

Generate more qualified leads hosting your own **VIRTUAL TRADE SHOW**

Market your products to a global audience
in a virtual environment and see your leads grow



ABOUT US

Who is the Friday Media Group?

For over 40 years, we've been connecting businesses with people through print and digital means. As experts in connectivity, it was a natural synergy to become vFairs's official distributor within the UK and Europe.

Who is vFairs?

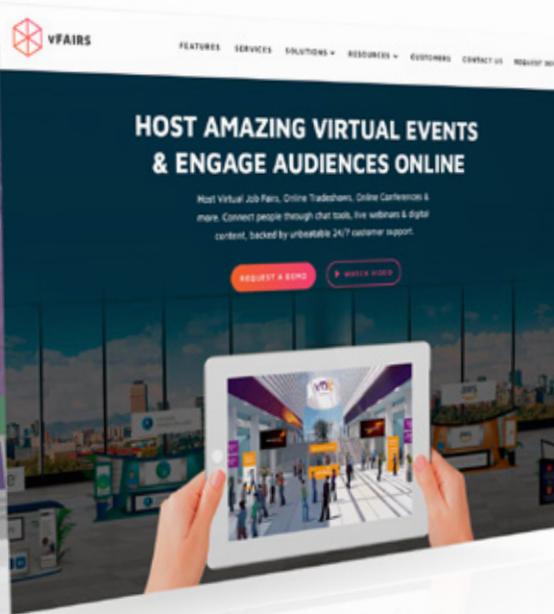
We're a one-stop-shop for running virtual events that deliver big on results. If you're looking to engage and amaze audiences, we've got a wide range of exciting features that will allow you to do just that.

Our brand promise

No other virtual event provider can offer our feature set and class of project management & customer support for a lower price.

Our standing offer

If you can show us any provider with the same offering but at a lower cost, we'll match the price.



HOW DOES IT WORK?

When you choose to host your virtual trade show with us, you'll immediately be assigned a dedicated Project Manager. They will be on hand to provide unlimited support throughout the whole process, taking the stress and hassle out of your hands.

We'll start by creating your personal event landing page so visitors can:

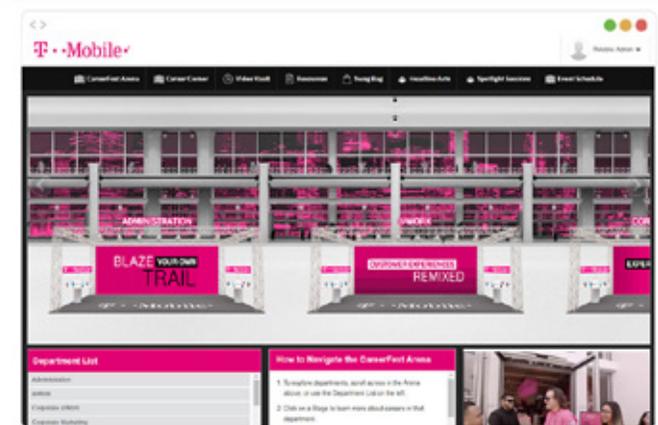
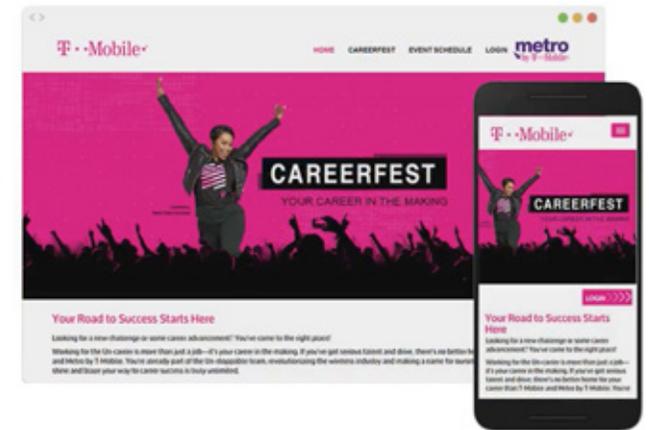
- Pre-register
- Discover information about the trade show (Dates, times, etc)
- Find out why they should attend
- Log in on the event day

Simply tell us the information to include and our expert team will do the rest. We'll even customise the registration form so you only capture the data you need.

