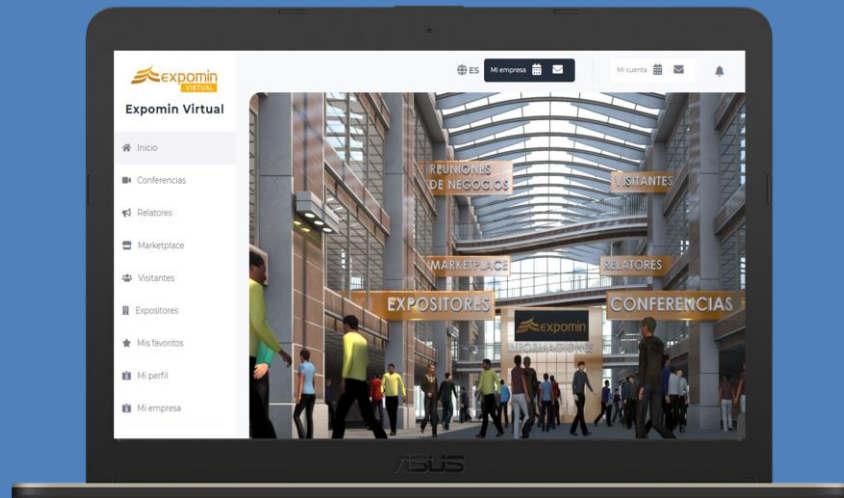


THE FIRST NETWORKING PLATFORM DEVELOPED IN CHILE FOR THE WORLDWIDE MINING INDUSTRY



Application of: FISA of GL events Group www.fisa.cl

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COMPANY OVERVIEW

Fisa, the creator of the exhibition industry in Chile.

With a portfolio of 15 exhibitions & congresses, FISA deals with the main productive sectors of Chile, bringing together more than 5.000 brands and 200.000 visitors every year. FISA is a subsidiary of the international integrated leading Group GL events since 2018

- +2.000 exhibitors per year
- Bringing people together, WE GATHER +200,000 people per year
- 3700 Generation of direct employment per year
- + 5000 BRANDS Present at our exhibitions annually

Organizers of Expomin, the most important event devoted to the mining sector in Chile and Latin America.

Created 30 years ago, the event has been held 15 times, it is the meeting point of the entire value chain of the mining industry.

More details on www.expomin.cl

Meeting point of the entire value chain of the mining industry



Data collected of 2018 physical version

OPPORTUNITY

Changes in today's world has led us to rethink the development of exhibitions and congresses, therefore, in tis more than 40 years of experience Fisa always one step ahead following the various postponement of Expomin in April 2020 and November 2020 due to COVID-19 virus outbreak, decided to redesign an entirely digital exhibition to offer professionals of the industry the way to stay connected.

Fisa pledged to run the event as soon as possible, adapt quickly and be reactive. More than just a showcase for exhibitors, Expomin also contributes to boosting:

- Employment,
- Development and
- Economic recovery in Chile.

Thanks to its virtual format, the event will provide a platform of opportunities with global reach. Attracting new exhibitors and visitors.

APPROACH

We made a market research of all the platforms that exist in Latin America, Europe, USA and compare all the features and prices of these different virtual and digital fair solutions. Big Challenge as there were many proposals and we were no experts in the matter. None of them suited our requirements of features and budget.

We needed a Platform that could:

- Support more than 1,000 exhibitors
- Live streaming with simultaneous translations
- Support a large audience
- Marketplace available all year: to facilitate the work of all areas of supply, engineering, operations, techniques, and companies that seek goods, supplies and services.

Our objectives: Connecting people within the mining sector and generating business. Particularly to present important issues for the mining sector, such as digitalization and automation, cyber-security, human capital, women participating in mining, renewable energy, the challenges caused by the coronavirus in the industry, and other important issues.

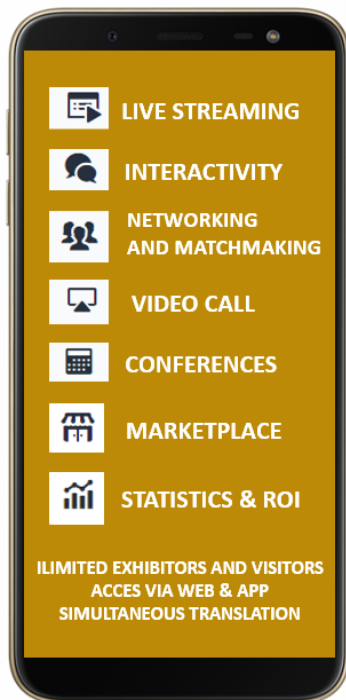
Expomin Vitual aims to be a platform for the exchange of knowledge and the generation of business opportunities during the economic and social reactivation of the country.

SOLUTION

We decided that the best way to have all the features we needed was to build a custom platform taking a risk of having technical problems.

