentation of your company: the process is quick, but we suggest to be as accurate as possible, because these details will be visible to the Professional Visitors of Slow Wine 2023 (who will use these details to decide whether to ask for or to accept a meeting or not)



B2MATCH – 1st STEP: REGISTRATION

EXHIBITOR PROFILE

CONNECTED PROFILES

It's possible to connect multiple exhibitor profiles of the same company.

Simply select the suggested business name when typing.

By selecting the suggested name the profiles will then be linked and the company information will be filled in automatically. In addition, the information entered by the two profiles (marketplace etc.) will both be uploaded into a single company profile.

A screenshot of the B2MATCH registration form. The form is titled "Organization Information" and has a subtitle "Participant's organization details." It contains several fields: "ORGANIZATION NAME" with a dropdown menu showing "Le chalet sauvage" and "Please select"; "WEBSITE" with a text input field containing "http://"; and "ORGANIZATION DESCRIPTION" with a text input field.



B2MATCH – 1st STEP: REGISTRATION

EXHIBITOR PROFILE

In this section it is possible:

- to add the company's informations
- to add the owned certifications
- to write a short description of the activity

As a suggestion, you could add some references to your business, or your company logo

Organisation Information

ORGANISATION NAME *

ORGANISATION TYPE *

PHONE NUMBER

WEBSITE

ORGANISATION DESCRIPTION *

Write a short description about what your organisation does.

ORGANISATION LOGO

Upload your organisation's logo. It will be visible in your profile.

LINKEDIN

FACEBOOK

TWITTER



B2MATCH – 1st STEP: REGISTRATION

EXHIBITOR PROFILE

Areas of activity

In this section you need to highlight the categories of products your company offers;
The category of products is a parameter / Active filters for matchmaking research.

Areas of Activity *

Areas of Activity help us categorize what you do and offer or what you are searching for. This makes it easier for other participants to find you and makes your profile more expressive.

Please select areas of activity that suit your profile.

PRODUCTS

Wine Spirits and Amari

COMPANY CERTIFICATIONS

Certified Organic Certified Biodynamic Conventional Other

TYPE

Red White Rose Sparkling White Sparkling Red Sparkling Rose Sweet

Orange



B2MATCH – 1st STEP: REGISTRATION

EXHIBITOR PROFILE

Meetings' Location

During the registration phase, the Exhibitor needs to write his booth number in the appropriate box, so that the Professional Visitors can easily find him

Custom Questions

Additional information needed during the participant's registration.

DO YOU WANT TO MANAGE THE MEETINGS AT YOUR BOOTH? IF YES, PLEASE WRITE YOUR BOOTH NUMBER HERE

In case you want to manage your meetings in a private booth, please add your booth number below. Don't know your booth number yet? Please insert "booth", so that the organizers know that they need to assign you one.

Yes, hall 28 booth 33



B2MATCH – 1st STEP: REGISTRATION

EXHIBITOR PROFILE

MARKETPLACE

As a further chance in this area you can mark some specific products you offer by posting the description or the picture of it.

You can highlight the new products and the best-selling

It is very important to upload every wine that will be presented during the event



B2MATCH – 1st STEP: REGISTRATION

EXHIBITOR PROFILE

MARKETPLACE

DESCRIPTION AND KEYWORDS

For each wine it is necessary to fill in a full description of its characteristics.

The name of the products will be inserted in the “title” tab, while a brief description together with the wine details, year, type and vineyard will be filled in the description section.




PLEASE NOTE that these information will be selected also through the keywords, that will be used as filter during the Professional Visitors researches.

G Gargavini

TITOLO *

Name of the Wine/Nome del Vino

DESCRIZIONE *

B I   

1. Wine District/Regione Vinicola:
2. Type of Wine/Tipologia di Vino:
3. Year/Annata:
4. Grape Variety/Vitigno:
5. Classification/Classificazione:
6. Certification/Certificazione:
7. Aged in/Affinamento:
8. Tasting Notes/Note Organolettiche:
9. Brief Description/Breve Descrizione:



B2MATCH – 1st STEP: REGISTRATION

EXHIBITOR PROFILE

THE MARKETPLACE

Fill out the product sheet; besides the products description, you can mark the type of collaboration you are searching for (es. Distributor, Big Retailer, etc).

Choose the keywords for your products. Once buyer and retailers will select for the same words during the research your products will be seen.



