



First Ever
Live Broadcasting Tradeshow

Exhibit with

USA New Star FTZ 2020

A Share + Project

USA NEW STAR FTZ LIVE BROADCASTING TRADE SHOW 2020

June 20-23

Saturday – Tuesday

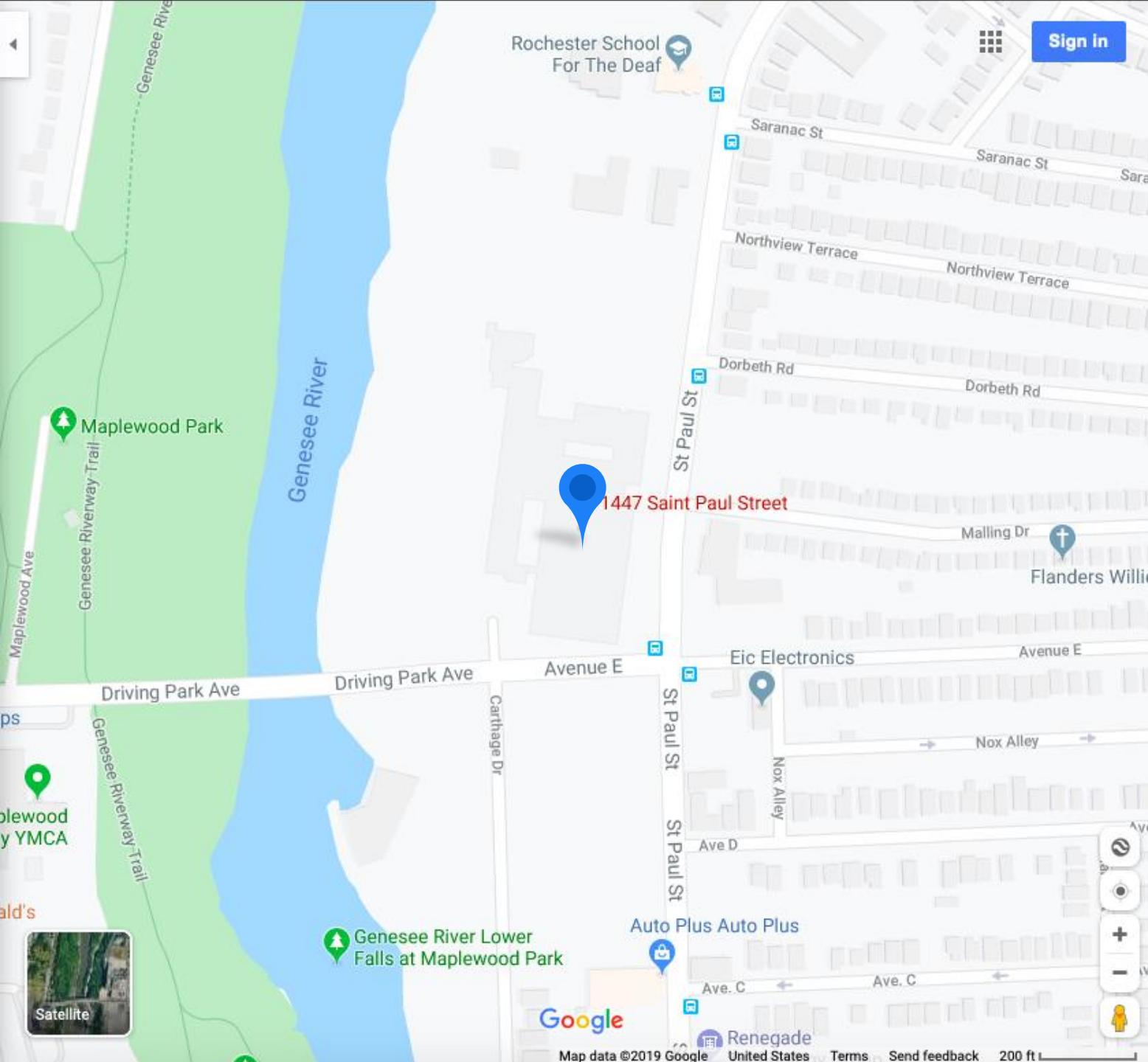
Live broadcasting:

