

## Information Packet

### About VEXPOS

VEXPOS launched its first virtual trade show in March 2002 aimed at a Mechanical Computer Aided Design audience and has been enhancing its capabilities and delivering excellent results with correspondingly high ROI since.

VEXPOS is part of the Internet Business Systems, Inc. Engineering Network and has been used within this network to target engineers and manufacturers working in the EDA (Electronic Design Automation), MCAD (Mechanical Computer Aided Design), AEC (Architectural Engineering), GIS (Geographical Information Systems), PCB (Printed Circuit Board Engineering and Manufacturing), and NANO (Nanotechnology) fields.

Currently VEXPOS is working with MDV1, Inc. who are producing and marketing a virtual trade show aimed at the Women's Health medical arena ([www.v-symposiums.com](http://www.v-symposiums.com)). This virtual show will open its doors on May 11, 2007, and is the first in a series of monthly virtual shows directed towards a professional medical audience.

### The Virtual Booth and User's Experience

The fully customizable VEXPOS virtual booth provides the main point of contact between show visitors and exhibitors. From the booth exhibitors deliver literature, videos, animated and narrated slide presentations, present product demonstrations and software downloads, and communicate directly with booth visitors either by Instant Messaging or VOIP.

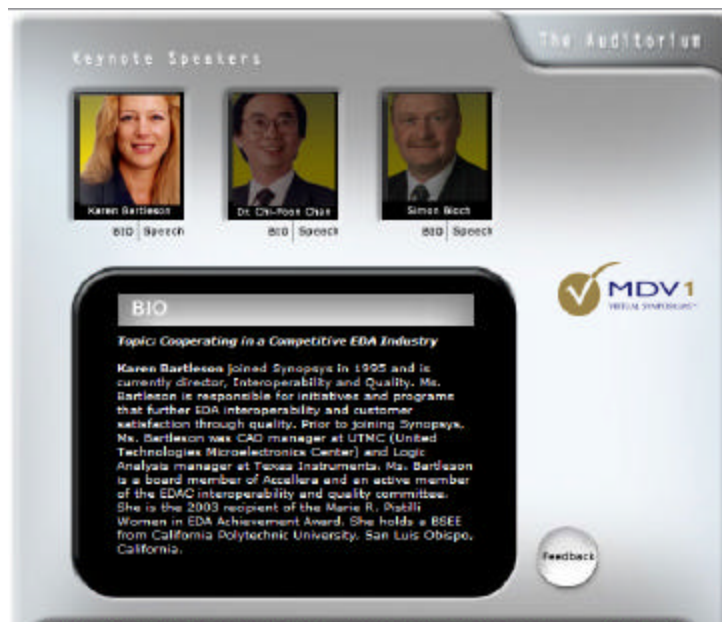


**Typical Booth with Communications Module**

Each booth is prominently branded with the exhibitors logo and can be maintained in real time by the exhibitor. The booth's ergonomic interface enhances the user's experience and makes it easy for each visitor to learn about each exhibitor in just minutes.

### The Auditorium

As an additional attendance draw each show can include an Auditorium where up to four keynote address speeches can be delivered on-demand. The Auditorium or Lecture Hall shows photographs of each speaker along with his or her biography, and allows the user to view and listen to each speaker's narrated animated PowerPoint slide presentations.

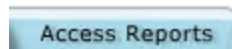


**Auditorium**

### The Exhibitor's Administrative Area and Experience

Each exhibitor fully controls the content of their booth or booths. Each company can have and maintain more than one booth. This is especially helpful when a company has multiple divisions and products and wants to showcase each division in its own booth.

#### Reports



The exhibitor's user interface has evolved over the past five years to not only allow easy material and multimedia inclusion, but to also offer concise lead generation reports.

By clicking the **Access Reports** tab exhibitors can view online and download reports (in MS Excel format) that show who visited their booth during the show and what each visitor did while in their booth. These reports include each visitor's complete registration information: their name, title, company, address, email address, phone number and more to allow each exhibitor to follow up with visitors during and after each show.

IBS Systems, Inc.

