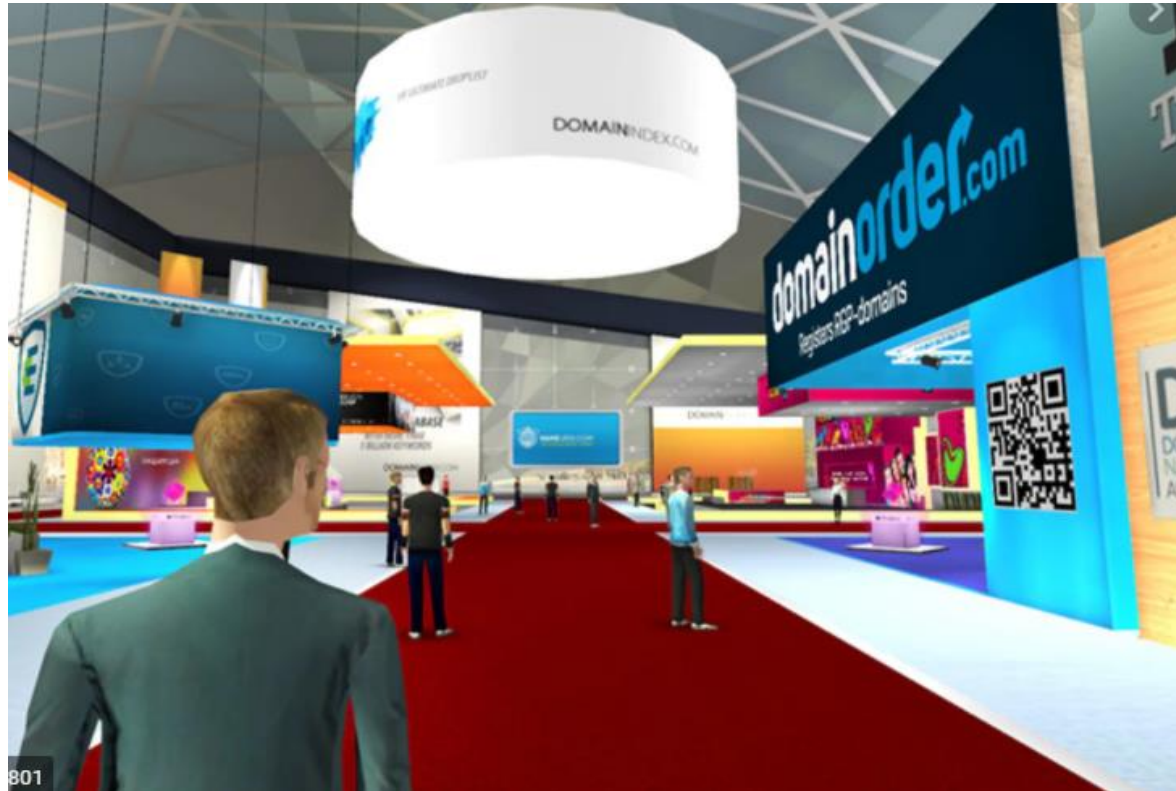


# VIRTUAL TRADE SHOW GUIDE



Prepared by **Maria F. Guzman**



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# What is a Virtual Trade Show?



A Virtual Trade Show is powered by a dynamic 3D environment, resembling a physical show, coupled with tools that engage a global audience and are accessible from the comfort of your home.



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# The Pros, Cons and Challenges

## PROS

- Cost-effective
- Scalable
- Accessible
- Precise Data



## CONS

- No face-face networking
- Distractions
- Less Excitement



## CHALLENGES

- Platform Limitations
- Technical difficulties
- Lack of interest from buyers
- Different Time zones
- More than one visitor in a booth (for exhibitors)
- Marketing material (for exhibitors)



# Tips



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[www.appareltextilesourcing.com/virtual](http://www.appareltextilesourcing.com/virtual)



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# Apparel Textile Sourcing

VIRTUAL

OCT 26TH - 30TH, 2020

NOV 16TH - 20TH, 2020

Produced by



**Manufacturer**  
.com



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.com

[www.appareltextilesourcing.com/virtual](http://www.appareltextilesourcing.com/virtual)



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# Steps for attendees

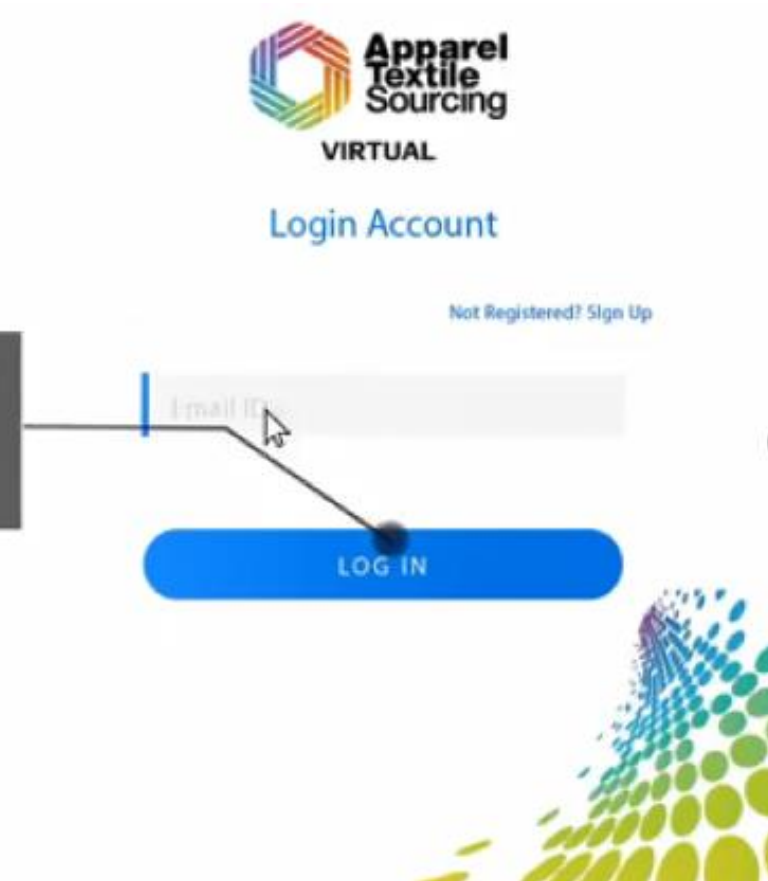
## On line Registration- Log in as a visitor or attendee