1447 St Paul St,
Rochester NY 14621

Web site:

www.newstarftz.com/live

The collage consists of several images. At the top left is a photo of a UNIK GROUP booth at a trade show. A woman wearing a headset is standing behind a podium with the company logo. To her right is a large orange wall with text about self-supported rack structures and indoor rack structures. To the right of the wall is a large display showing various industrial storage and handling systems. Below these images is a screenshot of the event's website. The website has a dark header with navigation links: Lobby, Exhibit Hall, Video Vault, Networking, Resources, Swag Bag, Auditorium, Search Resume, and Follow us. Below the header is a section titled "Exhibitors Index" with categories: MANUFACTURING OPERATIONS & ENGINEERING, FINANCE & ACCOUNTING, HUMAN RESOURCES, MARKETING, SALES, and SUPPLY CHAIN & LOGISTICS. To the right of this is a grid of logos for various companies, with a pink banner in the center reading "Best PLACES TO WORK". Further to the right is a section titled "READY TO APPLY?" showing three people sitting at a table. At the bottom left is a "Department List" with categories: Administration, @Work, Corporate @Work, and Corporate Marketing. At the bottom right is a "How to Navigate the CareerFest Arena" section with two numbered steps: 1. To explore departments, scroll across in the Arena above, or use the Department List on the left. 2. Click on a Stage to learn more about careers in that department.



CONTACT US

Live Broadcasting Reservation

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Why we hold the show

Amid ongoing concerns about the coronavirus COVID-19, New York New Star Foreign Trade Zone Group Inc. is closely monitoring the latest reports from Centers for Disease Control (CDC) and has taken a number of precautionary measures for the health and safety of our employees and partners.

Following IHA, SXSW etc. major trade shows cancelled or postponed this year 2020, New Star FTZ Group Inc. board members decided to hold First Ever Live Broadcasting trade show in their \$55+ millions dollars budget purchased facility, located at 1447 St Paul St, Rochester NY 14621, former Kodak Hawkeye buildings, a showroom warehouse with bond warehouse license integrated innovation hub, partnered with major market players from marketing firms to Exhibition organizations, global well-known E-commerce market places.

Our Platform Partners



adidas



adidas was searching for a better way to communicate virtual brand experiences to remote sales associates. Brandlive makes this possible for adidas through interactive events, in-depth audience analytics and live interaction between product teams and sales staff.

"Brandlive is truly a creative leader in this space. We're proud to call them a partner."

[DOWNLOAD THE STUDY](#)

Mike Gugat
SR. SALES DIRECTOR

MasterCraft



MasterCraft, the leading manufacturer for performance boats, needed a better way to communicate with dealers. Brandlive is able to provide an all-encompassing program for MasterCraft to communicate with dealers through training, marketing and commerce events.

"Brandlive fits into our strategy so well because everything we do is visual. It's very difficult to present a product or a service bullet with PowerPoint or screen share type technology. The visual 'this is what this boat looks like, this is how it functions' is crucial for our business because everything we do is about people being able to educate themselves and learn about the product."

[DOWNLOAD THE STUDY](#)

Jason Boertje
DIRECTOR OF MARKETING, MASTERCRAFT

TaylorMade



TaylorMade sells one of the most in-demand golf clubs on the market. Through Brandlive, TaylorMade can communicate critical details regarding the craftsmanship and science behind its products to vendors and consumers.

"We are really ramping up our digital strategy. We want to innovate, and we know live video can generate social traction. No golf brand has done interaction like this before and we'll keep going as long as the questions come in."

[DOWNLOAD THE STUDY](#)

Ryan Lauder
DIRECTOR OF DIGITAL STRATEGY, TAYLORMADE

HEALTHSPARQ



HealthSparq partners with more than 70 health plans, offering online tools to help over 74 million health plan members make smarter health care choices. HealthSparq approached Brandlive because it needed a way to host a conference meant for 2,500 people, in an event space that could only fit 150. By utilizing Brandlive's live video capabilities and varied features, HealthSparq is able to extend its reach to a far wider audience without having to compromise during the planning of critical events.

"The Brandlive team is great to work with. They are so responsive, get stuff done, answer all of our crazy questions, and seem to really care about our events."

[DOWNLOAD THE STUDY](#)

[VIEW THE EVENT](#)

Burt Rosen
VP OF MARKETING

GoPro



One of the fastest growing camera companies in the U.S., GoPro is widely known for its state-of-the-art, wearable technology. To keep a spread out sales team up to speed on evolving products, using Brandlive for internal video communication has been the perfect solution for GoPro.

"GoPro is constantly pushing technology innovation boundaries to enhance a customer's experience. We needed a first-of-its kind interactive platform to help retailers worldwide experience and share-first hand product knowledge with their customer. Our products connect people together and Brandlive helps us to communicate that vision in a simple and cost-effective manner to lots of enthusiasts."

