



Make Face-to-Face  
the Ultimate Customer  
Experience with a  
365 Digital Marketplace

Destination 365

balluun<sup>3</sup>

POWERING THE FUTURE OF BUSINESS NETWORKS



# Lift off!

Roland Kuemin, CEO

Right now, a digital transformation is taking place in the event industry. The pressure is on and the rules of the game are changing. Journey with us to a sky of unprecedented marketplace opportunities. Together we rise!

In a digital world, the value of connecting face-to-face is, and will always be the ultimate customer experience. What if there was a way to enable that experience through digital 365 days a year without endangering your business and vitally increase the value and services to your customers. This is why we created Balluun.

Become your industry's de-facto leading marketplace. Discover the Balluun turnkey 365 Solution. Launch your own digital B2B marketplace in no time. Complement your existing trade shows and safeguard your future success.

Now is the time to go digital. So we made it as easy as possible. Get on-board with Balluun and have your existing business soar to new heights.

Brand awareness, lead generation, and relationship building are staples of the event industry. Imagine harnessing this experience 365 days a year instead of 3.

Balluun's mission is to empower you with solutions and services you need to achieve a new level of success as a Business Enabler in a digital age.





WHAT IS BALLUUN

## A New Breed of Marketplaces.

Balluun infuses leading technology from Silicon Valley, Swiss innovation and trust, and the power and potential of China all into one nerve center.

Our mission is to power and grow the future of business networks. We offer state-of-the-art, data-driven white label turnkey solutions for B2B Trade Show Organizers, Industry Associations, and Publishers.

At the core of our 365 digital marketplace, we bring together companies, people, processes, and data making your network more valuable than ever before.

## First to offer a B2B Social Commerce Marketplace for your industry.

*“We are starting to see a generation of digital-first event organizers ; building digital communities first, with face-to-face events as their second source of opportunity”.*

Source : Giberti, Marco ; Weintraub, Jay. The Face of Digital : How Digital Technologies Are Changing The \$565 Billion Dollar Events Industry.

HOW IT WORKS

# New horizons. New opportunities.

Launch your own 365 global Marketplace.

## Destination 365

Imagine a place your business network engages 365 days a year. Connecting, interacting, and transacting, anywhere and anytime. Welcome to Destination 365.

Powered by data-driven digital technology, we facilitate connections between buyers and sellers that lead to transactions. Our end-to-end solution instantly leverages your core mission as a business enabler in the Social Commerce Marketplace with minimal investment on your side.

## The Ultimate *Ultimate Customer Experience*

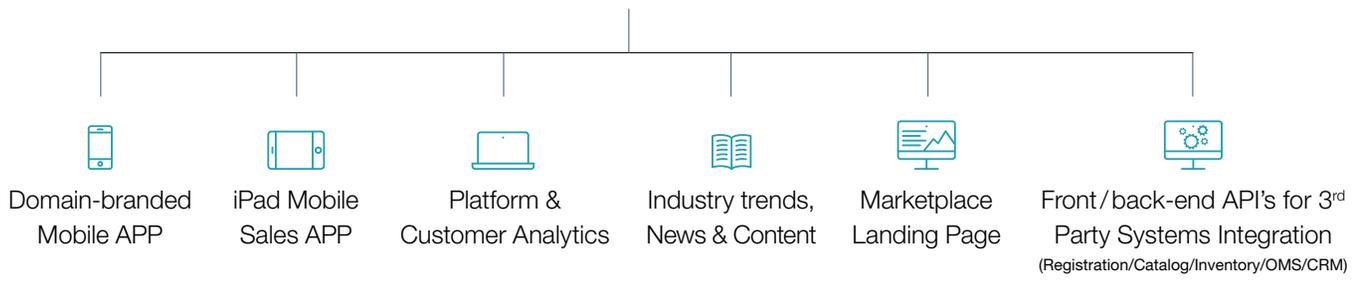
Your Trade Shows are undeniably the ultimate user experience in the face-to-face event business. Destination 365 consolidates your current business model and time-built assets directly into lucrative digital experiences to further elevate your physical events. All clicks lead to your bricks.

