

exporivaschuh

the fair that moves the world

&

gardabags

going into details

Trend & Trade

BUSINESS OPPORTUNITIES FOR EXHIBITING COMPANIES



2020 sees the start of a new era for Expo Riva Schuh and Gardabags.

The complexity of the situation in which the entire fashion chain finds itself operating has imposed a **general re-think of all the mechanisms that affect the sector's business**, and especially the volume footwear, leather goods and accessory markets.

The solution that the event has found to respond to the new challenges facing the market is **the integration of digital within the normal context**, and, in particular, the creation of a panel of services and marketing tools that are useful for the business activities of exhibiting companies and buyers.

Innovative tools that increase the new opportunities for exhibitors:

The Swapcard Marketplace

Exhibitors' Reserved Area

Business Support

#PLAYfashion Live Talks



swapcard

The SWAPCARD app can be activated on both desktops and mobile devices. Thanks to **artificial intelligence**, it suggests targeted connections starting from the profiling that buyers have carried out within the reserved area of the Expo Riva Schuh website, thus broadening the connection between visitors and exhibitors.

This **increased interaction with visitors** is also made possible through the diary of appointments requested directly by the buyers.

The virtual appointments can take place by means of a video call in a **virtual room**, right inside the app, (using either the desktop or the mobile device version).

This tool is also useful for those who are physically present at the exhibition. Over and above greater visibility and the **one-to-one diary**, thanks to Swapcard, it will be possible to scan visitors' badges at the fair and obtain all their details in one simple move, avoiding the need to manually

re-write all the details gathered from their business cards (...and it is also a more hygienic solution!)

A photograph of two people, a man and a woman, sitting at a table and looking at a laptop screen. The man is wearing a blue denim jacket over a white shirt, and the woman is wearing a dark, patterned top. They are both pointing at the screen, which is displaying some content. The background is slightly blurred, showing what appears to be a library or office setting with bookshelves.

SHOECASE the new catalogue

The new catalogue is a useful marketing tool that allows buyers to find exhibiting companies by searching for the product type.

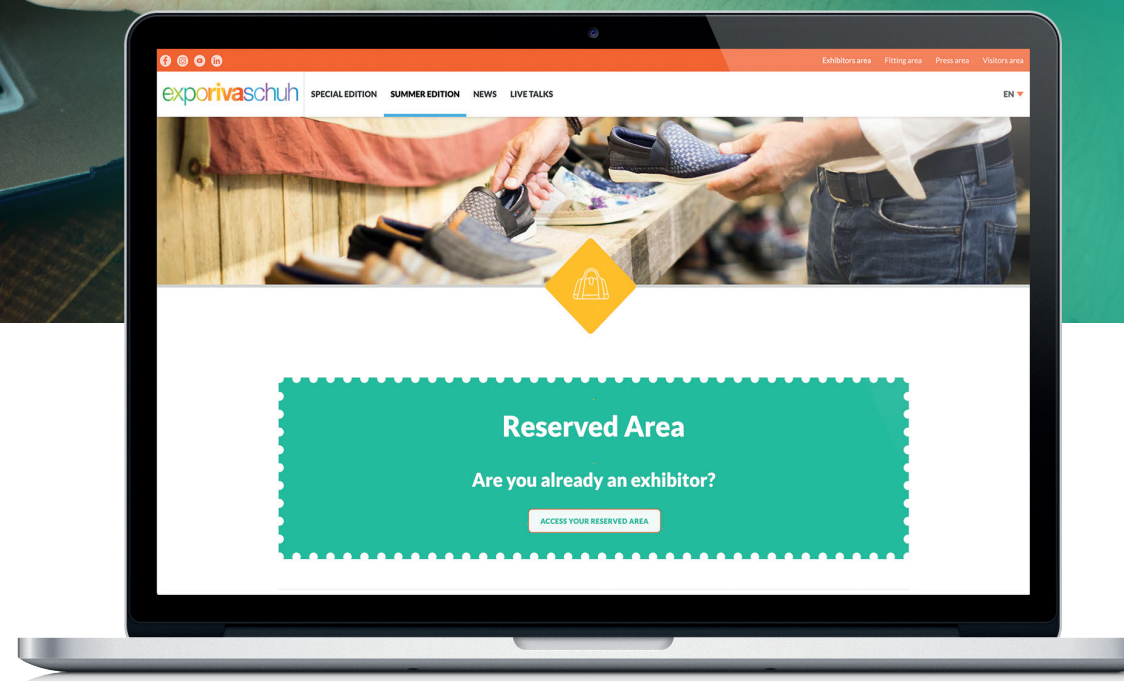
In the past, searches were carried out by exhibitor name and so, visitors needed to know right from the outset which company they wanted to meet. From now on, **the search carried out by product** type will enable the vi-

sitor to make their choice according to the search for specific products and exhibitors will gain **greater visibility and meeting opportunities**.

The catalogue will be implemented from inside the reserved area, by loading information and pictures of production lines: the more information and details you supply, the greater appeal your profile will have within the catalogue.