We'll then start building your event. Choose from a number of designs for the:

- Lobby
- Exhibition Hall
- Conference Hall

Each design can be customised to your company branding, including logos and colours, to simulate the feel of a real life event.



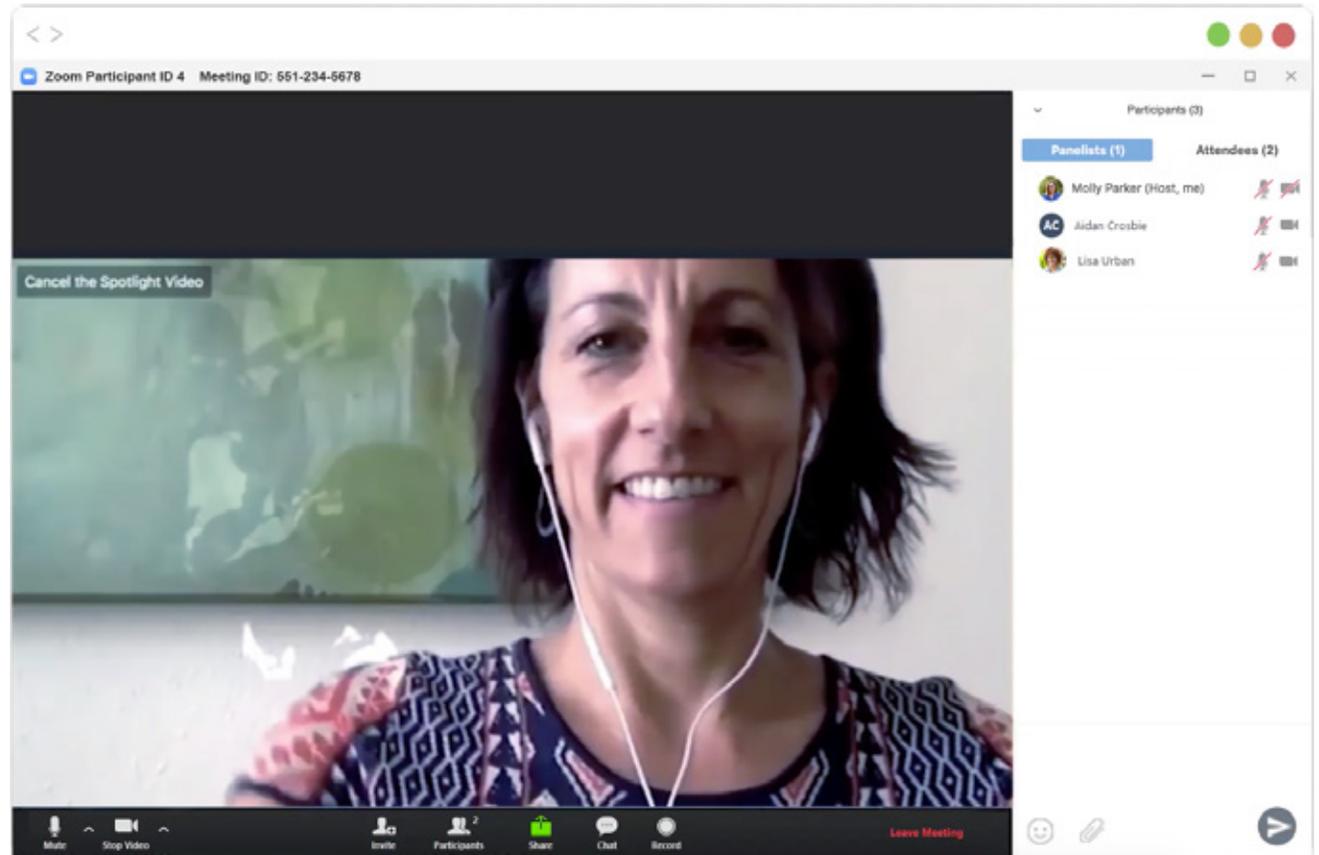
PRESENT YOUR PRODUCT PITCH WITH LIVE WEBINARS

Empower exhibitors to host webinars during your online trade show and broadcast product benefits to global audiences. Engage attendees with compelling slide decks and live Q&A sessions.

