

# SHOPVISION

BY VISION EXPO



## ShopVISION - Sourcing For the World of Vision.

**ShopVISION** is the groundbreaking new digital sourcing solution for the vision care community. On our dedicated platform, buyers can source products, build relationships with suppliers and manage all of their product discovery and research needs. From finding the latest styles, comparing pricing between suppliers, and requesting one-on-one meetings to posting questions on the social timeline or streaming product demos, marketplace will be the global hub for all things sourcing in the vision industry.

Throughout the year, the **ShopVISION** team will also launch special Feature Weeks which will deliver highly engaging content to our community.

**Don't miss this chance to gain exposure to a worldwide audience of decision makers.**

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### BUYER BENEFITS

Discover new products, brands and trends

Submit RFPs across brands

Keep track of product and brand updates

Manage all contacts and catalogs in one place

Keep up-to-date with industry trends

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### SUPPLIER BENEFITS

Showcase products to a community of 40,000+ eye care professionals

See full demographic, business, and behavioral data with Leads Insights

Find and target the right buyers



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## Why ShopVISION?



### STATE-OF-THE-ART PLATFORM

We've partnered with Balluun, the world category leader in B2B marketplace technology. Together, we've built a powerful suite of features that inspire genuine product discovery for buyers, leading to new relationships with suppliers and long term business relationships.



### 365 SELLING OPPORTUNITIES

Your showroom is online 24/7/365, with robust tracking so you know who viewed your showroom, products, and sales materials.



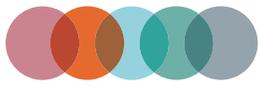
### GLOBAL ACCESS

Unlike tradeshows that attract largely regional audiences, ShopVISION is built from the ground up to serve as the hub of sourcing for the global vision industry.



### NON-STOP MARKETING SUPPORT

ShopVISION isn't a supplier directory—it's an online community of buyers and sellers supported by the dedicated, year-round promotion of ShopVISION and Vision Expo. Engagement with suppliers is also supported by our Feature Weeks, which are unique digital events bringing buyers to ShopVISION to source for specific needs.



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Feature	Basic	Premium	Gold	Service Provider
<b>Showcase Your Products</b>				
24/7/365 Digital Showroom	✓	✓	✓	✓
Unlimited Products, Collections, and Brands	✓	✓	✓	N/A
Product Lookbooks		✓	✓	N/A
Full Privacy Control on Products and Pricing	✓	✓	✓	N/A
Invite Customers to Showroom via Private Link	✓	✓	✓	✓
Send visitors to external site for product check out		✓	✓	N/A
<b>Reach the Right Buyers</b>				
Salesmatch (connect with your Ideal Buyers)		✓	✓	✓
Lead Insights and Contact Info		✓	✓	✓
Initiate and Accept Requests from Buyers		✓	✓	✓
Out-of-Network Buyer Messaging		✓	✓	✓
<b>Analytics</b>				
Showroom and Profile Traffic Summary		✓	✓	✓
Realtime Leads Insight and Tracking		✓	✓	✓
<b>Promote Your Company</b>				
Full Access to Social Feed	✓	✓	✓	✓
Branded Company Profile URL	✓	✓	✓	✓
Dedicated Customer Success Manager	Limited	✓	✓	✓
Product Featured in Marketplace Product Highlights Newsletter	\$1,750	\$1,750	✓	N/A
Featured Brand Listing on Product Category Page for Three Months	\$3,400	\$3,400	✓	N/A
Social Media Promotion of Brand and Products	\$750	\$750	✓	\$750
<b>ANNUAL PRICE (12 month subscription):</b>	<b>Standard: \$2,500 Expo Loyalist: \$2,250</b>	<b>\$4,000 \$3,600</b>	<b>\$6,000 \$5,400</b>	<b>\$4,000 \$3,600</b>

\*Loyal pricing reflects a 10% savings to those Vision Expo East and/or Vision Expo West exhibitors who participated in a show in 2019 and/or 2021.



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## Glossary - Platform Features

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### Showcase Your Products

**24/7/365 Digital Showroom** - Supports 10 images and video for each product. Customizable product details/specs. Intuitive to create and merchandise. Downloadable by buyers.

**Unlimited Products, Collections, and Brands** - Buyers can shop by brand and/or collection. Easily manage and publish products in collections/brands.

**Full Privacy Control on Products and Pricing** - Review and decide what buyers get to see your products and pricing.

**Invite Customers to Showroom via Private Link** - Create a custom vanity link and distribute to your current customers.

**Mobile App (iOS)** - Product discovery and showroom is available on all iOS devices.

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### Reach the Right Buyers

**Salesmatch (Connect with your Ideal Buyers)** - Data and machine-learning tool for setting business preferences to reach buyers who are shopping for the products you sell.

**View Retail Buyer Profiles (Including Contact Info)** - Learn what you need to know about retail buyers. Request to connect, message and schedule meetings with buyers right from their profile page.

**Who's Viewed Your Showroom and Profile Pages** - Analytics and leads module allows you to see and engage with individual buyers and companies that have visited you in real time!

**Initiate and Accept Requests from Buyers** - Proactively connect and build your network with buyers.

**Out-of-Network Buyer Messaging** - Grow customer base by messaging buyers who are not in your current network.

**Schedule Meetings** - Use the calendar functions to set your availability and allow buyers to schedule meetings, video-conferences, sales demos, etc.

**Live Stream** - Hold live presentation, product introduction, v-commerce meetings right from your profile page.

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### Analytics

**Showroom and Profile Traffic Summary** - See your most popular pages and products. Track performance over time and see the most recent buyers who've visited.

**Leads Insight and Tracking** - In real time, track the buyers and companies that are visiting your profile and showroom, commenting on your social posts, watching your video's, etc. Reach out to them with a single click.

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### Promote Your Company

**Full Access to Social Feed** - Use the social community tools to post your products, video, promotional opportunities to buyers. Like, comment and share with buyers posts.

**Branded Company Profile** - Highly customizable page within the marketplace to showcase your company's brand identity and value.

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