Why your Exhibition stand needs a digital twin…

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Physical events and exhibitions are finally back in full swing around the world allowing people to meet and see products for real again. Successful virtual events run over the last two years have also proven popular, with the convenience of online accessibility delivering large global audiences.

Click the video link to learn more about V-Ex Digital Twin

Now we can have the best of both worlds, using a service such as V-Ex Digital Twin it is an easy step to create a low-cost digital copy of a physical exhibition stand to maximise the visitor numbers from any popular exhibition or trade show.

There are other considerations, a 'Digital Twin' of any physical exhibition stand, product launch venue or showroom can increase accessibility for your audience and promote diversity while also greatly improving sustainability.

A perfect online duplicate of your exhibition stand or venue will utilise all the design, content and marketing collateral you've already produced to create an always-on digital presence with marginal additional outlay (The cost of a digital twin exhibition stand is usually around 10% of that invested in the physical version). During an exhibition or event it can be used to offer a simultaneous 'hybrid' experience where remote visitors can engage with your live content and speak to your sales representatives.

As an exhibitor, a digital twin of an exhibition stand provides a great opportunity to extend the engagement period of the event. Many pre-registered visitors for a live event are often not able to attend on the day, most B2B trade shows for example have a 50 – 60% attendance rate compared to pre-show registration numbers. Working with the show organiser to help promote your digital twin to registered visitors who did not attend allows you to reach verified leads long after the doors have closed to the physical event.

The V-Ex virtual platform incorporates visitor registration, live stats and user analysis and incorporates a simple Content Management System (CMS) which allows you to update your digital twin throughout the year.

Companies such as V-Ex have been building purely virtual exhibition stands and digital twins of physical designs for over ten years now, and have constructed 1,000's of them, so the process of ordering one and having it built is both easy and convenient.

Having built the digital twin, you can embed it into your website or host it on a standalone webpage. Visitors can access it from any current web browser with no need to download any software.

Image captions:

Image 1: Digital twin example for Mitsubishi Electric

Image 2: Digital twin example for Burkert Fluid Control Systems

About V-Ex

V-Ex has been an established provider of virtual events and digital services for over 10 years. The company owns and operates an online platform that delivers unrivalled digital experiences, from large-scale events, supplier conferences and exhibitions to sales and training environments. The event delivery team works with the 3D design and development department to create stunning visual experiences that deliver both live and permanent projects to unlimited global audiences.

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