



Cloud Show

SELL BETTER. Anything. Anytime. Anywhere.



Our virtual philosophy

We believe a virtual trade show experience can and should represent the aspects of a trade show held in a physical environment as closely as possible,

In this way, a virtual show can be either a complement to, or replacement for, a physical show; enabling flexibility of channels to market to improve sales and reduce risk.





The impact of going virtual

Provide a real risk mitigation tool for physical shows

Reach a larger audience

Offer the same sophisticated commerce transactions as you would at a physical show

Identify future sales opportunities

Increase product awareness within customer base

Attract and retain revenue that might otherwise be lost

Reduce post-show administration burden

Provide an excellent customer experience

Reduce burden on vendors

Evaluate show success



Feature summary

Registration

Lobby

Vendor booths

Vendor portal

Products

Deals

Search

Conversations

Ordering

Negotiation

Summit

Reports

Support



Registration

PERENSO

Customer Registration

1 Account Information 2 Confirm

Account Information

Company Name *

Company Address

City

State

Zip Code

Customer Phone

Email Address

Company Facebook

Attendee and vendor registration can be embedded on any website and is a simple sign up process.

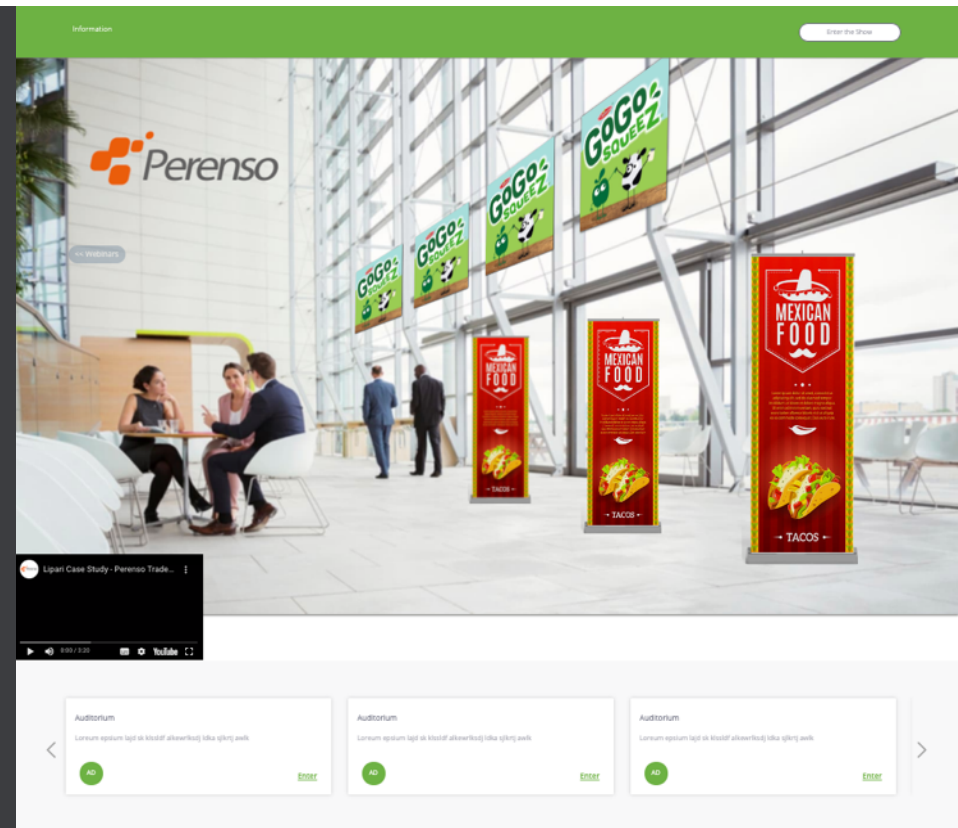
Each attendee and vendor will receive a unique login.



Lobby

Replicate the feel of a physical show with a customizable 'lobby' entrance to your show site.

Showcase ads from vendors or sponsors and include a welcome video.



Vendor booth

Each vendor has a brandable virtual booth which showcases their company information, promotional content, deals and products.

Attendees can view all vendors at a show.

