



# EXPO EUROPA VIRTUAL 2021

ORGANIZADO POR



Unión Europea en Ecuador



# **EXPO EUROPA 2021 COMMERCIAL PRESENTATION**

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# EXPO EUROPA 2018



**TOTAL VISITORS:**  
**20.000+**



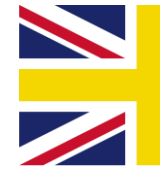
**TOTAL EXHIBITORS:**  
**250+**



**TOTAL NUMBER OF PEOPLE IN CONFERENCES:**  
**1.500+**



October 19 -22



Cámara  
Ecuatoriano  
Británica

## VIRTUAL MULTISECTORIAL FAIR



### FORMAT

- Interactive **virtual fair**
- European **specialized conferences**
- **Virtual Business Roundtable** participating countries

### VISITORS

- Professionals and business associates from **Ecuador and Europe**
- Companies **associated** to the **Binational Chambers**
- Ecuadorian and European **specialized guilds**

### EXHIBITORS

- **Companies** belonging to the most **representative** sectors in **Europe**
- **Multi-sector** exhibitors

## WHY PARTICIPATE AT EXPO EUROPE VIRTUAL 2021?



- Customizable and easy-to-use **virtual** platform | *Technical support*
- **LOW COST and HIGH IMPACT** | *Investment 10 times less than a physical trade show*
- Opens **NEW MARKETS** without **geographic limitations** | *Increased visitor traffic*
- **CONNECT** directly with **suppliers** and **buyers** in *European countries*.
- **HIGHLY MEASURABLE AND TRACEABLE MINDSET** | *Access to real and interaction statistics*
- **HIGH VISIBILITY** | *Contact effectiveness, available 24/7*
- Access to **Business Roundtable** | *Offer your services to end users focused on accessing your line of business.*
- **SPECIALIZED CONFERENCE SPACE** | *Sectorized talks and interaction with your target audience*

# **YOUR INTERACTIVE STAND AT EXPO EUROPA 2021**

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## MAIN FUNCTIONS OF YOUR STAND



### General Information

Your stand has multiple spaces for branding and corporate videos.



### Catalog

You can upload catalogs of your products



### Coupons

Easy to create coupons to interact with visitors



### Gallery

Product image carousel



### Live Chat

Customer Service via Whatsapp/ Teams/ Meets/ Zoom



### Meetings

Possibility of scheduling appointments with visitors and exhibitors



### Database

Database identification of your stand visitors in real time

# HOW TO PARTICIPATE AT EXPO EUROPA 2021?

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# GOLD



**Member Price**

**£ 400**

**Non-member  
Price**

**£ 500**



Stand model **GOLD** (*Includes: **5 branding** spaces and **2** spaces for **videos***)



**30-minute webinar** in the trade show conference room (*includes **custom artwork***)



**Webinar Broadcasting** on Digital Communication Platforms



Publication of **corporate video** of the brand in the Video **Room** of the **fair**.



Database of **exhibitors** at the **fair**



Database of **visitors** to your **stand**



Presence of your **brand** in digital material for fair's **diffusion**



**Logo featured** in the official digital fair's **directory** on the event's website. (*Includes direct URL to stand and link to exhibitor's website*).



One **space** at a subsequent European Business **Roundtable event**

# GOLD MODEL STAND



- 5 branding spaces
- 2 spaces for video

The **exhibitor** will be able to **manage** and **decorate his stand** with the **artwork** and **videos** of his **choice**.

# SILVER



Member Price

£ 250

Non-member  
Price

£ 350



Stand model **SILVER** (*Includes: 4 branding spaces and 1 video space*)



Database of **exhibitors** in your **pavilion**



Database of **visitors** to your **stand**



**Logo** in the official digital **directory** of the fair on the event's **website**. (*Includes direct URL to booth and link to exhibitor's website*).



Publication of corporate **video** in the fair's Video **Room**.

# SILVER MODEL STAND

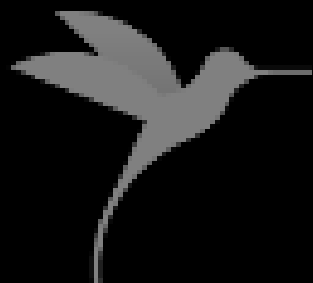


- 4 branding spaces
- 1 space for video

The **exhibitor** will be able to **manage** and **decorate his stand** with the **artwork** and **videos** of his **choice**.



# BRONZE



Member Price

£ 100

Non-member  
Price

£ 150



**BRONZE** model stand (*Includes: 3 **branding** spaces*)



**Logo** in the official digital **directory** of the fair on the event's **website**. (*Includes direct URL to booth and link to exhibitor's website*).

