

# LIVE+DIGITAL

THE ON-LIFE EXPERIENCE

APRIL 20  
8-9 APRILE 21

[mcexpocomfort.it](http://mcexpocomfort.it)

MiCo  
Milano Congressi

# VIRTUAL STAND

## Company Overview

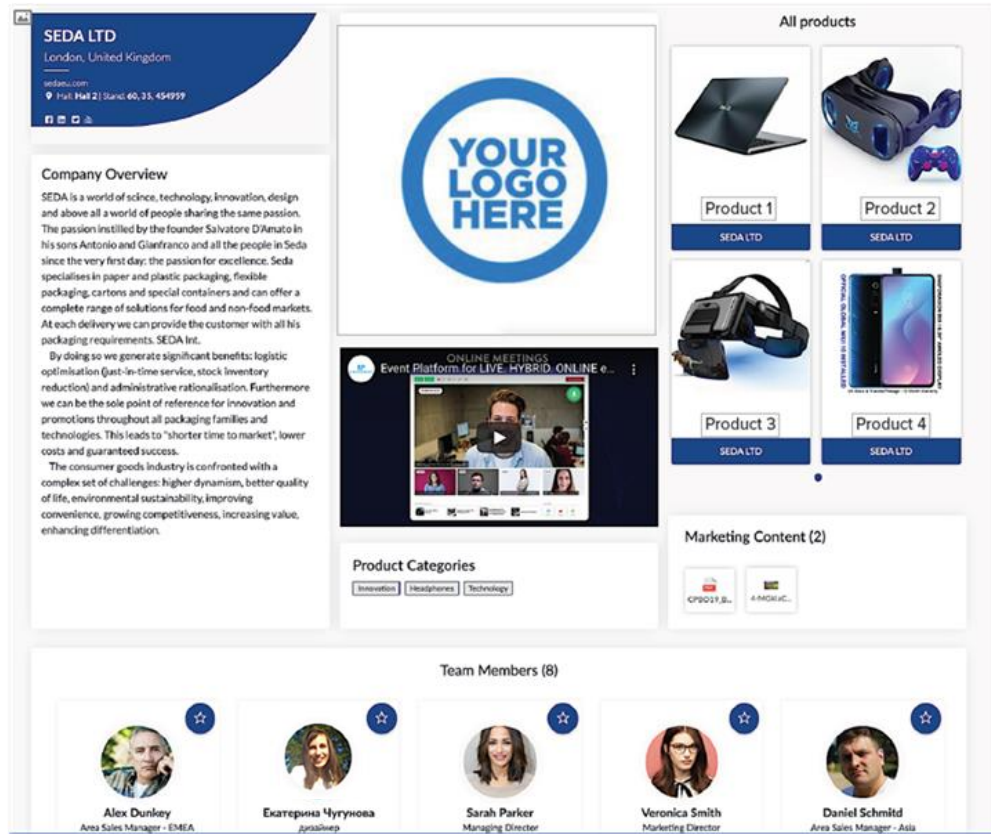
Share the main information about your company.

## Video

Tell your story through a featured video.  
Upload a video file or link to your YouTube video.

## Team Member

Depending on the chosen package, you will get a specific number of accounts for the members of your company. Each Team Member will receive its own login credentials that will give access to the platform features (schedule meetings, join sessions, interact with customers).



## Products Catalogue

Showcase your products and services. Each product will have its own profile. It will appear in the Product Directory and it will be searchable by all registered users.

## Marketing Content

Upload your marketing collateral such as brochure, press kit, white papers and any other document that can be useful for your target to get more relevant information about your business.

## Categories

Include the categories that fully represent your business. The more specific your categories, the more opportunities to receive appropriate business match.

# PRODUCT SHOWCASE

## Product Description

Share the main features of your product or service by filling in a full description.

## Video

Tell more about your product with a video. Upload a video file or link to your YouTube video.

