

eZ-Xpo Overview

Imagine an entirely new way of engaging with your customers, prospects, business partners and employees, through rich multimedia, that not only drives interactivity and collaboration, but allows you to follow-up with your prospect for better customer intimacy.

eZ-Xpo™ has taken the industry to the next level by offering all of these capabilities as one of the most comprehensive virtual platforms available today. Our virtual events solution not only replicates the impact and effectiveness delivered by face-to-face events, but also provides an enhanced and measurable user experience over the web, so that you can:

- Generate and qualify leads faster with automatic follow-up
- Educate and motivate specific target audiences
- Create momentum around a cause, a topic, an activity or a product launch
- Capture actionable marketing intelligence real-time to support immediate ROI requirements



Key Benefits

- Expand global reach with less costs and time for higher return on investment (ROI) by city, states, country, & industry
- Instant lead generation response for each virtual event automatic follow-up marketing automation
- Personalize exhibit hall to suit your target audience
- Reduced or zero travel time
- Reduced cost per employee

“eZ-Xpo will drive deeper levels of interaction, learning and collaboration, and develop better customer relationship.”

**Erick Alexandar, CEO,
MoneyPhysician & SBXPO**

“ We have researched many virtual event platforms in the industry. We chose eZ-Xpo and LocalPlaceXpo because it is very easy to use, flexible, and cost-effective..”

**Mike McEvoy, Director of
Marketing Communication,
Sawgrass Consumer Division**

Why eZ-Xpo™?

- The World's 1st All-in-One Virtual Expo Marketplace with built-in marketing automation 24/7
- Not just another virtual event platform; but **a network of virtual expo marketplaces 24/7**
- All-in-One virtual office applications (i.e., customer relationship management, webinar, email marketing campaign, and learning management system)
- Fully customizable Virtual Expo Marketplace platform



Solutions and Capabilities

Lead Generation

Today, marketers face unique challenges that drive the need for greater brand awareness, higher quality leads, and faster consideration, all with reduced marketing budgets. Our sophisticated and unmatched lead management tools provide the set of capabilities that enable marketing teams to accomplish all of these tasks in an efficient and cost effective manner.

- Identify common interests through attendee profiling and increase interaction with social media capabilities
- Identify attendee interactions and assign the leads to the appropriate resource—in real time
- Generate measurable results by analyzing progress throughout an event and utilize real time metrics through our ROI dashboard

Corporate E-Learning & Training

Build a community to facilitate knowledge transfer and skills training for employees, customers and partners – all in an exciting and interactive virtual environment. eZ-Xpo™ brings dynamic instructional content right to the program attendees, so they benefit from an enriched learning environment.

- Build real-time, and on-demand learning scenarios
- Tie assessments to content matter
- Test for skills acquisition and offer immediate remediation
- Customize the environment for each type of user
- Encourage individuals to form virtual communities and teams to resolve challenges

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