

A glowing lightbulb with a circuit diagram overlay. The lightbulb is on the right side of the image, with its filament glowing. A circuit diagram with several nodes and connecting lines is overlaid on the right side of the image. The background is a soft blue gradient.

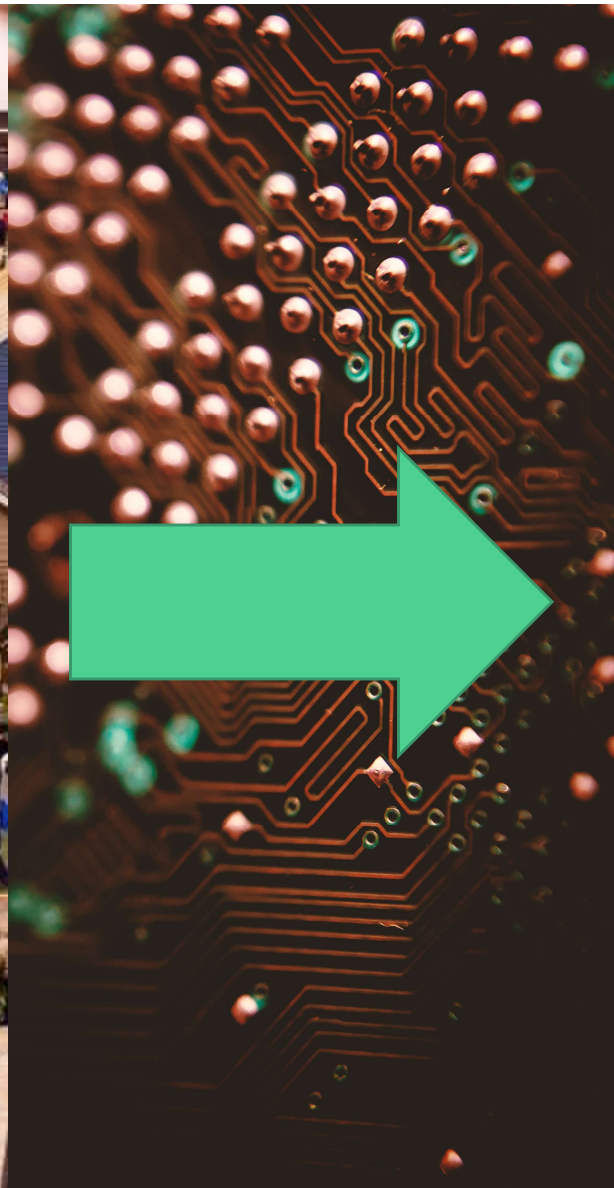
# VIRTUAL TRADESHOW PLATFORMS

## WHY EXPOCAD VMP?

BAV Services  
eventPower  
Association TV (WarkerBee.TV)  
EXPOCAD(R)  
Streampoint LIVE  
T!LT  
EventPilot Virtual Events Platform  
Bravura Virtual  
MediaSite (SonicFoundry)  
Freeman Online Event Pro  
MC | LMS  
Meeting Play  
VFairs  
On24  
CadmiumCD  
CommPartners  
Tradeshow Multimedia, Inc - TMI  
Demio  
Dahlia+Agency  
Evia Platform and Production  
Bizzabo  
Event EQ  
Exhibitpro  
CEAVCO Virtual Events  
JDC Events  
Virtual ConferenceCenter by Scarritt Group

Meeting Tomorrow  
EventsForce  
AccelEvents  
Socio  
MYS  
KUDO  
OnStream  
Global Meet  
Wavecast  
Xyvid  
Webinato  
Akamai  
Click Meeting  
Shepard LiveEx  
Welcome Online  
Digitell  
Proexhibits  
MoGLE  
Career Eco  
PSAV - Chime by Concise  
Remo  
ON Services  
OnAir by EventsAir  
EventTech Software - by Community  
Brands  
Social 27

