



Virtual Trade Show Floor Preview



INTRODUCTION

The COVID-19 outbreak has changed the events industry and forced a rethink of how trade and consumer shows operate for the future. Our industry has seen a rapid rise in virtual events to connect exhibitors and attendees safely. MicroSpec/TIX123 is adding a virtual trade show platform to our wide suite of products to provide another choice in this difficult environment.

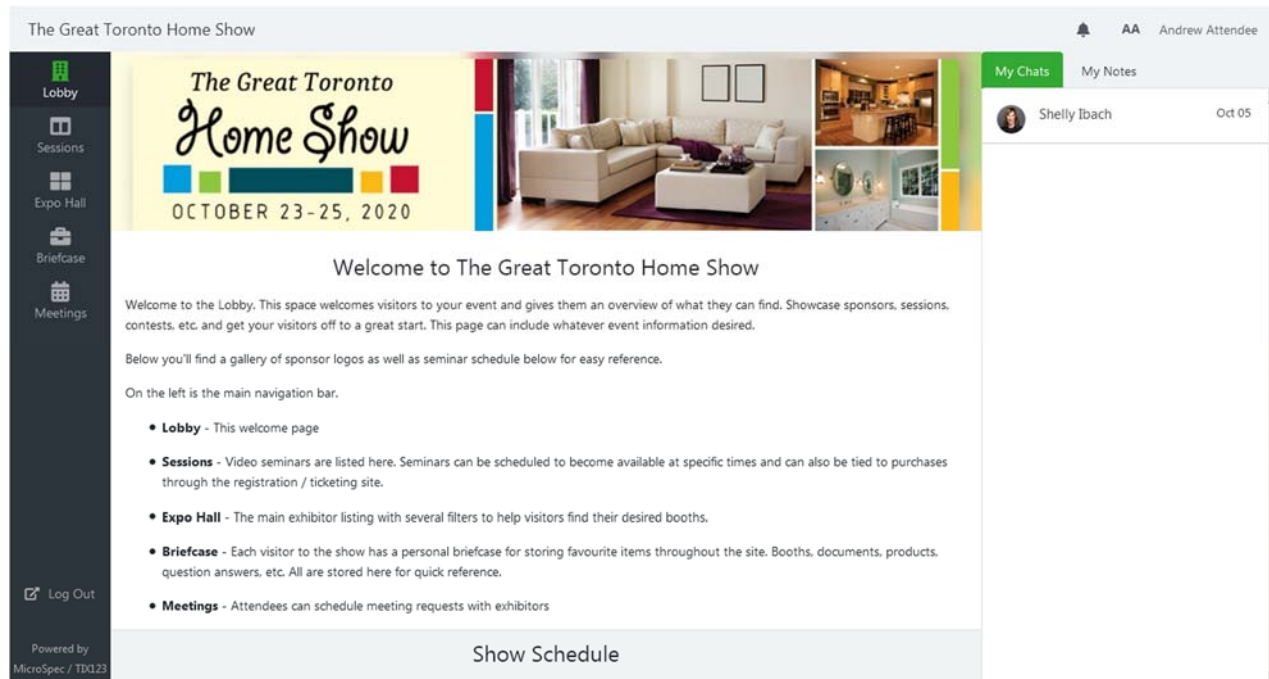
Our goal is to offer a lighter option for shows that don't need a full online event. We focused on giving exhibitors a place to display their services and connect with attendees on a longer-term basis than just normal trade show hours. Think weeks instead of hours.

- Offer a lighter trade show floor option
- Focus on exhibitor exposure to ensure maximum visibility to the right attendees
- Easy DIY onboarding of exhibitors and content
- Fully integrated with MicroSpec's registration and TIX123 ticketing platforms
- Tools to ensure exhibitors can manage their booths without having to stay online
- Provides a viable virtual option for consumer shows that rely on a trade show floor experience

This document is a brief overview of our virtual platform, its features, and our plans for the future.

