



Confederation of Indian Industry

Virtual Exhibition Business Continuity - Beyond Boundaries

The Way Forward is Digital

The Virtual Exhibition is an Digital Platform, designed to help companies to reach out to customers / buyers across boundaries hasslefree usage of cost effective technology.



VE - The Advantage Platform for Exhibitors

- Effective promotion tool during & After COVID-19
 - ✓ Less mobility preference by staff due to scare of infection.
 - ✓ Ban or severe restriction by companies to save travel / accommodation costs
 - ✓ Customers apprehensive of meeting sales personnel
- Maximum Reach and Engagement products reach customers realtime and shortest time.



VE - The Advantage Platform for Exhibitors

- Cost Effective , Evaluate Rol.
- Interactive medium
- Global outreach
- More shelf life



VE – The Visitor Advantage

 One platform to look for solutions from the comfort of his office / home



- Access new product information at one source during a time of restricted travel.
- Advanced 'connecting' features enabling buyers to fully network online, discuss technical advancement on product features, exchange business cards, etc.
- Can access the virtual booth at a date and time of their preference and location.

Our Objective

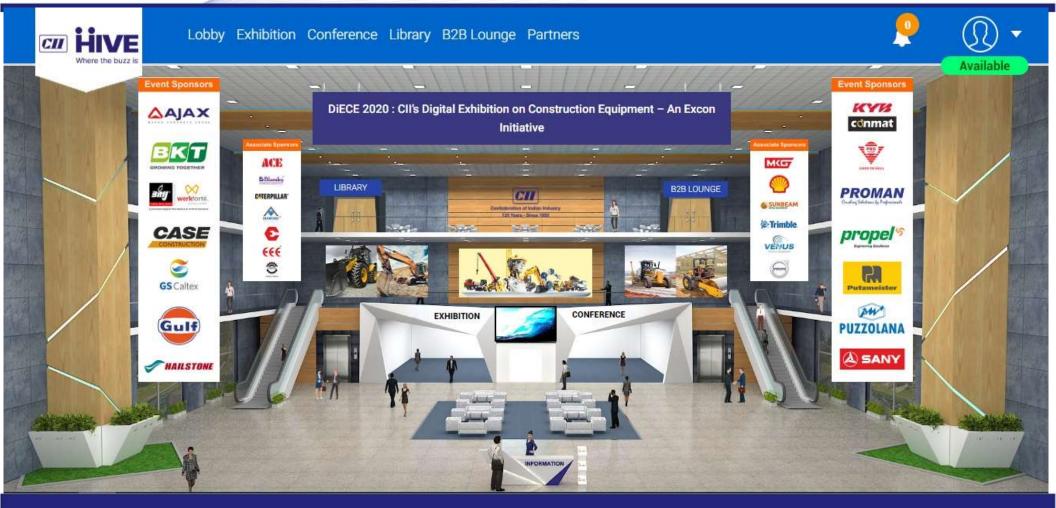
- Business continuity during and after Covid -19
- Provide low cost Affordable Digital Marketing Services
- Effective tool in line with social distancing
- Make the Virtual Exhibition Platform an Extension to physical event – Hybrid Events for the Future

Digital Exhibition - Stall / Booth Template



Standard Design – Option 1 **Sample Booth** Company Logo Fascia Name **FACE** Video Screen to Food and Agriculture Center of Excellence run corporate film Company Capacity Building Brochures May I help you / alue Chai Initiatives Chat system Indian Food Indian Food Research & Policy 2Sing Sec Product A & OFFICTIONTES SYTWETPOTS & CONTRACTOR Cold Chain Knowledge Hub Ascente OR THREE Banner FACE Help Desk Additional Shortcut icons to FOVO Banner 0 0 navigate Placement

