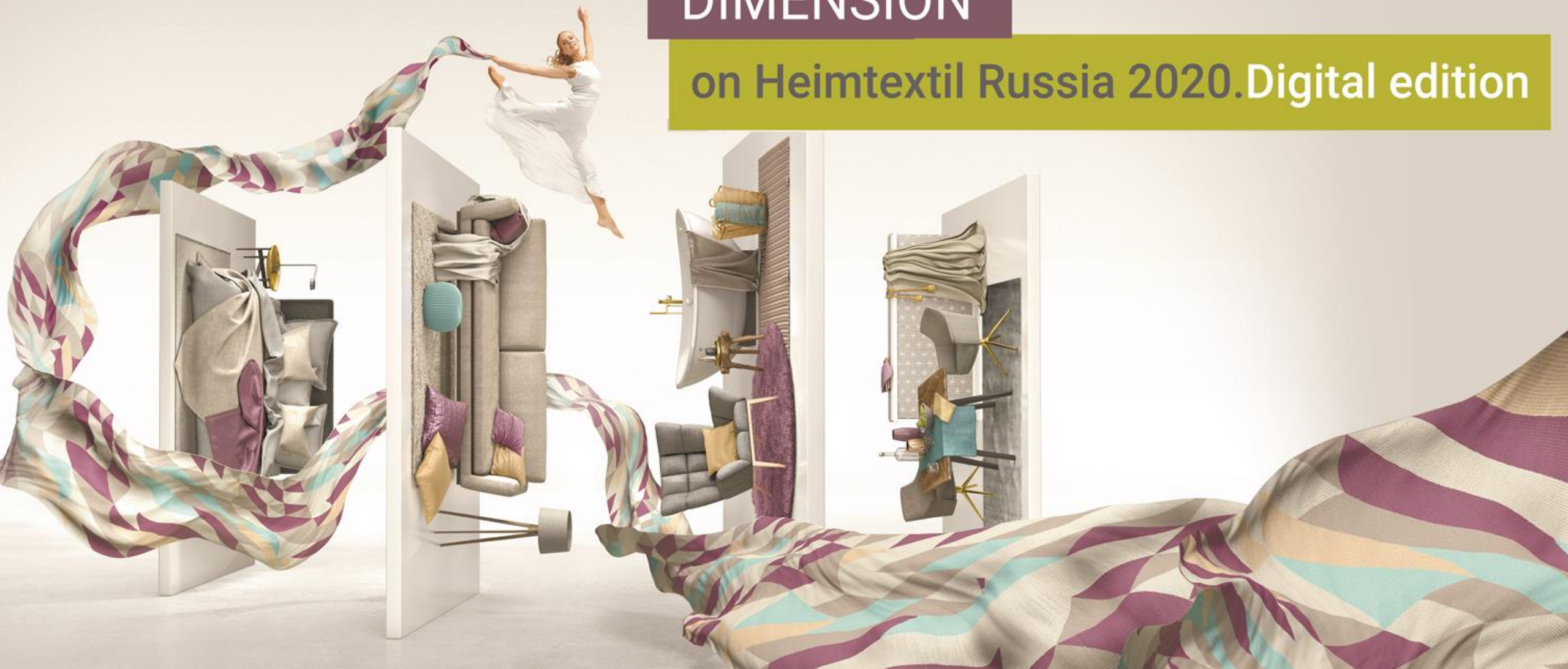


ENTER THE NEW TEXTILE DIMENSION

on Heimtextil Russia 2020. Digital edition



Why participate in a digital exhibition?

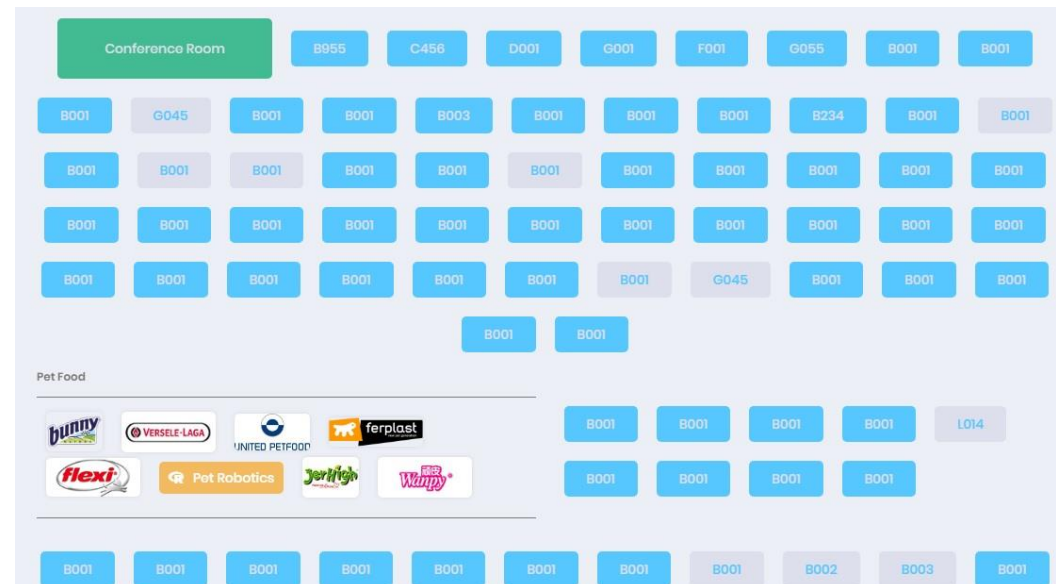
- ▶ Get new contacts and increase sales.
- ▶ Meet and work with your current customers and partners.
- ▶ Show your product here & now, don't wait for state borders to be open and public events to be allowed.
- ▶ Show your presence in the market.
- ▶ Widen your geography: you will meet visitors even from far-away regions.
- ▶ Work with foreign visitors despite the closed borders.
- ▶ Try new business opportunities in the face of uncertainty.
- ▶ Participate in the exhibition at the announced dates and do not miss the sales season.
- ▶ Get detailed analytics about your visits.
- ▶ Minimal logistics and affordable participation price.

Why would a visitor come to a digital fair?

- ▶ Get acquainted with all market offers at one time and place, no need to wait for state borders to open and public events to be allowed.
- ▶ Find new suppliers.
- ▶ Interact with actual partners, maintains contacts, network.
- ▶ Immerse in the professional community.
- ▶ Get useful information from the fringe program.
- ▶ No need to have budget for the trip.
- ▶ No limits of the venue working hours.
- ▶ Visit the exhibition from office or home.
- ▶ The most convenient navigation and simplified search for companies and products.

What is digital exhibition?

- ▶ Extended catalogue of participants with virtual stands.
- ▶ Free access to exhibitors' information, products and special offers + convenient service to make meetings with company representatives.
- ▶ Fringe program broadcasting in separate online rooms.
- ▶ Communication platform, match-making with ability to schedule and hold meetings both online and offline.



Online platform Heimtextil Russia.Digital

Special features include:

- ▶ Interactive exhibition map with virtual stands.
- ▶ Fringe program streaming on 2 thematic platforms.
- ▶ Search for companies and products by specified parameters and tags.
- ▶ Virtual exhibitor stands with possibility to publish photos, product catalogues and videos.
- ▶ Possibility to stream videos from each stand.
- ▶ Integrated match-making system for exhibitors and visitors.
- ▶ Possibility to use audio and video calls via the platform.
- ▶ Build-in text auto-translator with more than 10 languages.
- ▶ Classified board for both exhibitors and visitors.

How to get started with the digital fair

Exhibitor:

- ▶ Uses a cellphone number to log in to exhibitor's account.
- ▶ Uploads on the stand:
 - information about the company and product;
 - visual materials, presentations to download, prices, offers etc;
 - information about the team working at the stand during the exhibition;
 - contact information and links to the website.
- ▶ Sends an invitation link to colleagues who will work at the stand.
- ▶ Sends an invitation link to partners and customers to ask them visit the stand.
- ▶ 1 week before the exhibition receives requests for meetings and makes a schedule of appointments.