In the Conference Hall, webinars can be:

- Pre-recorded (On-demand)
- Hosted Live
- Hybrid (Pre-record the webinar but close with a live Q&A)

The whole platform is intuitive and extremely easy to navigate, meaning your delegates can interact free of hassle.



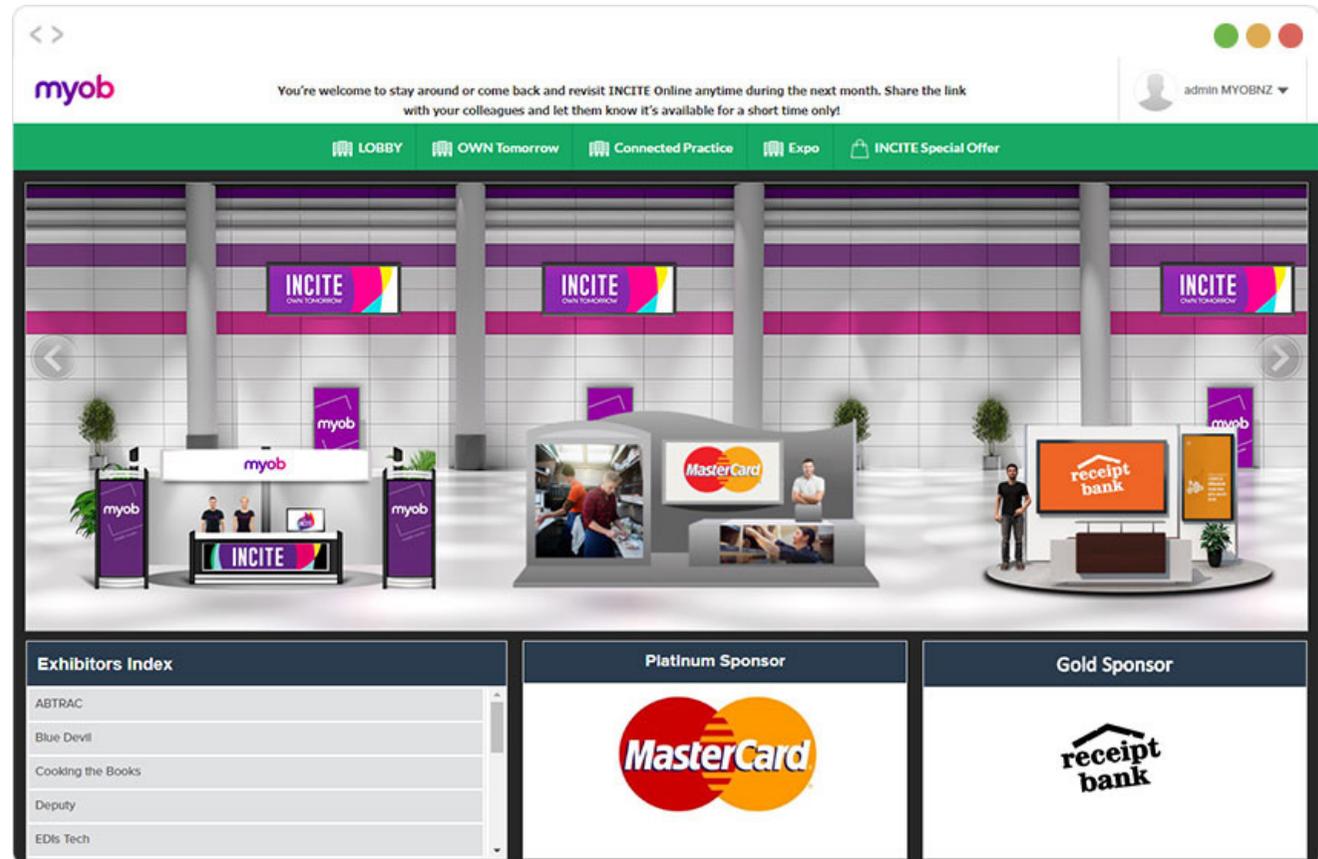
EDUCATE POTENTIAL BUYERS ABOUT YOUR PRODUCTS

Customised virtual booths can be included to imitate the feel of a live exhibition. Choose from a range of booth templates and upload your content and graphics using a simple form. We'll then do the rest!