Take the lead in your industry with Balluun's 365 Solution. Create exponential value for your customers year-round, continuously turn data into assets for all marketplace stakeholders, and augment your current business.

Beyond the technology is an innovative business model that facilitates new ways to grow revenue, boost customer value, and deliver unique actionable insights, while serving as the ultimate link between the face-to-face and digital experience. Balluun is a catalyst to the industry as our entire philosophy is focused on partnering with event organizers, or VIPs (Very Important Partners).

The disruptive aspect of our approach enables our VIPs to generate substantial additional revenue literally in the palm of the hand – that's the real revolution.

White-label (industry-specific) Domain where B2B Buyers and Suppliers Connect, Engage, and Transact Anytime, Anywhere.



CUSTOMER SUCCESS SERVICES: GROW & MONETIZE YOUR CUSTOMER BASE

ACQUIRE | ACTIVATE | RETAIN | MONETIZE | RENEW

Tools - Processes - Reusable Assets - Resources



## BENEFITS

Augment trade shows.  
Engage customers and end-users.  
Match buyers and sellers.  
Increase revenue.  
Non-stop.  
365 days a year.

Your  
trade  
show

### Lift off now:

Launch your own branded  
B2B marketplace in your industry  
in just 2 months.

### Grow your customer base:

Expand your customer base beyond  
the physical event with digital  
customers, and leverage your pool of  
online community buyers and sellers  
as potential face-to-face clients.

### Enable data-driven Customer Value creation:

Leverage data from all online interactions to drive  
brand awareness, lead generation and matchmaking  
that will lead to more business.



**Minimize your costs & risks :**

Make or buy at a high cost & risk or partner with us for 365 as a service.

**Bridge the Offline to Online (O2O) gap :**

Augment your existing business with a seamless customer experience linking face-to-face and digital via a self-reinforcing O2O platform.

**Be the leader in your industry :**

The winner takes it all! Become the Go-To Marketplace for your entire industry.

**Activate highly profitable growth :**

Create new sources of revenue from member subscriptions, advertising and premium products & services.



# Specialized, immersive, and highly engaging experiences.

Create Higher Touch events through specialized, immersive, and highly engaging experiences. Deliver more value for your customers with simple and seamless O2O user experiences. When you tap into the core functionalities of our 365 digital platform, your marketplace becomes a hot-bed for activating trade, know-how, and networking:

- + Trusted industry business network of Buyers and Sellers.
- + Trends and up-to-date specialized industry content.
- + Matching the right buyers with the right sellers non-stop.
- + Empower your customer engagement with precision.

In today's online social commerce marketplace, customers crave personalization. From apps and web tools to immersive experiences, Balluun provides a single solution value proposition addressing end-to-end customer journeys for buyers and sellers : DISCOVER – ENGAGE – ORDER.

Ready to go airborne in a digital world? Visit balluun.com and get started with the launch of your own platform today. For total immersion, let's meet face-to-face and start a conversation to get you to Destination 365.

Sellers



## Seller Journey

- Create brand awareness
- Find and target the right buyers

## DISCOVER

DISCOVER & CONNECT

## SHOPPING

Buyers



- Discover new brands & products
- Stay up-to-date on industry trends and news

## Buyer Journey

The ability to reach an engaged community of members you already know and trust through digital connectivity provides a unique opportunity to both grow your face-to-face client base and also expand your customer base to digital-only customers.

- Market your products
- Generate leads
- Engage through insights

- Increase revenue from existing customers
- Acquire new customers

→ **ENGAGE**

GENERATE & NURTURE LEADS

→ **ORDER**

PLACE & MANAGE ORDERS

→ **READY TO BUY**

- Build trusted relationships
- Research & evaluate sellers
- Shortlist vendors & products

- Manage open-to-buy
- Place orders for products across brands

**Buying**



“Meeting face-to-face is the ultimate customer experience in a digital world”.

Christopher J. Blackwell, Chief Strategy Officer, Balluun.

