

## Corporate

Our Company

Our fantastic team

Our mission – vision –  
values

Our achievements

Our clients



## The solution

Pavilions and Entrance hall

Exhibition hall - booths

Conference rooms

Network Café –  
Meeting corner

Virtual Showrooms –  
3D experience websites

## USP's

Customization

100% made in Belgium

Project management

Data collection

Partner Programs

Not enough time?  
Watch the short pitch here



## CORPORATE DETAILS

- founded in 2020
- 100% Belgian owned
- 3 shareholders
- 13 employees
- headquarters in Bruges
- <https://virtualfair.be>

## HEADQUARTERS

### **BELGIUM**

Koningin Elisabethlaan 18,  
B-8000 Bruges

### **FRANCE**

12, Boulevard des Fauvettes,  
F-83120 Sainte-Maxime

## Contact

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CEO

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# Our fantastic team

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## Managers / stakeholders

**Diego Dupont**

CEO

**Michele Roggemans**

COO

**Ignace Meersschaut**

CFO

## Our team consists of:

- 3D designers
- Web & app developers
- Project managers
- Account managers
- Online marketeers
- Privacy experts

### Country Managers

**Cindy D'houst**

Belgium

**Christelle Fiore**

France

### Data Protection

**Mike Thevissen**

DPO

### 3D Designers

**Christophe Blomme**

Art Director / 3D Designer

**Roos Broucke**

3D Designer

**Enes Abdullah Salkim**

3D Artist

**Lorenz Delcol**

3D Designer

### Developers

**Tuur Swimberghe**

IT Manager / Developer

**Benjamin Maes**

Web developer

**Jorrit van Vrouwenerff**

Web developer

**Stijn Vergote**

Web developer

### Digital Event Managers

**Gwenaëlle Volkaert**

Internal project manager

**Eline Theys**

External project manager

**Eline Vekeman**

External project manager

### Digital Event Marketeer

**Dimitri Balcaen**

Marketing manager

### Account managers

See [here](#)

# Our mission Our vision Our values

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## Mission

Fairtual Technologies wants to be a global player in the world of virtual events and platforms that constantly innovates and listens to the needs of the customer.

## Vision

Fairtual Technologies believes in a hybrid MICE sector where virtual / digital and physical go hand in hand and are complementary to each other.

## Values

Saying what we do and doing what we say. At Fairtual Technologies, customer (organiser, exhibitor, speaker and visitor) satisfaction is held in high regard.

*“Every day we strive for perfection. Every day we listen to our customers and innovate where necessary and where possible. We do this with the greatest passion, because we love what we do!”*

# Our achievements

Belgium – Germany – The Netherlands - France

## NUMBERS

46 events realized in 10 months

+ 200K visitors

+ 1,3K exhibitors

+ 200 conferences / webinars

+ 1M chats / videochats

+ 1,7M orders

+ 350 event days

+ 750M EUR turnover realized

+ 60 events to be organized in 2021

# Some of our clients

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## NUMBERS

BELGIUM  
NETHERLANDS  
GERMANY

81 %  
11 %  
7 %

B2B EVENTS  
B2C EVENTS  
B2B-B2C EVENTS

69 %  
27 %  
4 %

# Pavilions

Choice of different pavilions for all types of events (trade fairs, job fairs, conferences, corporate events...)

Various possibilities in terms of advertising (flags, banners, LED walls... even the integration of 3D objects in the outdoor environment)

Full 3D (movie as intro or teaser and pano as navigation page)

