



What stand builders need, now and after the crisis



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## Agenda

**Covid-19 and the stand building community**

**Available technologies**

VirtualShows & Event Metrics

**Summary & Questions**

### Pros

- Cheaper
- Wider Reach
- Can stay live longer

### Cons

- **No personal contact**
- No multisensory experiences



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**But what if no  
fairs are taking  
place?**



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Covid-19 and the stand building community

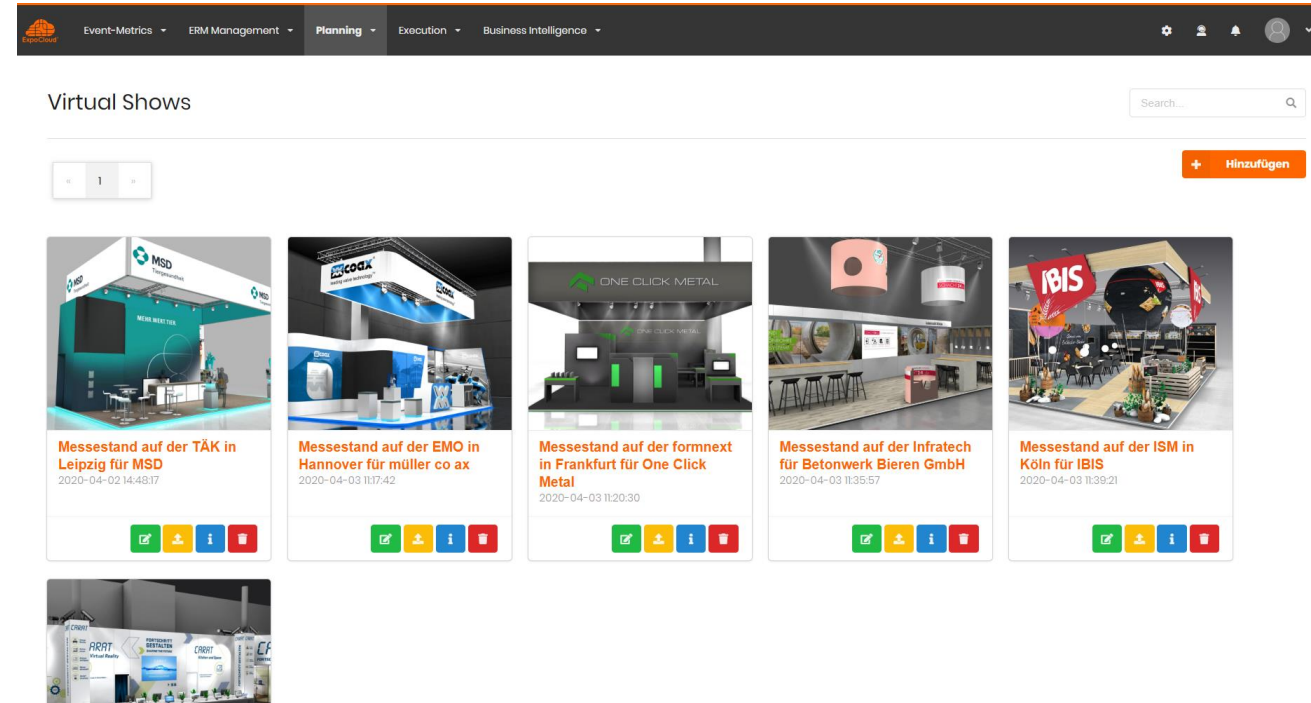
**Available technologies**

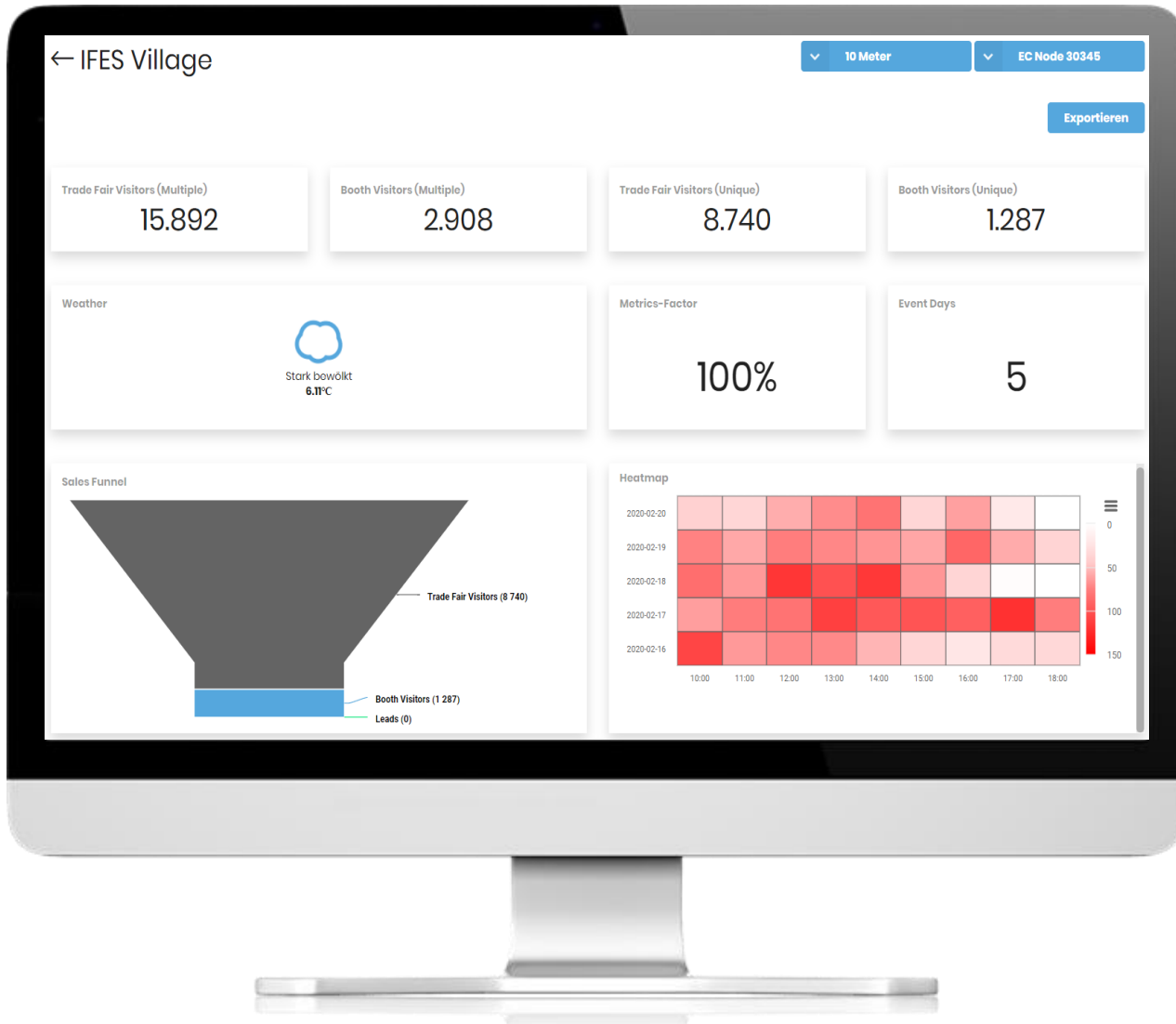
VirtualShows & Event Metrics

**Summary & Questions**

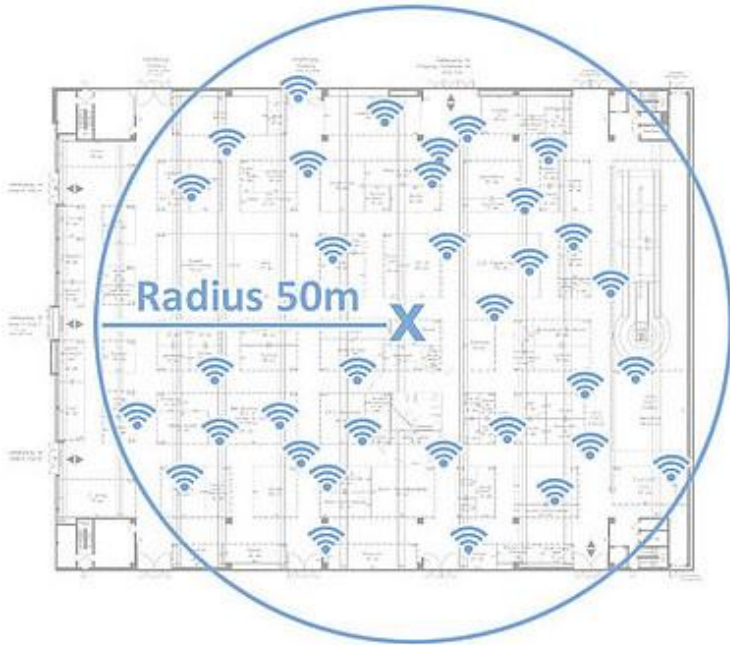
## Why use ExpoCloud VirtualShows

- Virtual booth already created as CAD-software used in early stages
- Support before the fair (e.g. new testing exhibits)
- Support during the fair (e.g. show booth to colleagues, offer downloads)
- Support after the fair (booth remains available online)
- “Digital twin”