Pathable  
Intrado/InXpo  
Hubb  
Cvent  
vConferenceOnline  
eShow  
Communique/VirtualTradeShowHosting  
Comminique/6Connex  
IMS Technology Services  
MultiView  
Showcare  
BlueSky  
Hubilo  
Pando Meetings  
PRG  
Matchbox  
Meeti2i  
SOK/SOMA  
Workcast  
Hexafair  
Virtway Events  
Teooh  
Event Farm  
Backstage Networks



## 5 THINGS ABOUT VIRTUAL EVENTS?

Don't Over Think It

Digital vs. an On-site Event  
(Yes, they are different)

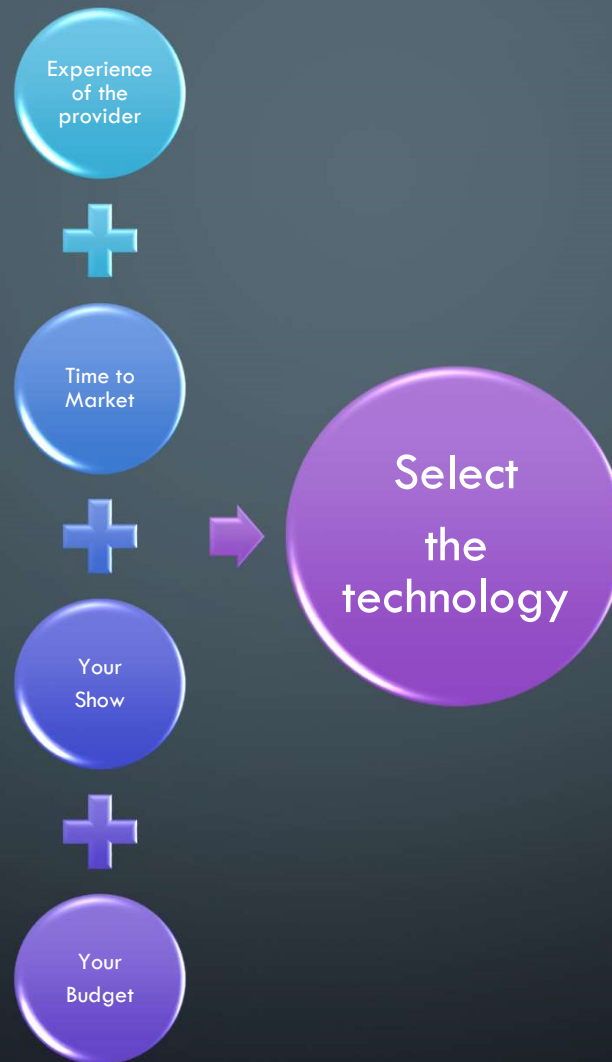
Charge Less for Virtual  
(It is a perception thing.)

Size Matters

Be creative  
( It's a web page)



# HOW?



Don't Over Think It



**ShowSpan**  
PRODUCED BY HANSON GARDEN CENTER

Find A Show About ShowSpan Contact Login

**Lansing HOME GARDEN SHOW**  
MSU Pavilion

MARCH 12-15, 2020

Show Program & Exhibitor List  
Garden's Virtual Walkthrough 2020  
Interactive Floor Plan & Exhibitor List  
Floor Plan

**The 2020 Lansing Home & Garden Show has been postponed.**  
Your Spring Projects have NOT!

Everyone involved in the Lansing Home & Garden Show is heartbroken that the show closed just hours before opening. Not only because our small team works for an entire year trying to create the best show possible, but because of what we know the show means to our exhibitors and patrons. For many of our exhibitors the show is their main marketing outlet, and a place where they gain most of the business for the year.

We know the show is an inspiration to everyone and you also rely on the show to get your projects done. Those projects won't go away just because we're all isolated. To that end, we've created some resources to help you still find the best local business for your Home & Garden - it's not the same as being at the show, but we hope it will help you make those decisions when the time comes.