**Virtual DAcademy**  
Summer 2002

Download Excel Version

Display Company Info Events Calendar Booth List Representatives Access Reports Company List

**Full Booth Visitor List**

**IBS Live Demo Total: 523**

Date	Visitor Name	Job Title	Company	City/State/Country	Email	Phone
04May	Bradley, Steve	Bus Mgr	L.A.S.	Sherman Oaks, California USA	<a href="mailto:stb@tesbwi.net">stb@tesbwi.net</a>	818 481 9559
14May	Balaji, Anandan	Senior Member of Tech staff	Cadence design systems	San Jose, California USA	<a href="mailto:anandan@cadence.com">anandan@cadence.com</a>	408 738 3416
03Jun	Samuel, Evan	Engineer	Bantec	Irving, Texas USA	<a href="mailto:evan.samuel@bantec.com">evan.samuel@bantec.com</a>	972 529 5992
03Jun	Hanson, David	Instructional Designer	Mentor Graphics	Portland, Oregon USA	<a href="mailto:david_hanson@mentor.com">david_hanson@mentor.com</a>	503 685 1121
03Jun	Beck, Greg	VP	Optimum Design Associates	Dublin, California USA	<a href="mailto:gbeck@optimumdesign.com">gbeck@optimumdesign.com</a>	925 551 4155
15Jun	VUAYVARGIYA, NARESH	Design Engineer (SOC)	MOTOROLA	Gurgaon-India, India	<a href="mailto:nareshv_63@yahoo.com">nareshv_63@yahoo.com</a>	91 124 2303212
17Jun	Hoffstrom, Sandy	Applications Engineer	Cadence	Arden Hills, Minnesota USA	<a href="mailto:sandysth@cadence.com">sandysth@cadence.com</a>	651 786 3129
22Jun	Friedmann, Eliahu	Managing Director	Isratech SRL	Iasi, Romania	<a href="mailto:eli_k@isratech.ro">eli_k@isratech.ro</a>	+40 232 219 992
23Jun	Aly, ali	student	none	Palm Desert, California USA	<a href="mailto:alihalit@msn.com">alihalit@msn.com</a>	760 409 2993
23Jun	Edwards, David	Principal CAD Engineer	STMicroelectronics	Carrollton, Texas USA	<a href="mailto:david.edwards@st.com">david.edwards@st.com</a>	972 466 6923
23Jun	Reiter, Herb	President	eda 2 asic Consulting, Inc.	Los Altos, California USA	<a href="mailto:herb@eda2asic.com">herb@eda2asic.com</a>	650 960 8578
24Jun	SM, Sohan	Application Engineer	edhas technologies	Bangalore, India	<a href="mailto:sohan_sinha@hotmail.com">sohan_sinha@hotmail.com</a>	919845276872
24Jun	Barshay, Michael	Circuit group manager	Chip Express (Israel) Ltd.	Haifa, Israel	<a href="mailto:michaelb@chipx.co.il">michaelb@chipx.co.il</a>	+972 4 8560011
24Jun	Kik, Martin	IC-CAD supervisor	DALSA Corp.	Waterloo, Canada	<a href="mailto:martin.kik@dalsa.com">martin.kik@dalsa.com</a>	519 886 6000
24Jun	Lindberg, Phil	Senior Staff	Johns Hopkins University	Lautel, Maryland USA	<a href="mailto:phil.lindberg@jhupl.edu">phil.lindberg@jhupl.edu</a>	443 778 3464
24Jun	Maza More, Paul Enich	Ingeniero Electronico	Universidad Nacional Mayor de San Marcos	LIMA, Peru	<a href="mailto:pamm216@latinmail.com">pamm216@latinmail.com</a>	053 001 2931672
24Jun	Watkins, John	IT Manager	Brittain Machine	Rose Hill, Kansas USA	<a href="mailto:jwatkins@ccos.net">jwatkins@ccos.net</a>	316 616 3134

### Typical Report

#### Booth Monitor (Who's in my booth now?)



By clicking **Booth Monitor** the exhibitor can view and know who is in their booth in real time.

## Administrating The Booth

### Updating Company Information

Edit Company Info

Exhibitors can modify their company and personal information at any time by clicking the **Edit Company Info** tab.

### Adding Booth Representatives

Representatives

Exhibitors can easily add as many representatives to their booth as they'd like. Only one representative is featured in the booth at any one time, even though an exhibitor can have as many representatives on booth duty as it wants.

Clicking the **Representatives** tab at the top of the user interface shows a list of representatives and gives the exhibitor the option (by clicking **Add a new Rep**) to add representatives.

The representative on duty is then selected from the pull down **Rep on Duty** selector in the **General Information** window.

General Information

Booth Active : ☒ Yes ☐ No

\*Booth Title : Media Digital Video

\*Rep on Duty : Kelly, Bill

\* General Booth Information:

Rich text editor content: Welcome to the MDV1 booth

### General Information – Select Rep on Duty

### Customizing the Display and Booth Information Areas

The booth contains two customizable windows, the **Booth Information** window located at the top right of the booth, and the larger **Booth Presentation** window at the booth's center.