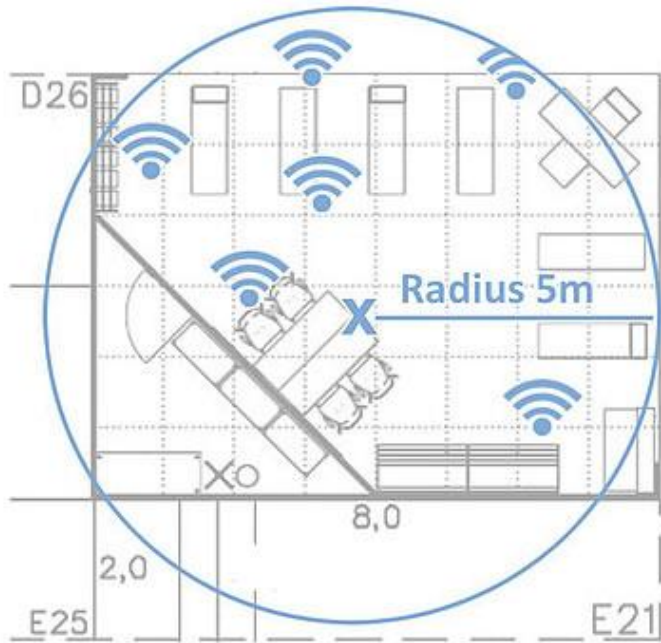


### Brand Awareness





### Visitors



### Daily Analysis

2020-02-17

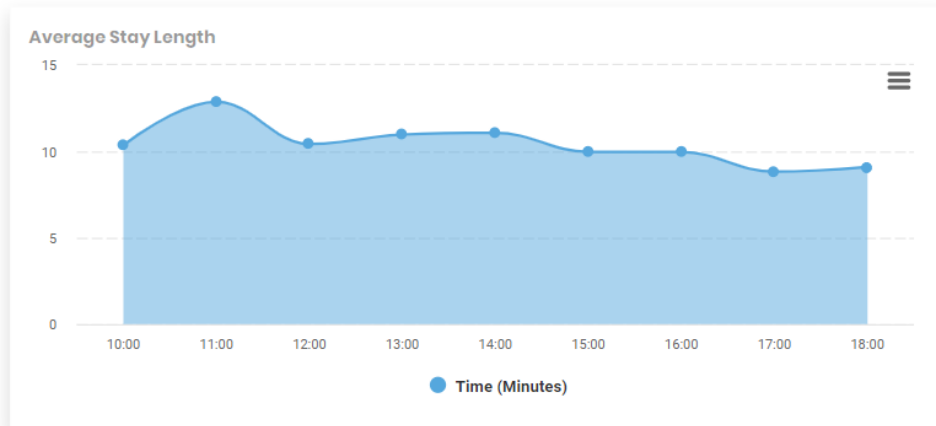
