GoToFair

GoToFair

International Fairs & Digital Events Platform

We Brings Fairs To You.

www.GoToFair.com

GoToFair

GoToFair is the leading provider of virtual fair and events for enterprises worldwide.

Our cloud-based product portfolio includes online events, fairs & trade shows, conferences, connecting people globally via live video chat, webinars & digital content. Enabling trade activities via seamless integration from screen to e-commerce. Our all inclusive GoToFair platform brings events & fairs to you.

GoToFair

DETAILED HALL FLOOR PLAN

We have made navigating floor plans very user friendly.

REALISTIC INTERIOR VISUALIZATION AND DESIGN

3D interior animations make architecture come alive.

PLATFORM HIGHLIGHTS

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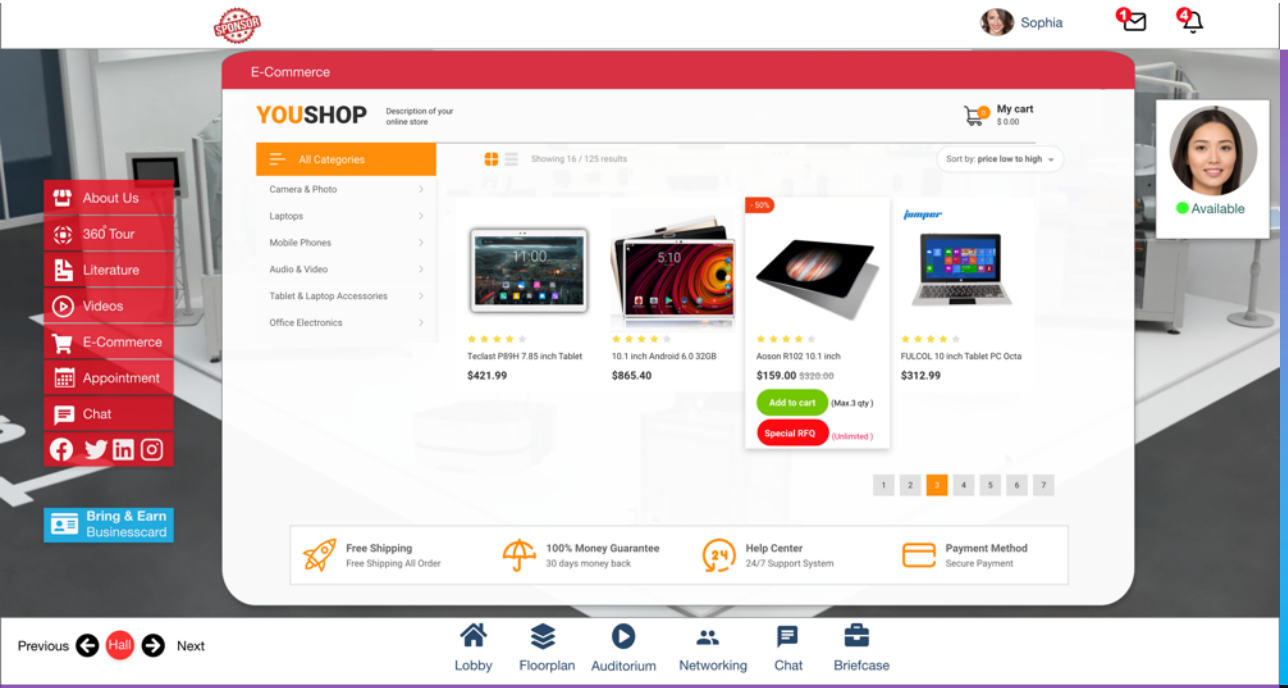

E-Commerce

365 Day Smart Store

The attendees can view the products information at exhibitor booth, complete the purchase by making the payment using credit card.

Live Chat & Video Meeting

Exhibitor and sales staff can login from anywhere and do chat with booth visitors in real time.

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PLATFORM HIGHLIGHTS

Auditorium, Webinar, Conference, Keynote, Workshop

The event organizer and exhibitors can create Online Webinars. The Event organizer can upload on demand videos for unlimited attendees.

