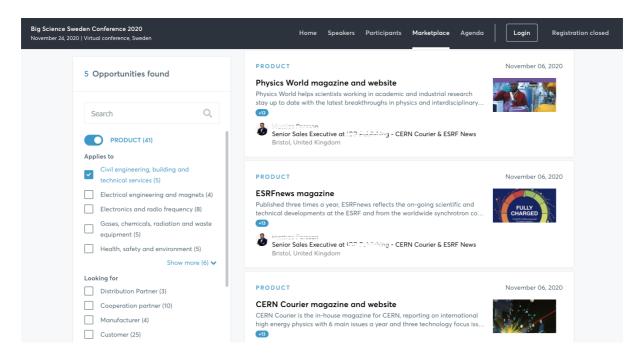


B2match Virtual Exhibition Guidelines

1. What is Virtual Exhibitions (Marketplace)

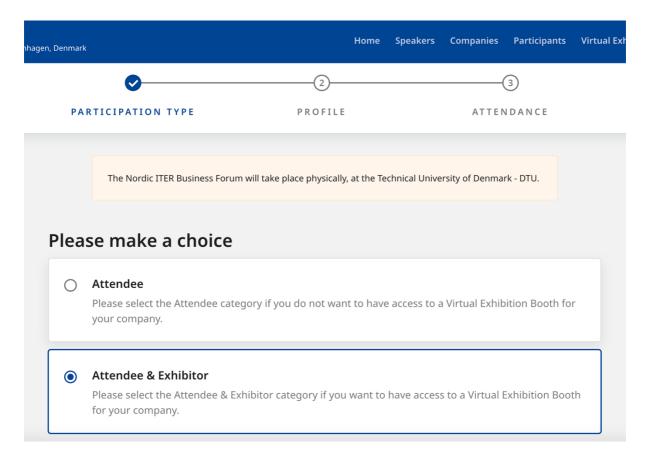
Virtual exhibition enables participants to list their offer and request items/services and to search for the suitable business partners by these items.

The registration process offers the participant the ability to add a minimal amount of information about the company they represent (in the **Organization description** field in **Personal information**). Therefore, the participants can add more information on their business offers or needs, and specify types of collaboration sought.



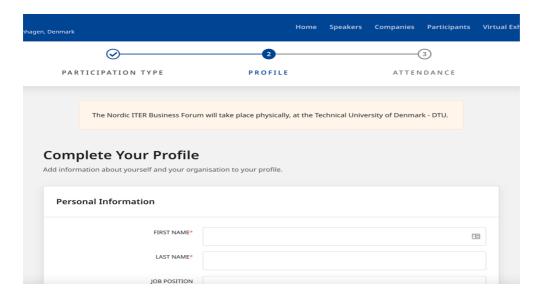
2. Registration

When registering, please be sure to select "Attendee and exhibitor" category

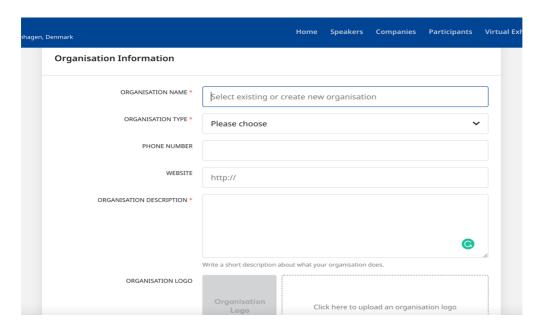


3. Complete profile

Under profile, you can input your information, as well as the organisation details, areas of activity, and logistics details

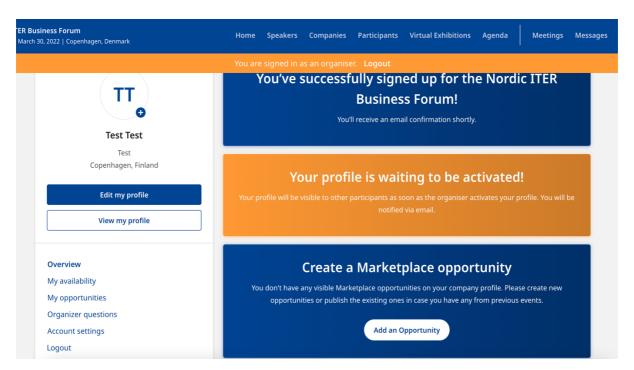


You can add your organisation's logo as well



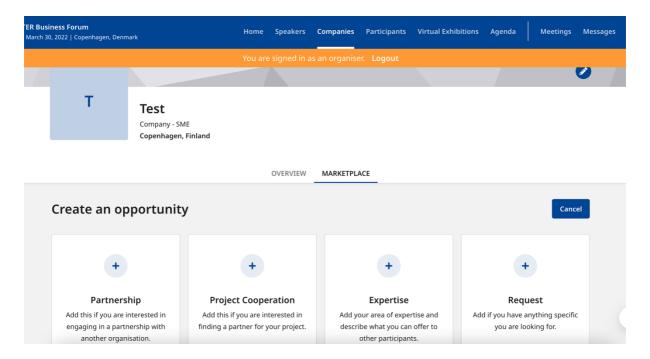
4. Create an opportunity

Once registered, you can create an opportunity under marketplace



5. Choose opportunity category

The Virtual Exhibitions enables the participants to present their offer as per the following items:



- Partnership participants can add a partnership Virtual Exhibitions entry, if they
 are interested in a partnership. Examples of classifiers to add in the What are you
 looking for area: Research, Business, Franchising
- Project cooperation participants have the possibility to add a cooperation wish if
 they are looking for a cooperation partner for their project. Examples of types of
 cooperation: Consortium seeks Partner, Partner seeks Consortium. Examples of
 stages: Project Management, Research work, Prototype development, Testing the
 product/application, Performing surveys and statistical analyses, Developing an ICT
 application, Organizing trainings/webinars, Dissemination/communication activities.
- **Expertise** participants are able to describe their expertise.
- Request participants can describe anything specific they are looking for by creating a Request Virtual Exhibitions item.