



**META EXPO**  
Next Generation **META** Space

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# Abstract

The Metaverse ecosystem is in its nascent stage and evolving continuously with cutting-edge products and more innovators taking a keen interest in the evolution.

But, when it comes to end-to-end experience, where Everything you want and Nothing you don't is not emphasized enough while creating the virtual adventure, the sustainability of the metaverse is questioned, and it eventually collapses.

Meta Expo is manifesting a sustainable, community driven multi-chain virtual ecosystem for the ultimate metaverse experience.

It does this by providing a highly immersive virtual world to go beyond the boundaries of physical space, where imagination is the only limit.

Up-keeping the principles of decentralization, Meta Expo features a permissionless nature of metaverse and incentivizes its usage with the virtual economy.

This whitepaper portrays Meta Expo's vision to lead the future of the metaverse.

# What is Virtual or MetaSpace?



Meta Space is a virtual environment. It is a computer-simulated place or territory where users can interact via an interface.

It can be defined as a virtual place where people live, work and play. Usually metaverse can be a combination of augmented reality, open world – free roam environment, but the catch with metaverse is – it needs to have multi user support.

According to Harvard Business Review – “While defying precise definition, the metaverse is generally regarded as a network of 3-D virtual worlds where people can interact, do business, and forge social connections through their virtual “avatars.” Think about it as a virtual reality version of today’s internet”.

Metaverse in web 2.0 can be associated with Second Life, Roblox, World of Warcraft, Fortnite, etc., which are centrally owned and thus, the critical decisions lie with the controlling authority.

Web 3.0 is all about decentralization, owning of assets, and voting of decisions; it has a community-driven scope of expansion which ultimately leads to sustainable growth.

Here the economy is diversely distributed among users as play to earn or among developers and content creators

# Opportunities in the METaverse

As per the Metaverse survey led by **JPMorgan Chase**,



Every year, \$54 billion is spent on virtual goods, almost double the amount spent buying music.



GDP for Second Life (web 2.0 metaverse game) was about \$650M in 2021 with nearly \$80M USD paid to creators.



Non-fungible tokens (NFTs) currently have a market cap of \$41 billion.

Metaverse is creating lots of opportunities for individuals and brands alike.

Presently, Microsoft is planning for realistic workspaces; Ariana Grande (a famous singer) hosted a virtual concert in Fortnite (web 2.0 game).

The metaverse will likely be used in some way by every business and industry, creating a market opportunity with an estimated yearly revenue of over \$1 trillion.

Brands like Walmart, Nike, Gap, Verizon, Hulu, PWC, Adidas, Atari are already jumping in on the Metaverse bandwagon.

Soon enough, all the companies will expand in the metaverse as the activities in the physical world are finding new limits daily due to different reasons like pandemic, global warming, pollution and other natural and man-made causes.



# META EXPO

Next Generation META Space

## INTRODUCTION

As the name suggests, Meta Expo is a Metaverse exhibition platform where companies and brands can conduct customized metaverse activities.

In Meta Expo, brands can conduct virtual events of any scale, taking it beyond the boundaries and limitations of a physical location, making it accessible to people without worrying about their travel & safety limitations.

It's a new face of the B2B and B2C model that caters to institutions and consumers alike.

Turning the physical event into a virtual one represents an opportunity to do business differently.

Meta Expo gives a chance to build a global hub for business and commerce that can cater to millions of customers – which is permissionless, can be scaled without any limitations, and has its own economy.

# Benefits

Meta Expo aims to be the ultimate Metaverse strategy for brands and individuals. Using Meta Expo unlocks various possibilities.



## Reach a larger audience

Meta Expo gives global exposure, and since everything is going remote, engaging with the audience and customers virtually is far easier than physically gaining their attention.



