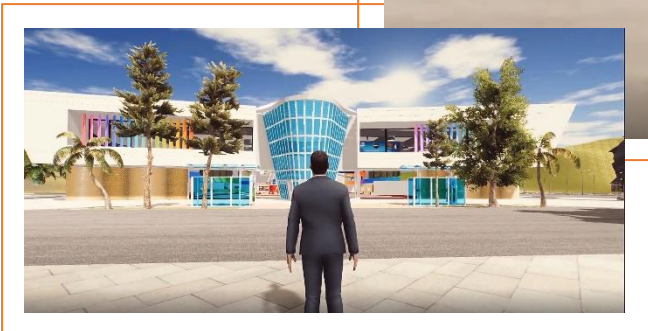




vexpo2020  
product  
information





## vexpo2020

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## virtual expo / vexpo2020

A virtual expo: we call it “vexpo”... Conduct virtual trade shows where exhibitors & visitors from an industry meet up to exchange information, introduce new products, services & trends, chat with prospects, generate revenue through integrated e-commerce system.

Invite just a few individuals or a crowd of thousands to attend any program.

- Hosted in the cloud for virtually unlimited scale.
- Live events with thousands of concurrent attendees; unlimited on-demand attendees
- permanent further development of the platform





## overview: online event experiences

A highly-extensible platform that takes the onus of security and scalability to fast-track your growth.

### SCALE

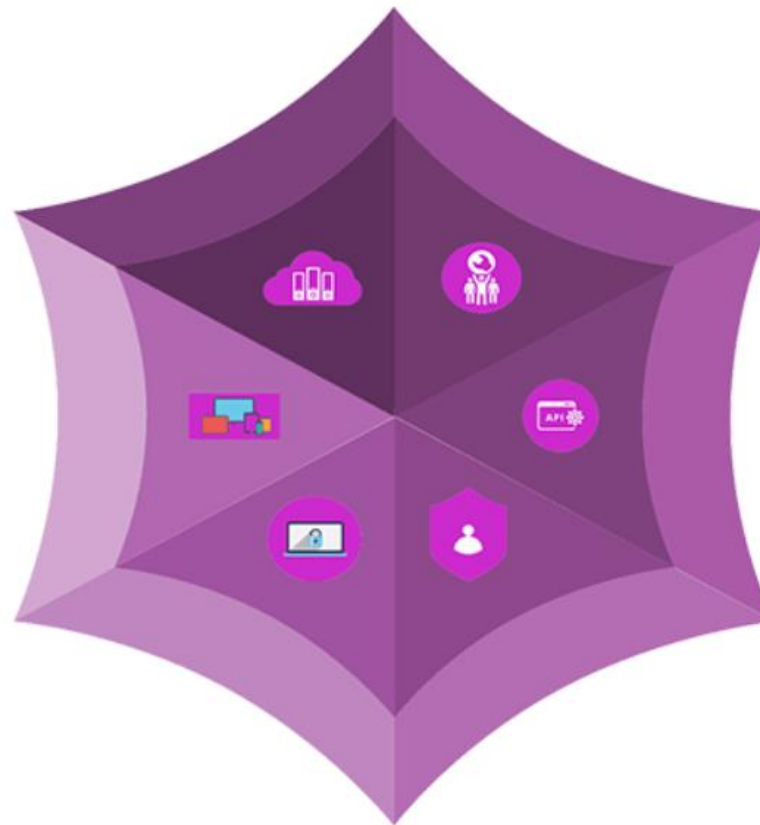
Invite just a few of thousands to attend any individuals or a crowd program. Hosted in the cloud for virtually unlimited scale. Live events with thousands of concurrent attendees; unlimited on-demand attendees

### CROSS PLATFORM & MOBILE APPS

Reach attendees on any device, any platform. Full experience on both Android and iOS mobile devices. No downloads, no plug-ins. Cross-browser viewing; IE, Chrome, Firefox, Safari

### SECURITY

Pass the strictest enterprise security review with secure settings; Domain/email whitelisting; Password-required events with elevated password complexity and password lockout; Secure cookie handling; Secure content via HTTPS



