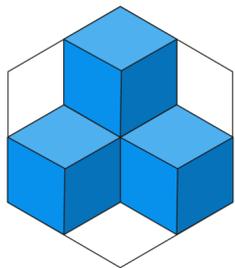
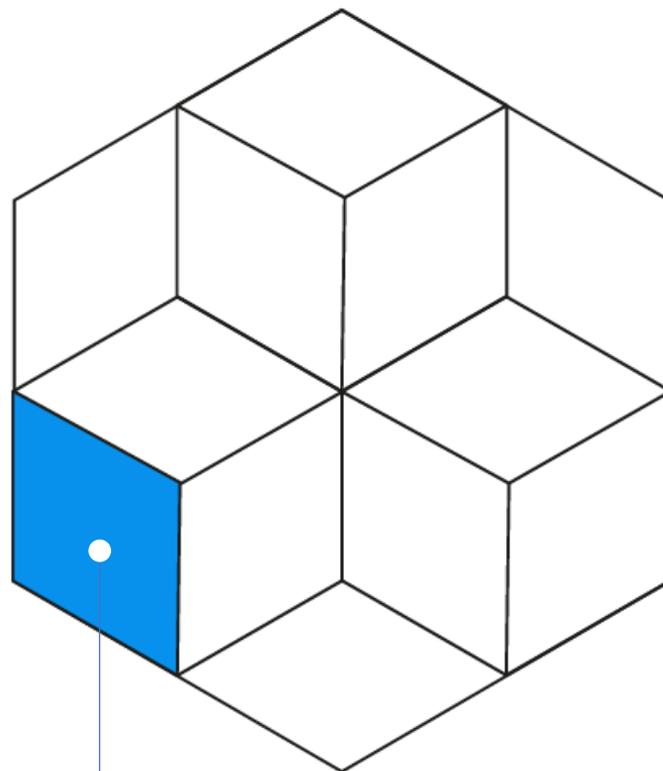




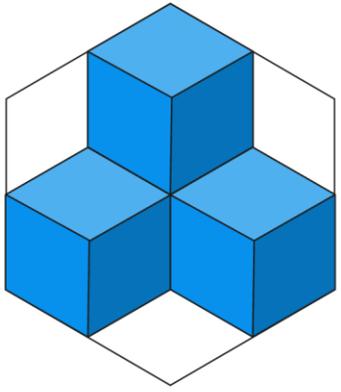
# A NEW DIMENSION OF HYBRID EVENTS



**VIRTUAL**  
BUSINESS PLATFORM

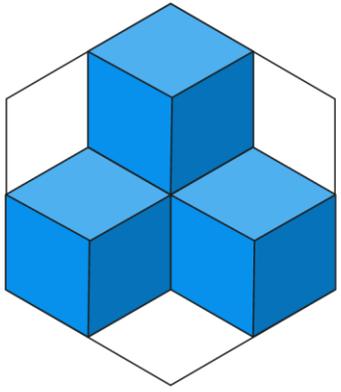


# 1. THE PLATFORM



# VIRTUAL BUSINESS PLATFORM

- ❑ New tool for trade shows, congresses, events and business conferences
- ❑ Tool is based on MICE market experience
- ❑ It requires only access to Internet to use it from laptops, tablets or smartphones
- ❑ Simple and intuitive for organizers, exhibitor, participant and visitor

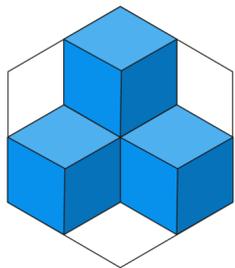


# VIRTUAL BUSINESS PLATFORM

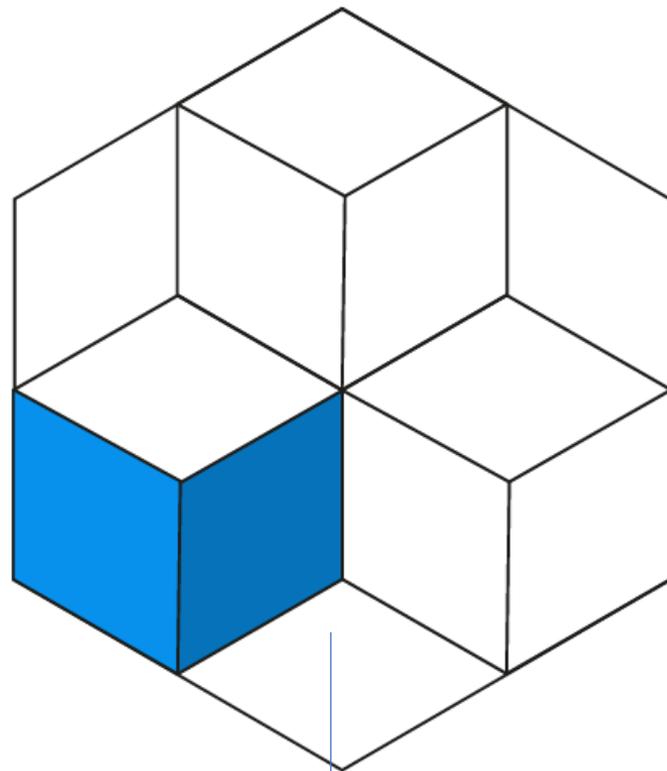
The Platform is based upon a [highly effective](#) and intuitive in use application, upgraded by new functionalities [dedicated to handle virtual fairs](#).

It provides the following features:

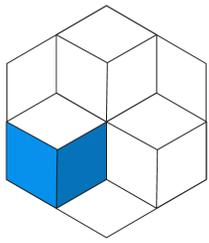
- unlimited number of exhibitors and visitors
- virtual assembling of customized display stands
- interactions in real time between exhibitor and visitor
- exchange of contacts and promo materials
- fixing meetings between participants
- taking part in accompanying events, such as: seminars, conferences or press briefings
- mailing customized packets with gadgets and printed info/promo materials
- providing participants with comprehensive statistics that enable interactions at the level of all event or
- display stands in form of gamification and all sorts of surveys



**VIRTUAL**  
BUSINESS PLATFORM



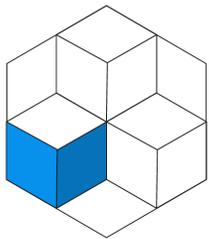
## 2. FUNCTIONALITY



## 2. FUNCTIONALITY

- ❑ You go to Platform directly from website of organizer
- ❑ Organizer keeps its autonomy all the time and plays the main role.
- ❑ Virtual Business Platform is custom made tool for each event or trade show separately
- ❑ The virtual hall or room is created parallel to live World, where exhibition or event is held.

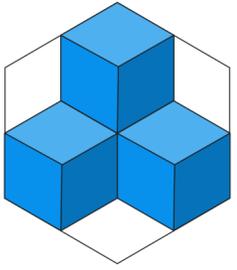
The screenshot shows the website for 'Targi Kielce' (Kielce Trade Fairs) for the 'KIELCE BIKE - EXPO' event. The main banner features a cyclist and the text '01 - 03.10.2020 BĄDŹ NA TARGACH BEZ WYCHODZENIA Z DOMU' (Be at the trade show without leaving home). Navigation buttons include 'Lista wystawców', 'Kontakt', and 'Pomoc'. A sidebar on the right offers 'Oglądaj streamingi z ekspertami i zawodnikami', 'Umów spotkanie z wystawcą', and 'Przeglądaj katalogi produktowe'. Below the banner, there are buttons for 'DLA ODWIEDZAJĄCYCH' and 'DLA WYSTAWCÓW', and a countdown timer: 'Do wydarzenia pozostało: 2 miesiące 4 dni 16 godz.'. A blue box highlights 'Odkryj cyfrowy świat targów z Virtual Business Platform' with a list of benefits: 'Nawiązywanie kontaktów za pomocą modułu match-makingowego', 'Udział w webinarach, szkoleniach, konferencjach i prezentacjach online', and 'Ekspozycje produktów i usług w katalogach'. A 'CZYTAJ WIĘCEJ' button is at the bottom of this box. To the right, a grey box says 'MIEJSCE NA REKLAMĘ'. The 'Wybrane streamingi' section shows three video thumbnails with 'ZOBACZ WIĘCEJ' buttons. The footer includes a language selector (UK, PL) and a navigation arrow.