**Apparel Textile Sourcing**  
VIRTUAL  
FIRST, ENTER YOUR CREDENTIALS TO VIRTUAL LOGIN

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**LOG IN**



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# Steps for attendees

## On line Entrance



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# Steps for attendees

## On line Information Kiosk



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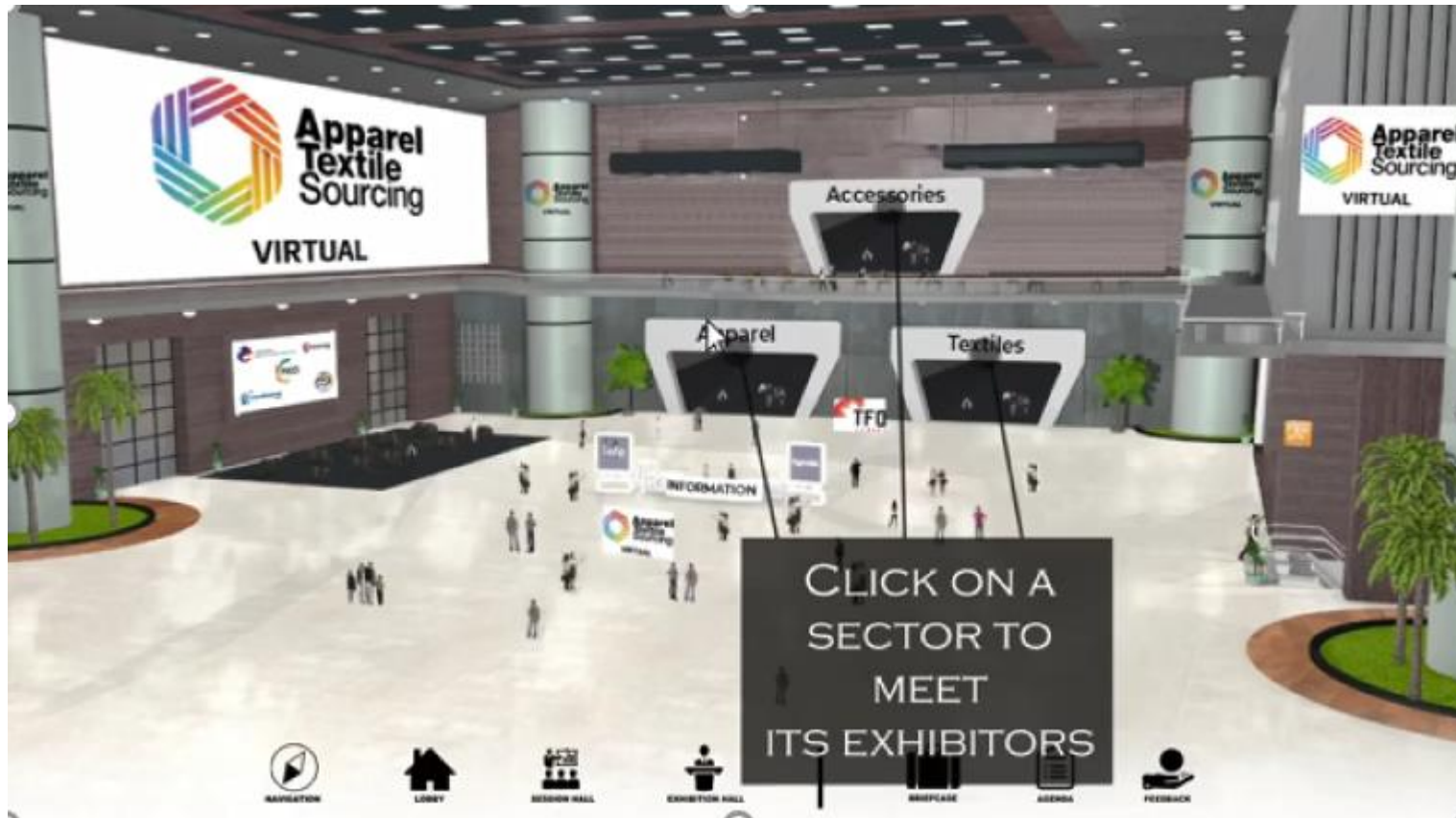
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# Steps for attendees

Visit different Sectors - click on the specific icon



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# Steps for attendees

## Participate on different Webinars



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# Steps for attendees

## Interact with Exhibitors



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# Steps for attendees

## Interact with Buyers



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## ENJOY YOUR VIRTUAL TRADE SHOW