Flexible rental periods

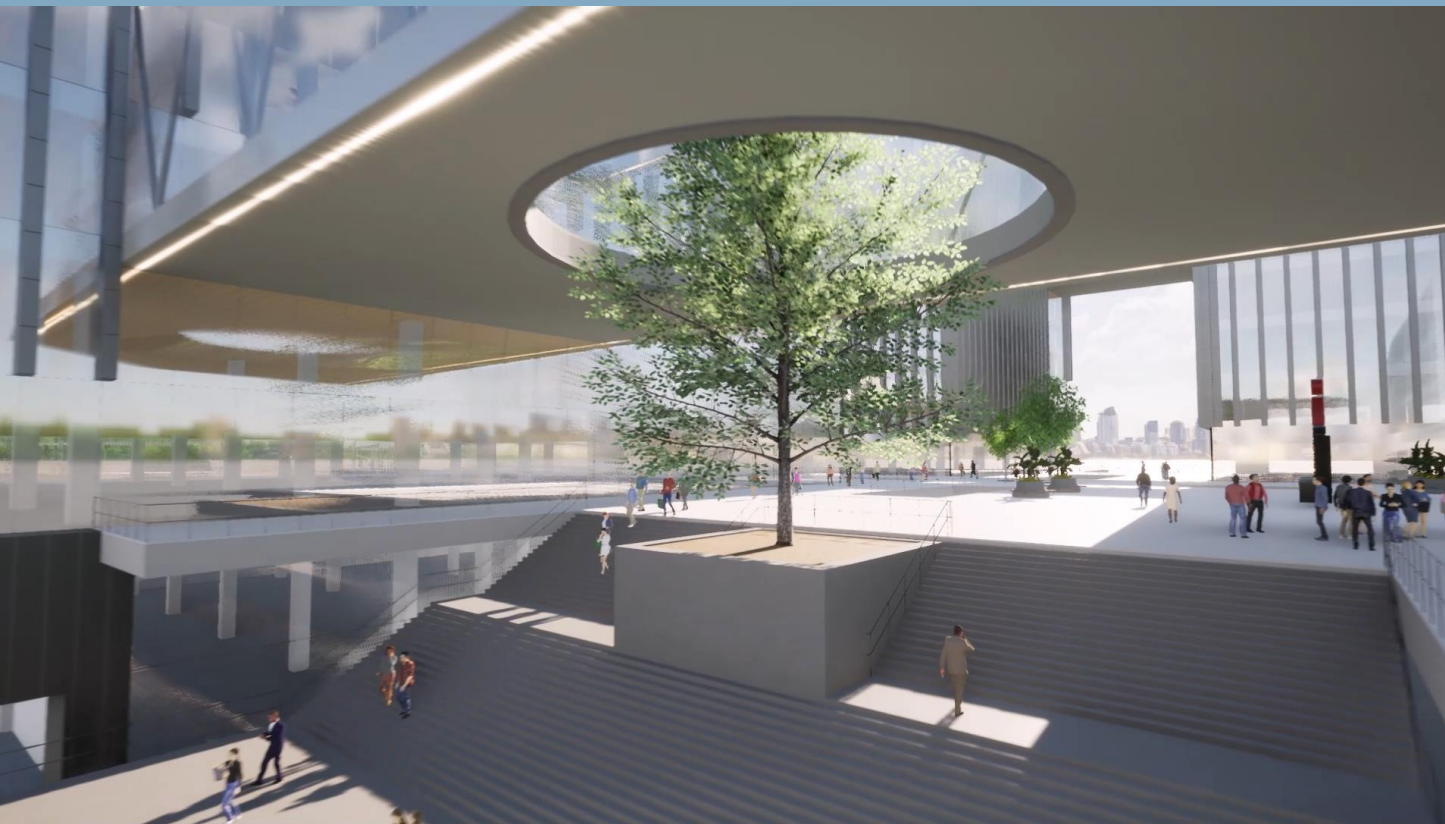




# Pavilions

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It is also possible to (re)build complete (existing) outdoor environments.





# Entrance hall

Choice of different entrance halls for all types of events (trade fairs, job fairs, conferences, corporate events...)

Various possibilities in terms of advertising (flags, banners, LED walls... even the integration of 3D objects in the entrance hall)

Full 3D (movie as intro or teaser and pano as navigation page)

Engaging visitors through intro videos, explainer videos...



# Exhibition hall

The exhibition hall consists of several booths that are shown in a 3D environment – accessible through an **Interactive Map of Stands**

In the exhibition hall you can put sponsors and partners in the spotlight via advertising panels, LED walls, etc.

Full 3D (movie as intro or teaser and pano as navigation page)

3D objects can be added on demand in these environments



## Booths – the designs

There is a choice of different sizes of modes (S - M - L and XL)

Different designs are available for each format

Each design is available in 6 different colors

There is also the possibility of building custom booths





## Booths – the functionalities

By default, there are a number of functionalities such as:

- The **info button** behind which is info from the exhibitor
- The **video play button** for displaying video(s)
- The **Goodie Bag** for displaying offers, downloads and discount codes
- A **contact button** to allow visitors to send a contact form
- A **chat button** to facilitate written chats between visitors and exhibitors

There are also additional features or functionalities that are customized:

- An **order button** to allow visitors to place orders
- A **quote button** to allow visitors to request quotes
- A **speed date button** to allow visitors to set up an integrated video meeting with an exhibitor
- A **module to make physical appointments** between visitors and exhibitors (e.g. to visit a showroom)
- A **green key character** who spontaneously addresses visitors when visiting a booth
- The **Product Information button** for displaying brochures and flyers



# Conference rooms

Different types of conference rooms can be rented / integrated for:

- Plenary sessions or break-out sessions
- **Live and / or pre-recorded** displays, with or without live Q&A for the visitors

We can provide moderators, directors... who will assist you during the live days.