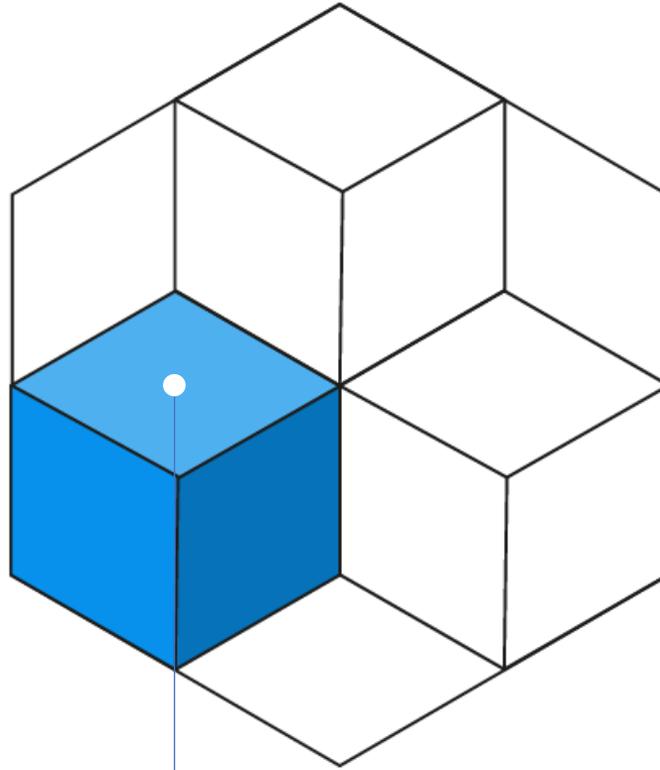
## 2. FUNCTIONALITY

The Platform focuses on satisfying the three crucial needs generated by a trade show or event:

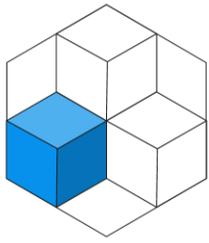
- ❑ acquiring contacts leading to match-making
- ❑ familiarizing with products/services through their displaying
- ❑ expanding knowledge – additional activities eg. seminars, webinars, conferences, presentations, roadshows, premiere events, press briefings



**VIRTUAL**  
BUSINESS PLATFORM



**3. EXHIBITOR**



### 3. EXHIBITOR

After purchasing access voucher (by selecting a suitable packet of services available) exhibitor or participant **can manage their own panel**, in which is possible:

- ❑ to create the own **profile** (enabling to manage uploaded contents, its layout and appearance)
- ❑ to **display products/services** making use of uploaded promo materials (photos, video podcasts, presentations)
- ❑ to manage contents **to be streamed** , including conducting or participating in accompanying events
- ❑ to run the list of meetings with visitors – what facilitates **match-making**

WIRTUALNE TARGI PANEL

Mój profil  
Start > Mój profil

MOJE DANE ZMIENŃ HASŁO

John Doe (john@doe) Wyloguj

WYPEŁNIJ SWOJE DANE

E-mail

Numer telefonu

Strona WWW

Anuluj Zapisz

WIRTUALNE TARGI PANEL

Podstawowe dane  
Start > Podstawowe dane

MOJE DANE Podstawowe dane

John Doe (john@doe) Wyloguj

WYPEŁNIJ PODSTAWOWE DANE O TARGACH

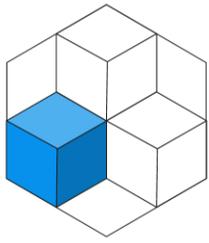
Nazwa firmy

Opis firmy

Strona WWW

Adres firmy (można wpisać kilka)

Anuluj Zapisz



### 3. EXHIBITOR / PROFILE

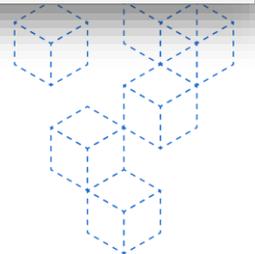
While creating a profile, exhibitor will provide the following information:

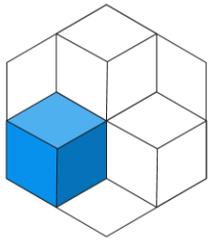
- company data (the name, address, tax registry number)
- logo/photo
- brief description of business activities
- an industry/sector
- www
- TAGS (the key words related to business activities pursued - pretty useful while match-making (described in further part of presentation))

The screenshot shows a web application interface for creating an exhibitor profile. The page title is "Podstawowe dane" (Basic data). The breadcrumb trail is "Start > Podstawowe dane". The user is identified as "John Doe [johndoe]" with a "Wyloguj" (Logout) button. The main heading is "WYPEŁNIJ PODSTAWOWE DANE O TARGACH" (Fill in basic data about the trade). The form contains the following fields:

- Nazwa firmy (Company name)
- Opis firmy (Company description)
- Strona WWW (Website)
- Adres firmy (można wpisać kilka) (Company address (you can enter several))

At the bottom right, there are two buttons: "Anuluj" (Cancel) and "Zapisz" (Save).





### 3. EXHIBITOR / MATCH-MAKING

Acquiring and establishing new contacts is one of the crucial goals of any trade shows, conferences and events.

In **VIRTUAL BUSINESS PLATFORM** such functionality is based upon **matching TAGS** of exhibitors with those of visitors (which are outlined and defined in their profiles and are convergent with scope of their activities).

While profile is being filled in, visitor **must select appropriate TAGS**. They will be outlined and defined by both; event organizers and the agency. Match-making system will be based upon their selection.

**MAPA TARGÓW Warszawa 2020** Mapa targów Wydarzenia Spotkania Matchmaking Wyszukaj ZAREJESTRUJ SIĘ ZALOGUJ SIĘ

**Propozycje spotkań Umówione spotkania Mój kalendarz**

9<sup>00</sup> 16 MAR  Monika Polish SZCZEGÓŁY AKCEPTUJ ODRZUĆ

10<sup>00</sup> 16 MAR  Marcin Wiech SZCZEGÓŁY AKCEPTUJ ODRZUĆ

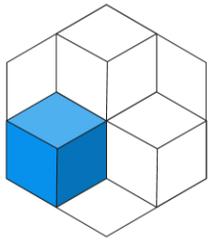
10<sup>00</sup> 16 MAR  Marcin Wiech SZCZEGÓŁY AKCEPTUJ ODRZUĆ

**MAPA TARGÓW Warszawa 2020** Mapa targów Wydarzenia Spotkania Matchmaking Wyszukaj ZAREJESTRUJ SIĘ ZALOGUJ SIĘ

**Propozycje spotkań Umówione spotkania Mój kalendarz**

POPZEDNIE DNI NASTĘPNE DNI

16 MAR PN	17 MAR WT	18 MAR SR	19 MAR CZW	20 MAR PT	21 MAR SO	22 MAR ND
09:00 Marcin Wiech... 10:00 Janina Szkopuł		10:00 Marcin Wiech... 11:00 Janina Szkopuł 12:00 Milena Jasin	09:00 Marcin Wiech...	10:00 Janina Szkopuł		