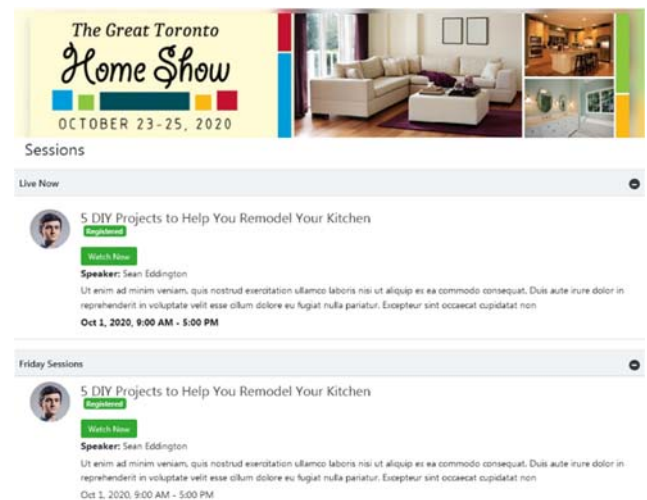
MAIN LOBBY

The Main Lobby is where attendees arrive at the event. This area is ideal to display a welcome message, general show information, sponsor details, and available session details.



SESSIONS

- Support for pre-recorded videos
- Sessions can be available to everyone or tied to pre-selections during the registration process
- Offers an additional revenue stream
- Sessions can be set to begin at specific times



EXPO HALL

The expo hall is the prime focus of our platform. We want to give shows a simple way to showcase their exhibitors for extended periods with minimal setup or time investment from the exhibitor.

- Sponsors appear at the top of searches
- Booths display a logo, company name, and short description
- Filters allow visitors to search by service area, show defined categories, visited / unvisited booths, and keywords
- An indicator shows if an exhibitor is currently online to answer questions. If not questions can be sent to the exhibitor and the attendee will be notified when answered.

Expo Hall select an exhibitor below to learn more!

All Markets All Categories All Booths Search

Sponsors



Sleep Number

Sleep Number delivers proven, quality sleep through effortless, adjustable comfort and biometric sleep tracking. Experience how Sleep Number's revolutionary 360® smart bed and SleepIQ® technology are proving the connection between sleep and well-being. Visit us in booth 421 or at sleepnumber.com.

Exhibitors



CABINETS TO GO

At Cabinets To Go, we are here for you at all times and for all of your cabinet needs. We can greet you in one of our 75+ stores nationwide or we can handle your requests online or on the phone. No matter how you choose to interact with us, you can be certain that our expert, local designers can provide a solution for you.



Classic Granite & Marble

Contact us for a FREE in-home estimate for your kitchen, bathroom, fireplace, outdoor grill, or bar area project in granite, marble, or other natural stone products. For the latest ideas in kitchen craftsmanship, come visit our beautiful 35,000 square foot facility and award-winning showroom in Midlothian, VA. Take a tour of our on-site, state-of-the-art production facility utilizing the latest



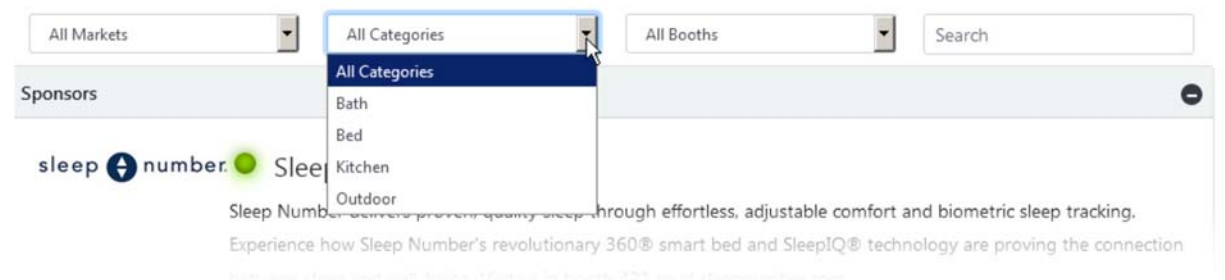
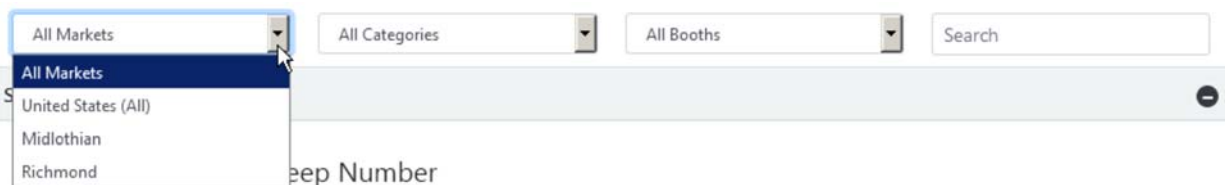
Deck Creations of Richmond

Deck Creations of Richmond is one of Central VA's premier contractors for building outdoor living structures. We proudly build decks, patios, pergolas, porches and many other outdoor living structures. No matter what type of project you're considering, you can count on our experienced team to create a custom plan that meets your unique needs and showcases your personal style.



