



V-TRADE INVITES YOU TO TAKE PART IN THE FIRST PAN-EUROPEAN *LIVE VIRTUAL TRADESHOW* AND GENERATE QUALIFIED LEADS FOR A FRACTION OF A TRADITIONAL SHOW COST. BUSINESS DEVELOPMENT AT A CLICK-OF-A-MOUSE!

V-TRADE Early Summer Sponsorships

The Internet world opened the way to new communication and presentation models, very targeted and with clear demonstrable results for businesses.

By applying web technologies, companies around the world interact and develop relationships, find out about prospects and customers and promote a large variety of products and services at a click-of-a-mouse.

There isn't a better way of interacting in direct marketing these days! Meet and greet your customers and prospect market at the first pan-European dedicated live virtual tradeshow!

Take part in **V-TRADE Early Summer** programme and open the door of the future of tradeshow with us! Our programme is recommended and endorsed by **Romania-Great Britain Chamber of Commerce.**

WHAT EXACTLY CAN BE DONE AT A VIRTUAL TRADESHOW?

The sponsors and exhibitors can organise launches and re-launches of products and services, meet customers and prospects, invite prospects, can take orders, can present in the main conference room, can organise contests, can do market studies, can send press releases, can set-up interviews, can make live announcements.

How Much Does It Cost?

The sponsorship packages represent a fraction of the traditional tradeshow cost, estimated at up to 15%. The price depends on the level of services subscribed to.

The main benefit is access to visitors' contacts as pre-qualified leads which in a traditional environment is not possible.

WHAT IS A VIRTUAL TRADESHOW?

By definition, a **virtual tradeshow** is an event that takes place real time via a dedicated website to exhibitors and visitors, whereby exhibitors present their products and services in a virtual environment using video, PowerPoint, chat, live call and webcasts technologies.

The visitors are pre-qualified leads, interested in the topic of the show. The greatest advantage over a traditional show is the same for both the exhibitors and visitors: the convenience of the Internet – anywhere at any time!

✓ Like a traditional show, a **live virtual tradeshow** takes place over a defined number of days. Typically the duration is 3 days. **Additionally**, the virtual one will be available for a number of days after the live part is over.

✓ Like a traditional show, a **live virtual tradeshow** is organised by halls and lobbies: entrance, expo, conference, library, lounge and media. **Additionally**, a virtual one offers the possibility for visitors to join in a live chat if the subject is of interest. This is something unique to the virtual shows!

Why are business people interested in tradeshow? Because they want to find out what's new, they want to develop partnerships and network with like-minded people.

Why are business people interested in virtual tradeshow? Because they offer a level of an unprecedented interactivity with a large number of people and businesses! They offer the value of pre-qualified leads, their contact details as well as areas of immediate interest. In a traditional tradeshow environment, direct interaction only happens if visitors stop by your booth! In a **live virtual tradeshow** environment, participants will visit up to five times more booths, save the information, chat live and order on line. All from the convenience of their office, home or on-the-go with mobile Internet!

WHY IS A VIRTUAL TRADESHOW "MUST DO" IN THE BUSINESS ENVIRONMENT OF TODAY?

First: the price. At only a fraction of the traditional show, companies get full brand and offer visibility. Attending virtually, the cost of travel, production, shipping, on-site man management is reduced to Internet connectivity. Justifying the investment per qualified lead makes the case for choosing a virtual tradeshow over a traditional show. Plus, statistically, 4 times more visitors are generated in a virtual environment!

Second: pre-qualified leads. A virtual tradeshow is visited by people interested in the topics. When signing up, they will select from a menu of choices, the specific topics and communication will be targeted as such. When businesses are recovering, the benefit of value for money can be easily proven. The specific targeted communication via the virtual tradeshow cannot be compared to a traditional tradeshow.

Third: anywhere. It is critical for businesses to have direct contact with its clients and prospected market. A hand shaken sometimes closes a deal, however when the world is going through difficult times and technology is advancing, businesses do consider more carefully what they spend money on. Saving on travel and benefiting from technology available at a click of a mouse, delivers real benefits to everybody involved. All participants can take part from

WHAT SKILLS ARE REQUIRED TO TAKE PART IN A VIRTUAL TRADESHOW?

The reality shows that no special skills are required. The basic of computer Internet navigation, a fast connection to the Internet and of course, the documents to present yourself (company presentation, factsheets, brochures, flyers, banners, videos, PowerPoint documents to roll on your presentation screen at booth, press releases, etc).

V-TRADE will provide a detailed guide on "**How to Set-up Your Booth**" and offers this service for a small set-up fee. It is as easy as attaching files to your email!



avanTARGET is a limited company registered in England and Wales with the registration number 06416405

www.avantarget.com

Phone: 0044 7717575262

contact@avantarget.com

ENDORSED BY



GOLD SPONSORS



WHAT BENEFITS CAN A SPONSOR DRIVE?

Pre-show Promotion with every email we send out, on the dedicated website, on conference promo banners, in the show electronic brochure, mentioning in the press release.

During the show Graphics placed in the entrance hall (on screens), in all expo halls, in the lounge, library and media centre, live announcements, presentation slots, chat and video.

Post-show Full access to the visitors' contacts according to the package of services subscribed, reports and graphs of the show, ongoing promotion as follow up, minimum one month show website access.