### INTEGRATE WITH APPS

Connect seamlessly to the software you need. Our highly extensible, flexible platform will offer integrations with industry-leading software, Google Drive, Dropbox, OneDrive, Salesforce CRM, Hubspot CRM, Marketo & Drift

### SCALE WITH APIS

Develop and scale faster with APIs. Run your business the way you need to. Quickly develop elegant solutions to complex problems using our APIs. Our Restful architecture allows you to code in the language of your choice

### DATA PROTECTION & PRIVACY

GDPR Compliance; The Customer shall have the sole responsibility for the accuracy, quality, integrity, legality, reliability, appropriateness, & intellectual property ownership or right to use any and all customer data



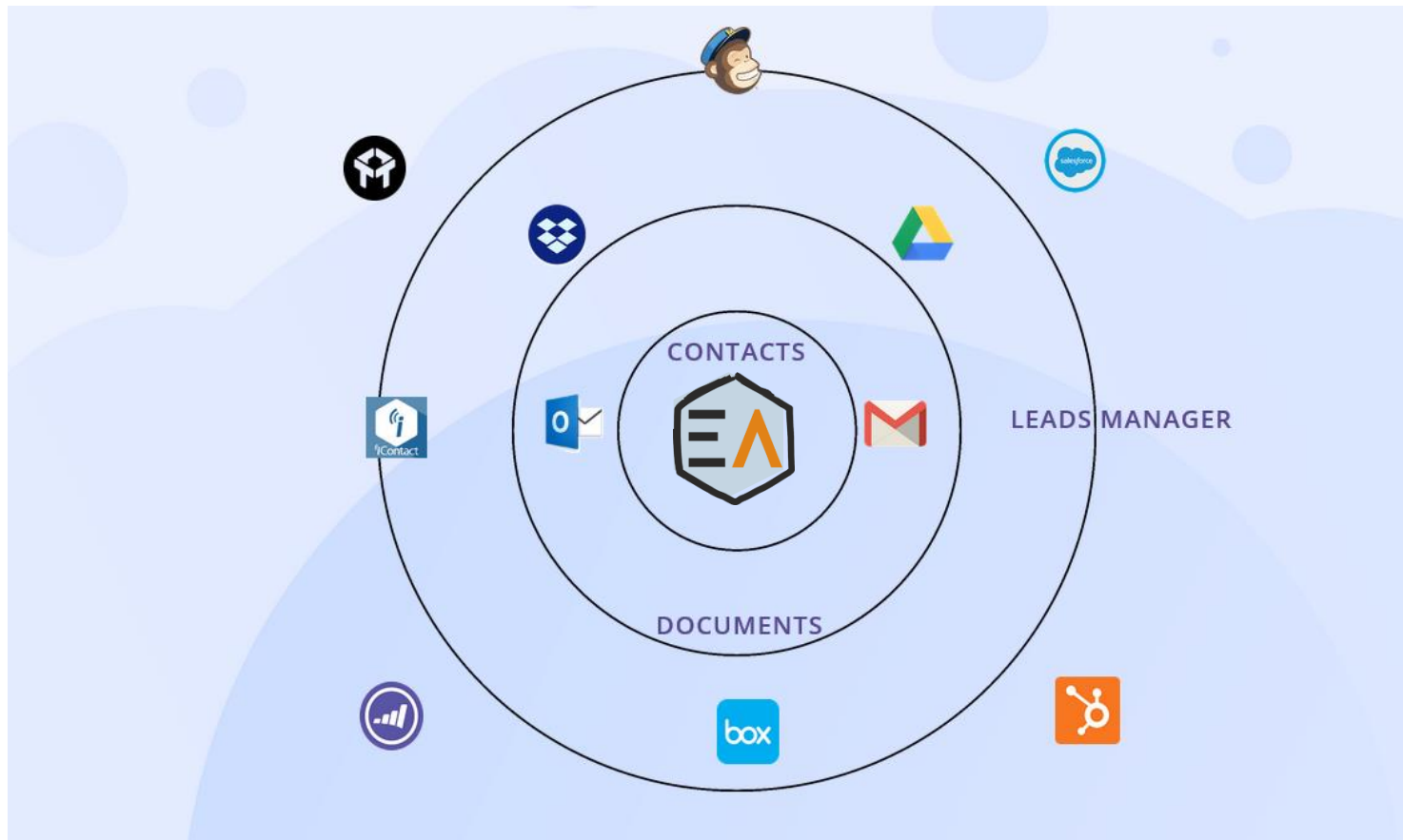
## all of the ways eventarchitect group can fit into your workflow