Watch our video that explains the platform : [#ExpominVirtual 2020 | English - YouTube](#)

OUR VIRTUAL EVENTS PLATFORM



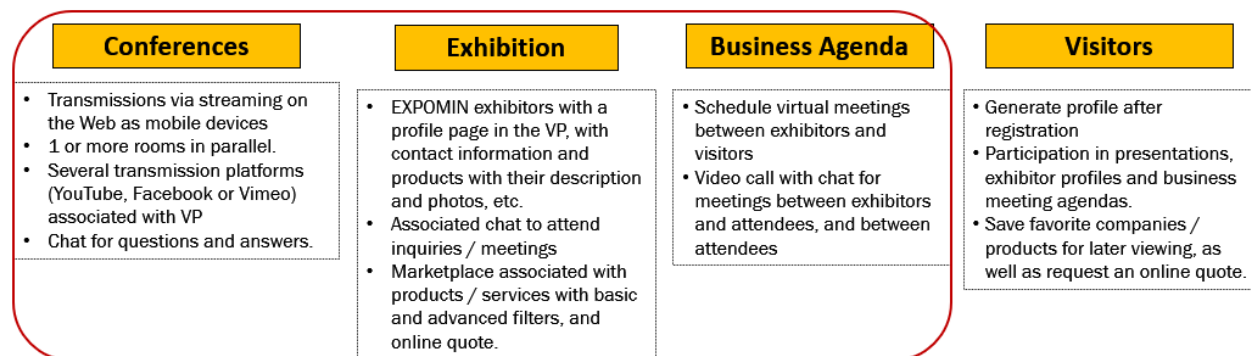
GENERAL STRUCTURE VIRTUAL PLATFORM

VIRTUAL PLATFORM (VP), allows users to access a Presentation Program; as well as an exhibition area ", where" exhibitors "can add information about their company, products, logo, social networks, etc., while attendees will have a social and professional profile on the Platform, to facilitate contact between both.

The Business Agenda will allow exhibitors and visitors to make contact before, during or after the event via VP Application and EXPOMIN APP.

The presentations are live and are also available for later viewing.

Spanish and English are the official languages, although others can be available for specific cases.



A quality program for the seminar was designed to captivate clients to stay online with 13 seminars and 90 speakers.

RESULTS

Watch our video with the results of Expomin Virtual : [#ExpominVirtual 2020 | Resumen - YouTube](#)

The platform was built and launched to pilot in under 3 months we didn't have any technical issues, but we did find some features that could be improved and added that is a big advantage of having your own platform.

Expomin Virtual is the first and unique platform in the mining industry that brought together more than 1,000 brands.



Mining Minister Baldo Prokurica inaugurated Expomin Virtual

The virtual meeting of EXPOMIN, that lasted 3 and a half days (Tuesday 10 to Friday 13 November 2020), allowed to address the main strategic issues of post-pandemic 4.0 mining.

Main topics of analysis:

- Mining contribution in the new digital era
- Sustainable development of technologies
- Investment, projects and business opportunities



MONETIZATION POSSIBILITIES

Our platform offers many additional incomings that can be personalized in function of the event being organized. Not only we can sell additional services during our events but also, we can organize virtual events for third parties.



Charge on registration for the e-ticket.



Sponsored Banners.



Sponsored notifications

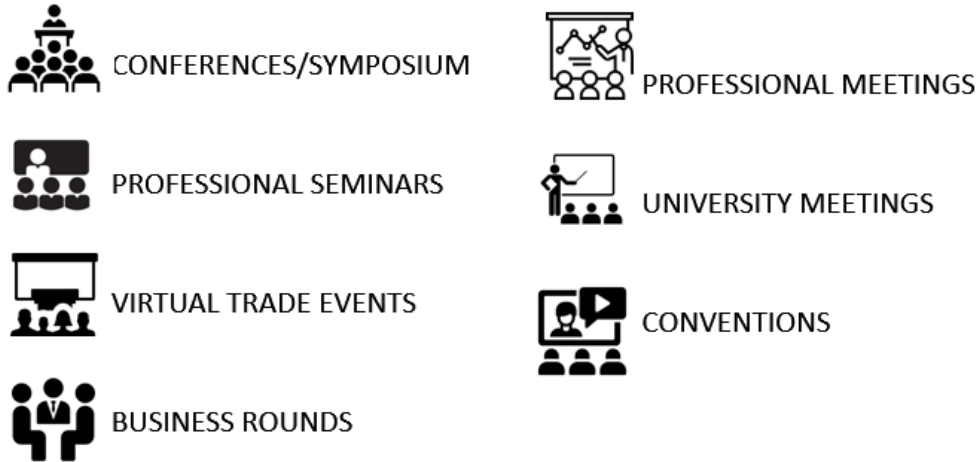


Charge the access to specific webinar rooms (live streaming or recorded videos).



Sell additional minutes for meeting purposes

ORGANIZATION OF EVENTS FOR THIRD PARTIES:



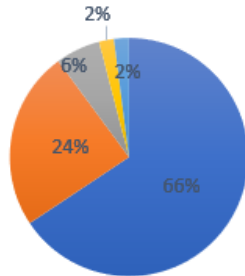
THE FUTURE OF OUR VIRTUAL EVENTS

The survey post Expomin Virtual, reinforced our idea that Virtual events are here to stay and to complement our face to face fairs.

95% of your exhibitors are willing to likely to attend a similar virtual event if there are restrictions, and 93% If there are less restrictions.

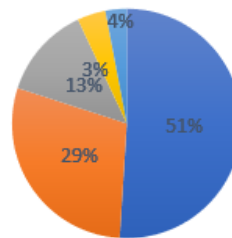
How likely are you to attend a similar VIRTUAL event in the future?

While restrictions are still in place for physical events and some travel



■ Definitely will ■ Probably will ■ Might
■ Probably not ■ Definitely not

Once restrictions further ease on physical events and travel



■ Definitely will ■ Probably will ■ Might
■ Probably not ■ Definitely not