

A modern building with a glass facade and a large black sign for 'RetailTech 247.com'. The sign is flanked by two large black panels, each featuring the 'RetailTech 247.com' logo. The logo consists of the word 'RetailTech' in a stylized font, with 'Retail' in purple and 'Tech' in green, and '247.com' in purple below it. The background shows a busy outdoor area with many people walking and talking. The building has a white overhang and a glass entrance. The overall scene is bright and modern.

RetailTech  
247.com

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247.com

An entrepreneurial chance awaits you to operate your very own virtual exhibition platform.



# Overview

Introducing RetailTech247 – an exciting opportunity to establish a national business. We've developed a successful blueprint that highlights exhibitors and services in an environmentally responsible and virtual manner. Our platform empowers exhibitors to design their personalized area, featuring content like information, videos, images, testimonials, and documents. Moreover, they can leverage various tools such as the events page, news section, seminar room, and blog area to engage with their audience effectively. Join us in revolutionizing the exhibition landscape sustainably and digitally.

All this creates exposure and brand awareness, allowing visitors to easily access exhibitor's advice, and services 24/7 from the comfort of their own home on any device.

Capitalizing on our established and triumphant approach, we're extending an invitation to individuals like you to take the reins of RetailTech247 as your personal venture. This unique opportunity allows you to manage your virtual business from the comfort of your home, accommodating family responsibilities or complementing your existing job while generating a steady income. Our proven model empowers you to embark on this journey with confidence and flexibility.





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ROOMS

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# The benefits

- Low investment and low ongoing monthly fees.
- The founders and senior leadership provide you with the support that has already proven the model through successful trade shows launched and generating profit in Year One.
- Tech business means there are no high overheads and no need for additional staff. It's also unaffected by the pandemic or similar events.





# What you are responsible for?

(With our help through training and ongoing support)

- Find exhibitors in your chosen industry.
- Marketing to end users and exhibitors.
- Set up social media accounts.
- Contacting companies, arranging meetings, sending information on how they can become an exhibitor on the platform, and getting exhibitors onboard.
- Sending and receive contracts from clients.
- Invoicing clients.





# What we are responsible for?

- To give your business a kick-start, we'll set you up, help you with Business & Marketing plans and give you complete training on how to run your business.
- To support you each month with ongoing Coaching & Mentoring from our Senior Leadership team.
- To promote your platform on the main VirtualExpo247 website and social media channels on exciting news and announcements.
- Our content team is here to help you every step of the way with monthly service assistance to enable you to request amendments to the site, upload logos, along with uploading virtual spaces so you don't have to worry about the technical side of the platform.



# Commercials – High Level: Fixed Costs

One off Investments:

Initial licence fee – 5 years £10,000- (Pilot locations incentive offer available)

(renewal after 5 years at £5000 plus CPI for additional 5 years)

Regular operating expenses: Monthly  
Hosting and maintenance £ 100 + VAT







# Commercials – High Level: Operating Income

**Income Opportunities Annual- example of virtual space price**

Year 1 – 100 stands @£250 £ 25,000

Year 2 – 100 new stands & renewals @80% £ 45,000

Year 3 – 100 new stands & renewals @80% £ 61,000

**Cost per sale – set up and support by VE247 team This cost is a direct cost on sales. i.e. no sales, no cost. charged at £35 +VAT per hour (Est 20%)**

Year 1 – 100 stands £5,000

Year 2 – 100 new stands & renewals @80% £9,000

Year 3 – 100 new stands & renewals @80% £ 12,200

**Estimated Gross Profit**

Year 1 £ 20,000

Year 2 £ 36,000

Year 3 £ 48,800



# Commercials – High Level:

## Other costs for consideration: Monthly

Business Insurance £ 50

I.T. equipment £100

Office365 £20

Travel & expenses to customers & events £50

3rd party Social Media marketing £250







**Appendices**





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