Cloud Demo
Cloud show

Request Search the Show Deals Vendors Products Help

Look up Vendor

Coffee Vendor (COFFEE)

Convenience Vendor (CONVENIENCE)

Hair Products Vendor (HAIR)

Hardware Vendor (HARDWARE VENDOR)

Jewelry Vendor (JEWELRY)

Lawn & Garden (LAWN & GARDEN)

Liquor Vendor (LIQUOR)

Pet Food Vendor (PET FOOD VENDOR)

Pharmacy Vendor (PHARMACY)

Coffee Vendor

BUY NOW

ABOUT
Vendor Bio
[Read More](#)

CONTACT
7979 E Tufts Ave
Denver, COLORADO
80237
showsupport@perenno.com

Offline

[Start a Conversation](#)

[View Order](#)

[Hand over control to Vendor](#)

CONTENT

Perenno Brand

DEALS AND OFFERS













[View All Deals](#)

Coffee Vendor - Rebate Deal

PRODUCTS

Categories	Brands	Deal Type
Coffee	Cheesecakes Chocolate Coffee Flans/Tarts Mousse	Cash Back Rebate Free Stock Fixed Price Percentage Off

Product Search


 Banoffee Pie Flans/Tarts, Coffee Vendor, COFFEE1, 2, 2 LB View	 Berry Cheesecake Cheesecakes, Coffee Vendor, COFFEE2, , View	 Berry Custard flan Flans/Tarts, Coffee Vendor, COFFEE3, , View
 Berry Strudel Flans/Tarts, Coffee Vendor, COFFEE4, , View	 Berry Tarts Flans/Tarts, Coffee Vendor, COFFEE5, , View	 Blueberry Cheesecake Cheesecakes, Coffee Vendor, COFFEE6, , View
 Boston Cheesecake Cheesecakes, Coffee Vendor, COFFEE7, , View	 Boysenberry Cheesecake Cheesecakes, Coffee Vendor, COFFEE8, , View	 Caramel Cheesecake Cheesecakes, Coffee Vendor, COFFEE9, , View
 Cherry Choc slice Chocolate, Coffee Vendor, COFFEE10, , View	 Chocolate ripple cake Mousse, Coffee Vendor, COFFEE11, , View	 Chocolate Cream slice Chocolate, Coffee Vendor, COFFEE12, , View

12 products per page

< 1 2 3 >



Vendor portal

 Perenso - Cloud Show: 14/03/2020 - 14/03/2020 Client Portal v9.1.1.1084
Logged in as Coffee Vendor Attendee

Summary

Negotiation

Agreement

Deals

Content/Leads






Products

Conversations

Cloud Booth Setup

Reports

Show Summary

Vendor Name	Unlocked Products	Allowances Awaiting My Approval	New Comments	Agreements Awaiting Signature	Rejected Content
Coffee Vendor (COFFEE)	 0 View Products	 0 View Allowances	 0 View Comments	 0 View Agreements	 0 View Leads

Vendors have access to a portal where they can manage their booth setup, products and conversations with customers.



Vendor booth setup

The screenshot displays the Perenso vendor portal interface, divided into two main sections: the setup interface on the left and a live preview on the right.

Left Panel (Setup Interface):

- Header:** Perenso - Cloud Show: 14/03/2020 - 14/03/2020. Client Portal Logged in as Coffee Vendor.
- Navigation:** Summary, Negotiation, Agreement, Deals, Content/Leads, Products, Conversations, Cloud Booth Setup (active), Reports.
- Banner Section:** Includes a preview of a booth banner for "BISCOTTI JOE" and a "Choose a File" button. A note states: "Please note: Banner must be a .jpg or a .png and will be shown in a 1223px wide by 503 high container."
- Logo Section:** Includes a "Choose a File" button and a note: "Please note: Logo must be a .jpg or a .png and will be shown in a 205px wide by 99px high container."
- Additional Content:** A table with columns for Description, Reorder, and Remove. A button "Add New Content" is at the bottom left.
- Actions:** "Save Changes" and "Save and Preview" buttons at the bottom right.