Lobby Page



Lobby Page

CII

CIII HIVE

Lobby | Conference | Exhibition | B2B Lounge | Library | Network | Partners



Conference Hall



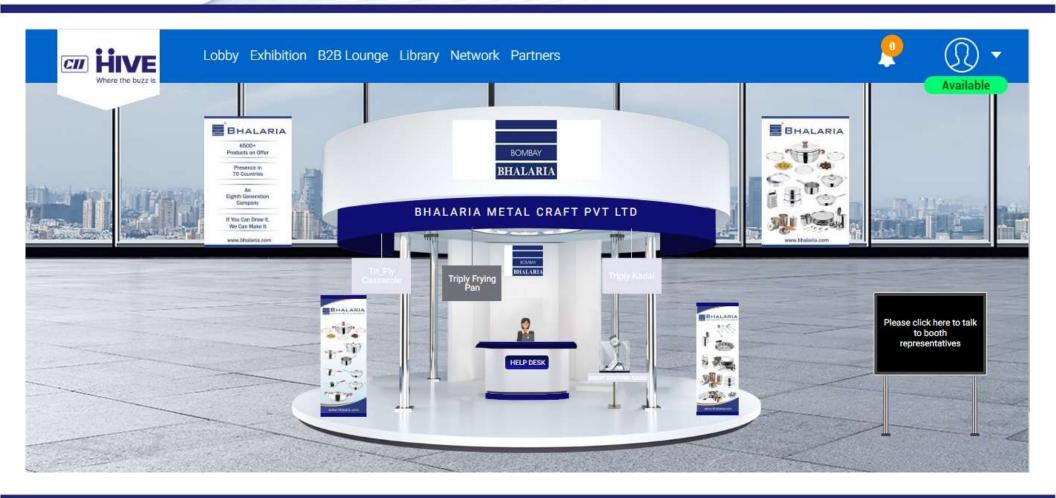
Digital Exhibition – Design 1



Digital Exhibition - Design 2



Digital Exhibition - Design 3



Digital Exhibition - Design 4



Virtual Exhibitions– Launched (Till Date)

- 1. Automotive
- 2. Agriculture
- 3. Construction Equipment
- 4. FMCG
- 5. Indo Asean Oceanic Business Summit & Expo
- 6. Railway Equipment 2020
- 7. Food Processing
- 8. Manufacturing & Engineering
- 9. Renewable Energy -AatmaNirbhar Bharat
- 10. SIDM MSME Conclave

- 11. Chemicals and Petrochemicals
- 12. Sanitation and Hygiene
- 13. Green Building Technology
- 14. Auto Serve Automotive Aftermarket
- 15. Healthcare
- 16. Textile
- 17. SME Summit & Exhibition
- 18. Mining
- 19. Robotics & Automation
- 20. Energy
- 21. IT & ITES

More than 2369 companies already using the platform

And many more....

VE's – Forthcoming (December 2020)

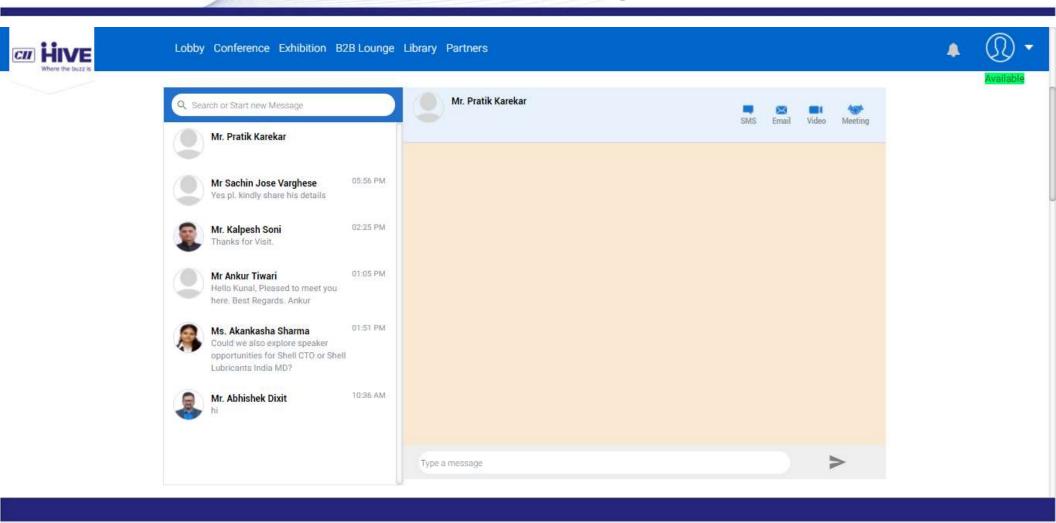


- 1. Bearing and Sealing Technology
- 2. Water and Plumbing Technology
- 3. The India Expo Showcase of Made in India: AatmaNirbhar Bharat
- 4. Partnership Summit
- 5. Skill Development Summit
- 7. Electricals & Electronics
- 8. Retail Summit
- 9. Packaging Conference & Exhibition
- 10. Quality Summit
- 11. Gems & Jewellery Summit

CII Hive Virtual Platform Statistics (April 2020 onwards)

- ✓ 104 events hosted till date
- ✓ 77 Exhibitions Organised
- ✓ 2369 Exhibitors participated
- ✓ 1,200 Speakers
- ✓ 1,51,900+ Registration
- ✓ Overseas participants from 60+ countries

Visitor Connecting Tools



Visitor Analysis



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Dashboard

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VISITOR'S MANAGEMENT



Visitor Analysis

Contact Details	Visits	time Spent	Drop V. Card	Chat	Video Call	Meeting Room
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Visiting Cards

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Visitor Analysis

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Visitor Analysis



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Visitor info captured during registration process



ABOUT EVENT

DIGITAL EXHIBITION FOR CONSTRUCTION EQUIPMENT
Adopting digital solutions has been one of the key strategy / tool adopted by the industry across the globe in the

challenge environment their businesses are compared to consider different models of reaching out to customers and meeting their needs.

