



AM Fair

VR Based Virtual Fair, Virtual Tradeshow, Virtual Exhibitions and
Virtual Conferencing solutions

What's Virtual Fair

What is a Virtual Fair?

the most practical and fast way to take part in special events

A virtual space, organized using stands which can be customized in appearance, size and products.





Exhibitor Booths



Attendee Exhibitor Interaction



**SAME BENEFITS
AS A PHYSICAL
CONFERENCE**



Networking



Features

AM Fair - Virtual Conference Features

Registration	Beautiful customized landing pages for attendee registration including email reminders.
Help Desk	A custom lobby with a show greeting and navigation to other show locations
Auditorium	Attend scheduled live and on-demand presentations within the virtual show. No downloads. No pop-ups. Comes with tools to search and bookmark.
Exhibit Hall	A 3-D show floor with custom exhibitor booths.
Exhibitor Booth	Booths can be chosen from template library or designed from existing sketches. Booths can offer white papers, product collateral, demos, rich media content, surveys, polls and giveaways to visitors. Group and individual live chats are available for engaging with booth visitors
Chat/Networking	Professional Networking tools to find best matches for attendees , message board forums , message center to send/receive messages and individual or group chat areas.

Features Overview

Anytime! Anywhere! Anyone!...

- No.of booths - 30
- Public Chat - Visitors can chat with other visitors
- Private Chat - Visitors can chat with exhibitors
- Business Card Exchange with visitors
- Business Card Exchange with exhibitors
- My Box (Documents i viewed and Statistics)
- Simple Website (Event Pages, Payment Integration for Booth fees collection, Photo gallery)
- Sponsors Banners
- Download statistics report in CSV format by Every exhibitor
- Contents Management by Exhibitor of their booths

A simple browsing

Stunning environments, interaction between users and much more ...

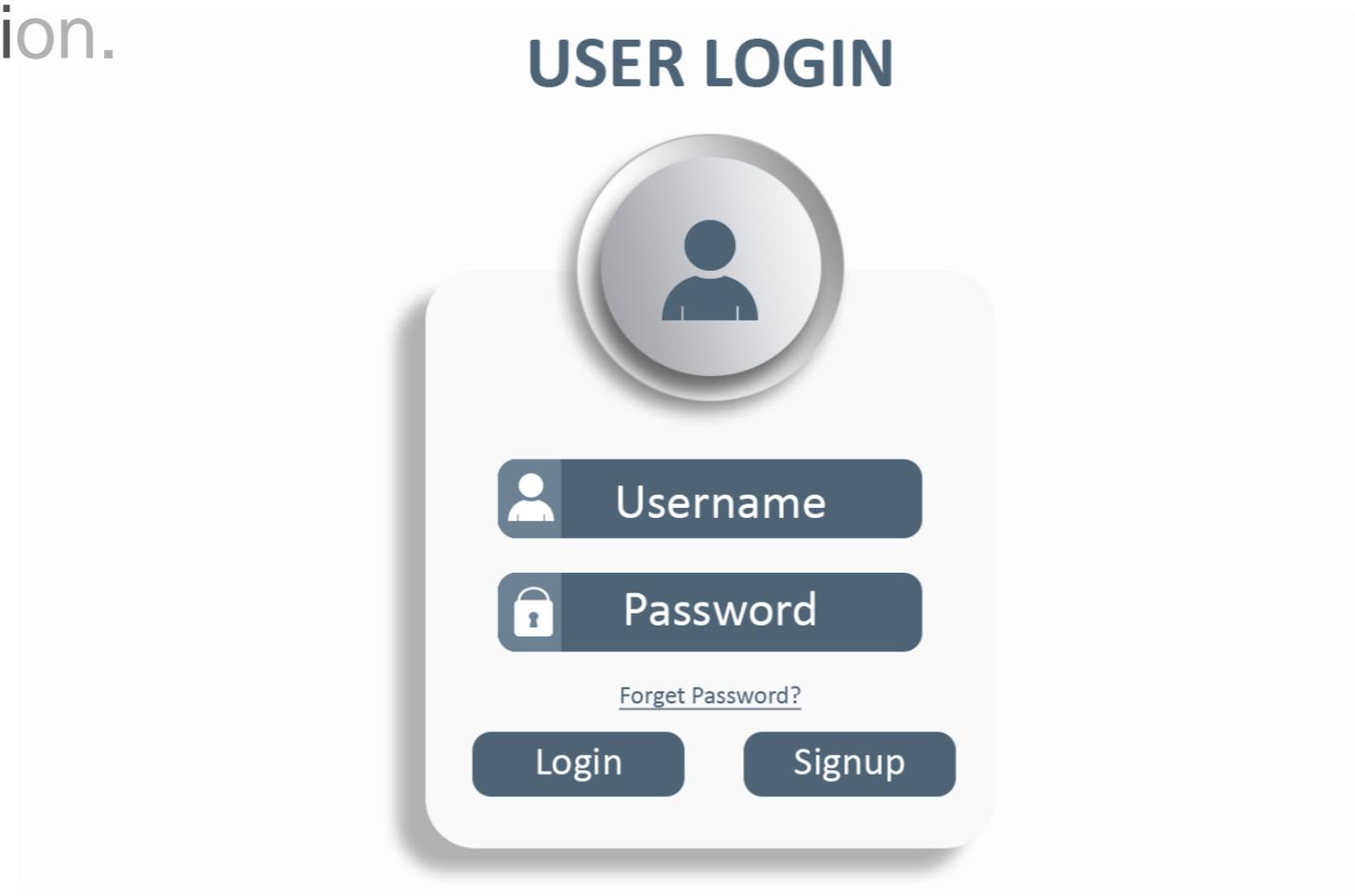
The visitor moves in the 3D fair with a personalized avatar allowing users to visit the stands, view information about exhibitors and products on display (prices, photos, name, etc ...) and interact with other avatars in real time.



Different kind of access

users can enter freely as guests or after a log - in

Users may access the platform ,as exhibitors ,through a simple log - in (password required). All users can otherwise visit the virtual fair as “Guests ” submitting their personal information for the registration.



USER LOGIN



[Forget Password?](#)

Business card

automated vcard generator

HexaFair is a platform designed primarily for meetings between professionals , for this reason it is essential to provide users the ability to use an exchange of business cards. Each user may download the business card (vcard) of other users participating in the conference and store them automatically in the phone address book.



Easy registration

automated generation of v-cards

Registration can be done manually or by using the credentials of Facebook and LinkedIn, or, otherwise, loading pre-existing vcards. The data entered during registration will generate the virtual business card.

Each user can modify the data relating to him and load a personal image to show to the other businessmen.



