

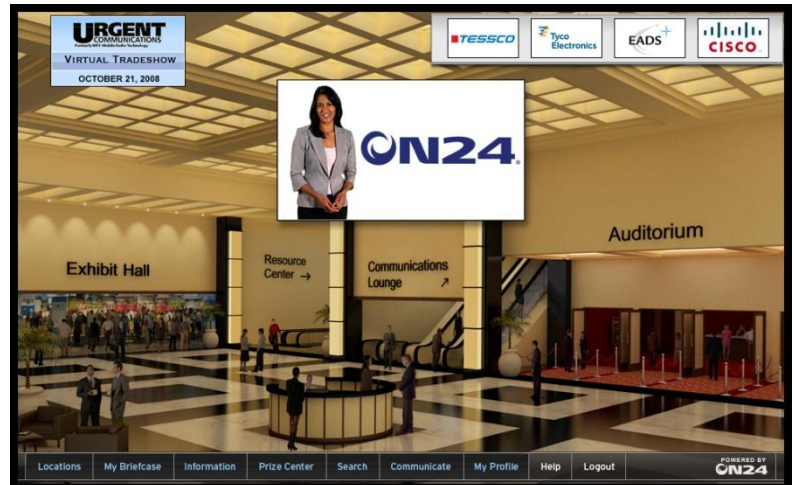
# Virtual Trade Show

## A Virtual Environment that Drives Serious Demand Generation

Savvy business professionals are increasingly turning to virtual events for more effective demand generation, corporate communications and training initiatives.

### Key Features

- Fully customizable virtual shows
- Integrated webcasting and virtual show platform
- Proven scalability and reliability
- Powerful registration and reporting
- Professional networking capabilities

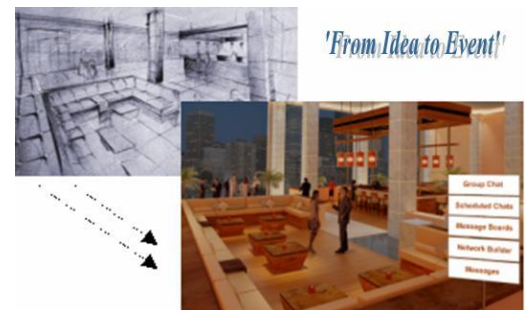


Virtual Show is a flexible communications and demand generation solution that provides a virtual venue for events such as trade shows, partner pavilions, conferences and training summits. With its professional networking capabilities, Xirtual Show makes virtual events more engaging and interactive. Without ever leaving their desks, participants can learn from video presentations, interact with exhibitors and communicate with peers using professional networking tools. In addition, with its complete registration system and ability to track attendee activity, Virtual Show delivers robust reporting analytics.

### — Key Benefits

#### Fully Customizable Virtual Shows

Virtual Show allows businesses to strengthen their brands and deliver an engaging end-user experience. It provides endless location possibilities, flexible navigation models and powerful branding opportunities. Show producers and sponsors may choose from a library of theme templates or take advantage of our 'From Idea to Event' capabilities using existing photographs or sketches of the desired venue. Show navigation uses intuitive hotspots and menu bars.



#### Integrated Webcasting and Virtual Show Platform

Virtual Show combines the industry's leading live webcasting platform with an innovative virtual event solution. Virtual Show uses Flash technology to provide attendees with a seamless experience requiring no downloads or pop-ups.

## — Key Benefits (continued)

### Proven Scalability and Reliability

The virtual event platform currently delivers over 25,000 events per year. ON24 has a proven track record of flawless execution of “live” events and is the only company in the industry operating two data centers for complete redundancy and high reliability.

### Powerful Registration and Reporting

ON24 Virtual Show provides a complete registration system with the flexibility to incorporate existing registration sources. Once the show starts, the reporting engine provides details of show performance and attendee activity. For demand generation, ON24 Virtual Show captures and qualifies leads, facilitating campaign ROI measurement.

### Professional Networking

Virtual Show provides a suite of professional networking tools - group and individual chat, scheduled discussions, message boards, vCard exchange, message center, and Q&A tools making it easy for attendees to connect with sponsors, exhibitors and other attendees. This integrated interaction strengthens brand awareness and helps build relationships with prospects and customers.



## — Show Locations

### Home Plaza

A custom lobby with a show greeting and navigation to other show locations.

### Auditorium

Attend scheduled live and on-demand presentations within the virtual show. No downloads. No pop-ups. Comes with tools to search and bookmark.

### Exhibit Hall

A 3-D show floor with custom exhibitor booths.

### Resource Center

A central repository of all show content – webcasts, demos, documents and presentations with search and bookmark tools.

### Exhibitor Booth

Booths can be chosen from a library or designed from existing sketches. Booths can offer white papers, product collateral, demos, rich media content, surveys, polls and giveaways to visitors. Group and individual chats are available for engaging with booth visitors.

### Communication Center

Professional networking tools to find best matches for attendees, message board forums, message center to send/receive messages and individual or group chat areas.

### Prize Center

Random or point-based prize drawings.

## — Services

### Creative/Production Services

ON24 provides turnkey shows, custom 3-D virtual environments, show and booth greetings, Flash demos and presentations.

### Support

Client support includes setup, project management and training. Live support options on day of show for show producers, sponsors and attendees.