Eaheart Industrial Service, Inc.

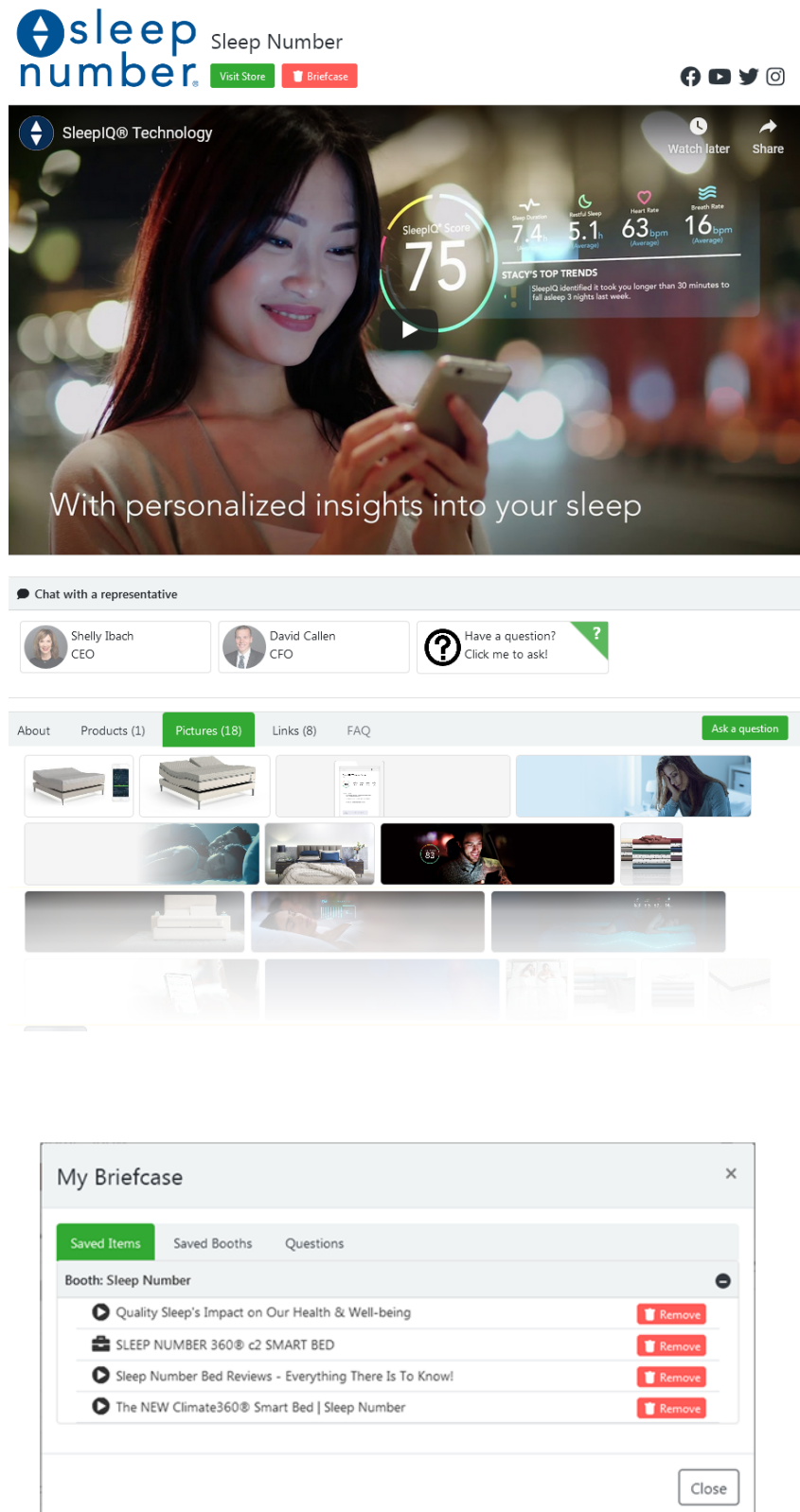
Eaheart Industrial Service is a forklift sales and service company. We have been providing forklift sales to the state of Virginia since 1962. We work with a number of brands, such as CAT, Mitsubishi, and Jungheinrich to offer new and used forklifts and lift trucks. Additionally, our team also provides forklift sales and services at our locations in Richmond, Bedford, and Chesapeake. We also



