

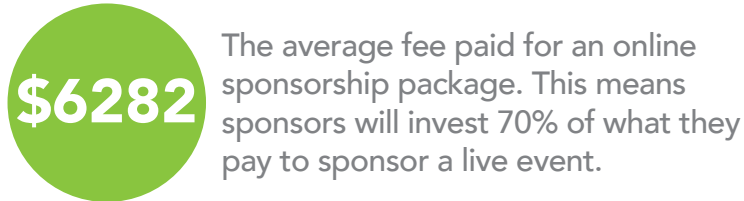
WHY GOING VIRTUAL IS GOOD FOR ROI

BY THE NUMBERS*

A G S
ONLINE EVENTS

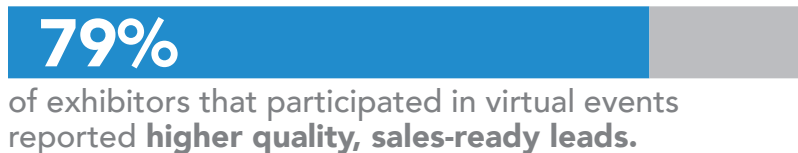
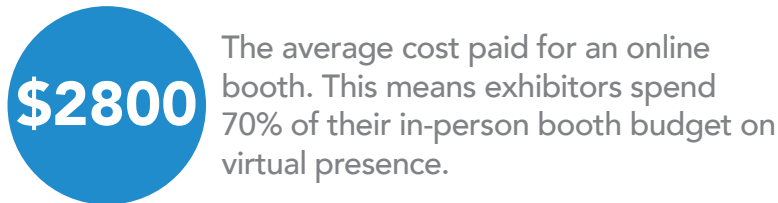
Making the investment to go virtual – or to add a virtual component to your in-person event – can help you achieve your goals, including adding new, innovative ROI avenues for sponsors, exhibitors and attendees.

SPONSORS



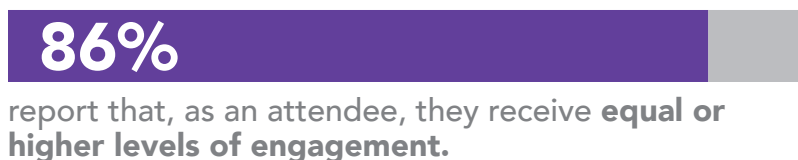
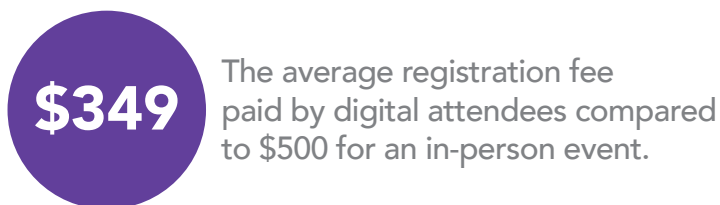
72%
report higher quality, sales-ready leads by participating in a Virtual Trade Show

EXHIBITORS



84%
of exhibitors are interested in participating in virtual events provided there is some form of interaction with attendees.

ATTENDEES



77%
of attendees are looking to supplement in-person event participation with a virtual or hybrid component.

* CEIR, June Update On COVID-19 Impact On U.S. B2B Exhibition Organizations, June 30, 2020.



Check out how our online event platform, **GoVirtual**, will benefit your sponsors, exhibitors and attendees.



GoVirtual | Deliver ROI To Virtual Event Participants

EXHIBITOR & ATTENDEE ROI FEATURES

Real-Time Leads Prior to the Show: Exhibitors/attendees can kick-start lead retrieval by chatting before the event.

Matchmaking for Qualified Leads: Exhibitors filter through an attendee list, using pre-set fields or keywords to target the people they want to meet. Attendees with similar backgrounds are isolated as desirable contacts. The same functionality is available to attendees, producing more qualified meetings and leads.

Live Booth Chat & Rich Profiles: Exhibitors can chat and have one-on-one video meetings with attendees. Profiles feature marketing materials, videos, staff profiles and “call-to-action” buttons linked to forms or any URL for capturing leads.

Real-Time Sales Analytics: Real-time visitor tracking is available to support quality leads during the event. Featured data includes length of visit and key actions (i.e., viewed product demo, downloaded a brochure, initiated chat).

SPONSOR ROI FEATURES

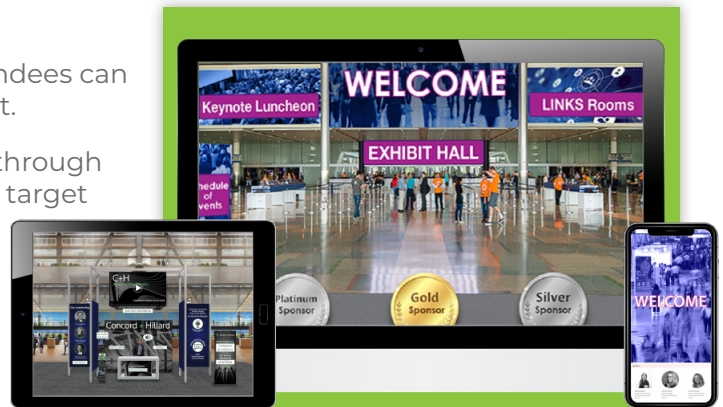
Gamification/Contests: Real-time games can enhance the virtual experience for attendees and yield good ROI for exhibitors and sponsors. Use the platform to send out a sponsored poll or pulse survey to see how attendees are dealing with hot topics. Create a “creative caption contest” where attendees submit unique captions for event photos — the most creative earn online coupons and vouchers from sponsors. Meeting organizers have the ability to customize contests for special sponsors. An automated leader-board featured on the platform tracks and displays all results, and event organizers receive gamification ROI analytics to deliver to sponsors.

Brandable Sponsor Tables: Create sponsor tables where a sponsor can explain products, feature their branding and network with attendees via video call.

Digital Sponsorship Branding: Branding opportunities with direct calls-to-action & immediate lead generation:

- Banner ad on login page and key pages linkable to sponsor’s website
- Sponsor ads before keynotes and throughout session recordings/webinars
- Create sponsored series of webinars based on hot topics
- Sponsor-branded areas like discussion groups, demo rooms & networking sessions
- Post sponsor videos or pin images to event/social feed

Post-Event Sponsored Content: Build on conference content and momentum with a sponsored deep-dive webinar series featured on the platform — your event platform can easily be turned into a monthly networking community ideal for sponsors.



Sales Efficiency: Platform accelerates sales efficiency through key features:

- Sync contacts/easily export leads into any CRM
- Ability to scan attendee badges & business cards
- Manually create contact records
- Add meeting notes
- Share contacts with colleagues



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