Digital Expo and Trade Show

How do we create an exhibition or a trade show in a virtual world? Trippus has developed a digital platform for virtual expos and trade shows where exhibitors build their own virtual booths. Visitors can access texts and videos and interact with exhibitors in a chat room or a video call. Just like in the physical world one to one appointments and lead management can be used to maximize value and efficiency for both exhibitors and visitors. The digital environment enables some more features as well – the free text and category search features offer visitors a better overview of the show floor. The booth that was located in the very far corner of the physical show floor a ten-minute walk away, is now reachable within seconds with a couple of mouse clicks.

Exhibitors easily design their own booths

Trippus has developed a solution that makes it easy for exhibitors to create their exhibition booths themselves by adding texts, video clips and contact details. By filling in text fields, choosing which color the booth should have and uploading a logotype the booth is ready. The ease of use makes life easier for exhibitors at the same time as it reduces the number of support questions to the event organizer.

Easy for visitors to find their way around

One of the main advantages with digital exhibitions is the good overview that they offer to visitors. A large number of exhibition booths can fit into one screen, and through free text searching and category filtering the exhibitor that the visitor is looking for is never more than a couple of mouse clicks away.

Smooth interaction via chat rooms and video calls

How do visitors interact with exhibitors when visiting their booths? They can either use the chat room in the exhibitor booth where they post direct messages to the exhibitor. The other option is to meet face to face digitally by joining a video call with the exhibitor. This is very much like talking to the exhibitor's representatives when visiting a booth at a physical trade show.

Pre-scheduled appointments and lead management

As a visitor, how do you request an individual appointment with an exhibitor? A one to one appointment can be scheduled by picking an available timeslot in the exhibitor's appointment calendar. The appointment will then automatically be added to the personal agenda together with a link to the video call that will be used for the appointment.

Another option is to request to be contacted by filling in a short form in the exhibition booth. The exhibitor has a live report that lists all contact requests from visitors, and this report is automatically updated as new requests are posted.

Statistics and leads to exhibitors and organizers

An important advantage with digital expos and trade shows is that they generate interesting statistics. Organizers get a good overview of the number of invited visitors, registered visitors, visitors that actually checked in and all exhibition booth visits. Which are the most popular exhibitors? Which visitors are most active?

Exhibitors use the Trippus Exhibitor Portal to follow up on which of the prospects that they invited that actually checked in at the event. Who visited their booth? Who wanted to get in touch and learn more? The exhibitor portal is very easy to use and is automatically activated when an exhibitor signs up for an exhibition booth.