

METAV/DIGITAL/2021

23 - 26 MARCH NETWORKING – three in one

Today, METAV is going new digitised ways. We can offer you innovative formats for communication and lead generation. Use these smart exhibition network concepts to address wide market segments. The pillars of METAVdigital are formed here by the modules Virtual Exhibition, Matchmaking, and Web Sessions.



Image: slapa oberholz.pszczuliny | architekten

VIRTUAL EXHIBITION



MATCHMAKING



WEB SESSIONS



METAV DIGITAL

VIRTUAL EXHIBITION

Creative product and company presentations

A 3D exhibition stand lets you present your products in your own personal design. Thrill your customers with innovative product presentations or new services. This digitised format is your response to changing customer behaviours and the current mobility restrictions.

Example corner stand



We can offer you a great many functions:

- **Document downloads:** product details, press releases, job vacancies
- **Videos:** products, processes, image, remote web sessions, remote interviews
- **Product presentation:** animated product images, 3D models
- **Hyperlinks:** products, company website, webshop, job vacancies
- **Avatars:** contacts, chats, video meetings, appointments, exchanging business cards, lead generation
- **Stand design:** logos, colour palettes, graphics, animated projection screens, deco graphics

The IndustryArena Team will assist you in your choice of equipment!

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MATCHMAKING

Innovative lead generation

Take advantage of a strong profile to address internet users / visitors. Use the chat and video call tools for direct customer communication.

Just a few steps to the perfect matchmaking at METAVdigital!

Registering online for Matchmaking requires your company name, logo, and profile copy (01). More than one contact can be included. These are presented with a photo and a profile description. The profile is completed with a teaser image (04) and an address to visitors (05).

Smart Matchmaking compares your service, product, and field details with the visitor's demand profile.

The match score is derived from this (02), rating the relevance to visitors and exhibitors. The system learns from visitors' behaviour!

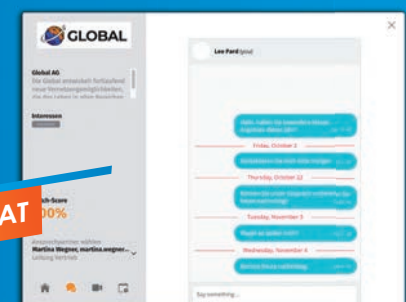
A download area is also available – e.g. for sales material and price lists. The new METAV matching tool lets visitors access exhibitors' online calendars to make appointments. Direct communication via chat or video call (03) is likewise available in this tool.



Here, each of the contacts can configure appointment slots that visitors can book. All appointments booked by visitors appear under the menu item "Appointments".



There is also the option of activating monitor push-up notifications. These appear under the menu item "News" for later access.



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WEB SESSIONS

Use this multimedia platform to enact your innovations and best practice examples live!

Convince visitors / users of the benefits your solutions can provide for their specific needs, and illustrate your products with captivating example applications and operative details.

Presentations of 20 minutes each let you address a wide public – online, live, and worldwide!

The following 15-minute chat round of questions offers your (new) customers the opportunity to ask you questions directly. This format is rounded off with the video call function.

Here, users can make an appointment with you or another specialist in your company when they can explore the details either directly following or at a later date.

Attention is the clincher! Combine graphical depictions, illustrations, live videos, and personal addresses for a fascinating presentation.

After each web session, the presenter receives a list of the statistical evaluations, the questions asked by users, and the users' GDPR-compliant contact details.

Our web sessions are hosted by professionals.

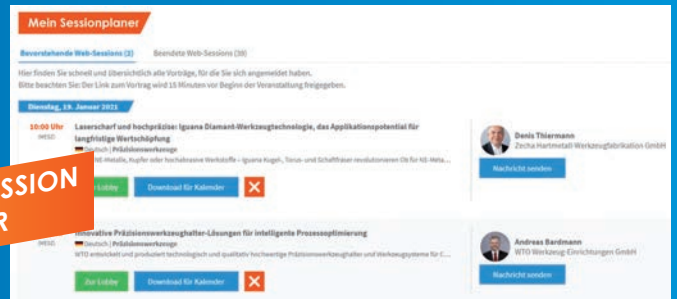
YOUR WEB SESSION



YOUR SCHEDULED LIVE PRESENTATION



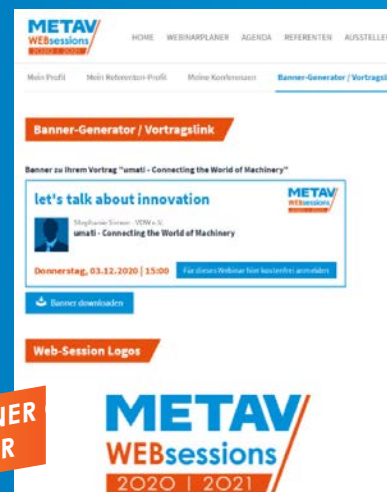
YOUR SESSION PLANNER



YOUR PRESENTER PORTRAIT



YOUR BANNER GENERATOR



VIRTUAL EXHIBITION

MATCHMAKING

WEB SESSIONS

METAV DIGITAL

Thrill the visitors at your virtual exhibition stand with your innovations and services.

Consult your digital visitor chart to learn who has visited your stand. Coupled with Matchmaking, you can then generate invaluable sales leads.

In addition, Web Sessions lets you present your best practice examples. Under METAVdigital, we are handing over this tool to you directly! This is because all three METAVdigital pillars – Virtual Exhibition, Matchmaking, and Web Sessions – are interlinked to the optimal effect.

Our offers and features for you:

- **METAVdigital provides a genuine, interactive high-resolution quality 3D experience for your stand environment.**
- **The third dimension has been proved to generate greater fascination and better awareness than all 2D solutions.**
- **The platform is browser-based. No software needs to be downloaded.**
- **Maximum scalability:**
The look and feel interface lets exhibitors design and configure their stands quickly and easily. No limits to the number of exhibitors and visitors.
- **Maximum flexibility:**
Stand content and design modifiable at all times. Custom stand designs possible.
- **Targeted lead generation:**
Click to exchange business cards; lead list export facility.
- **Optimal matchmaking:**
Matchscore® presents immediately the relevance of exhibitors to each and every visitor. AI Match Machine® optimises behaviour-based visitor profiles for maximised lead quality.
- **Flexible communication:**
Integrated text chat tool with push notifications and history. Open to established video chat tools such as Zoom, Teams, etc.



After METAVdigital, you can continue using your exhibition stand – on both your own website and other portals. Get in touch with us.

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