



an ITU Telecom event

ITU DIGITAL WORLD 2021

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The global tech event for governments, industry and SMEs.



Virtual Exhibition

Virtual exhibition organized by event co-host, the Government of Viet Nam, featuring key regional players, high-growth SMEs and new partnership prospects.

Open to all visitors free of charge from 12 October, the Virtual Exhibition can be accessed from any computer, smartphone or tablet.



Virtual Exhibition Overview

Impressive and creative virtualized exhibition space

A full range of functional spaces in exhibitions

Exhibition hall

Thematic exhibition hall

National pavilion

Business booth

Conference room

Cross-platform applications on computer devices, smartphones and tablets..





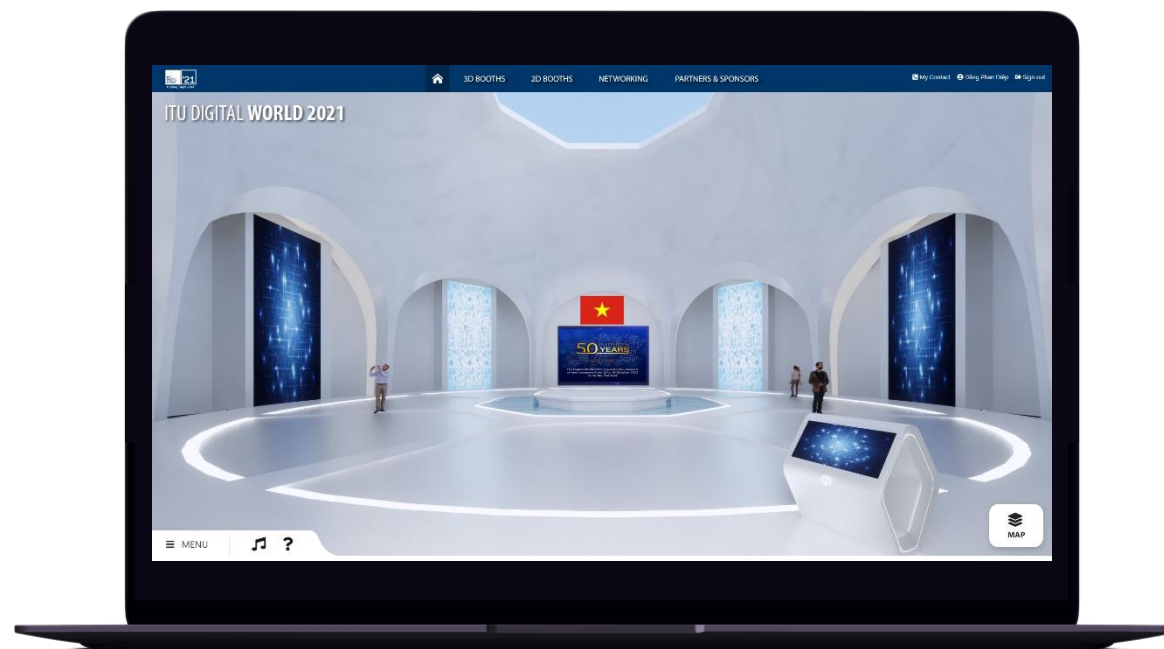
Users

Users can move, visit, and interact with the exhibition in a 360 degree space

Inquire about national pavilions, business booths with introduction information, images, videos, products...

Communicate online with the booth's staff

Use AI Chatbot to learn about the booth





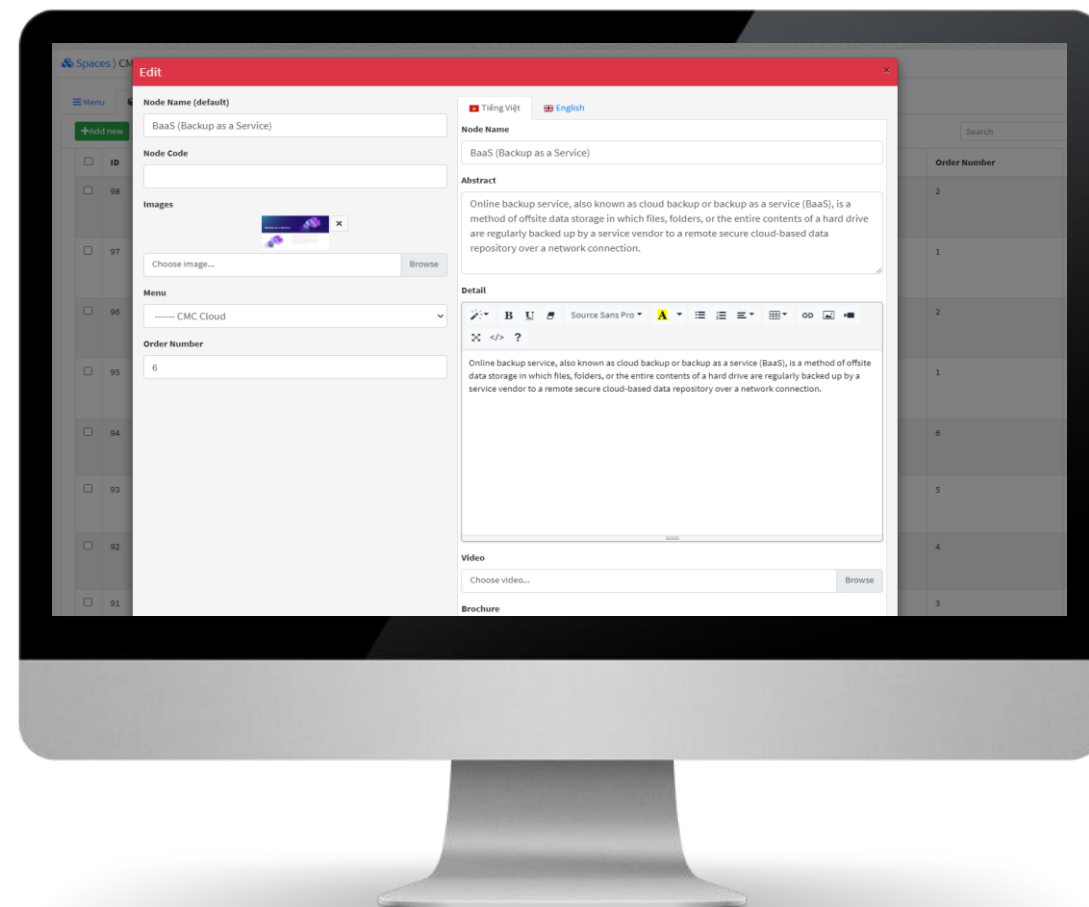
Business users

Promote and introduce the company and its products to viewers through a virtual booth