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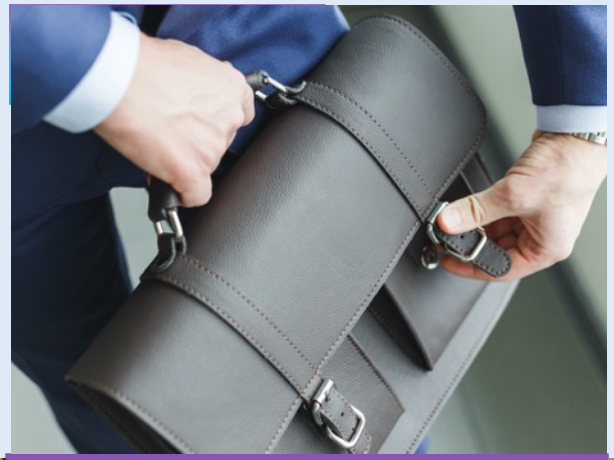
PLATFORM HIGHLIGHTS

Business Card Exchange

Display the contact information (name, address, phone) & Contact details exchange request button.



Security, Privacy, Data Ownership

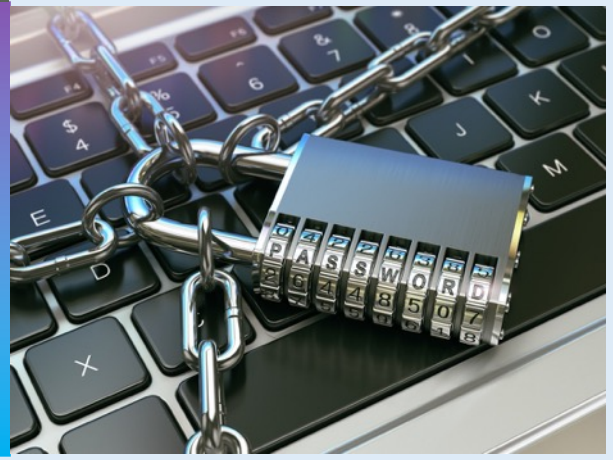
Customers has sole responsibility for the accuracy, quality, integrity, legality, reliability, appropriateness, and intellectual property ownership or right to use any and all customer data. KVKK, GDPR, CPCC compliance.

Business Networking Lounge

Exhibitors and attendees can meet, mingle, connect and exchange business card via live/video chat.

Briefcase

Documents , videos, images, business cards one click data export and cloud integration.



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CONNECT EASY, ANYTIME FROM ANYWHERE

Connect instantly, securely, stay online uninterrupted from any digital platform from anywhere in the World. You can connect with Windows, Mac, Macbook, Linux or any smart phones and tablets (Android, IOS). With user friendly, end to end - all in one seamlessly interlinked platform modules, you can attend, organize, exhibit and manage successfully all of your trade shows and events digitally over the internet.

GoToFair supports and complies with all web browsers and concurrently, manages both attendees and exhibitors and crowds upwards of millions in real time.

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SOCIAL MEDIA INTEGRATION CRM SALES & MARKETING

We are seamlessly linking your trade show and digital event with your social media channels, enabling you to instantly, reach, connect and promote your trade show events with your target audience in real time.

With one-click, exporting all business card data instantly to your CRM.

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Digital-Physical Promotion & Marketing

Creative

Campaign Design & Planning
Web, Graphic, Logo Design
Brand Storytelling
Corporate Branding

Production

3D Animation & Videos
Promotion Videos
Viral Marketing
Commercials

Social Media Management

Crowd Management, Reporting, Channel Development…

Social Media Campaigns

Crafting your story, creative content, gamification

Media Advertising Management

Branding, promotion for reaching your target audience

Live Events Planing

Hybrid Live Digital/Physical Event Planning

Media Strategy Management

GoToFair

B2B - Factory Matchmaking

B2B Online is where the top manufacturers, distributors and buyers meet, collaborate and learn about the newest innovative strategies to bring your customers the best online, disruptive digital, eCommerce and omnichannel experience.