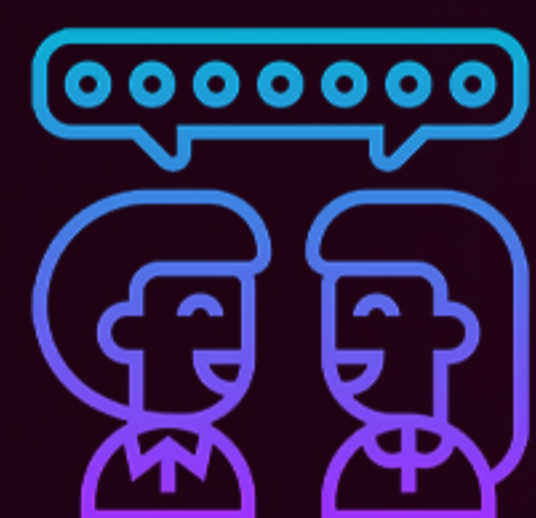
## Cost-efficient

In the Meta Expo, as everything is virtual, it helps in saving resources, infrastructure costs and other miscellaneous purchases required to host events.



## Scalable, flexible & reliable

Meta Expo is all about giving users what they want; it is highly scalable and efficient. Brands can choose their preferences and conduct global events.



## Engaging & Interactive

With Virtual worlds, possibilities are limitless. Meta Expo ensures that everyone who attends an event has an engaging and interactive experience via different multimedia features in real-time.



## Reporting & data collection

Data and Analytics are essential as it gives hidden insights and performance. Meta Expo makes sure to collect the data of every visitor and provide insightful analytics on demand.



## Long-term revenue

With Meta Expo, companies and individuals can lend, borrow and rent customized event planning resources



## Environmentally friendly

When it comes to events, going virtual saves a lot of waste product accumulation, and thus it contributes to saving the environment from any damages done with human intervention




## Accessible & Inclusive

Absolutely anyone with a web3 identity can join events from anywhere globally. As a result, people will feel more connected and inclusive while attending events hosted on Meta Expo.



# Vision

 Meta Expo envisions to build a series of interconnected platforms that aims to deliver:



Social Distinction



Ecological Transfer



Digital Transition



Sustainable Events



A cost-effective formula substitution solution for all convention centers

 Meta Expo has a significant focus on five major areas:

Strengthening and sustainability of the development of the local economy.

Remote service offerings.

De-compartmentalization of skills and opening of markets by increasing the visibility of the local and international business pool.

Establishing associations with companies resulting in technology transfer and international exposure for emerging or developing countries within innovative tools.

Introduction of a cryptocurrency token for in-app purchases and subscription offers by Meta Expo. Onboarding NFT artists to engage the audience and promote their NFTs.

# Features

## Capture Audiences with a Custom Registration Form

Following everything you want and nothing you don't, It's your event that goes by your rules.

Meta Expo's virtual registration forms are super simple to set up and use, which means you can spend more time focusing on what's really important: serving your audience.

You can capture any combination of fields you require to better serve both your audience and exhibitors.

With our virtual registration forms, you can efficiently gather data, reduce bottlenecks and increase efficiency.

## Welcome Visitors with your Virtual Lobby

Meta Expo has created a virtual lobby that acts as an efficient and effective way to welcome your visitors. Once they log in, they are taken to a Virtual Lobby.

The Virtual Lobby is an immersive 3D environment that functions as a Launchpad, guiding visitors through the most essential points of your event.

This provides a personal experience for each visitor and encourages them to explore more of its features.

## Guide Audiences with an Information Desk

Your virtual information desk has everything your audience needs to know.

Huge events can be overwhelming. Your audience is never lost. The convenient information desk acts as their go-to place whenever they aren't sure where to go.

It has all the possible paths laid out in advance, and users simply choose the path they want to explore next.

In addition, it's always updated with new ideas so that your audience can continue to learn and engage.

## **Deliver Values with Feature-Packed Booths**

If you're tired of traditional marketing booths that just look fancy, we've got you covered. With our virtual feature-packed booths, you'll be able to deliver your message in new ways!

Create an impact with a feature-packed booth that allows you to engage your visitors and drive their actions.

Meta Expo's virtual booths come with features that your visitors can interact with. You can host photos, brochures, and play videos to bring your booth to life.

There's also floor customization so that you can make it feel like your visitors are actually walking into your business.

## **Enable Visitors to Save What They Like in a Virtual Briefcase**

**In a world where you have so many choices, it's hard to remember what you might want to save.**

**The Virtual Briefcase helps users store anything they see in the virtual environment and it allows them to download it once the event ends so they can view it later or share it with friends.**

## **Kick-start the conversation with Interactivity Tools**

A virtual event is a live, interactive experience that allows large groups of people around the globe to gather, share ideas and collaborate in real-time.

