

FifthGate Solutions



Next Generation Trade Show Technology

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Enabling Associations to Expand Revenue Opportunities

Today, trade shows in the U.S. are a \$56 billion business, dominated by the association industry. These trade shows are the major source of non-dues revenue for associations. There are more than 140,000 associations in the United States (US) alone, representing nearly every industry, profession, charity, hobby, cause, and interest.

Given the current economy, reduction in travel, and increased costs of organizing trade shows, this source of revenue for associations is at risk. By implementing technologies such as online trade shows, associations can create an essential extension to their event revenue streams. FifthGate Solution's next generation virtual trade show solution, CyberExpo, can extend the availability of a brick and mortar event to 24 hours a day, seven days per week while eliminating the related travel and personnel costs associated with attending an event.

The online trade show can supplement or, when needed, replace an in-person meeting. It is not confined by geography or operating hours, so it can extend the reach of an association and can provide additional income from booth sales, electronic business card management, statistics sales, and other convention support services. Vendors are able to "display" their offerings, and visitors are able to quickly and easily search for the products and services they need.

Bringing Buyers and Sellers Together in a Unique Electronic Marketplace

When choosing a next generation trade show solution, clients are concerned with the flexibility of configuration and ease of integration with their existing Web site and databases.

An offering like CyberExpo can serve associations in multiple ways:

- Expand the reach of a live trade show to those not able to attend
- Extend the duration of your trade show to increase revenue potential
- Offer accessibility to visitors anytime, anywhere
- Build awareness of your trade show and generate more leads
- Help exhibitors and attendees build itineraries to increase productivity
- Create an online buyer's guide and directory of services
- Automate show follow-up activities
- Hold a trade show online when a live trade show is not feasible

To avoid high customization fees, clients also want to be sure that online trade show software can easily integrate with its existing Web site and databases. CyberExpo has been designed so that it can run in an association's existing environment or be hosted on FifthGate servers. CyberExpo can be customized in weeks or even days.

CyberExpo features have been carefully chosen as a result of extensive research within the association market place conducted by leading industry specialists. CyberExpo administration tools are created to be intuitive and powerful. They have been developed with extensive end-user testing and research on how computer users perceive information and what patterns they follow when working with the most commonly used software applications. Such an approach has minimized expenses required for end-user training, shortened the learning curve for both trade show administrators and exhibitors, and ultimately increased the potential for show attendance and participation and, therefore increased event revenue potential.

CyberExpo is the "next logical step" in enhancing the value of trade shows and meetings for the association industry, either as off-the-shelf software purchased and owned by the client or as services obtained on an ASP basis. Either way, CyberExpo extends the reach and exposure of the physical event — before, during and after the show. It provides an online venue for customer, vendor, and association interaction, provides lead generation for vendors, and provides the association with new revenue generating services at low and

predictable costs.

Online Trade Show Components for Success

CyberExpo consists of three major components:

- Visitor Area – a place where show visitors research the exhibitors and their products and leave virtual business cards for exhibitors of interest.
- Exhibitor Admin Section – a protected area where show exhibitors set up and administer their virtual booths, enter company product and contact information, and view activity reports related to their booth.
- Staff Admin Section – a secure area available only to the Trade Show host or administrator that provides the host with a complete set of management tools and reports, including access to the individual exhibitor data.

Visitor Area

The visitor area is an “exhibit hall” that allows the trade show visitor to search through show offerings to find information of interest to them. There are currently three different methods for locating a company of interest: a complete alphabetical participant listing, a category search, and a detail search page offering searches on keywords, booth numbers, or physical show participants.

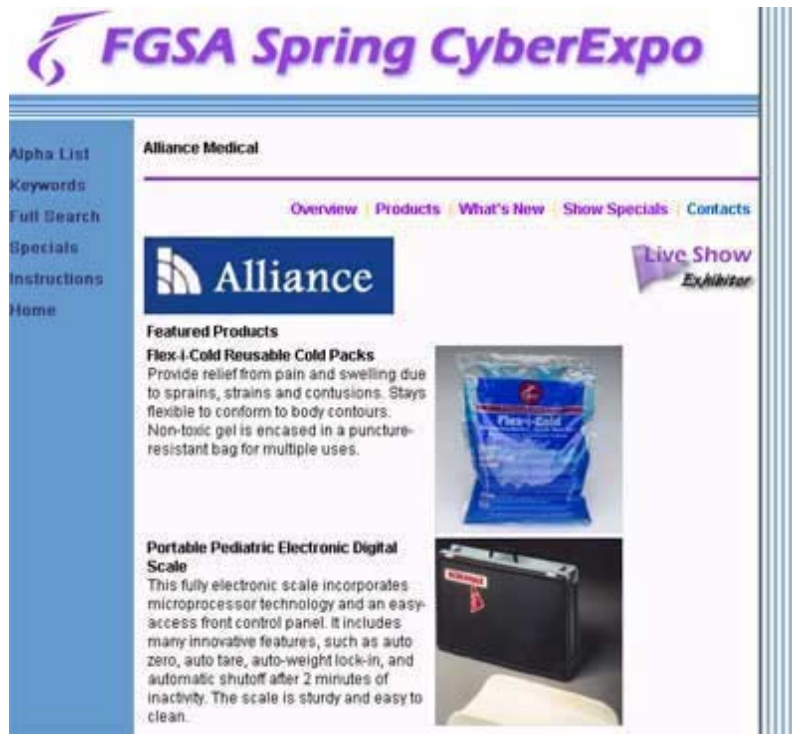
Once the visitor identifies a company of interest, he/she can proceed to that company’s virtual booth to gather more information about that company and to leave virtual business cards with companies of interest.