Right Panel (Live Preview):

- Header:** Cloud Demo Cloud Show. Request Help, Search the Show, Deals, Vendors (active), Products.
- Vendor List:** A list of vendor categories including Coffee Vendor (COFFEE), Convenience Vendor (CONVENIENCE), Hair Products Vendor (HAIR), Hardware Vendor (HARDWARE VENDOR), Jewellery Vendor (JEWELLERY), Lawn & Garden (LAWN & GARDEN), Liquor Vendor (LIQUOR), Pet Food Vendor (PET FOOD VENDOR), and Pharmacy Vendor (PHARMACY).
- Coffee Vendor Preview:** A large banner for "Coffee Vendor" featuring a coffee cup and beans. Below the banner is a "BUY NOW" button.
- ABOUT Vendor Bio:** A section for the vendor's bio with a "Read More" link.
- CONTACT:** A section for contact information, including the address "7979 E. Bufts Ave, Denver, COLORADO 80237" and email "showsupport@perenso.com".
- Offline Status:** A status indicator showing "Offline" with a "Start a Conversation" button.
- View Order:** A button to "View Order".
- Hand over control to Vendor:** A button to "Hand over control to Vendor".
- CONTENT:** A section for additional content, currently empty.

Using the vendor portal, the vendor booth setup is a simple process enabling vendors to add a branded banner, logo, company description and promotional content.



Vendor product setup

The screenshot shows the Perenso Vendor Product Setup interface. The top navigation bar includes the Perenso logo, the event name 'Perenso - Cloud Show: 14/03/2020 - 14/03/2020', the version 'Client Portal v9.1.1.1084', and the user role 'Logged in as Coffee Vendor Attendee'. The main navigation menu includes Summary, Negotiation, Agreement, Deals, Content/Leads, Products, Conversations, Cloud Booth Setup, and Reports.

The left sidebar shows the 'Banoffee Pie' product details. The 'Content' tab is selected, showing a message 'This Product is Orderable.' and a 'Product Content' section with a table for product details. The table has columns for Description, Reorder, and Remove. Below the table are buttons for 'Upload New Content' and 'Link Existing Content'. A 'With this Product' section allows setting the status to 'Locked' or 'Reject Product and send back to Vendor'. A 'Leave a Comment (Optional)' field is also present.

The right sidebar shows the 'Products' section. It includes a search bar with filters for Search Type, Keywords, Vendor, Booth, Buyer, Brand, Category, Allowance Config, Product Status, and Active Status. A 'Bulk Image Upload' button is also visible. Below the search bar is a table listing products with columns for Product ID, Description, Vendor, Image, Category, Brand, and Effective Allowance. The table contains 13 rows of product data.

Product ID	Description	Vendor	Image	Category	Brand	Effective Allowance
LIQ002	12 Year Scotch	Active	Liquor Vendor		Spirits	1,000
LIQ003	20 Gallon keg	Active	Liquor Vendor		Beer	1,000
LIQ004	330ml Drink all day Lager	Active	Liquor Vendor		Beer	1,000
LIQ005	330ml Long Neck Lager	Active	Liquor Vendor		Beer	1,000
LIQ006	375ml Low Carb draught	Active	Liquor Vendor		Beer	1,000
LIQ007	375ml Low Strength Draught	Active	Liquor Vendor		Beer	1,000
LIQ008	375ml Premium Lager	Active	Liquor Vendor		Beer	1,000
LIQ009	375ml Stout	Active	Liquor Vendor		Beer	1,000
LIQ010	Eyo single malt Bourbon	Active	Liquor Vendor		Spirits	1,000
CONV1	Aero bar	Active	Convenience Vendor		Candy Bar	1,000
HAIR1	Allure Eye Lashes	Active	Hair Products Vendor		Eye Lashes	1,000
LIQ010	Alpine Fresh	Active	Liquor Vendor		Alpine	1,000
LIQ011	Alpine Heat	Active	Liquor Vendor		Alpine	1,000
LIQ013	Alpine Vodka 100	Active	Liquor Vendor		Alpine	1,000

The vendor portal enables vendors to upload products and related details either individually or via bulk upload. Related content can be linked to product records.



Products

Attendees can view all products available at a show.

Products are displayed with an image, description and category.

