



SOURCING
at **MAGIC**

— ONLINE —

AUGUST 2 - OCTOBER 1, 2021

SOURCING ONLINE
BUYER USER MANUAL

FREQUENTLY ASKED QUESTIONS (FAQ)

What is the duration of the SOURCING at MAGIC Online event?

The event will run from August 2, 2021 to October 1, 2021.

Whom should I contact with issues or questions about my profile, product search, exhibitor search, or any other technical questions?

Please contact us at support@sourcingatmagic.com

Whom should I reach out to for any Sourcing related questions?

Please contact us at sourcing@fashionresource.com

What information do I have to enter in my company's profile page to get matched to the right exhibitors?

Most of the fields for which you can submit information in your company profile are optional, however it is advised that you provide as much information as possible for a positive event experience and accurate exhibitor suggestions.

In your company profile, enter the products and categories that your business is interested in sourcing for all fields ending in [Preferred]. In this Business Preference page, choose your selections for the types of exhibitors you are looking for -- this will help match you with suggested exhibitors providing the products you are interested in.

How can I view the list of exhibitors participating in the digital event? How can I find the right exhibitors for a particular product category?

To view a list of all exhibitors, go to the Exhibitor Directory. On this search page you can filter the list of exhibitors by several different criteria to match your desired preferences.

To find the exhibitors for a particular product category, go to the Shop All Exhibitors page and select your Category filter from menu on the left side of the page.

How many contacts can I add to my company profile?

There is no limit to how many contacts or users you can add to your company profile. Since everyone has edit access to the company profile, showroom and other sections, make sure you are adding users who are relevant to the online event only

Do I have to accept an exhibitor's connection request? How can I avoid soliciting?

You are free to decline or accept any connection request sent to you. These can be viewed in the Pending Connections tab within My Network.

How do I get in touch with exhibitors I'd like to connect with on the site?

Upon visiting an exhibitor's digital profile, product or showroom page, you can request to connect via "Connect" button. This button will then send a notification to the exhibitor to accept your request to connect. Once accepted, you can begin your inquiry with the exhibitor through the platform's messaging tool. Some exhibitors may set their preference for automatic connections, in this case you will be able to send a message immediately.

How do the "Suggested Connections" work on the site?

Suggested Connections are a list of exhibitors generated for you based on your Business Preference selections and the information submitted in your company profile. On the Suggested Connections page you have the option to send a connection request to the exhibitor or remove them if they are not a good fit for your needs.

What can we find in Community section? What is the Community Feed for? Who sees the Community Feed?

The Community page is a social feed of posts from buyers and exhibitors participating in SOURCING at MAGIC Online. Think of it like a Facebook Wall where you can share information or updates about your company and connect with others. The Community feed is visible to exhibitors and other buyers, however when sharing a post you have the option to set its visibility settings so that only your connections can see it.

How do I attend and participate in the events and seminars on the platform?

Go to the Programs tab in the navigation menu. On this page, you will find a listing of all the current and past events. Click on the event that you would like to attend, then you will see the information for that event with a button to watch. You will be asked to submit your email before viewing the content.

How can I set up a meeting in the platform itself?

On the "My Meetings" page you can create new appointments with exhibitors. To access it, click on your name in the top right navigation bar and select "My Meetings" from the dropdown. Alternatively you can click the Video icon directly on an exhibitor profile to request a videoconferencing call

How can I get better output from participating in the event?

Below are a few tips to get better output from the event:

1. Create your company profile with all appropriate information, don't forget to input any essential information in the profile.
2. Set up Business Preferences field values in the "My Network" section under "Business Preferences" screen. Based on that you will receive the exhibitors matching your preferences in the "Suggested Connections" screen.
3. "Suggested Connections" list get refreshed every 7 days and community feed gets updated hourly so stay connected in the platform so that you won't miss any details.
4. Look out for connection requests and accept all the relevant connections so that you will have more choices for your requirement.
5. Provide appropriate search and filter criteria in home page, exhibitors page, product categories page to get the exact result of products or companies you are looking for.

Is it possible to conduct business transactions and purchase from exhibitors directly in the digital event site?

We currently do not support any purchasing or transactions directly in the digital event site. We recommend that after connecting with an exhibitor you share contact information and conduct your business offline.

I'm looking to source something specific, I cannot find it on the platform?

Please send an email to sourcing@fashionresource.com and we will try our best to help you find what you're looking for.

Can I use my colleague's login credentials to access SOURCING at MAGIC Online?

For security reasons we do not recommend that you share your login credentials with anyone who does not manage your account. Once you create your profile, you will be able to invite and assign users within your company profile.

How do I contact an exhibitor after the event closes?

We highly recommend that once you connect with an exhibitor that you follow up in a timely manner as once the Marketplace is closed their listing will expire on the platform. We also recommend saving the exhibitor's contact information to follow up with offline. If you need an exhibitor's contact information, you may reach out to us at sourcing@fashionresource.com.

How are exhibitors notified if/when an inquiry is placed or a connection is requested?

The SOURCING at MAGIC Online platform generates automated notifications. Both exhibitors and attendees receive notifications alerting them of messages and connection requests. You must be logged in to receive notifications. You can track messages in your inbox and connections right in your profile.

How do I search for a specific exhibitor?

Within SOURCING Online you can search for specific exhibitors from the main landing page under Exhibitor Directory. Additionally, each exhibitor's showroom page has a unique URL, which you can request from exhibitors to help direct you to their specific company profile page. If you don't see them on the list, you can send an invite to join right on the platform or send us a message and we can reach out to them on your behalf.

How do I keep track of exhibitors and products while I'm shopping on the platform?

Once logged into SOURCING Online, you can add/save Favorites and create Wishlists of exhibitors and products to your profile and refer back to them later.

I'm having trouble getting in contact with an exhibitor after I have placed an inquiry or have not heard back from a request to connect, can you help me?

We highly recommend to our exhibitors to respond to messages and connection requests within 24-48 hours. Be mindful of time zone differences and holidays and other possible extended vacations that may be uniquely observed in their specific country and/or region. If after 48 hours have passed and haven't received a response and you would still like to follow up on an inquiry or connect, we can reach out on your behalf. Send us a message at sourcing@fashionresource.com.

Is there a certain timeframe the exhibitor must accept/respond to request?

While each exhibitor is different, keep in mind that many exhibitors are based in another country or region, thus in a different time zone. While we encourage exhibitors to promptly respond to all inquiries, other factors such as regional holidays and extended vacation times may delay responses in some cases. If you are having issues reaching an exhibitor, let us know at sourcing@fashionresource.com and we'll gladly try to assist.