

## **SOLUTRANS DIGITAL SHOW : Double exposure to optimise exhibitors' ROI and visitors' Exhibition experience**

As a mirror of the physical exhibition, to be held from 16 to 20 November 2021 at Eurexpo Lyon, SOLUTRANS DIGITAL SHOW will offer visitors the opportunity, whenever they wish and wherever they may be, to dive into an interactive space and visit exhibitors' stands, get in touch with them and discover their new products in the space of a click.



This dual exposure will reinforce synergies between the physical and digital events and improve exhibitor's return on investment and visitors' experience of the show.

### **SOLUTRANS DIGITAL SHOW: increased visibility for exhibitors**

SOLUTRANS DIGITAL SHOW constitutes a new service, unprecedented in the commercial vehicle sector, aimed exclusively at the exhibitors of the physical exhibition. On its launch, a Digital Box is included in the registration fees of every exhibitor who, in mid-July, will be able to create their second stand on SOLUTRANS DIGITAL SHOW.



Depending on their requirements, wishes or the messages they wish to convey, exhibitors can then increase their visibility by expanding the size of their stand, adding live chat sessions with their teams or uploading additional videos. This is also their opportunity to get all the departments of their business (design office, training, export, sales administration, etc.) to play their part in making SOLUTRANS DIGITAL SHOW a success.

SOLUTRANS' exhibitors can thus design their digital stand at the same time as their physical booth in the halls of Eurexpo.

Finally, SOLUTRANS DIGITAL SHOW will still be online three days after the exhibition closes. The extended duration of the digital version will help exhibitors significantly increase their ROI.

**SOLUTRANS DIGITAL SHOW will thus guarantee exhibitors a visitor audience which could potentially extend to the whole world, through a new and interactive experience.**

### **SOLUTRANS DIGITAL SHOW, a dematerialised mirror of the show with unlimited access**

To consult the online materialisation of the show, the visitor simply signs into SOLUTRANS DIGITAL SHOW free of charge with the identifier they received when they ordered their visitor pass.

The online version will offer its visitors the chance to create an interactive space, customised according to their areas of interest, in which they will be able to visit the stands of the exhibitors in which they are interested, and discover all the latest products and new developments in a single click.

Two weeks before the show, which will be held at Lyon Eurexpo from 16 to 20 November, web visitors will be able to start booking appointments with exhibitors.



did not have time to meet.

During the show, they will be able to benefit from all the services at their disposal: video chat, product presentations and documents for download, etc. They will also have access to talks and other events, broadcasted live or available in catch-up mode, at the heart of SOLUTRANS DIGITAL SHOW. This online event thus enables visitors to prolong their physical visit and browse the online show at their convenience to consult the offerings of exhibitors whom they

### About SOLUTRANS

*SOLUTRANS: THE GLOBAL HUB FOR HEAVY & LIGHT COMMERCIAL VEHICLES*

*SOLUTRANS, bringing together market players from across the heavy and light commercial vehicle industry, will hold its 16th edition from 16 to 20 November 2021 at Lyon Eurexpo, France. The event, certified by the International Organization of Motor Vehicle Manufacturers (OICA) and held over 90,000 sqm, will draw nearly 60,000 professionals along with 1,000 exhibitors and brands from all over the world. The new promise of the 2021 show is "Sustainable and Connected Solutions for a Responsible Transport Sector".*

*SOLUTRANS is the two-yearly rendezvous of one of the most innovative industrial sectors. The worldwide economic environment makes SOLUTRANS 2021 a showcase for the exceptional performances of HGV builders, bodywork manufacturers, vehicle fitters, OEMs, manufacturers of workshop equipment, tyre professionals and distribution networks. The exhibition will occupy a new hall christened SOLUTRANS 4.0, notably dedicated to disruptive innovation in the commercial vehicle sector, with a view to offering insight to professionals, manufacturers, body builders, equipment manufacturers, maintenance firms... as far as hauliers and shippers. The ambition of SOLUTRANS: accompany the industrial sector and promote solutions to the challenges that lie ahead.*

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