General Presentation

VIRTUAL FAIRS FOR DEMANDING ORGANIZERS
### SOMMAIRE

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The virtual fair

WITHOUT BORDERS OR LIMITS

Stand out by going digital! Give your event a stronger identity, respectful of the planet and adapted to the expectations of your customers and prospects while saving up their travel expenses.

3D at Home, pioneer in virtual fairs since 2010 and the French leader in 2021, offers with AppyFair an innovative 100% responsive online virtual event platform.

Optimized for mobile phones, simple to set up, our virtual fairs respond to a growing demand from the public for way to organize events that are more environment friendly, accessible, with no geographical limits.
Why choose virtual fairs

**ENVIRONMENT FRIENDLY**
Have the audacity to say **STOP** to the use of thousands of one-shot goodies and printed communication that only last the time of a physical event, and reduce the carbon impact of your event by reducing the participants’ travels.

**UNLIMITED SCOPE**
Meet new visitors without any geographical constraints. The organization of your entire event is done from your office, without any purchase of equipment, transportation, or travel. Choose **simplicity** and reach the whole planet.

**MANAGE COSTS**
Drastically reduce the cost to organize your fair, and focus your energy and resources on the only thing that matters: making your event a **success** while guaranteeing a positive ROI thanks to the live statistics.

**DIGITAL NOTORIETY**
Develop your company's brand image with a virtual in an innovative way by giving it a place in the **digital** world. A user experience on the web will allow your project to be known more **easily**, while impacting the minds of your clients.
## For all sectors?

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<th><strong>PRIVATE ORGANISATIONS</strong></th>
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<td>Event or communication agency and as a private company, you are used to organizing your own events in presencial but you are now looking for a digital solution to limit travel and facilitate their organization.</td>
<td>You are used to organizing your own Open House days on your premises, but have you thought about going digital for these meetings with future students and partners, to broaden your international reach and reduce your organizational costs?</td>
<td>You manage employee mobility issues for a large group, for which you are used to organizing face-to-face forums. Have you thought about the power of digital technology to limit travel and the environmental impact of these meetings?</td>
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<td>Whether you are a local authority or a ministry, and you organize events on employment, mobility or orientation? Meet citizens’ expectations by switching to digital solution that respects the planet, personal data, and brings people together on your territory and beyond.</td>
<td>Do you regularly organize events to bring together customers and suppliers or present innovations? Why go through unnecessary travel when digital technology can save you time, resources and money?</td>
<td>As an association or federation, you regularly bring together your members and partners to discuss topics that are important to you. Exploit the power of the digital world to expand your reach and simplify the organization of these meetings.</td>
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Great benefits for all

FOR YOUR VISITORS

- No travel
- Time saving
- Easy to use
- Optimization of resources
- No charge (travel/meal/nights)
- Discuss easily with all exhibitors
- Chat or video call: it's up to you!
- Access to live conferences and replays
- Access to public chats
- Compatibility with mobile phones
- Respect of privacy (RGPD)
- Security
- Compatible with working from home

FOR YOU, THE ORGANIZER

- Fast set up
- Simple organisation
- Minimum budget
- Reduced impact on environment
- Zero logistics
- Simple administration interface
- Wider geographical reach
- Choice of user features
- Detailed statistics
- Possibility to duplicate events
- Personalized support
- Customized training
- Webinar presentation to exhibitors

FOR YOUR EXHIBITORS

- No travel
- Optimisation des ressources
- Zero logistics
- Zero equipment
- Budget savings
- No charge (travel/meal/nights)
- Personalize your booth easily
- Quick and easy discussions with your visitors
- Chat or video call: it's up to you!
- Direct support on the day of the show
- Detailed statistics at the end of the fair
- Aucun lead perdu
- Compatible with working from home
Why choose AppyFair?

AppyFair is the ultimate virtual event solution, the result of 3 years of intense development by a passionate team, who have been able to build up more than 10 years of customer experience though previous versions.

We know exactly what is at stake when you chose to organize your virtual event, with an experience of more then 300 events for over 200 clients in 11 countries around the globe.

AppyFair also offers the best rates on the market, for a totally innovative and complete experience, and the assurance of a successful event.

Beautiful platform and the quality of the graphics pleased and even surprised all the visitors and exhibitors. In all a great and very positive experience!

Pascal F.
Association for the Promotion of Wines and Spirits in North America
Functionalities and assets

- Multilingual Universal hour
- Personalized URL
- Dedicated Back-office
- Dedicated project manager
- Showcase website
- Personnalised form
- Live statistics
- 3D personalized booths
- Private and public chats
- Video call intern or externe
- Social networks
- Integrated agenda
- Library of content
- Live conferences
- Thème graphique personnalisé
- Favorit content
- Global security
- Automatic emails
- GDPR compliance
- Many guides and tutorials
- On demand developpement
Accessible from anywhere

Available on Microsoft Windows, Mac OS, Android or Linux, compatible with desktop, tablet and mobile devices, AppyFair is designed to be accessible to everyone everywhere and at all times, to meet the mobility needs of the users of today.

Accessible directly in a web browser without any additional installation, AppyFair facilitates discussions, sharing, and meeting opportunities in a few clicks!
Your personalised 3D booths

You or your exhibitors can customize the visual aspect of the booths directly online from our exclusive interactive configurator.

Create as many mock-ups as you want: choose a model from a large selection, test your communication brochures and colors directly on the platform, with immediate results.

When you are satisfied with your design, ask our team to create a Premium rendering in one click, to obtain an optimum visual quality.

Guaranteed deadlines

In 2020, we produced more than 6,000 Premium 3D custom-made booths. On this occasion, we have developed specific tools that allow us to meet ultra fast deadlines.

CONTACT OUR TEAM
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+32 2 548 15 82

Finalize your booth with an animated avatar to choose from a large panel representative of the company, and available in several outfits.
A team at your service

From planning to analyzing your performance, it is with complicity, rigor and enthusiasm that our team of 14 passionates are here to exceed your expectations, regardless of the complexity or size of your event.
A day by day follow-up

With your dedicated project manager, organizing your show is quick and easy!

**Set up and training**

Assistance in organizing your event

After the installation of your platform within 48 hours, your dedicated project manager will offer you training in the use of the back-office, and will share experience to help you in your preparation.

An introductory webinar can also be provided for your exhibitors.

**Preparation of the booth and speakers**

Putting up content online and managing privileged access

Quickly autonomous, you can distribute the roles of organizer, speakers or exhibitors, and put online the content that will be accessible to future visitors.

**Communication and signing up**

Communication with future visitors, launching the registrations

As soon as your showcase website is ready, you can share it and communicate with the public of the virtual fair to allow them to sign up and organize their appointments.

Other options are available, such as importing visitors from your own databases.

**Opening to the public**

Enjoy it, it’s the big day!

It’s time for interactions and encounters!

Your visitors will be able to come to the booths to meet the exhibitors, to exchange with them and attend the conferences that you have scheduled.
Strong references

In 2020, following the covid crisis, 3D at Home has created more than 300 virtual fairs in 11 countries around the world, when they could not be held physically.

To find all the press and TV coverage of this incredible adventure, please visit our website.
Any questions?
If you would like more information about our services, consult our rates or request a personalized demonstration by video: please visit our website!

They support us: