

ABBOTT Press Release – August 25, 2020



AbbottLIVE – Online Fair Happening September 8-17, 2020

Abbott has consistently been a leader in providing their customers with informative, fun and exciting trade show experiences. With in-person shows on hold for now, Abbott has announced their own Virtual Trade Show, AbbottLIVE, running from September 8-17.

The event will encourage learning, collaboration, thought leadership, networking, and excitement among retailers throughout North America, through a custom-designed Virtual Venue.

Here are just a few of the events retailers can expect:

- **Learn** from industry experts, panelists and keynote speakers. Topics include:
 - ❖ Instagram Marketing for Independent Retailers
 - ❖ Using “Canva” to Easily Create Fantastic Social Images
 - ❖ Shooting Great Product Shots with Your Phone
 - ❖ How to Grow Your Business During Difficult Times
- **Get Free Goods** - Receive a “Best Seller’s Box” – a carefully hand-selected collection of Abbott’s best selling items, valued at \$200 Retail, free with a 2020 order!
- **Network** in the Daily Sales Lounge
- **Be Inspired** by stunning product displays in the Virtual Showroom
- **WIN** - Grand Prize of \$5000 Retail in free product of your choice, plus 5 prizes of \$500 Retail in free product of your choice – the more you participate over the 10 day event, the more points you gather... all for the chance to win!

AbbottLIVE will run in conjunction with Abbott’s September product launch of over 500 new items, and their 2021 Pre-Booking program, which features Discounts, 90 Days Dating and Freight Incentives.

