

## SIAL CANADA LAUNCHES ITS 100% VIRTUAL TRADE SHOW

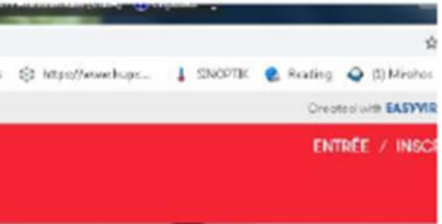
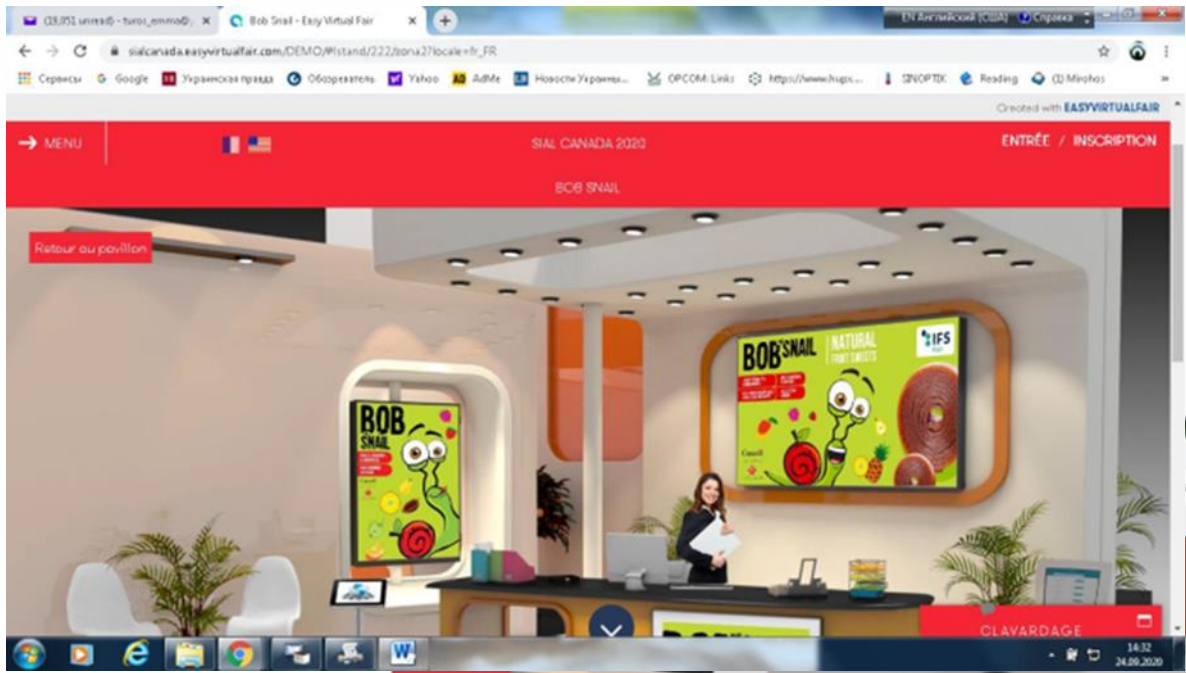
08/2020

September 28 - October 02, 2020



## SIAL CANADA 2020

- 250 EXHIBITORS AND BRANDS FROM MORE THAN 31 COUNTRIES
- ROUGHLY 18,340 CONNECTIONS FROM MORE THAN 112 COUNTRIES






🏠 145 Evans Ave, Etobicoke, ON M8Z 5X8, CANADA  
 ☎ +1 416 262 0774  
 ✉ info@astwellsoft.com

SIAL Canada celebrates the quality and diversity of the international food industry

**Inspire food business**

JOIN US FROM SEPTEMBER 21 TO 23, 2021 FOR THE 18TH EDITION OF SIAL CANADA, WHICH WILL BE A HYBRID EDITION, BOTH IN PERSON AT THE ENERCARE CENTRE IN TORONTO AND ONLINE!