Provide a full range of images, documents, videos... to users

The staff in charge of the booth can introduce products online to customers visiting the booth

Monitor, statistics, and evaluate effectiveness of the booth during and after the event



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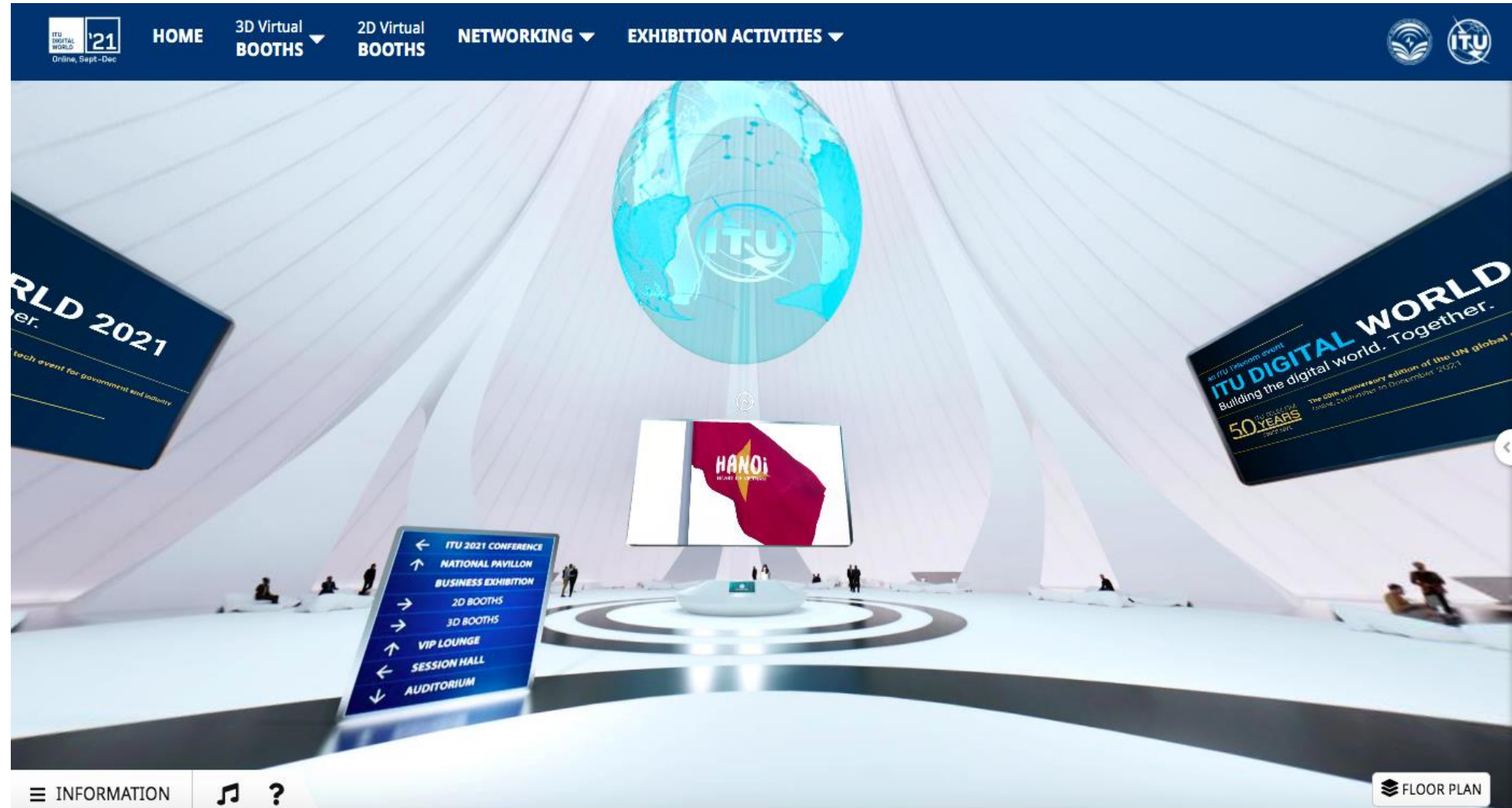
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Exhibition Features

Main Hall

1. 2D Exhibition
2. 3D Exhibition
3. Auditorium
4. Map
5. Networking
6. Exhibition Events



Exhibition Hall



Exhibitions' introduction



Common space and entrances
to exhibitions by categories



Exhibition layout map



Map / Floorplan



3D virtual exhibition master plan



National pavilion



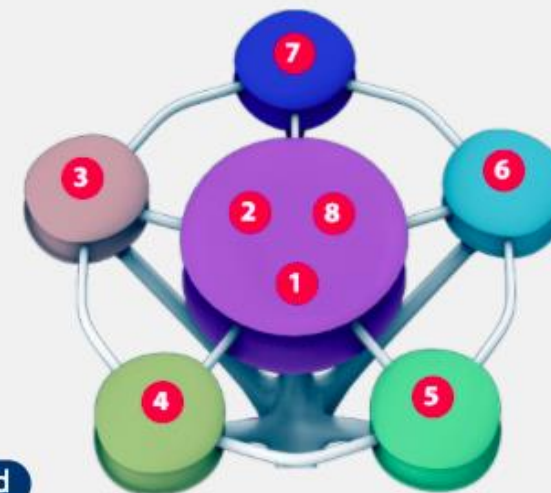
Business booths

FLOOR PLAN

NATIONAL 3D PAVILIONS

BUSSINESS 3D BOOTHS

- 1 Exhibition Hall
- 2 National Pavilions
- 3 Software
- 4 Hardware
- 5 Cyber security
- 6 Solution
- 7 Start-up innovation & Digital for Covid
- 8 Auditorium