### 3. EXHIBITOR / MATCH-MAKING

**WIRTUALNE TARGI**  
PANEL

Dashboard  
Zaproszenia  
Streamingi  
Produkty  
Podstawowe dane

Zaproszenia  
Start - Zaproszenia

John Doe (johndoe) Wyloguj

OCZEKUJĄCE    ZAAKCEPTOWANE    ODRZUCONE

Imię i nazwisko	Adres e-mail	Numer telefonu	Proponowany czas	Akcje
Jan Kowalski	jankowalski@adresemail.com	+48 665 665 665	25.06.2018 10:45	Wybierz akcję
Jan Kowalski	jankowalski@adresemail.com	+48 665 665 665	25.06.2018 10:45	Zaakceptuj Odrzuć Wybierz akcję
Jan Kowalski	jankowalski@adresemail.com	+48 665 665 665	25.06.2018 10:45	Wybierz akcję
Jan Kowalski	jankowalski@adresemail.com	+48 665 665 665	25.06.2018 10:45	Wybierz akcję
Jan Kowalski	jankowalski@adresemail.com	+48 665 665 665	25.06.2018 10:45	Wybierz akcję
Jan Kowalski	jankowalski@adresemail.com	+48 665 665 665	25.06.2018 10:45	Wybierz akcję
Jan Kowalski	jankowalski@adresemail.com	+48 665 665 665	25.06.2018 10:45	Wybierz akcję
Jan Kowalski	jankowalski@adresemail.com	+48 665 665 665	25.06.2018 10:45	Wybierz akcję
Jan Kowalski	jankowalski@adresemail.com	+48 665 665 665	25.06.2018 10:45	Wybierz akcję
Jan Kowalski	jankowalski@adresemail.com	+48 665 665 665	25.06.2018 10:45	Wybierz akcję
Jan Kowalski	jankowalski@adresemail.com	+48 665 665 665	25.06.2018 10:45	Wybierz akcję
Jan Kowalski	jankowalski@adresemail.com	+48 665 665 665	25.06.2018 10:45	Wybierz akcję
Jan Kowalski	jankowalski@adresemail.com	+48 665 665 665	25.06.2018 10:45	Wybierz akcję
Jan Kowalski	jankowalski@adresemail.com	+48 665 665 665	25.06.2018 10:45	Wybierz akcję

1 - 10 of 86 items

**WIRTUALNE TARGI**  
PANEL

Dashboard  
Zaproszenia  
Streamingi  
Produkty  
Podstawowe dane

Zaproszenia  
Start - Zaproszenia

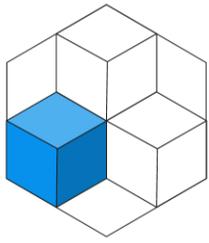
John Doe (johndoe) Wyloguj

OCZEKUJĄCE    **ZAAKCEPTOWANE**    ODRZUCONE

Imię i nazwisko	Adres e-mail	Numer telefonu	Czas spotkania
Jan Kowalski	jankowalski@adresemail.com	+48 665 665 665	25.06.2018 10:45
Jan Kowalski	jankowalski@adresemail.com	+48 665 665 665	25.06.2018 10:45
Jan Kowalski	jankowalski@adresemail.com	+48 665 665 665	25.06.2018 10:45
Jan Kowalski	jankowalski@adresemail.com	+48 665 665 665	25.06.2018 10:45
Jan Kowalski	jankowalski@adresemail.com	+48 665 665 665	25.06.2018 10:45
Jan Kowalski	jankowalski@adresemail.com	+48 665 665 665	25.06.2018 10:45
Jan Kowalski	jankowalski@adresemail.com	+48 665 665 665	25.06.2018 10:45
Jan Kowalski	jankowalski@adresemail.com	+48 665 665 665	25.06.2018 10:45
Jan Kowalski	jankowalski@adresemail.com	+48 665 665 665	25.06.2018 10:45
Jan Kowalski	jankowalski@adresemail.com	+48 665 665 665	25.06.2018 10:45
Jan Kowalski	jankowalski@adresemail.com	+48 665 665 665	25.06.2018 10:45
Jan Kowalski	jankowalski@adresemail.com	+48 665 665 665	25.06.2018 10:45
Jan Kowalski	jankowalski@adresemail.com	+48 665 665 665	25.06.2018 10:45
Jan Kowalski	jankowalski@adresemail.com	+48 665 665 665	25.06.2018 10:45
Jan Kowalski	jankowalski@adresemail.com	+48 665 665 665	25.06.2018 10:45

1 - 10 of 86 items

Following acceptance of a meeting term by both Partners, the date will be recorded in their [meeting lists](#) respectively. The most suitable channel of communication will be selected too (e.g. [Microsoft Teams](#), [Zoom](#), [Skype](#)).



### 3. EXHIBITOR / PRODUCT\_DISPLAY

Exhibitor is given an opportunity to upload promo/info materials, such as:

- ❑ catalogues of products
- ❑ films
- ❑ presentations
- ❑ photos
- ❑ flyers

Above listed materials will be included into exhibitor's profile.

**WIRTUALNE TARGI**  
PANEL

Edytuj produkt  
Start • Produkty • Edytuj produkt

John Doe [johndoe] Wyloguj

WYPEŁNIJ INFORMACJE O PRODUKCIE

Rodzaj produktu  
 Produkt  Materiał dodatkowy

Nazwa produktu

Opis produktu

Link do materiału wideo

Plik

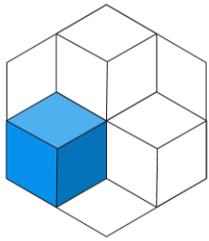
**WIRTUALNE TARGI**  
PANEL

Produkty  
Start • Produkty

John Doe [johndoe] Wyloguj

Nazwa produktu	Rodzaj pliku	Data dodania	Akcje
Ilotka	PDF	25.06.2018 10:45	<input type="button" value="Wybierz akcję"/>
Ilotka	PDF	25.06.2018 10:45	<input type="button" value="Edytuj produkt"/> <input type="button" value="Usuń produkt"/>
Ilotka	PDF	25.06.2018 10:45	<input type="button" value="Wybierz akcję"/>
Ilotka	PDF	25.06.2018 10:45	<input type="button" value="Wybierz akcję"/>
Ilotka	PDF	25.06.2018 10:45	<input type="button" value="Wybierz akcję"/>
Ilotka	PDF	25.06.2018 10:45	<input type="button" value="Wybierz akcję"/>
Ilotka	PDF	25.06.2018 10:45	<input type="button" value="Wybierz akcję"/>
Ilotka	PDF	25.06.2018 10:45	<input type="button" value="Wybierz akcję"/>
Ilotka	PDF	25.06.2018 10:45	<input type="button" value="Wybierz akcję"/>
Ilotka	PDF	25.06.2018 10:45	<input type="button" value="Wybierz akcję"/>
Ilotka	PDF	25.06.2018 10:45	<input type="button" value="Wybierz akcję"/>
Ilotka	PDF	25.06.2018 10:45	<input type="button" value="Wybierz akcję"/>
Ilotka	PDF	25.06.2018 10:45	<input type="button" value="Wybierz akcję"/>
Ilotka	PDF	25.06.2018 10:45	<input type="button" value="Wybierz akcję"/>
Ilotka	PDF	25.06.2018 10:45	<input type="button" value="Wybierz akcję"/>

1 - 10 of 86 items



# 3. EXHIBITOR / PRODUCT\_DISPLAY / EXAMPLES

**MAPA TARGÓW Warszawa 2020** [Mapa targów](#) [Wydarzenia](#) [Spotkania](#) [Matchmaking](#)  [ZAREJESTRUJ SIĘ](#) [ZALOGUJ SIĘ](#)



## BikeZone

Produkty

[WRÓĆ DO SZCZEGÓLÓW FIRMY](#)

Kategoria produktów: **Akcesoria rowerowe** ▾

- Wszystkie
- Akcesoria rowerowe**
- Inne akcesoria
- Kola i opony
- Dla rowerzystów



**Nazwa nowego produktu**  
Krótki opis prezentujący produkt. Lorem ipsum sit dolor sit amet. Lorem ipsum sit dolor amet.

