

# Klipso Exhibition

OVERVIEW

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- Modules of Klipso Exhibition
- Key Features
- Communicate with all your teams
- Select only the features you need!
- Exhibitor management
- Exhibitor portal
- Visitor management
- Exhibition floor plan
- ERP software
- Event management
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# Klipso, the leading platform for trade show organizers



-  Visitor management
-  Exhibitor management
-  Exhibition plan
-  Event management
-  Mobile application
-  E-commerce portal
-  Sales management CRM
-  ERP and invoice
-  Onsite management
-  Communication and marketing

The market leaders trust us



# 1000 +

Exhibitions and trade shows  
we've handled

# De 50 à 5000+

Exhibitors

# Modules of Klipso Exhibition

Choose one or more strategic elements and tailor them to your needs

## Exhibitor management

Comprehensive, configurable, and automated exhibitor portals offering e-commerce solutions and complete online management of exhibitor participation.

## Exhibitor visitor

Online registrations, whether simple or complex, for participants, managing interactions between participants, and marketing automation.

## Exhibition plan management

Online management of an exhibition floor plan accessible to exhibitors and participants, which synchronizes with AutoCAD for the technical and sales teams of the exhibition, allowing them to market online.

## Event management

Des inscriptions aux questionnaires, du matchmaking à la gestion de projet: notre suite d'outils vous permet de configurer et de piloter toutes les fonctionnalités de votre évènement.