Walkthrough of the 2020 Lansing Home & Garden Show

Watch later Share

**Lansing HOME GARDEN SHOW**  
MSU Pavilion  
MARCH 12-15, 2020

TOUR THE 2020 GARDENS  
EXHIBITORS BY CATEGORY / SHOW PROGRAM  
INTERACTIVE FLOORPLAN

Join Our Email List  
Enter your email address to stay up to date on ticket offers, show information and more!

email address

KEEP ME INFORMED

Don't Over Think It

**Exhibitor List**

**Category List**

**HBA of Greater Lansing**

Menu

**Lansing HOME GARDEN SHOW**  
MSU Pavilion  
MARCH 12-15, 2020

**HBA**  
HANSBERRY BUILDING ASSOCIATION  
1 WEEK, 2020-2021  
18 N 67TH AVE  
LANSING, MI 48202

**99.1 WE-HR**  
Lansing State Journal  
WLNS 34.6  
LANSING, MI



## DIGITAL VS. AN ON-SITE EVENT (YES, THEY ARE DIFFERENT)

Bejan believes that the most important element for successfully transforming a live event to virtual is “to accept that you cannot simply transpose a live event’s approach and format into the digital world.” Besides the challenges around attendees’ ability to absorb information, “technology doesn’t do a good job of replicating expo floors and booths, no matter how many companies are out there trying to build that functionality.”

“You don’t want to be creating something that you can’t do as well as the original, because it just reminds all your customers and attendees of the thing they don’t have and what is missing,” Bejan added. “The idea is to reinvent your programming by embracing the strengths of the digital medium and leveraging the things it does well. That is a hard thing for many event planners to do, because the intellectual and emotional triggers of live events are so ingrained in us. Our team is constantly working on breaking out of those constraints.”

**BOB BEJAN VP OF GLOBAL EVENTS MICROSOFT**

(FROM MEETINGSNET.COM, AN INFORMA COMPANY)

Digital vs. an On-site Event  
(Yes, they are different)

**Walmart** 

**amazon** 



Digital vs. an On-site Event  
(Yes, they are different)

Walmart 



Digital vs. an On-site Event  
(Yes, they are different)