How to get started with the digital fair

Visitor:

- ▶ Registers for the fair.
- ▶ Fills in the questionnaire indicating the goals of the visit.
- ▶ Receives reminders before the exhibition (e-mail and push notifications):
 - 1 week before,
 - 1 day before,
 - at the moment the fair opens.
- ▶ To schedule meetings, 1 week before the event, visitor gets access to the list of exhibitors, forms favorites list and sends requests for online appointments.

Working at the fair

Exhibitor:

- ▶ Gets the visits statistics.
- ▶ Receives requests from visitors for online meetings and negotiations.
- ▶ Meets people through the exhibition platform or another convenient way.
- ▶ Makes live broadcasts from the stand.
- ▶ Places comments, which can be seen by the visitors, to attract them to the stand.

visitor list management tool that provides event attendees with electronic tickets/badges. The service is created for different event types: exhibitions, conferences, forums, workshops, seminars, corporate, cultural, entertainment and sports events.

ticketforevent.com

Team

- Gleb Sotula
CEO
- Sergey Koval
CFO
- Alexander Kravchenko
CFO
- Yury Timoschuk
CTO

Documents

- White Paper
PDF
- Look Book
Word
- Catalog
PDF
- White Paper
PDF

Emily Martin, Skytech Inc.
12:01 Wednesday, May 13

10:00 10:30	Available		
10:30 11:00	Not Available		
11:00 11:30	Available		
11:30 12:00	Not Available		
12:30 13:00	Available		
13:00 13:30	Not Available		
13:30 14:00	Available		

Working at the fair

Visitor:

- ▶ Uses ticket number to enter the exhibition.
- ▶ Searches for companies by subject, tags, or product groups.
- ▶ Visits stands, gains information about companies and products, watches exhibitors' streams.
- ▶ Sends meeting or call request to the selected companies.
- ▶ Attends conferences and watches broadcast of the fringe program.
- ▶ Posts comments during exhibition that can be seen to all or selected contacts.
- ▶ Gets his activity statistics during the exhibition, and meetings information.



"Dismantling" of the exhibition

- ▶ The exhibition closes and becomes inaccessible.
- ▶ All the contacts and talks are kept in the participants' private accounts and can be exported into CRM.
- ▶ The exhibitor receives analytics about the visits to the stand.
- ▶ The visitor receives analytics about his activity during the fair and the meetings held.
- ▶ 45 days after the show the exhibitor can edit access to the stand content.
- ▶ 45 days after the show the visitor can visit the stands and view the information posted by exhibitors.

Exhibition timeline*

- ▶ Registration for visitors opens 2 months before the event.
- ▶ Full-access platform opens for visitors 1 week before the event.
- ▶ Meeting (matchmaking) set-ups and virtual stands open 1 week before the event.
- ▶ 45-day extended access after the show.
- ▶ All applications should be submitted before September, 1st, 2020.

* Can be adjusted.

How does it work?

1. The exhibition has demo version for users.
 - ✓ Here you can see the interface example:
<https://eventdemo.biletum.com/event/>
 - ✓ Our customized demo will be available for users by early July.
2. The exhibitor places all the materials to the stand by himself. For maximum convenience and simplicity, developers have implemented a friendly usability and interactive instruction.
3. Integrated AutoTranslator supporting more than 10 languages will be available in text messages.
4. Stable platform traffic is guaranteed since the platform adaptive architecture allows to increase automatically the number of servers, depending on the traffic required.
5. There are file size limits for placing on stands. In case a video file weighs more than 100 TB, we suggest inserting a YouTube link to play it in a new window.

Pricing

- ▶ Regular price: €610 + VAT 20%.
- ▶ Special price: €410 + VAT 20% for exhibitors who applied for Heimtextil Russia 2021 and makes the following prepayment:
 - 20% till 01.09.2020
 - 30% till 01.11.2020.
- ▶ Early bird rate for 2021 edition: 15% off for raw space till 25.09.2020.

Our contacts

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