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We don't want to change the way you work. We're focused on making it easy to connect our products to all of the techs you're already using.





## THE EXPO: VIRTUAL TRADE FAIR WEBSITE

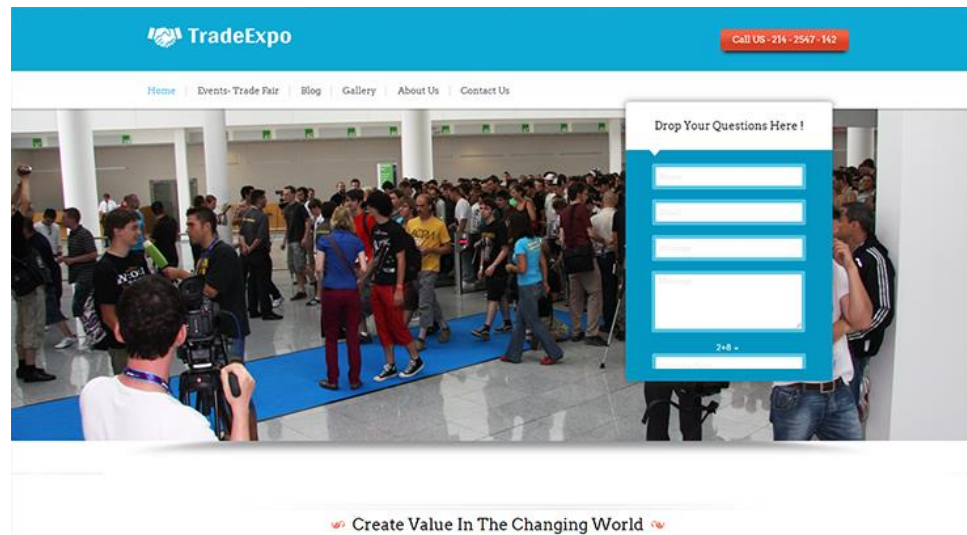
Drive attendance to your Virtual Trade Show with professional-looking event website and emails that match your corporate branding, while promoting your event via social media and word of mouth.

Analyze your event marketing efforts with Google Analytics integration, and target your event marketing more precisely with

CRM integration, Hubspot, Salesforce, Zoho CRM.

### SOCIAL MEDIA

Create a buzz around your Virtual Trade Fair using social promotion tools to harness the power of Facebook, Twitter, Snapchat, Instagram, and LinkedIn





## FLEXIBLE ONLINE REGISTRATION FORMS

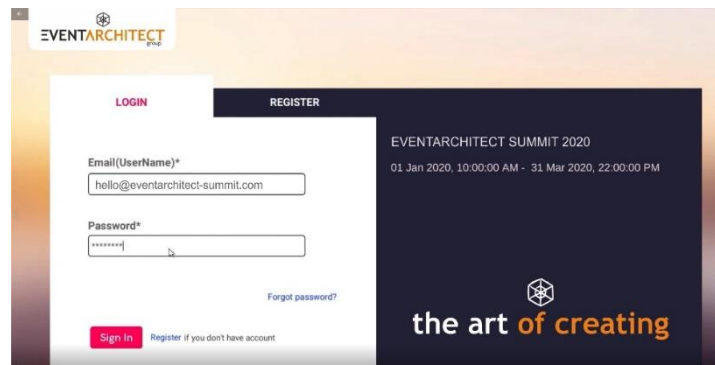
Streamline even the most complex event registration processes, allowing Virtual Trade Show visitors to easily register for Virtual Trade Show, sign up for sessions.

