The ViridiSTOR Green Box™ Process Workflow: Trade Show

Prior to Event

Exhibitor receives instructions and information to upload company information, description, and materials to ViridiSTOR "cloud" via simple drag-and-drop FTP interface.
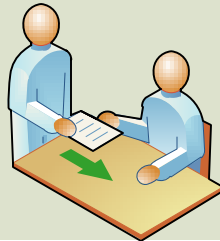
Exhibitor places desired content in a folder with an HTML front end. Content can include existing materials or new materials created specifically for the show (PDFs, documents, movies, hi-res images, presentations, etc.)

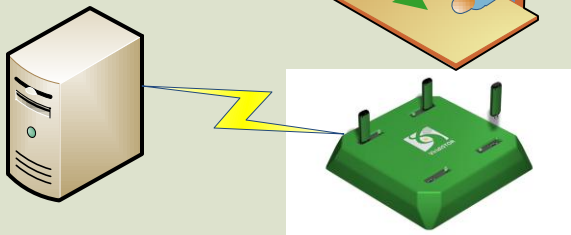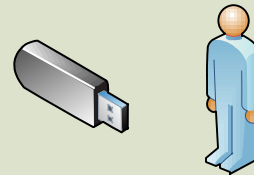HTML templates and third-party content development partners are available for exhibitors.

ViridiSTOR "cloud"

Prior to show, ViridiSTOR downloads exhibitor content onto a local server.

Event Check In

Exhibitor
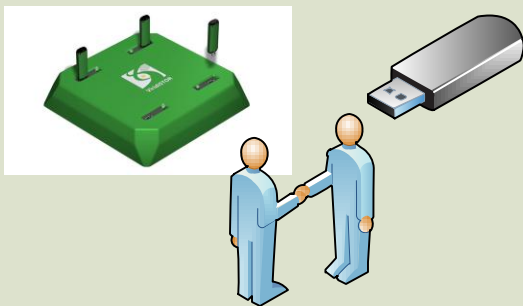
At show check-in, Exhibitor information instantly transferred to Green Box™ and provided to Exhibitor to place in booth.

Attendee

As Attendees check-in at show they receive a ViridiSTOR USB device with ViridiSTOR Presenter™ application preloaded.

At Show

During show, Attendee visits booth and uses ViridiSTOR USB device to collect Exhibitor information. Download occurs in seconds while Exhibitor is able to talk with Attendee and collect contact information.

Post Show

After show, Attendee is able to use the ViridiSTOR Presenter™ on their Mac or PC to view, sort, rate, categorize, search, respond to, and share with others, the Exhibitor marketing collateral, ads, and other information they collected.

ViridiSTOR Presenter™ contains all information downloaded from exhibitors, the show summary, and listings of every exhibitor at event. Even if an attendee didn't visit the booth, they still have the ability to contact all exhibitors.

www.viridistor.com