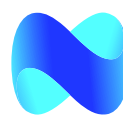


Case Study

Propelling International Growth Through the Virtual Experience

March 16 - 18, 2021

Florida International Trade Expo



nextech AR
solutions

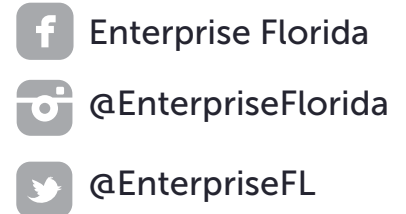


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About Enterprise Florida, Inc (EFI)



Upon EFI's creation in 1996, Florida became the first state in the USA to place the principal responsibility for economic development, international trade, research, and marketing in the hands of a business-government partnership. Motivating the move was the belief that,

with hands-on participation by Florida businesses, Florida could develop into a sophisticated economy driven by diverse industries and international business. States across the nation have gone on to adopt this ground-breaking successful model.



About Enterprise Florida, Inc (EFI)



With the goal of advancing the economic development in Florida, EFI maintains a network of **6 domestic trade offices and 18 international offices across 13 countries**, offering important trade and investment opportunities to provide new state-level market opportunities.

As a public-private partnership of business and government leaders, EFI is changing the landscape of economic development in Florida, working to expand and diversify the state's economy through private sector job creation, supporting more than **60,000 Florida exporting businesses through various activities and events.**

6 domestic trade offices

18 international offices

13 countries



The Challenge

As the state of Florida's principal organization for economic development, EFI regularly participates and plans in-person events with small to medium-sized organizations, with the goal of expanding trade by hosting their first international expo in 2021 as a direct result of the COVID-19 pandemic.

Due to all in-person events being shuttered in 2020, EFI needed to find alternative ways to facilitate trade for Florida companies that could showcase their products and services to a global audience.



In order to make this expo a success, we researched to find an experienced company to guide our team through this inaugural digital event.

Alejandra Henao, Director,
International Trade and Development
at Enterprise Florida

With a very seasoned team of managers and directors averaging 15-20 years of experience driving successful in-person events, virtual event technology and execution was out of their current expertise.

**Few of the 178
EFI's Exhibitors**



The Solution : Nextech AR Solutions



EFI gathered colleagues from their local and international trade and development teams and started their due diligence with researching the best virtual platforms.



In our research, Nextech AR fit the criteria for what we were looking for in terms of putting on a virtual event of this scale.

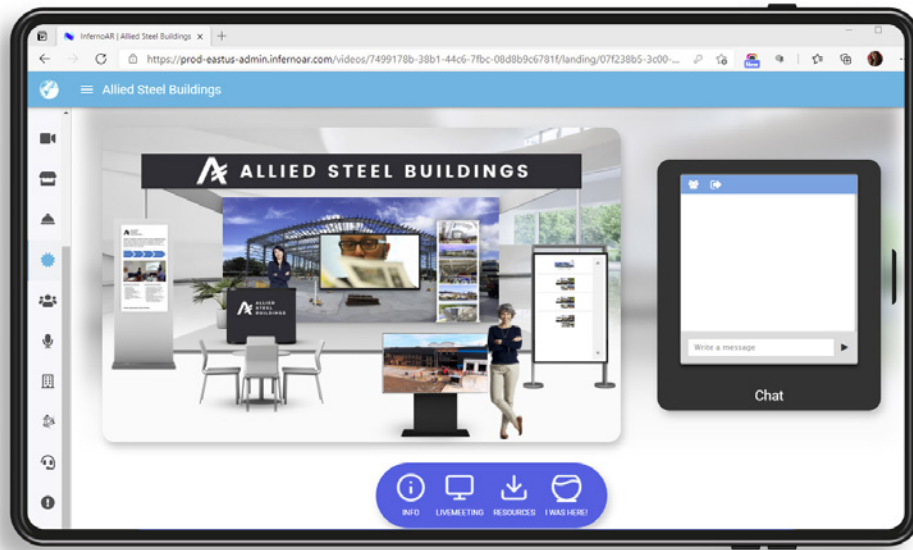
Alejandra Henao, Director,
International Trade and Development at Enterprise Florida



Starting with a list of key requirements, EFI created a 'wish list' of services on how they envisioned their event, then expanded their efforts with a request for additional information through an in-house selection panel before floating the project out to a bid, which Nextech won.