Cloud Demo
Cloud Show

Q Search the Show

Deals

Vendors

Products

Filters

Product Search

248 Products Found

Categories

Cat Toys

Coffee

Convenience

Dog Food

Dog Toys

Hair Care

Hardware

Jewelry

Brands

Air Tools

Alpine

Beer

Body and Soul

Bracelets

Bricks

Brushes

Building Supplies

Vendors

Coffee Vendor (COFFEE)

Convenience Vendor (CONVENIENCE)

Hair Products Vendor (HAIR)

Hardware Vendor (HARDWARE VENDOR)

Jewelry Vendor (JEWELRY)

Lawn & Garden (LAWN & GARDEN)

1 Vendor (Vendor # 12345678)

Products

12 Year Scotch
Spirits, Liquor Vendor, LIQUOR2,
View

20 Gallon keg
Beer, Liquor Vendor, LIQUOR3,
View

330ml Drink all day Lager
Beer, Liquor Vendor, LIQUOR4,
View

330ml Long Neck Lager
Beer, Liquor Vendor, LIQUOR5,
View

375ml Low Carb draught
Beer, Liquor Vendor, LIQUOR6,
View

375ml Low Strength Draught
Beer, Liquor Vendor, LIQUOR7,
View

375ml Premium Lager
Beer, Liquor Vendor, LIQUOR8,
View

375ml Stout
Beer, Liquor Vendor, LIQUOR9,
View

9yo single malt Bourbon
Spirits, Liquor Vendor, LIQUOR1,
View

Aero bar
Candy Bar, Convenience Vendor, CONV1,
View

AF Spanner Kit
Tools, Hardware Vendor, HARDWARE27,
View

Air Compressor
Air Tools, Hardware Vendor, HARDWARE1,
View

12 products per page

1

2

3

4

5

6

7

8

9

10

>



Product views

Products can also be viewed in a table style format.

Cloud Demo
Cloud Show

Q Search the Show X

Deals

Vendors

Products

Filters

Product Search

248 Products Found

Categories

Cat Toys

Coffee

Convenience

Dog Food

Dog Toys

Hair Care

Hardware

Jewelry

Brands

Air Tools

Alpine

Beer

Body and Soul

Bracelets

Bricks

Brushes

Building Supplies

Vendors

Coffee Vendor (COFFEE)

Convenience Vendor (CONVENIENCE)

Hair Products Vendor (HAIR)

Hardware Vendor (HARDWARE VENDOR)

Jewelry Vendor (JEWELRY)

Lawn & Garden (LAWN & GARDEN)

Products

Description	Brand	Category	Vendor	Product ID	MSRP	Show Price
12 Year Scotch	View	Spirits	Liquor	Liquor Vendor	LIQUOR2	\$13.95 \$10.13
20 Gallon keg	View	Beer	Liquor	Liquor Vendor	LIQUOR3	\$8.45 \$5.59
330ml Drink all day Lager	View	Beer	Liquor	Liquor Vendor	LIQUOR4	\$6.95 \$3.93
330ml Long Neck Lager	View	Beer	Liquor	Liquor Vendor	LIQUOR5	\$12.45 \$8.91
375ml Low Carb draught	View	Beer	Liquor	Liquor Vendor	LIQUOR6	\$14.45 \$10.98
375ml Low Strength Draught	View	Beer	Liquor	Liquor Vendor	LIQUOR7	\$18.45 \$13.53
375ml Premium Lager	View	Beer	Liquor	Liquor Vendor	LIQUOR8	\$13.95 \$8.74
375ml Stout	View	Beer	Liquor	Liquor Vendor	LIQUOR9	\$16.95 \$9.58
9yo single malt Bourbon	View	Spirits	Liquor	Liquor Vendor	LIQUOR1	\$6.95 \$4.70
Aero bar	View	Candy Bar	Convenience	Convenience Vendor	CONV1	\$6.95 \$4.70
AF Spanner Kit	View	Tools	Hardware	Hardware Vendor	HARDWARE27	\$9.77 \$9.77
Air Compressor	View	Air Tools	Hardware	Hardware Vendor	HARDWARE1	\$234.50 \$234.50

12 products per page

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10



Deals

Attendees can view all deals available at a show.