BOOTHS & ROOMS

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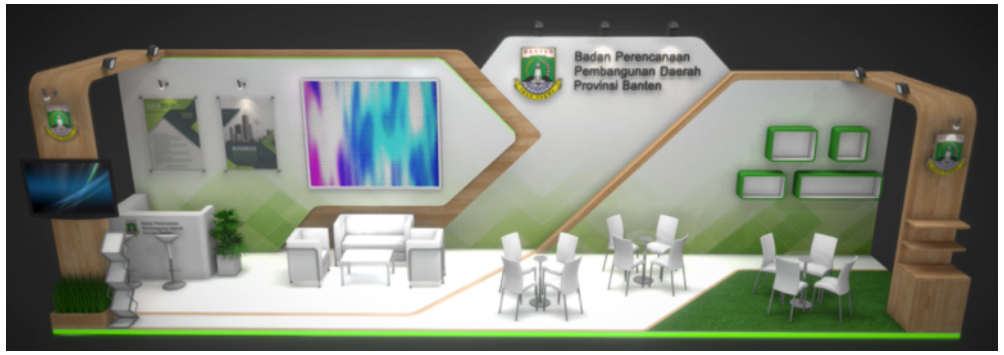

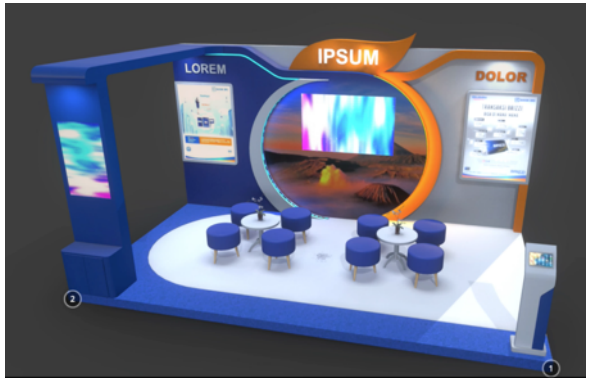

FLEXIBLE & CONFIGURABLE

Include a lot of mix of rooms/spaces, with a look & feel to match the virtual event program.

ATTENDEE, EXHIBITOR, ORGANIZATOR REPORTING

❖ Who Registered?

Attendee Profile, How many, Registration by industry, Registration by interest, Registration by Country, Registration by Job Position.

ACTIVITY METRICS

❖ How long did they stay?

Average time spent by attendees in Auditorium, Booths, Reception, Business lounge.

❖ Which locations & booths did they visit?

List of attendees who visited the booth with business card Today & All time

❖ What content did they view?

Documents viewed, Videos viewed, Brochures viewed, Images most viewed.

❖ Whom did they chat with?

People I have connected with.

❖ Who attended webinars & meetings?