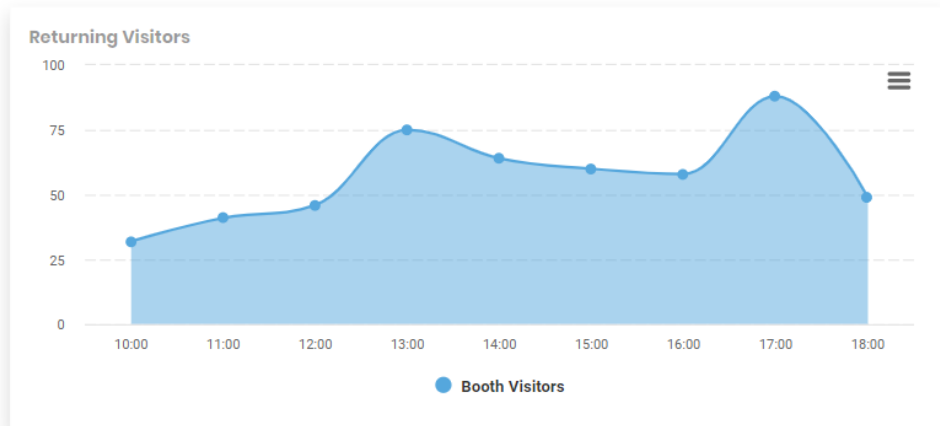
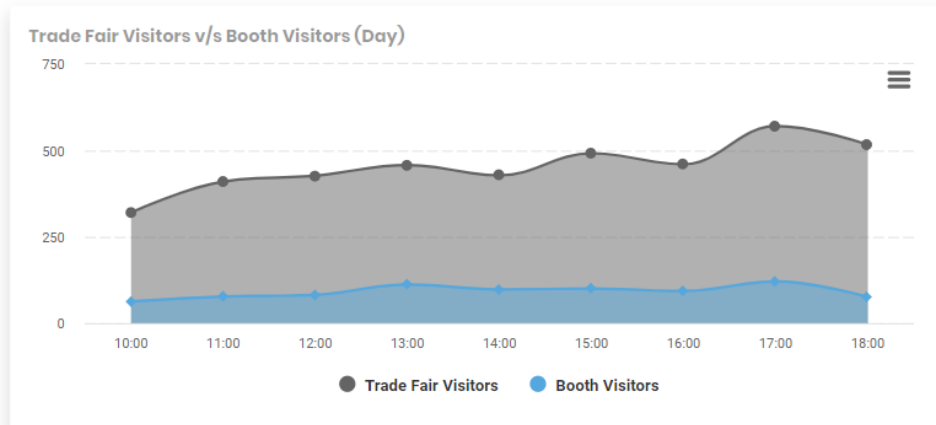
Trade Fair Visitors (Multiple)  
**4.083**