Cloud Demo
Cloud Show

Search the Show

Deals Vendors Products

Filters

Deal Description

10 Deals Found

Categories

- Cat Toys
- Coffee
- Convenience
- Dog Food
- Dog Toys
- Hair Care
- Hardware
- Jewelry

Brands

- Air Tools
- Alpine
- Beer
- Body and Soul
- Bracelets
- Bricks
- Brushes
- Building Supplies

Vendors

- Coffee Vendor (COFFEE)
- Convenience Vendor (CONVENIENCE)
- Hair Products Vendor (HAIR)
- Hardware Vendor (HARDWARE VENDOR)
- Jewelry Vendor (JEWELRY)
- Lawn & Garden (LAWN & GARDEN)
- Liquor Vendor (LIQUOR)

Deals

Rebate Deals

Percentage Off Deals

Free Stock Deals

Fixed Price Deals

Coffee Vendor - Rebate Deal

Purchase \$500 in total, receive \$2 Rebate. Purchase \$1000 in total, receive \$4 Rebate

View



Attendee search

Cloud Demo Cloud Show

Filters

Product Search

6 Products Found

Categories

Hardware

Brands

Grinders

Vendors

Hardware Vendor (HARDWARE VENDOR)

Deal Type

Cash Back

Rebate

Products

Hardware

Grinders



Angle Grinder

Grinders, Hardware Vendor, HARDWARE3, ,

View



Grinding Burr Kit - Assorted

Grinders, Hardware Vendor, HARDWARE13, PK 21,

View

12 products per page

Cloud Demo Cloud Show

Request Help

Search the Show

Deals

Vendors

Products



Look up Vendor

Coffee Vendor
(COFFEE)

Convenience Vendor
(CONVENIENCE)

Hair Products Vendor
(HAIR)

Hardware Vendor
(HARDWARE VENDOR)

Jewelry Vendor
(JEWELRY)

Lawn & Garden (LAWN
& GARDEN)

Liquor Vendor
(LIQUOR)

Pet Food Vendor (PET
FOOD VENDOR)

Hardware Vendor



ABOUT

Vendor Bio

[Read More](#)

CONTACT

7979 E Tufts Ave
Denver, COLORADO
80134
showsupport@perenso.com



Offline

[Start a Conversation](#)

[View Order](#)

[Hand over control to Vendor](#)

Attendees can search by product, vendor or deal and apply a range of filters to narrow their search including categories, brands and deal types.



Attendee conversations

The screenshot displays the 'Cloud Show Virtual Showcase' interface. On the left, a sidebar lists various vendor categories: Coffee Vendor (COFFEE), Convenience Vendor (CONVENIENCE), Hair Products Vendor (HAIR), Jewellery Vendor (JEWELLERY), Liquor Vendor (LIQUOR), and Pharmacy Vendor (PHARMACY). The main area features a 'COFFEE VENDOR' booth with a background image of coffee-making equipment. A chat overlay titled 'Who would you like to chat with?' is active, showing three potential vendors: Sylvester S (Available), Arnold S (Away), and Jim C (Busy). The 'COFFEE VENDOR' section includes an 'About' text block, a 'Contact' block with address and phone number, and a 'Product Search' table. A chat window for Sylvester S is open, showing a conversation about a product. The chat window also includes a 'Load Earlier Messages' button and a 'Handover control to vendor' button.

COFFEE VENDOR

About

7979 East Tufts Avenue
Suite 230
Denver, Colorado
80237 USA
(541) 754-3010
info@avendor.com

Contact

Available

Start a conversation

View order

Handover control to vendor

Product Search

Description	Brand
Banoffee Pie	Flans/Tarts
Berry Cheesecake	Cheesecakes
Berry Custard Flan	Flans/Tarts
Berry Strudel	Flans/Tarts

Chat Window (Sylvester S)

Today

Hey, can you give me something for food?

Come on, it's a pretty good deal I reckon.

Please don't ignore me, I'm desperate.

Sorry mate, this isn't a charity.

Attendees can request a chat with a vendor if they have any questions when they are visiting a vendor's booth.




Attendee ordering

An attendee can select the detailed view of a product.

From here they can see pricing, deals and allowances and order the item.

