



DAARA ONLINE EXHIBITION

Virtual Reality Industrial Exhibition

exhi.daara.co.kr



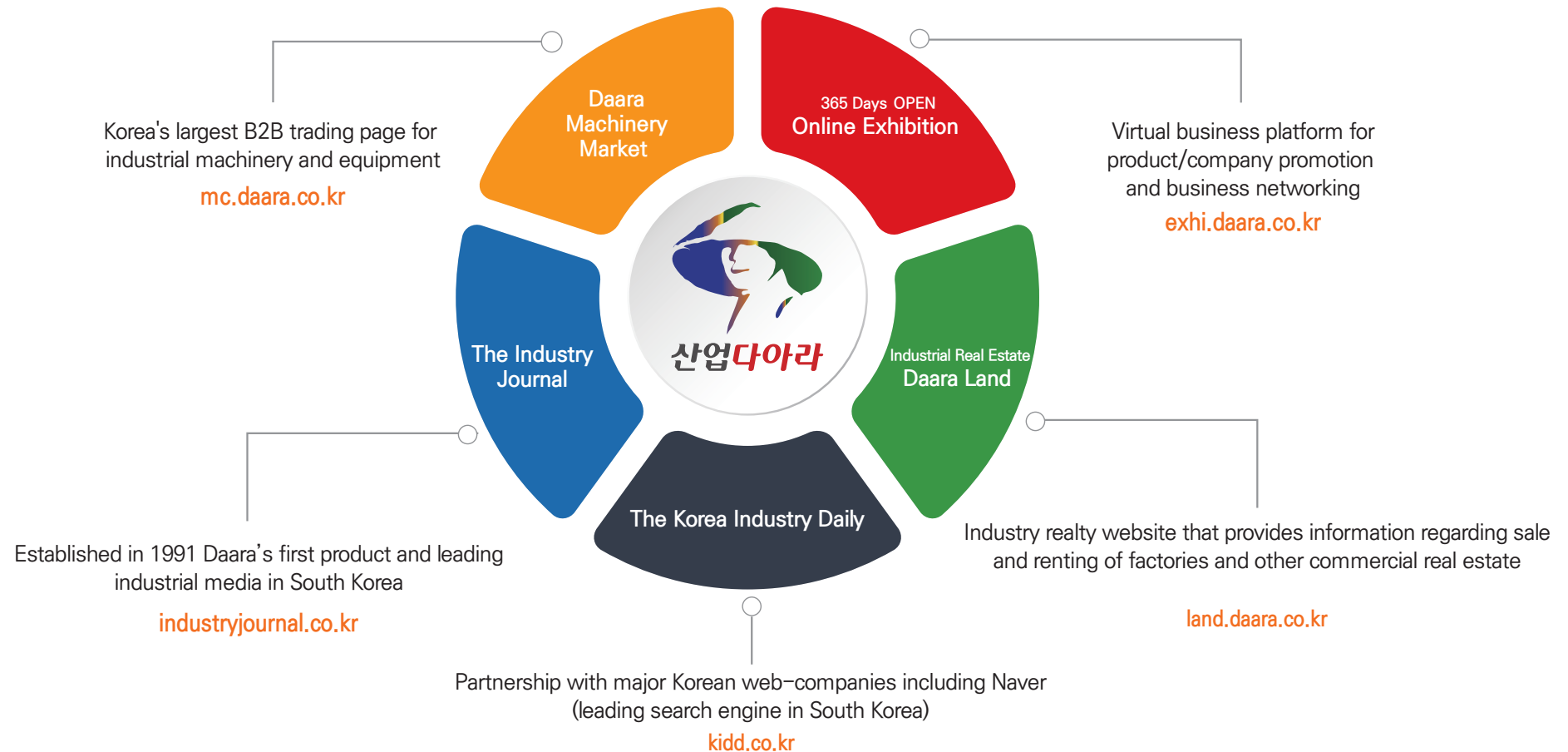
Company Introduction

DAARA Industrial Media Group has been building up experience and know-how with customers for 30 years.

