

This Comparison Sheet is designed to assist the Show Organizer in comparing various Online Trade Show & Conference solutions and finding the right solution to meet their needs.

Instructions:

1. Rate each feature on a scale of 1 – 10 as to how important it is for you. If the item/feature important to you is not in the table, add it.
2. Rate all of the solutions for each of the item/feature in the table on a scale of 1 - 10. You may use the Appendix attached for assistance in rating.
3. Multiply the rating for each feature of a solution by its corresponding Importance factor.
4. Add Weighted Ratings for each solution.

No.	Item/Features	Importance	Solution 1		Solution 2		Solution 3	
			Rating	Weighted Rating	Rating	Weighted Rating	Rating	Weighted Rating
1	Customizability/Flexibility							
2	Service							
3	Delivery							
4	Cost							
5	User Friendly							
6	Manageability/Control							
7	Dynamic Floor Plan & Booth Sales Tools							
8	Online Registration & Attendee Management Tools							
9	Online Booths							
10	Personalization Tools							
11	Educational Component(s)							
12	Reports							

Appendix

Customizability/Flexibility

- Each trade show/conference is different. Can the solution be customized to meet your needs and goals?
- How much do customizations cost?
- How much (calendar) time does it take to get those customizations implemented?
- Will the customization come at the cost of compromises with some other important functionality?

Service

- Vendor is how much Service/Customer oriented?
- How promptly do they respond to the needs of their clients?
- Do they charge you for every minute of service they provide to you?

Delivery

- How much time does it take to have your online event up and running, from start to finish?

Cost

Is it based on revenue sharing or is the vendor truly Application Service Provider?

If it is revenue sharing:

- Which revenue streams will you be sharing with the vendor?
- Who will be controlling the processes related to those revenue streams?
- Who will be deciding the pricing related to those revenue streams?
- Assuming a certain % success (or online sales), calculate how much revenues will be going to the vendor and what will be the true final cost.
- Who will have how much ownership of the online event?

If Application Service Provider:

- How much control and what tools will they give you to manage YOUR event?
- What are the costs of various upgrades?
- How much markup will be realistic on those upgrades?
- If needed, what kind of support can they provide you to make your event successful?

User Friendly

- How user friendly is the solution?
- Is it easy to find the information?
- Is it easy to perform your tasks using the tools provided by the solution?
- Does it overwhelm visitors with its organization and navigation?

Manageability/Control

- How much control will you have on your online event site?
- Can you modify the content without calling the vendor?
- Does it provide you the power and flexibility of dropping in HTML, or are you limited only to plain text?
- Can you, on an ongoing basis, select the features and functionalities you want without having to contact the vendor?

Dynamic Floor Plan

- Is the online floor plan real-time, i.e., it reflects all of the changes you make online immediately, without you having to upload any files? Or, do you need to periodically upload the latest floor plan?
- Can the exhibitor reserve or buy the booth online using the floor plan? Does his/her reservation/purchase get reflected in the online floor plan immediately?
- Does the floor plan need Java or any other plug-ins for the visitors to see it?
- Does it show the name of the exhibitor and the booth number on the floor plan?

Online Registration

- If you already have a Registration Company doing your registration, can you online event site provide integration with it (not just a hyperlink)?
- If you do not have a Registration Company doing your event registration, does the solution provide online event registration or does it provide registration only with the site (two different things)?
- What tools and controls you get for managing the event registration?

Online Booths

- How much control do you get in assigning and upgrading the online booths?
- What features does the online booth support: text, audio, video, pdf, etc.?
- Can exhibitor enter his/her content in the online booth or do they have to go thru the vendor?
- If they have to go thru the vendor, how much does it cost?
- If they do not have to go thru the vendor, do they have the power and flexibility of dropping in HTML (with multimedia code embedded in it), or are they limited only to text?

Personalization & Networking Tools

- What personalization tools does the solution provide for the attendee, such as Personalized Itinerary, Personalized Floor Plan, Personalized Appointments/Schedule, Bulletin Board, Business Card Exchange, etc.?
- Which of these tools are important to you and your audience?
- How effective and user friendly are these tools?

Educational Component(s)

- Does the solution put educational events online?
- If it does then in which formats?
- Are these formats suitable & effective for your audience?
- If these educational events award credits to the attendees, do you require any 'verifiable activities' in order to award the credits? Does the solution have any 'verifiable activities'?

Reports

- What types of reports are provided in the solution?
- Can custom reports be added to meet your needs?
- Are these reports available to you in real-time or do you get them only periodically?