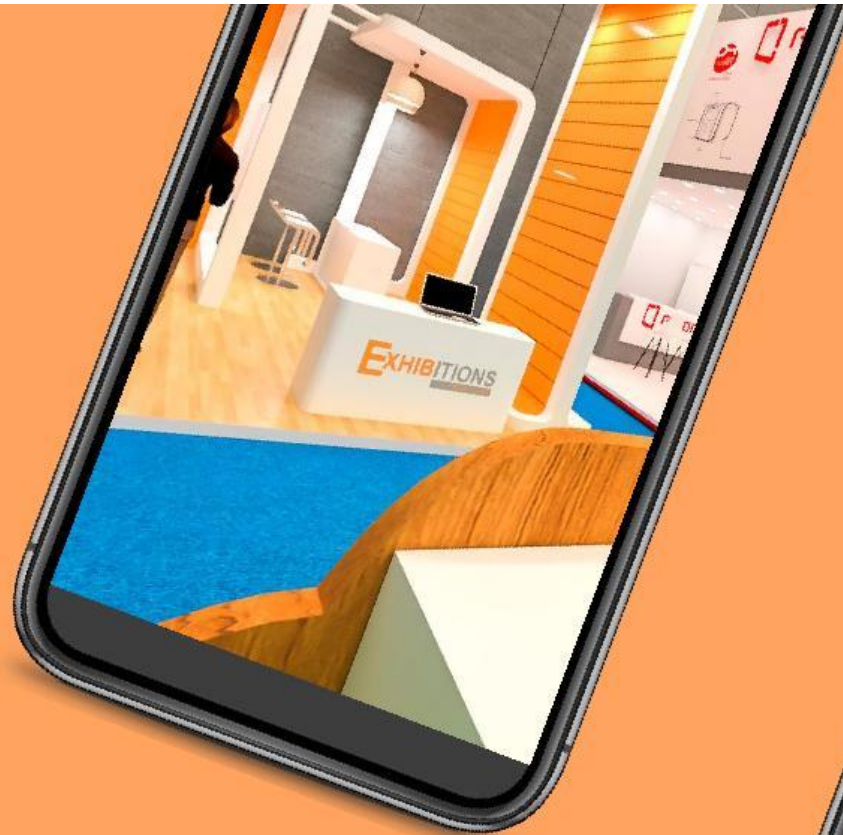


V exhibit

Your Digital Twin for
365 days



Problem

The global exhibitions market is set to contract by 60% in 2020. The 2019 market size was \$29.7bn in contrast with 2020's market which has shrunk to \$11.6bn due to Covid-19.

SOURCE: AMR INTERNATIONAL





Companies won't have the same foot fall and customer engagement that they were predicting for the next 3 years and need to find new ways to supplement and reverse lost business from trade shows and exhibitions.

Additionally research has found that virtual shows provide a 30% larger audience than brick and mortar shows because of the flexibility, cost, travel issues etc. It also provides an opportunity to engage with a customer for 365 days and build more data and personalization.

Current Climate

MOVE TO ONLINE EXHIBITIONS

There are existing online exhibitions, webinars, and trade shows, but there are many limitations to the current business model



EXISTING LIMITATIONS

- 2-D webinar and event forums
- Solo company shows
- Lack of competitive products and variety on the floor
- Lack of conferences and seminars at the same site
- Few real time exhibition experiences, (hall, demos, corporate gifts)
- Lack of live chatbots and virtual hostesses

Solution

Used along side a Live event to attract audiences from other countries that cannot attend