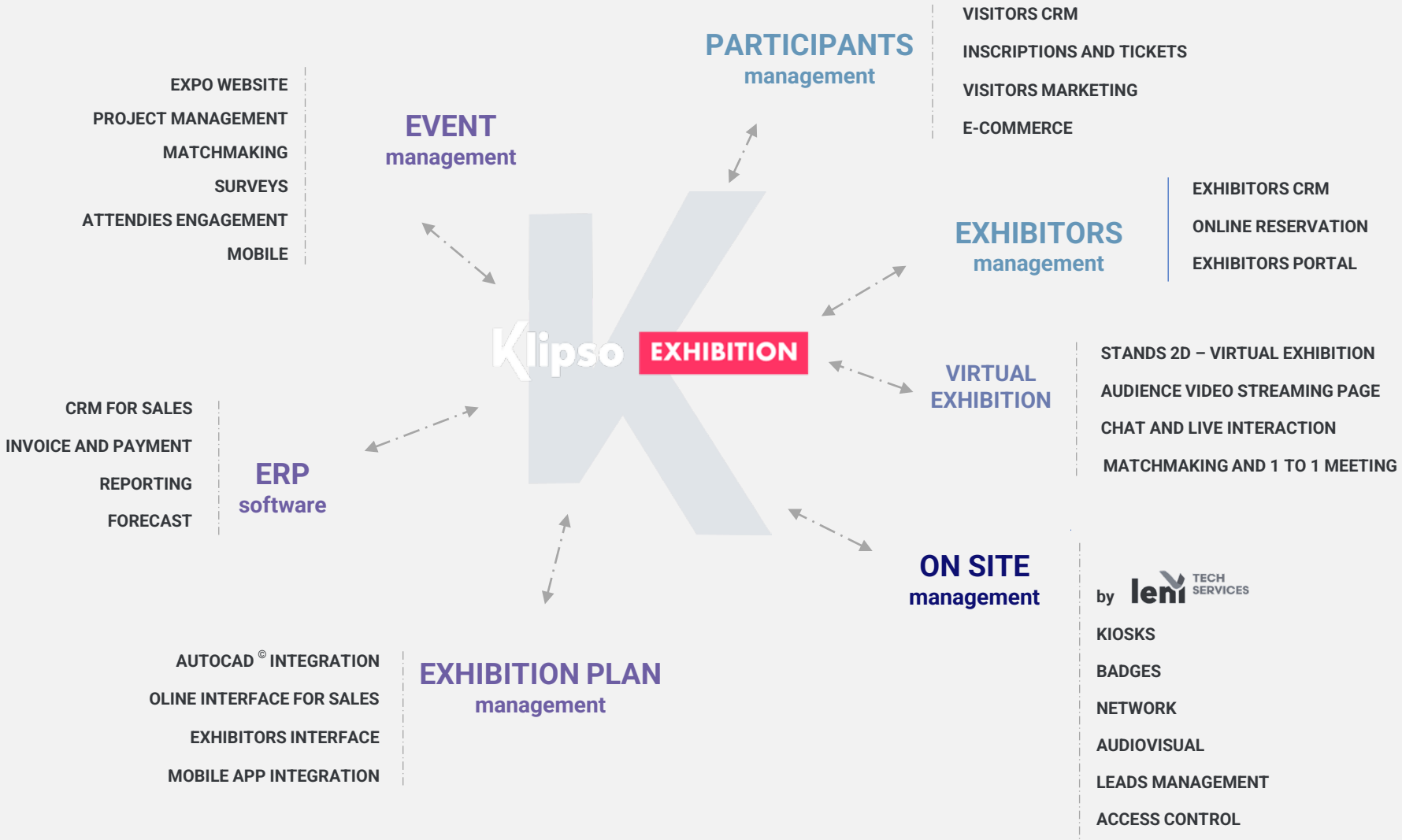
## Sales management

From registrations to surveys, from matchmaking to project management: our suite of tools allows you to configure and manage all the features of your event.

## Onsite management

Apply your online data security rules onsite! Master the best of technology: Badging, Ticketing, exhibitor management, prospect collection, audience mobilization tools, and more. Deploy hardware, network systems, and audiovisual equipment with Leni Tech Services.

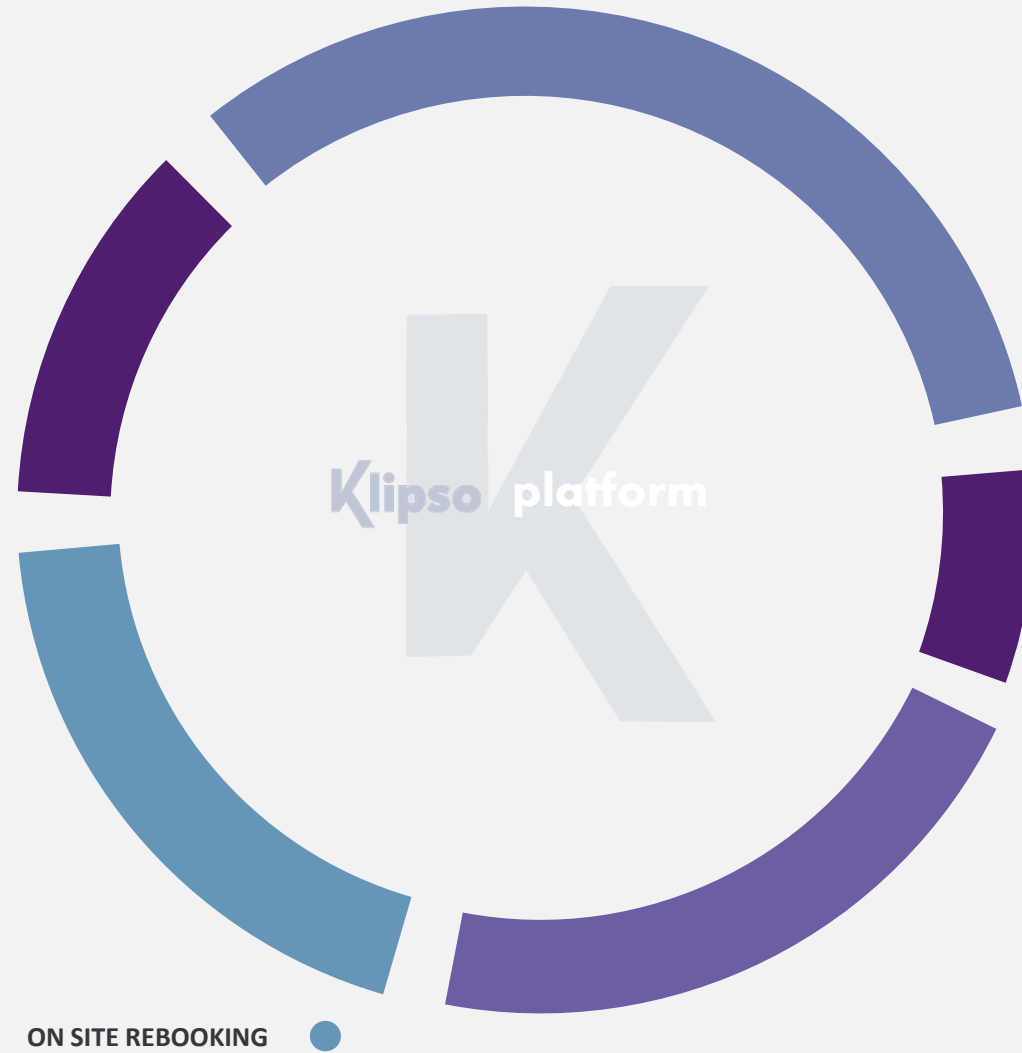
# The main features



# Communicate

With your team

- SALES
- ACCOUNTING
- MARKETING COMMUNICATION
- ONSITE AND LOGISTICS



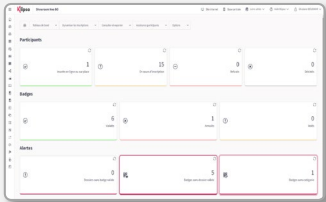
**Select only the features  
you need!**