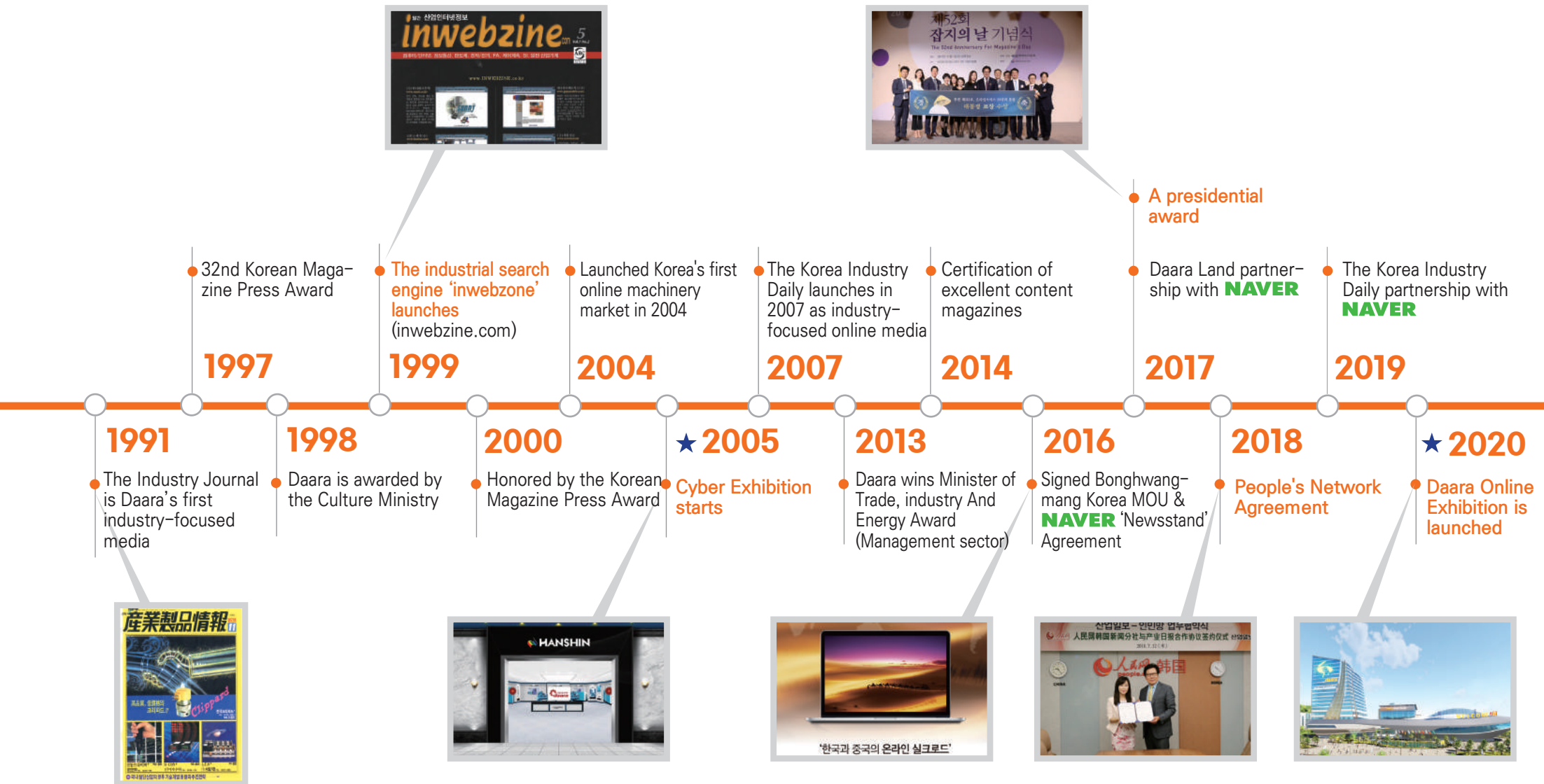
Starting with the establishment of the Monthly Industrial Product Information Journal in 1991, it has been engaged in industrial knowledge information business recognizing the necessity of the online industry in 1999, we established an industrial search engine and started to make a leap forward as an online and offline company.

