



IPF Industrial Expo 2021

With social distancing becoming a norm, all exhibitions have been cancelled or postponed, depriving companies an opportunity to present their new products/technologies/solutions to their customers (visitors). To solve this problem, Industrial Products Finder (IPF) will host its first online (virtual) IPF Industrial Expo on Jan 15-16, 2021 providing a platform for companies to reach out to their targeted audience (customers) and showcase their latest offerings.

Why Exhibit in the virtual IPF Industrial Expo 2021?

Industrial Products Finder (IPF) - India's oldest and highly respected industrial publication - has been serving the requirements of the Indian manufacturing sector since 1972. With an experience of more than 2 decades in online space (because of its website - www.ipfonline.com), IPF is in a better position to understand the online technology trends, needs of the customers (ie, manufacturers of industrial products) and virtual tools needed to reach the right customers. Hence, the virtual IPF Industrial Expo 2021 is an ideal platform to increase engagement with your customers during this pandemic period from your office/home.

The Virtual Expo offers an engaging 3D virtual environment, where the user can move around the virtual booth and interact with the exhibitors. Today, a strong online presence is a must for a successful marketing strategy. IPF Expo - a new and advanced mode of interaction - presents information in the form of rich media content and helps in improving your brand retention and recall value. Thus, leading to more leads for your business.

Other advantages of the virtual IPF Industrial Expo 2021:

- Save yourself a fortune by just setting up your stalls virtually.
- Exhibitors can maximize interaction with a large number of attendees by adding multiple teammates they want to their booth.
- Plenty of interesting ways where exhibitors demonstrate their existing product collaterals.
- Exhibitors can also schedule one on one meeting with attendees.
- Easier for attendees to interact with exhibitors and sponsors.
- Attendees don't have to wait in queues to visit a booth; rather they can set up one-on-one meeting with exhibitors.
- Attendees can also visit exhibitor profiles and chat real time with company representatives at the booth.