



# **THE INTERNATIONAL FASHION AND ACCESSORIES EXHIBITION**

**1st March – 30th March 2010 On-line**

**1 Month Live Event**

**plus 11 Months All information on-line!**

**Presented to you by**



**BUSINESSGLOBAL.COM**  
The International On-line Exhibition Center

## WELCOME TO BUSINESSGLOBAL.COM, THE VIRTUAL EXHIBITION CENTRE

### Why virtual exhibitions

Virtual exhibitions reflect the imagery of a real-world tradeshow with stands and displays. The visuals also sometimes reflect those seen in conventional shows so that visitors can relate to them easily.

Virtual on-line exhibitions are results oriented and cost effective as they eliminate the need for travel and accommodation, shipment and other costs. Increasingly, virtual exhibitions are becoming an important part of companies' marketing mix alongside advertising, direct selling and direct mail.



Exhibitors and visitors can connect with one another in an on-line environment through their computer in their own time and place of utmost convenience.

With the click of an icon, both exhibitors and visitors are able to chat live, to interact, send each other e-mails and monitor the flow of traffic visiting the exhibition with the use of detailed tracking mechanisms.

Valuable information and business negotiations are exchanged between visitors and exhibitors.

## THE INTERNATIONAL FASHION AND ACCESSORIES EXHIBITION (IF&A)

1st March – 30th March 2010

The IF&A Exhibition is an on-line exhibition bringing together under one virtual roof thousands of business to business professionals, exhibitors and motivated buyers. The exhibition will showcase a perfect mix of fashion and accessories featuring the latest trends, styles and colours worldwide.

This is a unique opportunity for fashion designers, manufacturers, wholesalers, distributors and others to display a wide range of products such as leather jackets, fur coats, scarves, handbags, footwear, watches, hair accessories, sunglasses, giftware etc.

Exhibitors at the on-line IF&A Fair – small, medium or large companies - will be able to create brand awareness, find new markets for their products, sell and sign new contracts, recruit new agents and distributors and make contact with thousands of motivated buyers visiting the on-line exhibition.

On-line visitors to the IF&A Fair have immediate access to thousands of manufacturers, suppliers and distributors from many countries, in their own time and location. Through our exhibition, they visitors can acquire market intelligence, develop new contacts, meet new and existing suppliers and enter new markets at literally no cost!



FASHION AND ACCESSORIES

## COMPANY BACKGROUND



Global Sales Opportunities

Worldwide Corporate Buyers

International Brand Exposure

Customized Company Pavilion

Interactive Global Exhibitions

Live Networking for Personal Contact

BusinessGlobal.com is a leading International On-line Exhibitions Centre, hosting globally marketed, international exhibitions and trade shows on the internet, recreating the experience of attending any world class physical exhibition in terms of visual, sound, live interactivity, business networking and information services. In fact on-line exhibitions have an advantage in that they last longer! Following a month-long Live Event (24/7), all exhibitor's information remains on-line for a further 11 months in a non-live/interactive environment.

Our platform offers companies – small, medium or large – the opportunity to exhibit at major international events on-line, promoting their products and services to millions of motivated trade visitors, and greatly increasing their international customer base and enhancing their global presence.

***Our opening exhibition 'Best of China 2009' with over 3300 participating exhibitors, received an average of 20,000 unique visitors daily!***

This success is being closely followed by the 'Euro – China Partnership and Investment Fair' officially launched in the presence of the President of the House of Representatives, Mr. Marios Garoyian, diplomats and representatives of the Cyprus and Chinese communities, the Cyprus Chamber of Commerce as well as local and international press. The Fair, taking place Oct 30 - Nov 30, is dedicated to business cooperation between Europe and China and has exceeded participation expectations!





# CALENDAR OF EVENTS

## EXHIBITIONS CALENDAR

|   |                               |
|---|-------------------------------|
| Best of China 2009                              | 01 Sep. 2009 – 30 Nov. 2009   |
| Euro-China Partnership and Investment Fair      | 30 Oct. 2009 – 30 Nov. 2009   |
| Best of India 2009                              | 01 Dec. 2009 – 31 Jan. 2010   |
| Euro-India Partnership and Investment Fair      | 01 Jan. 2010 – 31 Jan. 2010   |
| International Furniture & Interiors Exhibition  | 01 Jan. 2010 – 31 Jan. 2010   |
| Global Travel, Tourism & Hospitality Exhibition | 01 Feb. 2010 – 28 Feb. 2010   |
| International Fashion & Accessories             | 01 Mar. 2010 – 31 Mar. 2010   |
| Medical & Pharmaceuticals Exhibition            | 01 Mar. 2010 – 31 Mar. 2010   |
| International Wellness & Health Exhibition      | 01 Apr. 2010 – 30 Apr. 2010   |
| Euro-Mediterranean Trade and Partnership Fair   | 01 April 2010 – 30 April 2010 |
| Best of Brazil 2010                             | 01 April 2010 – 30 April 2010 |
| Best of Russia 2010                             | 01 May 2010 – 31 May 2010     |
| Best of Europe 2010                             | 01 May 2010 – 31 May 2010     |
| International House & Garden 2010               | 01 June 2010 – 30 June 2010   |
| International Environment & Energy Exhibition   | 01 June 2010 – 30 June 2010   |
| Best of Asia/Oceania                            | 01 July 2010 – 31 July 2010   |
| International Business & Franchising            | 01 July 2010 – 31 July 2010   |
| International Food & Beverages Exhibition       | 01 Aug. 2010 – 31 Aug. 2010   |
| Best of USA 2010                                | 01 Sep. 2010 – 31 Sep. 2010   |
| Best of China 2010                              | 01 Oct. 2010 – 31 Oct. 2010   |
| Euro-China Partnership and Investment Fair      | 01 Oct. 2010 – 31 Oct. 2010   |
| International Furniture & Interiors Exhibition  | 01 Nov. 2010 – 30 Nov. 2010   |
| Best of India 2010                              | 01 Dec. 2010 – 31 Jan. 2010   |

