# VIRTUAL TRADESHOW PLATFORMS

WHY EXPOCAD VMP?

BAV Services
eventPower
Association TV (WorkerBee.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
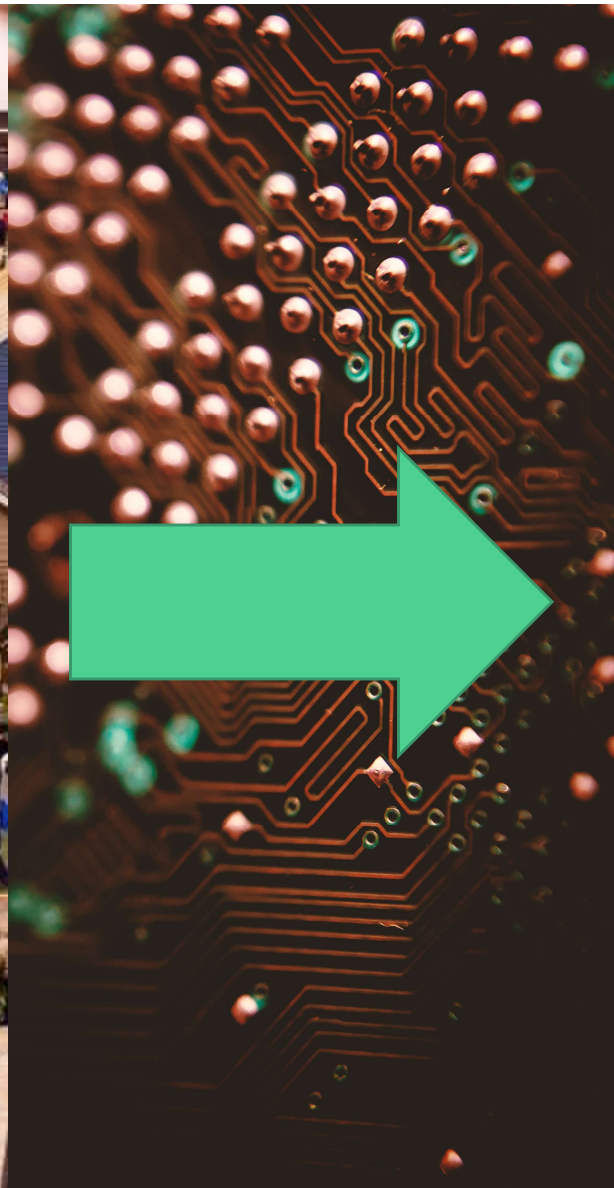
5 THINGS ABOUT VIRTUAL EVENTS?

Don't Over Think It

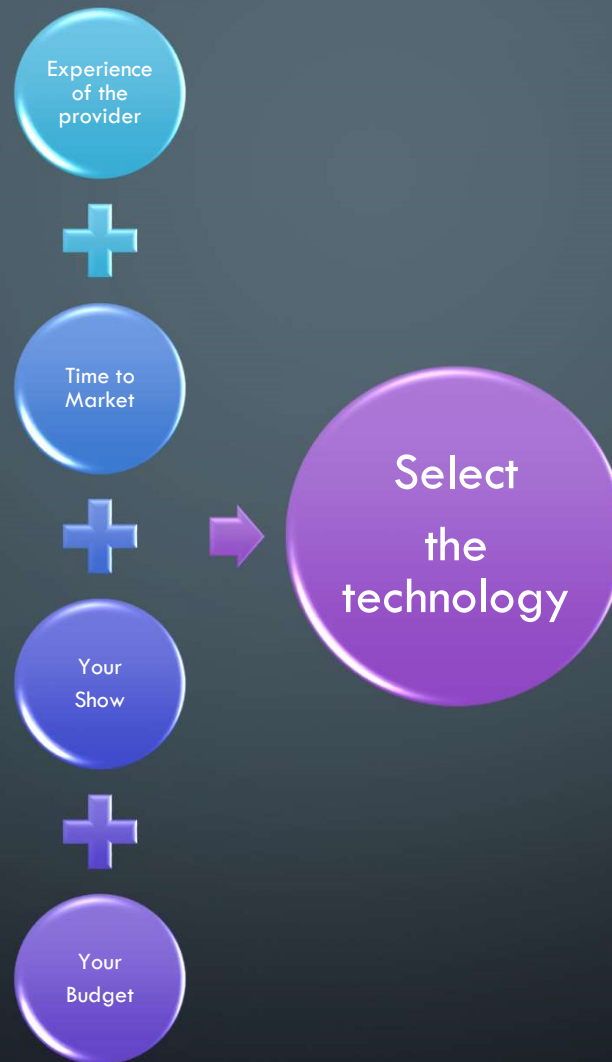**Digital vs. an On-site Event (Yes, they are different)**

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

Size Matters

Be creative (It's a web page)

HOW?

