

# VExP™

## vs. Webinar Platforms

Whether you're planning a virtual event, hybrid event, or virtual environment, VExP's unique approach, driven by visitor experience, means better results, less hassle, and custom solutions that are just right for your brand.



### ***Is VExP Right for Me?***

Exhibit Concepts specializes in brand environments, both physical and virtual. If having a standard "big box store" virtual event meets your goals and objectives, then VExP probably isn't the best solution for you. If you are looking for an experience that will lend itself to your overall "face-to-face" marketing plan and enhance the journey of your target audience, then NEXT Lab's VExP platform is just what you've been looking for.



### ***Make Your Story Unforgettable***

Even in a virtual environment, VExP can meet and exceed your goals with the power of unforgettable storytelling. Our creative storytellers create a magical experience for your guests by aligning every detail with your unique brand story, mission, and message.



### ***Your Perfect Fit***

Don't settle for standard and clunky features to find something that hopefully works for you. VExP delivers custom user experiences for your unique objectives and curates just the right solutions for you — whether you need something easy and simple or something proprietary and uniquely on-brand.



### ***Personal Support***

Similar to the experience you want to convey, support runs tandem. If a quick chat on the "big box store" website or reaching out to the call center works for you, then head that route. But if you are looking for support that operates as an extension of your team, then VExP is the best fit for you. Our team personally ensures that your virtual experience is easy, effective, and fully brand-immersive.



### ***Post-Event Lead Capture & Nurturing***

Don't miss out on opportunities after your event ends! We offer robust post-event tools to help you build relationships and nurture leads after the live event.



### ***Custom Analytics***

Align your objectives with just the right metrics to inform you of your decision-making. Our team translates your strategic goals into powerful, easy-to-understand key performance indicators. We ensure that ROI data is captured for you and your stake holders to help you tell your event's success. One of Exhibit Concepts' mottos: "We're only successful if you're successful."



### ***Better Attendance***

Our focus on the visitor experience journey also means that more of your registrations convert to actual attendees. Our average live virtual event attendance is about 350 viewers. Compare that to big box solutions where 78% of webinars have 50 or fewer attendees.



### ***Increased Time on Site***

Better storytelling and provocative engagement means that your virtual experience is more compelling, and that translates to more people spending more time on your platform.



### ***Increased Live Engagements***

We provide the perfect blend of tools to get your visitors talking and engaging with your story, from optimized chat features to live polls to gamification and beyond.