[POBIERZ PLIK](#) [ZOBACZ WIĘCEJ](#)



**Nazwa nowego produktu**  
Krótki opis prezentujący produkt. Lorem ipsum sit dolor sit amet. Lorem ipsum sit dolor amet.

[POBIERZ PLIK](#) [ZOBACZ WIĘCEJ](#)



**Nazwa nowego produktu**  
Krótki opis prezentujący produkt. Lorem ipsum sit dolor sit amet. Lorem ipsum sit dolor amet.

[POBIERZ PLIK](#) [ZOBACZ WIĘCEJ](#)



**Nazwa nowego produktu**  
Krótki opis prezentujący produkt. Lorem ipsum sit dolor sit amet. Lorem ipsum sit dolor amet.

[POBIERZ PLIK](#) [ZOBACZ WIĘCEJ](#)



**Nazwa nowego produktu**  
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[POBIERZ PLIK](#) [ZOBACZ WIĘCEJ](#)



**Nazwa nowego produktu**  
Krótki opis prezentujący produkt. Lorem ipsum sit dolor sit amet. Lorem ipsum sit dolor amet.

[POBIERZ PLIK](#) [ZOBACZ WIĘCEJ](#)

**MAPA TARGÓW Warszawa 2020** [Mapa targów](#) [Wydarzenia](#) [Spotkania](#) [Matchmaking](#)  [ZAREJESTRUJ SIĘ](#) [ZALOGUJ SIĘ](#)



## DentZone

Produkty

[WRÓĆ DO SZCZEGÓLÓW FIRMY](#)

Kategoria produktów: **Akcesoria dentystyczne** ▾

- Wszystkie
- Akcesoria dentystyczne**
- Inne akcesoria
- Materiały do gabinetu
- Środki dezynfekujące



**Nazwa nowego produktu**  
Krótki opis prezentujący produkt. Lorem ipsum sit dolor sit amet. Lorem ipsum sit dolor amet.

[POBIERZ PLIK](#) [ZOBACZ WIĘCEJ](#)



**Nazwa nowego produktu**  
Krótki opis prezentujący produkt. Lorem ipsum sit dolor sit amet. Lorem ipsum sit dolor amet.

[POBIERZ PLIK](#) [ZOBACZ WIĘCEJ](#)



**Nazwa nowego produktu**  
Krótki opis prezentujący produkt. Lorem ipsum sit dolor sit amet. Lorem ipsum sit dolor amet.

[POBIERZ PLIK](#) [ZOBACZ WIĘCEJ](#)



**Nazwa nowego produktu**  
Krótki opis prezentujący produkt. Lorem ipsum sit dolor sit amet. Lorem ipsum sit dolor amet.

[POBIERZ PLIK](#) [ZOBACZ WIĘCEJ](#)



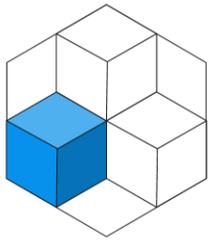
**Nazwa nowego produktu**  
Krótki opis prezentujący produkt. Lorem ipsum sit dolor sit amet. Lorem ipsum sit dolor amet.

[POBIERZ PLIK](#) [ZOBACZ WIĘCEJ](#)



**Nazwa nowego produktu**  
Krótki opis prezentujący produkt. Lorem ipsum sit dolor sit amet. Lorem ipsum sit dolor amet.

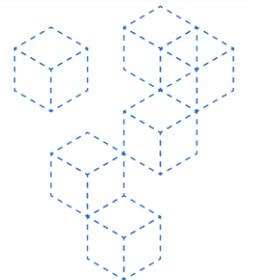
[POBIERZ PLIK](#) [ZOBACZ WIĘCEJ](#)

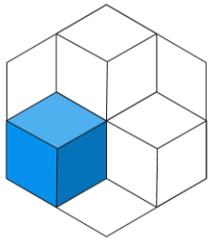


### 3. EXHIBITOR / DISPLAY\_STAND

Depending on the type of access voucher purchased, exhibitors are enabled to customize their stands within selected range. There will be three different types of stands available:

- basic
  - [version 1](#)
  - [version 2](#)
- advanced
  - [version 1](#)
  - [version 2](#)
- custom – [examples](#)





### 3. EXHIBITOR / STREAMING

Exhibitors are given opportunity to stream selected video contents. Their broadcasting will be effected using dedicated sub-site of the fair. Streaming can be done in form of:

- workshops
- shows
- roadshows
- webinars
- conferences
- press briefings

The screenshot shows the 'Dodaj streaming' page in the 'WIRTUALNE TARGI' dashboard. The left sidebar contains navigation options: Dashboard, Zaproszenia, Streaming, Produkty, and Podstawowe dane. The main content area is titled 'WYPEŁNIJ INFORMACJE O STREAMINGU' and contains the following fields:

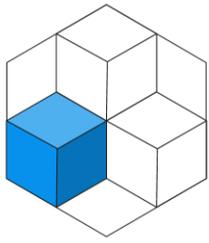
- Nazwa streamingu:
- Opis streamingu:
- Link do streamingu:
- Planowany czas rozpoczęcia:

At the bottom right, there are two buttons: 'Anuluj' (Cancel) and 'Zapisz' (Save).

The screenshot shows the 'Edytuj streaming' page in the 'WIRTUALNE TARGI' dashboard. The left sidebar is identical to the previous screenshot. The main content area is titled 'WYPEŁNIJ INFORMACJE O STREAMINGU' and contains the following fields:

- Nazwa streamingu: Wystawa mebli
- Opis streamingu: To jest przykładowy opis streamingu
- Link do streamingu: <http://youtube.com/?hasfag>
- Planowany czas rozpoczęcia: 13.05.2020 20:00
- Status streaming:

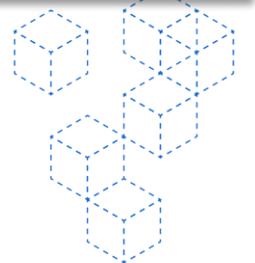
At the bottom right, there are two buttons: 'Anuluj' (Cancel) and 'Zapisz' (Save).