B2MATCH – 1st STEP: REGISTRATION

EXHIBITOR PROFILE

TIME AVAILABILITY

The exhibitor can decide if attending all the meeting sessions or just some of them.

By clicking on Agenda he can add the sessions when he will be available

Monday, February 27, 2023		
10:30 - 13:00	Session	<input type="checkbox"/> Remove
14:00 - 17:30	Session	<input checked="" type="checkbox"/> Remove

Tuesday, February 28, 2023		
10:30 - 13:00	Session	<input checked="" type="checkbox"/> Remove
14:00 - 15:30	Session	<input checked="" type="checkbox"/> Remove



B2MATCH – 1st STEP: REGISTRATION

EXHIBITOR PROFILE

With his own credentials, the exhibitor can view and edit his profile any time by

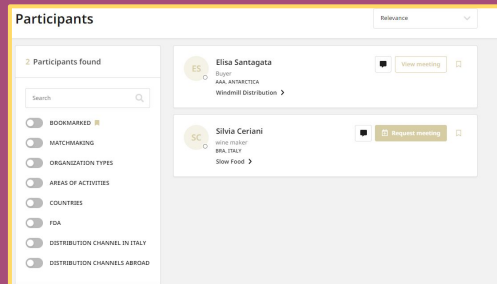
- updating it (OVERVIEW)
- adding new activities and new products (MARKETPLACE)
- changing the date and hour of his meeting (AGENDA)



B2MATCH – 2nd STEP: BOOKING A MEETING

BOOKING A MEETING

The procedure is easy: by clicking on the visitor's name, it is possible to see all the detailed informations of the company, send a message and request a meeting





B2MATCH – 2nd STEP: BOOKING A MEETING

BOOKING A MEETING

The invited person will receive an email containing the option of accepting the invitation.

The invited person can check the company information available on the profile and decide whether to accept or refuse the invitation.

The decision will appear through a message in the B2Match messages area



B2MATCH – 2nd STEP: BOOKING A MEETING

BOOKING A MEETING

It will be possible to book meetings as long as there will be free meeting time slots (20 minutes each) in the participants' availability.

Please note that the platform can display available meetings only if the buyer and the exhibitor **share at least one session** (if this condition is not satisfied the meeting cannot be booked, but it will be possible to send a message to the person through the process previously showed).

It is very important to **CONFIRM** the meetings: only the confirmed ones can be included in the visitor's and exhibitor's calendar.



**SLOW
WINE FAIR**



BOLOGNA FIERE
FEBRUARY 26-28, 2023

The international
exhibition for good,
clean and fair wine

organized by



concept by



Slow Food®

with the Patrocinio of



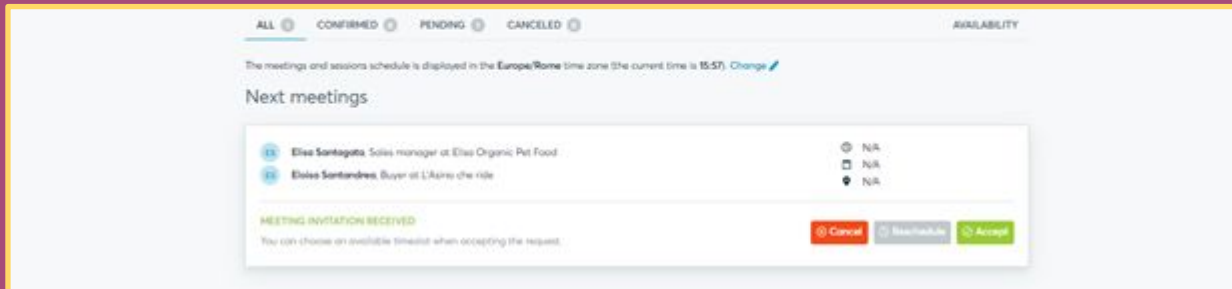
with the support of



B2MATCH – 2nd STEP: BOOKING A MEETING

HOW TO ACCEPT A MEETING REQUEST

The person who has been invited can accept or refuse the invitation on the **Meeting area**





B2MATCH – 2nd STEP: BOOKING A MEETING

CHOOSING THE TIME SLOT

By clicking the Accept option a time table will be displayed, and the invited person can choose the preferred time slot for the meeting.