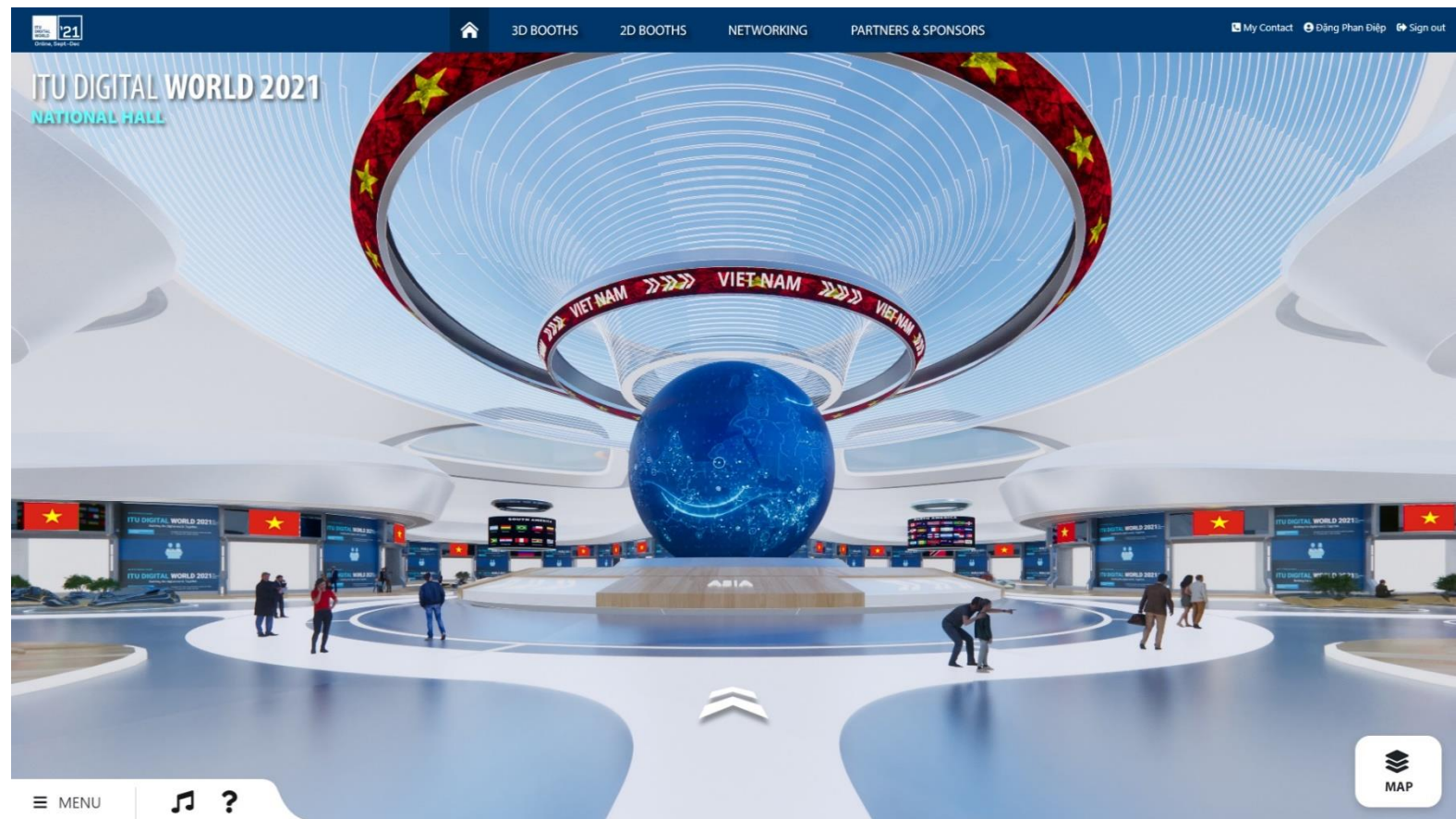
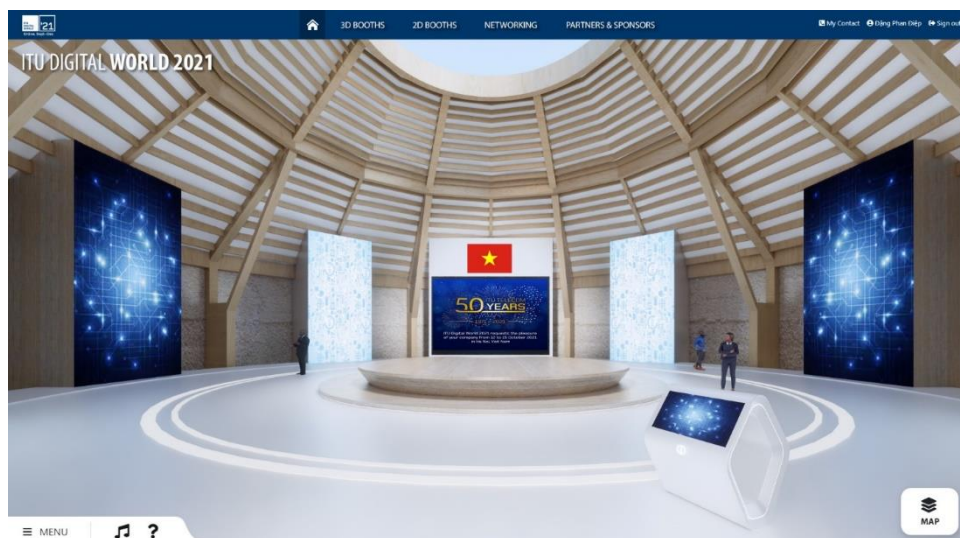
3D BOOTH EXPERIENCE