## PAVILION FEATURES



A number of different features are offered in our exhibition space which is very easy to use both by exhibition companies in setting up their pavilion as well as by visitors in searching for information on our website. The interactive features of our website facilitate the communication between exhibitor and visitor during the 1-month live event.

### Company Profile

- Add your company profile, products and services.
- Hyperlink to your company website and email.

### Pavilion Banners

- Use display boards to advertise your company on the actual structure of the pavilion itself.
- Link from these banners to a webpage, presentation, leaflet, brochure, video.

### Featured Products

- Choose your main products/services to vividly display within your pavilion for your visitors' immediate observation.

### Virtual Briefcase

- Permanently store all business cards, product catalogues and any other exhibition information collected.

### Product/Services Catalogues

- Add your company/product catalogues or documents you want your visitors to see.

### Video Upload

- Upload multiple promotional videos featuring your products/ services/ company profile, etc

### Live Chat

- Use live text chat to communicate instantly with visitors. Potential for several sales representatives to communicate to customers at the same time.

### Internet Telephone

- Hold telephone conversations with visitors and exhibitors for more personal interaction. Up to 10 sales representatives may talk at the same time.

### Appointment Making

- Should a visitor enter your pavilion at a time that you are not available, they can request an appointment to talk to you. The system automatically takes account of your time zone, and will send you an email reminder to ensure you don't miss appointments.

### Send Message

- Visitors are able to send a personalised message to exhibitors with the click of a button.

### Business Card Exchange

- Exchange business cards with your visitors instantly. Visitors can even add your business card to their virtual briefcase even during your absence.

### Products Search

- A state-of-the-art detailed search engine will make it easy for visitors to search for companies according to country of origin, industry sector, type of products and services offered, etc.

### Feedback

- Exhibitors will receive detailed statistics regarding visitors to the pavilion e.g. numbers, industry sector, country etc.

Our Exhibitors have access to a very-user friendly administration interface which guides them through a step-by-step procedure of how to upload/modify information and how to use the system. In addition, a detailed set-up and usage manual is available as well as a 24/7 online and telephone Helpdesk which supplies information needed and any technical support in relation to setting up a pavilion.

# THE INTERNATIONAL FASHION AND ACCESSORIES EXHIBITION (1st March – 30th March 2010)

## OUR PACKAGES

| Exhibition Standard Features |              | Exhibition packages |               |              |  |
|------------------------------|--------------|---------------------|---------------|--------------|--|
| Package (USD \$)             | Small<br>975 | Medium<br>1525      | Large<br>1975 | Star<br>2475 |  |
| Company Information          | YES          |                     |               |              |  |
| Pavilion Banner              | 1            | 2                   | 4             | 4            |  |
| Featured Items               | 30           | 50                  | 100           | 150          |  |
| Virtual Briefcase            | YES          |                     |               |              |  |
| Product /Services Catalogues | 5            | 10                  | 20            | 30           |  |
| Video Uploads                | 5            | 10                  | 15            | 20           |  |
| Interactive Features         |              |                     |               |              |  |
| Live Text Chat               | 1            | 1                   | 2             | 3            |  |
| Internet Telephone           | 1            | 2                   | 4             | 10           |  |
| Appointment Making           | YES          |                     |               |              |  |
| Business Card Exchange       | YES          |                     |               |              |  |

## MAIN CATEGORIES

### Fashion

- Menswear
- Women swear
- Professional Clothes
- Kidswear
- Accessories
- Machinery
- Fashion Information
- Textiles
- Home Textiles

## BENEFITS OF ON-LINE EXHIBITIONS

### Accessibility & Event duration

- No queues or waiting time
- Month-long live event, 24hours per day
- 11 months non-live interactive event and information access

### Live interaction

- Text conversations with instant messenger
- Internet telephone conversations
- Email appointment-making 24hrs per day

### Market

- Much greater projected targeted trade audience
- Development of larger, global customer base
- Ability to discover and approach previously unexplored markets at a very low cost

### Cost

- Much lower than the cost of any physical exhibition, international or otherwise

### Exchange of information

- Instant search of exhibitors
- Easy access to companies' details
- Instant exchange of business cards
- Catalogue downloads
- Viewing of promotional videos
- Tracking of activity
- Tracking of seminars offering expertise
- Reviewing of video displays

### Environment

- No carbon emissions from exhibitor and visitor travel, accommodation, printing of promotional materials, or creation of displays

### Feedback

- Statistics provided on visitor information, including numbers, country of origin and industry sector

YOUR INVESTMENT

## Contact Details

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