



# Whova



## FOR EXPOS AND TRADE SHOWS

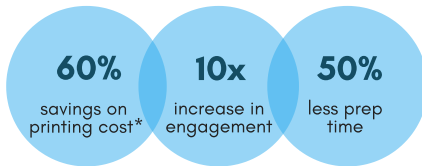
Attract more exhibitors with an all-in-one expo app

### Why Expos & Trade Shows Need an App



Let's face it: These days, exhibitors expect expo organizers to offer sophisticated tools that help them make more sales and maximize ROI.

While that can feel like a lot to take on, there is some good news: with Whova, you can quickly and affordably do exactly that.



\* Numbers based on internal estimates

### Whova's Benefits to Expo Organizers

- Attract more exhibitors
- Give sponsors unique perks
- Save time on event prep tasks
- Eliminate or reduce printing costs
- Enjoy rapid support response times
- Drive booth traffic
- Offer easy lead retrieval
- Feature exhibitors at virtual and hybrid events

### Maximize Exhibitor ROI with Virtual Exhibitor Booths

#### Effective leads

**generation:** Generate leads with opportunities for online interactions and promotional offers.

#### Showcase products with livestream and video:

Replace in-person product demonstrations with featured videos on each profile and links to interactive livestreams.

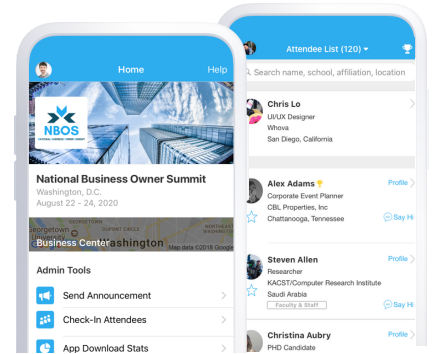


**Attract interest though a customized exhibitor webpage:** Feature all exhibitors with an automatically updated exhibitor webpage easily embedded to your event website.

**Encourage interactions with built-in gamification:** Incentivize attendees to interact with as many booths as possible with the Passport Contest.

"Attendees' feedback on Whova was great. I'm also pleased by the responsiveness of their team, they are always fast."

- Jon Reed, SAP Controlling



### Trusted By Brands



## Top-Notch Customer Support

Rapid response times

- 30 minutes or less on business hours
- Weekend and holiday coverage
- 4.6 / 5.0 customer service rating

"My experience with Whova was exceptional. Any time I contacted support, they helped almost immediately and Aly was incredibly helpful and responsive, as well. I would absolutely recommend using Whova again."

### Rebecca Engel

Director of Education Innovation,  
Planned Parenthood of the Rocky Mtns.

## Happy Expo Organizers

"We were pleasantly surprised, as the entire process was seamless. Our event vendors and attendees **all loved and complimented** us on the app. We are extremely impressed with the **assistance** from Whova, as well as what this **amazing app** can do for our expos!"

### Janice Jaicks

Organizer, FitnessFest EXPO

"We found many of our users **connecting** before even getting to RESACON which was great for **building excitement** leading up to our event. Our **vendors** felt that it added value by allowing them to have their own profiles, individual offers and ability to connect with attendees directly. We will happily work with Whova again!"

### Felicia Vierra

Organizer, RESA Convention



The 'Oscars' of Event Technology  
Winner of the People's Choice Award

## Drive Booth Traffic, Engagement, & Lead Generation

Attendees and exhibitors expect expos to be both exciting and productive events. Deliver on those expectations with tools that create buzz and foster more conversations.

### Name badge & business card

**scanner:** Skip the extra QR scanners with convenient in-app scanning and retrieval tools

### High quality leads development:

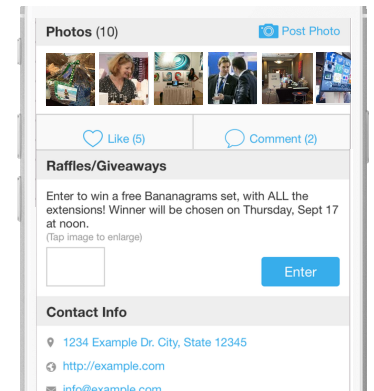
Enable exhibitors to identify leads from SmartProfiles and network via messaging

### Promo opportunities & virtual

**engagement:** Fuel your exhibitors' booth traffic both virtually and in person through coupons/raffles/giveaways

**Go viral:** Attendees can access social media directly from the app

**Boost event engagement:** Send announcements on the go, ask for feedback through live polling and mobile surveys, gamify your expo, and involve participants in live conversations on the Community Boards.



## Attract More Exhibitors with Whova

**Easy lead retrieval tools:** Whova provides built-in QR and business card scanners, thereby avoiding the cost and hassle of extra hardware. The app will seamlessly export leads to third-party CRM systems.

**Better social buzz:** In addition to Whova's own photo sharing and chat features, Whova integrates with social media sites and powers a large "social wall" inside the expo space.



100%

Download Rate



2,626

Exhibitor Clicks



1,008

Lead Bookmarks



9,377

Sponsor Impressions