Booths can feature:

- Videos & product photos
- Documents & presentations
- Discount coupons
- Links to websites or social media platforms
- Avatars of your team members
- Live chat features. Connect using video, audio and text chat functions

Attendees can save information for future reference by saving it to their own virtual briefcase.



GENERATE REVENUE WITH E-COMMERCE FLOWS

Take payment during the show

Enable attendees to purchase products during the trade show through our integrated e-commerce engine. You could also enhance revenue by offering discounts and promotions.

Capture buyer intent

Don't lose a single passive buyer at your trade show! Adding a 'Wish Cart' enables visitors to store products for purchase at a later date. Wish lists will also help you to understand buyer personas and product popularity, allowing you to create targeted marketing campaigns after the event.

| HORMEL FOODS | | | | | |
|--------------|-------------------------------|------|---------|--------|-----------|
| Item # | Description | Pack | Size | Points | Order Qty |
| BACN40 | BACON SHOULDER MARKET CUT | 6 | 3.5 LBA | 50 | 35 |
| BACN55 | BACON 13-17 APLWD SMOKEHOUSE | 2 | 10 LB | 50 | 20 |
| PORK16 | PORK CARNITAS CKD SMKD | 6 | 5 LB | 50 | 5 |
| SAUG63 | SAUSAGE PORK LINKS RAW BRKFST | 1 | 10 LB | 50 | 9 |

| MOUNT ROYAL | | | | | |
|-------------|----------------------------|------|------|--------|-----------|
| Item # | Description | Pack | Size | Points | Order Qty |
| GB7045 | CHICKEN FREE RANGE 4LB AVG | 10 | 4 LB | 50 | 2 |

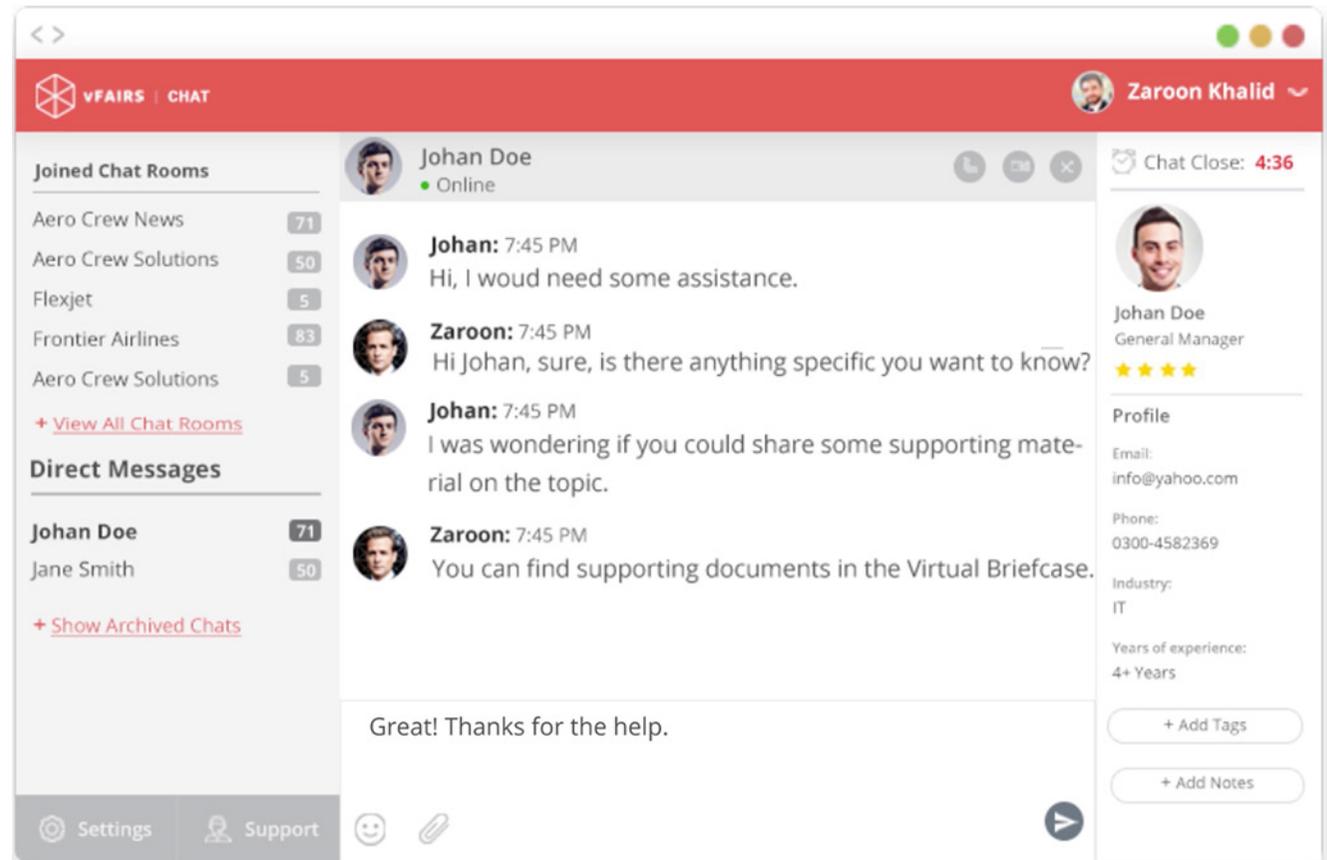
ENGAGE WITH PROSPECTS THROUGH POWERFUL CHAT TOOLS

