



unleash *the potential*  
OF YOUR COMMUNITY ONLINE

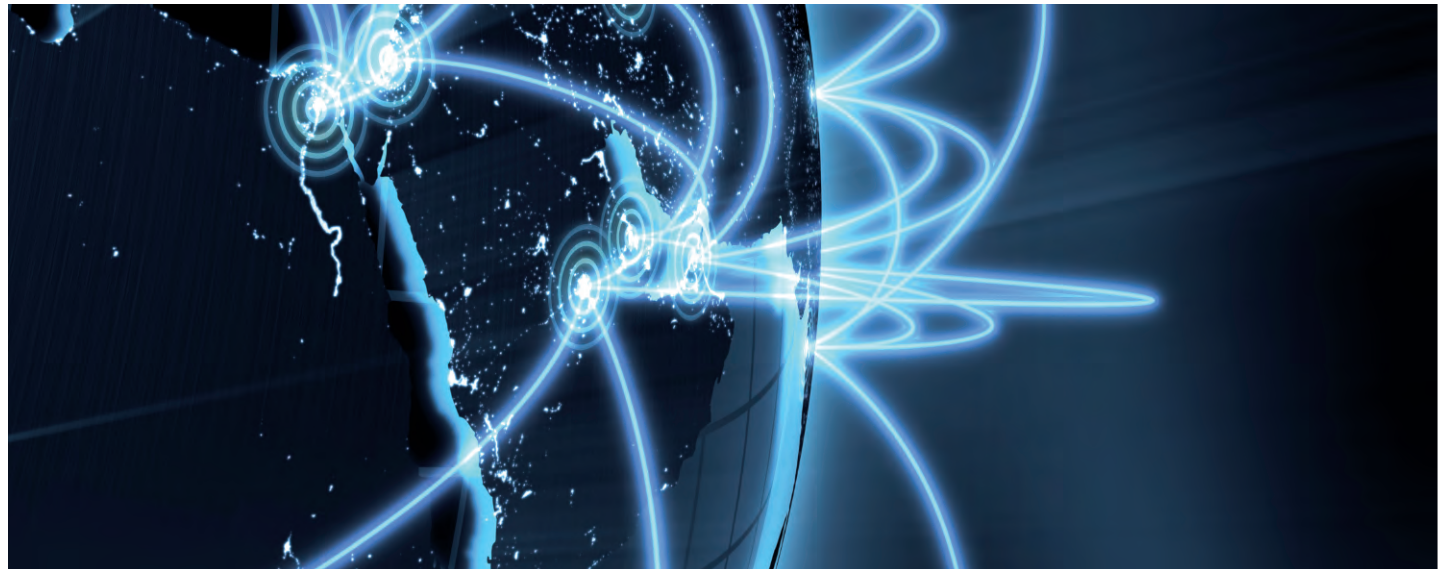
MOVE  
MAKERS OF *virtual* EVENTS

Crystal ball broken? Don't worry, because PCMA, ASAE, CEIR, FREEMAN and Gaylord Entertainment joined together for a comprehensive study on how trade shows will look like in 2026. A study to help predict and plan for the future of convention exhibits and trade shows. Summarized: embrace online opportunities & start planning for the future today!

'Scenarios for the Future: Convention Exhibits and Tradeshows'  
Download the 36-page report at [PCMA.org](http://PCMA.org)

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# WHAT WILL TRADE SHOWS LOOK LIKE *in 2026?*







**Our background**  
Offline & Online

**ModeFabriek**  
B2B fashion event

**KleineFabriek**  
B2B kids fashion event

**MIRROR**  
B2B hair event

**GREENTODAY**  
B2B event

**SHOWROOM**  
B2B fashion event

**SHOWPROJECTS**  
Event organisation

**SUBLIME**  
Cross-over Lifestyle event

**BLUEPRINT**  
Amsterdam Denim Days

**InteriorTradeFair**  
Online Trade show

**NextCollections**  
Online fashion trade show

**WhatToWearToday**  
B2C platform

# About us

MOVE (Makers Of Virtual Events) is a Dutch ICT company specialised in the Exhibition industry. MOVE offers innovative solutions for Event Organisers & Expo Centers to be successful in the digital era.