❖ E-commerce activities and reporting

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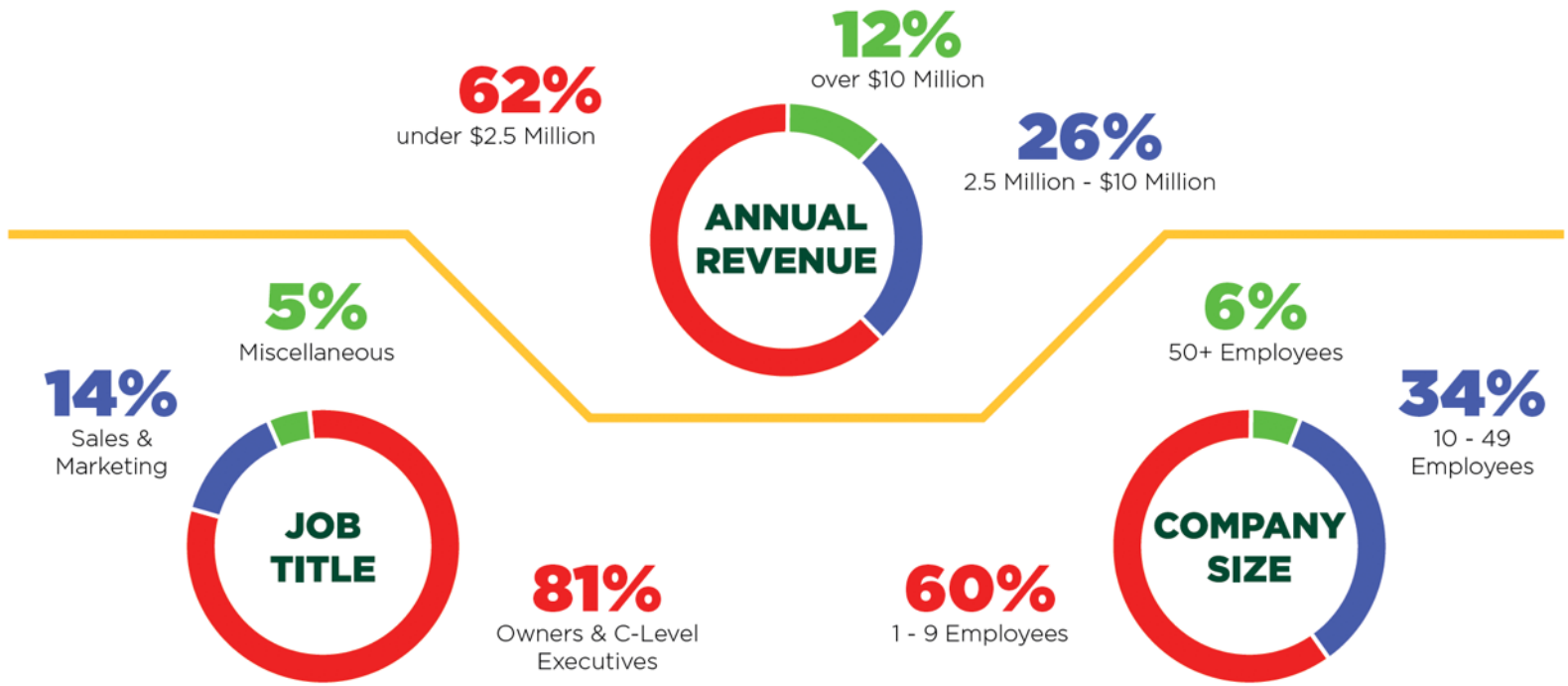
ATTENDEE PROFILES

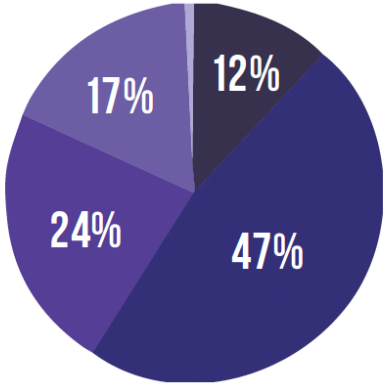
- Retail Buyer
- Importer/Distributor
- Other Buying Professional



TOP 5 STORE TYPES

- Apparel/Accessories Stores
- General Merchandise Store
- Gift/Novelty/Souvenir Stores
- Jewelry Store (fine)
- Arts/Crafts/Hobby/Toy/Game Stores

