

Market Overview

Show organizers, exhibitors and sponsors are always on the hunt for innovative ways to drive awareness, increase attendance and deepen engagement.

Some trending options are virtual reality (VR), augmented reality (AR) and transparent LCD displays. These technologies create amazing immersive experiences, and they generate a lot of buzz on show floors.

But organizers and exhibitors face two challenges with immersive technologies. One, they are intimidated by the cost and expertise required to execute these custom activations. Two, the digital shops and third-party platforms that offer these immersive technologies do not specialize in events. Most lack the expertise to integrate storytelling with the technology or to develop event-specific approaches for unique audiences.

Product Overview

ShowandSell® by WallTech is a suite of cost-competitive experiential solutions that help brands showcase their products and tell their stories in multi-sensory, immersive ways. ShowandSell® helps organizers, exhibitors and sponsors demonstrate innovation and engage attendees while maximizing their budgets.

Spatial: Uses a combination of VR and AR to let attendees experience a brand in immersive, 360-degree environments.

Showcase: Features transparent LCD displays that let attendees rotate and examine a product in three dimensions without touching it.

Shareable: Boosts engagement by letting organizers and exhibitors add tokens, custom overlays and celebrity icons to photos.

Benefits

Show Organizers & Exhibitors

Innovate within budget – Offer attendees VR, AR and other immersive experiences at a low-cost entry point

Engage your attendees - Immerse attendees in your brand story with 360-degree experiences

Showcase virtually – Use 3D displays, transparent LCD displays and augmented reality to showcase products that are too large to fit on the show floor

Boost interaction – Let attendees rotate and ShowandSell® your products in three dimensions without them touching the products

Sponsors

Boost ROI - 74% of consumers are more likely to buy products after exposure to a branded event marketing experience, according to Event Marketing Institute

Create buzz - ShowandSell® offers vast opportunities to brand cutting-edge and newsworthy immersive experiences

Differentiate - Separate yourself from the competition with unique and targeted marketing strategies, delivered immersively

Boost brand recall - Increase overall memorability through distinctive, immersive brand storytelling





Target Buyer and User Challenges

Show Organizers

Need to increase attendee interaction with the event, brands and products

Want to generate unique sponsorship opportunities for exhibitors

Need to offer attendees and exhibitors cost-effective immersive experiences

Exhibitors

Need innovative ways to showcase products that don't fit on a show floor

Sponsors

Want to use technology to increase brand awareness and ROI



Words and Phrases To Listen For

VR / AR / 3D

Transparent LCD displays (TLCD)

Immersive technology / experiences

Innovative / exciting / unique

Touchscreens

Interactive displays

Gesture-based displays

Increase engagement



Qualifying Questions

What differentiates your booth or event?

How are you using VR, AR or other immersive technology to engage attendees or potential customers?

How do you drive traffic to your booth?

Do you want to increase average booth engagement from seconds to minutes?

How do you currently showcase products that don't fit in a booth?

Have you noticed competitors using VR, AR or other immersive tech effectively?



Expertise and Key Differentiators

Expertise

Deep knowledge of show operations and the intricacies of the event lifecycle

Experienced in-house development team prepared to assist with collaboration and coaching to optimize presentations

Differentiators

Innovative VR and AR at a low-cost entry point

Scalable & re-deployable solutions (long-term use over many events)

Breadth of content offerings (stock, client-provided, footage)

Focus on event analytics

Story-based approach to technology solutions



Average Deal Size

Small Number of pages:	1 – 20
Professional service hours:	3
	\$2,495
Medium Number of pages:	21 – 50
Professional service hours:	10
	\$4,995
Large Number of pages:	50+
Professional service hours:	20
	\$7,495



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Competition and Partners

Custom digital shops

Obscura Digital
Red Paper Heart
Groove Jones

In-house agencies

Czarnowski
GPJ
GMR

Platforms

Brightline
Mozeus