

Virtual exhibitions meets sales enablement - marking a new era for digital marketing

22 August 2023

V-Ex, the leading virtual exhibitions platform, and Showpad, the global leader in sales enablement technology, have unveiled a new partnership that promises to transform how businesses approach digital exhibitions.

Building on Showpad's best-in-class sales enablement platform and V-Ex's pre-eminence in virtual environments, the alliance lays the groundwork for an exciting new era in which VR and customer engagement intertwine to create game changing virtual experiences.

By integrating V-Ex's virtual capabilities with Showpad's intuitive content management and CRM integrations, customers can showcase their products and services in unparalleled detail. All the while, powerful back-end analytics integrate seamlessly into CRM platforms, in turn facilitating a deeper understanding of their audiences' needs.

This partnership marks a pivotal moment in digital marketing, upgrading and enriching the virtual experience, and making every interaction a valuable opportunity to learn, evolve, and thrive.

Andrew Chi, VP Global Partnerships, Showpad, said: "The foundations of this partnership lie in our shared recognition of potential. Through joint work on mutual projects, we have witnessed the breadth and depth of V-Ex's expertise in designing

high-quality, ultra-realistic virtual environments that revolutionise the impact and effectiveness of experiential digital marketing tools. This paved the way for a union of two digital pioneers set to redefine the virtual corporate landscape.”

David Bedford, COO of V-Ex, commented: "The Showpad platform is trusted by some of the biggest global brands around the world to curate and manage their sales and marketing collateral. Our expertise lies in creating immersive and engaging digital experiences that capture the user’s imagination and encourage interaction in a new and exciting way. The partnership integrates our flagship frontend solutions with Showpad’s backend capabilities – supplying invaluable visitor data directly to the customer’s CRM.

“We can provide an additional level of support that delivers a deeper and richer understanding of visitor behaviour.”

Image captions:



Image 1: By integrating V-Ex's virtual capabilities with Showpad's intuitive content management and CRM integrations, customers can showcase their products and services in unparalleled detail.

The image(s) distributed with this press release are for Editorial use only and are subject to copyright. The image(s) may only be used to accompany the press release mentioned here, no other use is permitted.

About Showpad

Founded in 2011, Showpad is a global leader in sales enablement technology. As an architect of the sales enablement category, Showpad provides B2B revenue teams with a modern SaaS solution that closes deals efficiently and maximizes value and volume in hybrid sales. Supported by a unified software platform that combines both content and coaching, customer-facing teams can access the required content, skills, knowledge, and tools all in one place to deliver impactful conversations and a differentiated, buyer-centric experience.

Partnering with organizations of all sizes and maturity levels in more than 50 countries, Showpad supports strategic alignment and efficiency across revenue teams. From SMEs to enterprise brands such as Dow, GE, Honeywell, Johnson & Johnson and Coca-Cola EuroPacific Partners, Showpad is a proven revenue accelerator.

Dual-headquartered in Chicago, IL and Ghent, Belgium, Showpad is powered by a global and diverse workforce. For more information, visit [showpad.com](https://www.showpad.com).

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.

Press contact:

V-Ex

V-Ex Enquiries

Tel.: +44 (0) 1905 917477

enquiries@v-ex.com

PR agency:

DMA Europa

Anne-Marie Howe

Progress House, Great Western Avenue, Worcester,
WR5 1AQ, UK

Tel.: +44 (0) 1905 917477

press-team@dmaeuropa.com

news.dmaeuropa.com