USER REGISTRATION



Username

Email ID

Password

Confirm Password

Register

Have an Account? [Sign in](#)

AM Fair

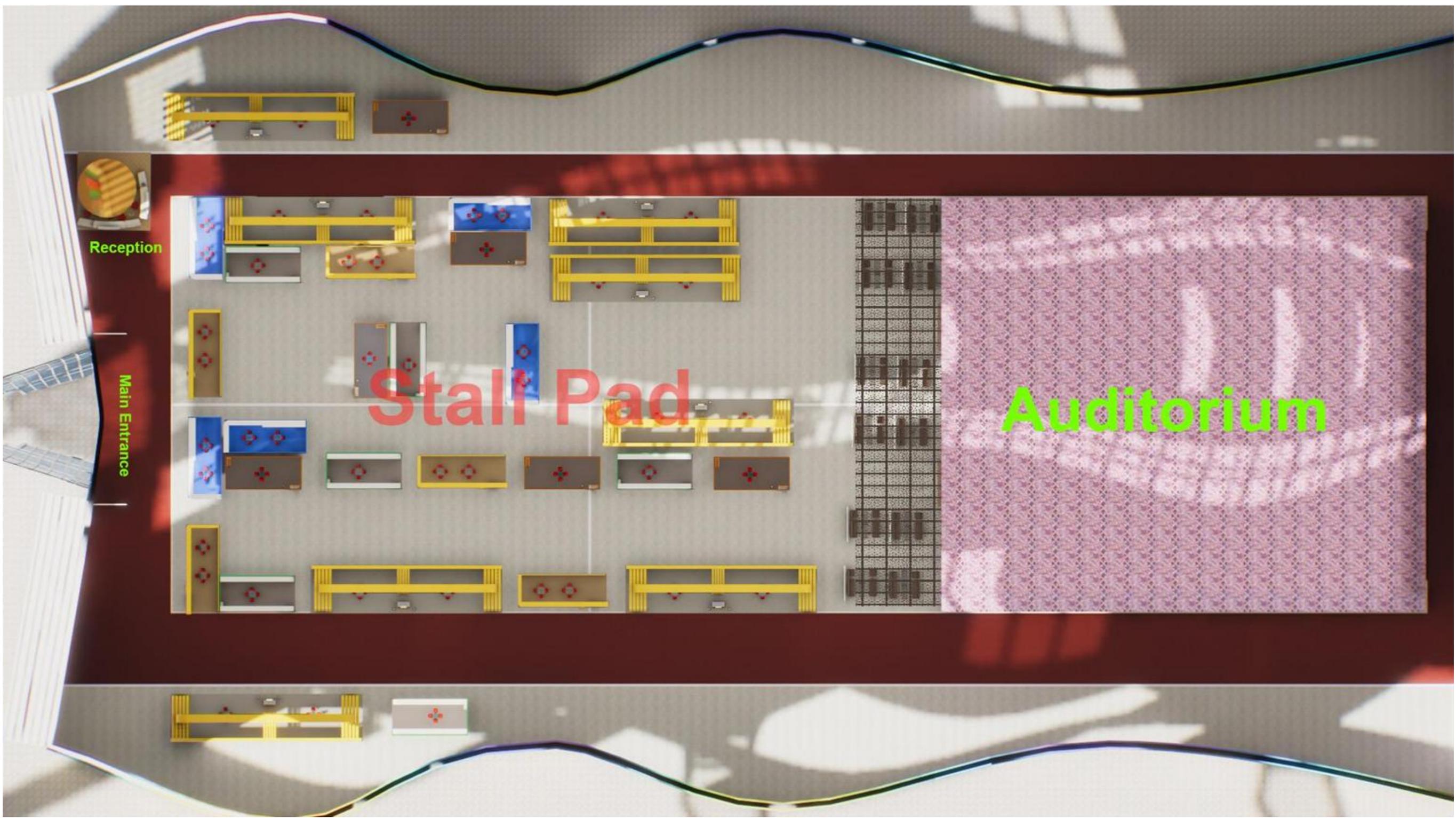
A well organized space

easy access to stands and conference rooms

Every pavilion may have a matrix with 30 exhibition stands. Stands may have different sizes (eg: 10'x25'x12', 14'x34'x12,etc) to satisfy the client's needs. Each pavilion will have a common informational and advertising area.



AM Fair



Stands and Pavilion

Easily customizable system

For large events the administrator can buy many pavilions to create a modular and expandable platform. Visitors can walk through the exhibition space just like in real life, or move from one stand to another by selecting it from a special menu.

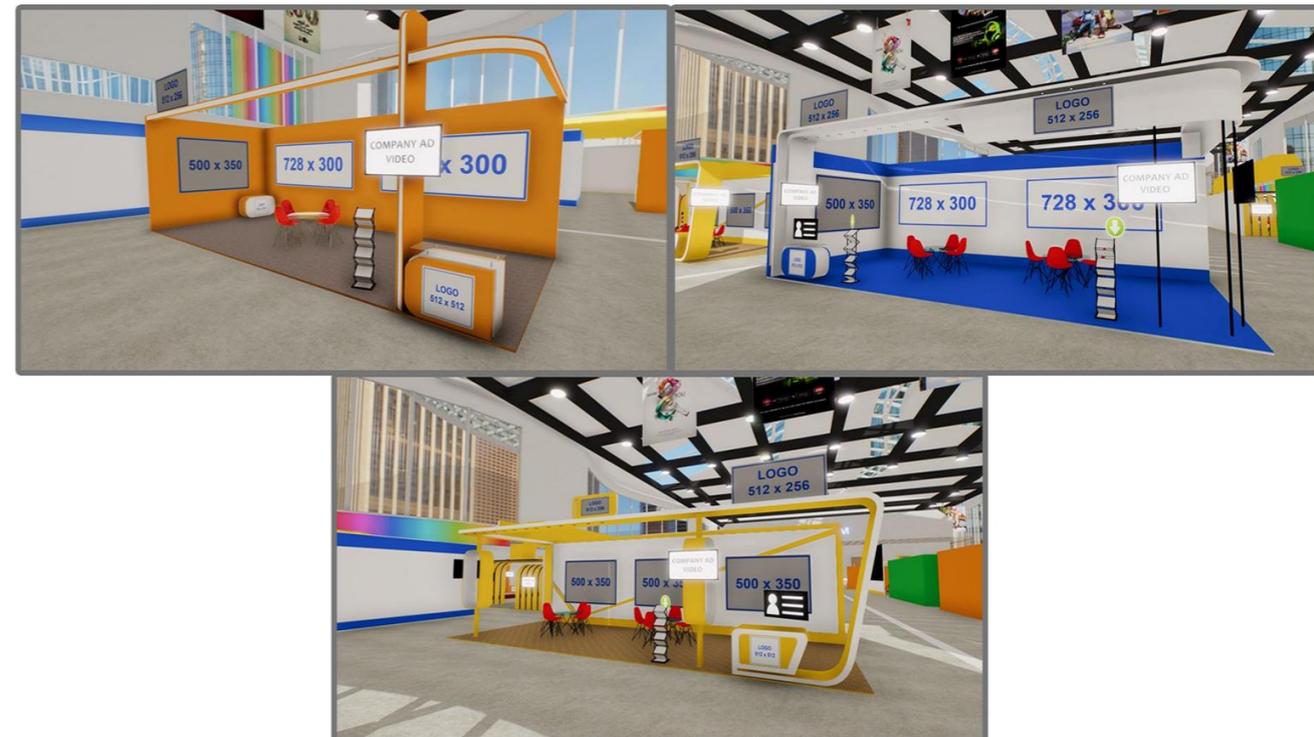


A customized pavilion

Spectacular exhibits for a beautiful 3D Fair

Stands will be:

- Selectable from a library of templates
- Different in sizes
- Completely personalized in furnishing, materials and color finishes (service quoted separately)
- Customizable with logos and images

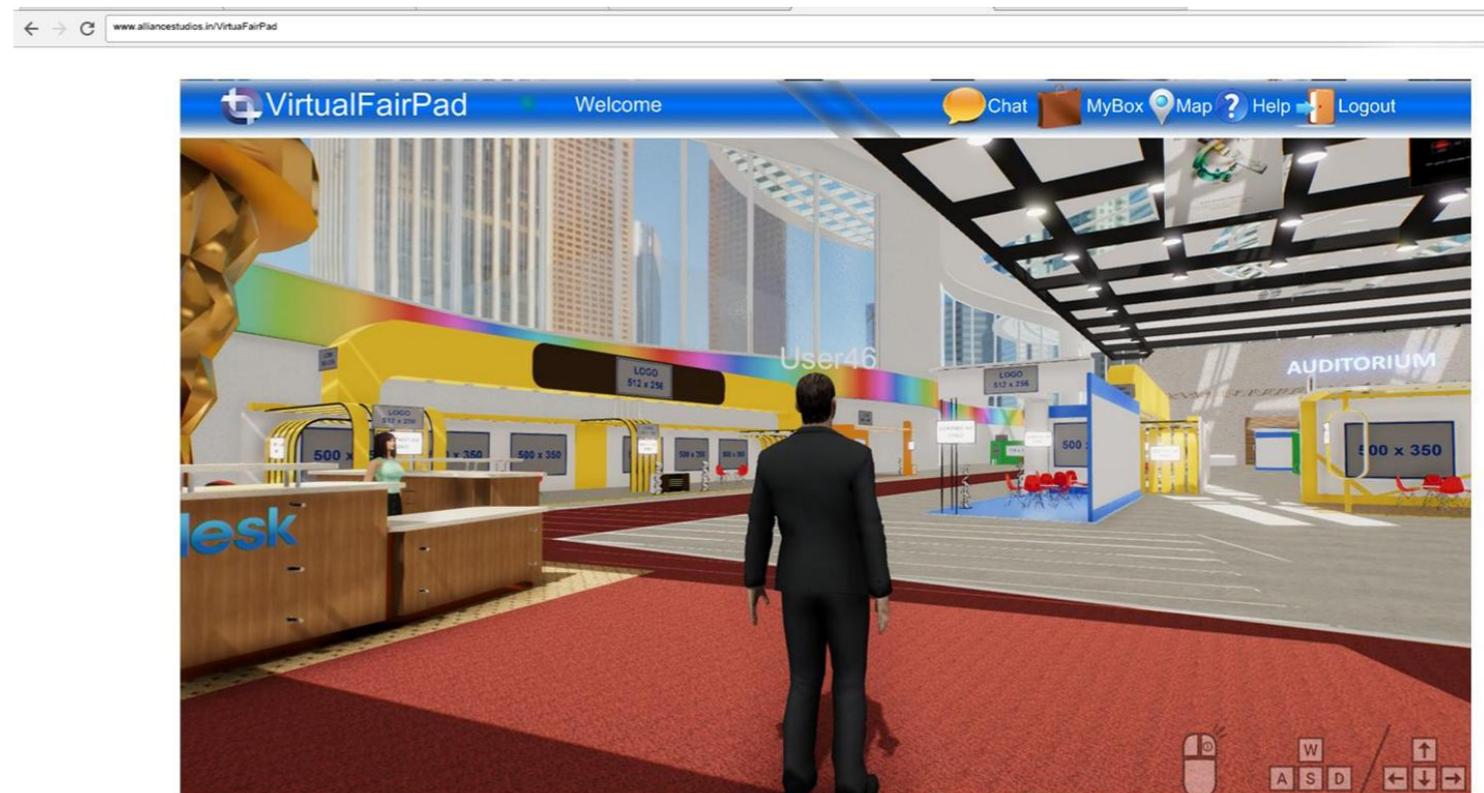


Supported platforms

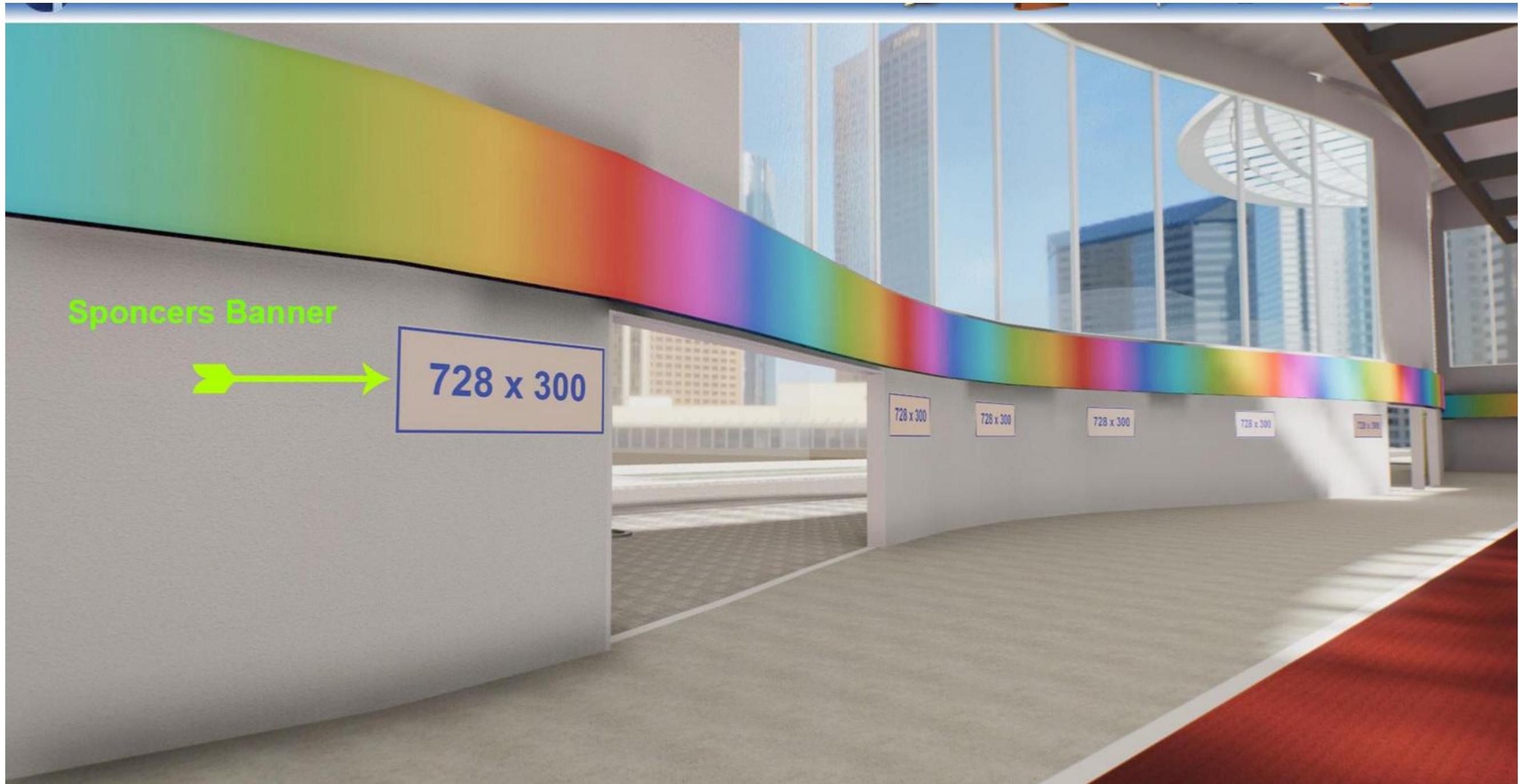
no compatibility problem

The virtual fair can be easily integrated into every pre-existing website, using the "embed" technology (as it is now for: youtube, google maps).

The VirtualFairPad can be placed directly into a dedicated Expo site or embedded in the customer's website.

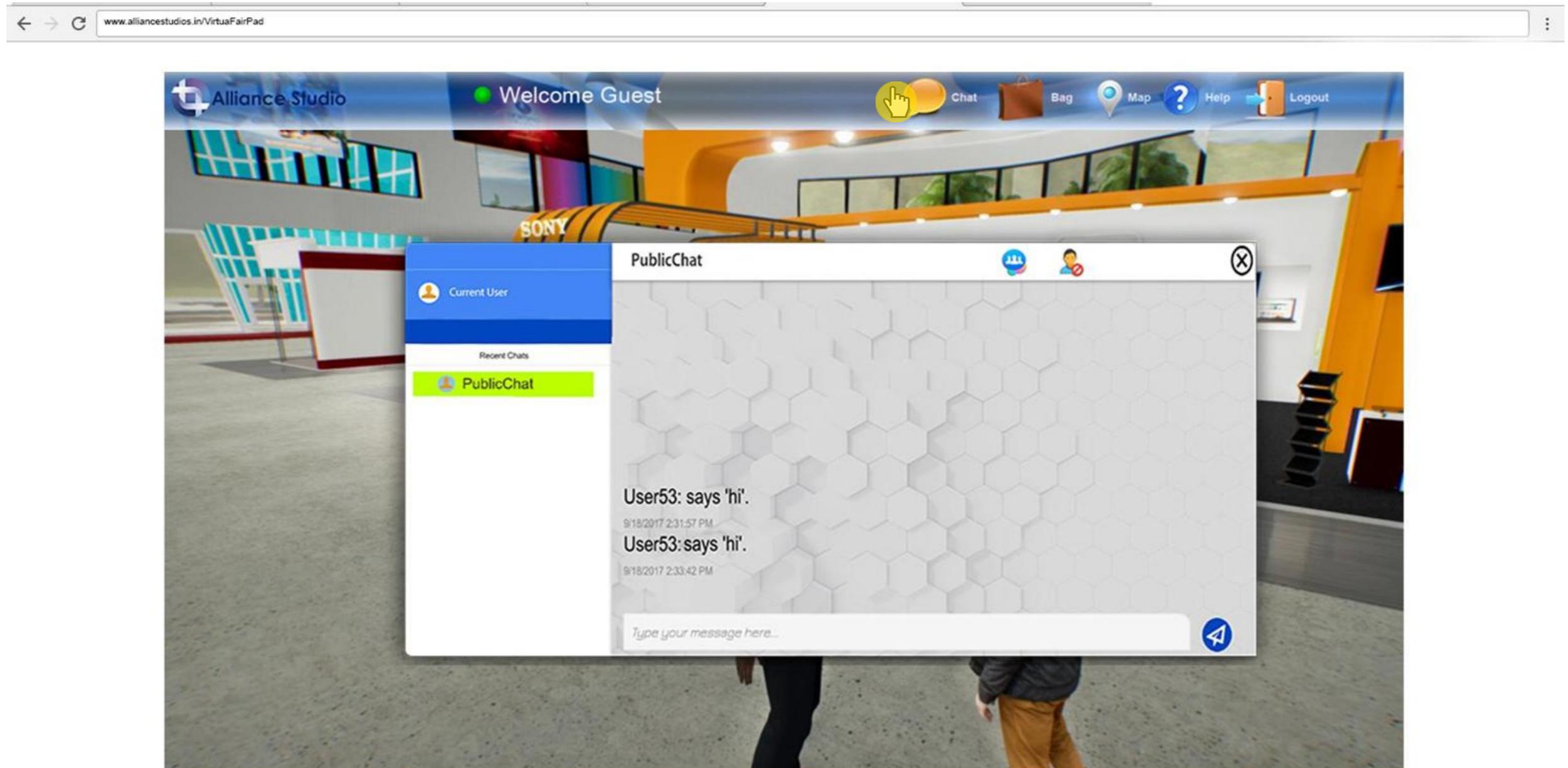


Sponsor Banners



Multuser Online Chat

User can chat with the other user using the chat function





Reporting & Analytics

AM Fair - Detailed Analytics & Reporting

Attendee Reporting

Who are they?

Where did they come from?

Registrants - The user who registered to the event

Live Visitors - The users who visited the event

No Shows - The users who registered to the event but have not yet visited

Activity

Metrics

How long did they stay?

Which booths did they visit?

What did they view

Interest Metrics

What are they interested in?

Did they view documents, videos or other content?



Why should we?

Because it is convenient

The expo organizer has many possible sources of income. He can earn money from:

- Renting booths for exhibitors
- Selling advertising space inside the virtual show (rotating, information point, banners, etc ...)
- Selling banner on the website that hosts the Expo

In addition, the organizer can save on all the costs a real exhibition would bring.

