



VIRTUAL EXPOS: THE NEW ONLINE REVOLUTION

Ma'at Marketing Services recently attended a virtual expo about affiliate marketing at worldexpo.com. It was Ma'at Marketing's first attempt, and what an experience it was!

Presently, more and more companies are taking notice and attending virtual expos, the new wave of technology. Why? Maybe because virtual expos allow you as an attendee to network with many diverse industries without leaving the comfort of your own business office or home.

Virtual expos provide online presentations, slideshows, on demand pay per view shows, and business information on numerous companies. As an attendee, you also have the ability to chat with other fellow attendees and employees, creating future potential business contacts.

Before attending a business expo, make sure you register on time [at least a week before the event], read the policies, and obviously make sure you have time during the day to actually attend from your computer.

Virtual expos have many upsides:

- As previously stated, they provide the attendee or exhibitor the convenience of viewing the event directly from a computer without actually going to a specific location for the event.
- Provide education to attendees; the online presentations, information on various businesses and extra links to other websites are a great way to stay on top of the ever changing technology industry.
- A way to network and create business contacts.
- For the exhibitor it provides a way to increase customers thereby creating an increment in future potential business profits and sales.

The cons are:

- Technological shortcomings; do you have the appropriate software to view all of the presentations, and exhibitions [i.e. Adobe Flash player, JavaScript, etc] ?
- Online chats are impersonal forms of communication. The language may be informal, and you may not get all of the correct information you need.
- There is nothing like attending an event in person. Virtual expos only allow so much communication.

People to people dialogues allow you to physically view the person and allows a lot more conversation and information flow.

As with anything new, assess the pros and cons. As the technological revolution advances, take part in new developments. Virtual expos are growing in popularity and could possibly be the next mainstream “it ” thing in the explosive internet industry.