Part of the magic of a virtual event is that you can engage with visitors on a personal level.

Using our intuitive technology, booth representatives can engage with visitors via text /audio/video chat in real-time to discuss the product, answer questions as they arise, and close the deal.

## Virtual Webinars

No more taking valuable time out of your day to travel to a conference or seminar.

Virtual Webinar is a new way to connect with your audience and enable them to learn more about your offerings.

You can now host virtual events, instantly pulling in key speakers from all over the world during your event and allowing your visitors to ask questions in real-time!

Visitors can also participate in Q&A and take polls.

## Empower Exhibitors to Host Their Events with Custom Booths

We all know that a successful event can be significantly affected by even the smallest of details.

Meta Expo delivers an ultimate virtual experience by empowering exhibitors to select and customize booths as per their needs.

Exhibitors can select the size, color and background of the booth that best fits their brand image.

## Measure your event's impact with reporting

Knowing that you've reached your goal is incredibly valuable, but we think it's equally important to know how well you achieved your goals.

Meta Expo makes it easy for you to understand your event's data.

Our reporting is specialized and data-driven, and includes key metrics such as registration, turnout and engagement stats — all of which are shown at an event booth level.

This way you can see exactly what worked and what didn't.

## ▶ Manage Your User Role

Meta Expo will allow you to manage all of your user roles and create new ones as needed.

Exhibitors, visitors, and managers can be assigned different roles with unique privileges or restrictions on each of the main functions within the Meta Expo.

- ↪ Exhibitors (School, Business, Webinars) basically anyone who hosts the event.
- ↪ Visitors - Who visits the event (exhibition, webinar, etc).
- ↪ Managers - can assign different roles.

## ▶ Data & Analytics

Analyze both visitors' and exhibitors' data to make better decisions.

Find out what your visitors are looking for, and improve the content you provide accordingly.

Similarly, analyze the exhibitors' activity to increase their satisfaction with your event.

✦ Keep track of all information in real-time – check:



## Revenue Model

Revenue generation is crucial for everyone.



# Use Cases

## Virtual Trade Show

From the comfort of their office, you can excite your audience and inform them about your products with a Virtual Trade Show.

With the Meta Expo virtual trade show, you can reach thousands of buyers in a matter of minutes.

In the metaverse, users could test the products in a virtual environment at lower cost.

Find your most qualified leads and generate buzz by showcasing your products in a cost-effective online trade show.



## Game & NFTs

**In-game Items:** The Play-to-Earn (P2E) gaming model allow users to encourage to play more and earn while playing their favorites games. Players can unlock various achievements while playing games and get rewarded.

The rewards items can be uniquely identified via NFTs and the NFTs can be traded over blockchain marketplaces.

In Meta Expo, players can play various game and earn in-game digital assets. Which digital assets has a real-world value. Digital assets such as currency, characters, game objects that can be collected during the game plays and then could be traded with other virtual currencies via the cryptocurrency platforms.

## Advertisement & Rent-Out Spaces

Selling advertising space within the platform for sponsors and exhibitors

Meta Expo is a place where user will explore the various spaces such as trade show, events, showrooms and recreational areas and can various advertainment spaces of different brand come across.

The feature will allow advertiser or tenant to customize their rented area or stall as per their need. Tenant can display their brand / marketing material with the various tools to design their area with colors, graphics and links to web pages.

## Virtual Job Fair

Bring Employers and Job Seekers Together with a Virtual Job Fair.

Your organization's next career fair can be conducted globally and digitally with a fully remote, virtual job fair.

It's the most effective way to play matchmaker between qualified candidates and employers, with fully remote online job fairs featuring virtual job boards and much more.

## Virtual Education Fair

Virtual Education Fairs bridge the gap between students, parents, and prospective universities by connecting them virtually through an engaging platform.

With Meta Expo, students and parents can meet with faculty, and gather their information to apply for admissions.

Informative presentations can include application tips, financial aid overviews, virtual campus tours and college admissions as a whole.



## Virtual Corporate Event

Virtual events are a revolutionary way for businesses to connect, network and grow.

Staging and attending virtual business events is a convenient way to reach your b2b clients - in your own time, whenever it is most convenient for you.

