

ADVISE AND EDUCATE Maximise your customer base to increase sales opportunities.	NEGOTIATE AND DEAL Reach your buyers anytime and anywhere to increase revenue.	ANALYSIS AND INSIGHTS Utilize business intelligence to improve sales performance.
IMPACT		
Reach a larger audience	Offer the same sophisticated commerce transactions as you would at a physical show	Identify future sales opportunities
Provide a real risk mitigation tool for physical shows	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
BENEFITS		
Reach people virtually that you would otherwise not	Provide vendors with an ordering process that has depth	Control the provision of information
Increase visibility and exposure	Buyers can research and make purchasing decision without contact	Reduce post-show reporting administration burden
Maximise return on investment of a show	Sell product in whatever format you want	Evaluate show success
Offer an excellent attendee experience	Align ordering with post-show logistical requirements	
Collect attendee intelligence	Control system access and security	
Facilitate good communication with attendees	Offer any style of deal	
Enhance promotion of products and increase upsell opportunities	Reduce errors by automating the application of deals to orders	
Reduce post-show lead administration time	Control allowance negotiation parameters	
	Maximise show related sales opportunities	
	Make it easy for attendees to buy	
	Reduce post-show administration time and resource requirements	
	Make it easy for vendors to sell	
	Convert at-show interest to sales	
	Record and facilitate follow up of post-show sales opportunities	
FEATURES		
REGISTRATION	PRODUCTS	REPORTS
Registration can be embedded on any website. Each vendor and attendee receive a unique login	Choose from a range of ordering units to suit products eg. Cases, dozens	Customise attendee and vendor reports pre-show
WELCOME	Sell a group of products as one item with product kits	Attendee ordering reports
Replicate the feel of a physical show with a customizable 'lobby'	Bulk upload or manually create product records	Post-show vendor sales reports
VENDOR BOOTHS	Set up relevant product fields to suit business requirements	Post-show performance reports
Vendors can brand their booth, add company information and upload products and supporting content	Set a unique delivery date for each product	
VENDOR PORTAL	DEALS	
Vendors can manage their booth setup, products and conversations with customers	Specify deal range, either show wide or vendor specific	
CONTENT	Create a range of deal types eg. % off show price, fixed price, rebate per unit	
Upload content as images files, PDFs and video and link to product records	Discounts can be offered at product level or at global level eg. Free stock, cash back	
SEARCH	Set deal parameters	
Search by deals, vendors or products	Set discount triggers eg. Order quantity, order value	
CONVERSATIONS	Add images to deals	
Attendees can chat with vendors live at their virtual booth	ALLOWANCES	
VIEW	Set a base discount for a product	
Specify view based on user type	Select from different allowance types eg. % off show price, rebate per unit	
Choose which columns to show eg. Price, description	Create own discount range and determine who can negotiate on certain products	
View products as images with descriptions or in table format	ORDERING	
SUMMIT	Place an order or create a purchase order	
Hold seminars, training or networking activities to complement your show	Apply order quantity across all delivery dates	
	Set rules on how the user can order	
	Browse and apply deals	
	Negotiate on orders by giving the vendor control of an order	
	LEADS	
	Place lead orders	
	Support collection of leads	
	Export lead report post-show	