Accept meeting ×

GG

Gianpiero Ghinocchi
Gargavini

SUNDAY, FEBRUARY 26, 2023			
<input checked="" type="checkbox"/> 14:00	<input type="checkbox"/> 14:20	<input type="checkbox"/> 14:40	<input type="checkbox"/> 15:00
<input type="checkbox"/> 15:20	<input type="checkbox"/> 15:40	<input type="checkbox"/> 16:00	<input type="checkbox"/> 16:20
<input type="checkbox"/> 16:40	<input type="checkbox"/> 17:00	<input type="checkbox"/> 17:20	<input type="checkbox"/> 17:40
<input type="checkbox"/> 18:00			
MONDAY, FEBRUARY 27, 2023			
<input type="checkbox"/> 10:30	<input type="checkbox"/> 10:50	<input type="checkbox"/> 11:10	<input type="checkbox"/> 11:30
<input type="checkbox"/> 11:50	<input type="checkbox"/> 12:10	<input type="checkbox"/> 12:30	
TUESDAY, FEBRUARY 28, 2023			
<input type="checkbox"/> 10:30	<input type="checkbox"/> 10:50	<input type="checkbox"/> 11:10	<input type="checkbox"/> 11:30
<input type="checkbox"/> 11:50	<input type="checkbox"/> 12:10	<input type="checkbox"/> 12:30	

Confirm time



B2MATCH – 2nd STEP: BOOKING A MEETING

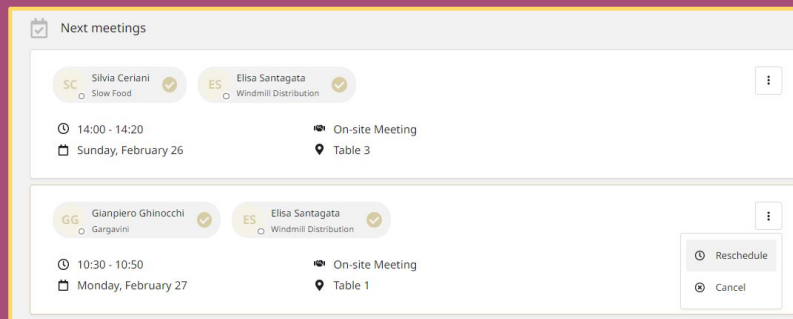
By logging in the personal page the agreed meeting on the agreed day is always available in your personal Agenda to be consulted or printed. It is also possible to link the B2MATCH agenda to your personal calendar (Google calendar or Outlook) and manage the schedule according to your time zone, if different from Rome.



B2MATCH – 2nd STEP: BOOKING A MEETING

RESCHEDULING A MEETING

Once confirmed, the appointment can be rescheduled by accessing the **Meeting area** and then clicking on the **Reschedule** button





B2MATCH – 3rd STEP: MEETING SESSION

By accessing their profile, the Exhibitor will then be able to view all confirmed appointments for the days of the Fair.

On February 27th and 28th the Exhibitors will meet the Professionale Visitors at their stand.

The staff of Bolognafiere is ready to welcome you !!

Roberta Chinni roberta.chinni@bolognafiere.it tel +39 051282269

Elisa Santagata elisa.santagata@bolognafiere.it tel +39 051282854

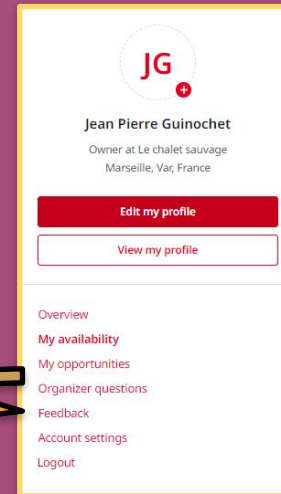
Serena Pulsone serena.pulsone@bolognafiere.it tel +39 051 282841

Aurelio Cardella stageincoming@bolognafiere.it tel +39 051 282373



B2MATCH – FEEDBACK

You can help us improve the service from a technical point of view: we kindly ask you to take a few minutes to evaluate the meetings (you can provide your impressions and motivations by entering the Profile and then clicking on Feedback).



**SLOW
WINE FAIR**



**BOLOGNA FIERE
FEBRUARY 26-28, 2023**

**The international
exhibition for good,
clean and fair wine**

organized by



concept by



Slow Food®

with the Patronage of



with the support of



THANK YOU