The screenshot displays a product showcase for the Logitech R700 Professional Presenter. The interface is divided into several sections:

- Header:** Features the Logitech logo and the location "Bradford, United Kingdom". Below this are three buttons: "Favourite", "Meet", and "Message".
- Product Description:** Contains the text: "Updated Logitech R800 Presenter Model", "Wireless Presenter", "Red laser pointer", and "Work with Windows 8".
- Video:** A video player showing a close-up of the presenter with the title "Professional Presenter R700 Logit...".
- Product Image:** A large image of the Logitech R700 Professional Presenter with a star icon in the top right corner.
- Share Buttons:** Three buttons labeled "Share" with different social media icons.
- Product Name:** "LOGITECH R700 PROFESSIONAL PRESENTER".
- Product Categories:** Two buttons labeled "Innovation" and "Hardware".
- Other Products from logitech:** A section on the right showing two other products: "LOGITECH GROUP VIDE..." and "LOGITECH R700 PROFE...".

## Products Catalogue

Show other products of your company using dedicated images and 1 video. The other products of your company will be visible in the same page. The number of available products depends on the package you chose.

## Categories

Help professionals to find you into the Product Directory and in the section dedicated to product recommendations tagging your products with specific and appropriate Categories.

# EXHIBITORS and PRODUCTS DIRECTORY

## Exhibitors Directory and Products Directory

Professionals will access the Exhibitor and Product Directory from the main menu.

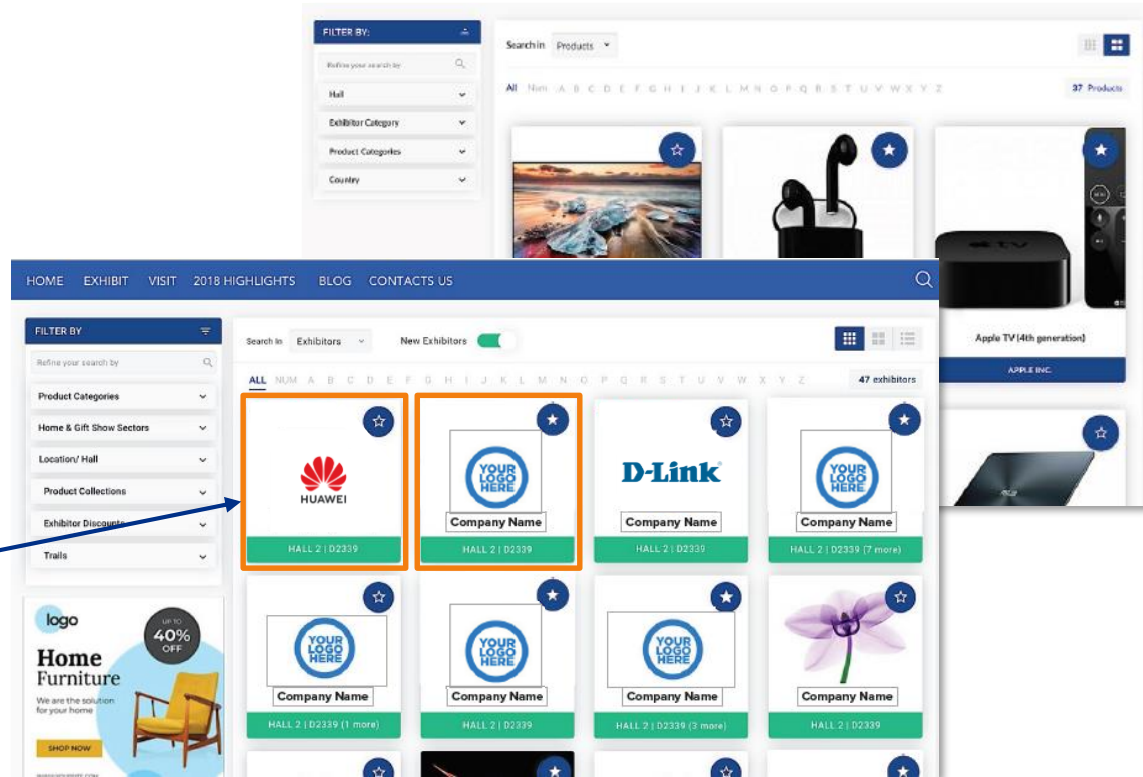
With just one click, they will be able to search and filter the results focusing on their specific target.

Each Directory presents different filters by *sector*, *activity* and *categories* to make the overall user experience even easier and more targeted.

The Exhibitors and Products listed will appear in alphabetical order.

### Maximize your visibility

Let the Professionals find you easily into the Exhibitor Directory through a strategic placement that will put you on TOP of the results.