3D VIRTUAL BOOTH

National Pavilion

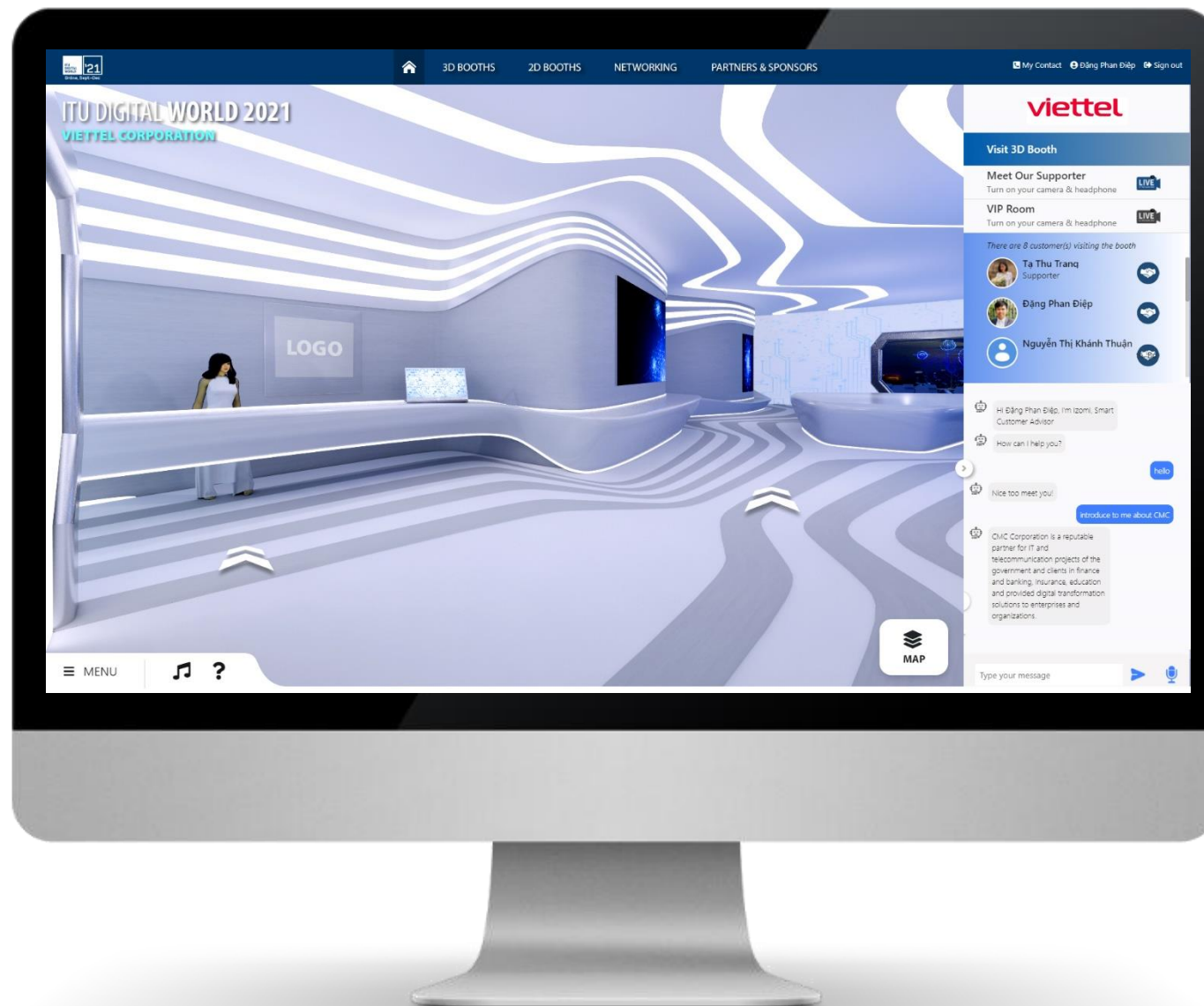
Countries' representatives can change, choose to put into 3D space their country's features such as: country name, national flag and promotional videos, images about the country