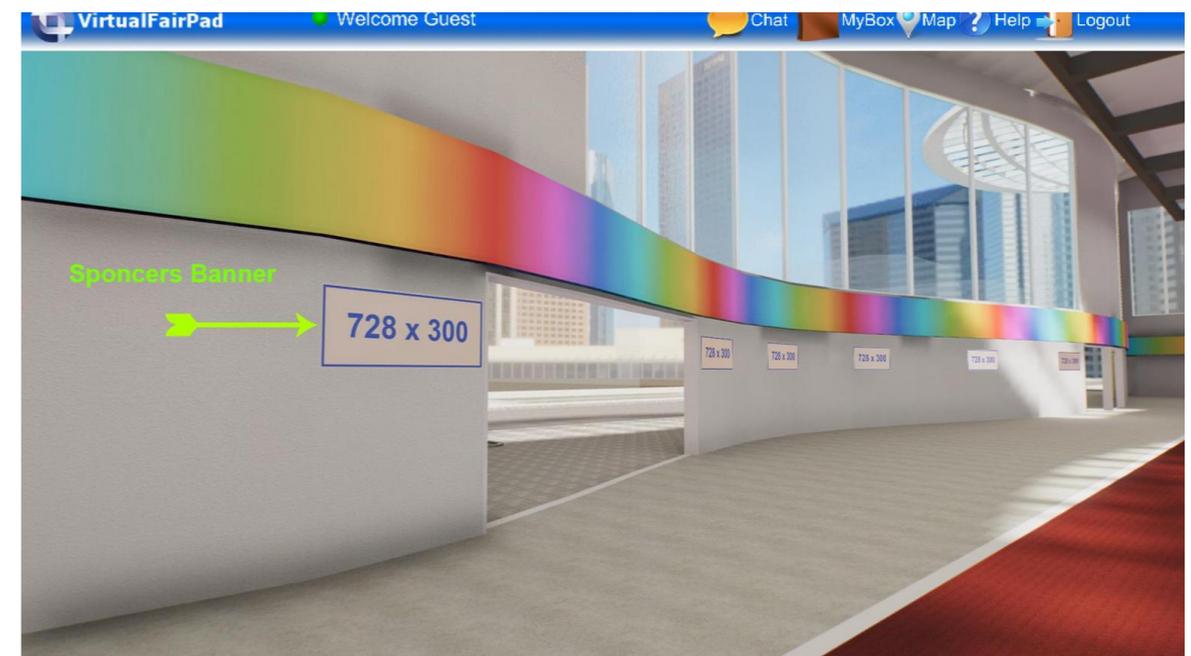


What can the organizer do?

Centralized management and Highly functional

The organizer can use the control panel to:

- Manage pavilions
- Place stands into the grid
- Organize advertising spaces
- Manage users and statistics



What can the exhibitor do?

Easy access to data from the control panel

Exhibitor can:

- Choose the favorite stand starting from a library of templates
- Manage products within the virtual space
- Place posters and images in his own stand
- Answer to requests for information and display the contacts data

A new business frontier

discover new economic realities and new markets

Anytime! Anywhere! Anyone! - No limits:

VirtualFairPad can be visited by users from all over the world , unlike real exhibitions . In fact , a virtual fair does not create traveling problems and can be visited at any time , leaving full freedom to both visitors and exhibitors.

New solutions and partnerships:

VirtualFairPad allows you to get in touch with a larger number of business contacts than real trade shows. This translates into greater chances to establish new professional relationships that can grow your Company.



Flexible events

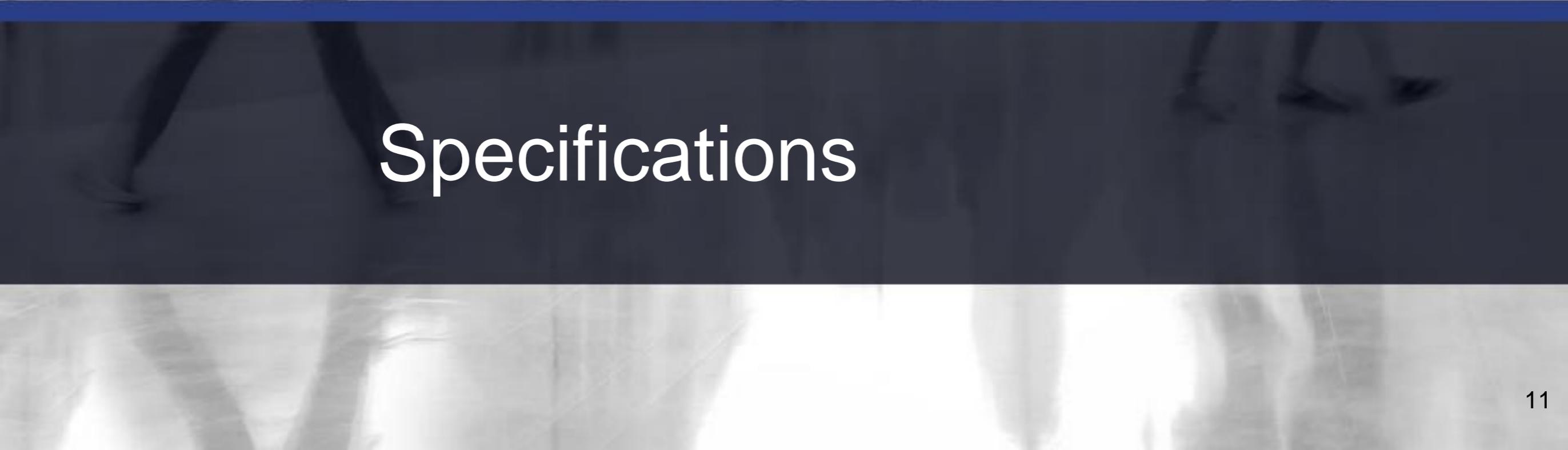
Live events able to attract an awesome amount of users

VirtualFairPad can be visited during all the year . The organizer may , using the control panel , determine the days when live events are expected (the live events have users who interact in real time among themselves or with the staff present in the stands) and the days when , instead , the fair will be open without a direct interaction between users. If the exhibition is composed of more than one pavilion, the organizer can select few areas to show and leave open to the public only certain sections of the fair.





Specifications



User interaction multiplayer strength

The virtual fair will have a form that will enable multi-user interaction between users simultaneously connected ; users according to their level of access may be able to:

- **Registered users** : they may see other avatars and read the public chat (pop-up above the head), send and receive documents, etc...
- **Exhibitors** : They may use public and private chat and visualize user's info.