# Exhibitor management

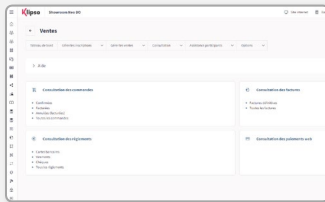
Manage from 50 to 5000+ exhibitors per event with a fully automated and configurable process, from booth purchase to on-site event.

## EXHIBITORS CRM



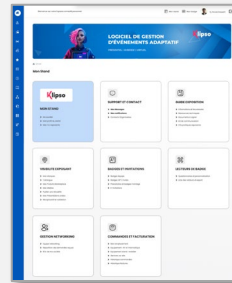
- Qualified exhibitor database
- Data management, workflows, and field creation.
- Exhibitor participation history
- Contract tracking and follow-ups.
- Quotes.
- Exhibitor status

## ONLINE BOOKING



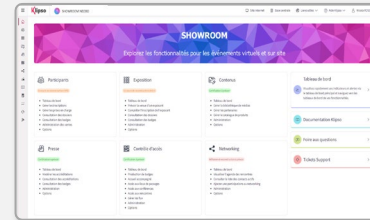
- 100% online process
- Online payment for booth
- Online signature for booth approval
- Ability to sell additional items during booth purchase
- Validation workflows

## EXHIBITORS PORTALS



- Dedicated and secure online portals
- Online purchase of booth equipment, etc...
- Communication tools
- Exhibitor statuses and to-do lists
- Exhibitor documentation and regulations

## ADMINISTRATION



- Comprehensive management of exhibitor participation (technical, administrative, financial...)
- "To-do lists" and timelines for all services: administration, technical teams, marketing, etc...
- Fully configurable and comprehensive reporting

## Main features

- Customized back-end for the organizer
- Fully digitalized process
- Integrated with Onsite functionalities

## Additional features

- Ability to provide quotes directly from the exhibition floor plan linked to the CRM.
- Ability to link exhibitor profile to exhibition floor plan management: display, CRM, positioning of purchased items, etc.
- Capability to manage multiple events and establish cross-event reporting.
- Create synergies between multiple exhibitions

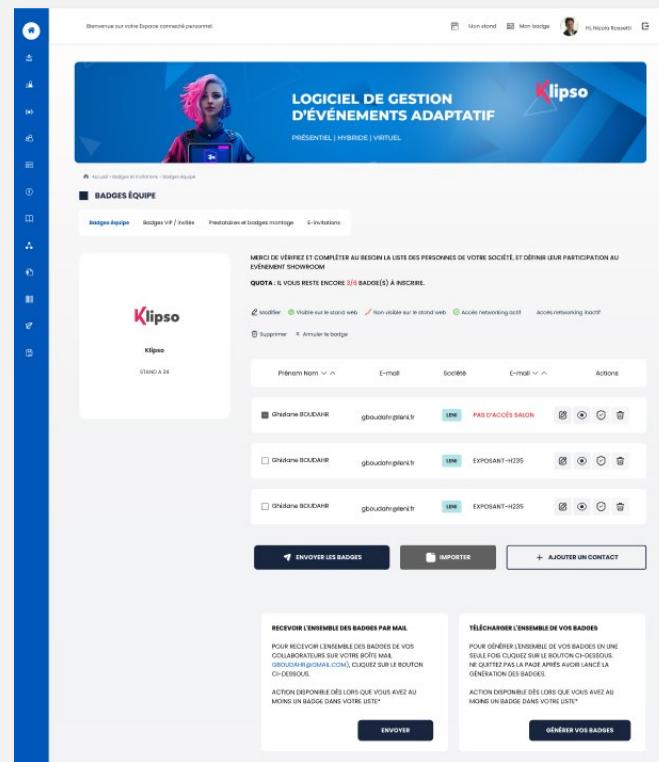
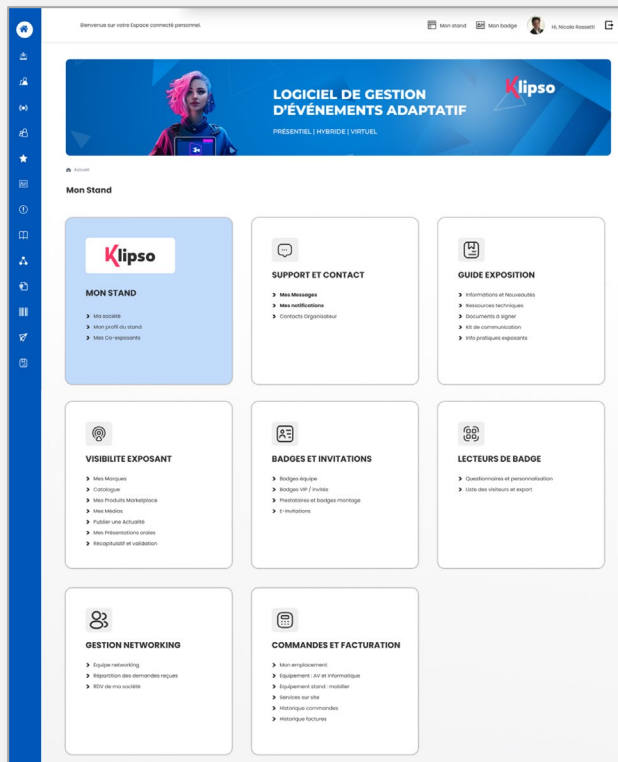