Allow exhibitors to book for booths and complete registration online.

### EMAIL MARKETING

Engage Virtual Trade Fair visitors instantly to build awareness and drive action with personalized, mobile-friendly campaigns that keep your brand top of mind throughout the virtual exhibition process using any Email Marketing software.

- 1) Engage prospective leads/buyers anywhere with fully branded email and text campaigns
- 2) Develop an informed pipeline of engaged and interested prospective leads/buyers
- 3) Automate communications to connect with prospective leads/buyers and drive action at the right time





## VIRTUAL TRADE SHOW PLATFORM

### host flawless virtual trade fair & conference

Ensure your attendees have a positive experience from the moment they arrive at Virtual platform until their final session.

#### **EXHIBITOR**

Directory of all exhibitors & booth no. Using teleport navigation, the virtual trade fair visitor is taken to the booth directly

#### **ANYWHERE & ANYTIME - CROSS PLATFORM**

Runs well on latest version of all major browsers, IE, Chrome, Firefox, Safari

#### **MY BOX**

One can easily go through the history of Documents, Videos & Images viewed by him & allow them to download. The attendee can view the report of the exhibitors visited, People connected with, Business cards exchanged (Requests made & requests accepted), Chats made with exhibitors.

#### **MOBILE APPS**

Full experience on both Android and iOS mobile devices. You can provide even more value to your attendees by going mobile with our premium native mobile event app. Give your attendees more ways to engage with your virtual trade show & conference content, exhibitors, speakers, partners, and fellow attendees.





## FEATURE-PACKED BOOTH

Booths are packed with features that leads/buyers can interact with in virtual trade fair. You can host images, documents, data sheets, and play videos to bring your booth to life.

### EXHIBITOR COMPANY INFO

One can view the information of the exhibitor company information, services offered, nature of business, type of business.

### VIRTUAL BUSINESS CARD

Contact information of the exhibitor & virtual business card exchange request option available.

### CONTACT FORM

The property buyer can submit the details via contact form to the exhibitor.

### CHAT

Allow the visitor to chat with exhibitor in a virtual environment, clarify their questions instantly at virtual trade fair.

### *LIVE VIDEO CHAT (DEVELOPING IN 2020)*

Live video chat between exhibitors and visitors, live video chat between visitors with additional functions (greet, network)

### BANNERS AND POSTERS

Images used to brand the booth. Some wall posters are clickable and give access to high resolution images



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### VIDEOS

Videos of Company introduction, Services offered overview, Product Presentation videos, and advertisements can be publicly available to watch in the virtual exhibition

### DOCUMENTS

Brochures, catalogues, flyers introducing the company, user manuals, products information sheets can be available for download





## NETWORKING - CONNECT WITH OTHERS

Browse through the list of attendees in a sorted way to make important business connections.

### PROFILE

One can view the profile information of the person, can view business card (Contact details), Request to exchange business card (contact) information; ability to request & chat with the particular attendee, Video conference (1:1)

### TARGETED SEARCHES WITH 'PEOPLE FINDER'

Finding people, connecting with prospective business associates and individuals with very specific competencies and keywords included in their profile. Searches can be performed by typing a person's name, Interests by, by industry, by job position in the connect section.



The screenshot shows the 'Connect' interface with a table of attendees. The table has columns for Name, Designation, Company, Interests, and Industry. Each row includes a profile picture, name, designation, company, interests, industry, and three contact options: Chat, Email, and Business Card. A sidebar on the left contains icons for various features like Collections, Connect, My Box, Chat, Conference, Help, and Logout. The top right corner indicates 'No of people I have connected 24'.

