

DIGITAL
one

AFRICA'S #1 DIGITAL
PLATFORM



THE
Business
SHOWTM
AFRICA 2020

AFRICA'S LEADING & MOST SUCCESSFUL
ONLINE SHOWCASE
FOR
BUSINESS OWNERS
entrepreneurs
& ASPIRING ENTREPRENEURS



ONLINE EXHIBITOR

PROSPECTUS

BROUGHT TO YOU BY:



nsbc.africa

PLATINUM PARTNERS:

Google

 **Discovery**



NETSTAR
A SUBSIDIARY OF ALTRON



WHY EXHIBIT



- The most powerful online platform to reach and do business with SME Africa quickly and cost-effectively
- The only showcase that attracts so many leading national and global brands
- The showcase enjoys the highest quality and quantity of attending delegates
- Highly sponsored by leading global brands

WHY THE ONLINE EXPO?



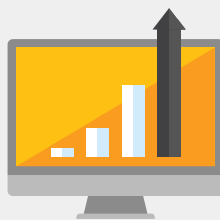
Market to the 21st Century business decision maker, a higher quality audience:
The digital generation



Maximum exposure –
The event lives on 365 days of the year!



Reporting and analytics –
Everything the attendee does is tracked and reported back to exhibitors



Information about the company, goods and services is permanently accessible, without time and place restrictions



Eliminate High Expenses

Travel and staff
Exhibitor build-ups
Marketing and promotional materials

“By 2030 more than 85% of traditional trade shows will be virtual.”

HOW IT WORKS:



DELEGATE DASHBOARD AND MAIN HALL

Delegates will register to receive their Passport to enter the Business Show and are transported to a fun, interactive and engaging platform - A one-stop-shop for all their business needs.

Once logged in, they will arrive at The Entrance Hall upon which they will have access to a variety of business-building zones.

These include:

- YOUR EXHIBIT LOCATION** (Solution Central)
- OPPORTUNITY TO HOST A WEBINAR** (Networking Zone)

Solution Central

This is where delegates are directed to discover cutting-edge business solutions to start, manage or grow their businesses.

The home of your prominent online digital exhibit under the most suitable business category

- YOUR EXHIBIT INCLUDES:**

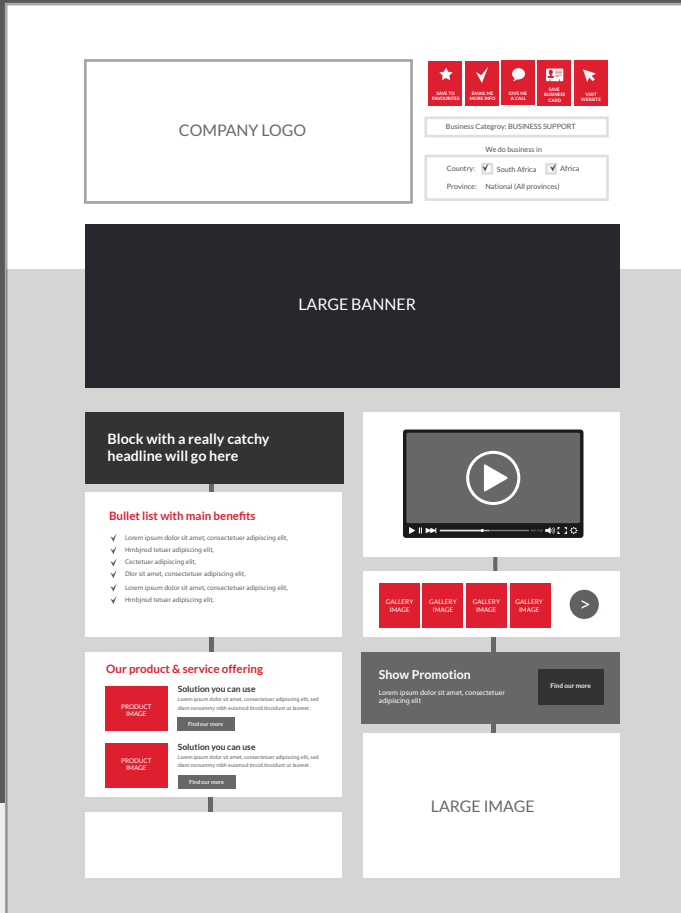
 - Branded online exhibit page
 - Service or product offering outline
 - Photo and video gallery
 - Prospect details capture
 - Management platform for own digital stats and insights
 - Opportunity to host a webinar to a large quality audience
 - Opportunity to provide a suitable Podcast to a large audience



SOLUTION CENTRAL - EXPLORE SOLUTIONS

YOUR DIGITAL EXHIBITION SPACE

WIREFRAME TEMPLATE



BUILD YOUR OWN ONLINE EXHIBIT

Each online exhibition space is designed to allow you to customise your page to fully showcase your brand.

SELECT ANY OF THESE FEATURES:

- Corporate colour as well as a secondary colour selection
- Large image cover banner
- Heading blocks
- Bulleted lists
- Products / Services
- Gallery
- Promotions
- Videos & podcasts
- Images

All accessed and edited from your own admin panel.

Functionality designed to maximise your impact and generate leads

DELEGATES CAN CHOOSE TO

SAVE TO FAVOURITES

If delegates are browsing and love your solution they can add your page to their favourites for easy future reference.

LINK TO YOUR SITE

Send delegates directly to your website for more information.

REQUEST MORE INFO

As delegates are logged in when browsing, one click will send you their contact details and you can respond in their preferred medium.

SAVE BUSINESS CARD

Delegates can choose to save the contact details of someone they can contact for expert advice or more information.

BRANDED EXAMPLE



Get all the details and find out more

CLICK HERE

Connect with us



Email: info@nsbc.africa

website: www.thebizshow.africa

@NSBCAfrica #TheBizShowAfrica