

ON24 Virtual Show

Take Your Demand Generation, Training and Recruiting to the Next Level



Key Benefits

- Engage and qualify your audience with an interactive customized virtual event
- Host live webcasts and scheduled events to attract and converse with viewers
- Allow your sponsors to design virtual booths and add marketing collateral using booth management tools
- Expose attendees to product information and direct them to follow-on chats and post-webcast networking
- Localize environment in multiple languages for your global virtual events
- Interact with viewers and host live discussions using social networking tools
- Analyze user behavior and qualify leads using detailed online reporting

ON24 Virtual Show is a flexible communications and demand generation solution that provides an engaging virtual venue for events such as:

- Trade shows
- Sales kickoffs
- Partner training
- User conferences
- Career fairs

Using ON24's library of theme templates, interactive 3D locations can be built. Custom locations can also be created using photographs or sketches of physical venues. These locations typically include dynamic "hotspots", video greetings, live webcasts, social networking, and much more.

Without ever leaving their desks, participants can learn from keynote webcasts, interact with exhibitors, and network with their peers. Virtual Show's combination of engaging environment, interactive features, and social networking enables companies to take demand generation, training and recruiting to the next level.

ON24 Virtual Show Features

Global Virtual Environment

- Five Virtual Show design themes and 26 booth templates
- Pre-configured support for nine languages
- Engaging 3D locations including Plaza, Auditorium, Networking Lounge and Resource Center
- Up to 10 interactive scrolling Exhibit Halls
- Video greetings or greeters deliver personalized messages
- Custom registration pages and fields

Community & Networking Features

- Ability to add live webcasts and scheduled chats to attract visitors
- Group and 1:1 chat for post-webcast networking
- Social networking including “Share This” and Twitter
- RSS feeds to add blogs, corporate news, and job listings
- Idea generation features for feedback / innovation applications
- Ability to contact staff members or general email address
- Surveys to gain insight into viewer interests
- Giveaways to reward activities such as completing surveys

Content Management

- Booth management tools allow sponsors to design virtual booths and add documents, presentations, videos & webcasts
- Virtual auditorium for presenting & organizing your webcasts
- Resource lists of documents, webcasts, videos and more
- Multiple search filters for quick content retrieval
- Scrolling marquee for real-time messaging
- Search engine optimization to organically attract viewers

Online Reporting

- Real-time reports capture user behavior, content popularity, and social networking interactions
- Dashboard provides activity snapshot and summary information
- Custom lead reports provide detailed viewer activity



Show Summary: VUE2010

Registration/Attendee Summary Report	Sponsor Content & Booth Activity				
Total Show Visitors: 4427	Sponsor Name	Sponsor Level	Unique Content Views	Booth Visitors	Average Visit Duration (min)
Event Center: 2108	ON24, Inc.	Show Organizer	711	0	0
Virtual Plaza: 2000	ON24 Virtual Office Center	Show Organizer	1592	789	8.4
Virtual Exhibit Hall: 1483	ON24 Booth Free Traverse	Show Organizer	4	36	7.7
Virtual Registration Center: 999	Lithium	Interaction	640	669	4.6
Virtual Content Management System: 1030	Public Solutions	Interaction	106	705	6.7
Virtual Exhibit Hall 2: 1915	IBM	Interaction	882	0	0
Virtual Registration Center: 999	Cisco	Interaction	220	0	0
Virtual Content Management System: 1030	CA Technologies	Show Organizer	333	0	0
Virtual Exhibit Hall 3: 1915	Oracle	Interaction	137	0	0
Virtual Registration Center: 999	Public Solutions	Interaction	124	0	0
Virtual Content Management System: 1030	Oracle	Interaction	75	0	0
Virtual Exhibit Hall 4: 1915	Oracle	Interaction	118	0	0
Virtual Registration Center: 999	CAE International	Interaction	85	0	0
Virtual Content Management System: 1030	Medco	Interaction	183	0	0
Virtual Exhibit Hall 5: 1915	Marketing/Oracle	Interaction	777	774	13.3
Virtual Registration Center: 999	Oracle	Interaction	264	159	8.1
Virtual Content Management System: 1030	Oracle	Interaction	803	621	5.5
Virtual Exhibit Hall 6: 1915	IBM	Interaction	858	638	6.7
Virtual Registration Center: 999	GlobalSpec	Interaction	82	0	0
Virtual Content Management System: 1030	Social Media Academy	Interaction	141	0	0
Virtual Exhibit Hall 7: 1915	Social Media Academy	Interaction	233	690	7.9

About ON24, Inc.

The recognized global market share leader, ON24 provides webcasting and virtual environments for corporate communications and demand generation. ON24 offers fully integrated, enterprise-wide solutions for applications ranging from partner expos, user conferences and trade shows to training and company town hall meetings. More than 750 organizations, including IBM, Cisco, CA Technologies, Merck, AstraZeneca, Fiserv, Credit Suisse, GE and Oracle, rely on ON24. The company is headquartered in San Francisco, with offices throughout the world.