Business Booth

Industry stands allow businesses to introduce their brand, images and products

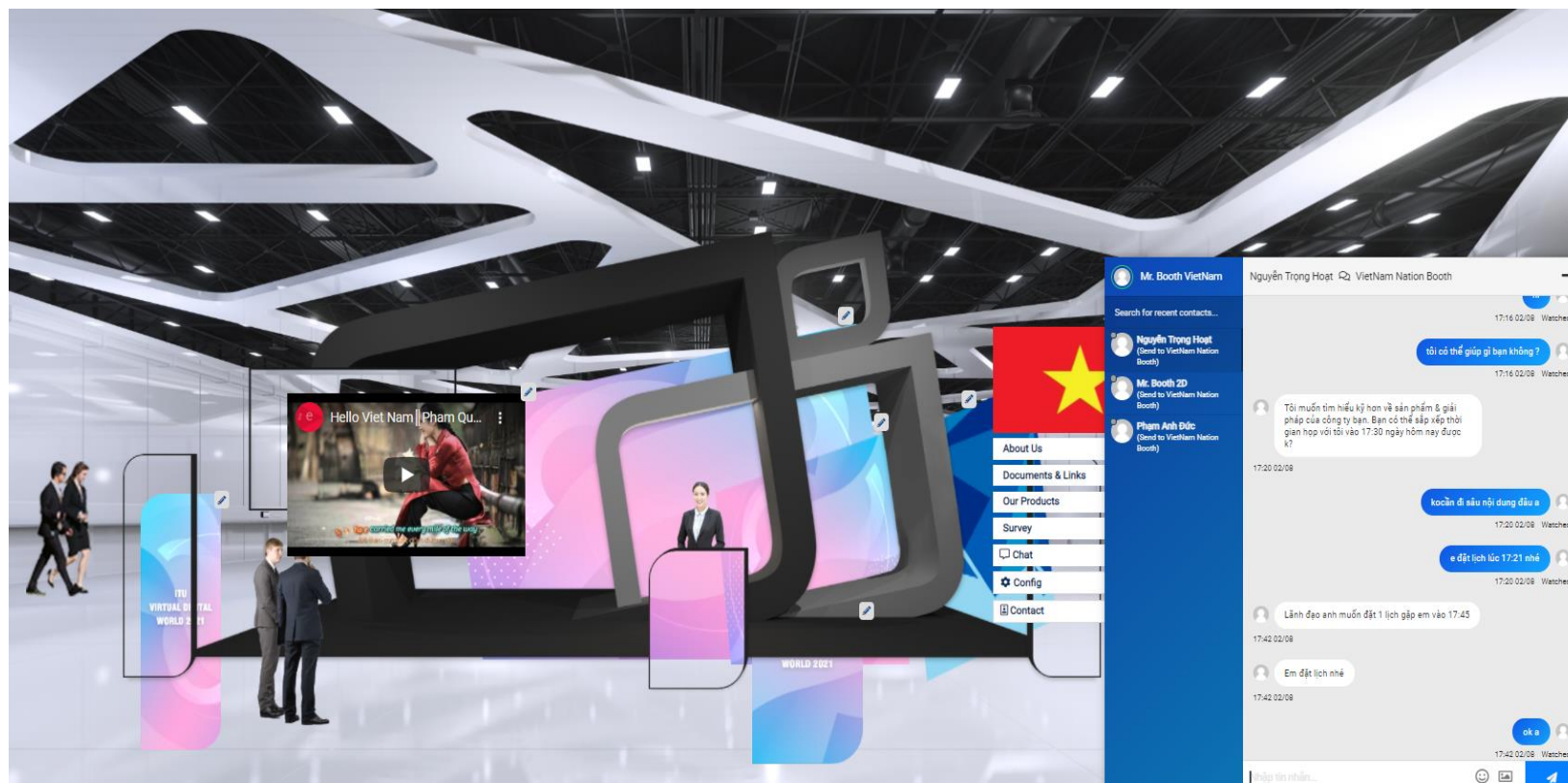
Using interactive features with booth visitors such as AI Chatbot; meeting online; VIP meeting room.



2D BOOTH EXPERIENCE

Allow displaying information about the company's brand booth including: Logo, billboard, introduction video/image, documents, products





Provide networking opportunities including
AI Chatbot, online meeting, video
livestreaming

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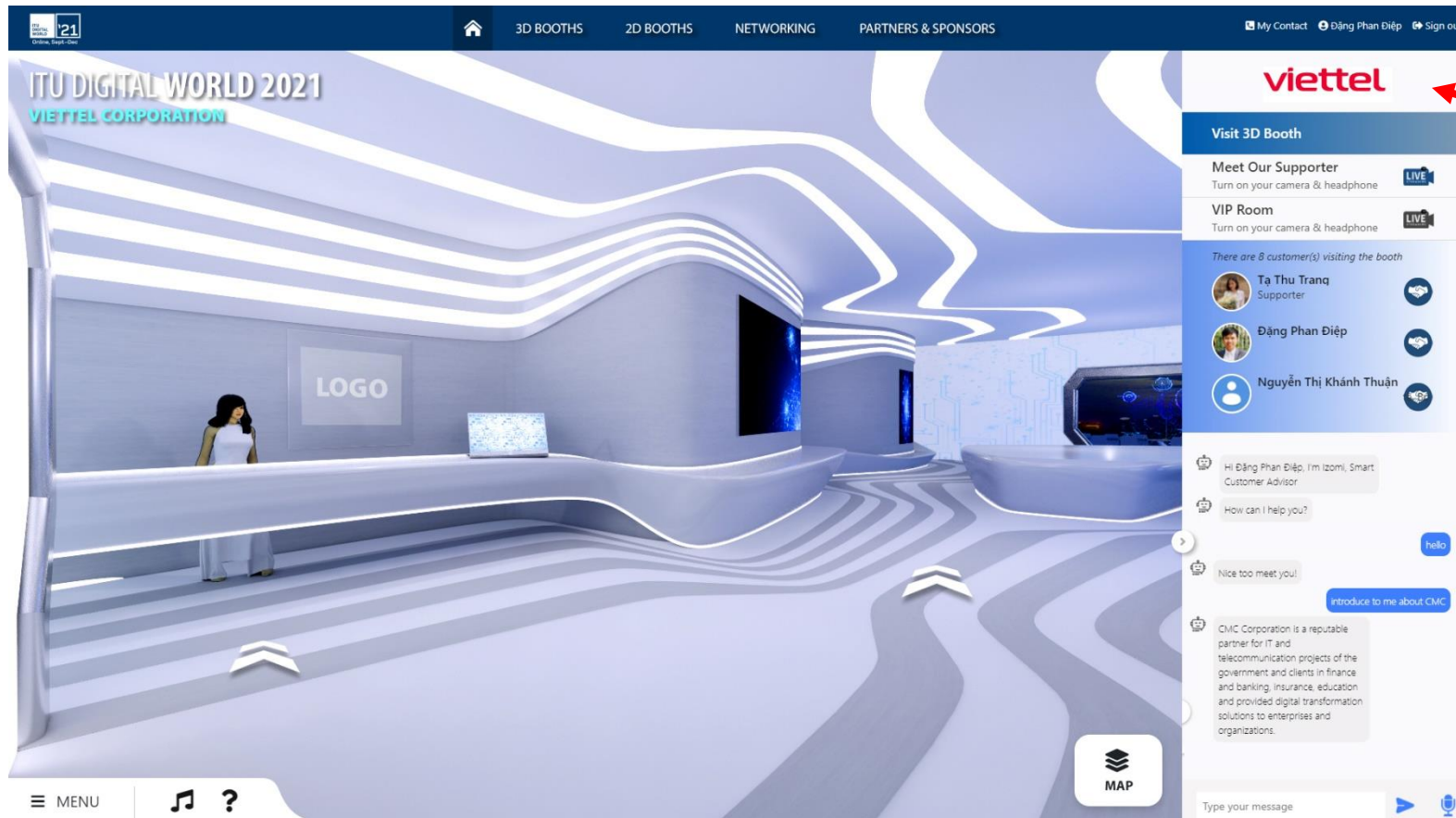
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3D Virtual Booth Guide



