



Exhibit with

USA New Star FTZ 2020

First Ever  
Live Broadcasting Tradeshow

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](http://www.newstarftz.com/live)

**UNIK GROUP**  
Self-supported Rack structures for:

- AS/RS
- Shuttle systems
- Miniloads
- Indoor Rack Structures
- Gravity Lanes
- Mezzanines

[www.unikgroup.mx](http://www.unikgroup.mx)

**UNIK GROUP**  
Building the future of logistics

**Navigation Bar:**

- Lobby
- Exhibit Hall
- Video Vault
- Networking
- Resources
- Swag Bag
- Auditorium
- Search Resume
- Follow us

**Exhibitors Index**

- MANUFACTURING OPERATIONS & ENGINEERING
- FINANCE & ACCOUNTING
- HUMAN RESOURCES
- MARKETING
- SALES
- SUPPLY CHAIN & LOGISTICS

**Department List**

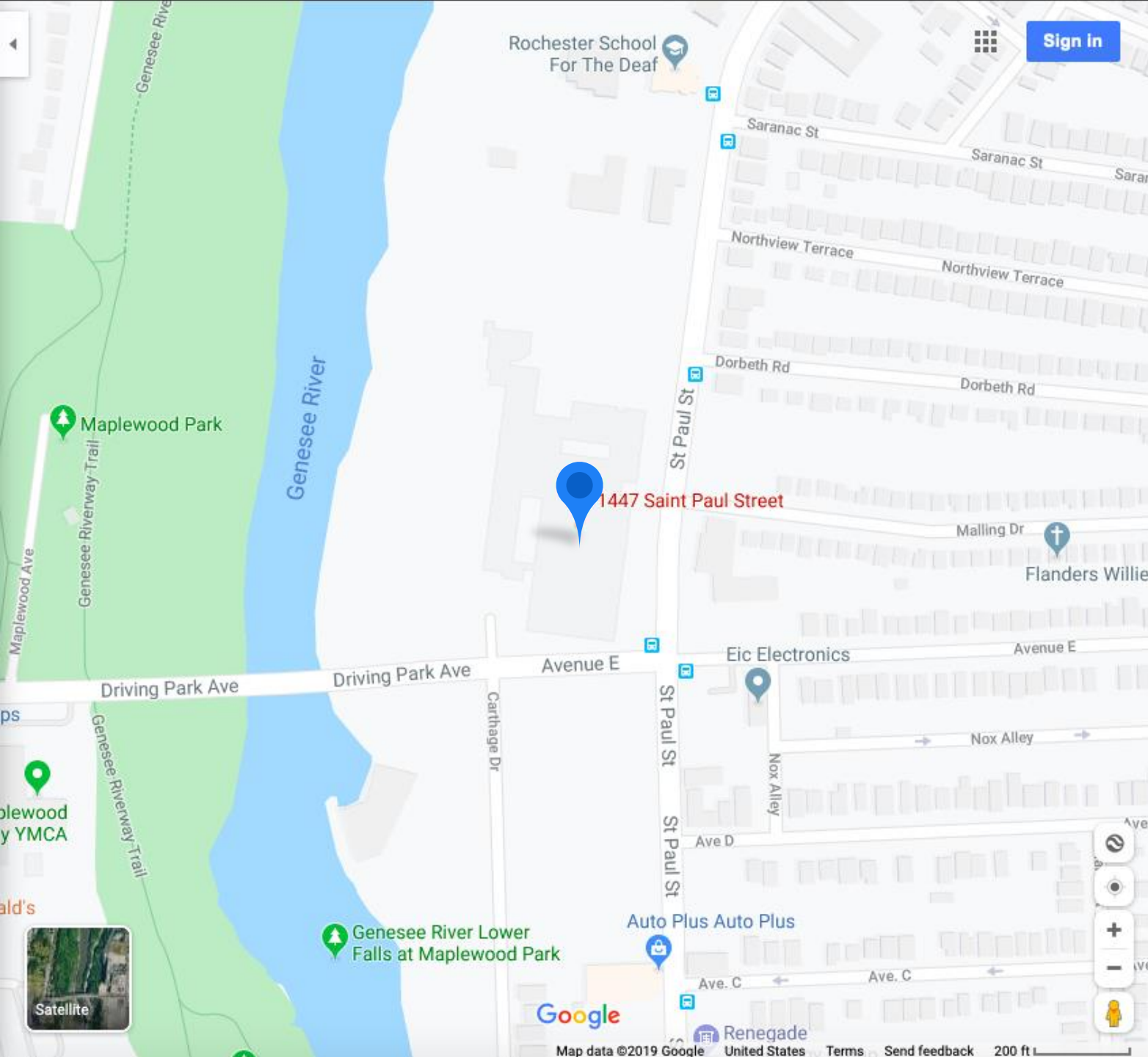
- Administration
- @Work
- Corporate @Work
- Corporate Marketing