Increase conversions and buyer satisfaction by enabling your representatives to address concerns and answer frequently asked questions. Engage through public and private conversations. Simply choose your preferred way to chat!

Connect through:

- Text
- Video
- Audio

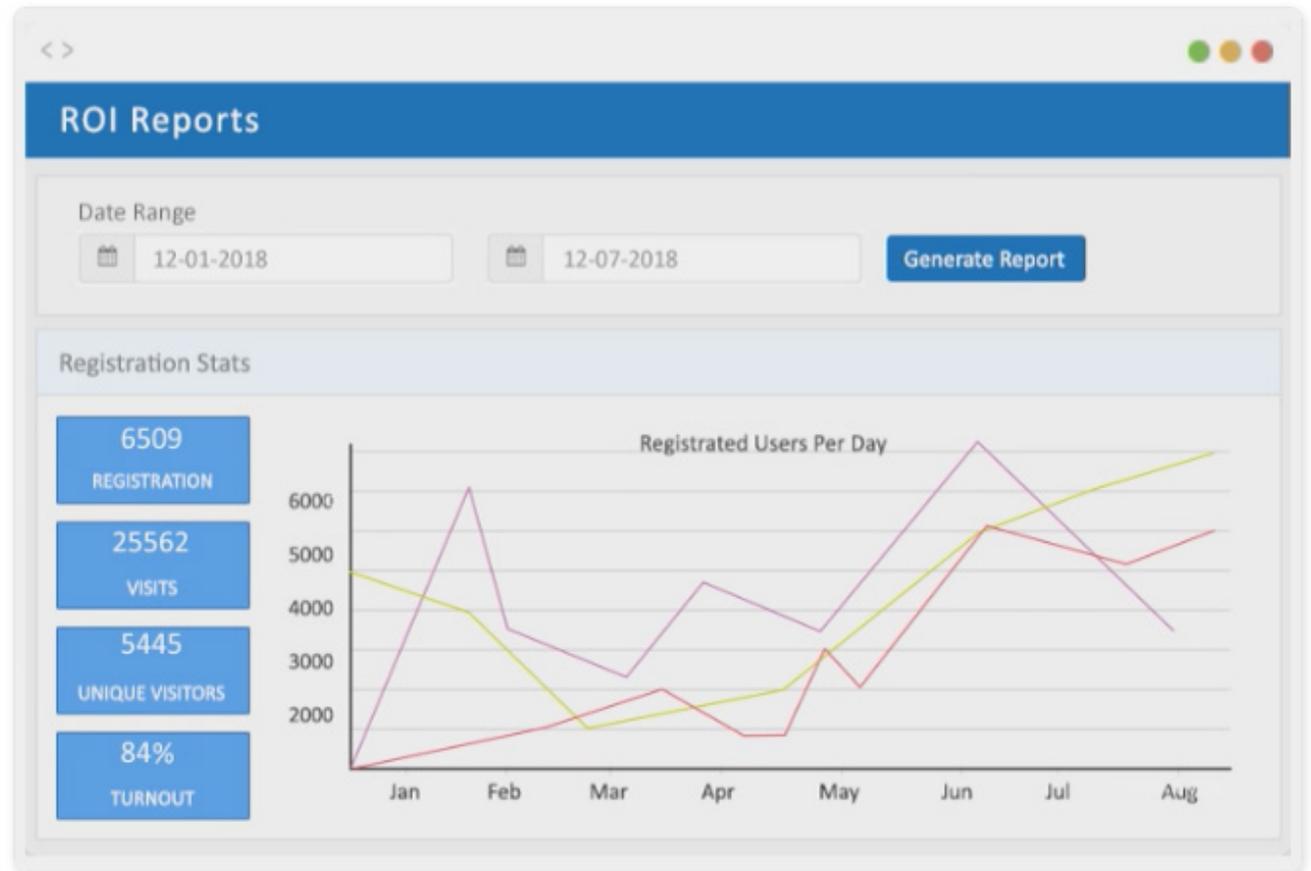
The platform will remain open for 30 days after the live day so buyers and exhibitors can still connect after the trade show.