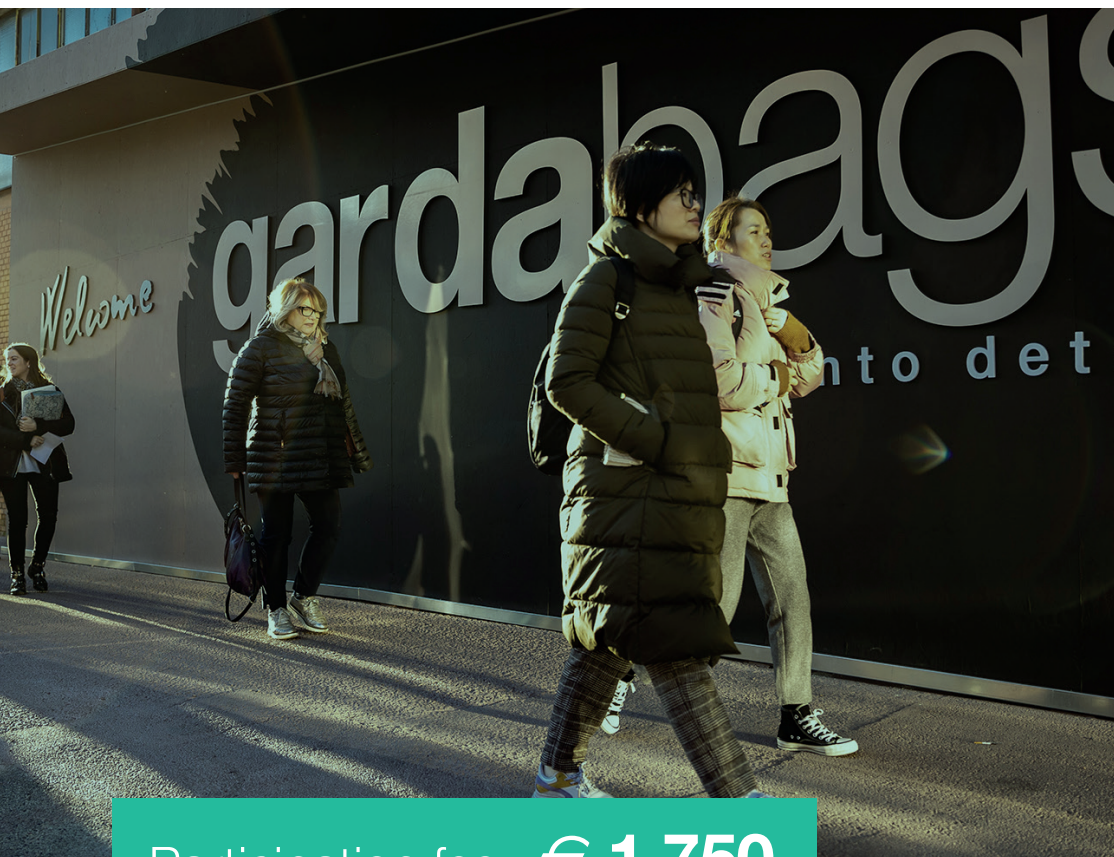
RESERVED AREA

An exclusive space for direct dialogue with the exhibition, **designed to make communication and information exchange more effective**. Stemming from the aim to explore a more digital approach with the Expo Riva Schuh and Gardabags community, this cloud transforms event participation into a personalised experience, that is both easy and beneficial, guaranteeing access to specific content and in line with your own business objectives.



January 16th to 19th 2021

HOME EDITION FULLY DIGITAL



Participation fee: € **1.750**

Special rate for January 2020 edition exhibitors:

€ **1.250**

Prices excl. VAT

The Swapcard Marketplace

SHOECASE

An insertion in Shoecase, the new catalogue with advanced functions, enabling specific searches by product type.

BUSINESS MEETINGS

All the members of your team have access to:

- a shop window
- a planner to allow buyers to request one-to-one appointments
- data export of the buyers who have made an appointment
- analytics of visits to your company profile
- chat and virtual room to hold video conversations

EXPO RIVA SHOW - The shoe connection

Free access to the online timetable of talk shows, products presentations and seminars that involve and create direct contact for the worldwide community of Expo Riva Schuh & Gardabags.

**Access to the Swapcard will be active
between January 16th and April 30th 2021**

Business Support

The Expo Riva Schuh & Gardabags Team will be available before, during and after the event, to help for the company's online presence.

June 13th to 15th 2021

DIGITAL EXPERIENCE

PHYSICAL PRESENCE AT THE FAIR
ADDED TO THE DIGITAL EXPERIENCE



Subscription fee: € 600

Special rate for January 2021 edition exhibitors:

€ 500

Prices excl. VAT

The Swapcard Marketplace

SHOECASE

An insertion in ShoeCase, the new catalogue with advanced functions, enabling specific searches by product type.

BUSINESS MEETINGS

All the members of your team have access to:

- a shop window
- a planner to allow buyers to request one-to-one appointments (both virtual and at the event)
- data export of the buyers who have made an online appointment
- analytics of visits to your company profile
- chat and virtual showroom to hold video conversations
- scans of the badges of visitors who are present at the exhibition

EXPO RIVA SHOW - The shoe connection

Free access to take part in online collateral events organised during Expo Riva Schuh & Gardabags.

**Access to the Swapcard will be active
between June 13th and September 30th 2021**

Business Support

The Expo Riva Schuh & Gardabags Team will be available before, during and after the event, to help for the company's online presence.

June 13th to 15th 2021

FULLY DIGITAL EXPERIENCE

FOR THOSE WHO CAN'T TAKE PART IN THE EXHIBITION
BUT WOULD LIKE TO PARTICIPATE AT A DISTANCE



Participation fee: € 1.750

Special rate for January 2021 edition exhibitors:
€ 1.250

Prices excl. VAT

The Swapcard Marketplace

SHOECASE

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16 → 19.01.2021

13 → 15.06.2021

Office Locations

Centro Congressi - Parco Lido
38066 - Riva del Garda (TN)
0464 - 570 153
info@exporivaschuh.it

Exhibition Center

Via Baltera, 20
38066 - Riva del Garda (TN)
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