With Virtual Corporate Events, it's quick and easy to organize a range of corporate events, from conferences and seminars to workshops, meetings, summits and festivals.





## Virtual University

Step into the future with Virtual University. This online learning simulator provides a realistic, interactive educational experience that you won't find in a brick and mortar classroom.

VR worlds are a low-cost and effective way to access training.

Virtual University is an immersive campus solution with an interactive classroom designed to give students an enjoyable learning experience worldwide.

# Road Map

## Meta Expo Roadmap Next Generation Virtual / Meta Space

June  
2022

### Development Start

- Project initiation
- Team building
- Project planning

December  
2022

### Virtual Trade Show

- Rent out exhibition booth
- Allow exhibitors to display their products
- Customized booth
- Save visitors data

April  
2023

### Virtual Corporate Event

- Host corporate events for virtual B2B marketing
- Conferences
- Seminars
- Workshops
- Meetings & summits

**September  
2023**

## **Virtual Showroom**

Interactive eCommerce experiences

Real 3D models of products  
Product specification and buying guide

Manage orders & history

**February  
2024**

## **Virtual Job Fair & Virtual University/LMS**

Bring Employers and Job Seekers together with a Virtual Job Fair

Matchmaker algorithms for organizations and qualified candidates

Interactive experiences to the students for the online classrooms

Online training and courses

**August  
2024**

## **Infotainment/Movies/Web & OTT shows**

Allow provider to sell their content such as : educational, useful information and entertaining

Cinematic experience to watch movies and shows

Online contests, polls and infographics as forms of infotainment



**August  
2025**

## **Games & NFTs**

Develop games and reward system

Build NFT blockchain network,  
that allow users to collect or earn  
rewards & assets while playing  
the games

That NFTs will have real-world  
values and can be traded via NFT  
marketplace

# Future Plans

## Virtual Work (Modern Office)

The COVID-19 pandemic has compelled businesses worldwide to adopt digital modes of communication.

While video conferencing platforms have become more popular in the modern business world due to their remote work, online classes, and other work-from-home arrangements, they fail to provide a compelling, engaging experience.

The Metaverse enables users with a more engaging experience that addresses this limitation through its graphically rich virtual environment, 3-D avatars, and immersive meetings.

Instead of seeing other users on a computer screen and communicating with them through microphones, the Metaverse allows users to navigate a virtual environment with lifelike participants' avatars.