# RECOMMENDATIONS

## Recommendations

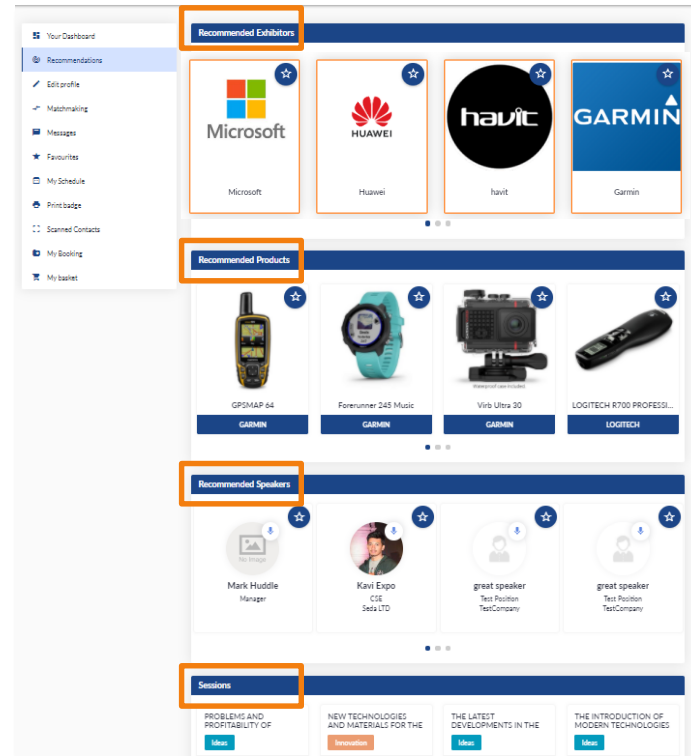
MCE Live+Digital Recommendations system allows Professionals to receive business suggestions in line with their interests.

The algorithm will find matches with Exhibitors, Products, Sessions and Speakers starting from the answers provided during registration.

The system is also able to record the users engagement in real time, updating suggestions consequently.

Exhibitor will access a preview about how Users interact with the company profile and products and he will be able to send them messages\*.

\* Visitors need to give their consent



# NETWORKING / MATCHMAKING

## Networking / Matchmaking

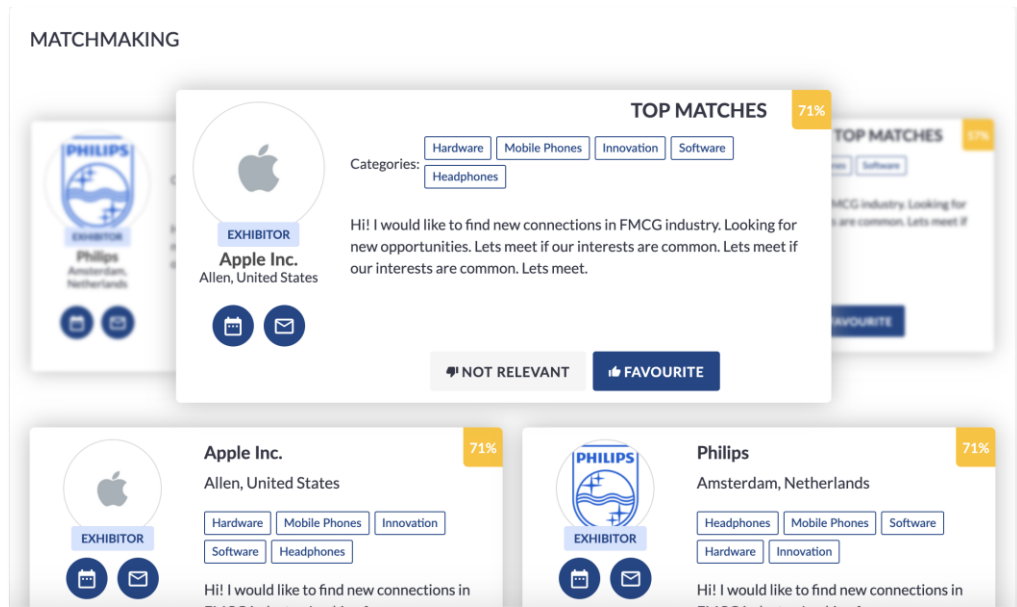
The advanced AI system suggests users with the most relevant connections.