The founders of MOVE represent a unique combination with over 20 years experience in organising leading (physical) Trade Events and Online B2B platforms. We know how to organise events AND how to move them online.

We believe the time is now for events to develop. Redefine the way exhibitors communicate, interact and engage with their target groups. We want to help you innovate by creating and managing your own virtual exhibition to expand your physical event. Embrace the internet, attract more (online) visitors and prepare for the next generation.

*innovative solutions*

FOR EVENT ORGANISERS & EXPO CENTERS  
TO BE SUCCESSFUL IN THE DIGITAL ERA



## *your own* **INTERACTIVE EXHIBITION PLATFORM** *online*

### **Full service**

- ★ No operational issues
- ★ New revenue streams
- ★ Your website (url)
- ★ 100% data ownership

### **24/7 support**

- ★ Full technical support
- ★ Training & workshops
- ★ Access in the cloud
- ★ No IT hassles

### **Tailor made**

- ★ Customized implementation
- ★ Your corporate identity
- ★ Your stylesheets (css)
- ★ Your chosen features

### **Ready for use**

- ★ Proven usability
- ★ Easy to implement
- ★ Simple to use
- ★ Full control 24/7

# MyEvent

## To serve **your community** online

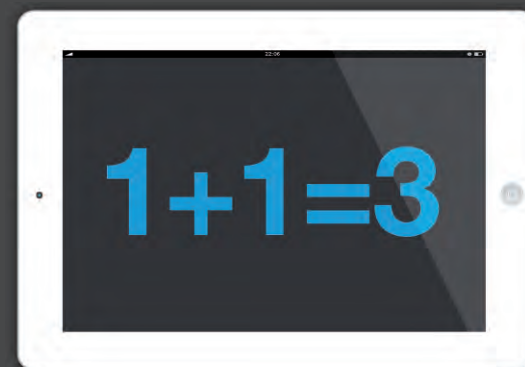
With MyEvent we offer an easy full service SaaS solution for Event Organisers & Expo Centers to operate their own Interactive Exhibition platform. An online B2B community with interactive features to create the perfect virtual version of your Event. It will extend your event period online and expand your services to both exhibitors & visitors. MyEvent generates more leads for your Exhibitors and offers your visitors a cutting-edge online experience. 365 days | 24/7.

## Real Added Value

MyEvent provides real Added Value to your Event with easy-to-use interactive features for both Exhibitors & Visitors. With its easy to use Content Management System Exhibitors can set up a top-notch Exhibition Profile including products, photos, videos, contacts & B2B information in minutes. Visitors can explore all Exhibitors online, discover new suppliers, products, stay up-to-date & schedule appointments directly with Exhibitors.

## Software as a Service

With our SaaS model (Software-as-a-Service) we provide a cost-effective, flexible & scalable web-based solution with enhanced security. MyEvent needs no hardware or software to buy, install, maintain or update. Access to MyEvent is easy: you just need an Internet connection.



## For Event Organisers

- ★ New business models
- ★ Value-added online services for Exhibitors & Visitors
- ★ No major investments or IT hassles
- ★ Easy content generation - by the Exhibitors themselves

## For Exhibitors






- ★ Increase online visibility of the Exhibition
- ★ Present news & products in a secure environment
- ★ Interact efficiently with prospects & clients
- ★ Generate more business leads online