NAME	DESIGNATION	COMPANY	INTERESTS	INDUSTRY	Chat	Email	Business Card
 William Smith	Business Analyst	Hyperlink Info System	Lead generation, Business Relationship	Banking & Finance Industry			
 Holy Williams	CEO	Big Coffee Co	Business relationship, Trading, Learning	Printing Industry			
 Paul Hodeges	Drigeant	Attractions Unlimited	Purchase products, Brokerages	IT Industry			
 Herbert Jordan	Managing Director	Big Corporation	Learning Market trend, Business relationship	Oil & Gas Industry			
 Ronald love	CEO	Import Pharma	Brokerages, Lead genere, Business Relationship	Agriculture			
 Gerald Pietersen	Managing director	Uni unlimited	Lead generation, Business Relationship	Pharmacy			
 Robert roberson	Business Analyst	Fine spirits co	Business relationship, Purchase products	Network and Computer Systems			



## PRODUCTS DISPLAY & E-COMMERCE

Eventarchitect unlocks your ability to sell experiences, relationships and expertise in one place. With Products Display & Shopping Cart feature, you can bring together your community, content, events, and e-commerce in one place.

### PRODUCTS DISPLAY

Showcasing products or service in real life still has high sales potential today. 82% of trade show attendees are directly involved in their teams' purchasing decisions, so setting up shop at virtual trade shows is one of the best ways to connect with your target accounts' key decision makers.

The Virtual Trade show software offers Products Display feature that can help people connect with other players in the industry, market their products to a large audience.

### SHOPPING CART

Eventarchitect provides a reliable, secure shopping cart solution for your Virtual Trade Show that will enable the buyers to order products instantly in the booths. The shopping cart software allows you to accept payments through PayPal.

- 1) Exhibitor can manage the products and product information on their own given an online control panel
- 2) Exhibitor can manage the orders placed through the Virtual Trade Show & Process them





## DASHBOARDS - Success You Can Measure

Track every part of your virtual trade fair with real-time insights and instantly report event ROI to your stakeholders.

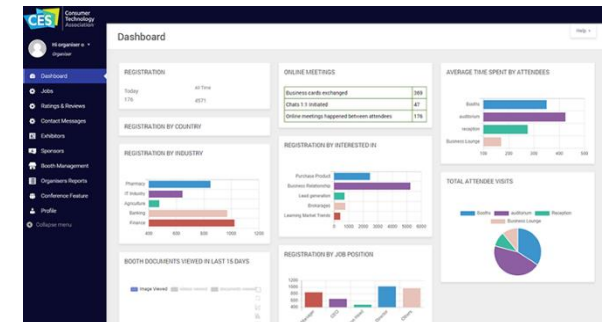
### EXHIBITOR DASHBOARD

- 1) Average no. of time spent by attendees in booth, no. of people visited the booth
- 2) Online meetings: Total no. of business cards exchanged, No. of 1:1 chat happened
- 3) Attendees by industry, attendees by interest, attendees by country, attendees by job position

### EVENT ORGANIZER DASHBOARD

- 1) Total no. of Registration, Registration by interest, Registration by Country
- 2) Online meetings: Total no. of virtual business cards exchanged, No. of 1:1 chat happened
- 3) Booth documents statistics: Last 15 days, all time, top 20 images viewed, top 20 documents viewed, top 20 videos viewed
- 4) Average time spent by attendees in Auditorium, Booths, Reception, Business lounge

  
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## REPORTS

Eventarchitect provides you with full access and visibility for your virtual trade show and ongoing content to help you gain actionable insights, accelerate your sales funnel, and ultimately grow your business. Drill down reports can be exported in CSV formats for further data processing.

### VIRTUAL TRADE FAIR ATTENDEES

Can avail the reports of Documents, Images & Videos viewed, Exhibitors visited, People connected with, at post-event, integration with Google Drive, DropBox, Google Contact, Outlook contacts to export the data in one click.