**Best Places to Work**

**How to Navigate the CareerFest Arena**

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.

**READY TO APPLY?**



# CONTACT US

## Live Broadcasting Reservation

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**Rochester, NY 14621**

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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

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

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 bulletin 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

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

<https://www.brand.live/>

HEALTHSPARQ



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



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.



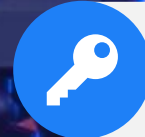
**FTZ / BOUND WH:** Warehouse alliances and truck union decreased the transportation and storage cost.



**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.

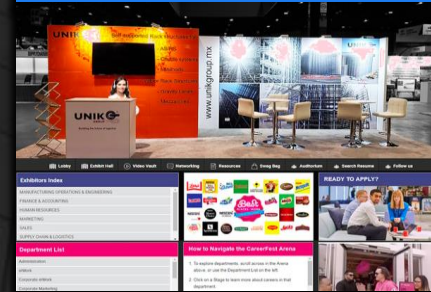
## Smart Warehousing



### 780,000 ft Warehouse Facility

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

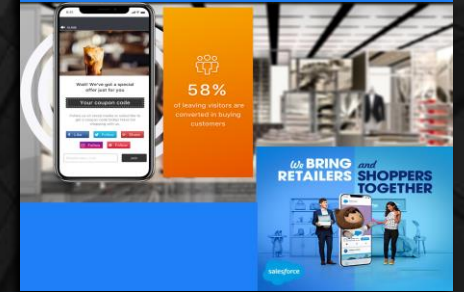
## Live broadcasting



### 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

# S

## 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.

## OPPORTUNITIES

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

## 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.

## THREATS

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

# W

# T



# Vision

Guide and help cross-border  
manufactures 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

2021

Categorized Tradeshow  
Hold off-line and on-line tradeshow

2022

Partner with major players  
Partner with supplier chains  
And services organizations globally

