



Privately Branded Industry Directory

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

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

Unlike existing static industry directories, the Industry Directory created on 2xhib.com is a platform for collaboration. It is a spot in the cloud for industry members to present themselves using tools like webinars, videos, images, documents, blogs, and tweets. Industry members can make adjustments at any time, and maintain their content themselves.

Vendors become members by signing up for the Industry Directory, and 'virtually exhibit' by leveraging these tools. Visitors register and sign up to consume the content, compare key players, and make informed decisions. The creator of the directory owns the registration data, and uses the Industry Directory to draw more visitors to their website or blog, and share in the revenue generated from sales of Visitors metrics reports. The Industry Directory is accessible from the comfort of any workplace anywhere in the world.

Transparent lead generation model

The Industry Directory created on 2xhib.com offers a means to move away from the traditional industry directory model, where companies sign in, buy advertising space or more prominent placement, leave, and lose track of how many leads have been generated through participation in the directory. At 2xhib.com the members know exactly how many leads they are generating through the directory, because all visitor activity is being logged

and analyzed all year round 365/24/7.

Add personality to the industry directory

The Industry Directory is a 'living and breathing' environment where industry members and visitors communicate through webinars, videos, images, documents, blogs, and tweets. Visitors of the directory download information, and read blogs and tweets, and detailed product information to make informed buying decisions. Industry members recruit more people to the industry community by leveraging the social media tools integrated into the directory. They generate more leads, and capture vital metrics of visitor behavior, which is providing them insight into lead development and deal closure.

"This is a great way to provide extra services to our customers, while at the same time keeping them closer to us"

Major analyst firm

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

- **Industry Directory**

Directory creators: complement your website or blog with a dynamic Industry Directory today. An effective API is provided to integrate with your registration system for a single sign in registration process. Alternatively you can use the 2xhib.com registration system.

- **Visitor metrics**

Industry vendors: 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 visitor level.

- **Services and solutions**

2xhib project managers take on the responsibility for the planning, production, and promotion through social media, of the Industry 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 now, and select your lead generation package today.

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