Build interaction year long

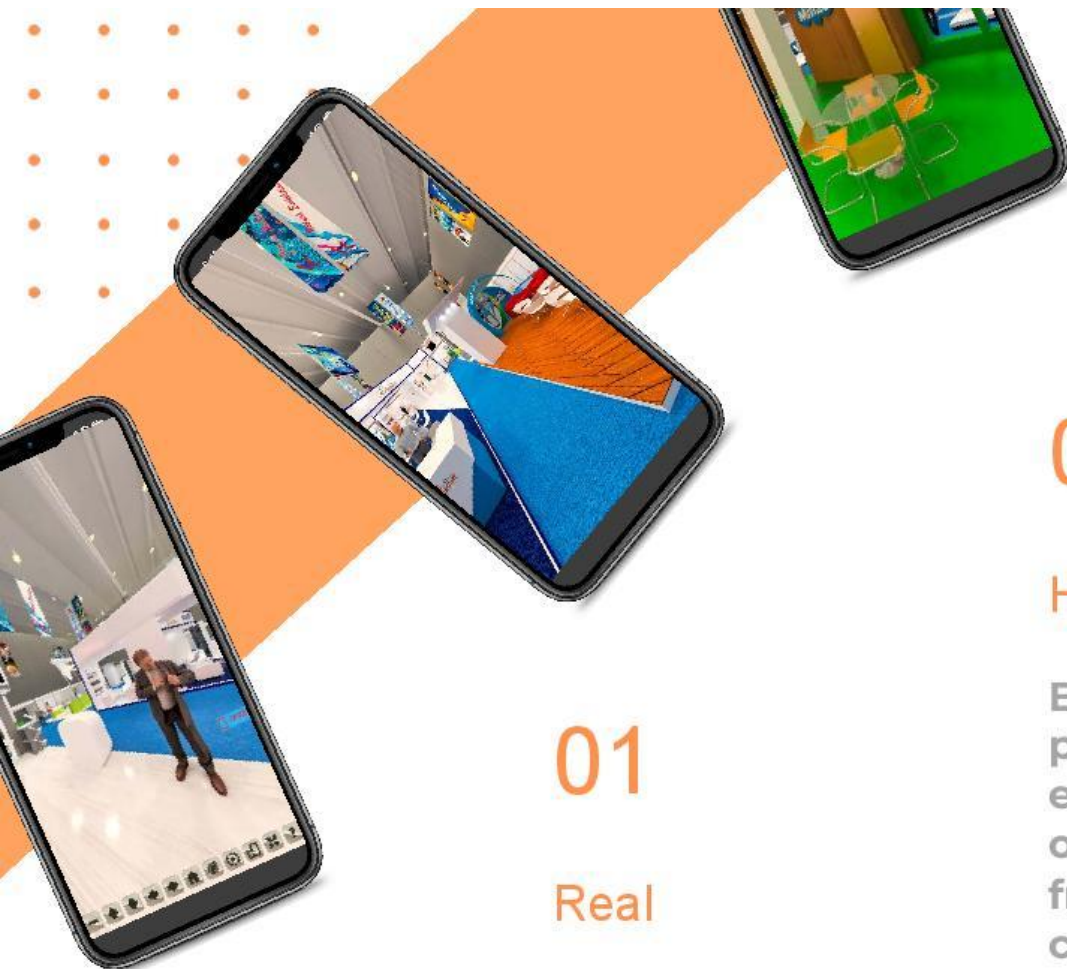
After the event, maintain a connection with your audience through content on-demand, follow-ups and calls to action for clients.

A personalized 3-D virtual exhibition hall that provides real time trade show and event experiences for industry wide clients that can be used as a “digital twin” as well as a 365 day experience

V exhibit



better than real



01

Real

Simulates real exhibition and live events from start to finish

02

Human

Events are created to provide attendees excitement and organic interaction from food to gifts to customer service

03

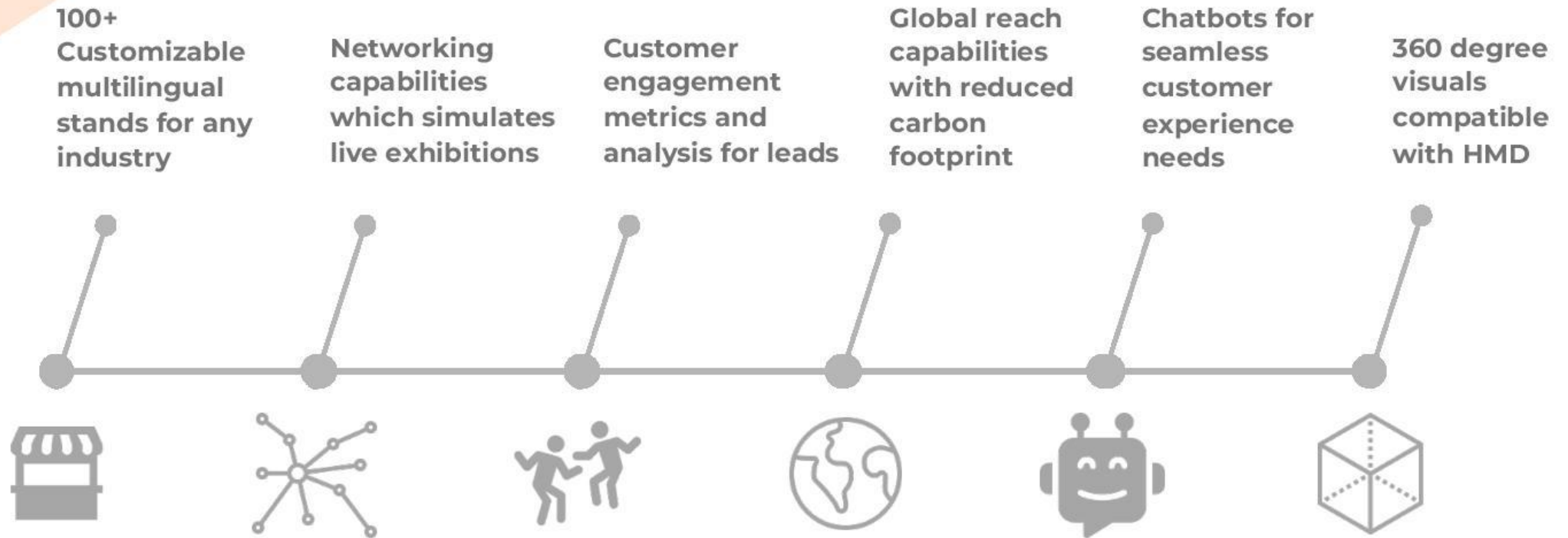
Effective

Can actually track time and hours spent on actual displays compared to real life shows. These dashboards can help assess success and impact and build valuable customer data for personalization