Matches are based on the answers provided during the registration and on the machine learning that allows to track users behaviours around the platform.

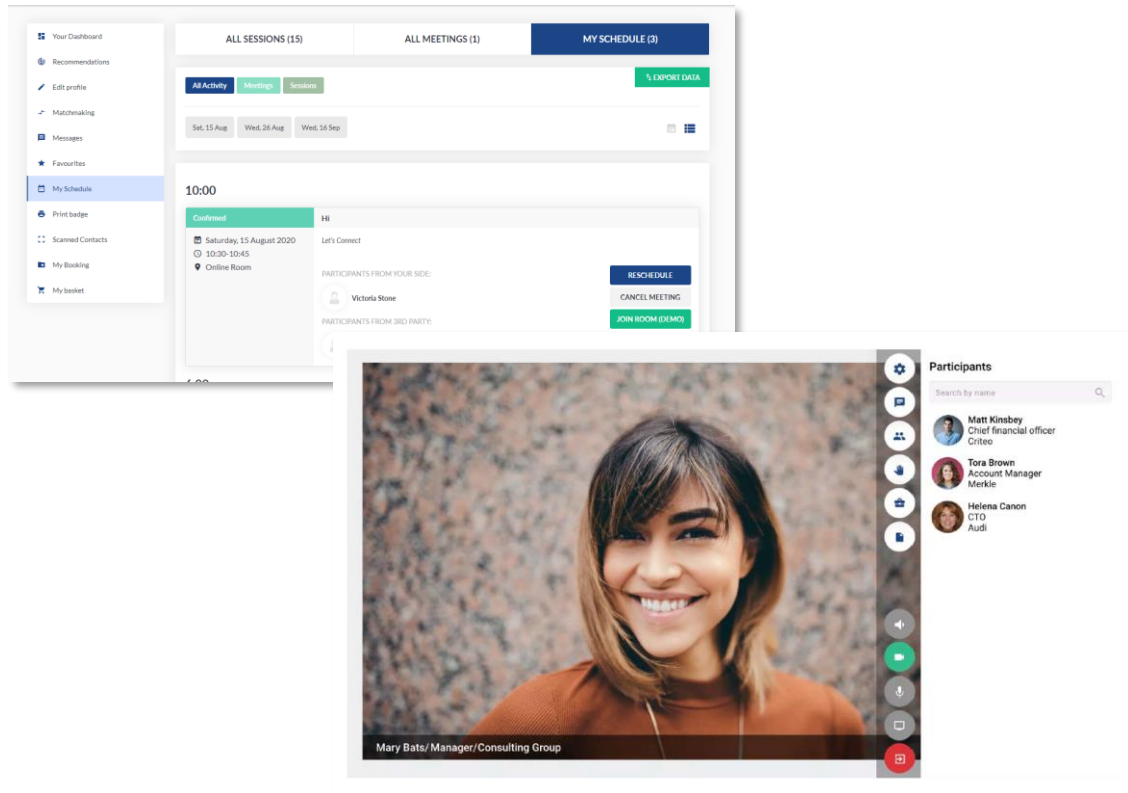
Let the system help you finding out the best matches by clicking on «Favourite» or «Not Relevant» buttons.

You can easily follow up with your matchmaking leads directly in the platform.

Interact with visitors through the chat system and/or request meeting to other exhibitors whose business may match with your interests.



# ONE TO ONE MEETINGS



## One to One Meetings

The meeting system will allow you and your Team Members to schedule appointments (max 1 hour) with one or more participants during the exhibition days (April 8-16, 2021).