### VIRTUAL FAIR EXHIBITOR

Can avail the reports of Booth traffic (attendees who visited the booth), Booth contents viewed report (Images, Videos, Documents), 1:1 chat made with attendees, Business card exchanged with

### VIRTUAL TRADE SHOW ORGANIZER

Can avail the reports of Exhibitor registration, Attendee registrations, Attendees who actually participated in the virtual fair, Booth Traffic report, Booth contents viewed report (Images, Videos, Documents)

START DATE	END DATE	SEARCH					
01-01-2020	01-01-2020	SEARCH					
NAME	COMPANY	PHONE	EMAIL	ADDRESS	INTERESTED IN	BUSINESSCARD	
	William Smith	Hyperlink info system	6773433	william.j@gmail.com	france	Learning Market	Accepted <a href="#">View Businesscard</a>
	Holly William	Big coffee co	789456	Holly@gmail.com	newland	Business relationship	Requested
	Paul Hodges	Big Corporation	654896	Hodges@gmail.com	tokyo	Purchase products	Declined
	Herbert Jordan	Uni unlimited	5683345	Jordan@gmail.com	japan	Trading	Requested
	Ronald Iove	Gerald Peterson	79485223	ronald@gmail.com	chris	Brokerages	Accepted <a href="#">View Businesscard</a>
	MontalBla	Robert roberston	399882	Montal@gmail.com	america	Business Relationships	Declined



## REPORTS

### Attendee

- Documents viewed.
- Videos viewed.
- Brochures viewed.
- Images viewed.
- List of Exhibitors I visited.
- People I have connected with.

### Exhibitor

- Booth traffic report (attendees who visited the booth with contact information).
- Booth contents viewed report (Images, Videos, Documents).
- 1:1 chat made with attendees.

### Organizer

- Exhibitor registration.
- Attendee registrations.
- Attendees who actually participated in the event.
- Booth Traffic report.
- Booth contents viewed report (Images, Videos, Documents).
- Top 20 images viewed, Top 20 documents viewed, Top 20 videos viewed.

## DASHBOARD

### Attendee

- Contents viewed: Documents, Videos, Images.
- Online meetings: Total no.of business cards exchanged, No.of 1:1 chats happened, no.of people connected with.

### Exhibitor

- Booth stats: Average no.of time spent by attendees in Booth, No.of people visited the booth (Today & All time).
- Online meetings: Total no.of business cards exchanged, No.of 1:1 chats happened.
- Top 10 images viewed, Top 10 documents viewed, Top 10 videos viewed.
- Attendees by industry, Attendees by interest, Attendees by Country, Attendees by Job Position.

### Organizer

- Total no. of Registration.
- Registration by industry, Registration by interest, Registration by Country, Registration by Job Position.
- Online meetings: Total No.of business cards exchanged, No.of 1:1 chats happened.
- Booth documents statistics: Last 15 days, All time.
- Top 20 images viewed, Top 20 documents viewed, Top 20 videos viewed.
- Average time spent by attendees in Auditorium, Booths, Reception, Business lounge.



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## BOOTH EXAMPLE

Booth example - 30 stands (2 sizes) - choose between 5 booth designs

details:

Exhibitor information

products list

business card

chat

email

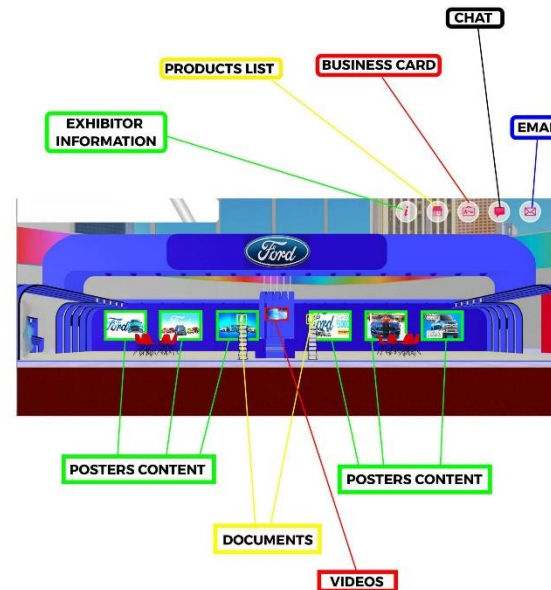
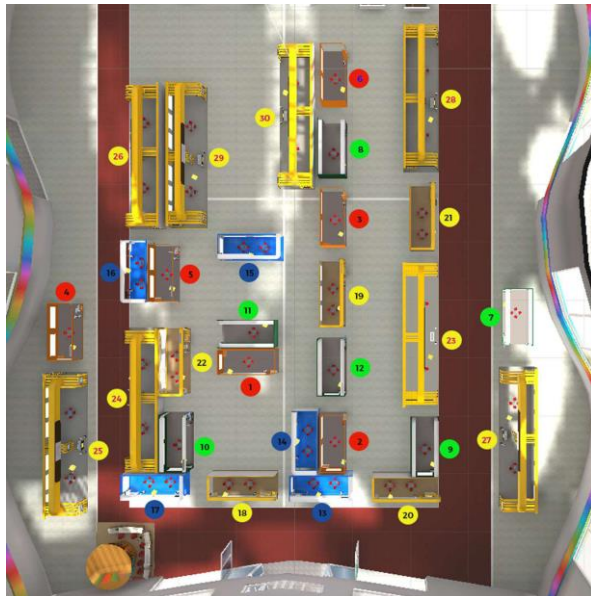
3 up to 6 posters (jpg, png)