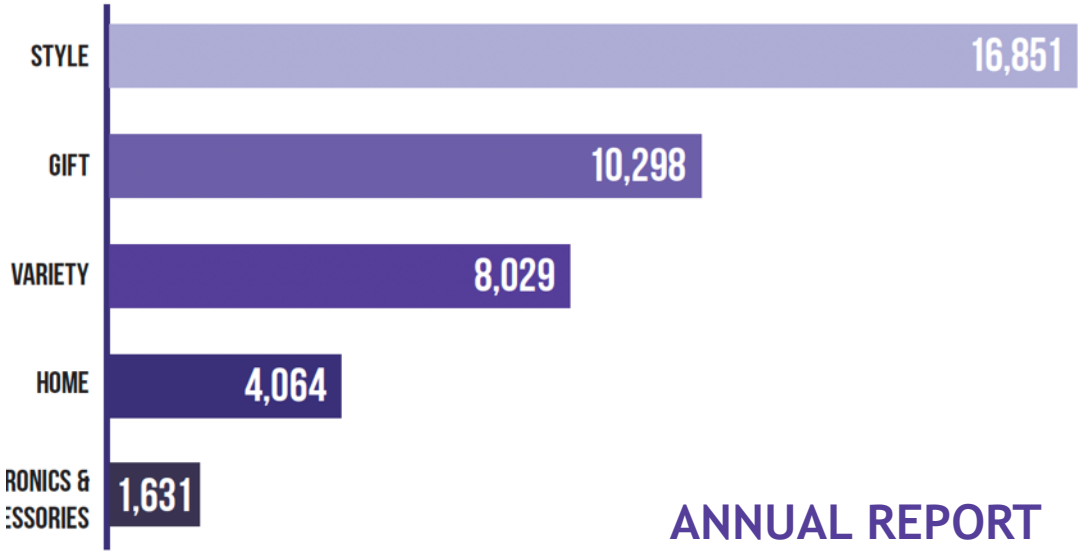
MINIMUM ORDER QUANTITY



- 300-600 Pieces
- 600–1200 Pieces

PRODUCTS OF INTEREST

Attendees are looking to purchase these types of products at the show.

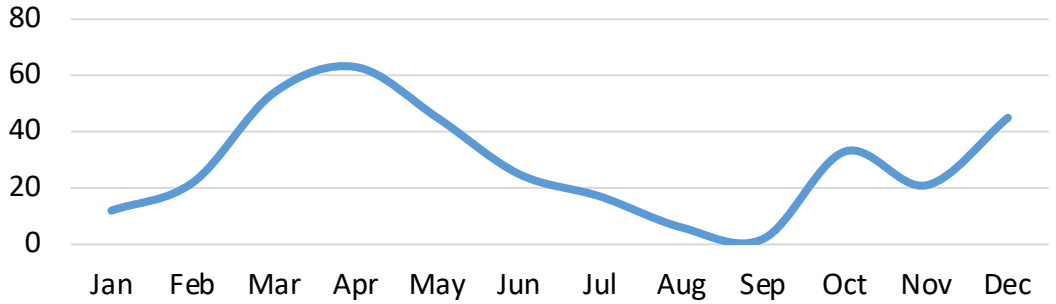


45,000+ TOTAL ATTENDEES

2,720 EXHIBITING COMPANIES

92 COUNTRIES ATTENDING

ANNUAL REPORT



INTEREST METRICS

- What are they interested in?
- What questions did they ask?
- What information did they request?
- Did they view documents, videos ?

HOW WE DO IT

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EVENT MANAGER

After you sign up, our event manager will be at your service to help set up your event, understand your customizations, answer your queries and ultimately set you up for success. The Event Manager will be your go to person before, during and after the event. In your native language, near you in your country.

PRE-EVENT

Need help in uploading your content? Do your exhibitors need help in setting up their booths? Our Event Ops team has got you covered. They make sure that the event reflects your technical, content and design needs.

DURING LIVE EVENT

Our customer service representatives will always available via phone / email / chat while the event is live to answer queries or resolve issues your exhibitors or visitors might.

POST-EVENT

You can't judge how successful your event was if you don't measure it. That's why we make sure our Event Managers not only produce a performance report for the event as a whole, but also provide exhibitors with their booth-level stats as well. We look into your attendance, booth engagement and interactions to help you gauge your ROI.

GoToFair

CALL US FOR YOUR NEXT ONLINE EVENT!

www.gotofair.com

Contact **GotoFair** team and explore all the tools and services you need to start, promote and conduct and measure your Digital Trade Show & Fair, Virtual Digital Expo & Virtual Digital Conference successfully

CONTACT US:

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