Read More ...

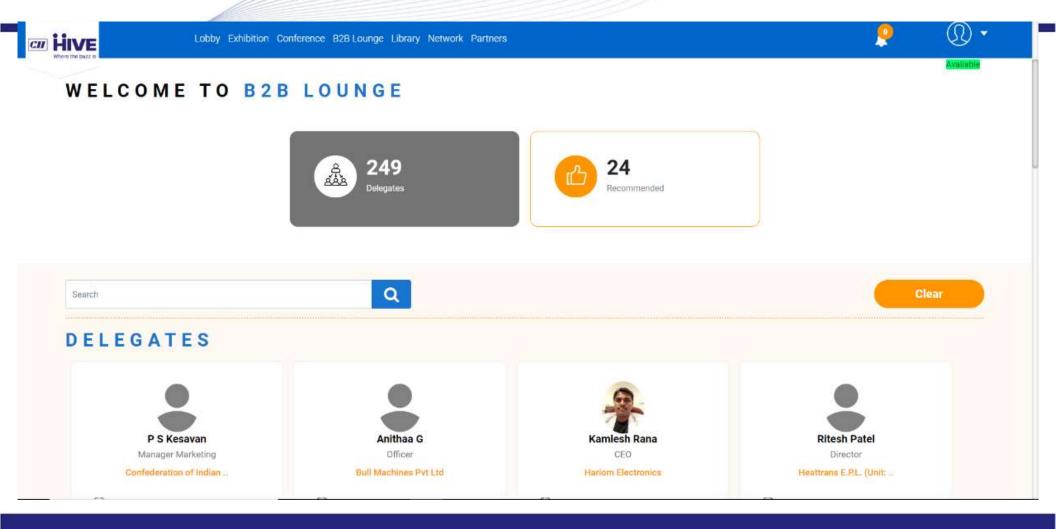
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information of their activities and events

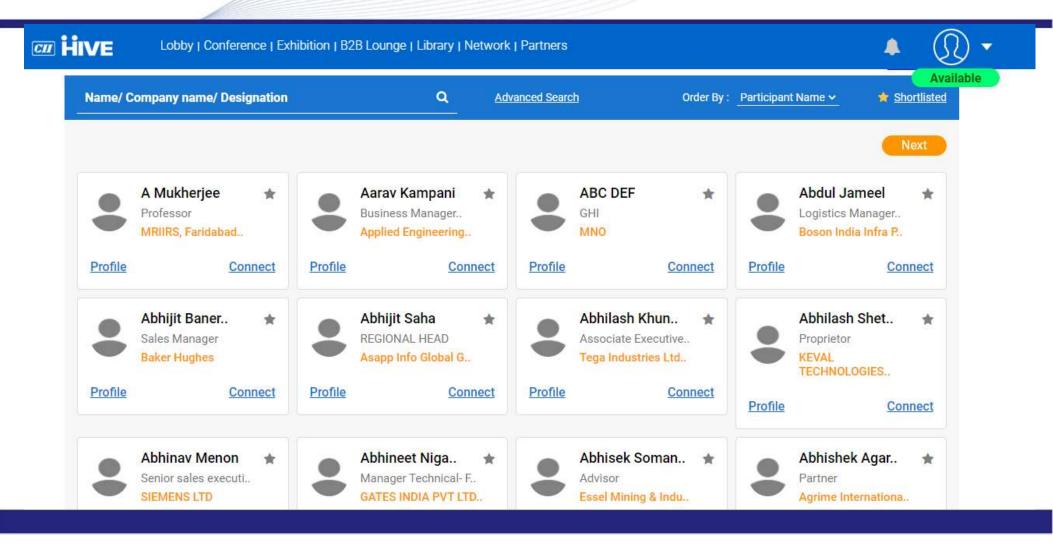
Visitor Profile – update page

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B2B LOUNGE TO CONNECT WITH DELEGATES / VISITORS



B2B LOUNGE TO CONNECT WITH DELEGATES / VISITORS





Thank you