Cloud Demo

Air Compressor



Deal Type: Any | Selected Deal: Hardware - Fixed Price Deal | View Deal Info

Description	Product ID	Allowance	Show Price	Sale Price	Extended Sale Price	Deal	Deal Tier	Free Products	Order	Lead	Leads	Available
Air Compressor	HARDWARE1	\$0.00	\$234.50	\$234.50	\$0.00	-		0 Eaches	0 Eaches	+Lead	View	

OTHER PRODUCTS ASSOCIATED WITH SELECTED DEAL:

Description	Product ID	Allowance	Show Price	Sale Price	Extended Sale Price	Deal	Deal Tier	Free Products	Order	Lead	Leads	Available
AF Spanner Kit	HARDWARE27	\$0.00	\$9.77	\$9.77	\$0.00	-		0 Eaches	0 Eaches	+Lead	View	
Air Filter	HARDWARE2	\$0.00	\$1.24	\$1.24	\$0.00	-		0 Eaches	0 Eaches	+Lead	View	
Angle Grinder	HARDWARE3	\$0.00	\$52.15	\$52.15	\$0.00	-		0 Eaches	0 Eaches	+Lead	View	
Blue Screw Driver Small	hardware33	\$0.00	\$5.95	\$5.95	\$0.00	-		0 Cases	0 Cases	+Lead	View	
Decorative Timber Moulding	HARDWARE32	\$0.00	\$1.20	\$1.20	\$0.00	-		0 Eaches	0 Eaches	+Lead	View	
Electric Drill	HARDWARE5	\$0.00	\$15.88	\$15.88	\$0.00	-		0 Eaches	0 Eaches	+Lead	View	



Attendee negotiation

Once the attendee has drafted their order, they can hand over control of the order to the vendor for review and negotiation.

Once completed, the vendor can return control to the attendee.

The screenshot displays the 'Cloud Show Virtual Showcase' interface. A modal dialog titled 'Handover control to vendor' is open, explaining that the attendee is about to hand over control of their order to the vendor. The dialog lists actions the vendor can take: place new orders, make adjustments to existing orders, and increase discounts and allowances. It also notes that the attendee can revoke control at any time. Below the text is a text input field for 'Add a message for the vendor (optional)' and two buttons: 'Handover to Vendor' and 'Close'.

On the left sidebar, a list of vendor categories is shown: Coffee Vendor (COFFEE), Convenience Vendor (CONVENIENCE), Hair Products Vendor (HAIR), Jewelry Vendor (JEWELLERY), Liquor Vendor (LIQUOR), and Pharmacy Vendor (PHARMACY). The 'Coffee Vendor' is currently selected.

At the bottom, a product table is visible with the following data:

Description	Brand	Category	Vendor	Product ID	MSP	Show Price
Banoffee Pie	View	Flans/Tarts	Coffee Vendor	COFFEE1	\$6.95	\$4.70
Berry Cheesecake	View	Cheesecakes	Coffee Vendor	COFFEE2	\$13.95	\$10.13
Berry Custard Flan	View	Flans/Tarts	Coffee Vendor	COFFEE3	\$8.45	\$5.59
Berry Strudel	View	Flans/Tarts	Coffee Vendor	COFFEE4	\$6.95	\$3.93
Berry Tarts	View	Flans/Tarts	Coffee Vendor	COFFEE5	\$12.45	\$8.91



Attendee checkout


Cart Summary

Sort by: ☒ Customer ☐ Product

Show: ☒ All ☐ Ordered only ☐ Lead Only

Total Order: **90 Cases, 297 Pounds** • Points: **168** • Free Stock: **42 units** • Cash Back: **€125.00**

There are unsaved items in your cart. To update and confirm your order, press **Submit Order**.

 Expand All

 Collapse All

Free Stock (3 of 12 Selected)

Accept All Orders

Submit Order

> A Vendor

Last changed by the vendor

Revert Control to Vendor

Accept Order

> B Vendor

You have accepted this order

Revert Control to Vendor

Accepted 

> C Vendor

Vendor has control of your order

Revoke Vendors Control

Accept Order

Submit Order

The final checkout page provides a summary of all orders placed at the show.



Summit

Hold seminars, training or networking activities in breakout rooms to complement your show using webinar style technology.





Reports

View attendee ordering reports, vendor sales reports and post-show performance reports.

You can customize attendee and vendor reports pre-show.



Support

Dedicated Perenso team members will be present throughout your show and are easily contactable using the 'request help' button.

We also provide pre and post-show support via phone or email.





Built through understanding.
Delivered as promised.
Supported with care.

Perenso.com