Figure 1 Visitor Locator



The screenshot displays the FGSA Spring CyberExpo website interface. At the top, the logo features a stylized purple and blue graphic followed by the text "FGSA Spring CyberExpo". A vertical blue sidebar on the left contains navigation links: "Alpha List", "Products", "Search", "Specials", "Instructions", and "Home". The main content area is titled "Detail Search" and is divided into two sections. The "Full Text Search" section includes a "Keywords:" input field, a "Search:" label, and two radio button options: "entire Virtual Trade Show" (which is selected) and "Live Show participants only". A "Search" button is positioned below these options. The "Booth Search" section includes a "Booths:" input field and a "Find Booth" button. At the bottom of the page, there is a link for an "Alphabetical listing of all exhibitors participating in Live Show".

Figure 2 Vendor Product Display



Exhibitor Admin Section

The Exhibitor Admin Section is a secure area where show exhibitors set up and administer their virtual booths, enter company product and contact information, and view activity reports related to their booths

For a standard booth, exhibitors enter company address and contact information and a brief description of their company. A premium booth provides five sections for entering information, a capabilities section to enter categories that they want to be indexed on in a category search, and a visitor section to view reports from virtual business cards and visitor counts.

The Overview section allows companies to enter company address, contact information, and description and to upload a company logo within specified size parameters. The Products, What's New, and Show Specials sections each permit up to ten entries with accompanying photos. The Contacts section allows entry of up to five company contacts. The Capabilities section displays a list of all categories established by the staff administrator with a checkbox for selecting relevant categories. The Visitors section shows a count of visitors and lists all booth visitors that have submitted virtual business cards and the date of the visit.

Figure 3 Exhibitor Reports

The screenshot shows the CyberExpo Exhibitor Admin interface. The header includes the logo and the text "Exhibitor Admin". A sidebar on the left contains navigation links: Instructions, Login, Logout, Virtual Trade, and Show Main. The main content area displays the company name "Alliance Medical" and a navigation menu with links for Overview, Products, What's New, Show Specials, Contacts, Capabilities, and Visitors. The "Virtual Visitors" section shows statistics for booth visitors and website accesses, with a "Reset" link. Below this is a table titled "Virtual Business Cards Received" with columns for First Name, Last Name, Title, Company, and Date Visited. A single entry for James Jones is shown, associated with Springfield Family Practice, visited on 04/21/02. A "Detail" link is provided for this entry.

First Name	Last Name	Title	Company	Date Visited
James	Jones		Springfield Family Practice	04/21/02

Figure 4 Exhibitor Product Entry

The screenshot shows the CyberExpo Exhibitor Admin interface for product entry. The header and sidebar are identical to Figure 3. The main content area displays the company name "Alliance Medical" and a navigation menu. The "Products - Edit Record" section indicates that each virtual booth is permitted 10 products. A "Product Name" field contains the text "Flex-i-Cold Reusable Cold Packs". Below this is a "Product Description" section with a list of formatting instructions: bold text, line breaks, bullets, and register/trade marks. A "Formatting Example" link is provided, and a text area below it contains the example text: "Provide relief from pain and swelling due to sprains, strains and contusions. Stays flexible to conform to body contours. Non-toxic gel is encased in a puncture-resistant bag for multiple uses."

- To make a word appear in **bold** please type: `Bolder text`
- To insert a blank line between paragraphs of text type: `

`
- To create a line break type: `
`
- To create a bullet type: `*`
- To create a register mark type: `RGS`
- To create a trade mark type: `TM`

[Formatting Example](#)

Provide relief from pain and swelling due to sprains, strains and contusions. Stays flexible to conform to body contours. Non-toxic gel is encased in a puncture-resistant bag for multiple uses.

Staff Admin Section

This section provides complete control over every aspect of the show. Show administrators enter participating companies and their show contact information, determine the booth size to be allocated to each exhibitor, activate and deactivate booths, view show reports and statistics, and manage banner advertisements for the show.

There are currently two booth sizes used in the show, standard and premium. A premium booth offers five pages to each exhibitor: Overview, Products, What's New, Show Specials, and Contacts. A standard booth allows one page for the exhibitor.