- Experience of the provider
+
- Time to Market
+
- Your Show
+
- Your Budget

→ Select the technology

Don't Over Think It

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Don't Over Think It

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)

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(Yes, they are different)
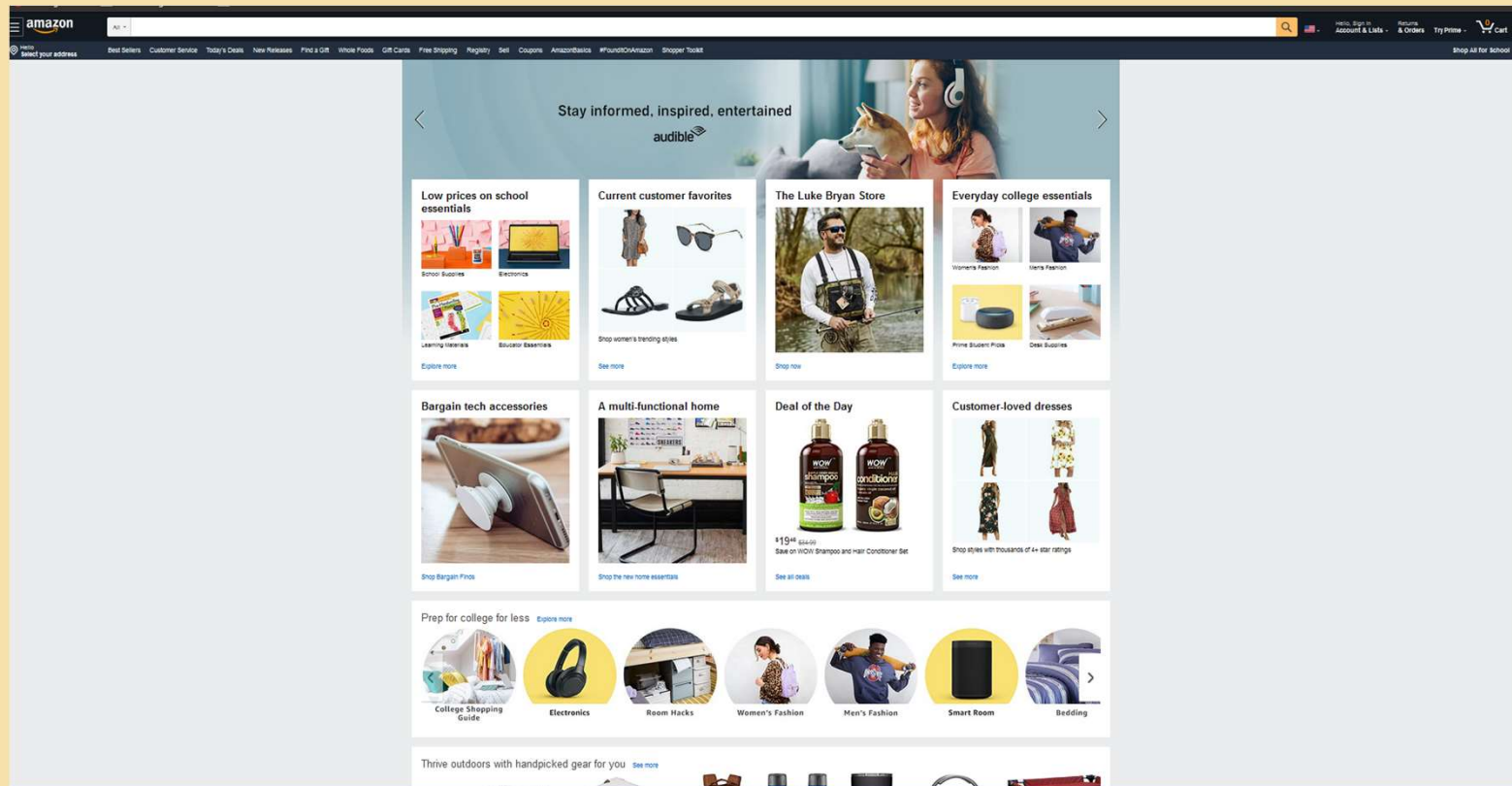
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amazon **N̶O̶T̶**