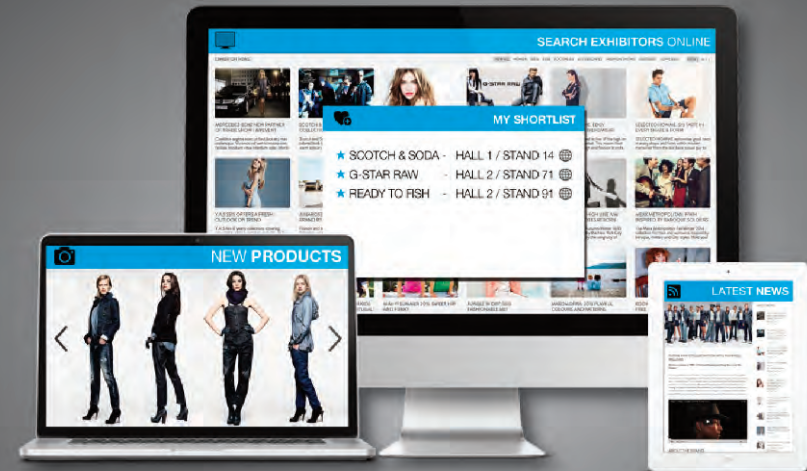
## For Visitors

- ★ Explore Exhibitors online
- ★ Preview & source new products
- ★ Prepare & plan visits
- ★ Place (pre)orders & reorder online



## PREPARE & PREVIEW






-  SEARCH **EXHIBITORS ONLINE**
-  **PREVIEW** NEW PRODUCTS
-  PRE-SALES **QUESTIONS**
-  ADD TO **SHORTLIST**
-  LATEST EXHIBITOR **NEWS**








## BASIC INTERACTIVE *features*

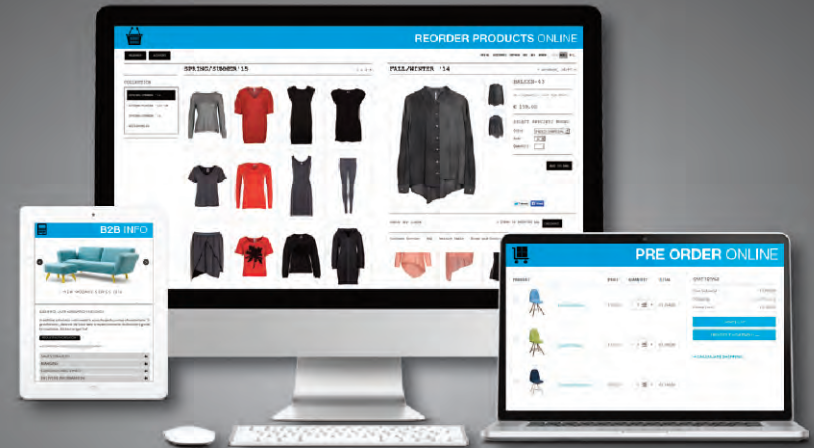


## MEET & GREET

-  BRAND & STAND **LOCATOR**
-  **INVITE** VISITORS ONLINE
-  ON EVENT **CONTACTS**
-  **SCHEDULE** APPOINTMENTS
-  PLAN **AFTER EVENT** MEETINGS

## SHOP & ORDER






-  B2B ACCESS **CONTROL**
-  PLACING (PRE) **ORDERS**
-  **B2B** INFO (TERMS/MARGINS)
-  DOWNLOAD **CATALOGUES**
-  REORDER **PRODUCTS**



## OPTIONAL INTERACTIVE *features*



## REGISTRATION & TICKETING

-  ONLINE **E-TICKETING**
-  **50 SECURE PAYMENT** METHODS
-  **FACEBOOK** TICKETING
-  **GUESTLIST** TOOL
-  ENTRANCE **MANAGEMENT**

# MOVE

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**MOVE** & **MyEvent** are registered trademarks

*office*

Proostwetering 71, 3543 AC Utrecht

The Netherlands | Tel. +31(0)30 20 40 255

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

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OF

WE

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EVENTS

ONLINE

VIRTUAL

EVENTS