

Virtual Events

Network and generate leads without leaving your office.

Virtual events are gatherings of people sharing a common environment on the web to create an interactive experience including but not limited to:

- Webinars
- Chat forums
- Virtual expos or trade shows
- Online sales meetings
- Training sessions
- Online communities

Virtual events have more than doubled from 2008 to 2009 and are expected to grow 56% or \$18.6 billion through 2015¹. The reason for this growth is the vast amount of benefits they offer.

Benefits

- Cost effective – no travel or set-up costs
- Time efficient – enabling you to see multiple prospects in one place
- Convenient – more readily available than traditional face-to-face events
- Information sharing – educate customers/prospects
- Marketing – in print and online promotion for the event
- Lead generation – full demographic information for anyone who stops by your booth

<http://portfolio.bnpmmedia.com/virtual>

75%
of business
decision-makers said
they attended 3+
web-based events
during the past
12 months.²

Event Lobby

After logging in, you'll find yourself in the Event Lobby. You'll find clearly marked entry points for various Expo locations. A Navigation bar will appear at the bottom of the screen at all times for easy access to everything in the Expo.



Exhibit Hall & Exhibitor Booths

In the Exhibit Hall, attendees will see a selection of Exhibitor Booths. Attendees can choose a booth to enter.

- Move your mouse left and right to view more booths – an Exhibitor logo appears on each booth
- Hover over a booth to get a brief description of the company
- Use the Directory to view the list of Exhibitors



Inside your Exhibitor Booth:

- Network by chatting with attendees via instant message – private and group chat is available
- Offer company and product literature and videos for attendees to put in their virtual Briefcase
- Entice attendees to attend your booth by offering a giveaway when they submit a quick survey you've created

Auditorium

Attendees can view Expo Keynote Speaker Presentations live. On-demand Webinars, videos and presentations are also available to view or add to their virtual Briefcase. All items are conveniently searchable by company, track and keywords.



87%
of respondents
are likely to attend a
Virtual Expo/
Trade Show.³

Network Lounge

Visit with attendees, other exhibitors, and speakers in an ongoing group chat. Schedule a chat for a focused discussion on a specific topic. Exchange V-Cards with others and invite them to a one-on-one chat.



Resource Center & My Briefcase

Attendees can easily search, view and store all of the Exhibitors' materials - literature as well as videos or webinars - in one convenient area. My Briefcase is a virtual way for attendees to gather up and file away Exhibitor materials and view at a later time.



My Profile

Set up My Profile to share information about yourself with attendees. You can even include a picture of yourself or create an avatar. This is a great tool for networking!



Registration & Reporting

Capturing leads, we provide details of show performance and attendee activity including all demographic information.



View a video demo at portfolio.bnpmmedia.com/virtual.

3. Virtual Trade Show Concept, Prepared Foods, 2010



Average Statistics

Registrants: 1,884

Attendees: 908

% of Attendees to Registrants: 49%

Viewer Show Duration: 119 minutes

Booths: 10

Booths Visited per Attendee: 3

Booth Visit: 9 minutes

Leads per Booth: 323

Content Downloads: 1,505

1-to-1 chats: 879

“We enthusiastically embraced the idea of the Virtual Trade Show as a worthwhile marketing experiment and, having completed the Show, still feel that way. We think that this is a concept whose time has arrived. Our booth traffic was very respectable and our salespeople were able to conduct some detailed ‘conversations’ by way of the ‘booth chat’ feature. We got a number of leads that are currently being pursued. ”

– Bob Neville, President, NKD, Inc.