

Introducing Match & Meet by IFE 2020

This year, the pandemic and its resulting impact & restrictions have made it impractical to hold the live edition of the International Fastener Expo. Show organizers, Emerald, recognize the value that the show brings to the industry each year and are committed to facilitating and deepening industry connections digitally. To continue supporting business relations in the industry, the International Fastener Expo is introducing its first-ever digital event - **Match & Meet by IFE will take place on November 11-12, 2020.**

“This year, more than ever, an event such as IFE is crucial in connecting professionals in the industry. It’s a shame that we won’t be able to see our peers on and off the show floor in a setting that we have become so accustomed to. However, we remain committed to supporting your business goals in the best possible way. Match & Meet will be hosted on a powerful new digital platform that was carefully selected by our team and customized to the needs of this industry,” said Morgan Wilson, Show Manager, International Fastener Expo. “Buyers attend IFE to connect with their existing suppliers and develop new relationships all in one place. This year’s digital offering will do just that, allowing you to meet industry peers and learn from industry experts all from the safe and secure environment of your own work desk! We want to assure all our partners that we will be with you each step of the way and give you the right tools to make it easier to navigate this new platform - and our team is available to answer any questions that you may have. We want to be sure that you get the most out of our first Match & Meet event!”

Through **Match & Meet 2020**, companies will have the opportunity to book digital booths to meet their key business goals, while also putting their brand in front of new potential customers who may not have been able to attend a live event. Exhibitors will be able to set-up their e-booths with product images and descriptions, demos, and staff members. Exhibiting companies can also invite buyers to hold virtual meetings at a time that suits both parties - all on the same platform. At the end of the show, exhibitors will have access to complete analytics related to the number, type and details of all leads generated. Digital booth bookings for **Match & Meet** are open; please visit www.fastenershows.com for more.

Attendees at **Match & Meet by IFE 2020** will have access to a range of exciting new features. The platform’s Artificial Intelligence capabilities will automatically match attendees with other users - exhibitors & attendees - and content that is uniquely relevant to them. All users of the platform, whether attendee or exhibitor, can schedule and hold one-to-one meetings right in the platform itself without needing to log in to third-party meeting applications.

Match & Meet by IFE will also incorporate a robust conference schedule with highlights on technology, leadership and business management, and current market

challenges and best practices. Live conference sessions will be available within the platform too, without the need for logins to external streaming platforms. Speaker at the show in 2019, Nelson Valderrama returns to Match & Meet in 2020 to talk about “how to stress-test your business in times of crisis.”

Registration for Match & Meet by IFE is priced at \$50 for most registration types and will open in coming weeks at www.fastenershows.com.

More information on how to register, exhibitor list, and conference agenda will be available on the website. Please visit and sign up for updates as they become available: <https://www.fastenershows.com/inquiry/>

About International Fastener Expo

The International Fastener Expo (IFE) is the largest and most diverse gathering of fastener and industrial professionals in North America. Founded in 1981 it serves all reaches of the supply chain, from manufacturer to distributor to OEMs, and features nearly 70 product categories. With over 850 vendors and more than 5,000 attendees from 30+ nations, the International Fastener Expo delivers industry-leading content and facilitates vital industry connections at their annual three-day show in Las Vegas, Nevada, the entertainment and trade show capital of North America. International Fastener Expo is owned and produced by Emerald. .

About Emerald Expositions

Emerald is a leader in building dynamic, market-driven business-to-business platforms that integrate live events with a broad array of industry insights, digital tools, and data-focused solutions to create uniquely rich experiences. As true partners, we at Emerald strive to build our customers’ businesses by creating opportunities that inspire, amaze, and deliver breakthrough results. With over 140 events each year, our teams are creators and connectors who are thoroughly immersed in the industries we serve and committed to supporting the communities in which we operate. For more information, please visit <http://www.emeraldx.com>