

Name	Virtual fair and exhibition
Brief Description	A virtual fair or exhibition is a type of <u>virtual event</u> run in an online environment, which is hosted online for a limited period of time. It can be considered the online equivalent of a traditional fair or exhibition, but exhibitors and visitors connect with one another on the web, rather than in-person. There is an ample variety of online software that allows free design of virtual fairs, such as meetyyoo , hexafair or eventXtra .
Methodology	<p>Before the Event:</p> <ul style="list-style-type: none"> • Set a specific theme and select speakers and the presenter for the main session • Set up the virtual space and room/s on the selected platform • Provide a detailed agenda about the different sessions • Prepare all the logistical material needed <p>During the Event:</p> <ul style="list-style-type: none"> • Provide timely and concise logistical information to participants, speakers and staff • Provide logistical support to speakers and to the presenter • Be prepared in case of technical problems
Estimated planning time needed:	20-80h
Estimated budget needed:	Medium- main entries: platform costs; speakers pro bono fee
Objective	<ul style="list-style-type: none"> • Dissemination • Networking • Marketing • Allows accommodation of various presenters
Time estimated:	>6h
Target Audience:	All audiences suit this format
Number of audience:	>40
Group composition:	Fairs and exhibitions are suitable both for homogeneous and heterogeneous groups
Level of Knowledge required and possible challenges	The organiser should have a sound understanding of the subject matter of the fair; the time and cost factors are usually advantages in comparison to on-site events, as travel, accommodation and catering expenses are avoided and people can easily connect from the comfort of their homes
Facilitator Skills	High (the facilitator should be able to coordinate the various activities happening during the exhibition, even at the same time)
Example	EUBCE 2020 28th European Biomass Conference & Exhibition
Relevant sources	