# Exhibitor portal

## Focus on Features

Secure, fully configurable portal, allowing easy access to booth management, information, and services

Badge section to check and complete the list of company personnel, and define their participation in the event



Secure online portal, with features such as status updates, booth management, e-commerce, badging, communication, catalog management, etc.

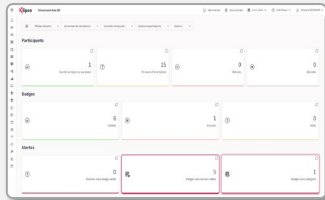
## BUT ALSO...

- Dedicated and secure online portals
- E-commerce for booth equipment and other items
- Communication tools
- Exhibitor status and to-do lists
- Exhibitor documentation and regulations

# Visitor management

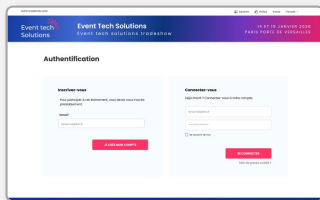
From pre-event communication to advanced options for relational marketing, make sure you have a tool compliant with GDPR regulations to retain, engage, and grow your trade show audience.

## CRM



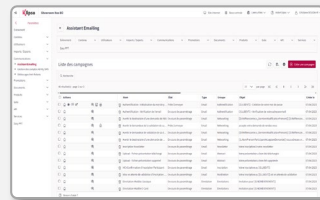
- Manage a qualified database
- Data structuring can be based on individuals and/or companies
- Complete annual activity recorded in participant profiles

## REGISTRATIONS & TICKETING



- 100% digital workflow with e-commerce features
- Individual or group registrations
- Simple to complex registration process with multi-step and multi-condition management.
- Quota management, moderation process, year-over-year comparisons

## VISITOR MARKETING



- Marketing automation features: communication review, campaign scheduling, analysis, etc...
- Multichannel campaigns: push, email, SMS with personalization
- Audience segmentation
- Optimization of registrations with automatic or manual reminders

## E-COMMERCE



- Online order management
- Multiple pricing and VAT
- Automated billing
- Configurable e-commerce store with inventory and purchasing rules

## Main features

- GDPR compliance management
- Easy audience segmentation
- Integration with Onsite features (Mobile, Engagement)

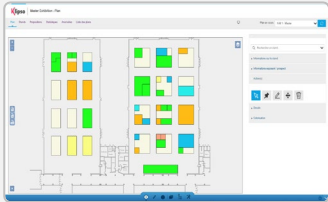
## Additional features

- Integration with Onsite audience engagement features
- Integration with Matchmaking
- Centralized data for cross-reporting
- Account Based Marketing (ABM) functionalities

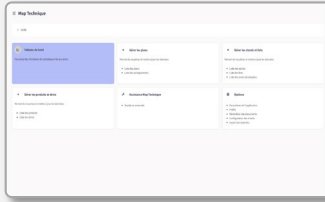
# Exhibition plan

Our unique web-based solution allows sales teams to interact with the exhibition floor plan, generate quotes, and different views while synchronizing with CRM or AutoCAD© layers for the technical team...