Today, we are a representative industry distribution media group in Korea.

We provide five major: Online Exhibition Hall, Online Machinery Marketplace, Online Industrial Property Marketplace, The Korea Industry Daily and The Industry Journal.



Company History



Globalization

We participated in industrial exhibitions in **China, Vietnam, Japan, India, Russia, and Thailand** to help customers enter the global market and meet the needs of global customers and markets



July 2015
Shanghai International
Machine Tool fair



December 2018
Vietnam International
Machinery Industry Competition



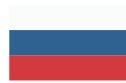
January 2019
NEPCON Japan in Tokyo



January 2019
India International Machine
Tool Exhibition



March 2019
China Industrial Automation
Technology Fair



May 2019
Moscow, Russia
International Mechanical
Exhibition



November 2019
Bangkok International
Machinery Exhibition

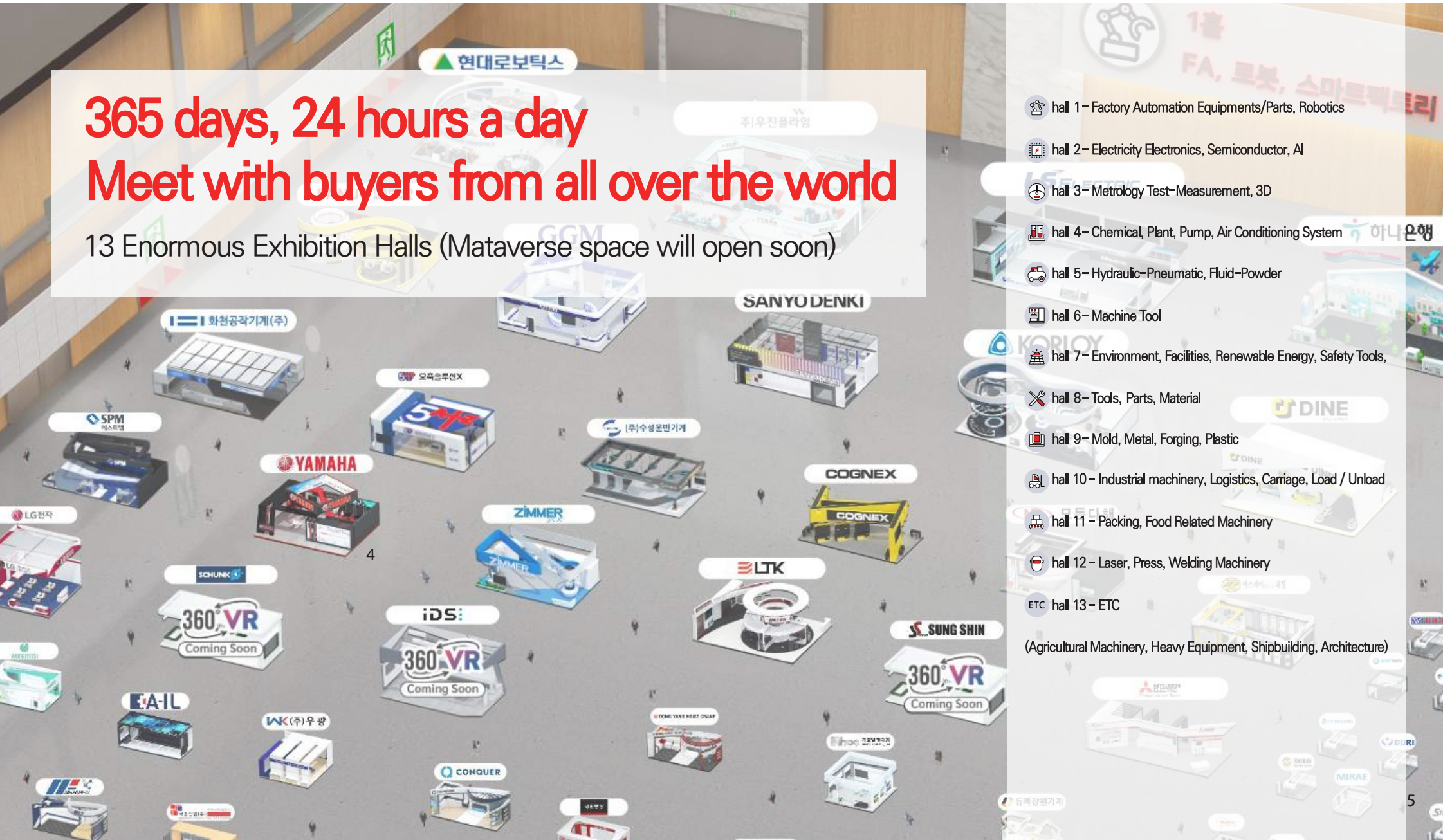


December 2019
Vietnam International
Machinery Industry
Competition



365 days, 24 hours a day Meet with buyers from all over the world

13 Enormous Exhibition Halls (Mataverse space will open soon)



- hall 1 - Factory Automation Equipments/Parts, Robotics
- hall 2 - Electricity Electronics, Semiconductor, AI
- hall 3 - Metrology Test-Measurement, 3D
- hall 4 - Chemical, Plant, Pump, Air Conditioning System
- hall 5 - Hydraulic-Pneumatic, Fluid-Powder
- hall 6 - Machine Tool
- hall 7 - Environment, Facilities, Renewable Energy, Safety Tools,
- hall 8 - Tools, Parts, Material
- hall 9 - Mold, Metal, Forging, Plastic
- hall 10 - Industrial machinery, Logistics, Carriage, Load / Unload
- hall 11 - Packing, Food Related Machinery
- hall 12 - Laser, Press, Welding Machinery
- ETC hall 13 - ETC
(Agricultural Machinery, Heavy Equipment, Shipbuilding, Architecture)

Online Exhibition DESIGN TYPE 1

PREMIUM (3D)

The Premium Design Package offers custom-made booth designs just as product 3D modeling and highest number of product displays.



- Exhibition participation history/news search
- Video meetings
- Search for competitor products
- More products can be listed
- Provide individual URLs
- Youtube introduction video
- Product display



- Proposal of template (design) booth