MEASURE EVENT SUCCESS WITH DETAILED REPORTS

Identify attendance trends and engagement patterns from your trade show. Discover important metrics such as the most purchased product, which booth was the most popular and which piece of content generated the most engagement.

Understanding audience behaviour will help you to innovate and improve your next trade show.



FAQ'S

What kind of technology do I need to run a virtual trade show?

The whole platform will display on mobile, tablet or desktop. We run on the cloud so nobody has to install any software to access the trade show. All you need is a standard web browser and a stable internet connection.

How many visitors and exhibitors can the virtual trade show host?

The trade show can host an unlimited number of exhibitor booths and can sustain thousands of visitors at any given time.

How can event participation be monetised?

Exhibitors can be charged for virtual booth or advertising space across the platform. There is also the option to charge an entry fee to attendees.

What kind of lead generation and lead qualification tools are available?

Lead management is as important as the event itself. vFairs has multiple ways to help you capture, track, and optimise leads. You can use automatic lead scoring and lead source tracking. You can also export survey and registration information to your customer relationship management and marketing automation databases.

How long does it take to set up a virtual trade show?

A typical trade show can take 1-2 weeks to set up. This includes configuring branding elements, designing booths, uploading content and scheduling webinars. Customisations to the default features can take more time and are estimated on a case-to-case basis.



What kind of support and training do you offer?

As soon as you sign up, we'll assign you a dedicated Project Manager who will take care of your needs before, during and after the trade show. Our technical team will remain on standby to resolve any issues while your trade show is in progress.

WHAT MAKES US GREAT



Passionate Customer Service

Sit back and relax as a super responsive customer support team does all the hard work for you. From setting up the event to its launch, we're here to make sure you have a hassle free experience



A* Project Management

We won't be beaten on service! You only need to look at our [Capterra reviews](#) to see this!



24/7 Helpdesk

We understand the process can seem daunting. That's why we're always on hand to make sure your questions are answered



Detailed Insights

We track everything so you can calculate an accurate return on investment. Learn more about your audience, identify participation trends and discover insights to improve your next trade show

WHAT OUR CUSTOMERS SAY

“We have had many successful events using vFairs’ platform. vFairs is an excellent partner with a high quality product.”



Becky Richert
Senior Program Manager,
T-Mobile

“vFairs helped us showcasing our products in the best way. vFairs allowed us to have a very successful conference and expo online as part of a team building strategy. Highly recommended.”



Annalissa Dessi
Product Marketing Manager,
K3 Software

[Read more amazing reviews here](#)

Trusted by





REQUEST A DEMO



✉ nick@vfairs.com

🌐 vfairs.com

☎ 01772 639039

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