The administration section includes the following administrative capabilities: Show Admin, Exhibitor Admin, Reports, Keywords, Sponsors, and Ad Banners.

Show Admin allows the administrator to set up the basics of the show, establishing the name and other basic show information, uploading graphics used in the show, uploading initial exhibitor data, and indexing the show search engine.

Exhibitor Admin allows the administrator to search through the list of exhibitors by company name, booth number, or activation status to locate an exhibitor of interest. It lists the company, activation status, and approval status for each exhibitor meeting the search criteria. An update link then allows the administrator to modify all company related information being maintained, including activation status, booth size, and access information such as password. Links allow an administrator to quickly view the content of any virtual booth, whether it is currently activated or inactivated.

Reports provides a variety of reports to assist in working with the show including: booth contacts and passwords for exhibitors who forget their passwords; booth visitors to get an overview of show usage; virtual business card counts to see which exhibitors are receiving the most attention; keyword usage to find out which keywords are being used the most; and renewal information to track financial aspects of the show.

Keywords allows the administrator to add new keywords under which visitors can search for related companies.

Sponsors provides the tools necessary to administer sponsor support, describing the level of support and the associated benefits to the sponsor for the given level.

Ad Banners allows the administrator to control the banner ads displayed in the show. These are currently limited to general show pages, such as the show home page.

Figure 5 Show Administrator Exhibitor Setup

CyberExpo™ Staff Admin

Exhibitor Admin | Reports | Keywords | Sponsors | Ad Banners

Exhibitor Administration

Member: [is] []

Company: [contains] []

Booth: [contains] []

Booth Active Staff: [is] Yes No

Booth Active Exhibitor: [is] Yes No

Booth Approved Staff: [is] Yes No

Live Participant: [is] Yes No

[Find] [Show All]

7 matches found
Click on the Member Number to go to the exhibitor administration for this booth.
Click on the Company Name to view the booth as it appears in the live show.

[Save Changes] [Cancel]

	Member	Company	Booth Size	Booth Active Staff	Booth Active Exhibitor	Booth Approved Staff	Live Participant
[Update]	999001	Acomba Medical	<input type="checkbox"/> From <input type="checkbox"/> SD <input type="checkbox"/> Live	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
[Update]	999002	Alliance Medical	<input type="checkbox"/> From <input type="checkbox"/> SD <input type="checkbox"/> Live	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
[Update]	999005	Brenners Medical Supply	<input type="checkbox"/> From <input type="checkbox"/> SD <input type="checkbox"/> Live	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No

Figure 6 Show Administrator Reports

CyberExpo™ Staff Admin

Exhibitor Admin | Reports | Keywords | Sponsors | Ad Banners

Show Traffic - Search Result

There are 7 records matching your query.

Member: [is] []

Company: [contains] []

Booths: [contains] []

Booth Size: [is] []

Booth Active Exhibitor: [is] All Yes No

Booth Approved: [is] All Yes No

Live Participant: [is] All Yes No

Booth Visitors: [greater than] []

Company Site Accessed: [greater than] []

Accessed From Specials: [greater than] []

Virtual Business Card Count: [greater than] []

[Find Record]

Member	Company	Booth Size	Booth Visitors	Web Site Accessed	Accessed From Specials	VBC's
999007	Halls Medical Supplies	premium	8	0	1	0
999006	Strickland Medical Supplies	premium	2	0	0	0
999005	Brenners Medical Supply	premium	8	0	0	0
999004	Trans World Medical Supplies	premium	6	0	0	0
999003	Med General	premium	15	0	0	0
999002	Alliance Medical	premium	15	0	0	2
999001	Acomba Medical	premium	21	0	1	1

FifthGate—Your Portal to Internet Technology and Web-based Solutions

FifthGate was formed by IT and Web industry veterans, to provide cost effective, innovative Web-based solutions and services. FifthGate's management and senior advisors have extensive experience in association management, software design and development, database design and optimization, Internet services, start-up companies and marketing.

To illustrate just one of FifthGate's successes, FifthGate developed an online trade show for a leading trade association in Washington, DC. This association was forced to cancel its annual brick and mortar trade show in September 2001 due to security and travel difficulties at the time. After researching its options, the association requested a complete software and service solution from FifthGate. In 60 days, FifthGate created and launched CyberExpo for the client. Over 200 vendors signed up for "virtual" booths, and thousands of association members visited the electronic trade show, generating over \$400,000 in revenue to the association that would have been lost if an online trade show had not been possible.

Other FifthGate Offerings

In addition to CyberExpo, FifthGate offers the following applications that can be installed on your Web server or used through an ASP.

- Simple and inexpensive Web-based content management system
- On-line directories and buyer's guides
- News publishing system
- Calendar of events
- Site visitor survey
- On-line tests and quizzes with flexible grading system and reporting capabilities to accompany training materials hosted on your Web site
- On-line billing
- Electronic commerce