

Trade show cancellations have led to a sharp rise in visitors to virtual exhibition

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how organisers confirm visitor numbers have surged over the past few weeks. “The IndustryExpo.online virtual exhibition is the only full-sized virtual trade fair open at the moment, so we’ve found both visitor numbers and stand bookings have risen sharply” states Nigel Borrell. “Footfall through the doors is currently increasing by over 10,000 per week”.

“We still support live shows and originally saw the online platform as a way of bridging the gap between live shows” adds Sara Gordon, “IndustryExpo.online however is a standalone show. We took the decision not to align with a live show for this event so we could prove to audiences and exhibitors that the concept of a virtual exhibition was strong enough to be successful in its own right.”

However, with a large number of live exhibitions and conferences cancelling or postponing their events to help reduce the spread of Coronavirus, interest has turned quickly to digital alternatives. IndustryExpo.online is hosted on the V-Ex platform which was designed from the outset to manage large-scale trade shows with hundreds of stands and thousands of visitors.

Image captions:



Image 1: With a large number of live exhibitions and conferences cancelling or postponing their events to help reduce the spread of Coronavirus, interest has turned quickly to digital alternatives.

[Click here to watch the video on YouTube](#)

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About IndustryExpo Virtual Exhibition

www.IndustryExpo.online Virtual Exhibition is an industrial trade fair that hosts a range of exhibition stands from SMEs to market leading brands. The platform works the same way that a live exhibition does, except that you can visit at any time, from anywhere. The hall and all the stands are rendered out to real physical dimensions. As a visitor, you are able to explore the hall in the first person or shortcut to the exhibitors that interest you using an interactive floorplan or exhibitor list.

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