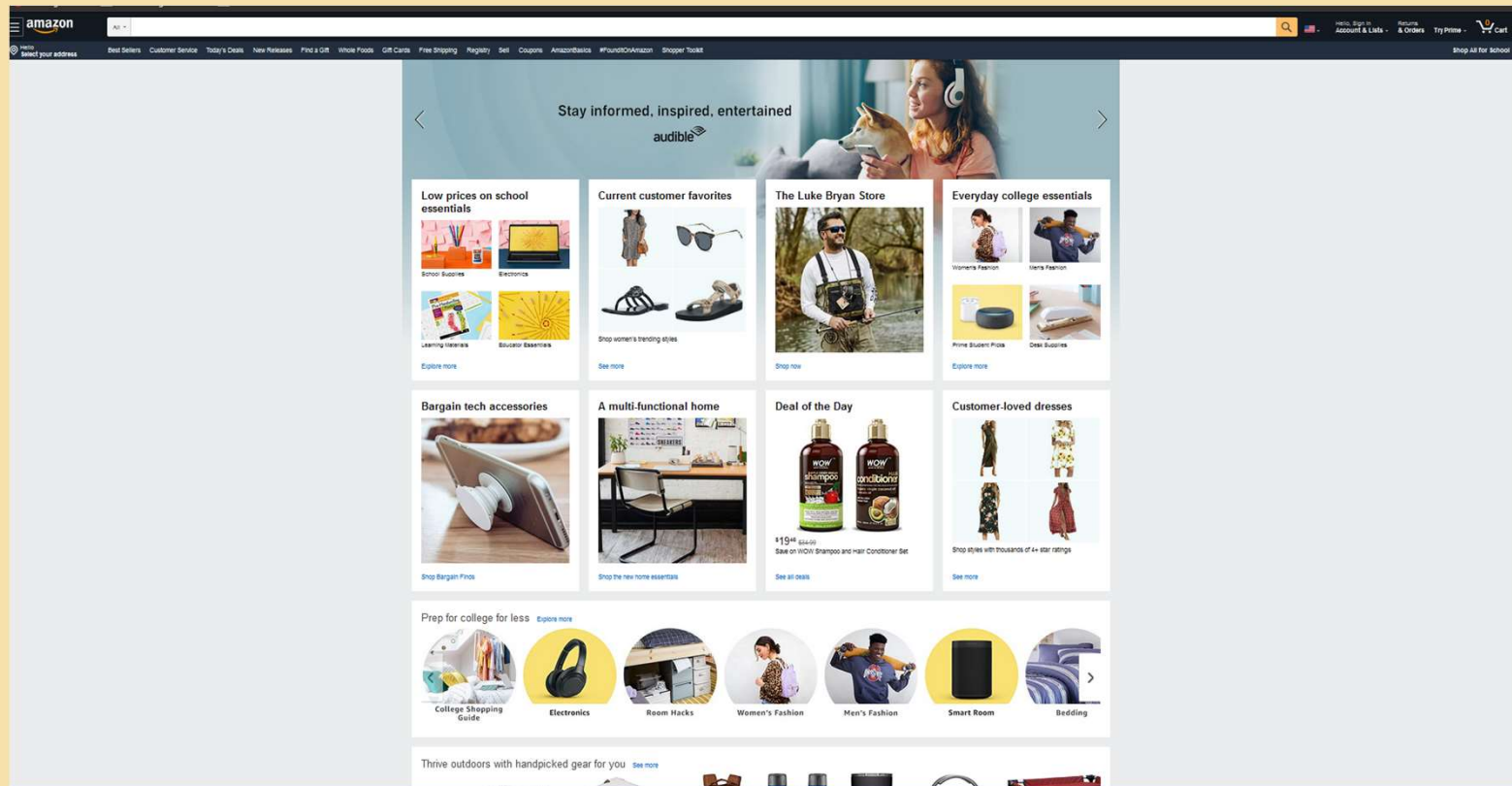
amazon ~~NOT~~



Digital vs. an On-site Event  
(Yes, they are different)



