

Increase your Exhibitor ROI

Engage with Customers Beyond Your Live Event



First Person Booth is an immersive, 3D online experience that allows you to extend your sales window and increase audience reach following a live, in-person event.

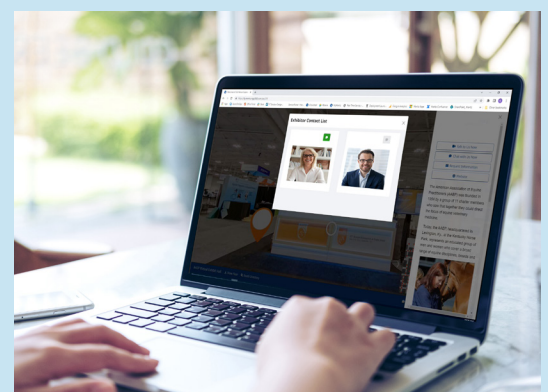
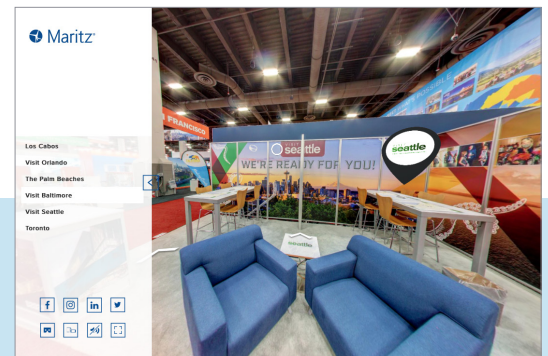
- Do you have a segment of customers who can't attend your trade show or product launch?
- Are you missing important conversations with qualified leads due to staff coverage at your event?
- Are you looking for ways to convert sales by continuing the momentum generated at your show?

This is a flexible and intuitive platform with multiple options to educate, connect and sell. Using Google Street Technology, attendees can easily navigate through a digital replica of your booth or event space. In addition, the solution supports:

- Live product demos and conversations through 1:1 video sessions
- Instant text chats
- Direct email function
- Company/product messaging
- Links to external sites
- PDF links to existing marketing materials
- Self-serve content editing

How It Works

- 1. Film:** After hours at the live event, a professional film crew digitally captures your exhibit booth, displays and theater experiences.
- 2. Stitch:** A digital replica of your event booth is created in a 3D online environment that can be accessed 24/7/365.
- 3. Relaunch:** Following the live event, your booth is relaunched as a 3D experience where attendees can “walk your booth” and interact with exhibit staffers and curated content. You determine the days/times when the booth is live and invite attendees to conduct business live, in real time!
- 4. Connect:** Outside of the live online show times you designate, virtual attendees can still access static company and product information.
- 5. Extend:** You have the option to purchase extended footage that allows attendees to “walk/explore” further inside your booth space. Choose up to three (3) products to highlight via interactive orbs featuring additional content.



Let's Talk

To learn more about creating an immersive 3D experience for your organization, reach out to your Maritz sales representative.