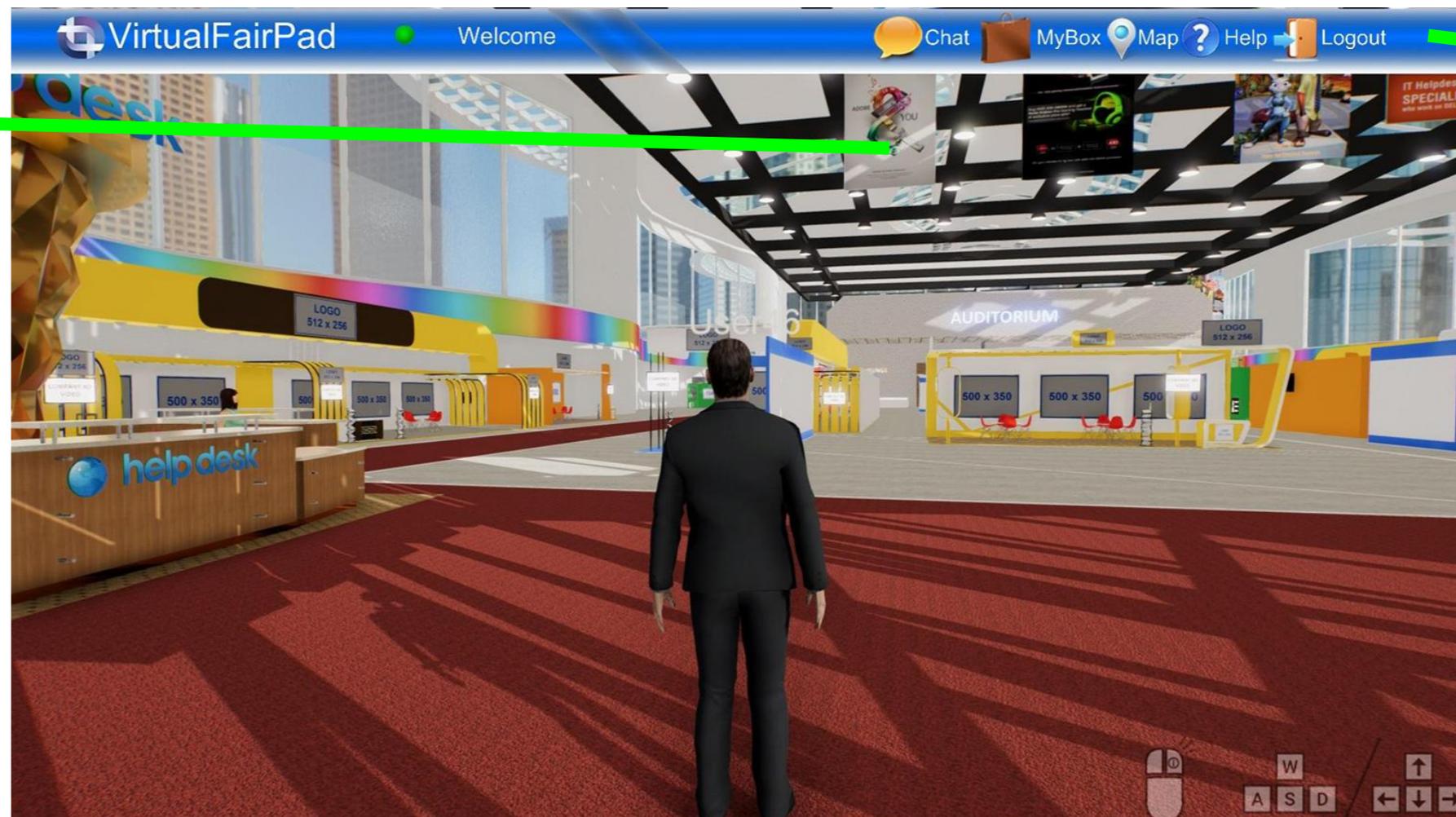


Advertising management

an additional source of revenue

The organizer may increase the revenue from VirtualFairPad managing various advertising spaces , both in 2D and in 3D, directly from the control panel.

Banners 3D



User Menu

Pavilion specifications

An easy and modular system



Each virtual pavilion will have a standard graphic (unless otherwise agreed) with the following specifications:

- 30 booths (min. 6x6)
- more than 15 info points
- more than 12 sponsors banners

A new business frontier

the fastest way to know and be known by other Companies

Every single booth may share with visitors the following information and documents:

- Company profile and photo Gallery
- Official Company videos (thanks to youtube and vimeo connection)
- documents such as brochures, files
- exhibitor's email, telephone number, etc...
- links to the Company social fan pages

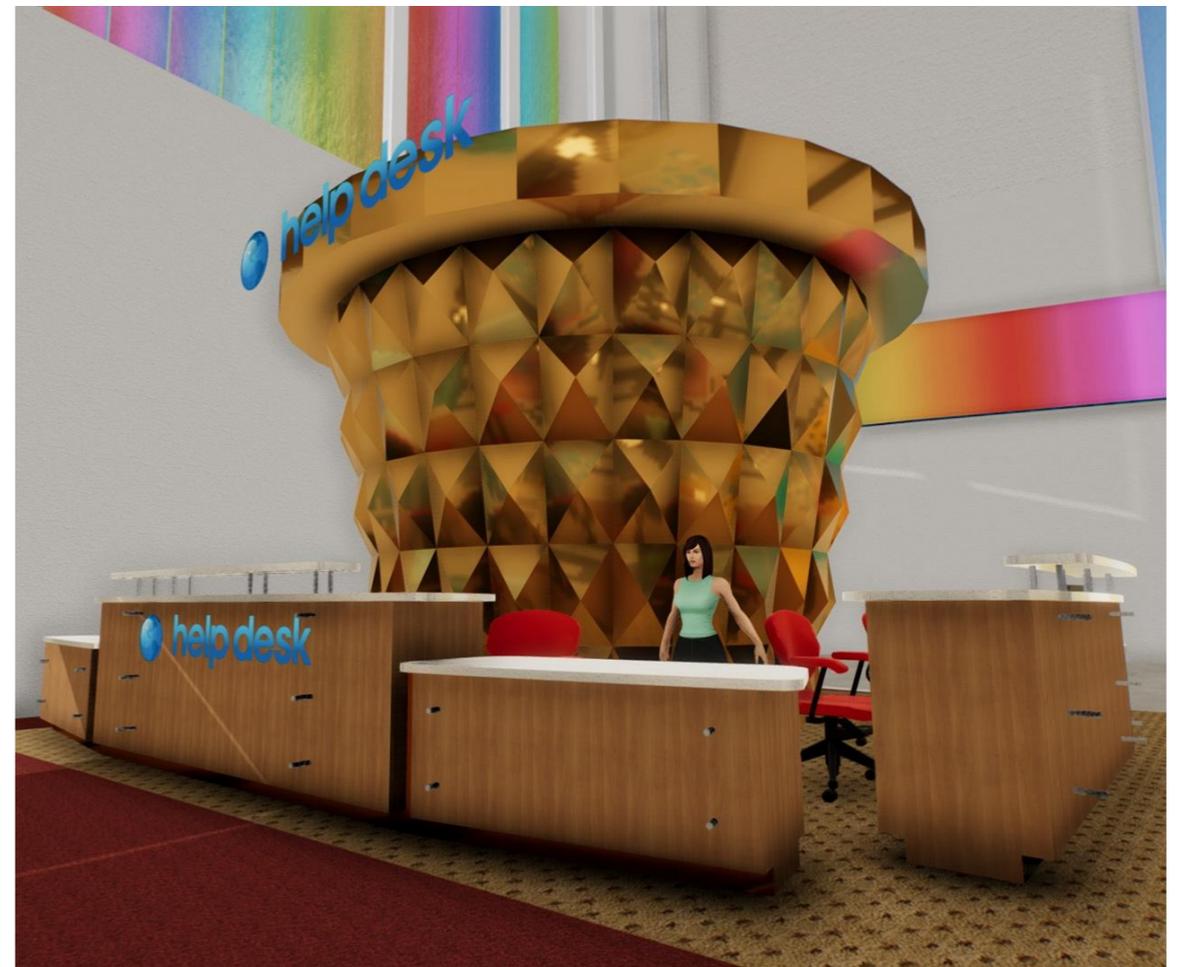


Information ready at hand

A 3D info point will give users all the information needed

Inside each pavilion an info point will help users to find all the information and details required about the virtual expo.

