



Driving Member Success through Advocacy, Awareness and Education

Helpful Hints for New Buyers to the 2009 OMCA marketplace & Conference

The OMCA Annual Marketplace and Conference is one of the largest Marketplaces in Canada with over 400 Sellers from throughout North America. The following information and suggestions should help you make the most out of the OMCA Annual Marketplace & Conference.

BUYER PROFILE FORM

Take the time to create a thorough yet concise profile description for the Buyer Profile area of our web site. The more details you put into your profile, the better sellers are able to prepare for appointments, which in turn helps you to avoid those sellers who are not of interest to your company. **This is the most important tool Sellers will use in selecting their appointments.**

BROCHURES

OMCA requires **three** copies of your company's brochures for the Marketplace Resource Center to assist sellers in understanding your needs and to improve the quality of your appointments. These brochures **must** be received by the OMCA office before **October 20th, 2009** in order to ensure your rebate is provided to you. (**Note:** If you do not produce a brochure, **we do** accept similar promotional material)

WHAT SHOULD YOU BRING TO THE CONFERENCE

- ❖ An ample supply of business cards (100-150)
- ❖ A small supply of company brochures
- ❖ A copy of your company profile

WHEN YOU SHOULD ARRIVE

We would advise arriving Saturday afternoon (November 7th) so that you can take advantage of the Ontario Tourism Reception on Saturday evening.

MARKETPLACE TIMELINE

The OMCA Marketplace & Conference begins on Saturday November 7th, 2009 for an evening function. Marketplace itself starts at 9.00am on Sunday November 8th. It is a good idea to arrive at your booth a few minutes before your first appointment. Final appointments will be posted online on October 26th.

The Marketplace is broken into two segments:

- The OMCA Marketplace, – DMO's only, November 8th & November 9th
- Open Marketplace – November 9th
- Buyer/Seller Round Table – November 9th
- The OMCA Marketplace –NON- DMO's, November 10 & November 11th

MARKETPLACE APPOINTMENTS

The Marketplace format of pre-scheduled appointments is a proven and effective method of matching buyers to sellers. Buyers are seated and the sellers move through The one-on-one, seven minute appointments.

ORIENTATION

New buyers have the opportunity to go through an orientation program where the veteran buyers give you tips on how to make the most of the marketplace. To sign up for the orientation contact info@omca.com or 416-229-6622 x 0. Orientation for buyers is by appointment, prior to the start of the Sunday session.

BUDDY PROGRAM

You may request a Marketplace “buddy” in advance of the marketplace to answer all of your questions and to assist you in getting the most out of the marketplace. To request your buddy contact info@omca.com

REGISTRATION

After picking up your registration kit and name badge, please take the time to review ALL of your registration materials.

SHOPPING SESSIONS

Buyers will have an opportunity to make additional appointments with the Sellers at the shopping session.

OPEN MARKETPLACE

This session allows buyers to set up appointments with sellers that they were unable to schedule appointments with in advance or to follow up on ideas you got during the DMO session. Please do not try and make appointments before the shopping session at the Open Marketplace and please do not use this time to try and reschedule your Wednesday appointments.

BUYER/SELLER ROUNDTABLE

This session allows buyers and sellers the opportunity to have open discussions on issues of common interest. This is not a chance for sellers to “sell” their areas, but to learn from the buyer.

APPOINTMENT NO SHOWS

Please make note of any “No-Show” sellers and submit this list to the registration desk at the end of the marketplace. A No-Show form will be available on-site.

BREAKS

All Buyers receive a double appointment break for every Marketplace Session to allow you time for making phone calls and visiting the rest rooms.

MESSAGES

Messages will be delivered and picked up from your booth by volunteers. Please be considerate of the Sellers who take the time to spend you a message.

ENJOY MARKETPLACE!

If you have any questions, please contact us at 416-229-6622 x 0.

We look forward to seeing you in London!!!