The name of stand: No more than 30 characters

About company, business field, contact, other: No more than 400 characters

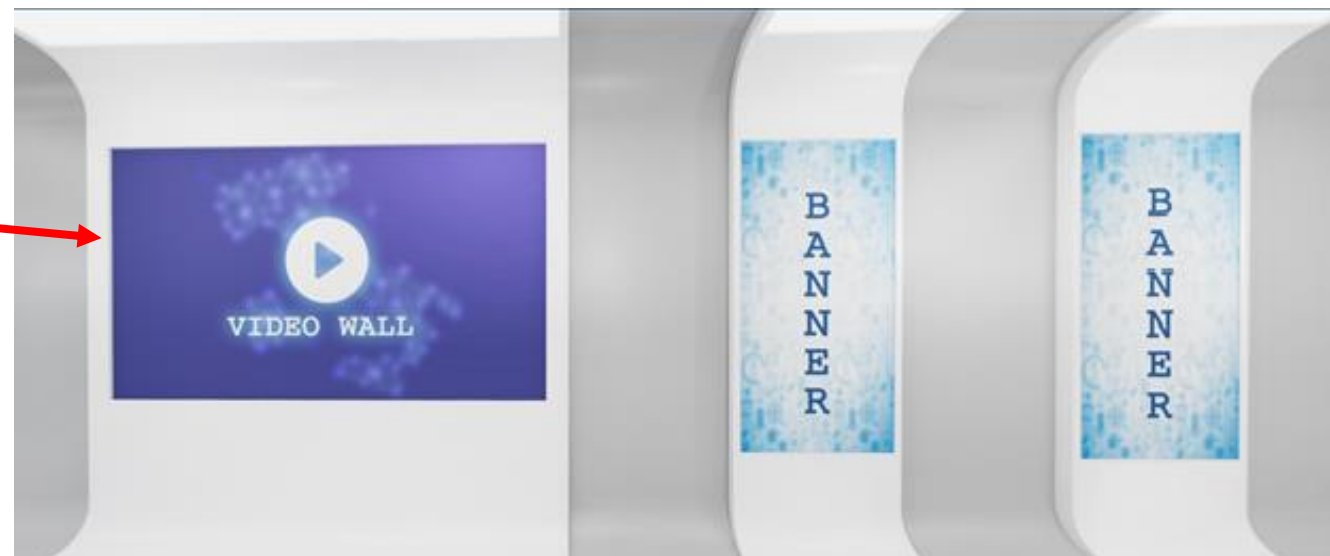


Photo (3D Exhibition space)

- Logo: 01 Photo – Size: 1:1

Video: 01 Video – Size: 16:9

- Video format: mp4, avi
- Minimum resolution: HD 1280 x 720px
- Video maximum capacity: 150 Mb



- Product's banner/solution: 03, 04,05,06 images- Size 3:5 (number of banner will be used by different templates)
- Big size of banner: 01 image- Size 4:3
- Maximized size/01 image: 1Mb
- Minimized height of banner: 720px
- Image format: JPG, JPEG, PNG





Product & Solution (pop-up display)

- Introduction: 400-500 characters
- Video: HD 1280 x 720px
- Video maximum capacity: 150 Mb
- Brochure: PDF, maximum capacity 20Mb

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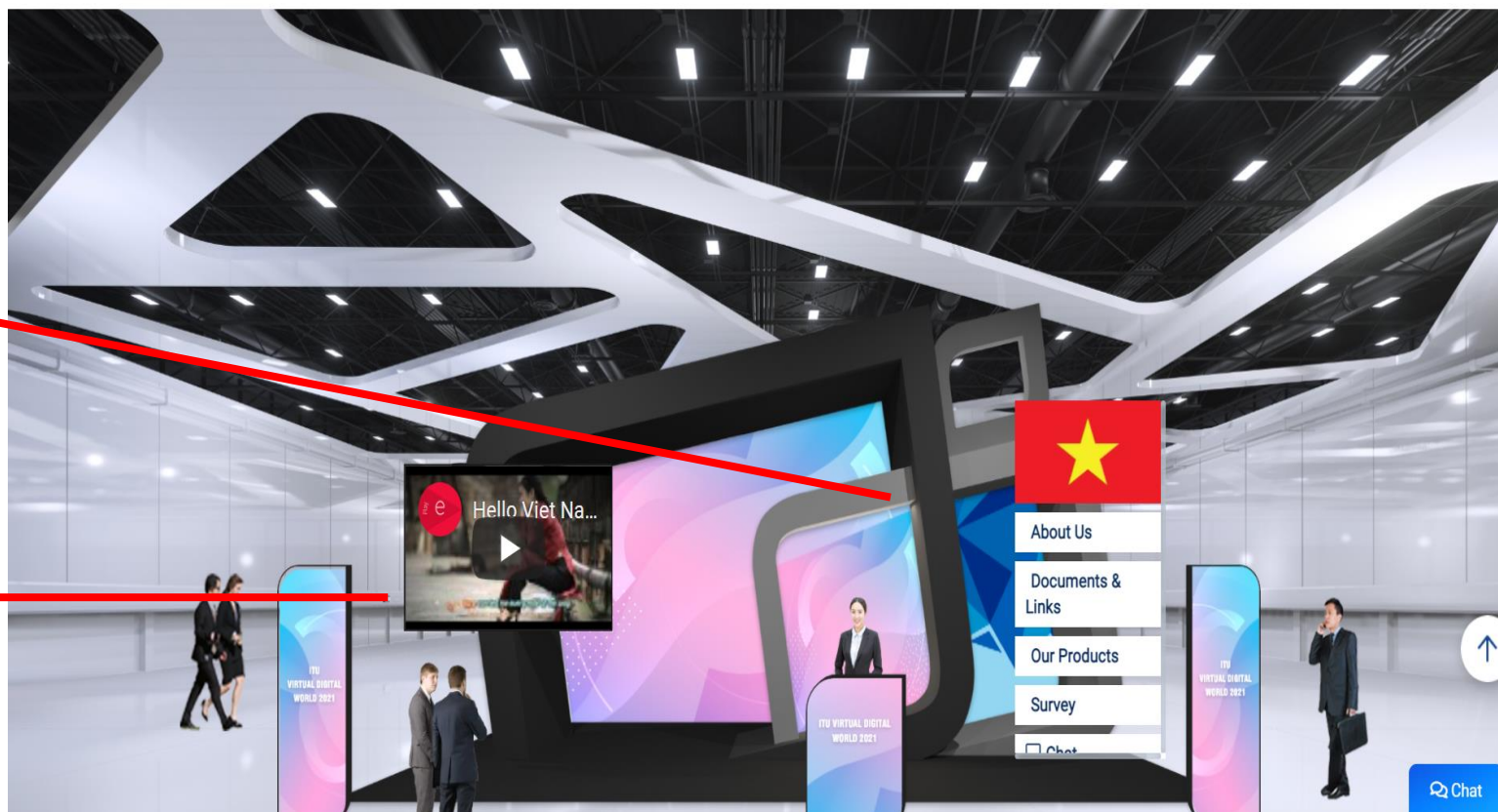
2D Virtual Booth Guide