The Solution : Nextech AR Solutions

Key vendor requirements delivered by Nextech:



1

Offering various booth sizes for small to medium sized manufacturers or service providers, with not all of them having the time or resources to develop a wide range of assets.

2

Hosting 3 webinars with production quality, devoted to foreign direct investment, innovation, and infrastructure.

3

Gathering speaker requirements together with their agendas, schedules, sound and screen needs.

4

Facilitating gamification offerings with a point system to increase customer engagement, rewarding participants where if they frequented the most – votes, views or downloads would provide the points.

The Solution : Nextech AR Solutions

5

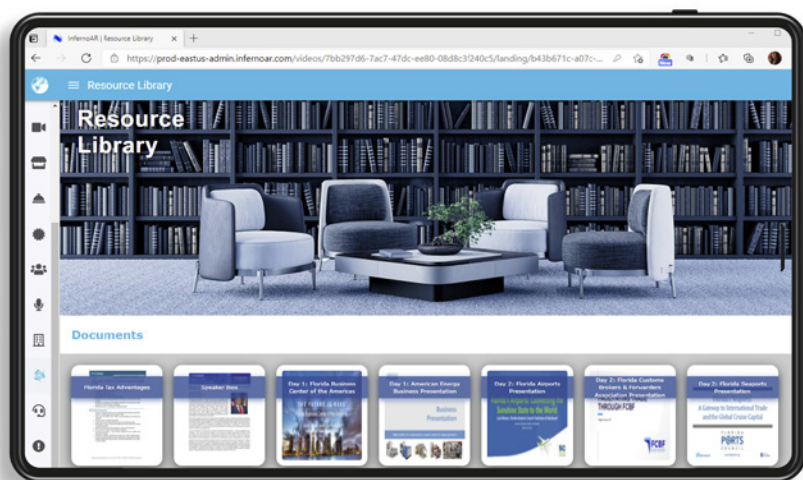
Showcasing new products with additional information for download and a source library to house on-demand recordings post-event to extend the show's reach for an additional month.

6

Technical support during and after the show with exhibitor training videos to troubleshoot, navigate the platform and optimize customer uptime.

7

Enhanced communications through Q&A sessions, live chat box and robust calendar systems where business meetings and exhibitor activities could be requested, scheduled, and managed.



As our introduction into a virtual trade show, Nextech's customer service, support, and expertise were essential in making this trade show a success. This experience will give us confidence to embrace digital events in the future.

Alejandra Henao, Director,
International Trade and Development at Enterprise Florida

The Outcome

5589 global registrations with the **178 exhibitors** estimating **\$23 million in sales** and growing, has made EFI's first digital experience a **huge success**.



19,146
Booths Visits

There were 19,146 booth visits resulting in 6,129 views of exhibitor information



5,589
registrations

The Expo drew 5,589 registrations from 118 countries, including exhibitors and staff



1197
Meetings

A total of 1,197 live and calendar meetings were held



473 Hrs
Watching Videos

Visitors spent 473 hours, 2 minutes, and 20 seconds watching booth videos



3,641
Inquiries

3,641 inquiries were left at exhibitor fishbowls



65%
Looking
For Partners

The objective of 65% of the visitors was to find a new strategic partner



25%
Visited 20 Booths
or more

Nearly 25% of attendees visited 20 or more booths



78%
very easy

78% found access to Expo information to be easy or very easy



89%
Attend Another

89% would definitely or would most likely attend another EFI virtual trade show



63%
Objectives
Meet

63% indicated that their objectives were met

Summary

The on-demand capabilities offered 278 videos for visitors and non-visitors who could not attend due to time or time-zone challenges.



This was the first virtual show we planned and executed, but we've attended others and without a doubt, pound for pound was by far the highest return on investment. The customer feedback was very positive, so for our first time at bat, this was a big homerun.