[DOWNLOAD THE STUDY](#)

Nick Stagge
SENIOR GLOBAL TRAINING MANAGER

Our Platform Partners



<https://www.vfairs.com/>



Why choose us

- 780,000 SQFT physical facility.
- Well-known experienced platform.
- Partnered with expert exhibition organizations.
- Licensed self-owned bond warehouse.
- Industries 20 years and up experience sales team.
- Well-connected resources.
- And more ...



Why choose us

--- *we are not a bridge, but a revolution*

Problems



MANUFACTURING: M2C Business model always misplaces the niche of sales and marketing.



WAREHOUSING: E-market and transportation have increased the cost dramatically.



Virtual tradeshow: No physical address, hard to convince marketing.



Traditional trade show: Coronavirus spreading unforeseen increased fear of crowd contact.



Limitation: Traditional trade show limited location and audiences, attendees, categories, unmeasurable.



Solutions



BLOCKCHAIN TECH: Based on salesforce data AI learning to transfer from M2C to C2M.



FTZ / BOUND WH: Warehouse alliances and truck union decreased the transportation and storage cost.



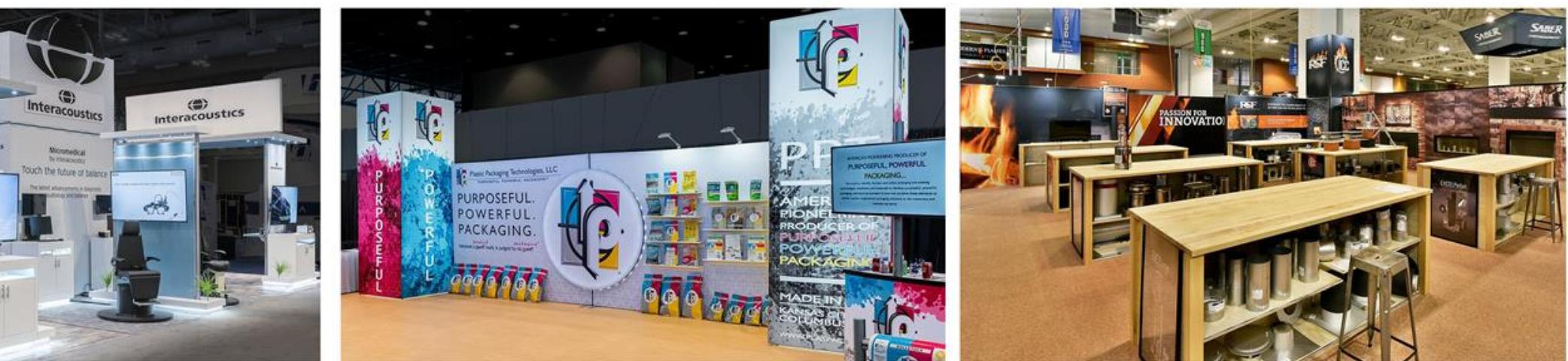
Physical streaming room: Virtual live broadcasting seamless merge with physical live room facility supply chains.



Live Broadcasting: Virtual live broadcasting cost-effectively and avoid unknown contact



Unlimited: Engage global audiences, drive sales e-commerce, accurate trade show ROI evaluation.



LIVE BROADCASTING SHOWROOM CONCEPT



VIRTUAL
TRADE SHOW
CONCEPT

Live Broad Casting advantage

Before the show

- Easy setup
- Custom Brand landing pages
- Attendee management
- Registration and Security
- Custom FAQ section
- Tons template to choose
- Predesigned booth layout
- Professional live room set up
- Load images, videos, presentations and documents on a custom designed virtual booth to convey information and deliver value.
- Searchable resource library will be available for all attendees to browse through
- Create a dynamic repository of products and services along with details live E-commerce site
- Promotion scheme cost-effectively.

During the show

- No software download or learning necessary, web base platform
- Dedicated information booth as tradition tradeshow, to orient and guide users
- All virtual booths material can be downloaded, saving, or browse interested content like brochures
- Audiences can start conversations with exhibitors in a 1:1 chat or group chat setting through text, audio and video.
- Speakers and product experts can deliver detailed webinars
- Get sales growing by adding integrated shopping cart to general actual sales during the show
- Capture visitors by allowing them to submit “contact us” forms
- Mobile friendly platform to engage audiences on-the-go
- Social media syndication

After the show

- Analytics dashboard, access metrics to gauge tradeshow Engagement and ROI.
- Archived recordings, export all data collected during the show into Excel files for sharing or analysis
- Post-event interaction
- Library pates collections

What we do

Exhibits Showroom



3 floor Exhibits showroom

For Chinese independent bands, private label, OEM/ODM manufacture/factories with and not limit to live broadcasting rooms, and multifunction conference rooms.