- exhibition's general information
- pavilion interactive map
- booths list



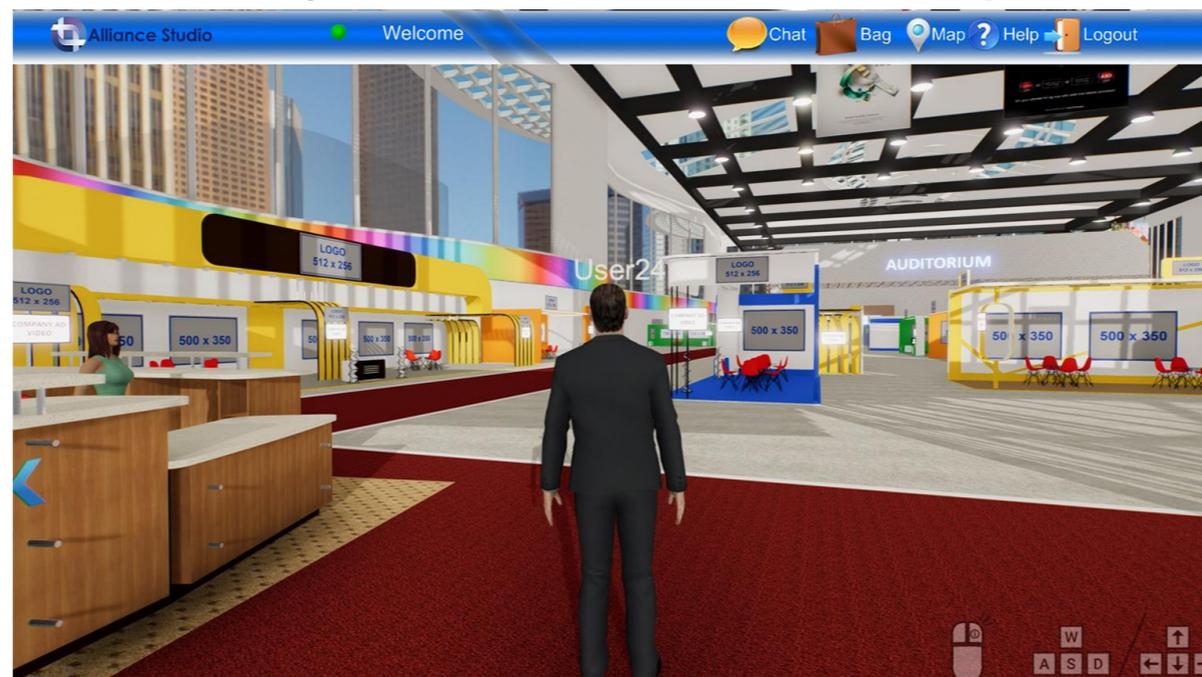
Customizations

To make every event special and unique

Splash Screen: you can customize the home screen of welcome visualized before launching VirtualFairPad;

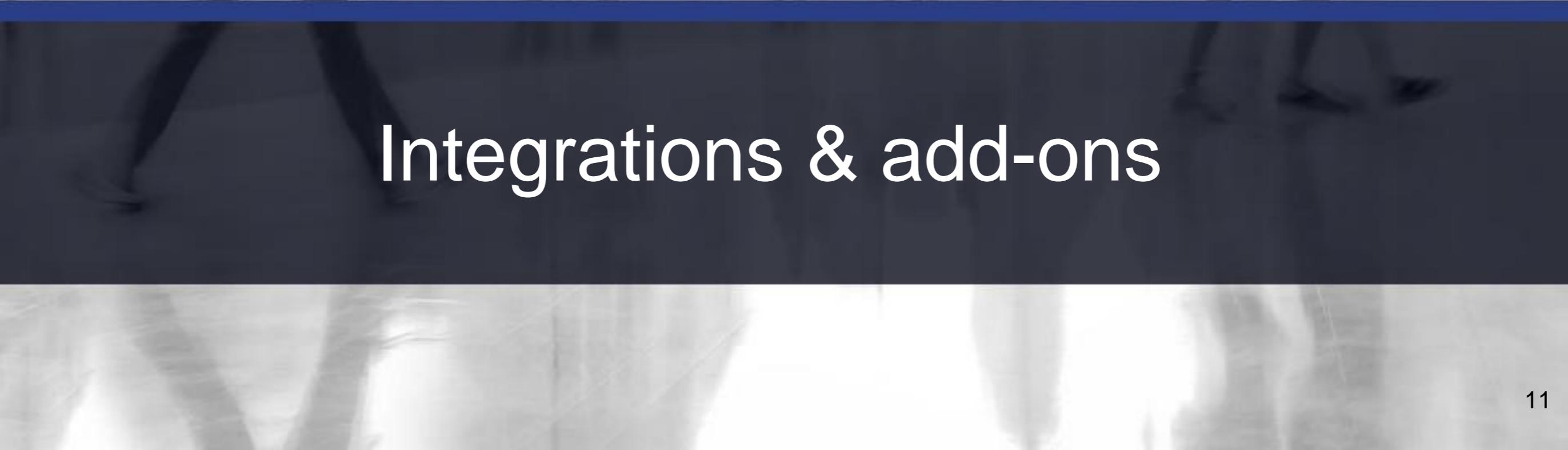
Navigator: you can customize the logo to the left of the navigator.

In the area below the menu there will be a "sponsor" area, manageable directly from the control panel





Integrations & add-ons



Conference room

Beautiful 3D environments to host business meetings

Exhibitors will be able to rent the Conference Room for meetings and informational events designed to raise the brand awareness of their Companies and in which they can talk of common topics of public interest.

The Conference Room is a great marketing tool for companies wishing to leverage this technology to increase sales and it's an additional source of income for the organizer.





Virtual Event Services

AM FAIR - Customer Service Guaranteed



Dedicated Event Manager

Once you sign up, a dedicated event manager will assist you with all aspects of your virtual event. The account manager will be with you from day one to plan the event and provide a smooth and successful run.