2023

Build Share + Ecosystems  
Build and complete Share + sales Ecosystems

2024

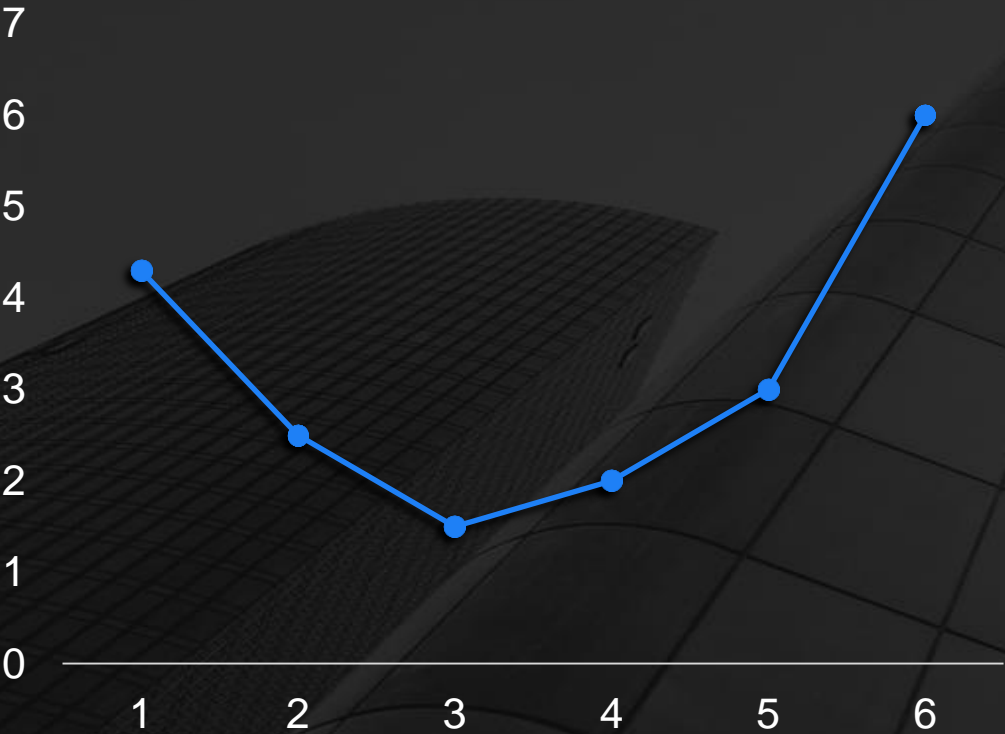
Branding  
Establish 1000 brands global wise.

