PRACTICAL GUIDE TO USING THE b2match PLATFORM

Welcome!

To access the b2match platform, click on the link: https://www.b2match.com/e/slow-wine-fair-sana-food-2026.

If this is your first time, click "Register" (top right). If you are already registered, click "Log in" (top right).

Once logged in, open the top-right menu and, under your avatar, select "Dashboard."

Here's what your Dashboard looks like:
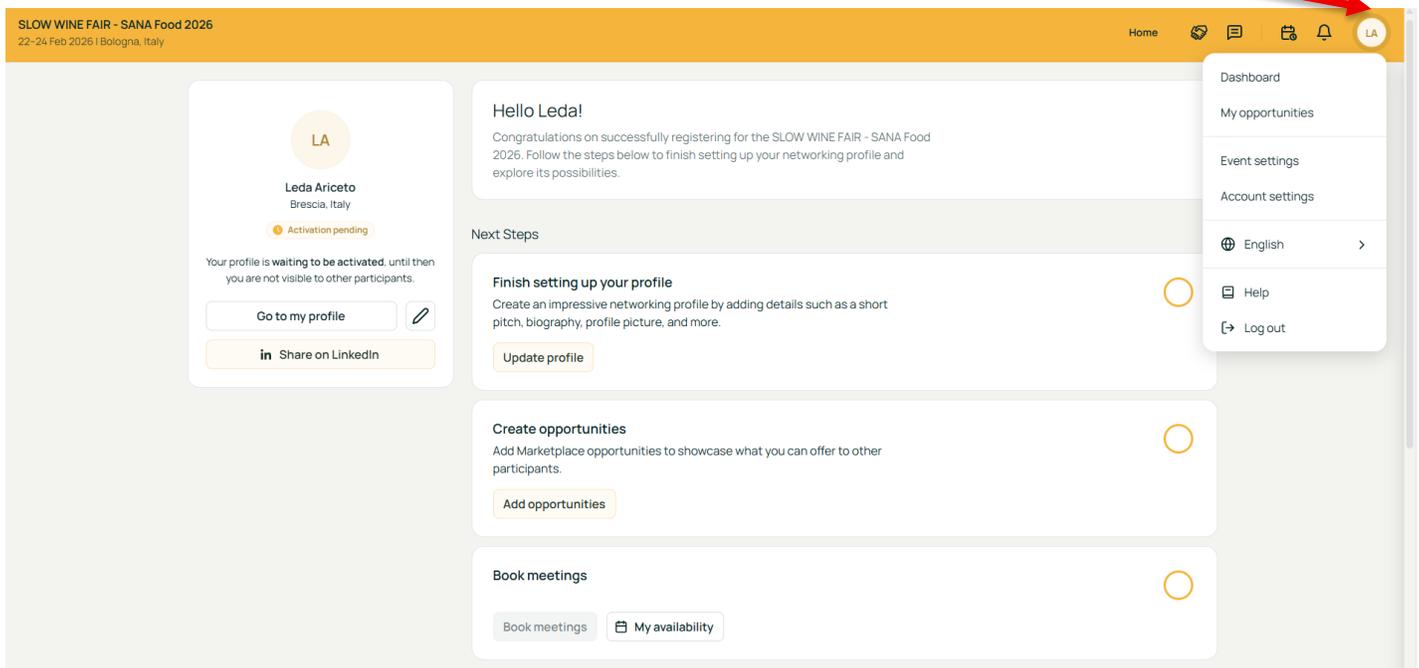
In your Dashboard, you can:
- Edit or add information to your profile;
- Check your meeting requests;
- View messages and notifications through the icons at the top of the page.

Below you'll find all the steps to make the most of the platform.

1. COMPLETE YOUR PROFILE

Fill out your profile with your **personal information** and your company's details.

Please note: you'll receive meeting requests at the email address you used to register. Your mobile number will never be made public but may be used by the organizers to contact you if needed.

!!Attention: Notifications are sent via email, but messages must be read directly on the platform in your Dashboard.

After completing your profile, you can update or edit it anytime by clicking **"Go to my profile"** in your Dashboard.

2. CREATE AN OPPORTUNITY

Create a Marketplace opportunity to show what you offer (if you are an exhibitor) or what you are looking for (if you are a buyer).

From your avatar menu (top right), select "**My Opportunities**" and:
- **If you are an Exhibitor**: add one or more **Products/Services** you offer. Be as specific as possible so that buyers can find you easily.

- **If you are a Buyer**: create a **Request** for the products/services you are interested in.

3. SET YOUR AVAILABILITY

In the Book Meetings section, indicate your availability. Choose **at least two meeting sessions** (10 meetings).