Smart Warehousing



780,000 ft Warehouse Facility

Available with bond warehouse license, save money on duty reduction, referral, reverted duty, and drawback elimination.

Live broadcasting



Live Broadcasting

Virtual live broadcasting seamless merge with physical live room facility supply chains.

APP Platform



Customer Center App

App platform and CRM software developing with salesforce team would be a big plus for the resolution of M2C to C2M business.

SWOT Analysis

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STRENGTHS

1. Self-owned facilities possess physical address.
2. Virtual or Live customized choice.
3. Samples and open stock in the state.
4. Accurately measure ROI and customer services.
5. Global attendees, digital marketing material.

WEAKNESSES

1. New concept need education period time.
2. Budget and time limited to attract sophisticated partner or sponsorship.
3. Lack of crowded trade show to stimulate human's desire to make sales decision.

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OPPORTUNITIES

1. First ever live broadcasting tradeshow.
2. Unforeseen virus spreading fear generated market opportunity for virtual hosting.
3. Live broadcasting is blooming.

THREATS

1. Unmeasurable virus threat.
2. Potential regulations conflict.
3. Other major competition join the same market.

T



Vision

Guide and help cross-border manufacturers and vendors **executing** sales Globally.



Mission

Incubating **1000** brands success in world wise market.



Values

Let's build up each other, **share** is one kind of joy.

Strategy and Plans



Operating Plan

2020

Live Broadcasting
Every quarter tradeshow

2022

Partner with major players

Partner with supplier chains
And services organizations globally

2024

Branding

Establish 1000 brands global wise.

2021

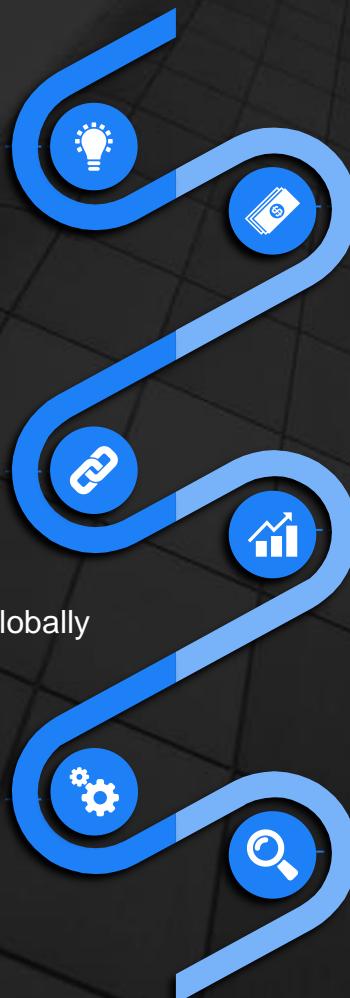
Categorized Tradeshow
Hold off-line and on-line tradeshow

2023

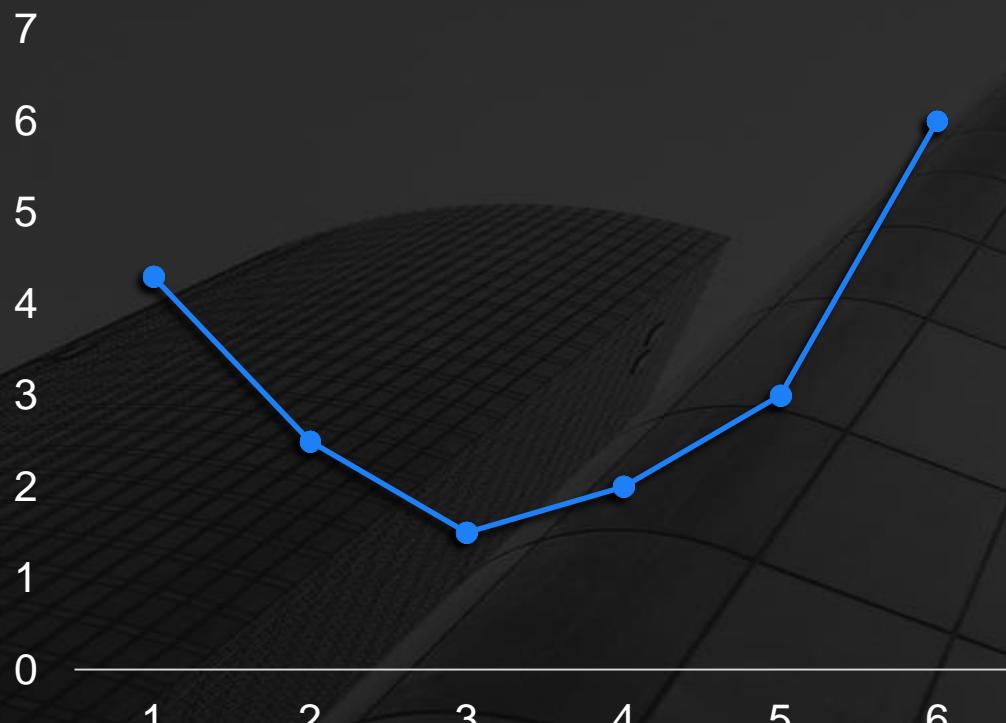
Build Share + Ecosystems
Build and complete Share + sales Ecosystems