- Exchange of business cards
- Customer center
- Brochure download function
- Provides VR capabilities
- SEO keyword marketing



Optional Offerings

- Chroma key video
- Map bottom logo exposure
- Moving objects in the booth
- 3D product modeling (based on STEP files)
- Changable booth design

Online Exhibition DESIGN TYPE 2

Deluxe (3D)

The Deluxe Design Package offers a large variety of 3D designs to choose from. Additional services such as brochure download are features exclusively included in the Deluxe Design Package.



- Exhibition participation history/news search
- Video meetings
- Search for competitor products
- More products can be listed
- Provide individual URLs
- Youtube introduction video
- Product display



- Proposal of template (design) booth
- Exchange of business cards
- Customer center
- Brochure download function
- Provides VR capabilities
- SEO keyword marketing
- Product display (2D) 5 pieces

Online Exhibition DESIGN TYPE 3

General (3D)

The General Design Package provides the option for contents such as basic information, exhibition products, inquiries, video meetings and corporate news.

- Template (general) booth suggestions
- Exchange business cards
- Customer center
- 3 product displays (2D)
- Brochure download functionality (1 piece)
- Provides VR capabilities
- SEO keyword marketing



Strength



Homepage

- Web hosting costs
- Domain costs
- Home page maintenance costs
- Limitations of company information (color, text, video)
- Limitations of product 2D images

Daara Online Exhibition

- View and operate 24 hours a day
- 3D, VR technology makes you feel like you're in a real showroom
- No web hosting/domain/homepage maintenance fees
- Manage users directly with individual IDs
- Provide individual URLs for search on portal sites and use as a homepage
- Product 3D implementation increases product understanding

An Offline Exhibition

- Limited to one spot at a time
- High costs due to the transportation and installation of product and booth
- Limited amount of products displayable
- High participating fees for multiple exhibitions of the same kind

Online Exhibition

7 Advantages

1 365 Days Open

Overcoming the limitations of offline exhibitions like time and spatial complications.

