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ECRM[®]

BUSINESS PROCESS SOLUTIONS

2018

WHO IS ECRM?



01 HQ IN SOLON, OHIO

02 1,000+ CATEGORY SPECIFIC SESSIONS WORLD-WIDE

03 CONTENT GATEWAY & TECHNOLOGY

04 Access to RangeMe Platform

ECRM pre-schedules all MEETINGS

Each company has a customized schedule which include on average 15-20 meetings each day

Buyers have reviewed products and want to meet with suppliers

Everyone stays in the same location for 2-3 days so companies have multiple networking opportunities each day, along with the one-on-one meetings

Buyer's choice awards program

Buyers box sample program

Individual Efforts:

Getting connected to retailers

Finding and reaching out to buyers

Getting buyers to respond and interact

Scheduling meetings

Expensive travel for 1 15-30 min meeting if granted

Lengthy process, more than 18 months

No networking opportunities

ECRM vs Individual Efforts in the US market

ECRM	TRADESHOW
Pre-scheduled meetings with the right buyers	Waiting for buyers to come to your booth; typically no appointments
Private meeting setting	Open meeting setting
Technology tools allow for more focused preparations, meetings and follow up	Technology non-existent
Meet with decision makers	Key people not always available
All inclusive cost covers all meeting space, sleeping room, meals, entertainment and technology	À la carte costs add up to more than flat rate of ECRM
Account Managers assigned to your company to assist with preparation	Preparation assistance does not exist
Minimal display expenses	Large investments in decorating the booth in order to attract buyers

ECRM vs TRADESHOW



MEETINGS + TECHNOLOGY + EDUCATION + NETWORKING

- FACE TIME WITH U.S. BUYERS
- PRE-SCHEDULED MEETINGS
- ACCOMODATIONS INCLUDED
- NO SPACE / LOCATION NEGOTIATIONS
- NETWORKING / EDUCATIONAL OPPORTUNITIES

SAVE TIME & EXPENSE

FOOD

- Dry Grocery
- Snack
- Confectionery
- Frozen
- Natural/Organic
- Dairy
- In-Store Bakery
- Private Label
- Foodservice

BEVERAGE

- Non-Alcoholic
- Beer / Wine / Spirits
- Coffee / Tea / Cocoa

GENERAL MERCHANDISE

- Housewares / Household
- Baby
- School and Office
- Toy
- Electronics
- Pet

HEALTH

- Vitamin / Diet / Sports Nutrition

PHARMACY AND MEDICAL

CONTRACT MANUFACTURING / PACKAGING

BEAUTY

- Hair
- Fragrance
- Sun Care
- Personal Care
- Skin
- Bath
- Cosmetics

**CATEGORIES REVIEWED AT JUST
THE RIGHT TIME**

ApexBrasil



Groupe Export agroalimentaire
Agri-Food Export Group
QUÉBEC-CANADA



aT Korea Agro-Fisheries & Food
Trade Corp.



GLOBAL PARTNERS



OUR RETAIL PARTNERS

82% OF LEADING FOOD, DRUG & MASS RETAILERS
UTILIZE ECRM'S BUSINESS PROCESS SOLUTIONS*

*based on NRF top 100 retail list



“Meeting with the TPO suppliers in the French pavilion was extremely beneficial for our business because we were exposed to a variety of international suppliers that we would never have met with otherwise. By weaving new and international products into our assortments that we discovered while attending an ECRM EPPS, we are able to reach a larger audience base and more effectively relate to our customers.”

Tim Turner, Category Manager: Wine & Spirits, Walgreens



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