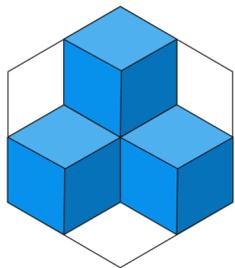


### 3. EXHIBITOR / STATISTICS

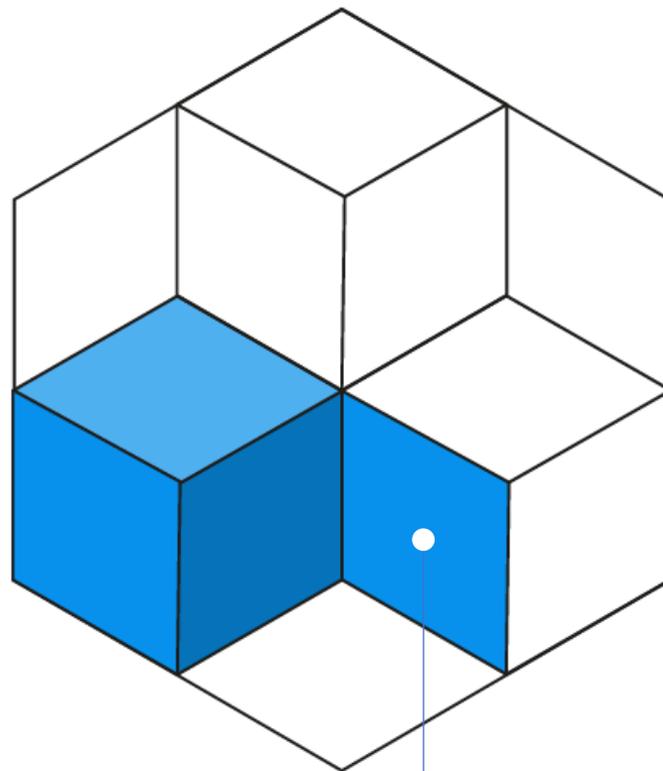
Virtual formula of fair enables exhibitors to gain access to all needed statistics. Among them the following ones seem most important:

- number of currently logged in users
- number of visitors to a particular display stand
- number of clicks at product subsites
- current number of available suppliers
- amount of time spent by a visitor at a particular display stand
- amount of taken promo/info materials
- number of visit business cards left by visitors at a particular stand
- number of visit business cards left by visitors at a particular stand
- data referring to match-making (number of matches or effective contacts )

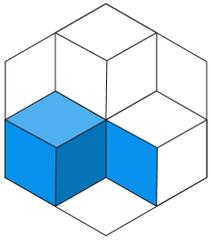




**VIRTUAL**  
BUSINESS PLATFORM



**4. VISITOR**



## 4. VISITOR / PANEL

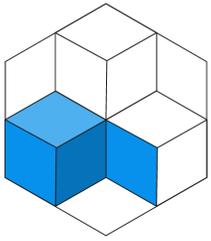
After gaining access, a **visitor** is granted the opportunity to **manage their own panel**, they have to fill in with necessary data regarding:

- ❑ company data (full and abbreviated name, address, tax registry number, industry and sector of economy)
- ❑ personal data (first and surname)
- ❑ logo or photo
- ❑ short description of conducted business activities

On grounds of received information an **e-visit card** is compiled.

The top screenshot shows the 'MAPA TARGÓW Warszawa 2020' header with navigation links: Mapa targów, Wydarzenia, Spotkania, Matchmaking. A search bar contains 'Wyszukaj'. The user is logged in as 'John Doe (john.doe) Wyloguj'. The main content area has two tabs: 'MOJE DANE' (selected) and 'ZMIEN HASŁO'. The 'MOJE DANE' form includes:  
- 'Imię i nazwisko' field with 'Jan Kowalski' entered.  
- 'Numer telefonu' field with '+48 655 655 655' entered.  
- A blue 'ZAPISZ ZMIANY' button.

The bottom screenshot shows the 'WIRTUALNE TARGI PANEL' sidebar with a menu: Dashboard, Zaproszenia, Streamingi, Produkty, and 'Podstawowe dane' (selected). The main content area is titled 'Podstawowe dane' and 'WYPELNIJ PODSTAWOWE DANE O TARGACH'. The form includes:  
- 'Nazwa firmy' text input field.  
- 'Opis firmy' text area.  
- 'Strona WWW' text input field.  
- 'Adres firmy (można wpisać kilka)' text area.  
- 'Anuluj' and 'Zapisz' buttons at the bottom right.

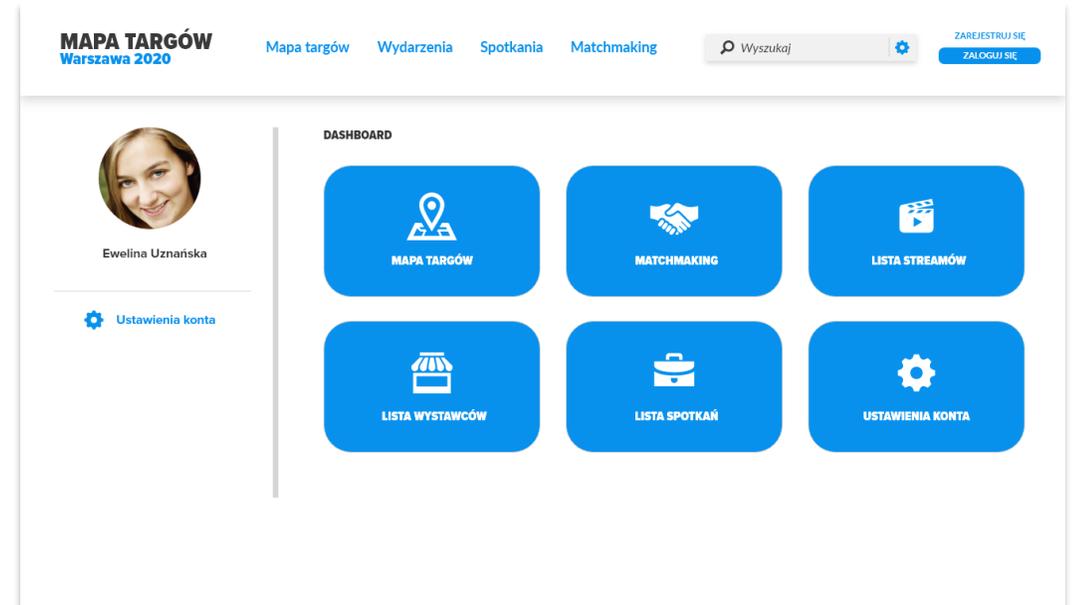


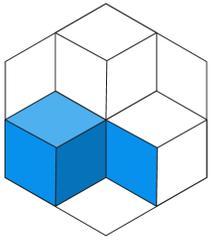
## 4. VISITOR / DASHBOARD\_VIEW

After the e-visit card is created and registered, a visitor will start navigating across functionalities from the dashboard.

At this stage, a visitor will choose functionalities of their interest:

- a site map of fair
- match-making
- a list of exhibitors
- a list of available streams
- a list of meetings
- settings of visitor's account





## 4. VISITOR / BROWSER

Except of the main three functionalities, a visitor is granted an opportunity to find a specific exhibitor using a dedicated [fair's browser](#). A set of filters will be applied:

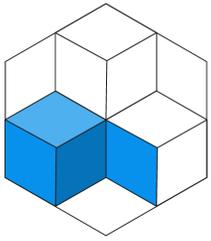
- name
- industry
- category
- segment
- country
- product/service
- TAGS

After the requested firm is found, visitor may:

- see the company's profile
- go through uploaded promo/info materials
- leave an e-visit card with request a contact
- request a meeting online, while [leaving an e-card](#)

The screenshot displays the 'MAPA TARGÓW Warszawa 2020' interface. At the top, there are navigation links for 'Mapa targów', 'Wydarzenia', 'Spotkania', and 'Matchmaking', along with a search bar and user options like 'ZAREJESTRUJ SIĘ' and 'ZALOGUJ SIĘ'. A search filter overlay is active, showing fields for 'Nazwa', 'Branża', 'Kategoria', 'Segment', 'Kraj', and 'Produkt/Usługa'. The 'Tagi' section includes 'MEBLE' and 'STREAMING'. A blue 'SZUKAJ' button is at the bottom of the filter. Below the filter, a map shows the exhibition area with labels like 'BRAMA 2', 'BRAMA 3', 'MIEJSCE WSCHODNIE', and 'ul. Zakładowa'. The main content area, titled 'Wyszukaj', lists exhibitors: '7A KLER', '8 agata', '6 JYSK', and '5B Ikea'. Each entry includes a logo, name, industry, a brief description, and a 'WIRTUALNY SPACER' button.