4. WAIT FOR YOUR PROFILE TO BE ACTIVATED

Your profile must be approved by the event organizers. Starting **from December 15, 2025** all profiles will be visible. You will receive a confirmation email, and from that moment on you will be able to browse the Participants list and start selecting your favourites.
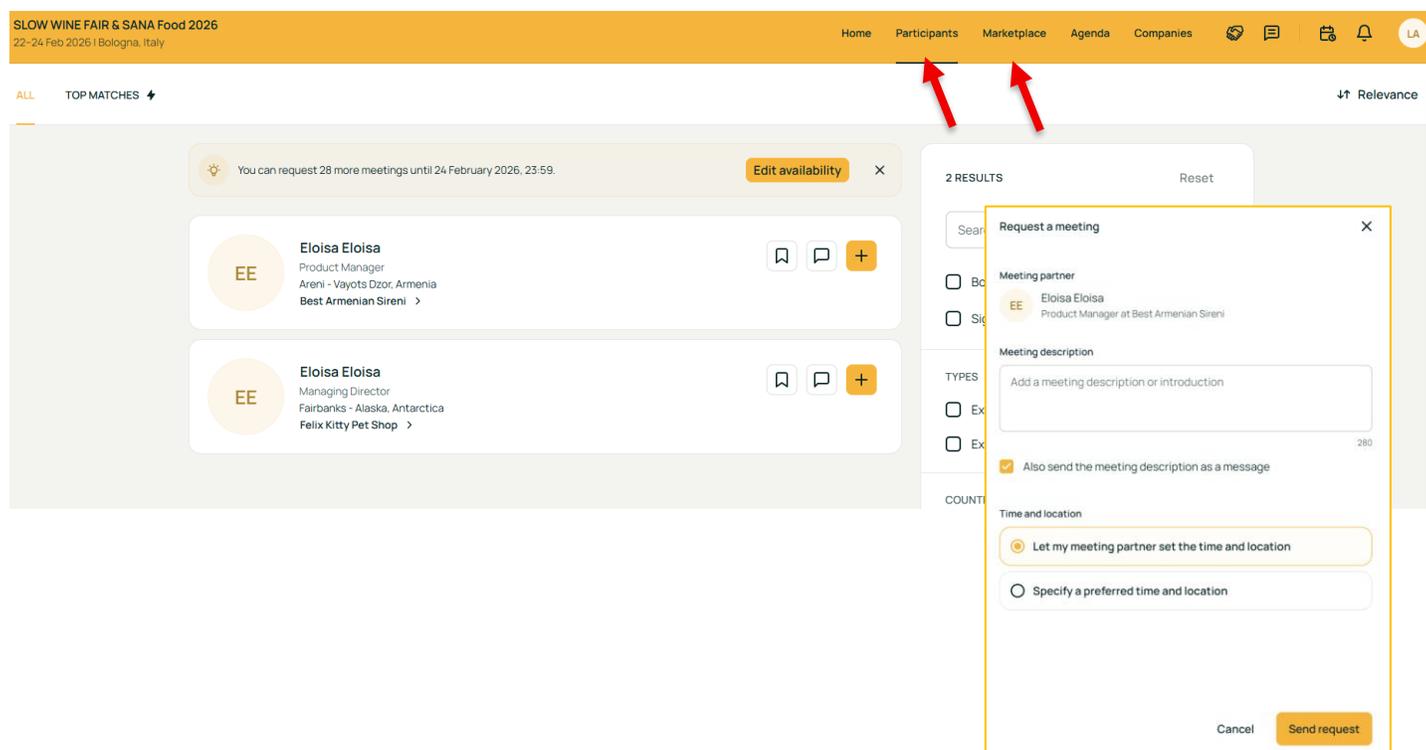
5. BOOK A MEETING

Starting from February 3 you will be able to request meetings.

From your Dashboard, click the "**Book Meetings**" button at the end of the page or select Participants from the top menu. **Choose the profile you'd like to meet and click the + icon.**

You can book meetings through the Marketplace section as well (in the top menu): here you might find interesting opportunities and ask for an appointment with the Participant who posted an offer/request for a specific product or service.

The person receiving the meeting request shall accept your invitation in order to schedule the appointment and enter it in your Agenda. It is possible to ask for appointments only with participants sharing at least 1 meeting session, otherwise it is only possible to send a message.

USEFUL TIPS

- Check the participants list **on a daily basis** so that you can track new sign-ups and find the most interesting profiles for your activity.

- Use the **research field** with your keywords and **filters** in the **Marketplace** section.

- Be selective when you ask for meetings: choose only those profiles that are **truly significant** for your business

- Download the **b2match app**: it will help you stay updated with the messages you will receive during the Event.

- Enter your b2match profile regularly to **check your meeting requests** and possible meeting changes.

- Remind to **accept the requests** you receive, and reject them if you cannot join: do not leave any invitation in "Pending" state.

- Change the scheduled appointments as soon as you realize that you cannot attend and use the **Message tool** to stay in touch with the Participants you are interested in.

- Remind to **download or print your Agenda** before SLOW WINE FAIR & SANA Food starts.

- Try to show up **on time** for the scheduled meetings.

THE ADVANTAGES OF USING B2MATCH

➤ as an **Exhibitor**, b2match is a **unique opportunity to display** your top or new products

➤ as a **Buyer**, b2match offers the chance to have a **preview of Exhibitors and products** on show

➤ for **both profiles** b2match **optimises your time** at the fair and **makes it easier to find the best business partners** for your activity.

For any information or assistance on the b2match platform please contact us:

internationalprogram@bolognafiere.it

Roberta Chinni Tel. +39 051 282 269 – Mob. +39 334 6210146

Elisa Santagata Tel. +39 051 282 854 – Mob. +39 335 769 42 12

We remain at your disposal and we wish you a profitable matchmaking at SLOW WINE FAIR & SANA Food 2026!

International Guest Relations - b2match Assistance