Our Value

Features

Providing exhibition companies a unique 3D virtual space to host personalized event experiences and shows that truly come to life with organic human elements



Additional Features



Compatibility

Mobile and web-based compatibility



100% Compatible on HMD with eyeball navigation


oculus

SAMSUNG **Gear VR**


Cardboard





Feature Lookbook

Moving from Physical to Digital

Overall Features
General Ad Features
Pre-Event Features
Outside the Show Features
Concourse Features
Exhibition Hall Features
Company Stand Features
Conference/Seminar Features
Networking and Entertainment

01

Overall Features



HTML5
technology



Cloud Based
Platform



Enterprise-grade
security



Head mounted device
compatible



Eyeball sensitive,
gyroscopic and motion
sensitive



AI based marketing and
tracking

02

Geotargeting by Language and Content Appropriateness
(Country and Language strategy)

New Content pieces that can be created through the year
using polling data, 5 star presentations, encore events

Engagement scoring and analysis by each content asset:
website Traffic Tools and Metrics (valuable data on time
spent on every activity on the site to build personalized
customer profiles)

Building points for customers that can be utilized as loyalty
programs based on interaction on the site

App Creation Capabilities

Thought leader and Expert Panel Marketing

Actual Data to Build pipeline conversion to Revenues

Additional Features in Digital Events



03

- Dashboard of attendees
- Calendar and registration
- 1-1 meetings
- Welcome meetings
- Weekly updates
- Welcome bag and goody bags for clients
- Digital brochures, vouchers, accessories
- Early access pass for select clients
- Map of floor and exhibition calendar
- Raffle prizes and games
- Metrics and tracking
- Feedback surveys with Q&A

Pre-Event Features



04

- Video walls
- Flags/kiosks
- Online gaming vouchers
- Lamp post kiosks
- Analytics of viewership and mouse movement
- Rotating dashboard of attendees visited based on live counts

Outside the Show Features

V
exhibit

05

Video walls

Food trucks with vouchers and discounts

Hotspots and maps to different rooms (Conference rooms, Coffee Lounges, Media Room, Exhibition Hall, Entertainment Room)

Attendees Hall of Fame

Concourse Features



exhibit

06

- Map and floor plan for easy access
- Spots and Pins for every stand
- Social sharing options and photo booths
- Calendar and notifications of product launches
- Brochure downloads by exhibitors
- Digital Certificate

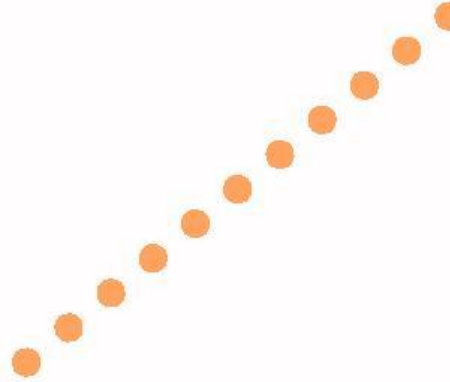
Exhibition Hall Features



exhibit

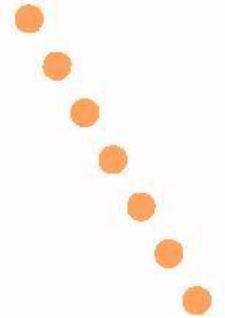
Company Stand Features

Two Story Stand Features



Arial view of second floor
Exclusive meeting rooms for confidential meetings,
Closed door webinars for key customers, product launches, focus groups, surveys, product testing and more

Basic Stand Features



Daily Calendar of Events
Slide shows, video presentations, PDF presentations, gallery of brochures,
360 degree product displays
Chatbots, feedback surveys
Instant notification to company exhibitor that there is a visitor at the stand

08

- Calendar of events
- Signs up analytics
- Instant chat and Q&As
- Instant polling
- Sponsor Wall for each conference event
- Video/white-boarding/PPT presentations
- Live/recorded panels and roundtables
- Studio set up with live camera webcasts
- Raffles and games for increased engagement

Conference Features



exhibit

Networking and Entertainment

Networking

Administrator that creates user networking groups to connect attendees and exhibitors

Networking room lists

1 on 1 Meeting Reservations

Virtual business card swap

Entertainment

Live virtual shows with artists and speakers on video

Attendee participation prizes and competitions

Food delivery services

Happy hour experiences

Meet Our Team



Susmit Dey

Chief of Technology

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Reenita Das

Chief Strategy Officer

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V exhibit



CLICK
FOR
DEMO



better than real

THANK YOU