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CyberCoating 2007 Takes Trade Show to Desktops

First Virtual Reality Trade Show Set For The Global Coatings Industry

INDIANAPOLIS — The coatings industry will make trade show history this October with CyberCoating 2007, the World's first virtual reality, real-time, Internet trade show.

Like a physical trade show, the CyberCoating 2007 show features a virtual exhibition hall with cutting-edge, interactive, three-dimensional booths, displaying the latest product developments in the industry. The virtual show also highlights important technical conferences within the life-like environment. Exhibitor sponsorship and marketing opportunities are available - providing the irreplaceable personal interaction crucial to profitable business. All of which is accessible from any personal computer in the world.

Participants, represented as avatars, (modeled figures that display the participant's name), use their keyboard arrows and mouse to "walk" through the exhibit hall and exhibitor booths, and can chat with one another in a real-time, secure, virtual environment.

The 12-day show, sponsored by The Powder Coating Institute, operates 24 hours a day from October 15 to 26, 2007. The show offers opportunities to purchase sponsorships that provide a wealth of exposure throughout the virtual environment. Five basic booth packages are available, allowing exhibitors to share everything from brochures and catalogs to videos. Booth sizes run from 10 x 10 feet to 40 x 40 feet - and are also available in custom configurations.

Additional custom booth options permit exhibitors to show three-dimensional and cutaway views of equipment never before offered at a physical trade show.

Exhibitors can quickly and easily create their booths online from the comfort of their desk. Exhibitors "staff" their booths from company or home offices, enhancing productivity that might be lost if they had to be out of town or away from their base of operation. All that a participant needs is a computer and an Internet connection.

"CyberCoating 2007 takes trade show marketing to a new, powerful level. While it will never take the place of a traditional, in-person exhibition, it opens the door to thousands of potential new customers we otherwise may not have found as readily," said Greg Bocchi, executive director of The Powder Coating Institute. "It provides our member organizations with immediate access to a global market," Bocchi added.

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"Exhibitors and attendees benefit from a highly-promoted, target-rich selling environment," said Rick Ashley, president of CyberExpo3D.com, the company promoting and managing the state-of-the-art trade show on behalf of PCI.

"CyberExpo3D.com shows are carefully crafted utilizing the latest in virtual reality technology and Voice Over Internet Protocol (VOIP), enabling real-time conversation and interaction for conducting business," Ashley continued.

Exhibitors are signing on fast, Bocchi noted. Among those who have quickly secured booth space are: Anderson Development Co., Benda-Lutz Corp., DuPont Powder Coatings, Elcometer, George Koch Sons, LLC, ITW Gema, Nordson Corp., Rohm and Haas Powder Coatings and Tiger Drylac Powder Coatings.

PCI members receive discounted rates for exhibit booths, sponsorship and marketing opportunities, technical conferences and admission passes.

For more information on exhibiting, sponsoring or attending CyberCoating 2007, please visit www.CyberCoatingShow.com or www.CyberExpo3D.com. There you will find detailed information and a streaming video demonstration. Or, call 866-479-5261 for more information.

About The Powder Coating Institute

The Powder Coating Institute (PCI), representing the North American powder coating industry, promotes powder coating technology and communicates the benefits of powder coating to manufacturers, consumers, and government. As a not-for-profit organization, PCI works to advance the utilization of powder coating as an economical, non-polluting and high quality finish for industrial and consumer products.

About CyberExpo3D.com

CyberExpo3D.com develops, promotes and manages online virtual reality trade shows and business exhibitions for corporations, industries and trade organizations. The company's cutting-edge trade shows offer all the attributes of a physical exhibition, but are easier and less expensive to attend.

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