

Taking part in an International Trade Fair is time-consuming, expensive and by definition involves a lot of travelling

The Global Exhibition Network

ExpoOnline.com is a global on line exhibition network covering practically all the countries of the world, powered by a central platform and managed by **Business Global ExpoOnline**. The Global Exhibitions Network is supported by the interlinking of 370 country and regional portals. All portals are under the name of expoonline.com preceded by the country or region/state name.

The concept creates a unique interactive business environment respecting and highlighting at the same time each country and each economic sector special identity and characteristics.

ExpoOnline offers a range of high quality integrated online exhibition services using state-of-art technology, tools and methods strengthening and supporting the promotion of the exhibitor's products and services.

A true alternative to conventional promotion and Physical Exhibition Participation

ExpoOnline.com virtually recreates the experience of attending any world-class physical exhibition, offering to its worldwide participating exhibitors the opportunity to promote their products and services to the world at the fraction of the cost of participating in any physical international exhibition.

With a low annual fee, ExpoOnline offers an ideal alternative to conventional promotion. At the same time, without additional cost, participating companies are promoted in a year-round permanent online exhibition. Each company is listed in an industry specific category and sub-category within its respective country, making each company easy to be found. Apart from country-wide exposure, each National Expo Portal is interlinked with the entire global network for global exposure and each company has the option, at a small additional cost, to participate in other country business portals.

ExpoOnline.com is the ideal vehicle to promote a company internationally, making it available to new customers, investors and business partners from all around the world.

1.1 What ExpoOnline.com is?

ExpoOnline is a global online exhibition network covering practically all the countries of the world, powered by a central platform and managed by **Business Global ExpoOnline**.

The uniqueness of ExpoOnline Network concept is that through a synthesis of innovation, offers essential marketing services for the entire range of businesses through online exhibitions, with emphasis on SMEs, at a fraction of the cost of participation in international physical exhibitions, with proven potential of its global development and dimension.

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The uniqueness of the project, consists of an alloy of a number of unique elements as follows:

- It recreates an International Physical exhibition. Which is the base of the idea and all following elements are built around it.
- It delivers permanent, constant and for all economic sectors Global, International and regional Exhibitions. There is no other physical or digital exhibition provider doing it so.
- It interlinks all Global, International and regional Exhibitions through 300 expooline portals under the same name. There is no other physical or digital exhibition provider doing it so.
- Each country on the globe has its own digital Exhibition interlinked with all other countries in the world. There is no other such application for exhibitions.
- No other exhibition organizer/provider can offer to its clients/exhibitors such a global exposure at this cost.
- It's a Global Exhibition Network there are other online global networks, but no one delivers both integrated exhibition organization services and has International Exhibition capabilities.

1.2 What ExpoOnline.com does?

Through years of experience and based on adequate research it's resulted that there is an infinitesimal number of SME's, considering their important number, that can afford to attend an International exhibition both as exhibitors or trade visitors.

ExpoOnline gives access to all companies and organizations of the world to 2 Global, 207 International and 93 regional exhibitions 24h/d, 7d/w and 365d/y free of charge for visitors and at a fraction of the cost compared to an International physical exhibition for exhibitors without any geographical or time limitation.

1.3 Which are ExpoOnline differentiation points?

A. At Exhibitors Level

The traditional participating way of an SME in an International Exhibition requires:

- The disposal of a significant amount for rent and design of exhibition space, travel and accommodation costs, transportation costs, promotion costs etc.
- Be able to engage the management team for at least a week.

The above is almost prohibitive for the majority of SME's.

All this for 3-4 days and in order to:

- Promote and gain awareness for the organization and its products / services
- To benefit from any potential orders or deals
- Collect information and to exchange business cards – get leads

ExpoOnline offers all above except that:

The exhibitor can have a permanent international presence in all countries of the world without any traveling, without binding any of its executives and at minimal cost. Additionally, the number of visitors that can host is unlimited.

B. At Trade and non-trade visitors' Level

For a trade visitor to attend an International Exhibition is required:

- To dispose a significant amount for travel and accommodation costs
- To be available for 3-4 days and at a specific time period
- To dispose a certain amount for his/her registration

In order to:

- Exchange information and Business cards
- To be informed for the new market trends
- He/she may place orders or close deals

ExpoOnline offers all above except that:

Visitor can visit all international exhibitions completely free, whenever he wants and without traveling. Additionally, visitors can visit and get to know much more companies than those can fit in a limited physical space.

Г. At Exhibition Organizers' Level

An Exhibition Organizer offers the following:

- An existing and limited exhibition space, including its organization and layout
- Promotion to exhibition level in order to attract exhibitors at first and visitors at second instance (this constitutes an interdependent relationship because if there is a significant number of visitors there will be a significant number of exhibitors and vice versa)

In order to:

- Gain profit
- Gain awareness
- To be sustainable

ExpoOnline offers all above plus:

The exhibition space is unlimited and can conduct simultaneously many international exhibitions with the possibility for much higher profit margins and competitiveness than any other organizer.

