

CyberCoating 2007 Frequently Asked Questions

What is CyberCoating 2007?

CyberCoating 2007 is a three-dimensional, online, virtual trade show. While a first for the coatings industry, the show joins the rapidly growing number of virtual marketing events, from seminars to sales meetings to permanent stores. It combines cutting-edge interactive Web-based technology with all of the best aspects of a physical trade show, including everything from booths and brochures to conversations with current and prospective customers – all in real time. Exhibitors and attendees all over the world need only a personal computer and Internet access to participate in the 12-day show, Oct. 15 to 26, 2007.

What will the experience be like?

CyberCoating 2007 will look and feel exactly like a traditional trade show, minus the sore feet and aching back. The exposition hall will not close every evening, but remain open 24 hours a day for the full length of the show.

Exhibitors, however, are required to staff their virtual booths from 9 a.m. to 6 p.m. Central Time for the length of the show.

Attendees will walk a life-like, **3-D rotunda and exposition hall** using avatars, computer-generated models of themselves and the other people at the show. Their names will appear above their heads as they use their computer mouse and keyboard arrow keys to walk the trade show floor, so attendees can identify and greet one another. Avatars will be able to: “pick up” brochures, catalogs and, of course, souvenir promotional items; and actually talk in real time with each other either by using Voice Over Internet Protocol (VOIP) or their chat feature with text. They will even be able to wave to another avatar to get his or her attention.

The best way to get a sense for how amazingly realistic and fun the virtual trade show experience will be is to check out CyberCoating 2007's [demonstration video](#).

You'll see that booths in the traditional 10' X 10', 10 X 20', 20' X 20', 40' X 40' and custom configurations will be placed throughout the exposition hall. However, some booths will come with a feature no physical trade show can offer. Exhibitors with 40' X 40' custom booths will be able to set up the biggest machine in their inventory for attendees to view not only in 3-D, but in cutaway modes.

The process of creating a booth is no more complicated than creating and sending an email or using a Web site.

CyberCoating 2007 also will feature more than 20 hours of **technical conferences** on the latest topics in the industry – all of which will be available, on-demand, when it is most convenient for the attendee.

What businesses and industries will be represented at CyberCoating 2007?

Expect a wide variety of exhibitors and attendees including those from: companies that manufacture industrial coating materials, application equipment, booth systems, recovery equipment and systems; manufacturers of ovens, washers or conveyors; custom application providers; and makers of auxiliary products and services for the industrial coatings industry. PCI members receive a discounted rate for exhibit booths, sponsorship and marketing opportunities, technical conferences and admission passes.

Among the leading companies that already have reserved booth space are: A.B. Myr Industries Inc.; Anderson Development Co.; Benda-Lutz Corp.; DuPont Powder Coatings; Elcometer; George Koch Sons LLC; ITW Gema; Nordson Corp.; Rohm and Haas Powder Coatings; Sherwin-Williams; Tiger Drylac Powder Coatings; Trimite Powders Inc.; and Vitraccoat America Inc.

Who is putting on the show?

The show will be presented by **The Powder Coating Institute** a not-for-profit organization representing the North American powder coating industry. However, the entire coatings industry will be represented at the show.

PCI promotes the economical, non-polluting and reliable advantages of powder coating as a high-quality finish for industrial and consumer products.

CyberExpo3D.com Inc., a company devoted to the development, production and management of online, virtual reality trade shows and exhibitions for corporations, industries and trade organizations, is producing the event for PCI. The company's cutting-edge virtual reality trade shows offer all the attributes of a physical exhibition and more, but are easier and less expensive to attend. In addition to hosting events that call for a large hall and sponsored booths, the company also assists clients who need to sponsor or host online, 3-D, virtual reality events such as business expositions, conferences, sales meetings, symposia and business affinity group gatherings.

Will this virtual show replace PCI's physical Coatings show?

CyberCoating 2007 has been carefully designed to enhance, not replace PCI's regular, physical trade show. Nothing can replace the benefits of doing business

face-to-face. However, this groundbreaking event allows the coatings industry to track the latest developments in the industry and connect with a global audience of prospective customers, fast, easily and inexpensively.

With CyberCoating 2007, everyone in the company can go to the trade show, without sacrificing hundreds of hours of productivity. That's because exhibitors can "staff" their booths from the convenience of their office or home. They can even perform other tasks, because a special message will notify them when someone approaches or enters their booth.

How do the costs of this virtual trade show compare with a traditional trade show?

The expense to exhibit, promote and sponsor in CyberCoating 2007 is much less than that of a physical trade show. You will not have travel expenses, hotel room costs, freight shipment charges, booth set-up costs, or pay for staff time to man your booth.

What technology must attendees and exhibitors possess to participate?

The minimum systems requirements are as follows:

- ∞ Pentium II CPU 300Mhz or equivalent
- ∞ 64MB RAM memory
- ∞ Microsoft Windows (98, Me, NT4, 2000 or XP)
- ∞ Windows Media Player 9 or later (Direct X 8.1 or later)
- ∞ D3D video card with at least 8MB and the latest drivers

For the best possible experience, these additional features are recommended:

- ∞ Pentium IV CPU 800Mhz or better
- ∞ 128MB memory / 256MB memory for XP Microsoft Windows 98, Me, 2000, XP or Vista
- ∞ 500MB free disk space
- ∞ 3D accelerated video card with at least 64MB and the latest drivers

For the best possible experience, a high-speed Internet connection is recommended.

Also, if you are operating behind a firewall, CyberCoating 2007 must be properly configured to function, so please contact CyberExpo3D.com via email, or by phoning: 866-479-5261 (toll free) or 317-920-6100.

Is the CyberCoating 2007 virtual trade show safe?

Exhibitors and attendees can rest assured they are navigating a computer environment protected by the finest, state-of-the-art Web security technology in the industry. CyberExpo3D.com Inc., the company producing and managing CyberCoating 2007, uses proven software and hardware to protect its clients' data.

What opportunities are there for media coverage?

CyberCoating 2007 is *the* place to be to find out what is going on not only in powder coating, but discover the latest developments in the entire coatings industry.

What's more, CyberCoating 2007 will offer a more life-like 3-D experience, and more interactive virtual trade show than what's been seen so far. The event will provide a great opportunity to get a glimpse of the future for virtual trade shows.

Registration fees will be waived for credentialed media members.

To:

- ∞ Arrange an interview with PCI President Greg Bocchi, or Rick Ashley founder and president of CyberExpo3D.com Inc.
- ∞ Learn more about CyberCoating 2007, The Powder Coating Institute or CyberExpo3D.com Inc.
- ∞ Obtain media credentials

Please contact Susan Dillman, CyberExpo3D.com Inc. public relations strategist. Office: 1+317-920-6100. Mobile: 1+317-690-8439. Fax 1+317-9020-6101. Email: sdillman@CyberExpo3D.com.

Web sites: www.CyberCoatingShow.com
www.CyberExpo3D.com