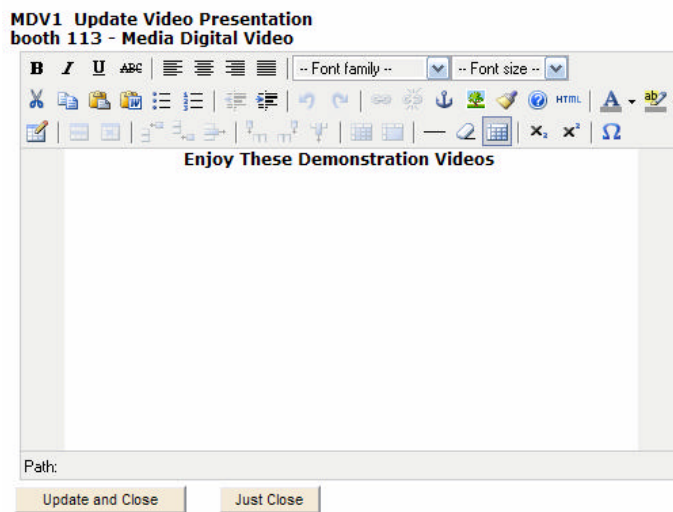
**The Booth Information window** contains general information about the exhibitor when a user first arrives at the booth and then, as the visitor runs his or her cursor over each button on the booth, displays information about what's behind each button. For example, when the visitor wipes his/her cursor over the Video button, information about the videos being offered once the visitor clicks on the Video button is displayed.



When a visitor first arrives at a booth the **Booth Presentation window** shows exhibitor-entered information that can display an exhibitor welcome and other information.

When any of aqua colored buttons are pressed, information and links are displayed in the booth. Once one of these links is clicked video and other information is presented in the Booth Presentation window. (PowerPoint slide presentations are shown in a separate pop up window.)

Adding graphics and text to these windows is done using an intuitive MS Word type interface as shown here:



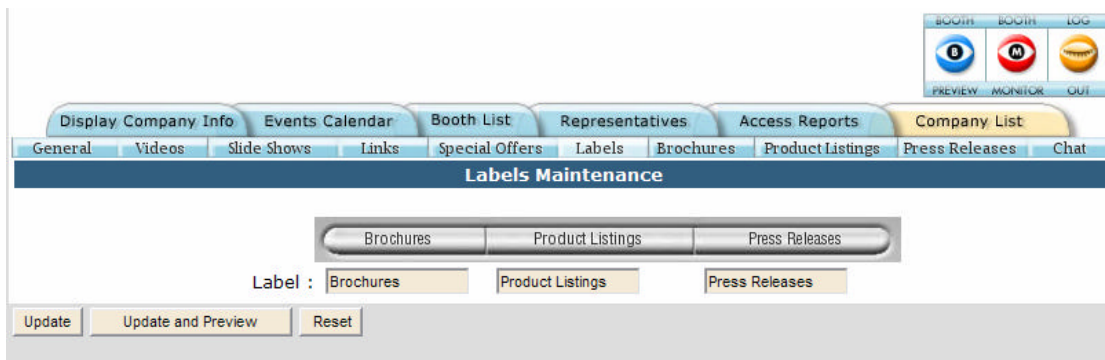
**Typical Editor Interface - Text, Graphics and Video**

This same paradigm is used for every booth element.

### **Managing Button Labels and Adding Literature to The Booth**

**Labels**

By clicking the small **Labels** tab exhibitors can **change the title** of each of the pull down literature delivery buttons located directly above the central Booth Presentation window.



Configuring each of the three buttons and delivery systems are the same. For example, clicking on the **Brochures** tab shows the title of each brochure and where it's coming from, followed by an **Add New Brochures** button.



Every title becomes the literature's name in the pull down menu on the booth and points to an exhibitor entered URL. It can point to an html page, a PDF file, or other. When the visitor clicks on any of these links the literature (html or .pdf) is displayed in a new window below a show banner.

## Adding Video

**Videos**

Click the **Videos** tab and video selections are listed below the customizable Booth Information and Both Presentation edit workplaces. Each listing includes an **Edit** button, the video's title, a short description, the video's file name, technical information, and shows whether or not the video is active.