2 logos (png)

3 videos recommended (unlimited: mp4, 3gp, ogg, wmv, flv, webm)

5 images recommended (unlimited: jpg, png)

5 documents recommended (unlimited: doc, pdf, html, txt, docx)







## technical information

### MOBILE & CROSS-PLATFORM

- Reach attendees on any device, any platform.
- Full experience on both Android and iOS mobile devices.
- No downloads, no plug-ins.
- Cross-browser viewing; IE, Chrome, Firefox, Safari.

### DATA OWNERSHIP & PRIVACY

Eventarchitect does not own any customer data. The Customer shall have the sole responsibility for the accuracy, quality, integrity, legality, reliability, appropriateness, and intellectual property ownership or right to use any and all customer data.

### SECURITY

Pass the strictest enterprise security review with secure settings.

- Domain/email whitelisting.
- Password-required events with elevated password complexity and password lockout
- Secure cookie handling
- Secure content via HTTPS.



## EVENT PLATFORM

- Exhibitors: See the list of all exhibitors & Booth no.
- Teleport Navigation: Using Teleport, the attendee is taken to the booth directly.
- Exhibitor Info: Display the information of the exhibitor.
- View Business card: Display the contact information (name, address, contact phone no) &
- Contact details exchange request button.
- Contact form: the attendee can submit the details via contact form.
- Chat: Allow the attendee to chat with exhibitor.
- Ratings & Review: The attendee can rate and write review about the exhibitor.

## NETWORKING

- Directory of attendees: Display the list of attendees (Online & Offline) in A-Z order.
- Profile: Display the information of the person.
- View Business Card: Display the contact details of the person
- Send Business Card Exchange request: Request to exchange business cards Chat with attendee: Allows to chat with the particular attendee.
- Video conference: Allows attendees to have video conference with others (in 2020).
- Filters: Filter the attendees by company name, by Industry, by area of interests.

## CHAT

- Display the list of conversations the person who logged in made with exhibitors & fellow attendees.



### **MY BOX (visitors)**

- Documents viewed by the attendee & allow them to download.
- Videos viewed by the attendee & video player to watch the video.
- Images viewed by the attendee & allow them to download.
- Exhibitors the attendee visited.
- People I have connected with: The list of people the attendee met & Connected with, Business cards exchanged (Requests made & requests accepted), Chats I made with exhibitors, Chats I made with visitors.

### **Attendee and Exhibitor registration**

- A form with custom fields for registration of attendees.
- A form with custom fields for registration of exhibitors. All exhibitor's registration would require event organizer approval.

### **EVENT WEBSITE**

- Choose from more than 25 templates / Design your own, Hosted at cloud server.
- Your own domain name.
- List of exhibitors with details.
- Sponsors logos with details gallery.
- Integration with CRMs - Mailchimp, Marketo, HubSpot.
- Contact us form.
- Conference sessions (Available only with live streaming feature).
- Webinars (Available only with Webinars feature).



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