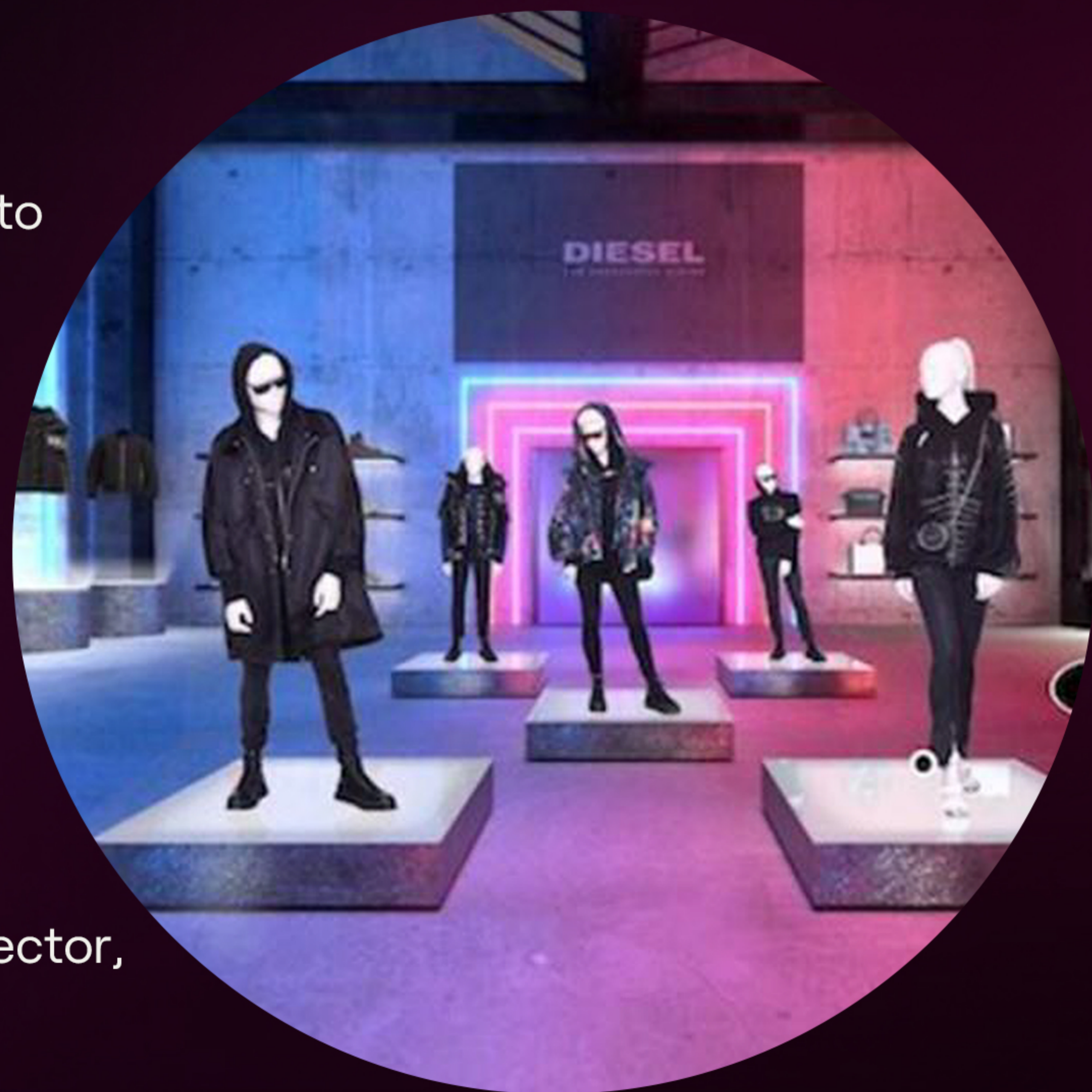
## Virtual Showroom

A solution to visit showrooms virtually and be able to interact with demo items as if you were there.

Virtual showrooms is an interactive and efficient sales and marketing solution that allows tours of any space.

Virtual showrooms are interactive experiences that allow visitors to interact with all kinds of objects ranging from machinery catalogues to small tools or engineering processes.

It is one of the most popular solutions in the B2B sector, providing a unique experience and maximum ROI.



## ▶ Infotainment

Infotainment is a portmanteau that combines the word "information" with "entertainment".

Revolutionary and user-oriented, virtual infotainment makes it possible for users to benefit from attracting design and interactive elements in one single package.

It is interactive, informative and useful for a wide range of applications. Infotainment is designed to help promote the acquisition of specific information, skills or trades in a format that appeals to the user.



## ▶ Movies/ Web & OTT Shows

Streaming platforms and movie studios are already stepping up their game to launch theaters in Metaverse.

It will soon be the new virtual experience where you connect with people across the globe and watch content together, and share your opinions in real-time.

With entertainment tending to focus on being social, interactive, personalized, and immersive, watching content with your loved ones together in the metaverse will be a game changer.



## Virtual Businesses and Markets

The use of technology advances the way we handle business. This opens up a new level of business opportunities.

The application of Metaverse technologies in marketplaces, digital asset exchanges, and NFT markets helps solve the different issues in capitalist economies.

With virtualized businesses and markets, participants can interact with each other to trade assets, conduct negotiations, and close deals.

Plus, they can utilize advanced marketing techniques to reach their target audience more efficiently.

Brands can create virtual businesses and expand their presence in the Metaverse, which can be more versatile and practical than their physical counterparts.



## Expansion of Social Media Platforms

Imagine thousands of people sharing their lives in a world without borders or rules.

A platform based on Metaverse provides a more immersive experience for social media users by enticing a feeling of presence among them.

Virtual Social Media is an innovative idea that enables the creation of a three-dimensional virtual space.

Combining virtual reality, augmented reality and other emerging technologies, the Metaverse will provide a three-dimensional space that is not limited to watching people on computers or mobile screens and listening to their voices.

It gives a more immersive social experience beyond the present abilities of the ordinary social media world.