**Toronto**

 145 Evans Ave, Etobicoke, ON M8Z 5X8, CANADA  
 +1 416 262 0774  
 info@astwellsoft.com




# EXAMPLE OF SIAL 2020 VIRTUAL PLATFORM

[HTTPS://WWW.YOUTUBE.COM/WATCH?V=AA\\_MPWARW4W&T=3S&AB\\_C  
HANNEL=SIALCANADA](https://www.youtube.com/watch?v=AA_MPWARW4W&t=3s&ab_channel=SIALCANADA)



## ADVANTAGES OF VIRTUAL EVENTS

- **IT'S LESS EXPENSIVE** - The overall cost of attending a virtual event is greatly reduced, currently estimate – 75% less expensive.
- Save on staff, venue, setup and takedown, hotels, meals, travel costs, and so much more.
- **EXPENSE** – paying for the costs of the virtual meeting platform.

- 
- **IT SAVES TIME** - Although virtual events do **REQUIRE SOME SETUP TIME** - event website, registration, event marketing, and promotion, etc.
  - **IT'S GLOBAL – VIRTUAL EVENTS INCREASE REACH** to engage more people, no matter where they live, everyone can participate. grow your audience - promote your product by sharing the link to your website and social media channels. people from across the world can join without thinking about travel.



## IT'S EASIER TO MAKE CONNECTIONS

VIRTUAL events tend to be faster-paced since attendees don't have to move from session to session or booth to booth, it can be easier to make connections with other attendees and speakers than an in-person event - **EVERYTHING IS ONLINE**, attendees can easily record important information - names, titles, etc., on their tablet or computer.





## IT'S EASY TO COLLECT FEEDBACK

### FEEDBACK IS CRUCIAL

ATTENDEES are constantly online at virtual events, which means they can easily answer real-time polls or surveys.

e.g. measure the overall success of the presentation virtual event (cannot see faces during some virtual events)



## EASY TO MEASURE RESULTS

**DATA** that virtual events produce varies depending on what platform and event management software you use, however it should be easier to gather certain data on your event and attendees because everything is done online, so it can be easily tracked - for instance, you can know when your attendees logged on, from where, length of conversation, and so much more.

# DISADVANTAGES OF VIRTUAL EVENTS

**NO FACE-FACE NETWORKING** – networking is one of the key aspects of conferences, but virtual conferences pose a huge limitation, as attendees don't really get an opportunity to have **ONE ON ONE DISCUSSIONS WITH EACH ANOTHER.**

**SELECTIVE COMMUNICATION OR PRE-ARRANGED CHATS**

**NO SAMPLES – TASTE, SMELL, TOUCH**


**LESS EXCITEMENT** – compared to the grandeur which is promised at live events, a virtual event is just another browser opened on a laptop.



## LESS SPONTANEOUS

When attending an event in person, it is common to just bump into random people—who then may turn out to be interested in your company or products. These people can forge important professional connections with you.

Far less likely to randomly meet people at a virtual event who are not present specifically to talk to you. This can make networking more challenging.



**DISTRACTIONS** – attending conferences from the comforts of one’s home can also expose attendee to a lot of distractions, whether it’s the internet, pets, etc.

**INEFFECTIVE SPONSORSHIPS** – brands fail to make real connections with their target audience through sponsorships, as there is no face to face interaction with the attendees to leave an impact on them.



# COMING SOON

- **PDAC** - Mining, Machinery, Services, Investments – March 2021
- **SIAL** – Food Industry – April-May 2021
- **Global Energy Show** - Oil, Gas, Energy, Services – June 2021

*Емма Тупоч*  
*cucc\_ukraine@ukr.net,*  
*tuross\_emma@yahoo.com*  
**+38050 312 8112**



**CANADA-UKRAINE CHAMBER OF COMMERCE**  
**КАНАДСЬКО-УКРАЇНСЬКА ТОРГОВА ПАЛАТА**  
**CHAMBRE DE COMMERCE CANADA-UKRAINE**