



## Privately Branded Exhibitor Directory

### 5 Reasons to create your Exhibitor Directory on 2xhib.com:

- It's FREE
- It's a smart platform for exhibitors to generate leads at the lowest cost at your event
- You know exactly how many leads are being generated through the directory
- It's a way to add personality to the event; it's living and breathing 365/24/7, because exhibitors communicate through webinars, videos, images, blogs, tweets, etc.
- It can be branded according to your needs

The Exhibitor Directory created on 2xhib.com is a spot in the cloud for complementing your live event or trade show with virtual tools like webinars, videos, images, documents, blogs, and tweets.

Exhibitors sign up in the Exhibitor Directory to 'virtually exhibit' at the event leveraging these tools. Visitors sign up to consume the content, compare key players, and make informed decisions. Event organizers are the creators of the directory and own the registration data. The Exhibitor Directory is accessible from the comfort of any workplace anywhere in the world.

### Longer engagement

The Exhibitor Directory created on 2xhib.com offers a means to move away from the traditional event model where people show up, do the event, and leave. At 2xhib.com the user experiences more interactivity and longer engagement. The Exhibitor Directory can be up and running all year round 365/24/7.

### Add personality to the event

The Exhibitor Directory adds personality to the event. It's a 'living and breathing' environment where exhibitors and visitors communicate through webinars, videos, images, documents, blogs, and tweets complementing the face-to-face engagements on the floor.

### Win-win-win

With the possibility of longer engagement, visitors prepare better for the trade show. They download information, and they read blogs and tweets, and detailed product information prior to the show, and make informed buying decisions afterwards. Exhibitors drive more traffic to the booth; they recruit more people to the event community by leveraging the social media integrated into their virtual booths. They generate more leads, and capture vital metrics of visitor behavior, which is providing them insight into lead development and deal closure.

Event organizers extend the relationship with exhibitors and visitors beyond the physical boundaries of time and location, and attract more attendees to the event, because every exhibitor becomes a sales person for the event. It's a win-win-win situation.

*"This is a great way to expand our traditional trade show through multiple channels"*

Major event organizer

### Smart platform in the cloud

The 2xhib.com platform runs on Amazon Elastic Compute Cloud (EC2), which is a web service that let us run on Amazon's proven computing environment. In addition Amazon S3 is used, to store and retrieve any amount of data, at any time, from anywhere on the web.

2xhib.com leverages existing platforms for social media and web conferencing. It is developed in Symfony, the open source web PHP framework.



## Select your lead generation solution

- **Exhibitor Directory**

Event organizers: complement your live event with a dynamic Exhibitor Directory today. An effective API is provided to integrate with your registration system for a single sign in registration process.

- **Visitor metrics**

Exhibitors: visitor metrics reports provide valuable insight in leads generated at your 'virtual booth', and allow you to assess ROI and lead conversion rates. The reports contain information from a macro level down to the individual attendee level.

- **Services and solutions**

2xhib project managers take on the responsibility for the planning, production, and promotion through social media, of the Exhibitor Directory in close cooperation with the customer.

Exceptional products, great customer service, and no hidden fees are just some of the elements that contribute to the success of our solutions.

Sign up at [www.2xhib.com](http://www.2xhib.com) now, and select your lead generation package today.

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