

# Increase your Exhibitor ROI and extend the value of your live event through an immersive 3D experience

Our new technology solution extends the value of a live event, increases audience reach and creates incremental revenue for exhibitors through a digital replica of a trade show, product launch or other event experience.



A digital replica of a tradeshow provides an immersive 3D experience, reaches an extended audience through live digital connections and creates incremental revenue for exhibitors.



A digital replica of a single booth extends the value of the exhibitor's investment to reach more attendees and extend exhibiting time.

## How It Works:

- 1. Film:** We film and digitally capture a live, physical trade show including exhibition space, booth tables and theater experiences.
- 2. Stitch:** A digital replica of the event is created into a 3D environment that can be accessed 24/7/365 and easily accessed through the show organizer's website.
- 3. Relaunch:** Following the live event, the trade show is relaunched as a 3D experience where attendees can "walk the floor" and interact with exhibitors and content. On specific days, the show organizer will invite exhibitors to be available to work the show and you'll do business live, in real-time!
- 4. Connect:** Each exhibitor will be visible to virtual attendees in the environment with basic company information available to attendees.
- 5. Extend:** Exhibitors can upgrade and purchase a digital replica of their booth with extended footage that allows attendees to "walk/explore" further inside their booth. Exhibitors can choose up to (3) products to highlight with an "interactive orb" over the product. Once the attendee clicks on the orb, they will see more information about the product. Through video and chat capabilities, exhibitors can use the booth for live product demos and interact with attendees on a deeper strategic level about their products and services.

## Let's Talk!

To learn more about creating an immersive 3D experience for your organization, reach out to your Maritz Global Events Sales representative.