Booth Visitors (Multiple)  
**822**

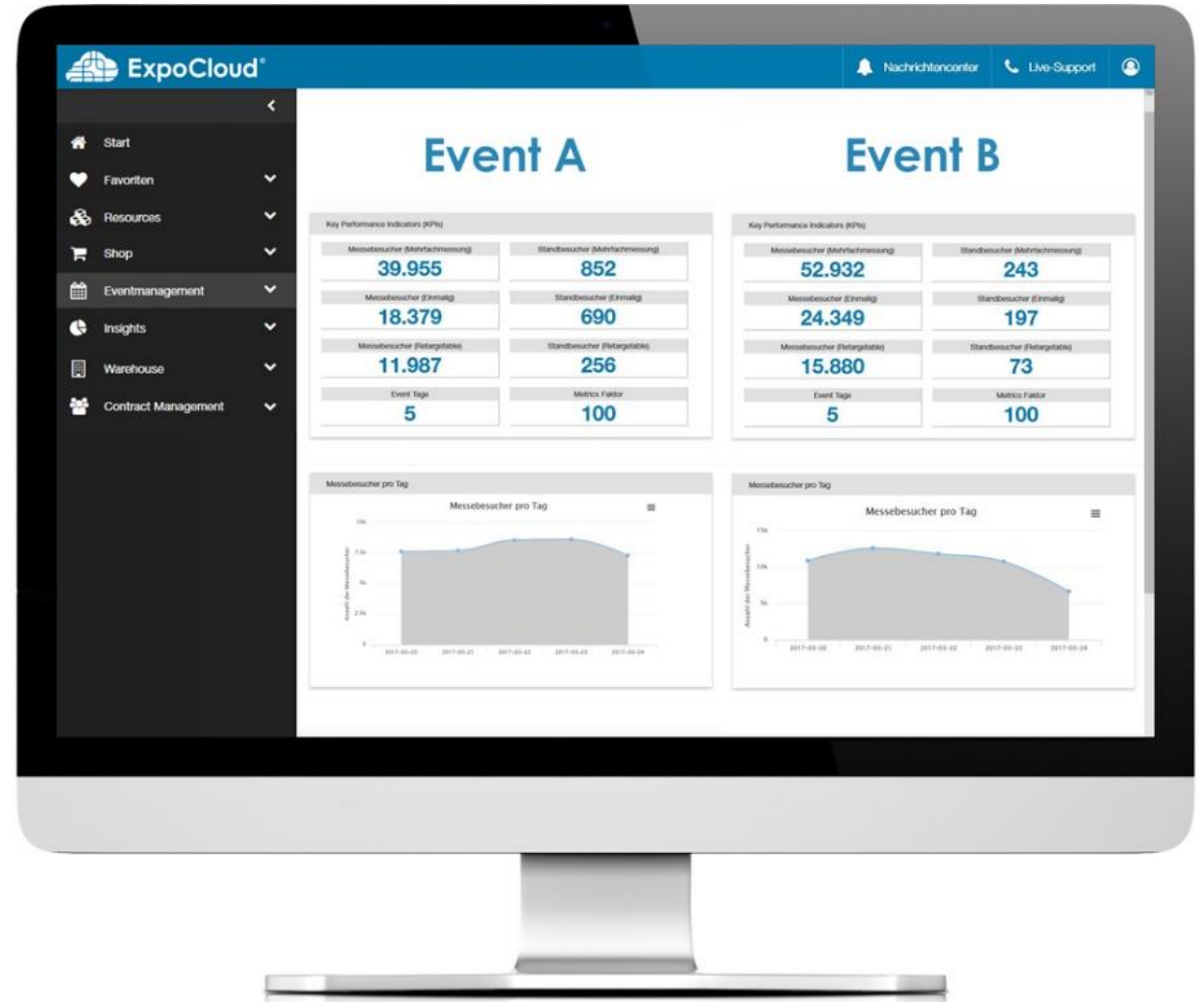
Trade Fair Visitors (Unique)  
**1.898**

Booth Visitors (Unique)  
**309**

10:00	63	10	41	12	19.69
11:00	77	13	40	24	18.78
12:00	82	15	49	18	19.20
13:00	112	27	62	23	24.45
14:00	98	22	52	24	22.90
15:00	100	23	61	16	20.33
16:00	93	23	55	15	20.22
17:00	121	35	70	16	21.19



- ✓ Standardized Key-Performance-Indicators (KPIs)
- ✓ Comparison of Events
- ✓ Challenge Industry- Venue-based Benchmarks





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## Summary

- ✓ Virtual booths are no risk for real booths. Many multisensory and personal aspects can only be created and experienced in real-life
- ✓ Virtual booths can be a useful expansion to the real booth (Digital Twin)
- ✓ ExpoCloud VirtualShows offers an easy solution to turn a CAD-design into a living, interactive world
- ✓ ExpoCloud Event Metrics offers you a chance to consult your customer and help them compete against online marketing



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