Integrated agenda with overview of the different sessions

Pre-registration for visitors possible

Parallel sessions can take place in different breakout rooms

Pop-ups can be shown before the start of a session

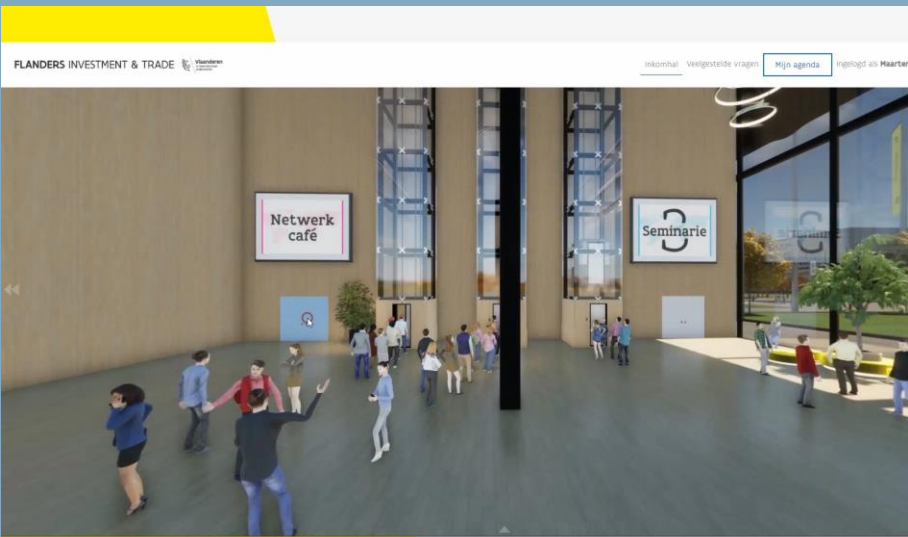


If necessary, we will put you in touch with our audiovisual partner who has its own studios, video and editing equipment, etc.

# Network café

At the **Network Café**, all stakeholders can:

- One on one chatting with each other
- Participate in conversations in various topic rooms
- Participate in group discussions
- Search for people present who are of interest to them and initiate a conversation



# Meeting Corner

The Meeting Corner is a progressive functionality where:

- Visitors can schedule one-on-one video meetings with exhibitors, speakers or others in advance (after registering, before or during the event)
- The visitors get (after finding the person they want to meet with) an overview of the available time slots of the respective persons
- When booking a time slot, both persons will receive an email with an ICS file (Google calendar, I Calender or Outlook calendar)
- Also, a meeting link is automatically created
- The meeting is embedded in the platform so no one has to leave the platform





# Virtual showrooms

We also build virtual showrooms:

- Which can be used as stand alones or
- Can be integrated into a virtual fair



# Customization

We can provide far-reaching customization:

- In terms of design
- In terms of functionalities



# 100% made in Belgium

## Advantages:

- No offshore teams
- Multilingual team
- GDPR Proof
- (Personal) data stays in Belgium (server park in Ghent)



# Project management

## Project management is provided:

- By an internal project manager (Fairtual)
  - An external project manager
  - In a State of the Art online environment
  - Who ensures a smooth follow-up
  - Through weekly online status meetings
- 
- Project Manager daily available (via e-mail) for support of the organisation from 9AM - 18PM on weekdays (Monday - Friday)
  - Weekly online meeting 1 hour during the preparation of the virtual event with the organisation
  - Training meetings by the Booth Manager for exhibitors during the preparation
  - Technical assistance from 8AM - 20PM (via e-mail) on opening days of the virtual event

# Data Collection

## What data can be made available?

- Who attended the event?
  - Which booths did people visit and how often?
  - What videos did people watch?
  - What files have been clicked on / downloaded?
  - How long did people stay at a booth / attend a session...
- 
- Interesting for exhibitors as a "lead generator"
  - Interesting for the organizer to know what works / does not work
  - Interesting for (mandatory) conferences to know who attended what
  - ...

# Partner programs

## NEW OPPORTUNITIES - BUSINESS CONTINUITY

- training in the business of virtual events
- white label possibilities
- support in setting up virtual eventsmerge creatie en boni
- incentives (a.k.a. workstations...)
- ...

# Want to experience a full event?

Just click [here](#) and turn on the sound!





**We can do this for you!**

# Contact us!

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## Fairtual Technologies BV

If you can dream it, we can make it

### BELGIUM:

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Belgium

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F-83120 Sainte-Maxime,  
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# Short pitch

WELKOM IN DE WERELD VAN






Jouw verbeelding is het enige limiet

for people with little time



## **Our recent study speaks volumes**

A purely physical 2-day event with 5,000 visitors in total, of which 4,800 come by  (and drive an average of 80km), 50 by the  (London-Brussels) and 150 by the , with 50 visitors spending 1 night in a hotel... yields an average CO<sup>2</sup> emission of - hold on -.... 191.55 tons of CO<sup>2</sup>!

To offset this, 18 hectares of forest (that's a lot ) would have to be created (with an average of 400 trees / ha). We are talking about 1 physical event here for the sake of clarity... 

The same event, purely virtual (digital / online) has a CO<sup>2</sup> emission of **3.2 tons on average**.

▶ Fairtual Technologies BV has therefore decided to be **completely CO<sup>2</sup> neutral**.

**The entire CO<sup>2</sup> emission that we create through our events is integrally compensated by planting trees.**

