

A NEW APPROACH TO VIRTUAL EVENTS

In the last years we've seen how traditional businesses like newspapers, travel agencies and retailers, have moved online to get new clients, improve their services and cut costs. Tradeshows and conventions have not been taking part in this shift until now, when virtual events software has improved and has left behind the virtual world approach.

A new business model is being created around Virtual Tradeshows and Virtual Conventions that allow communication and interaction between visitors and exhibitors. It's not a standard website, but a powerful tool that takes all the advantages of a real event, and adds all the possibilities of the Internet, like written chat, Webinars, visit card exchange, downloads, videos... And all of this on a 24/7 basis with no geographical limitation for exhibitors and visitors.

- Get more business, cut costs for the exhibitors and reach bigger audiences
- Chats, Webinars, and Integration with social networks... All the tools that are needed for a full tradeshow experience with high commercial possibilities
- Designed with current standard concepts of usability and 2.0 applications. Not a trace of Virtual worlds and avatars!
- A new business model, with high possibilities for horizon 2011-2014

Our software, your solution

The organizer of the event is the key to its success, but choosing the appropriate platform for hosting the event is also a key decision.

- We are the European leader of virtual fairs, with active projects in 21 countries and with a multicultural background.
- Our customization capabilities, both in the look & feel and the 3D environment, make all our fairs uniquely adapted to each client
- We don't invoice for traffic or number of visitors. The software provider should not penalize the success of the event!
- The know how we've poured into the platform comes from our experience organizing real events. Imaste has done more than 100 real events with more than 2000 booths, making our experience the key to the success of our software.

We work in

21 countries, **13** languages,
and more than **100** events

We know about

real events
therefore, we know how to do
virtual events

You'll never walk alone!

One liaison in our company
is assigned to each virtual event

Up to

100 times less CO2
than a real event
One step closer
to a smaller footprint

VISIT OUR DEMO SITE

demo.imaste-ips.com