AM Fair - Opt-in Services: Event Marketing



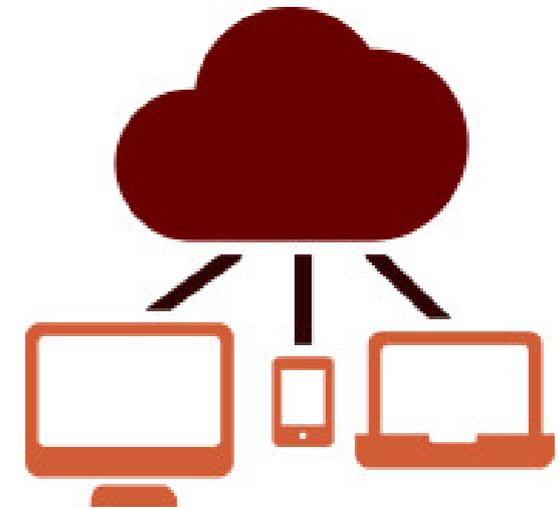
Social Media

We create a presence for your event by leveraging social media tools.



Email Marketing

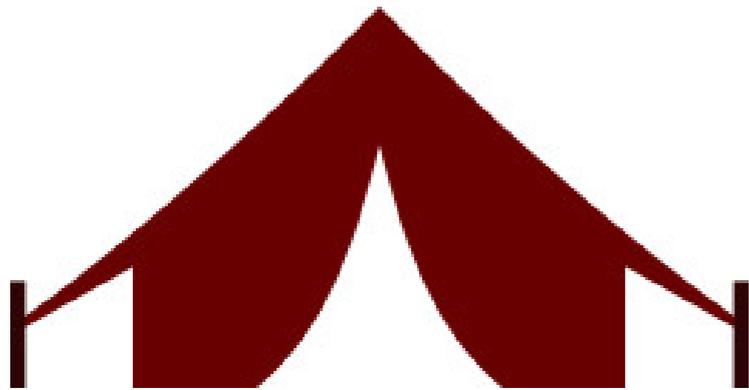
Our email lists and targeting will help spread the word to the right audience.



Display Network

We develop creatives for your event and publish them on suitable Ad Networks.

VirtualFairPad - Opt-in Services: Operations



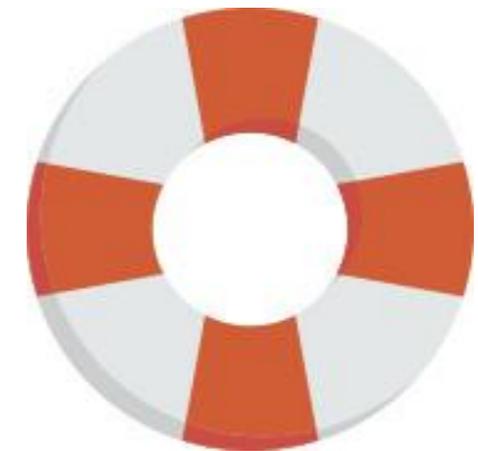
Booth Setup

Let us take care of the design and configuration of the representative booths.



Content Management

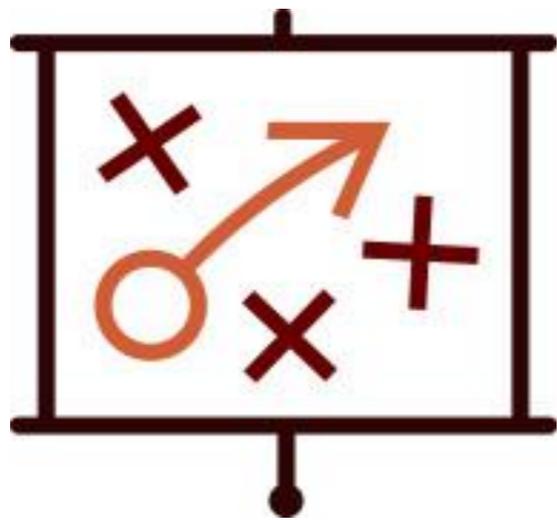
We can create FAQs for job seekers to orient themselves with the virtual environment



Helpdesk

Our experts provide timely customer support via email and online helpdesks.

AM Fair - Opt-in Services: Strategic Consulting



Project Planning

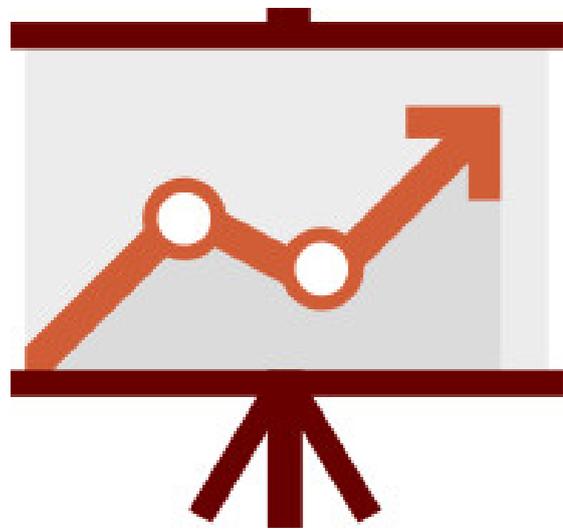
Let us plan your career fair's micro details. We breakdown your logistics into a concise task list.



Audience Research

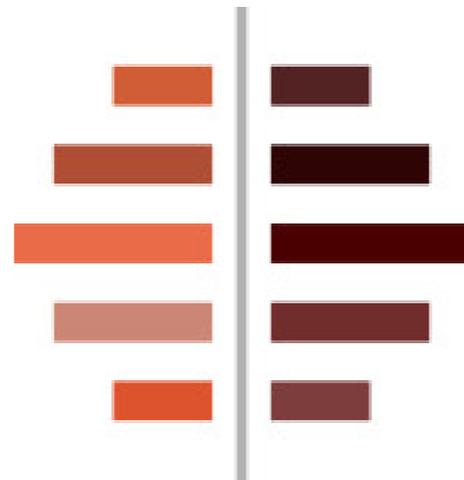
Decide on who to invite and the best mediums to do so with our consultants.

AM Fair - Opt-in Services: Post-Event Analysis



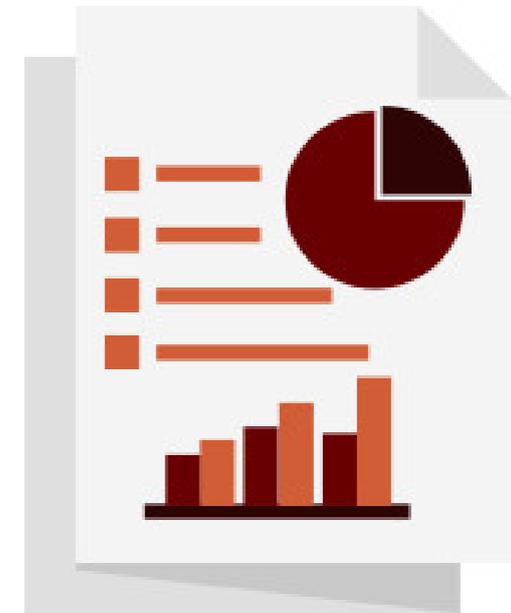
KPI Analysis

Get a high-level summary on the key metrics of your event.



Benchmarking

Get a comparative analysis of your event against the norms of the industry..



Executive Reports

Get an analysis report of various aspects of the event, and advice for the future.

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