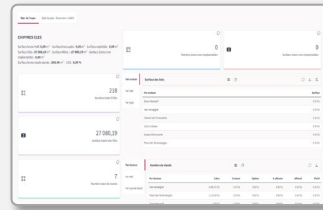
## AUTOCAD © INTEGRATION



## WEB INTERFACE SALES



## EXHIBITOR INTERFACE



## MOBILE APP INTEGRATION



- Based on AutoCAD©, with native AutoCAD© integration
- Access for the technical team and management of islands and pavilions
- Access for sales teams with stand design capability
- Ability to position purchased items on the stand

- Unique and exclusive web interface (synchronization with AutoCAD©)
- Management of pavilions or co-exhibitors
- Easy stand design, management of corners, pillars, angles, m2, etc...
- Proposal of several stands in synchronization with CRM

- Proposal comparison process and online booking workflow
- Ability to hide/show neighbor's name or sales status on proposals.
- Digital process for stand approval
- E-payment of deposits or invoice on demand for stand reservation.

- Exhibition floor plan with Mobile UI and dedicated features
- Advanced searches
- Individual geo-positioning (visitors, sponsors, sessions, exhibitors..)
- Multi-criteria search
- Dynamic point-to-point routes

## Main features

- Unique link between Web and AutoCAD©
- Synchronization with web and mobile
- Full integration of MAP with CRM
- Possibility of rebooking
- Reporting based on the exhibition floor plan available

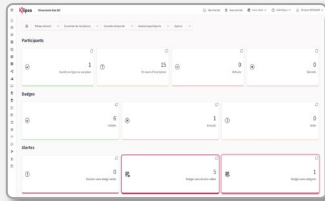
## Additional features

- Dedicated features for sponsors
- Exhibitor profile accessible from the floor plan
- Exhibition floor plan data available dynamically and in real-time (rooms, room capacities reached, etc...)

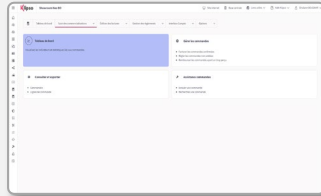
# ERP software

An unique ERP dedicated to the revenue performance of your trade shows: our CRM manages m2, options, purchases, participation history, rebooking. Generate invoices with complex VAT rules if needed. You can even link them to exhibitor surveys and AutoCAD exhibition floor plan

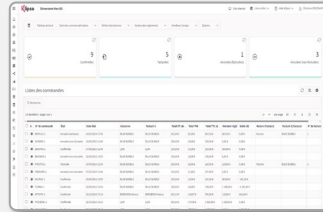
## SALES CRM



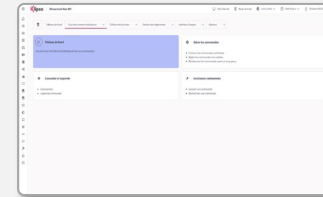
## INVOICING AND PAYMENTS



## REPORTING



## EVENT BUDGET



- Pipeline and client offer management.
- Possible link to a dynamic exhibition floor plan
- Visualize offer statuses
- Payment status management by priority, and transactions by electronic payment
- Definition of specific prices and VAT rules, discount management, inventory, and acceptance workflow

- Multi-VAT and multi-currency
- Automated accounting reconciliation with export capabilities
- Reminder management
- Grouping of all items sold (services, products, stands, etc...)
- Management of processes regarding pavilions / Co-exhibitors

- Individual or global reporting on pipeline and sales
- Analysis of revenue distribution
- Creation of customized reporting
- Reporting on payments and customer accounts
- Year-over-year comparisons

- Budget forecast/actual with revenues and costs
- Management of vendors and third-party suppliers
- Invoice and payment reconciliation
- Monitoring of margins and alerts on budgetary thresholds

## Main features

- Designed for trade shows
- Fully configurable according to your data model and processes
- Increases sales performance compared to traditional "generic" CRMs on the market
- Part of the data management ecosystem

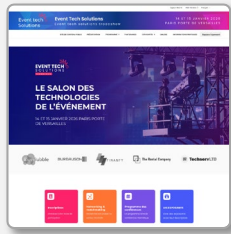
## Additional features

- Secure remote connection to the ERP environment
- Ideal for the rebooking process
- Easy onsite management for sales administration and accounting (e.g., exhibitor payment collection synchronized with badge allocation)