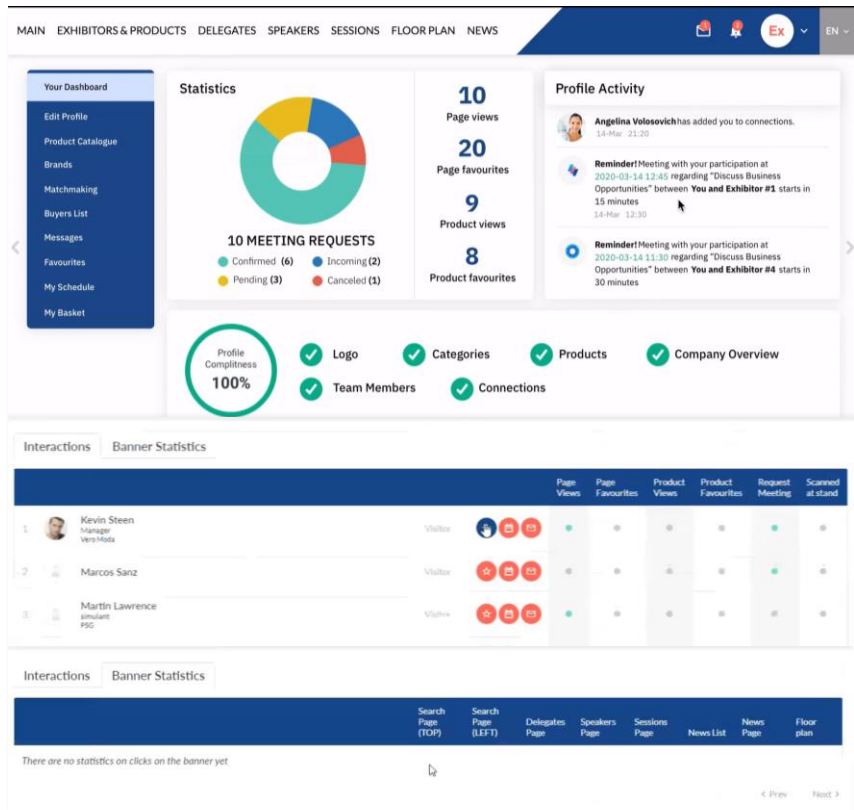
The users agenda are fully synchronized so you can immediately verify the availability of each attendee before sending the invitation.

Each virtual room will be supported by the main functionalities (chat, sharing documents, sharing screens for presentations) and it will not require any further software to install.

Each meeting request can be confirmed, declined or rescheduled depending on one's own availability.

The Administrator will have fully visibility on his Team's agenda.

# DASHBOARD and ANALYTICS



## Dashboard

The dashboard shows all the main activities:

- Profile completion status
- Meeting Requests status
- Overview and details about users interactions
- List of activities carried out by the Admin and the Team Members

## Analytics - Interactions

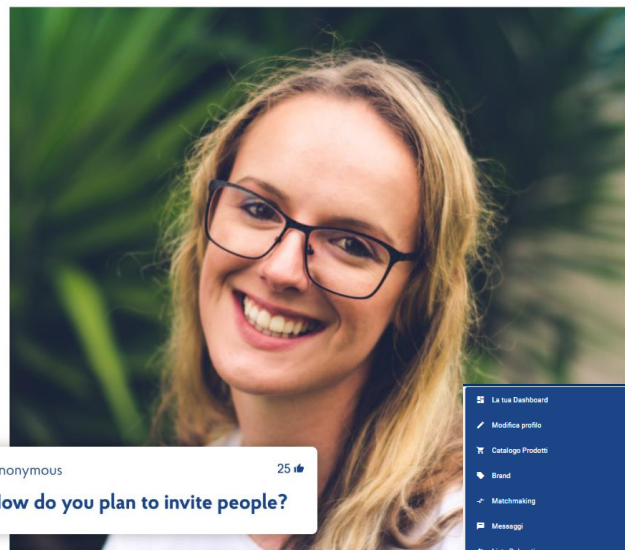
See the detailed list of users interactions (Page views, Page Favourites, Product views, Product Favourites and Meeting Request).

## Analytics - Digital Advertising

Track the performances of the banners positioned into the platform.