# BRONZE MODEL STAND




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•3 branding spaces

The **exhibitor** can **manage** and **decorate** his **stand** with the **artwork** of his **choice**.

# PARTICIPATION PACKAGES

|  <b>GOLD</b> |  <b>SILVER</b> |  <b>BRONZE</b> |
|--|--|---|
| <b>Member Price</b>  | <b>Member Price</b>  | <b>Member Price</b>   |
| <b>£ 400</b>   | <b>£ 250</b>   | <b>£ 100</b>  |
| <b>Non-member Price</b>  | <b>Non-member Price</b>  | <b>Non-member Price</b>   |
| <b>£ 500</b>   | <b>£ 350</b>   | <b>£ 150</b>  |
| <b>Taxes not included</b>  |  |   |

# PLACE YOUR MARK ON EXPO EUROPA 2021

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# SPONSORSHIP EUROPA SE SIENTE

€ 1,500



## BRANDING

- **Logo** in **digital material** for the event's diffusion
- **Logo** on main event **web** page
- **Logo** in the official digital **directory** of the fair
- Mention, story and social media postings



## BRAND PRESENCE AT TRADE FAIR

- **Banner** on **facade** with link to web page
- **Logo** in **Lobby** with link to web page
- **Banner** in **ALL pavilions** of the fair



## ADDITIONAL EVENT: VIRTUAL BUSINESS ROUNDTABLE

- Pre-recorded Corporate **Presentation** (up to 5 min) at virtual Business Roundtable
- **Brand presence** in virtual Business Roundtable
- Virtual Business Roundtable **Database**



## SPECIALIZED WEBINAR

- **Specialized conference up to 30 minutes** on trade show platform (*includes broadcast and custom artwork design*)
- **Logo** in specialized conference **room**



## CORPORATE VIDEO ROOM

- Publication of **corporate video** in the Video Room
- **Logo** presence in the Video Room



## DATABASE EXPO EUROPA 2021

- **Database** of all Expo Europa Exhibitors

# VIRTUAL PLATFORM DISPLAY OF THE FAIR

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# VIRTUAL PLATFORM



Te esperamos en:

46

DÍAS

18


HORAS

52

MINUTOS

40

SEGUNDOS

 Registrarme

 Ingresar

- The official website ([www.expoeuropa.org](http://www.expoeuropa.org)) will direct to the **website** of the trade fair **platform**.
- A **countdown** will be shown until the day the **fair** is **on air**.
- **Exhibiting companies** must log in with their **administrator user name and password**.

# VISUALIZATION OF THE EXHIBITION PLATFORM

## FACADE



The visitor **clicks on** the image to **enter** virtually inside the **fair facilities**.

## LOBBY



The visitor **clicks on** the **pavilion** of interest displayed in the **lobby** and begins to **navigate** the **fair**.



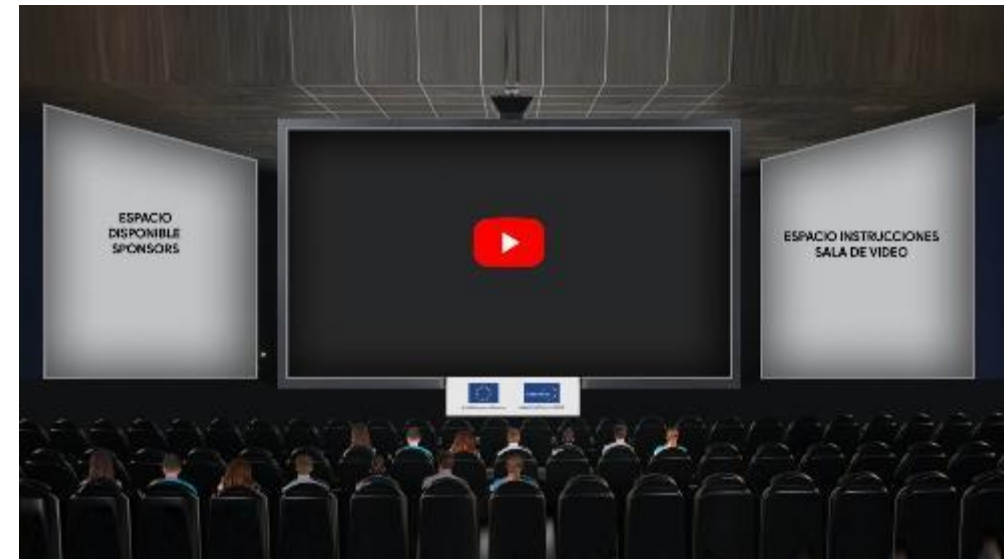
# VISUALIZATION OF THE EXHIBITION PLATFORM

