

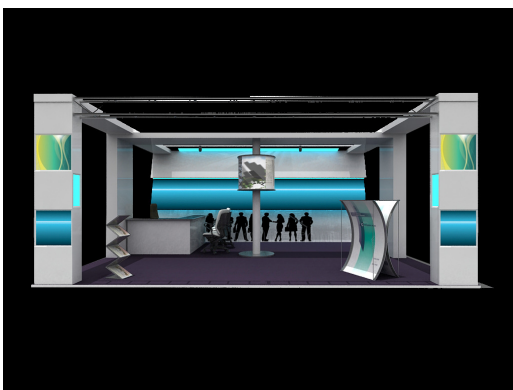


European IT 2010 15-17 Sept LIVE

What is EIT2010

V-Trade is launching **European Information Technology Virtual Trade Show - EIT2010** - with the participation of **10 Eastern European countries**. Exclusively virtual, the show offers up to 100 booths to exhibitors to present themselves to British companies. It is a great platform to **make your company known** to the British market without the high cost of a physical tradeshow! Successful businesses need innovative and powerful IT solutions to run effectively and consistently. As cost for action in business has been a major issue in the past months, progressive businesses are looking to bringing efficiency in marketing investment.

A reliable and cost effective way is to take part in online activities, to run an up-to-date website, drive visitors and drive innovation in business. That's where V-Trade EIT2010 comes into play: a pan-European virtual tradeshow that offers all and more that is included in a traditional tradeshow.



V-TRADE INVITES YOU TO TAKE PART IN THE FIRST PAN-EUROPEAN LIVE VIRTUAL TRADE SHOW AND GENERATE QUALIFIED LEADS FOR A FRACTION OF A TRADITIONAL SHOW COST. BUSINESS DEVELOPMENT AT A CLICK-OF-A-MOUSE!

focus on MARKET INNOVATION

What is on Offer

Our offer includes a large variety of services, packaged as well as a la carte from a menu of choices.

We have:

100 exhibitors' booths

Video, animation, slideshow

Live media centre

50 conference slots over days

Live chat

Live lounge meetings

Online shopping

Electronic catalogue

Library of documents

Contests

We expect thousands of visitors, hundreds of new partnerships, tens of contracts signed and a little money spent by each exhibitor!

Exhibitors Profile

EIT2010 is covering 5 areas:
Computer Hardware and Networking
Software Media
E-Commerce & IT Outsourcing and Consulting
Telecommunications

At a fraction of the cost of a traditional trade show, virtual trade shows offers not only European coverage, but also a pre-qualified audience. An Expo Hall is dedicated to each area for exhibitors and sponsors!

Visitor Industries

Eit2010 is designed for decision-makers from the following industries:
 Investment and Venture Capitalist*
 Telecoms*
 Financial Services
 *Manufacturing * Media and Publishing * Utilities*
 Services

We invite companies from **10 European countries** to exhibit and to present and to get in contact with British companies on what is new, what do they work on, what makes them successful!



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**3 days live
plus
1 month
on-demand
availability**

Target Visitors FREE registration, attend any conference and visit any booth!

SME's and large companies alike are invited to take part in the programme!

Professional Profile

CIO/CTO * IT Manager/Director * Marketing Manager/Director * Business Development Managers * Procurement Manager * Project Manager * Programme Manager * Partner Manager * Alliance Manager * Innovation Manager

Benefits to Exhibitors

FIRST the price. At only a fraction of the traditional show, companies get full brand and offer visibility. Attending virtually, the cost of travel, production, shipping, on-site man management is reduced to Internet connectivity. Justifying the investment per qualified lead makes the case for choosing a virtual tradeshow over a traditional show. Plus, statistically, 4 times more visitors are generated in a virtual environment!

SECOND pre-qualified leads. A virtual tradeshow is visited by people interested in the topics. When signing up, they will select from a menu of choices, the specific topics and communication will be targeted as such. When businesses are recovering, the benefit of value for money can be easily proven. The specific targeted communication via the virtual tradeshow cannot be compared to a traditional tradeshow.

