

# DPI Specialty Foods



## BlueCart's software reduces time and paper waste for product ordering transactions at food trade shows

BlueCart attended the Portland DPI Specialty Foods Trade Show to run paperless product ordering transactions for the Chocolate Shop within the exhibit hall. Instead of attendees having to mark down in a catalog what they wanted to order, they worked with the BlueCart and DPI team to make their orders more efficient through the use of iPads. BlueCart set up the products in advance allowing the order takers to simply add requested items to an online cart. The software was customized to allow for special deals and product delivery dates. After the show reporting was sent back to DPI distribution center to complete the transactions.



### Step 1

BlueCart accounts are created for all attendees and exhibitors as part of the registration process



### Step 2

Log in instructions are provided to all attendees upon arrival at the event



### Step 3

Electronic transactions conducted during and after the conference



### Step 4

BlueCart sends out automatic reports on \$ amount spent, number of transactions, and connections made during event

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I believe when working with our clients on the showroom floor, they were more inclined to order more products because of how quickly the process when using BlueCart over ordering from a catalog.

— **DPI Sales**

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It was really easy to order items from an online ordering system instead of having to look up everything in the book.

— **Natural Pantry**

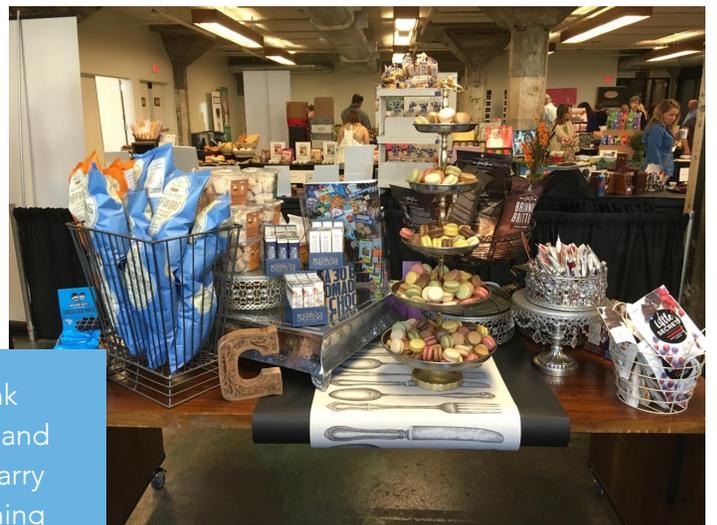
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As a food manufacturer typically the best thing that comes from working a food show are the leads we get, but this time learning about Blue Cart is the thing I'm most excited about!

— **Virginia Diner**



“BlueCart was **super easy**. Being that it was so user friendly, it would be the perfect application for ordering from DPI at food shows or at the retail store level. The interface was **clean and simple**. With BlueCart staff on-site, it helped knowing that we weren’t flying blindly!”



“The people at BlueCart are so kind and friendly. I think the BlueCart transaction system itself was user friendly and **overall fantastic to use**. It was easy and compact to carry around the show floor and also quick to pull up everything necessary to get the order placed. — **DPI Sales Team**”

DPI Specialty Foods offers three trade shows throughout the US annually that result in **\$1 Million** worth of transactions.

Conferences such as the DPI Specialty Foods offered to increased value for their shows when using BlueCart such as:

- **Gain** an increased number of order transactions
- Access to tracking the **entire transaction process** including analytics and reporting tools after the show
- Data to promote the show to future exhibitors showcasing the efficiency of using BlueCart from **faster ordering time, less order errors to increased number of transactions.**
- Exposure to all of BlueCart’s user base nationwide promoting the show

“ The process for pre-show reporting to load the system was uncomplicated and integrated seamlessly into the BlueCart platform. The BlueCart team was able to easily and quickly train our staff as to the use and application of the system.

Our team members were able to take orders with customers quickly and effectively. Receiving the orders without the fear of hand written mistakes or eligible handwriting was a plus. **The timeliness of receiving the orders once they were placed could not have been a bigger plus.** ”

– **Mark Edwards, Director of Event Marketing, DPI**