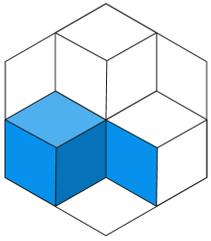


## 4. VISITOR / MATCH-MAKING

A visitor determines selection of TAGS closely connected with their scope of business activities or those related with a field of business they seek .

Selected TAGS will be used at match-making actions. A visitor will receive some proposals for meetings with exhibitors, determined by specific TAGS. Once particular proposal is accepted and whereabouts are fixed – the meeting is recorded automatically.

Depending on specific of a particular fair event, there is an opportunity to ask for a product sample from exhibitor. Such request from visitor will be visible in the system on an exhibitor's profile.



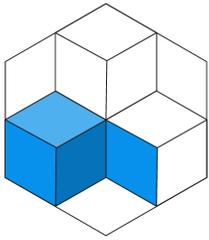
## 4. VISITOR / STREAMING

Expanded formula of fair event in respect to **streaming** opportunities is scheduled for visitors who except of the need to gain new business contacts, seek new business trends and they wish to **enhance their knowledge and skills** thanks to participation in:

- webinars
- conferences
- roadshows
- product presentations
- workshops

The screenshot displays the 'MAPA TARGÓW Warszawa 2020' website. At the top, there are navigation links: 'Mapa targów', 'Wydarzenia', 'Spotkania', and 'Matchmaking'. A search bar with the text 'Wyszukaj' and a 'ZALOGUJ SIĘ' button are also visible. The main content is organized into three sections:

- Streamingi organizatora:** This section features four live streaming thumbnails. Each thumbnail includes a title, a profile picture of the organizer, and category tags. The thumbnails are: 'Urządzamy kuchnię' by Agata Meble (tags: MEBLE, TARGI), 'Nowa seria mebli' by Agata Meble (tags: WYWIAD, TARGI), 'Urządzamy pokój' by Ikea (tag: MEBLE), and 'Super streaming z targów' by Jysk (tag: TARGI).
- Streamingi wystawców:** This section features two rows of four streaming thumbnails each. All thumbnails in this section are titled 'Urządzamy kuchnię' and are organized by Agata Meble. Each thumbnail includes a start time of 9:00 and a date (17 MAR, 18 MAR, or 19 MAR). The tags for these thumbnails are MEBLE and TARGI.
- Zakończone streamingi:** This section features two rows of four completed streaming thumbnails each. The thumbnails are arranged in a grid and include the same titles and organizers as the live streams above. The tags for these completed streams are MEBLE and TARGI.



# 4. VISITOR / STREAMING

**MAPA TARGÓW**  
Warszawa 2020

Mapa targów Wydarzenia Spotkania Matchmaking

Wyszukaj

ZAREJESTRUJ SIĘ  
ZALOGUJ SIĘ

### Streamingi organizatora

- Urządzamy kuchnię Agata Meble
- Nowa seria mebli Agata Meble
- Urządzamy pokój Ikea
- Super streaming z targów Jysk

### Streamingi wystawców

- Urządzamy kuchnię Agata Meble

### Zakończone streamingi

- Urządzamy kuchnię Ikea
- Nowa seria mebli Agata Meble
- Urządzamy pokój Ikea
- Super streaming z targów Jysk
- Urządzamy kuchnię Ikea
- Nowa seria mebli Agata Meble
- Urządzamy pokój Ikea
- Super streaming z targów Jysk

**MAPA TARGÓW**  
Warszawa 2020

← WRÓĆ DO STRONY GŁÓWNEJ TARGÓW

### Podgląd streamingu

Przedstawili

- Ewelina Uznańska**  
Tel. 505 010 000
- Monika Polish**  
Tel. 510 100 000
- Marcin Wiech**  
Tel. 505 010 000
- Sebastian Kotlarz**  
Tel. 510 100 000

### Materiały graficzne

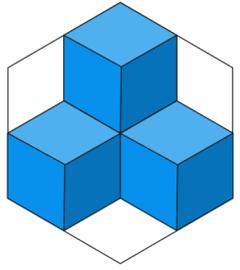
- 
- 
- 
- 

**9:00** Urządzamy kuchnię Jysk [ZOBACZ STREAM](#)

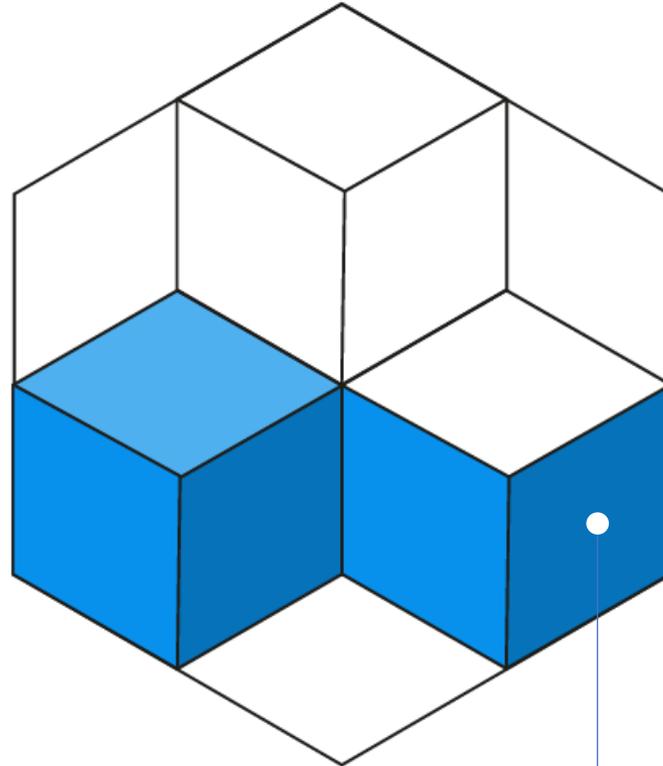
**9:45** Gość specjalny Jysk [BRAK STREAMU](#)

**10:00** Nowa sypialnia Jysk [ZOBACZ STREAM](#)

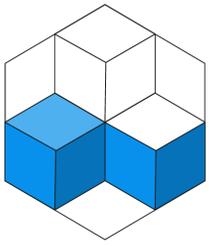
**11:00** Nowe produkty Jysk [ZOBACZ STREAM](#)



**VIRTUAL**  
BUSINESS PLATFORM



**5. PACKETING**



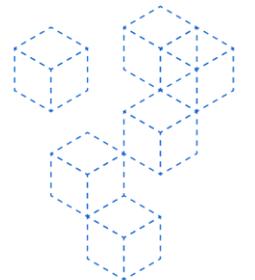
## 5. PACKETING

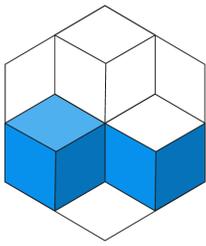
[Virtual Business Platform](#) provides organizers with **additional source of income**, while selling packets of diversified sets of functionalities.