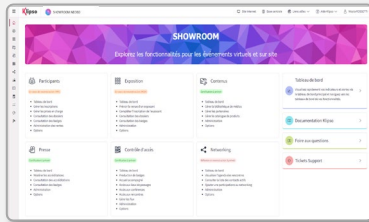
# Event management

Our EMS (Event Management Software) is the most flexible on the market. Choose and design your features within a unique data ecosystem

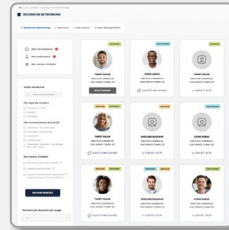
## EXHIBITION WEB SITE



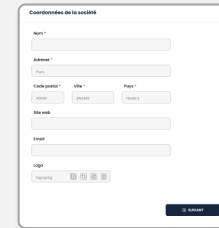
## EVENT PROJECT MANAGEMENT



## MATCHMAKING



## SURVEYS



- Website editor and dedicated areas for exhibitors, visitors, or press.
- Advanced search engine and category filters for exhibitors, sessions, news, etc...
- Built-in functions for E-commerce and related events
- Analytical and statistical reports

- A simple tool, ideal for all event projects
- Create teams and tasks and associate workflow
- Create triggers and alerts

- Gather interests and preferences of your audiences (e.g., visitors and exhibitors)
- Create matchmaking rules with ceilings, rights, etc...
- Create email workflows
- Manage schedule and appointment conflicts
- Add a feature to the mobile application

- Create standard surveys
- Link information to the central event database and associate them with exhibitors, participants, etc...
- Add survey results to your CRM profiles (e.g., exhibitor survey)

## Main features

- Responsive websites (automatically adapting to mobile and tablet devices)
- Centralized data, live data automatically updated.
- Self-management or through Klipso professional services

## Additional features

- Mobile application: integration of data and features from the website and vice versa.
- Audience participation: create dynamic surveys, questions, session polls, etc... Project results live during sessions.
- Interactive floor plan that allows visitors to experience an immersive experience with the web or mobile.

# Product demo

The organiser's **BACK OFFICE**: a user-friendly tool to manage all the data and flows of your event. Fully customizable according to the modules you have chosen.

**Klipso** SHOWROOM NEOBO Site internet Base centrale Liens utiles Aide Klipso Nicola ROSSETTI

## SHOWROOM

Explorez les fonctionnalités pour les événements virtuels et sur site

- Participants** (En cours de reconstruction (YPA))
  - Tableau de bord
  - Gérer les inscriptions
  - Gérer les prises en charge
  - Consultation des dossiers
  - Consultation des badges
  - Administration des ventes
  - Options
- Exposition** (En cours de reconstruction (MGH))
  - Tableau de bord
  - Prévoir la venue d'un exposant
  - Compléter l'inscription de l'exposant
  - Consultation des dossiers
  - Consultation des badges
  - Administration
  - Options
- Contenus** (Certification à prévoir)
  - Tableau de bord
  - Gérer la bibliothèque de médias
  - Gérer les partenaires
  - Gérer le catalogue de produits
  - Administration
  - Options
- Tableau de bord**
  - Visualisez rapidement vos indicateurs et alertes via le tableau de bord principal et naviguez vers les tableaux de bord de vos fonctionnalités.
- Documentation Klipso**
- Foire aux questions**
- Tickets Support**
- Presse** (Certification à prévoir)
  - Tableau de bord
  - Modérer les accréditations
  - Consultation des accréditations
  - Consultation des badges
  - Administration
  - Options
- Contrôle d'accès** (Certification à prévoir)
  - Tableau de bord
  - Production de badges
  - Accueil accompagné
  - Accès aux lieux de passages
  - Accès aux conférences
  - Accès aux rencontres
  - Gérer les flux
  - Administration
  - Options
- Networking** (Réflexion et reconstruction à prévoir)
  - Tableau de bord
  - Visualiser l'agenda des rencontres
  - Consulter la liste des contacts actifs
  - Ajouter une participations au networking
  - Administration
  - Options