Apart from the essential points of differentiation mentioned above in relation to the key stakeholders, ExpoOnline bases its uniqueness to the additional following parameters:

- ✓ Has developed the technology for the organization of International online Exhibitions including all characteristics offered by physical exhibitions (collection of information and promotional material, exchange of business cards, conference facilities, etc.)
- ✓ Has created a unique network of 300 interconnected portals, one for each world country and one for each region of world's big countries such as USA, China and India. These interconnected portals can create an unimaginable web traffic catapulting awareness of all direct and indirect

stakeholders. This is the accomplishment of ExpoOnline main target which is to be recognizable by world's business community.

- ✓ ExpoOnline is naturally a product of globalization, but what it achieves throughout the interconnection of 300 separate portals is to highlight the particular characteristics and comparative advantages of each country (and by extension, of each organization and enterprise participating in the international exhibition of the respective country) thus providing the opportunity for every country to have its own international online exhibition of global importance and impact.
- ✓ Another unique element to be underlined is that ExpoOnline managed to build the entire network under the same name and with the use of only two words which are almost impossible to today era. More specifically:
 - The main entrance for the Global Exhibitions (according to the new concept) is through www.expoonline.com
 - The entry for every International Exhibition is through www.contrynameexpoonline.com (www.saudiarabiaexpoonline.com, www.usaexpoonline.com, www.cyprusexpoonline.com, www.indiaexpoonline.com, etc.)
 - For the large countries such as USA, China and India the organization of exhibitions on regional level is through www.regionnameexpoonline.com (www.newyorkexpoonline.com, www.ohioexpoonline.com, etc)

The Expo Park

Global Destination Exhibitions

1. Luxury Hotels
2. Business Hotels
3. Resort Hotels
4. City Hotels
5. Holiday Hotels
6. Spa & Wellness Hotels
7. Boutique Hotels
8. Bed & Breakfast Hotels
9. Apartment Hotels
10. Other Accommodation Types
11. Tour Operators & Travel Agents
12. Transportation
13. Thematic Tourism
14. Organizations & Associations
15. VIP & Business Services
16. Tourist related Investments
17. Special Tourist Attractions



Global Trade Exhibitions

1. Agriculture & Aquaculture
2. Textiles
3. Automotive
4. Business Services
5. IT and computers
6. Construction
7. Electronics
8. Energy
9. Food & beverage
10. Apparel & Footwear
11. Furniture
12. Arts & Crafts
13. Health & Beauty
14. Industrial equipment & Machinery
15. Medical
16. Home & Garden
17. Sports & Entertainment
18. Office equipment & Supplies
19. Hardware & Tools
20. Toys



The Expo Park is the central entrance to each category exhibition hall. Each country has its own Expo Park as presented above.

The ExpoOnline Expo Park hosts the 2 Global Exhibitions of Destination and Trade for companies and organizations with global presence or for the ones opting global exposure. The same is applied for each expoonline country portal Expo Park hosting International Exhibitions of Trade and Destination.

On each Expo Park there is an Information Desk where valuable information and services are provided as following:

- Country short/basic profile information (trade, tourism, investments, etc.)
- Country's video gallery
- Global and country's strategic partners with ExpoOnline
- Interactive help desk: Responding to any question or query might arise to any exhibitor.
- Conference and event organization online service: Exhibitors can reserve a virtual room and organize an online live private presentation, conference, event etc. (e.g. for their new products or services, on their Social Responsibility Actions, etc.). Exhibitor can choose the capacity of the room that he/she needs to reserve, the duration and optional promotional/advertising actions that ExpoOnline propose.
- Interactive news room: Every day exhibition's news will be posted such as conferences, events, new venues, media revues, corporate news, etc. A blog is included where visitors and exhibitors could express their opinion both on news, their overall perception about the ExpoOnline.com and of course develop debates between them.
- Social Media Panel

The Pavilion

Company Profile

Business Cards



Exhibitor can choose from a variety of different designs and color schemes of pavilions. All pavilions are interactive and offer series of promotional tools:

- Dedicated spaces for company's logo, photos, etc.
- Link to company's website (generating extra worldwide web traffic to company's website).
- A video screen in order to present the company, advertisements or any other material in form of video.
- A stand in order to place its brochures and other promotional material available to registered visitors in downloadable form
- Business card exchange service, open only to registered visitors, with till 5 available contact details business cards
- A carousel in order to place products and/or services enlarged on pop-up window
- A dedicated space to place company profile

Additionally the exhibitor has his/her own account where he can make any change he/she can proceed to any change he/she wishes at any time (add new products, change video, etc.). More over through his/her account can also get statics on number of visits, time that visitors spend in his/her pavilion etc.