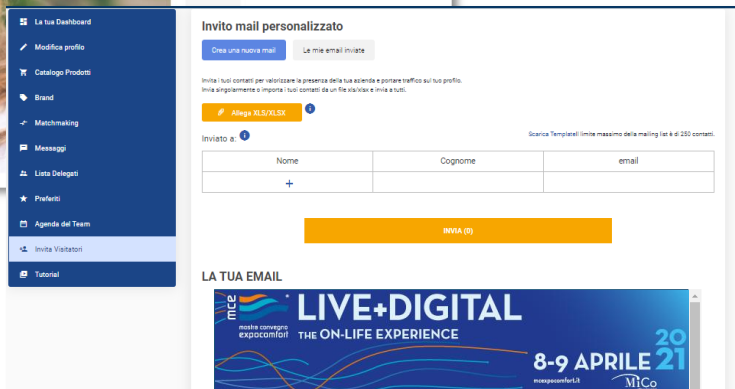
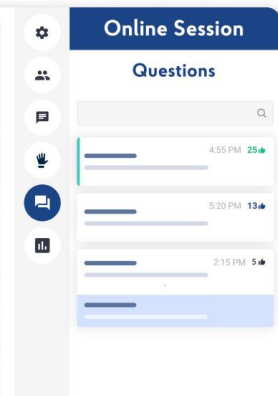
# EXHIBITOR WEBINARS and CLIENTS INVITATION SYSTEM



Anonymous

25

How do you plan to invite people?



## Exhibitor Webinars

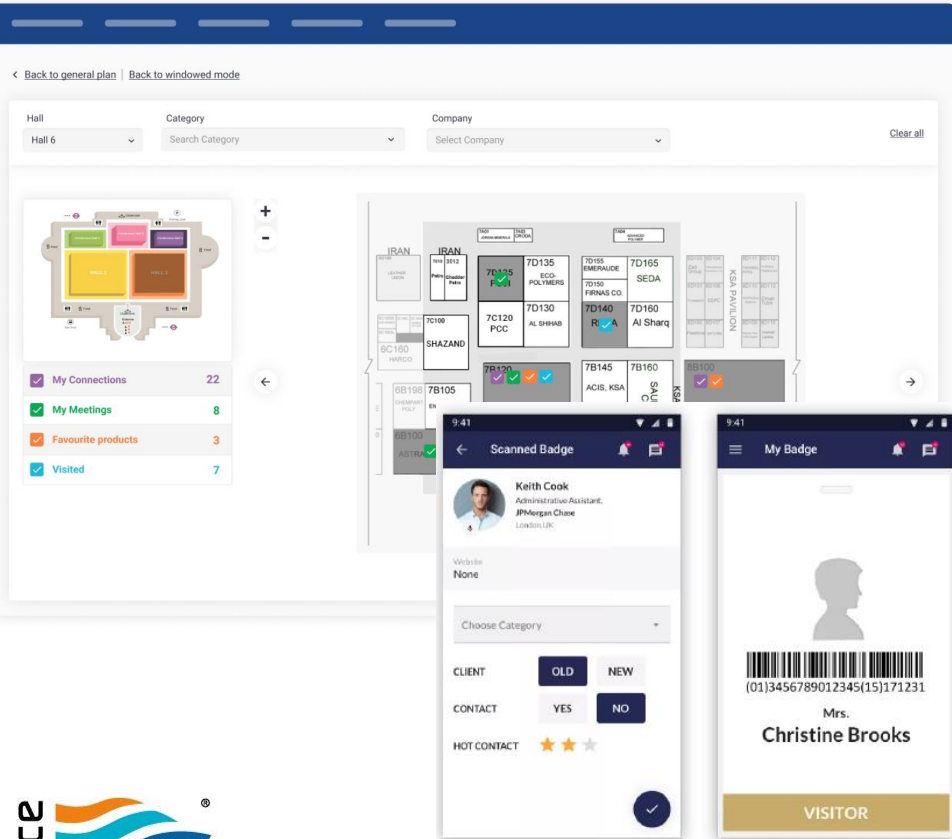
Exhibitor will have the chance to set their own ad hoc sessions or product presentations via webinars, supported by the main functionalities:

- Video stream and screen sharing;
- Multiple speakers and moderators;
- Live Polls, Q&A, Chat (survey, multi-choice questions, open questions), real time analytics, detailed personalised data on attendees answers;
- In-built Video Conferencing (no need to install further software).

## Clients Invitation System

Invite your contacts to the event directly from the company profile. With this easy tool, the exhibitor will have the opportunity to drive traffic to the stand, both physical and/or digital.

# LEAD CAPTURE and FLOOR PLAN



## Floor Plan

This digital map will allow visitors to browse interactive floor plan on the website.

Visitors can switch between halls, search for exhibitors, click on a stand and get a brief information about exhibitor and go to their profile.

Logged in visitors are able to mark their connections, meetings and favourite product.