THIRD anywhere. It is critical for businesses to have direct contact with its clients and prospected market. A hand shaken sometimes closes a deal, however when the world is going through difficult times and technology is advancing, businesses do consider more carefully what they spend money on. Saving on travel and benefiting from technology available at a click of a mouse, delivers real benefits to everybody involved. All participants can take part from the comfort of the office or at home.

Why are business people interested in trade shows? Because they want to find out what's new, they want to develop partnerships and network with like-minded people.

Why are business people interested in *live virtual trade shows*? Because they offer a level of an unprecedented interactivity with a large number of people and businesses! They offer the value of pre-qualified leads, their contact details as well as areas of immediate interest.

In a traditional tradeshow's environment, direct interaction only happens if visitors stop by your booth! In a *live virtual trade show* environment, participants will visit up to five times more booths, save the information, chat live and order on line. All from the convenience of their office, home or on-the-go with mobile Internet!

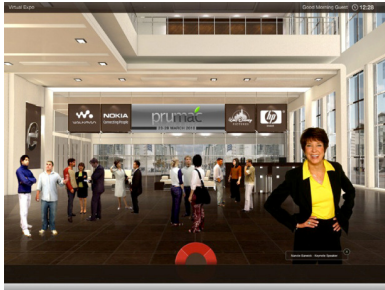
Plus, it is environmentally friendly!



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What Exactly Can Be Done At a Virtual Tradeshow?

The sponsors and exhibitors can organise launches and re-launches of products and services, meet customers and prospects, invite prospects, can take orders, can present in the main conference room, can organise contests, can do market studies, can send press releases, can set-up interviews, can make live announcements.



European It 2010 Exhibitors and Sponsors Packages	Standard	Plus	Extra
Live Exhibition			
lobby logo display	no	yes	yes
hall logo display	no	yes	yes
booth templates	10 templates	15 templates	25 templates
number of staff at booth	open	open	open
exhibitor information at booth (photo, logo, banner)	yes	yes	yes
view videos at booth	1	2	2
view presentation booth screen	1	2	3
collateral documents to download at booth - pdf	7	12	20
product catalogue with on line shopping option	yes	yes	yes
competition and prize	yes	yes	yes
newsletter sign up	yes	yes	yes
contact details and link to website	yes	yes	yes
announcements per live day	1	2	2
Conference Hall (lecture)			
recorded conference slot of 40 min with live Q&A	guaranteed for the first 40 booth bookings		
Resource Centre access			
pdf documents	5 documents	10 documents	20 documents
Lounge chat			
meet and greet visitors and exhibitors alike - access to all chat groups	yes	yes	yes
Press room			
number of press releases per show	1	2	3
press kit	200 words + 1 image	400 words + 2 images	600 words + 4 images
booth events announcements	yes	yes	yes
arrange an interview	yes	yes	yes
pre-show advertising	no	yes	yes
pre-show email distribution	extra	yes	yes
post-show availability	extra	yes	yes
list of booth visitors	yes	yes	yes
all visitors list	extra	yes	yes
Price per booth EUR per show	300 €	375 €	500 €

Extras	EUR
extra documents for upload	
pdf/ppt	25
video	45
conference slot	250
all visitors list buy	500
post-show communication (per message)	100
live show banner	175
post-show banner	50
pre-show mail (per message)	150
booth set-up	150
lobby single TV display	75
lobby double TV display	100
hall logo display per day	55
creative work (banners, video, etc) per hour	65
customization per hour	100

Location www.eit2010.com

Date 15-17 Sept 2010; from 9:00 to 18:00 CET + one month on demand

Register to book your exhibition booth by visiting our website at www.avantarget.com/show-EIT2010/index.htm

Create your profile, add your password and get connected on the day!

Recommend a business partner at eit2010@avantarget.com.