2025

App Platform  
Launch E-commerce and E-market place



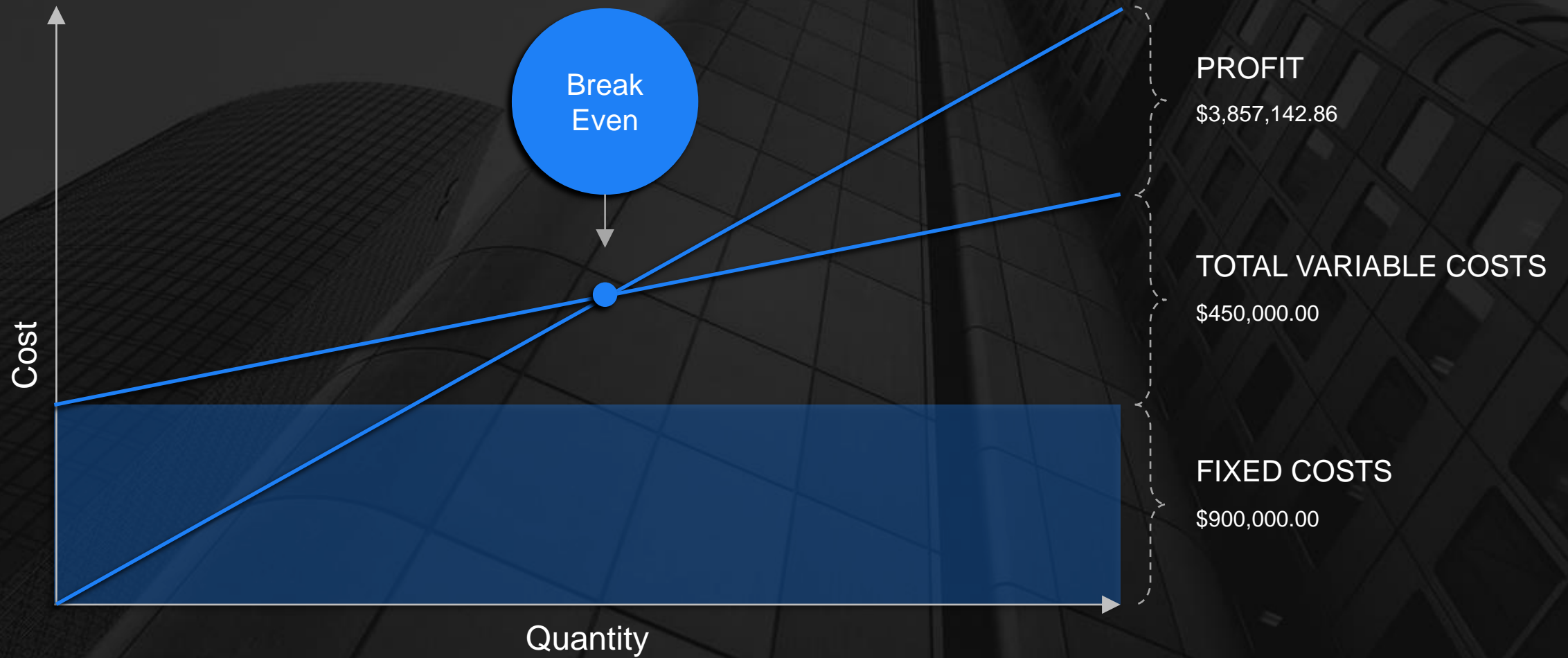
# Financial Analysis



Revenue and cost trend analysis

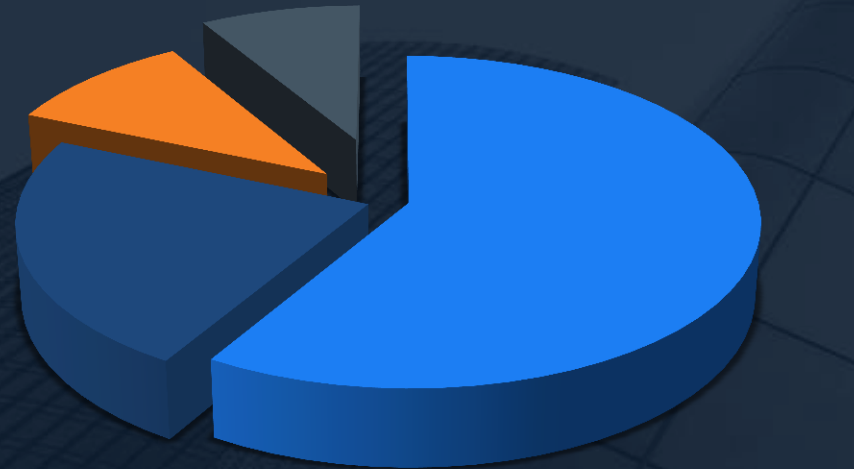
Period	Revenue, US\$
2020	15,428,571.40
2021	8,000,000.00
2022	5,700,000.00
2023	7,500,000.00
2024	30,000,000.00
2025	50,000,000.00
2026	80,000,000.00
2027	100,000,000.00
Total	296,200,000.00

# Break-Even Analysis

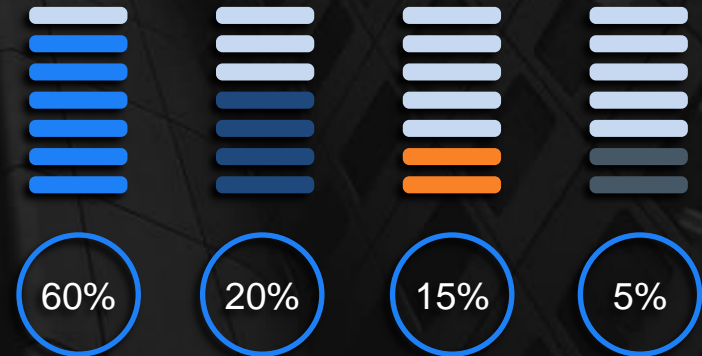




# Operating Costs



## PERCENTAGE



A low-angle, upward-looking perspective of several modern skyscrapers with glass facades, creating a sense of height and architectural grandeur. The buildings are dark and monochromatic, blending into the dark background.

# THANK YOU

LETS “SHARE+” TOGETHER!