Michael Schiffhauer,
Vice President at Enterprise Florida

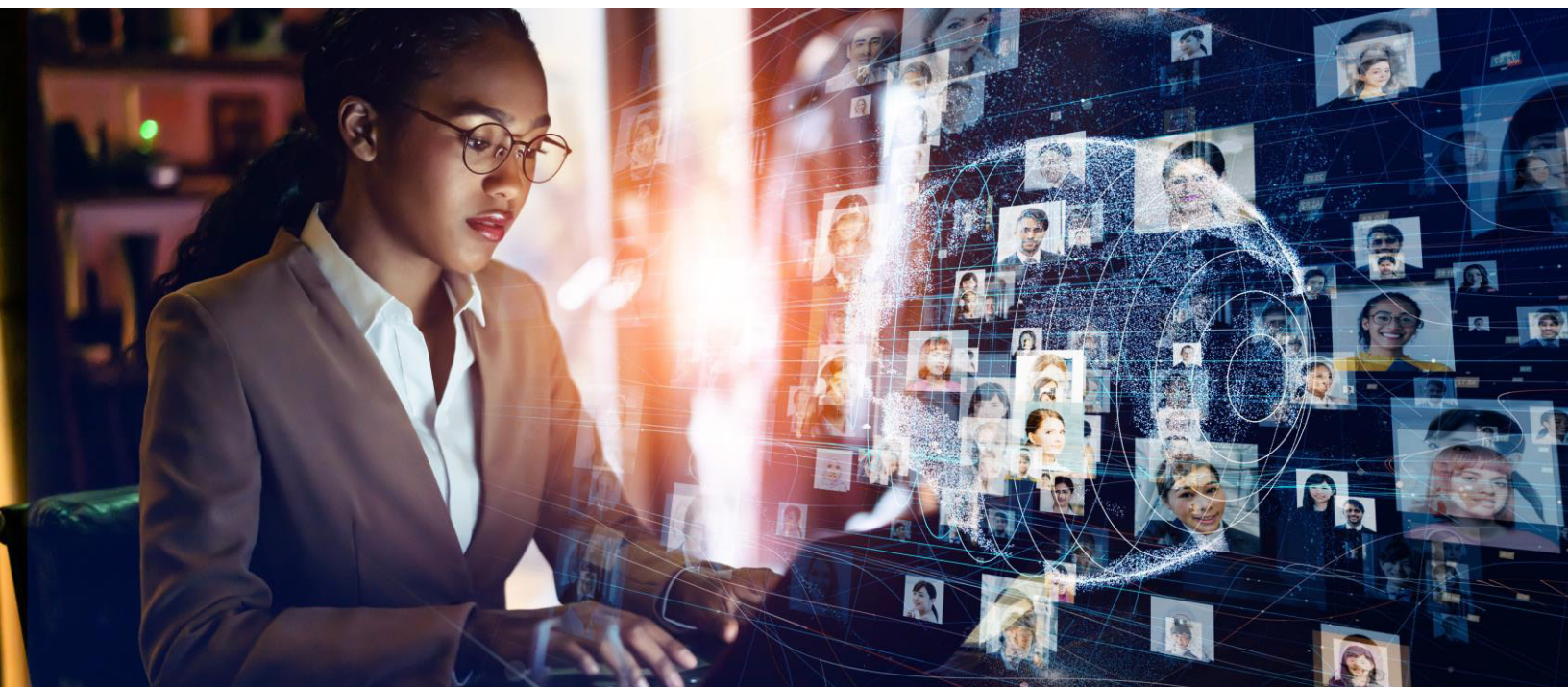
Moving forward EFI will keep doing virtual events in the hybrid format even as restrictions ease in order to engage and maximize a wider audience to drive commerce and development in the state of Florida forward.



About Nextech AR Solutions



Nextech AR Solutions is a technology company that puts Augmented Reality (AR) at the center of everything we do. As an AR solutions provider, we take existing, proven, and successful business models like E-Commerce, Advertising, Virtual Events, Digital Experiences, Digital Learning and augment these solutions with AR technology to deliver an elevated reality with a better return on investment across multiple time zones, languages, and devices. As a pioneer in immersive technology, Nextech AR is fundamentally changing the way we live work, play, shop and learn in the new digital economy through our integrated and innovative solutions. Nextech AR is beyond digital, offering a comprehensive range of personal experiences – from dazzling 3Dmodels, human holograms and 360 portals - striving to create infinite possibilities for the masses through robust branded programs that deliver an unforgettable branded internal or external event, learning portal or product showroom.



Enjoy this case study?

Hear what the Enterprise Florida Inc Team had to say about their experience:

 **Watch Video**

Let's get in touch

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