Edit	Title	Description	* File Name	* File Size	Status	Video Dimension	Active ?
1	For home page	For Home Page; Please do not delete !!! it should be inactive	web_intro2a.mp4	3MB	Completed	400x300	No
2	Movie for the Exhibitor Info Page	Movie for the Exhibitor Info Page. This video should be inactive	demo_booth.mp4	10MB	Completed	400x300	No
3	Broadcast	Upload your audio files automatically using the Boxcaster.	Not Loaded	0B	New		No
4	David's Test of MOV	What is Ajax	what_is_ajax.mov	31MB	Completed	800x600	No
5	ddd	ddd	Not Loaded	0B	New		No
6	Endometrial Ablation	36 yo woman weighing 350 lbs with very heavy vaginal bleeding from fibroids	sol_0001_fc4.mov	10MB	Completed	320x240	Yes
7	Endometrial uterine cancer	48 Year old woman with menopausal bleeding	01442_0027_h264.mov	7MB	Completed	320x240	Yes
8	Introduction to Virtual Symposium	MDV1.com introduces the Virtual Healthcare Symposium	web_intro_qt.mov	51MB	Converting		No
9	Tubal Ligation	Sample of a Surgical Video for Internet Distribution	video_92.flv	4MB	Completed	320x240	Yes

\* Original File name and size

Click the **Add New Video** button to add a video. The exhibitor is first asked to enter a title and the video's description, then the exhibitor browses his/her computer for the video and clicks **Upload**. Clicking Upload begins the upload and conversion process automatically. The submitter can watch the progress of the upload and conversion to Flash and can then preview the uploaded video. If satisfied, the exhibitor activates the video so it will appear in the booth's Presentation Window.

\*Title :

Description :

**B I U ABC**

\* After saving the video information, you will be able to load the movie !!!

**1 - Add Video Title and Description**

Status : New  
Title : Test Movie  
Description : This is a test

1. Click "Browse" to find your video file  
2. Click "Upload" and your file will be uploaded, converted, and displayed

Click 'Browse' to select a file to upload (Max 100MB).

**2 - Upload and Convert Video**



### 3- Preview Video After Conversion

Virtually all video file types are accepted, including: .avi, .flv, .mov, .wmv, .mp4, and more.

### Adding PowerPoint Slide Presentations PowerPoints

Exhibitors can upload and present PowerPoints that include timed animation and narration.

After clicking the **PowerPoints** tab the flow is identical to Adding Video. The submitted slide show is automatically converted from PowerPoint to Flash for delivery and presentation from the booth.

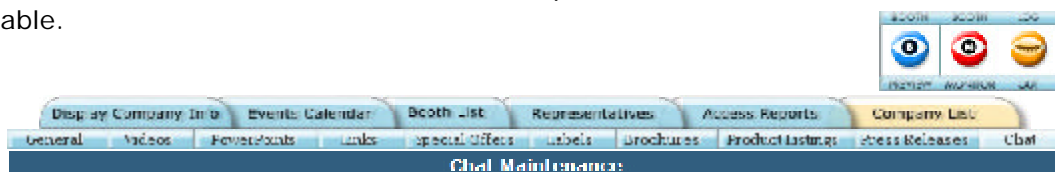
### Links and Special Offers Links Special Offers

Exhibitors can display important links in their booth. By clicking the Links tab the exhibitor can add new links and modify existing ones. The ability to launch a separate window to display this in is also included in the functionality.

The **Special Offers** allows users to add downloads or request a CD or other information be sent to them by regular mail. Special offers can also be configured to conduct surveys or other form based actions.

### The Communications Module: Activating and Disabling Chat

The communications module should be enabled when there is a representative on duty and disabled and closed when there is no one available to respond to user input. Click the **Chat** tab and a button that opens or closes the Chat Room is available.



The chat room MIDV1com-114 for this booth is OPEN !!!

[Close the Chat Room?](#)



## **Show Length and Configuration**

A typical show is live, with representatives in each booth, for one week. The show then continues online and collecting sales leads for an additional three months. During this period each exhibitor has the option to schedule interactive meetings and presentations from their booth.

As an adjunct to the booth's built in communications module, exhibitors can take advantage of the free phone conferencing service provided by [www.FreeConferenceCall.com](http://www.FreeConferenceCall.com), to host online conferences and show presentations, videos, and other material from their booth at any time.

## **Services Provided by VEXPOS**

VEXPOS provides:

1. The show's complete software infrastructure and updates.
2. Unique show branding, customization, and unique URL assignment.
3. The servers and internet connectivity needed to host and deliver seamless show performance.
4. Technical support to the show's producer and its exhibitors.
5. Marketing advice and assistance based on previous successful shows.

## **Pricing and Terms**

The cost to produce a show depends on the number of booth's in a particular show. We sell each booth to the show producer for \$500 and require a minimum purchase of 10 booths per show or a \$5,000 minimum. This minimum is invoiced on signing the agreement to produce a show and represents a guaranteed advanced against the first 10 show booths. Each additional booth is then invoiced stand-alone.

There are no other basic costs to the producer. If the producer requires an engineering update to the show's functionality these enhancements will be quoted as required, based on our hourly engineering rate of \$150.

## **Non Compete**

We do not produce shows outside of our Engineering Network, and will in no way compete directly or tangentially with a show producer. Non compete protection for producers is included in our agreement.