2025

App Platform
Launch E-commerce and E-market place



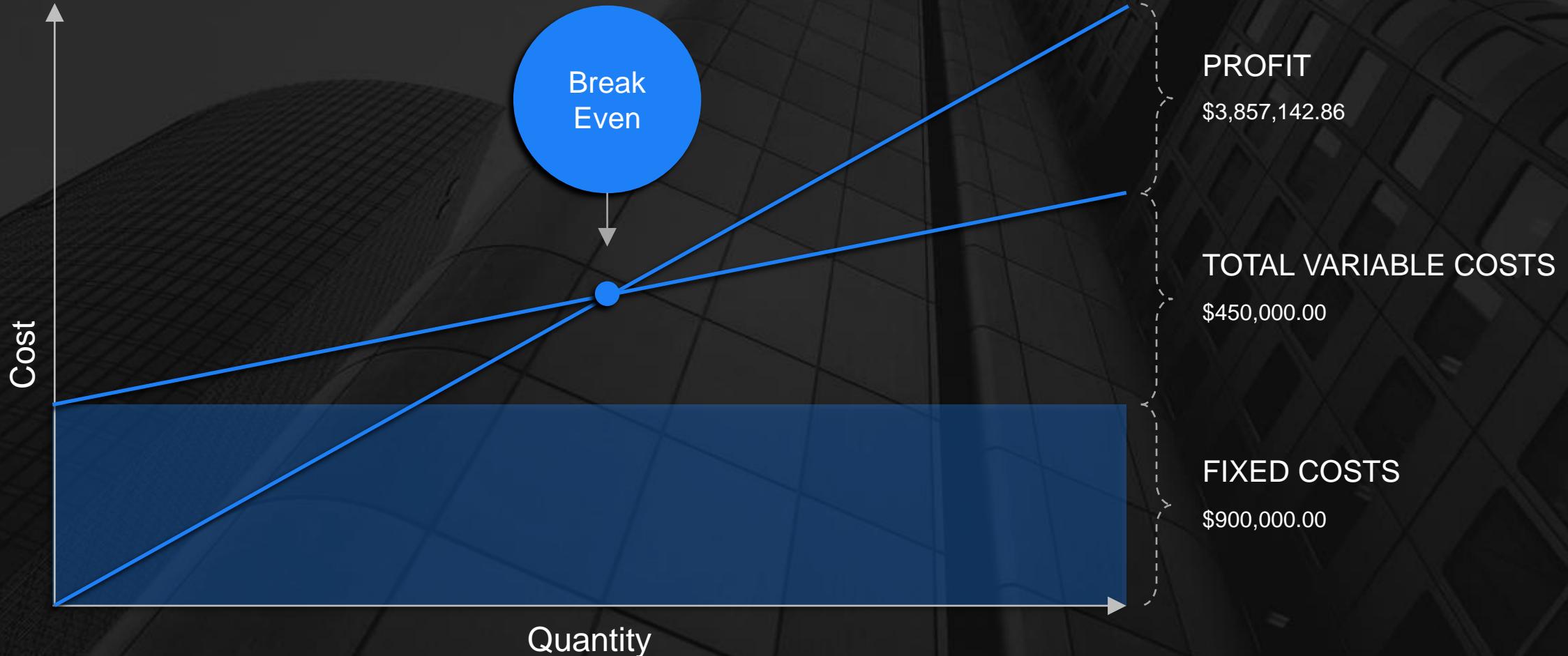
Financial Analysis



Revenue and cost trend analysis

Period	Revenue, US\$
2020	15,428,571.40
2021	8,000,000.00
2022	5,700,000.00
2023	7,500,000.00
2024	30,000,000.00
2025	50,000,000.00
2026	80,000,000.00
2027	100,000,000.00
Total	296,200,000.00

Break-Even Analysis



Operating Costs



PERCENTAGE





THANK YOU

LETS “SHARE+” TOGETHER!