

ECO COMMERCE EXCHANGE (ECE) MARKETPLACE

A Virtual Showroom (VS) lets you meet motivated customers and investors, develop leads, handle inquiries, convey information, or maintain regular contact with partners and prospects. Designed to complement the live tradeshow experience, Eco Commerce Exchange (ECE) brings the most productive aspects of real-world tradeshow into an online context, where their effectiveness can be amplified by ECE's highly targeted and motivated international B2B community.



The ECE Marketplace provides exhibitors with a **year-round** (12 months) virtual showroom that is open to existing and prospective customers at their convenience, anywhere and anytime. 'Done for you' showcase and 'ready-to-use facilities' provide the ability to display, demonstrate, and discuss technology, Best Adaptation Solutions (BAS), Best Conservation Solutions (BCS), Finance, and other products and services, offering visitors the information and interaction they would expect in person.

Built with field-proven elements integrated into a comprehensive, ready-made solution, an online showroom is a powerful and amazingly affordable way to keep tradeshow momentum working for your company/organization all year long. Here's a look at what ECE Virtual Marketplace can do for exhibitors:

- 1. Attract better leads for less money** - ECE integrated search engine optimization (SEO) techniques use meta-tags derived from your own virtual showroom content to deliver qualified visitors right to your showroom. Once there, visitor's actions are tracked and a continuously-refined profile is built using lead scoring methodology. With a clearer understanding of your prospects' interests, you will be more effective in tailoring your pitch to their needs.
- 2. Generate wider online exposure** - Exhibiting in an ECE Virtual Marketplace, virtual venue puts you where the action is in your market sector, so you can tap into the traffic being driven to the virtual Eco Commerce marketplace. Visitors coming for marketplace events, or simply to find technology, BAS, BCS, and other related products and services in a single location, will know you are there and be able to see what you have to offer. That means you'll be positioned to capture prospects that wouldn't have found you in a standalone setting.



Create enhanced visitor experience - ECE Virtual Marketplace won't replace your own website, but it will offer a wide variety of compelling features — live and on-demand video, online chat, discussion forums, Webinars, RSS feeds, etc. — that would require enormous time and resources to develop and support on your own. The more interesting and informative you make your virtual showroom; the more your visitors will come back, creating additional opportunities to drive home your message.

Realize better return on resources - With ECE Virtual Showroom, the resources you put into virtual showroom aren't lost when the live event closes. Your virtual showroom gives you a place to keep and present assets such as presentations, demos, and collateral working for you throughout the year. Furthermore, your virtual showroom can handle many of the functions that would otherwise require on-site personnel, allowing you to operate more efficiently and reduce overall costs.

Features

ECE Virtual Marketplace is a powerful, lead-generation platform that brings global Eco Commerce community for trade, investment and information exchanges. Open 24/7 and accessible around the globe, ECE Virtual Marketplace amplifies the benefits of trade shows, meetings, and conventions, while providing a continuous, centralized venue with game-changing advantages such as streaming media, social networking, and advanced analytics.

ECE Virtual Marketplace enables you to:

Take advantage of a 'done for you' opportunity - we will get your online showroom up and running. Our business model gives us every incentive to see you succeed.

Speakers On Demand - Visitors can experience speakers and never miss a seminar or breakout session. Sessions are available on demand in the auditorium.





Rich, engaging experiences - ECE Virtual Marketplace keeps visitors coming by supporting engaging experiences that go beyond downloadable documents such as data sheets and whitepapers. Grab visitors' attention with streaming video and/or audio presentations, and get them participating in real-time events such as webcasts, conferences, and product demos.

Content archive - ECE Virtual Marketplace multimedia library feature lets you turn one-off events into long-term resources that keep informing long after the live presentations, demonstrations, and discussions are finished.

State-of-the-art communications - With an arsenal of communication tools — direct chat, PR distribution, RSS feeds, and a widget briefcase — ECE Virtual Marketplace takes full advantage of the latest technologies for targeting your message and getting it into the right hands.



Generate Leads - As the virtual venue and its booths are provisioned, ECE Virtual Marketplace automatically meta-tags added content and applies advanced search engine optimization (SEO) techniques that improve placement in search engine results. The more exhibitors or merchants a venue attracts in a given area, the more these SEO techniques increase the collective pull of the venue— an effect that can be further enhanced with sponsored search engine placements. The result is that a ECE Virtual Marketplace venue creates a powerful draw that can bring in far more qualified leads than a standalone website.

Leverage social networking and syndication tools - ECE Virtual Marketplace also provides comprehensive, social networking and syndication tools. These include the ability to text chat with a promoter or sales person, conduct an instant phone call, or generate automatic RSS feeds to every subscriber when new content is added to an exhibitor's booth or the show. In addition, exhibitors will be able to link their virtual booth at the marketplace on their own website through embeddable HTML code. Exhibitors will also be able to publish specific event listings, such as presentations or demonstration webcasts, based on a preferred category or keyword filters on their website through embeddable HTML code (i.e., reciprocal link building).

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Easy self-provisioning - Whether creating a single virtual booth or an entire virtual show, ECE Virtual Marketplace's fast, intuitive interface keeps you in full control, letting you define your content and your look and feel without involving your IT staff.

SEO-driven traffic - Sophisticated search-engine-optimization techniques send traffic to exhibitors, thereby delivering highly-qualified leads and creating opportunities for additional revenue streams from targeted advertising and sponsored links.

Integrated lead management & analytics - Real-time attendee profiling and intelligent lead-scoring techniques combine to add value to each and every lead. Every virtual showroom created using ECE Virtual Marketplace has integrated analytics, which means that ECE Virtual Marketplace tracks every movement of the attendee — every download of information and every conversation — and it provides viewing information for all multimedia presentations. The attendee profile is continuously updated from the analytics and the information is further used to help the promoter determine the most effective advertising placement for optimum results.

Attract and engage customers - ECE Virtual Marketplace include all the facilities needed to support a powerful, engaging experience for visitors: real-time events such as webcasts and conferences; visitor participation via discussion groups; streaming for video, audio, and presentations; and downloading for papers and collateral materials. All the promoter needs to do is to provision the various venue facilities with content using a simple drag-and-drop interface that is designed for non- technical personnel.