Depending on organizer's decision, both exhibitors and visitors can be subjected to grouping.

The list of functionalities which can be packeted/grouped using [Virtual Business Platform](#) :

- number of people assisting visitors (trade reps)
- amount of space needed for placing promo materials
- number of assigned TAGS
- promoting a particular profile in browser (in match-making)
- size of a virtual stand
- capacity and time of streaming
- access to statistics
- banners /main site, subsites, streaming channels, virtual fair space)
- product catalogue
- access to visitors list
- positioning in fair's browser





## 5. PACKETING / EXAMPLE\_PACKETS



BROWN



SILVER

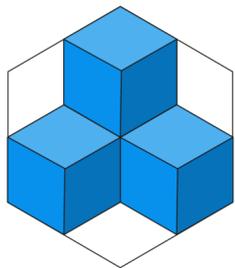


GOLD

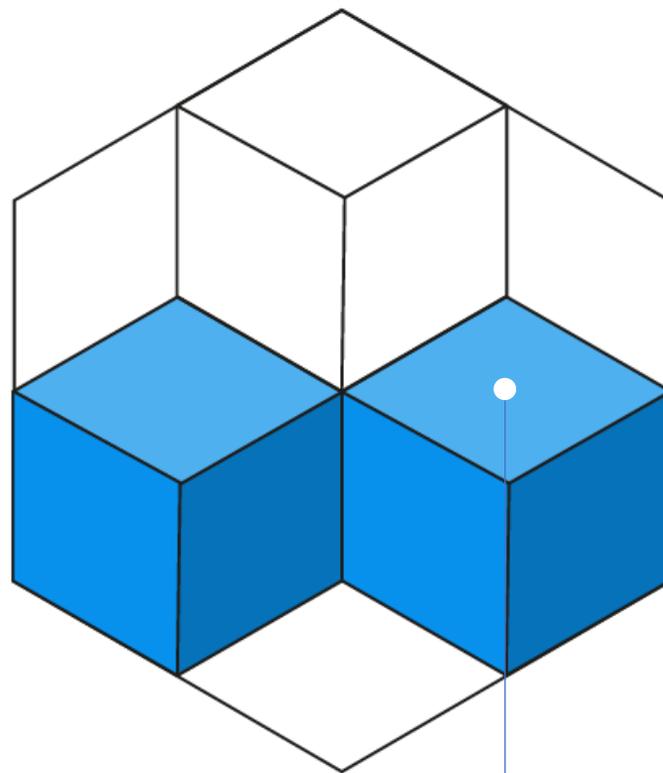


PLATINUM

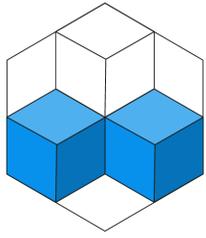
Basic functions:				
1. Number of people serving the stand	2	3	5	individual arrangements
2. Number of MB required for uploaded materials	50MB	200MB	500MB	individual arrangements
3. The size of the virtual stand	18M <sup>2</sup>	35M <sup>2</sup>	50M <sup>2</sup>	individual arrangements
4. Number and duration of streaming	10 MIN	20 MIN	2 X 20 MIN	individual arrangements
5. Access to statistics	BASIC	EXTENDED	EXTENDED	EXTENDED + REPORT
6. Number of tags	5	10	15	individual arrangements
7. Match-making	NO	YES	YES	individual arrangements
8. Match-making positioning	NO	NO	YES	individual arrangements
Advertising / Marketing and Promotion:				
9. Advertising on the main streaming channel / platform	NO	NO	YES	YES
10. Banner / advertising film on the main page of the virtual stand / platform	NO	NO	YES	YES
11. Advertising on the streaming channel / advertising channel / platform	NO	NO	YES	YES
12. Mailing with advertising / newsletter to virtual visitors	NO	NO	YES	YES
13. Directory entry / organizer's medium	YES	NO	YES	YES
14. Advertising in social media / organizer's medium	NO	NO	YES	YES
15. Product catalogue	5	10	15	individual arrangements
16. Streaming in the main panel	NO	NO	YES	individual arrangements
Additional functions:				
17. The "ASK FOR A SAMPLE" possibility	YES	YES	YES	YES
18. Search engine positioning	NO	NO	YES	YES
19. Access to the contact list of visitors	NO	NO	YES	YES
COST:	400 zł	800 zł	1200 zł	from 5 000 zł



**VIRTUAL**  
BUSINESS PLATFORM



**6. EXTRAS**



## 6. EXTRAS / PRESS\_ROOM

Organizers can invite selected journalists. There will be a separate, **free of charge** level of access to platform made available for them.

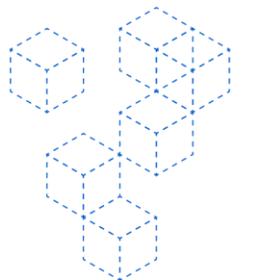
Similarly to visitors, they will be requested to provide their whereabouts, in order to compile e-visit card for each of them.

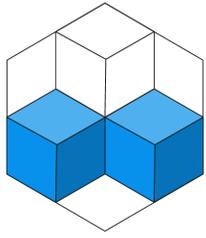
Press e-card will contain basic information, such as:

- First and surname
- Title of paper

Within the frames of participation journalists will be granted an opportunity to:

- watch streams and ask questions
- make appointments with exhibitors – they will be indicated in exhibitor's panel as „the press”
- download promo materials and catalogues
- gain access to press release made by exhibitors
- download materials about partners of a given event





## 6. EXTRAS / GAMIFICATION

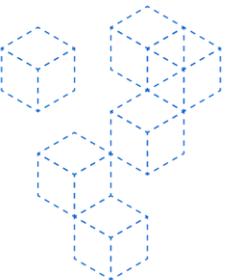
In order to [activate visitors](#) organizers may implement some gamification incentives.

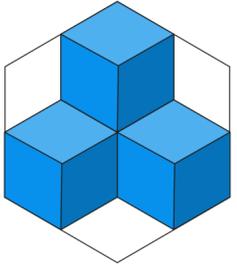
Thanks to this solution we hope for generating a more intense and [vibrant movement on the platform](#).

Gamification would be based upon collecting points for a specific activities, such as:

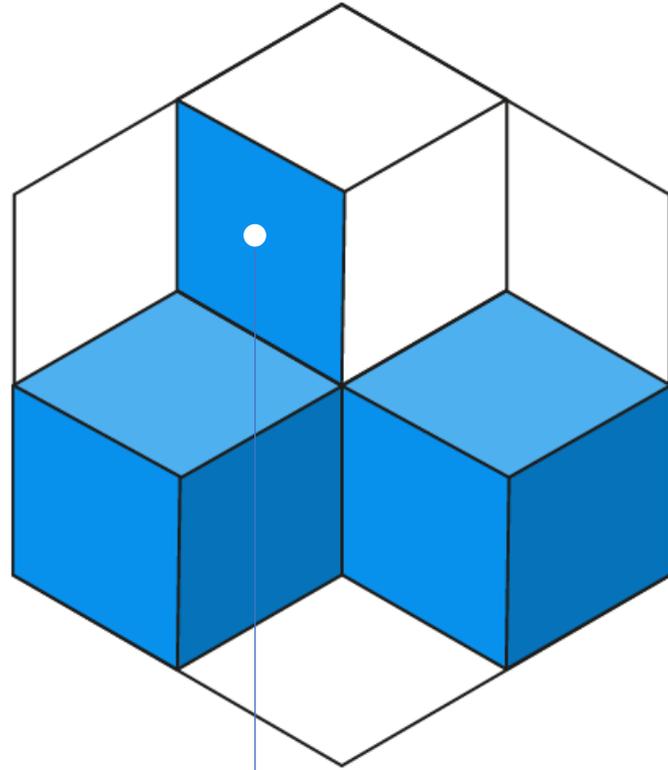
- participation in streamings
- visits paid to virtual display stands
- browsing through product catalogues
- others

Scoring points will be rewarded with some tokens and access to score tables will be granted in real time.

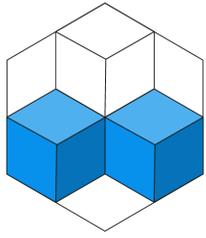




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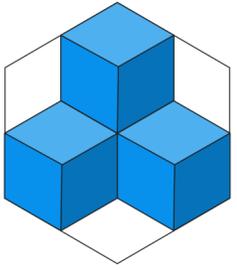


## 7. BENEFITS

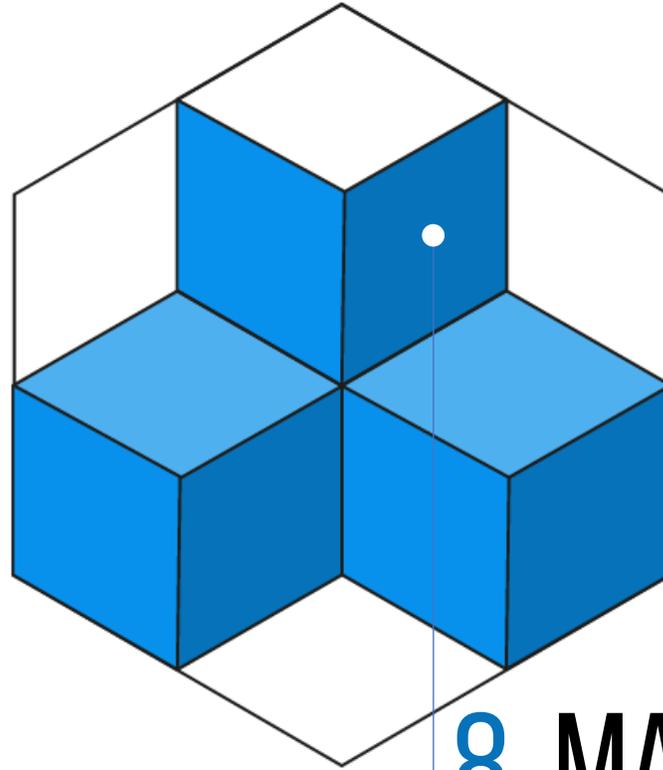


## 7. BENEFITS

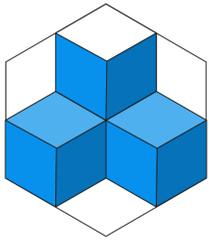
- Intuitive and user friendly
- Opportunity for unlimited number of exhibitors and visitors
- Costs and time savings
- Access to all promotional materials after event
- Match-making system
- Access to statistics
- Full compay presentations based on digital materials
- Opportunity to set up new business contacts with strictly selected group of clients



**VIRTUAL**  
BUSINESS PLATFORM

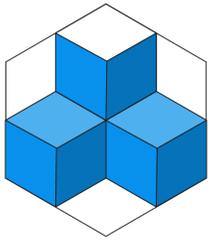


**8. MAINTENANCE\_OF\_  
SYSTEM\_AND\_SECURITY**



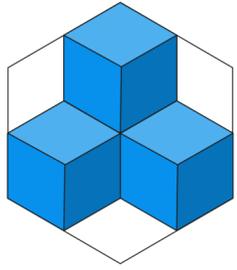
## 8. MAINTENANCE\_OF\_SYSTEM

- The system is developed in full conformity with security requirements OWASP WSTG 4.1
- The organizer is the data owner – VBP only administrates this data for time agreed with organizer
- All access data are stored in protected database on dedicated safe server
- All data are archived and stored in safe locations
- Access to sensitive data is restricted
- All standards required by GDPR and connected with anonimization and storing of data are applied
- The mechanisms of AI are applied to monitor platform activities and adjust its parameters
- We are granted ISO 27001 certificate
- All data are transferred using encoded and safe protocol HTTPS
- Our platform is resistant to all DDOS type attacks , as well as we have all necessary solutions of enterprise class WAF i IPS
- Thanks to access provided by many internet operators we are capable of handling capacity of several Gbps/s

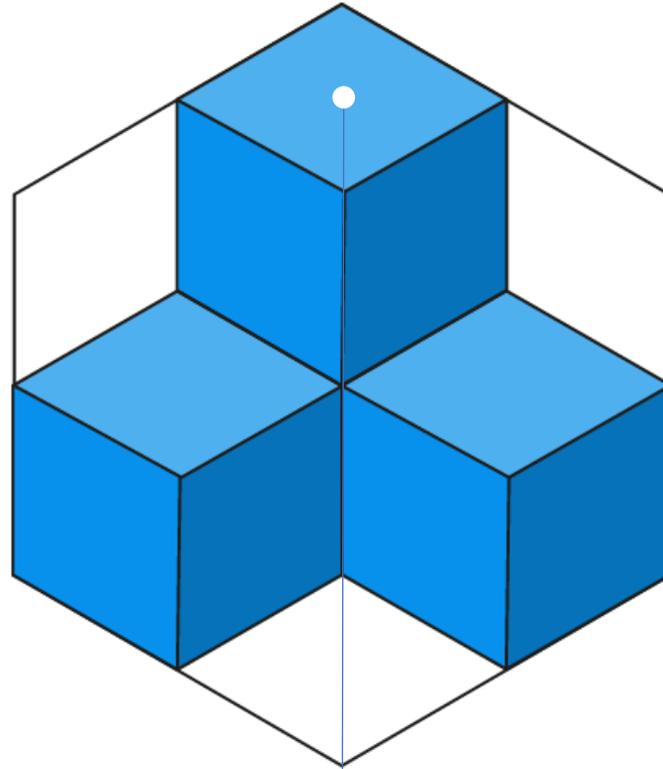


## 8. SECURITY

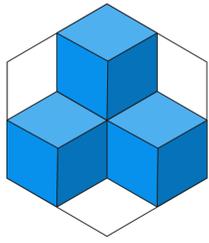
- ❑ Our solution utilizes High Availability (HA) architecture, so in case of any system crash, we are capable of returning to normal activity within several minutes of time.
- ❑ Current solution can handle up to 50 ths visitors within 24 hours, 500 users paralelly
- ❑ The Platform is monitored 24/7 all year round
- ❑ The system is equipped with all suitable developing, testing, upgrading and production environments
- ❑ Thanks to state of the art updating tools our platform is barely threatened with operational stoppages during implementation of new functionalities
- ❑ All gained data are indexed and conform to a suitable SEO
- ❑ Page lapse time is reduced to minimum
- ❑ We offer conformity with all latest versions of most popular internet browsers
- ❑ A team of dedicated administrators and programmers take constant care of the Platform in case any malfunctioning occurs



**VIRTUAL**  
BUSINESS PLATFORM



**9. CONTACT**



## 9. CONTACT



### **ŻANETA BERUS**

ZAŁOŻYCIEL & CEO / F OUNDER & CEO

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+48 608 669 710

zaneta.berus@in2win.pl

www.in2win.pl

Podmiejska 17  
01-498 Warszawa