## PAVILIO



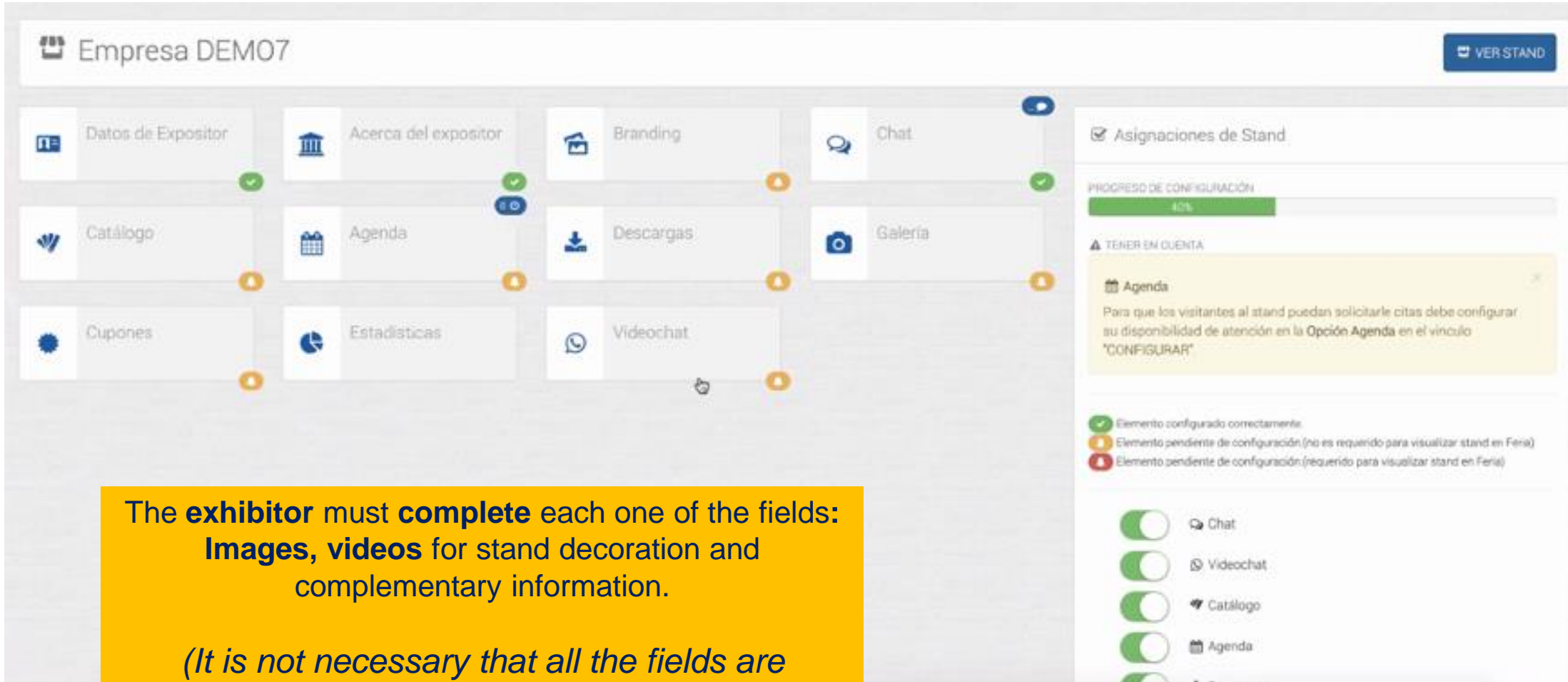
Visitors should **click** on the **stand** of their interest to **view** it.

## CONFERENCE ROOM



Visitors Will be able to watch the **conference** of their interest in this room according to the day's **agenda**

# CUSTOMIZATION PANEL



Empresa DEM07

VER STAND

Datos de Expositor

Acerca del expositor

Branding

Chat

Catálogo

Agenda

Descargas

Galería

Cupones

Estadísticas

Videochat

Asignaciones de Stand

PROGRESO DE CONFIGURACIÓN

40%

TENER EN CUENTA

Agenda

Para que los visitantes al stand puedan solicitarle citas debe configurar su disponibilidad de atención en la Opción Agenda en el vínculo "CONFIGURAR"

Elemento configurado correctamente.

Elemento pendiente de configuración (no es requerido para visualizar stand en Feria)

Elemento pendiente de configuración (requerido para visualizar stand en Feria)

Chat

Videochat

Catálogo

Agenda

The **exhibitor** must **complete** each one of the fields:  
**Images, videos** for stand decoration and  
complementary information.

*(It is not necessary that all the fields are  
activated)*



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