



---

## 1<sup>st</sup> Corporate consultancy virtual show

---

### **Press release, september 2011**

#### **Direct connection between consultants exhibitors and visitors buyers and subcontractors**

---

The consultants and the service providers present on II' affinity their skills, their products and know-how to the visitors buyers and subcontractors in search for solutions to a problem, a development aid, a training...

It is a multi-sector show, witch is focused on aeronautics, biomedical, ICT and R&D.

Having collected the information on this external target, the research can be segmented according to the expected advantages, the technical skills, the methodologies used, to their production capacity, the deadlines announced for realization or performance cost, etc.

#### **Benefits for the visitor (buyer and subcontractor)**

---

##### **A considerable saving of time**

- II'affinity gathers numerous professionals by business sectors 24h/24, with a simple click

##### **A navigation and an easy access to the information**

- The access to the show is free and direct, from one's browser (fixed Web and smartphone): no Plug-in or software to download
- A plan and a search engine by keywords (tag) help to find quickly companies answering these needs
- On every index card, products, services and trainings are presented with a possibility to obtain a documentation, to view a video, to discover 3D-plans, etc.

##### **Dialogue with the exhibitor**

- Live by the phone or skype, by e-mail or chat ...
- Phone appointment setting, for a call back by the consultant or the service provider

#### **Benefits for the exhibitor (consultant, service provider, trainer)**

---

##### **A communication tools adapted to the new behavior of buyers and subcontractors**

- An innovative concept and for the future...
- No more need to move, the buyer or subcontractor comes to you...

##### **A widened, qualified hight traffic...**

- More visitors, thanks to fewer constraints of travels and of time
- All the visitors interested by your offer are identified
- Their behavior is registered through their clicks (mark interest) for specific product
- A complete file and precise statistics will be supplied

## **A limited cost**

- You no longer need to move on a physical show
- You no longer need to forward brochures and leaflets
- Space layout and customization are standardized to facilitate the reading
- A year fixed cost

## **A real time dialogue with your visitors**

- You answer in live and real time to the the visitors' questions, by phone, skype, e-mail or chat
- The contact is personalized

## **A complete display of your range products**

- Internet link with your web site
- Products photos and documentations
- Videos, images, PDF, Powerpoint, etc.

---

## **About ImagInnov®**

Our mission is to help the leaders and their co-workers to increase and maintain their competitiveness on their international markets, thanks to technological (products/services) or structural innovations and the management of the talents in the company.

Our services are designed for industries and companies of services that are in demand of operational and technological advices, whatever their sector and their geographical presence.

Our performances articulate around two fields of activity:

- Products and services
- Trainings

ImagInnov® is training centre

- French registration number 73310535631

ImagInnov® skills

- Management
- Business development
- Marketing and Communication

ImagInnov® create a new concept of advice: **Netbrainworking**, in a space of growing concerns, and an opportunity way to increase the turnover without cannibalizing the current resources.

**Il'affinity is the showcase of Netbrainworking** and of its book of standards.

More than just a simple index, **Il'affinity is a real integrated space including all the products, services and trainings of ImagInnov® network members.**



ImagInnov Développement – 148, Grande Rue Saint Michel – 31400 Toulouse (France)  
Company with a capital of 10000 € - Company Registration Number 501 941 074

**+33(0) 950 798 842**  
**www.imaginnov.com**

**Press contact :** Jean-Pierre Leclerc – +33(0) 681 480 141 – [contact@imaginnov.com](mailto:contact@imaginnov.com)