

Monetize Your Audience

Why Virtual Trade Shows...

InXpo's Virtual Trade Shows will enable you to generate qualified leads for your exhibitors and create a new source of online revenue for your company, while delivering information and education to attendees. And, since all participants can attend a Virtual Trade Show from the comfort and convenience of their offices, you can eliminate the time, frustration and cost associated with traveling, while increasing the size of the audience. Like a physical trade show, a Virtual Trade Show is time-bound and typically runs between one to three days. The Virtual Trade Show includes all of the areas that one may find at a physical event

Generate Revenue

Generate revenue by selling virtual booths to your exhibitors. The Exhibit Hall(s) are where exhibitors' virtual booths are located and where attendees visit to interact with exhibitors and view their content. You can also generate revenue through sponsorship advertising opportunities such as banner ads throughout the event. The ads can even be targeted to specific attendees.

Qualified Lead Generation

To measure the ROI of your Virtual Trade Show and provide detailed, rich leads to exhibitors, attendee metrics are provided with reports that include information like: booth visitors, what content and presentations they viewed, how long they stayed, all chat and e-mail activity, and

how many times they returned. With the chat, e-mail and business-card exchange communications, along with the user-generated content of group chat, blog and message forums, the marketing value of the attendees exponentially increases.

Social Business Networking

While social networking is available throughout the trade show, the Lounge is a key area where your attendees socialize and network.

More Events, More Often

Conduct more targeted events, more frequently and stay in touch with your audience with InXpo's Virtual Trade Shows!

