

Technical Education UNITED

Virtual Trade Shows and Conferences

A virtual trade show or virtual conference functions like a traditional hotel or conference center based trade show, translating exhibit halls, educational seminars, and training events into a virtual world environment. Virtual Trade Shows allow the attendee to forgo the time and expense of travel while enjoying some of the amenities of a traditional trade show. At a virtual trade show, there are realistic-looking exhibit halls with booths for showcasing products and services. The attendee can view demos, pick up literature and chat live with sales representatives. Keynote speeches and seminars are delivered either in real time or on-demand by podcast and webcast technology.

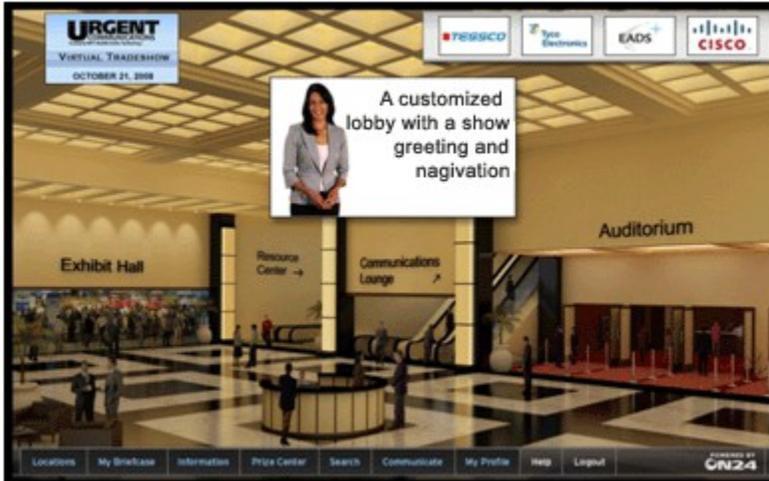
Virtual Trade Show Features:

- ⌚ Fully branded Convention Center
- ⌚ Exhibit Hall - Interact with exhibitor booths and staff
- ⌚ Auditorium – View live or prerecorded educational presentations
- ⌚ Resource Center – Browse white papers, podcasts, demos, and presentations.
- ⌚ Communications center – Professional networking features including scheduled discussions, message boards, forums, message center to send/receive messages and group chat.
- ⌚ Prize Center – Increase participation by offering random or points based prize drawings.

- ⌚ Extensive advertising and sponsorship opportunities

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Home Plaza

After logging in attendees enter the fully customizable show lobby where a video greeting will welcome them. On screen hotspots provide entry to the Auditorium, Exhibit Hall, Resource Center and Communications Lounge. Consistent navigation at the bottom of the screen provides additional functionality and shortcuts.



Exhibit Hall

The 3-D Exhibit Hall gives attendees the ability to browse exhibitor booths, engage in a discussion with a booth representative and collect information from sponsors. An exhibitor directory makes it easy to locate specific booths all with a click of their mouse.



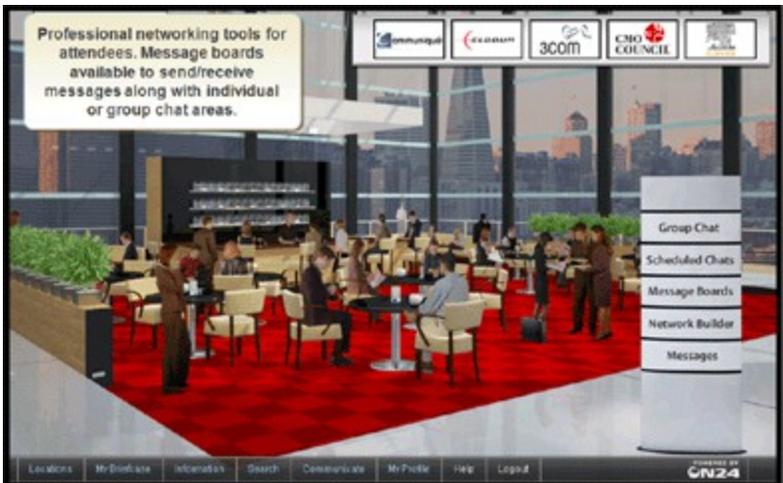
Exhibitor Booth

Exhibitors choose from predesigned booth templates, add their company logos, and upload promotional materials, such as brochures, white papers, demos, surveys, giveaways and videos. Exhibitors manage the booth from their computers, often while doing other work. When a visitor clicks on a company's booth, employees receive an alert. They can talk to the visitor through a chat window or, if both parties have Web cameras, by video. If no one is available to speak, a visitor can leave a message.



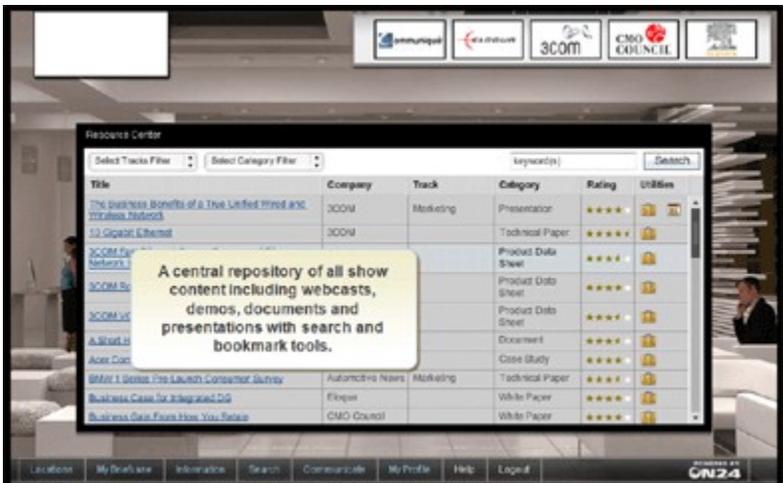
Auditorium

Attendees can visit the virtual Auditorium to attend live and on demand webcast presentations and keynotes. Attendees can add reminders to their Outlook® Calendars, save presentations in their Briefcase and participate in live Q&A. Tools are also available to search and bookmark content.



Communication Center

The Communications Center offers professional networking features including scheduled discussions, message boards, forums, message center to send/receive messages and group chat. These tools help attendees to build their profiles and find others to add to their network.



Resource Center

A central repository of all trade show content including; webcasts, product demos, documentation and presentations with search and bookmark tools.



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<http://www.stemeducationsource.com>



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Home

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The virtual conference hall features several booths with logos: JDS Industries, Inc., Action Illustrations, RPL Supplies, vapor, IMPRINTUSA, Reich Supply Co., Inc., MONAG Apparel, SKANA, EnMail, and US Cutter. The hall includes a RESOURCE CENTER, AUDITORIUM, EXHIBIT HALL, and NETWORKING LOUNGE. An INFORMATION desk is also present. At the bottom, there are banners for SUBLIMATION EXPO, SAWGRASS CONSUMER, and SEPS. An ATTENDEES LIST shows names like marco and Fma.

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