2 A Vivid Sense Of Reality

3D and VR technologies are embedded to provide a realistic experience. These features allow exhibitors to introduce their products or company in their desired style.

3 Online Marketing

By providing URLs for each company, online exhibition halls can be searched at home and abroad, making it easy to promote company brands and products.

4 Global Marketing (supports buyer meetings)

The platform provides a wide range of global marketing opportunities by supporting multilingual(english and chinese) support and promoting through the Korea Industry Daily. Furthermore, we do export consultation to attract foreign as well as domestic buyers.

5 Wide Search Capabilities

You can search for related products or companies at the booth, so you can meet a wider range of companies and products. SEO (Search Engine Optimization) enables global marketing as well as domestic.

6 Advanced Homepage

It can be used for advanced homepages by introducing companies, modeling 3D products, downloading catalogs, and applying chroma keys to virtual spaces.

7 Booth Updates

The individual occurrence can be self-managed through an ID-code that is given to every exhibitor. This ID allows customers to update their company information and products on their own.

3 <https://exhi.daara.co.kr/c/ko49623>

입점 업체별 URL

소개영상 보기 | 부스 맵 기능보기 | 中文·English | 산업전시회 일정 | 로그인 | 찜목록






※The picture above is a sample booth. The location and design may vary slightly depending on service and booth design selection.

Options for Each Booth Type



* All product packages include company/product information management

* Additional costs for adding optional items

		1 PREMIUM (3D)	2 Deluxe (3D)	3 General (3D)
				
		Custom made design and implementation of chroma key to reflect customer needs	Implementation of video services and raise of product quantity	Selecting from basic fabrication and general template designs
A-1	Participation History/News	1	1	1
A-2	Page Bookmark/Inquiry/Video Meeting	1	1	1
A-3	Invitation E-Ticket	1	1	1
A-4	Search for Company and Product	1	1	1
A-5	More Products	1	1	1
A-6	Individual URL/Domain	Offer	Offer	Offer
A-7	YouTube Introduction Video	2	1	1
A-8	Product Posting	10(2D)	5(2D)	5(2D)
A-9	Map Logo Exposure	Logo Exposure O	Logo Exposure O	Logo Exposure X
B-1	Booth Design Proposal	Individual Design	Template	Template
B-2	Exchange Card	1	1	1
B-3	Customer Center	1	1	1
B-4	Brochure Download	3	1	1
B-5	VR Offer	Offer	Offer	Offer
B-6	SEO Marketing	Offer	Offer	Offer
C-1	Chroma Key (Korean, English)	1	Option	Option
C-2	Logo Inside Booth	1	Option	Option
C-3	Moving (inside the booth)	3	Option	Option
C-4	Product 3D Modeling (STEP)	2	Option	Option
C-5	Booth Design Change	One Time	Option	Option
D-1	360° VR Showroom	Option	Option	Option
D-2	Korean Translation (page)	Option	Option	Option
Per Booth/Year		Individual Estimate	Individual Estimate	Individual Estimate

Exhibitors list



KORLOY



LS ELECTRIC



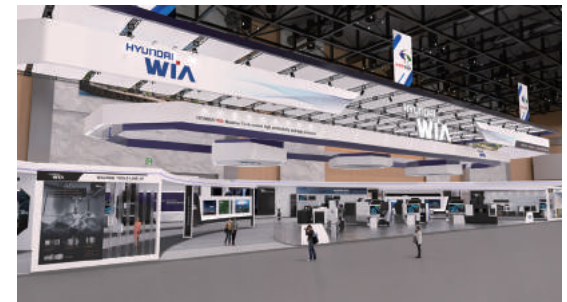
하나은행



KENNAMETAL



SANYO DENKI



HYUNDAI WIA



ZIMMER



COGNEX



WOOJIN PLAIMM

2022 Major Clients



Daara Online Exhibition

Effective marketing platform,
online exhibition hall