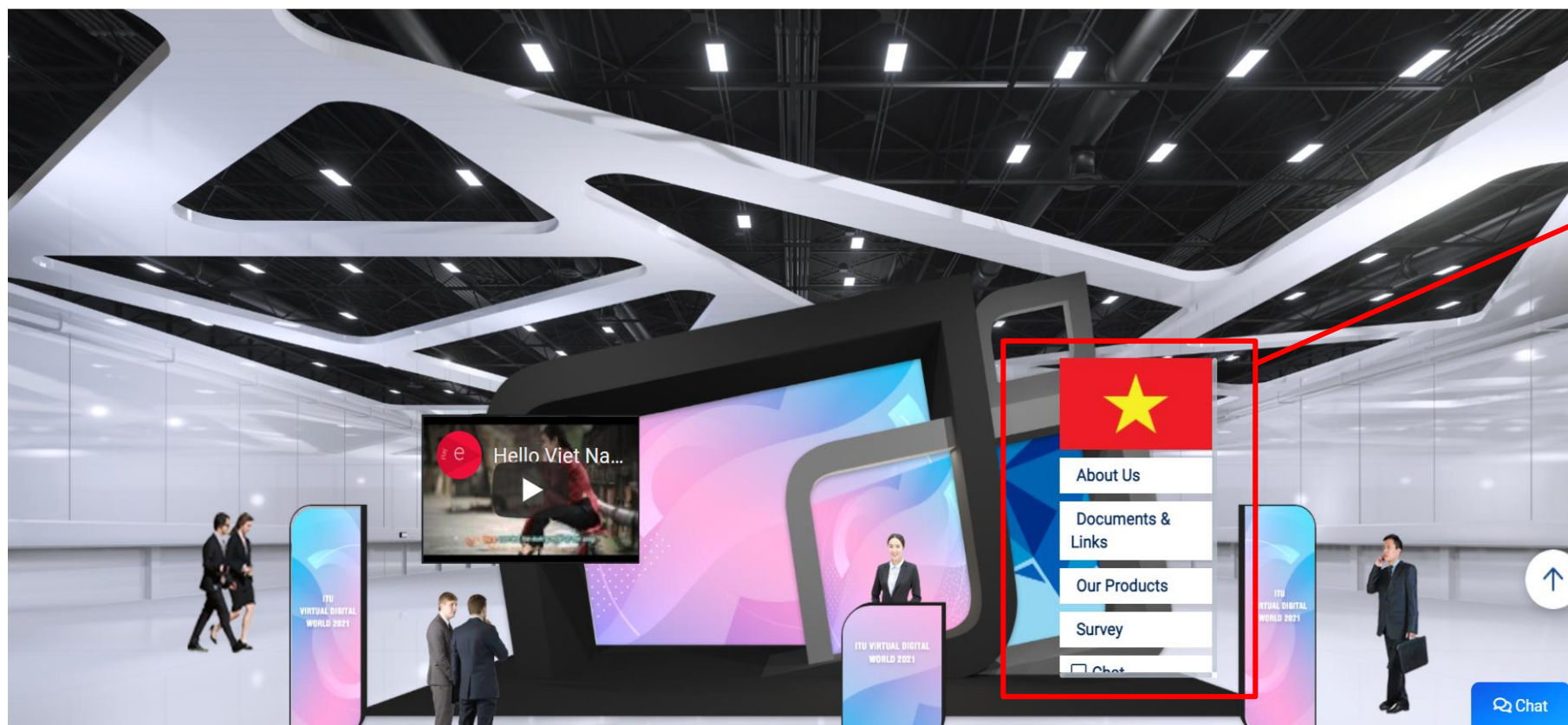
Company's logo

- Number of pictures: 01
- Format: JPG, PNG
- Ratio: 1:1
- Dimension: 300x300px
- Maximum capacity: 3MB

Video of booth:

- Number of Video: 01
- Format: avi, mp4....
- Ratio: 16:9
- Dimension: HD (1280x720)
- Time: 3 minutes
- Maximum capacity: 150MB