# Product demo

Main Navigation

Admin

Menu Customization with the Client

Adding order

Side Menu

The screenshot displays the Klipso Showroom Neo BO interface. The top navigation bar includes the Klipso logo, the title 'Showroom Neo BO', and several utility links: 'Site internet', 'Base centrale', 'Liens utiles', 'Aide Klipso', and the user profile 'Ghizlane BOUDAHR'. The main content area is titled 'Gérer les inscrits' and features a breadcrumb trail: 'Tableau de bord > Gérer le prévisionnel > Gérer les inscrits > Consultation > Assistance exposants > Options'. Below the breadcrumb, there is an 'Aide' link and two red action buttons: 'Ajouter une commande complémentaire' and 'Ajouter un badge exposant'. The dashboard consists of six data cards arranged in a 2x3 grid, each with a refresh icon in the top right corner. The cards are: 1. 'Commande de surfaces à créer' (1), 2. 'Exposants sans badge' (11), 3. 'Débloquer les dossiers' (1), 4. 'Dossier avec implantation validée' (1), 5. 'Dossiers avec implantation en cours' (0), and 6. 'Dossiers sans implantation' (0). A vertical side menu is visible on the left side of the interface.

Icon	Count	Description
	1	Commande de surfaces à créer
	11	Exposants sans badge
	1	Débloquer les dossiers
	1	Dossier avec implantation validée
	0	Dossiers avec implantation en cours
	0	Dossiers sans implantation



# Project management



# Comitology - our commitment to support

Leni and his teams will support you on 6 key steps to guarantee the success of your project

## 1 Dedicated Project Team

A Project Director and a Digital Project Manager will accompany you throughout the phases of your project. They coordinate your needs with parameterizers, integrators, designers, etc. and make the transition with your teams.

## 2 Workshops by theme

We work with you step by step to define and refine the specifications. Workshops by theme are defined to mobilize the right resources on both sides and to move forward efficiently. Examples of workshops: data model, registration form template, participant area, back-office settings. Etc...

## 3 Configuring Your environment

We quickly create a working environment that we configure according to your specifications, allowing us to move quickly through the development and pre-testing phases.

## 4 The acceptance testing phase

Going into production requires a tool whose functionalities and flows are tested. We support you in this process through a ticketing tool allowing easy monitoring of processing and iterative testing without anything being forgotten.  
<https://extranet.leni.fr>

## 5 Team Training

Changing or evolving your system, as intuitive as it is, requires user training to ensure your independence and proper use. Training by population (admin, user, super admin, etc.) can be provided.

## 6 Support & Services

Once you're in production, you're not abandoned. Our responsive support will assist you with your key issues and our team will be able to meet your support needs that you may formulate through a ticketing tool.

## Project progress:

Leni is an ISO 20121 certified company, and as such defines project management procedures whose standards guarantee quality.

The deployment procedure is tested and qualified;

For example:

1. Receipt of the order (confirmation of the provisional schedule),
2. Confirmation of project requirements and preparation
3. Macro-planning
4. Workshop Planning
5. Updating the specifications
6. Milestone update and batch planning,
7. Delivery and acceptance of batches
8. Batch production
9. Training - support

At the end of the operation, a RETEX is set up with a view to the continuous improvement cycle.



Klipso teams use  
**ASANA.**

In this way, we offer optimal planning of milestones and tasks, combined with a real-time view of the project and its dependencies.

