

# Doubling Engagement with a Digital Twin: NEC Exhibition Stand Success Story

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## Exhibition Stand Doubles Its Audience with a Digital Twin

Isn't this what happened to the High Street all over again?

*Well, yes and no, if the rise of online retail has anything to teach physical event organisers, it is that the public like a choice and companies that provide both a great digital and physical experience will usually prevail.*

The bustling atmosphere of a major exhibition event can be exhilarating, but not everyone can afford the time and travel cost to attend in person. Much like the transformation seen in the retail and entertainment industries, this example shows how the events sector needs to offer a viable alternative for remote attendees.

### Enter V-Ex, a leader in virtual exhibition solutions.

In partnership with leading security industry online publisher Security on Screen, V-Ex crafted a groundbreaking virtual exhibition stand for Secure Logiq and its partners at The Security Event 2024 held at the NEC in Birmingham England. The Power of Partnerships (PoP) physical NEC show stand was elevated to new heights with the introduction of a 3D Digital Twin, doubling its audience reach.

### How it happened

The PoP '24 stand was meticulously built and rendered out in full 3D using 360 immersive viewing technology to mirror the physical stand's design but with more interactive content. Hosted on the V-Ex platform, the Digital Twin was promoted both before and during the live show by Security on Screen. The digital visitor

experience provided a significant boost to the already impressive physical stand and used all the existing digital design and marketing collateral.

### **Communications**

Once online and ready to receive visitors the innovative digital booth solution was promoted organically via PR and social posts, plus direct email. To maximize the Digital Twin's impact, a targeted pay-per-click (PPC) campaign was also run on social platforms, reaching relevant audiences within the security sector. The campaign informed potential live attendees of the available Digital Twin alternative.

Covering two weeks around the live show, the Digital Twin campaign achieved remarkable results. A total of 100,000+ LinkedIn audience members were identified, with 16,434 actively viewing content on the Digital Twin, resulting in over 1,500 individual online stand visits. Participants from 46 countries joined the virtual experience, extending the life and engagement period of the exhibition.

This innovative approach not only improved accessibility but also enhanced the sustainability of the event per visitor, since the platform is Net Zero.

The success story of this Digital Twin exhibition stand is a testament to the power of combining physical and digital experiences. By offering an immersive virtual alternative, V-Ex and Security on Screen have set a new standard for event accessibility and engagement in the security sector.

### **No surprises then**

It may come as no surprise that V-Ex has been building immersive and interactive photo-real 3D online experiences for over a decade and has built thousands of virtual exhibition stands ranging from Digital Twins of physical designs to hyper-real exhibition experiences that are purely online.

As the lines blur between digital and physical experiences the ultimate winner is the visitor if they can choose to experience either seamlessly.

Click the link below to visit for yourself:

PoP '24 is here: Power of Partnerships Digital Twin exhibition stand is online here:

<https://securityonscreen.com/digital-hub/power-of-partnerships/>

**Marketing + Technologies Group | Services:**

The Digital Twin virtual exhibition stand was built on the **V-Ex Platform**

Find out more here: <https://www.v-ex.com/digital-twin/>

The PPC promotional campaign, PR and marketing was handled by **DMA Europa**

Find out more here: <https://www.dmaeuropa.com/what-we-do/engagement/>

Physical exhibition stands like this can be designed and delivered by **V-Ex Events**

Find out more here: <https://www.v-ex.com/exhibitions/>

**Image captions:**

**Image 1:** V-Ex builds a stunning digital twin of the Power of Partnerships physical stand at TSE 2024.



**Image 2:** The digital twin significantly elevated the online footfall, alongside the physical visitors at TSE

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**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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