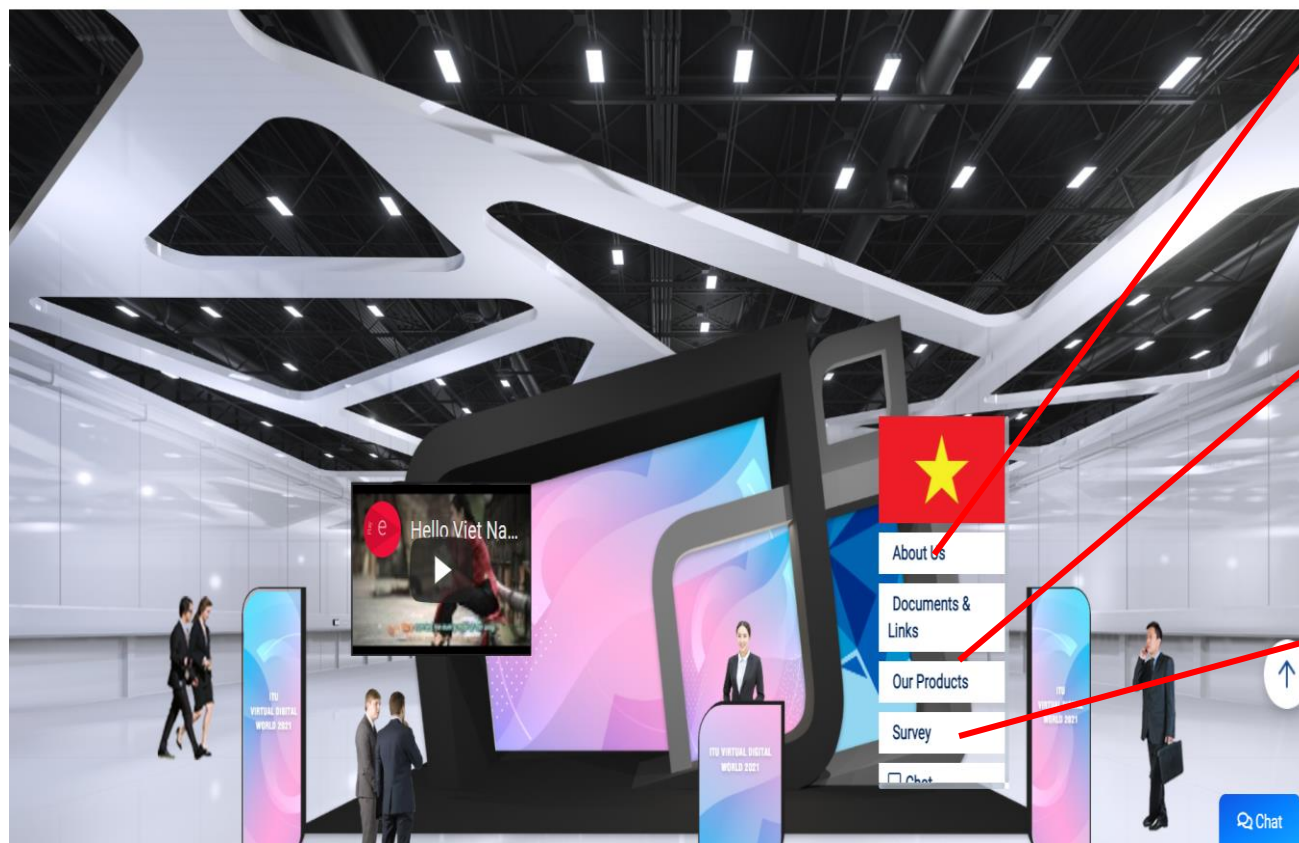




Tab content:

- About us
- Our Products
- Documents & Links
- Survey

AI Chatbot

**About us:**

- Character limitation: 3000 characters including spaces
- Brief description: 150 characters
- Name of booth: 50 characters

Document & Link:

- Title of document: maximum 100 characters including spaces
- Brief description of document link: maximum 500 characters including spaces
- Number of document link upload: maximum 20 link/document
- Format of document: PDF
- Dimension: 10 MB

Survey:

- Maximum question: 10 questions
- Character maximum: 350 characters including spaces.
- Choosing question: Maximum 5 answers
- Answer question: Maximum 350 characters including spaces.



Our Products:

- Maximum number of products shown on booth: 20 products
- Detail 1 product
- Product's avatar: quantity 01, format JPG/PNG, ratio 1:1, size 400x400px, maximum capacity 5MB
- Name of product: maximum 50 characters
- Brief description of product: maximum 3100 characters including spaces
- Detail description of product: 3000 characters including spaces
- Link of product: the reference link want to upload
- Comment of product: maximum 500 characters including spaces.

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Exhibition Packages

No.	BOOTH FEATURE	2D BOOTH	3D BOOTH
1	Business overview	●	●
2	Business logos	●	●
3	Website link	●	●
4	Business introduction video	●	●
5	Business introduction images	●	●
6	Message/contact the booth representative	●	●
7	Email the booth directly	●	●
8	Catalog, Documents download	●	●
9	View product details in 2D (Banner Image/Video)	●	●
10	Role Playing Virtual Receptionist	●	●

No.	BOOTH FEATURE	2D BOOTH	3D BOOTH
11	Virtual interaction (Chat/Livestream) Reception - Visitors	•	•
12	Livestream room introducing products/solutions of the business	•	•
13	Intelligent virtual assistant service automatically receives and supports information for customers (AI Chatbot)	•	•
14	One-One meeting request	•	•
15	Role-playing as Business Leader to interact virtually with Partners/VIP		•
16	VIP room to welcome and interact with Partners/VIPs		•
17	View products in 3D / 360 degree rotation		•
18	Booth has one 3D viewing position (Selected in the Templates gallery)		•
19	3D booth with interactive, moving 3D tour (Select in Templates category)		•
No.	PRICE	2D BOOTH	3D BOOTH
1	SME Stand	800 CHF	1,500 CHF
2	Corporate Stand	NA	5,000 CHF
3	Developing country Pavilion	NA	2,500 CHF
4	Developed country Pavilion	NA	5,000 CHF

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Thank You!

Further details, please kindly contact us:

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