



Pet Food Experts is an independently owned and operated pet food and supplies distributor headquartered in Rhode Island. Servicing over 3,500 customers with a diverse portfolio of over 140 brands, Pet Food Experts believe that strong relationships with vendors ensures success for their customers.

The company hosts a distributor trade show once a year in each of its territories, with over 100 vendors invited to attend

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each show. These events showcase new products, provide access to existing products, and enable customers to gain access to exclusive show deals.

Previously, Pet Food Experts would manage product ordering at its trade shows through paper order forms which would be manually processed post-show. This would take up to three weeks and involve a lot of time and energy and strain company resources. It also meant that customers had to wait long periods of time for their orders.

To try and resolve this issue, Pet Food Experts transitioned to an electronic ordering system based on laptops. Unfortunately, that system was hard to set up, required each vendor booth to have electricity and more people, and was complicated for vendors to use. Because of this, the incidence of paper-based ordering was still high.

With such high levels of investment in the Distributor Trade Shows, it is important that the event is easy to run, the company's vendors have a great experience at the trade shows and their customers get their orders as fast as possible.

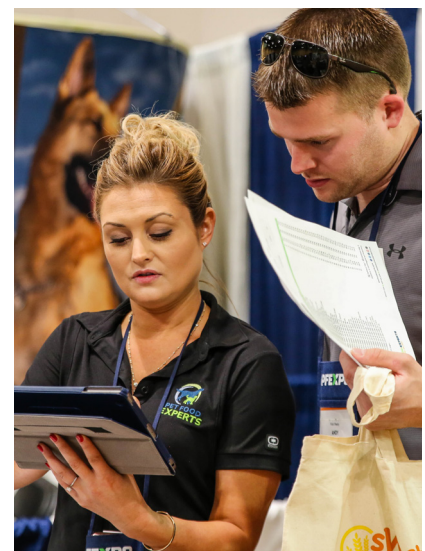
“It's about relationship building”, Pet Food Experts' Director of Marketing Eileen Wilmarth said. “What we try to accomplish at our events is a mix of fun and work, so we try to make it easy for our vendors and good value for our customers.”

It is very important for a show's ecommerce platform to be running smoothly as, “it causes a lot of anxiety if the system doesn't work properly during the show at a high pressure time.”

To resolve the difficulties they had been experiencing, Pet Food experts decided to implement Perenso's Trade Show all-in-one event software solution and according to Eileen Wilmarth, “the

onboarding process was easy. There was no learning curve.”

Both the adaptability of the software, and Perenso's willingness to cater to Pet Food Experts' unique requirements,



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played a role in the selection of the solution. Wilmarth feels that "Perenso is probably the best partner we've worked with in understanding what our needs are and their willingness to try something."

A tablet based application for vendors, combined with a web based host portal, Perenso Trade Show enables Pet Food Experts to manage all aspects of their event from registration through to deals, negotiation, live ordering and reporting.

Of particular importance to the Company was the ability of any system to cater to a wide range of show deals and Wilmarth commented that the Perenso Trade Show "system is able to handle any kind of deal you can throw at it."

"The Perenso solution has been a time saver. It's helped us be more accurate and has cut two weeks off the delivery process."

Pet Food Experts believes that Perenso's host portal has made it a lot easier for the event host in being able to take control of setting up deals and Wilmarth feels that, "the transition from the creation of a deal right through to delivery has become so smooth. The way we get the reports back and getting them into the system, it's so much easier. It's a flow rather than a struggle."

"It's allowed us to offer certain deals that the vendors really want to use, and we haven't had to tell the vendors they can't have a particular deal. We never want to tell our vendors no."

Pet Food Experts credit the simplicity of the software for its high levels of uptake. "Perenso Trade Show is so easy to use from both a host experience and vendor customer experience. Even the not-so-tech-savvy have been converted over to use the iPads", Wilmarth said.

She continued, "Vendors and customers



love it. I think it's because it's simple. They can get a report when they need it, they feel confident that the orders are going in correctly because they are doing it. They see the results instantly."

Pet Food Experts believe the main benefits of having implemented the Perenso Trade Show solution are the time and resources that it has saved them, and the removal of a large portion of the stress that comes with these types of events.

Perenso Trade Show has enabled Pet Food Experts to streamline a lot more processes and get faster results. Moving from processing manual spreadsheets post-show, and removing the need for all the employee resources that entailed, has been a game changer for the Company.

According to Wilmarth, "the Perenso solution has been a time saver. It's helped us be more accurate and has

cut two weeks off the delivery process."

The high levels of customer support provided by Perenso have made the

"It feels like a true partnership."

event experience much less stressful for all involved. Wilmarth feels that, "the support team have been very helpful. It takes the pressure off us to have to have the answers for everything. We just focus on executing a good event and not have to worry about the rest of it."

"It feels like a true partnership. We have different teams working with Perenso and they all say the same thing. When we're working together it feels like we're all on the same team."

