



MYS Connected

Your Smarter Event Experience

MYS Connected is your all-in-one planning companion designed to help you discover the right exhibitors, connect with the right people, and make the most of every moment at the event.

What's New In MYS Connected

- **Ask GSX (AI Assistant):** Your personal event guide — answers questions, surfaces recommendations, and helps you plan smarter.
- **Networking:** Discover, connect, message, and schedule meetings with fellow attendees.
- **Updated Planner Design:** A clearer, calendar-based view of your day with smart recommendations to fill open time.

Ask GSX (AI Assistant)

Ask GSX is your AI-powered event assistant, available throughout your planning journey to help you get more out of the event. Whether you know exactly what you're looking for or are just getting started, Ask GSX is there to help.

What Ask GSX Can Do for You?

In addition to answering questions, Ask GSX includes built-in recommendation prompts:

- **Who should I connect with?** Receive networking suggestions based on your profile and goals.
- **What should I attend?** Discover sessions aligned to what matters most to you.
- **Plan My Smartest Route.** Turn your exhibitor list into an optimized visit path based on booth locations and your schedule.

Where to Find Ask GSX

Ask GSX is available in multiple places so you can access it whenever you need guidance:

- **Online Directory & Floor Plan** — Look for the floating Ask GSX icon in the bottom right corner. No login required, though log in is required to save any recommendations.
- **Planner Home Page** — Once logged in, a dedicated Ask GSX widget appears on your homepage with built-in recommendation prompts ready to go.
- **Mobile App** — Access Ask GSX directly from the bottom navigation or app menu for on-the-go assistance. Ask GSX doesn't just wait to be asked. It'll check in at key moments to help you take action — like reminding you to optimize your route before the show opens, or prompting you to save an exhibitor you keep revisiting. Each nudge includes a prompt message and a clear call-to-action button.



Networking

MYS Connected makes it easy to find and connect with fellow attendees — so you can message, meet, and build relationships before, during, and after the event.

How It Works

1. Search for someone you'd like to connect with by name, title, company, role, or shared interest.
2. Send a connection request — you can include an optional introductory message.
3. Once your request is accepted, messaging and meeting scheduling become available.
4. Connections can be removed at any time if needed.

Privacy Guardrails

Until a connection request is accepted, no additional messages can be sent and no meetings can be scheduled, ensuring intentional, consent-based networking.

Setting Your Networking Preferences

When you first sign in, you'll be asked a few quick questions to set up your networking experience:

- **Participation** — Choose whether you want to participate in networking. If you opt out, you won't appear in search results or receive connection requests.
- **Connection Preferences** — Select which attendee roles are permitted to send you a connection request, so you stay in control of who can reach you.
- **Email Notifications** — Opt in to receive a daily email summary of any connection requests, messages, and meeting invitations you received while

Messaging

Once connected, you can message one-on-one or start a group conversation with up to 15 participants. Group messages are a great way to coordinate with a team or set up a meetup with multiple connections at once.

Meetings

Ready to meet in person? You can request a meeting with one or more connections directly through the planner. The system automatically checks calendars and only shows available time slots, so scheduling is seamless. Recipients can accept, decline, or propose a new time. Meeting invites expire after 5 days if no response is given — so nothing unconfirmed will hold a place on your calendar. Choose from organizer-defined meeting locations on the show floor, or enter your own location.

Staying on Top of It All

A dedicated Notifications Page in the planner keeps all your networking activity in one place — connection requests, messages, and meeting invitations — so you never miss an opportunity.



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Your Planner

The planner puts your schedule front and center, giving you a clear picture of your day at a glance.

Getting Started

When you log in for the first time, you'll be prompted to select the days you plan to attend and your areas of interest. This simple step powers everything — giving Ask GSX the context she needs to make recommendations that are relevant to you throughout the event.

A Schedule Built Around You

Your planner homepage features a calendar view showing everything in your day at once: confirmed sessions and meetings, pending invitations awaiting your response, and open time slots available for planning. When a meeting invitation comes in, you'll see your full calendar alongside the request — making it easy to accept, decline, or propose a new time with confidence.

Fill Your Schedule

Open time slots are an opportunity, not just a gap. Tap Let's Fill This In within any open slot to receive tailored suggestions for sessions, exhibitors, or meetings that fit that window.

Plan My Smartest Route

Once you've saved exhibitors to your planner, use Plan My Smartest Route to generate an optimized visit path through the show floor. Your route is always built around your existing schedule — so it fits seamlessly into your day rather than competing with it.

How It All Connects

Everything in MYS Connected works together from a single foundation — the days and availability you set when you first log in. From there, Ask GSX surfaces the right recommendations, your planner keeps it all organized, and your route is built around your existing schedule. Add in the ability to connect and meet with the right people, and you have everything you need to plan smarter, engage more meaningfully, and get more out of every moment at the event.