## Digital vs. an On-site Event (Yes, they are different)

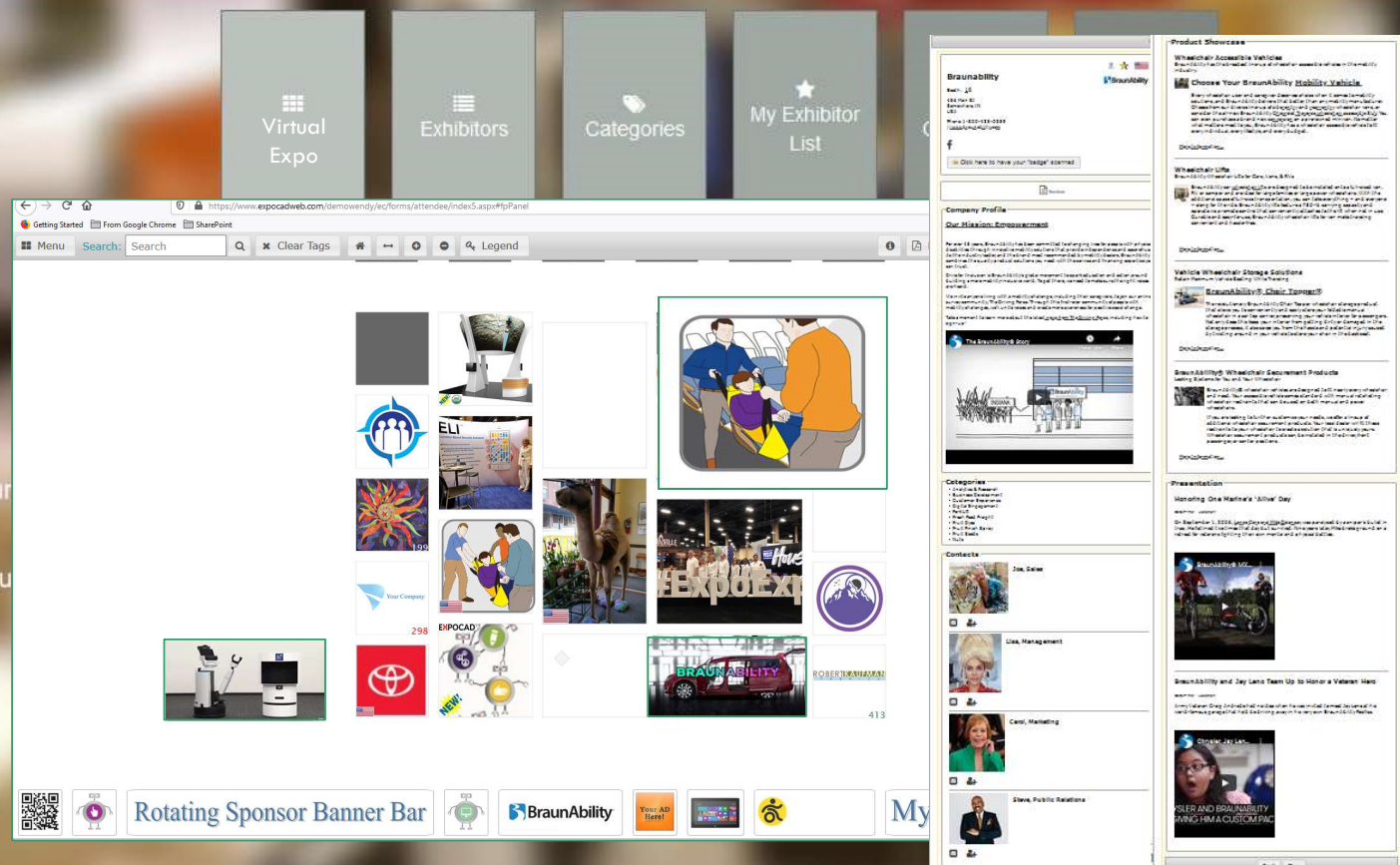




## Digital vs. an On-site Event (Yes, they are different)

The screenshot displays the 'Abilities Virtual Experience' website within a web browser. The browser's address bar shows the URL 'https://www.expodad'. The website features a top navigation bar with a search field and links for 'Sign In' and 'Mobile'. A left sidebar contains a 'Pages' menu with options: 'Sponsors', 'Halls', 'Locations', 'Categories', and 'Options'. The main content area is divided into three primary sections: 'Virtual Workshops' on the left, a central grid of event thumbnails, and 'Virtual Events Arena' on the right. The 'Virtual Workshops' section includes a photo of a man in a red shirt and a link to the 'Screen Reader Version'. The central grid is a large collection of small, colorful event thumbnails. The 'Virtual Events Arena' section features a large image of a person in a wheelchair. At the top right, the 'Abilities virtual' logo is accompanied by the tagline 'The resource for the disability community'. The footer of the website is a horizontal strip of logos for various sponsors and partners, including 'inflammade', 'vni', 'ams vans', 'GAMUT', 'SUREHANDS LIFT & CARE', 'omeo', 'nuotion', 'SleepSafe Beds', 'SPECIAL NEEDS GROUP', and 'Mobility'. The footer also includes the text 'Expodad Web powered by ExpoCharger © Copyright © 2002 - 2020'.





Be creative  
( It's a web page)

A glowing lightbulb with a circuit diagram overlay. The lightbulb is the central focus, with its filament glowing brightly. The background is a soft, out-of-focus blue. A white circuit diagram with nodes and lines is overlaid on the right side of the image. A black rectangular box with rounded corners is positioned in the center, containing white text.

SIZE MATTERS  
BE CREATIVE  
INSURE THE VALUE PROPOSITION