Vue synoptique jalons

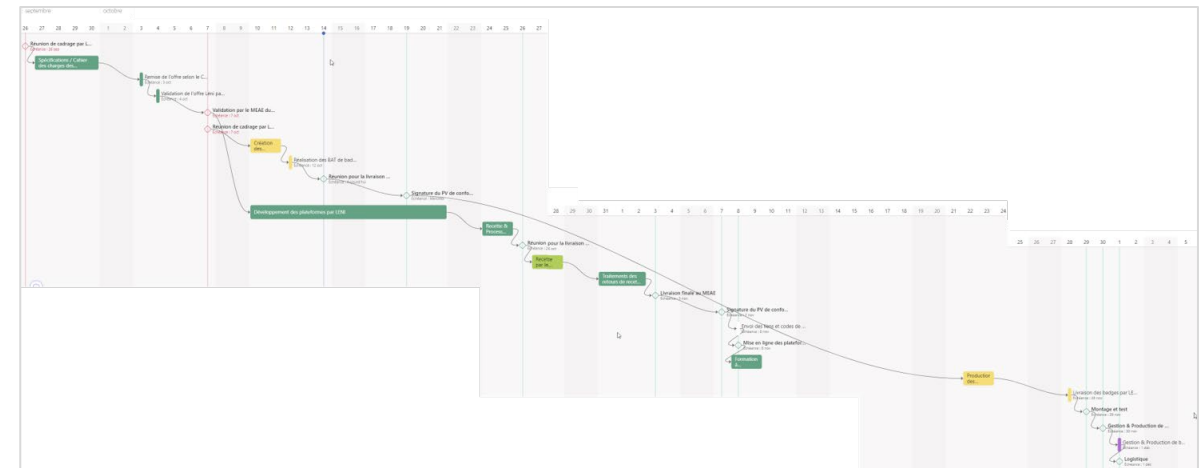
Jalons +

<input type="radio"/>	Reception de cadrage par LENI & MEAE	20 nov
<input type="radio"/>	Validation par le MEAE du cahier des charges des formulaires	7 nov
<input type="radio"/>	Reception de cadrage par LENI & MEAE sur les planches de badges	7 nov
<input type="radio"/>	Reception pour la livraison des BAT de badge par MEAE	Appréhén
<input type="radio"/>	Signature du PV de conformité des badges par MEAE	16 nov
<input type="radio"/>	Reception pour la livraison des plateformes au MEAE	20 nov
<input type="radio"/>	Livraison finale au MEAE	3 nov
<input type="radio"/>	Signature du PV de conformité des plateformes par MEAE	7 nov
<input type="radio"/>	Mise en ligne des plateformes	8 nov
<input type="radio"/>	Montage et test	29 nov
<input type="radio"/>	Gestion & Production de badges d'accréditation J1	30 nov
<input type="radio"/>	Logistique	1 jan

Overview of the tasks

- Plateforme Web		
<input type="radio"/>	Reception de cadrage par LENI & MEAE	20 nov
<input type="radio"/>	Spécification / Cahier des charges des plateformes par LENI	07-10 nov
<input type="radio"/>	Remise de l'offre selon le CDC au MEAE	6 nov
<input type="radio"/>	Validation de l'offre Leni par MEAE	6 nov
<input type="radio"/>	Validation par le MEAE du cahier des charges des formulaires	7 nov
<input type="radio"/>	Développement des plateformes par LENI	09-17 nov
<input type="radio"/>	Recalls & Nouvelles Qualités par LENI	24-26 nov
<input type="radio"/>	Reception pour la livraison des plateformes au MEAE	20 nov
<input type="radio"/>	Recevo par le MEAE	07-08 nov
<input type="radio"/>	Triangulation des retours de recette par LENI	20 nov-2 nov
<input type="radio"/>	Livraison finale au MEAE	3 nov
<input type="radio"/>	Signature du PV de conformité des plateformes par MEAE	7 nov
<input type="radio"/>	Envoi des liens et codes de connexion pour les administrateurs	8 nov-20 nov
<input type="radio"/>	Mise en ligne des plateformes	8 nov-20 nov
<input type="radio"/>	Formation à l'utilisation des back-offices	8-10-20 nov
- Badges		
<input type="radio"/>	Reception de cadrage par LENI & MEAE sur les planches de badge	7 nov
<input type="radio"/>	Creation des modèles de badges par LENI	09-11 nov
<input type="radio"/>	Réalisation des BAT de badge par LENI	10 nov
<input type="radio"/>	Recevo pour la livraison des BAT de badge au MEAE	Appréhén
<input type="radio"/>	Signature du PV de conformité des badges par MEAE	16 nov
<input type="radio"/>	Production des badges en masse par LENI	20-24 nov
<input type="radio"/>	Livraison des badges par LENI au MEAE	20 nov
Ajouter une tâche...		
- Exploitation		
<input type="radio"/>	Montage et test	29 nov
<input type="radio"/>	Gestion & Production de badges d'accréditation J1	30 nov
<input type="radio"/>	Gestion & Production de badges d'accréditation J2	1 jan-30 nov
<input type="radio"/>	Logistique	1 jan-30 nov

Gantt view of the project



## A project team that supports you

- The Technical Expert and Project Managers are at the heart of the relationship with your teams. Responsive and available, they provide a high level of advice and support throughout the project by providing their expertise in their areas of expertise (web, e-marketing, direct marketing and logistics applied to an event format).
- They analyse the specifics of each new case. They are in charge of the feasibility study of customer requests and/or propose an organization to adapt to these requests,
- During the various phases of the service, they participate in briefing meetings with the MEAE manager in charge of the file.
- At the end of the service, they write a final report with the sales representative to make a complete assessment of the various aspects of the file with a view to future developments
- The appointed Technical Expert is Mr. Olivier Joly.

**Your projects are the subject of exchanges between the Klipso teams and you, they are mainly coordinated by the project manager/director, or even a technical expert upstream. They then take care of the internal coordination with parameterizers, designers, etc.**

### Example of a project structure

