Map Your Show Exhibitor FAQ

eBusiness



Overview

- What is Map Your Show
- Exhibitor Help Page
 - Listing Levels
- My Show Planner
 - Exhibitor Benefits
- Step-by-Step Help for Exhibitors



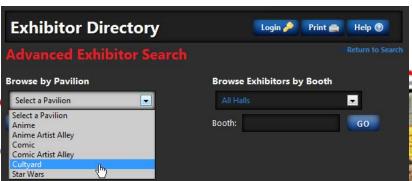
What is Map Your Show?

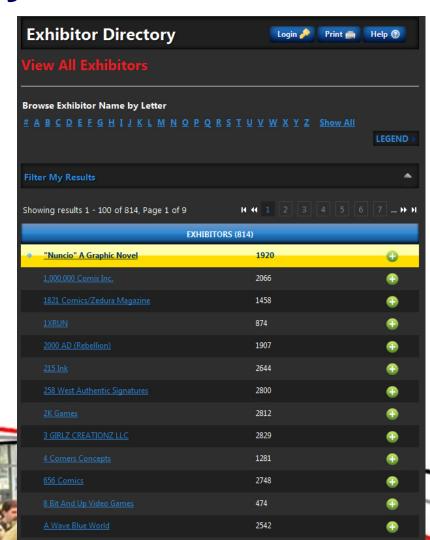
- Free, value-add service that allows fans to plan and map their event experience
- Provides exhibitors with the opportunity to showcase their company, products or services
 - Exhibitor/category search
 - My Show agenda planner
 - Interactive floor plan
- Allows attendees and exhibitors to connect before and during the show
- Tool for collecting exhibitor information



Exhibitor/Category Search

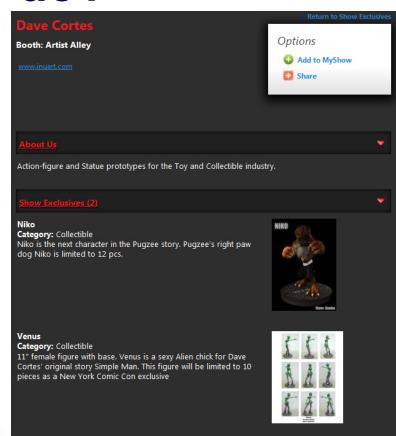






What can exhibitors do?

- Create an online showroom within the show website where they can:
 - Display product information, including product images and videos
 - Post company descriptions
 - Post Show Exclusives
 - Provide an email address for fans who wish to contact them
 - Collect fan leads through their lead generation form





Exhibitor Benefits

- Increased visibility
- Pre-show lead generation
- Personalized showroom/booth visit statistics
- Listing changes/uploads reflected immediately
- Potential for increased booth traffic



Results of Effective Marketing

- Build general awareness
- Increase My Show Planner usage
 - Drive traffic to showrooms/floor plan
 - Increase exhibitor ROI through lead generation
- Increase attendee satisfaction by offering pre-planning tool
- Usage statistics support eSponsorship sales
- Attendees know where to find and how to use onsite kiosks

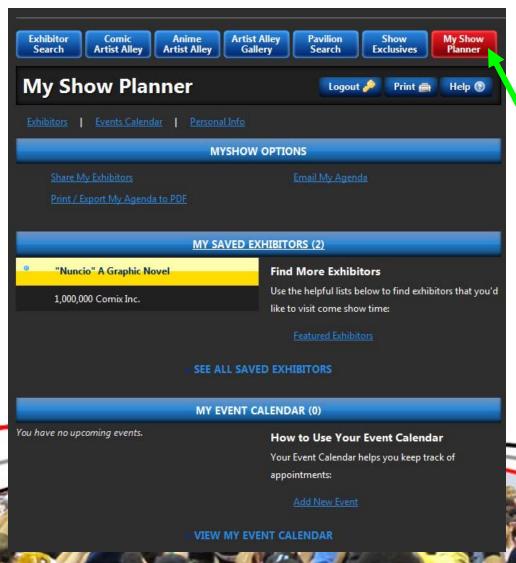


What can fans do?

- Before the show:
 - Plan out which exhibitors they would like to see by using company and products and show exclusives searches
 - View a detailed list of panels/screenings they would like to see
 - Search by Artist Alley participants and artwork
 - Organize their schedule by adding events to the My Events Calendar
 - Create a favorite list of all the booths they want and save them to their My Show Agenda Planner
 - View company listing updates in real-time
 - Map their show experience by using the interactive floorplan
 - Choose to share their contact information with exhibitors they added to their favorite list
 - Email
 - Schedule Appointments



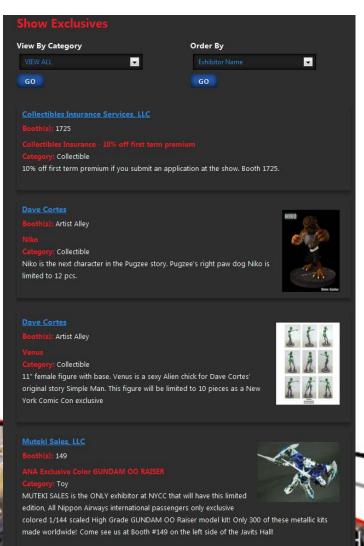
My Show Planner



What can fans do?

- At the Show:
 - Search by exhibitor name
 - Search by product categories
 - Access their favorite list of booths and panels/screenings
 - View the interactive floorplan
 - Get directions to exhibitors, products and facilities at the show





What can fans do?

- Post-show
 - Research and contact exhibitors they didn't get to see at the show
 - Source additional products