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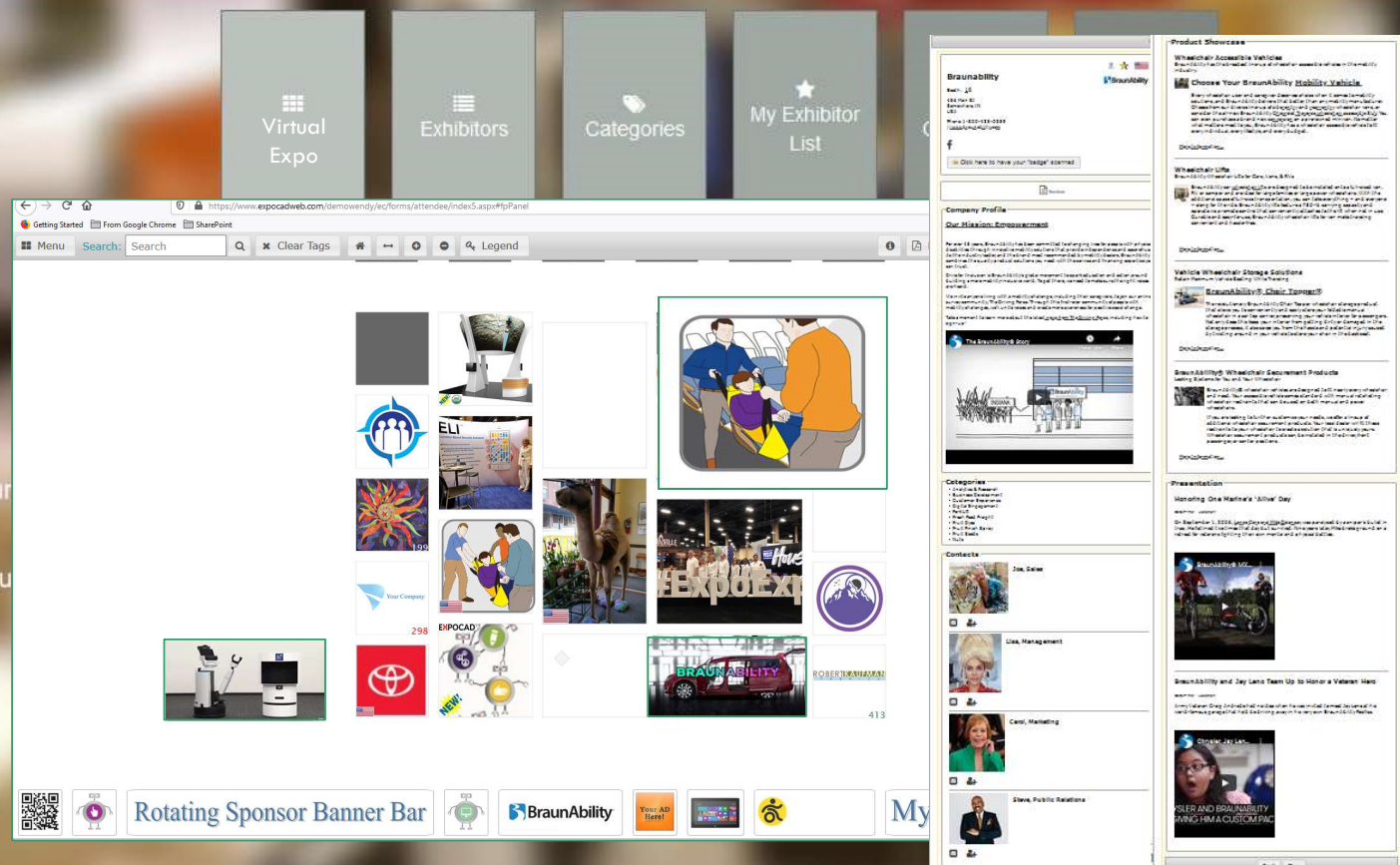
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SIZE MATTERS
BE CREATIVE
INSURE THE VALUE PROPOSITION