The floor plan also helps visitors easier build their route at the event by marking the stands that have been already visited.

## Lead Capture

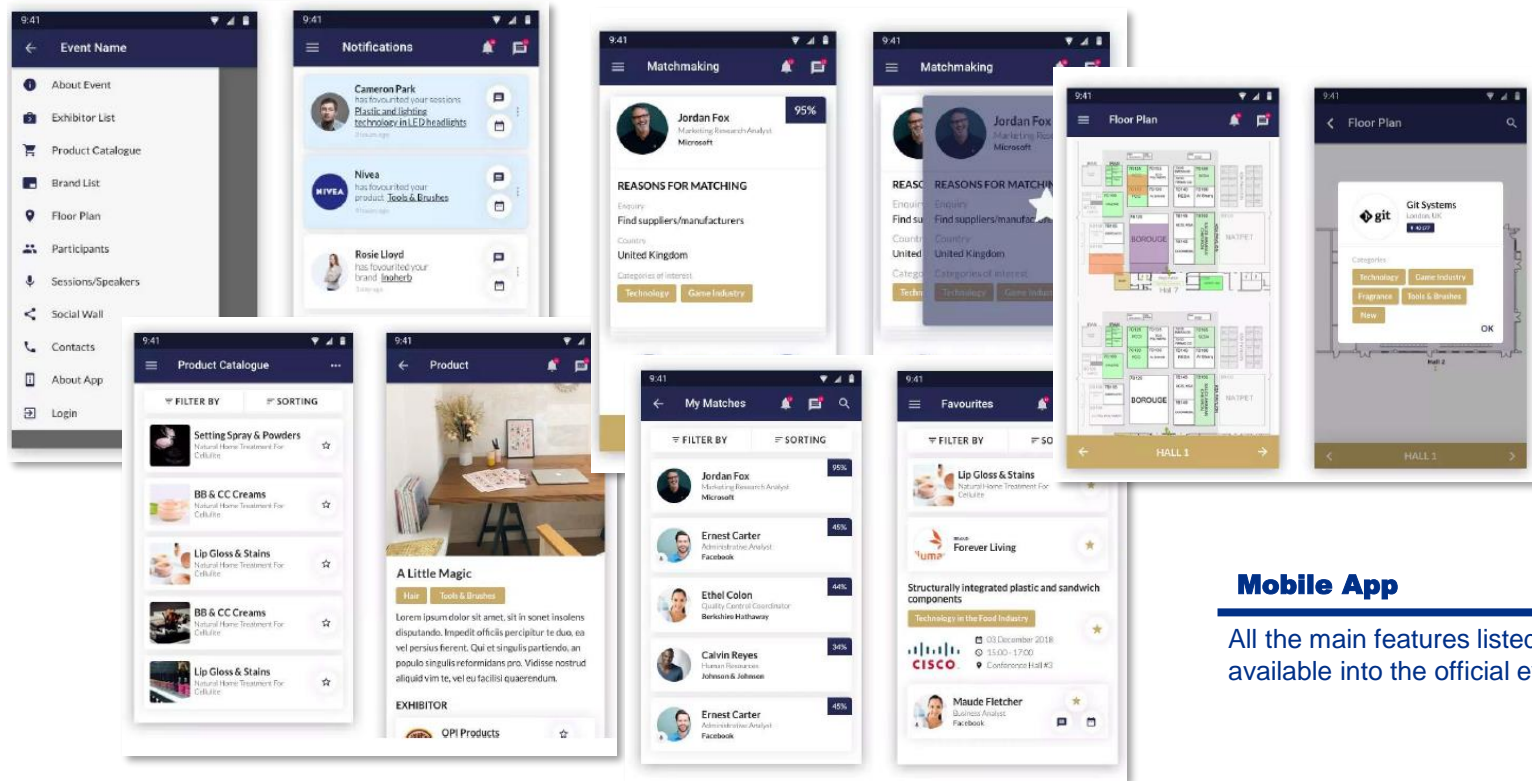
MCE Live+Digital provides lead capture which allows real-time data traffic to physical stand. Scan results can be viewed and exported by exhibitors at his own convenience via mobile app or web access.

He will be able to rate leads, categorize them or add notes.

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# MOBILE APP



## Mobile App

All the main features listed previously will be also available into the official event Mobile App.

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