

## ATTENDANCE

Exhibitions in the logistics and materials handling sector have been cancelled since last March. Social Distancing constraints do not apply to virtual events and there are no financial or practical barriers to attendance.

So we have decided to launch the only virtual exhibition dedicated to this industry internationally.

## LEAD GENERATION

The Logistics Business Virtual Exhibition will deliver detailed real-time leads, RFQs and measurable results. The contact info of all visitors to each exhibitor will be provided, in addition to live contacts.

## EASE OF UPTAKE

Since lockdown businesses and their customers have adopted digital meetings and live-stream content.

The cultural shift is permanent and exhibition visitors have adapted to online networking. Virtual is the way forward.

## LIVE STREAMING

Exhibitors will have pre-arranged or spontaneous one-on-one video calls with visitors, as well as live text chats and offline notifications.

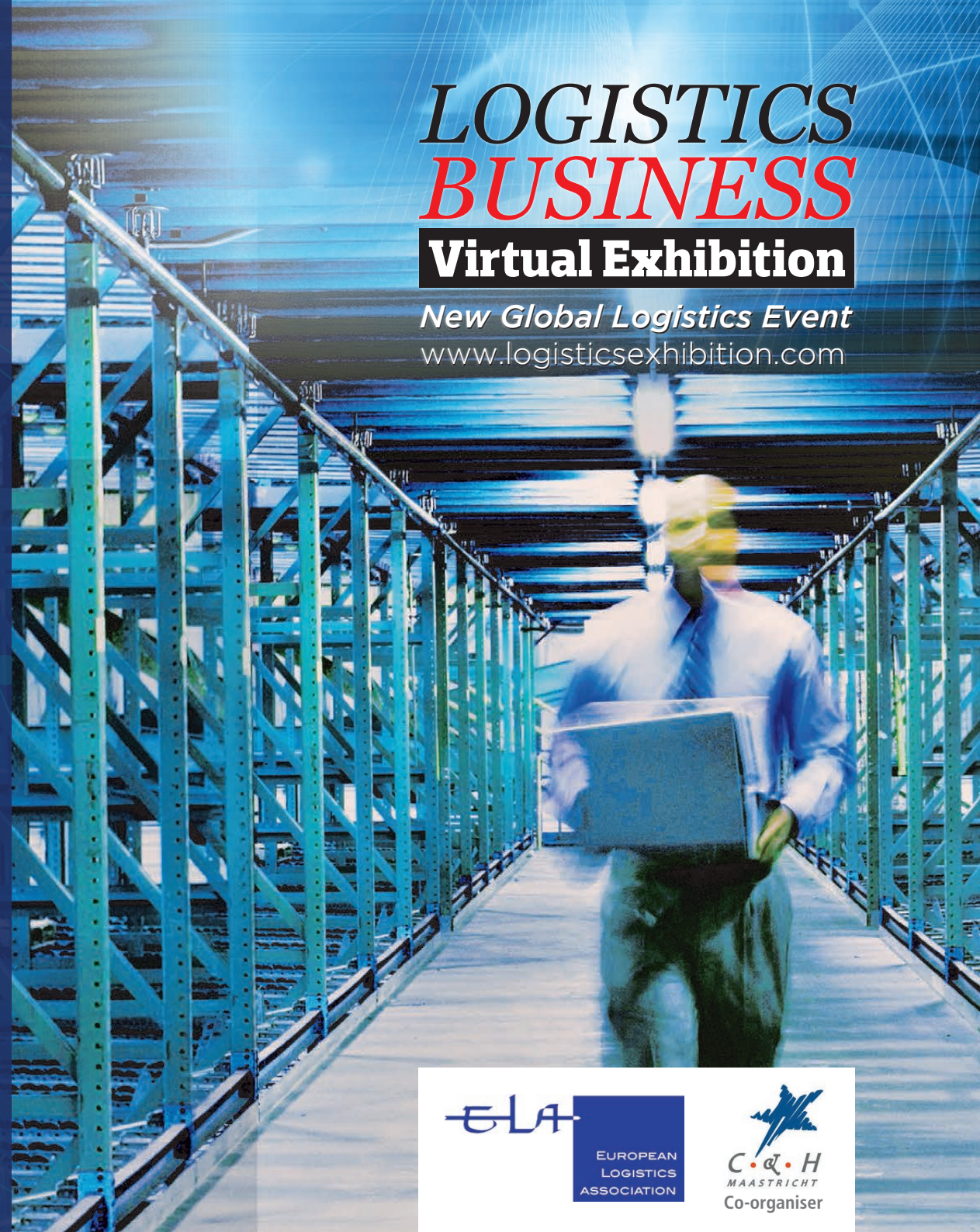
Live video-streamed panel discussions will run on every day of the events. Lead by our Editor, they will cover a wide range of current topics and technologies in the industry.

# LOGISTICS BUSINESS

## Virtual Exhibition

*New Global Logistics Event*

[www.logisticsexhibition.com](http://www.logisticsexhibition.com)



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## VISITOR PROFILE

Visitors will attend, free-of-charge, from all sectors of the logistics industry worldwide. Visitor promotion will target supply chain decision-makers. This will include readers of Logistics Business magazine and attendees at the major shows over recent years, as well as our social media contacts, users searching for virtual logistics exhibitions and the extensive exhibition database of our partners C&H Maastricht. Visitors can plan their own schedule and profile, watch educational videos and live panel discussions, make RFQs and download materials to a digital briefcase.

## NETWORKING

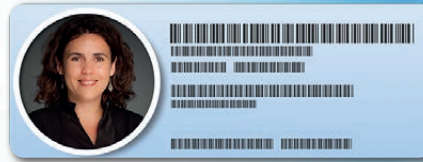
The exhibition will feature a networking lounge and real-time chat rooms where visitors and exhibitors can make contact and discuss relevant issues. Attendees can meet each other based on shared interests.

## EXHIBITION HALLS

There will be 6 virtual halls:

- Forklift & AGV Technology
- Handling Automation Systems
- Packaging & Pallets
- Software & Computing
- Transport Services & Equipment
- Warehousing Equipment

Visitors will be able to browse halls and search for specific requirements from a long list of sub-categories.



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## VIRTUAL STAND

Exhibitors will be able to choose between a range of templates and customise their booth. Features include navigation, video content, matchmaking, images, contacts, profile, downloadable documents, assigned sales staff. All exhibitors will have the same size of stand and functionality, with no preferential positioning or listing.

## PRESS ROOM

Exhibitors will be able to place their latest press releases in our virtual press room, collated by our Editor, for visitors to study and download.

## PANEL DISCUSSIONS

Exhibitors can participate in the live video-streamed panel discussions during the weeks of the event, with their spokesperson in conversation with our Editor. These will be recorded and available to view on demand.

## ALL YEAR ROUND

After the first live event week in February the virtual booths will remain in perpetuity through the year to be used as a sales tool. They can be modified prior to the second live event week in September.

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**LOGISTICS BUSINESS**  
**Virtual Exhibition**  
**February 22-25<sup>th</sup> 2021**

**Second live event week in  
September 2021 with all stands  
remaining live in between**

**Total Cost per stand/booth**  
**£2400 GBP / €2750 Euro**  
No additional charges

**Affordable pricing  
at just a fraction of the cost  
of a physical event**

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