VIRTUAL BOOTH

Booths have been kept simple to showcase the exhibitor's content.

- Logo, social media icons and a "Visit Store" link at the top
- Banner promotional video is optional or a static image. (YouTube, Vimeo, etc. supported)
- Available representatives are shown along with online indicators. Click to start a one-on-one text chat
- "Ask a question" buttons are prominent. Questions are sent to the exhibitor and can be answered either in the booth directly, or via SMS notification on a mobile device.
- Answered questions can be added to the FAQ in the booth to limit repeat questions (with privacy permissions)
- Exhibitors can easily display product images, videos, documents, etc.
- Exhibitors can upload a mix of content or group documents into specific products if desired.
- Attendees can "favourite" booths and documents into their personal briefcase which they can then email to themselves.
- Attendees also have a personal notepad area and a stored list of past conversations they have had.



EXHIBITOR ONBOARDING

One of the challenges of running a virtual event is getting exhibitors set up in systems.

We have integrated the virtual booth system into our existing exhibitor management system which many exhibitors are already familiar with.

Uploading documents, photos, etc. is as simple as drag and drop into their exhibitor portal. We automatically organize them and prompt for captions for each item. Add some social media links and a short description and their virtual booth is ready to go.

Logo:

sleep number.

Upload

Remove

Showcase Video:

Main Categories:

Bath

Bed

Kitchen

Outdoor

Additional Search Tags:

mattress

Twitter:

https://twitter.com/SleepNumber

Facebook:

https://www.facebook.com/SleepNumber

YouTube:

https://www.youtube.com/user/Sleepnumber

Instagram:

https://www.instagram.com/sleepnumber/

Store Website:

https://sleepnumber.com/

Company Bio:

<div>

Sleep Number delivers proven, quality sleep through effortless, adjustable comfort and biometric sleep tracking. Experience how Sleep Number's revolutionary 360® smart bed and SleepIQ® technology are proving the connection between sleep and well-being. Visit us in booth 421 or at sleepnumber.com.

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Save Changes

Notifications

Choose how staff will be notified when a visitor to your virtual booth asks a question. If a staff member doesn't have an email address or cell number then that toggle will be greyed out.

Staff

Notify by Email

Notify by Text Message

Upload File(s)

Add Link

https://youtube.com/watch?v=MlxpT4-Prhw

Quality Sleep's Impact on Our Health

Delete

https://youtube.com/watch?v=KQfmM5Ummkc

Sleep Number Store Experience

Delete

https://www.microspec.com/MSFILES/Docs/show...

King Size Mattresses & Beds

Delete

https://www.microspec.com/MSFILES/Docs/show...

Sleep Number 360 Smart Bed

Delete

https://www.microspec.com/MSFILES/Docs/show...

Sleep Number 360 i10 Smart Bed

Delete

https://sleepnumber.com/find-your-perfect-matt

Find your mattress

Delete

THE FUTURE

Our virtual platform is not only a solution for today but is also a long-term addition well after our industry returns to in-person shows. Consider some of the benefits of a hybrid show:

- Open early to permit attendees to plan their visit before attending the show
- Keep the virtual show floor open for weeks after the live event finishes to give exhibitors additional exposure and attendees the opportunity to reconnect
- Expand the reach of your show beyond those able to visit in person
- Record sessions and post them online after the event. Optionally monetize this content with a post-event registration tier

SUMMARY

The present challenges faced by our industry are forcing us to reconsider how to best serve our customers, both exhibitors and attendees.

If you have any questions about our services please reach out to sales@microspec.com and we would be glad to discuss them with you.

Visit our website www.microspec.com for a full list of other features we provide.

MicroSpec / TIX123

www.microspec.com

www.tix123.com

1-888-780-9825