A digital marketplace provides you with vast opportunities to expand your customer base beyond the exhibitors and visitors attending trade shows. The social component results in the rise of highly interconnected online communities, bringing together demand and supply. The ability to reach an engaged community of members you already know and trust through digital connectivity provides a unique opportunity for leveraging face-to-face clients, and expanding your customer base to digital-only customers.

# Commercial success through meaningful connections and the power of analytics.



Powered on data-driven technology, ShopToys365 creates a common platform to bridge the Toy Association’s two headlining face-to-face events.

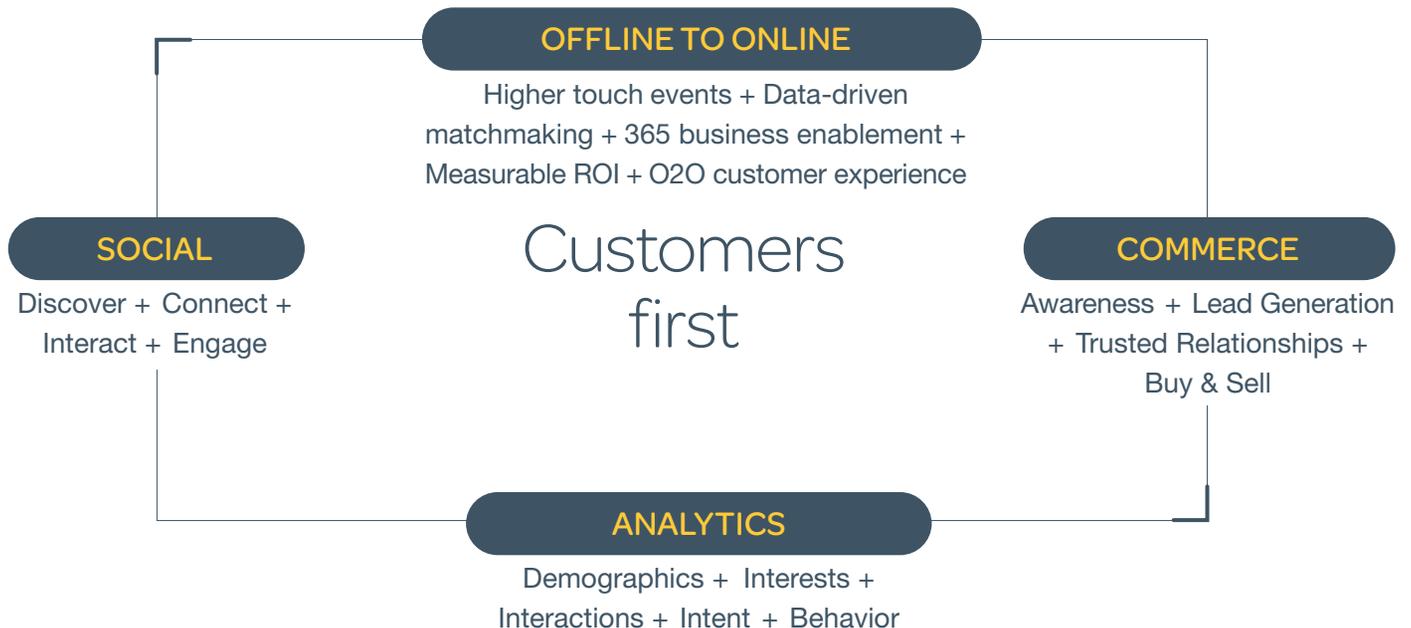
*“We know exactly what they look for, what showrooms they visit, what are the trending brands and products, who is connected with whom, what brands have the most leads and/or customers, ... and use that data in a way that can drive business for everyone - even to companies that don’t exhibit at Trade events. ShopToys365 is far more powerful in its reach than we could ever hope to achieve at the (face-to-face) show”.* Marian Bossard, EVP, Global Market Events.



As Retail Manager at Farah Experiences, Alan Dickey heads product development and retail purchasing teams on Yas Island, home to the new Warner Brothers World Abu Dhabi.

With over 22 themed gift shops linked to the Warner Brothers franchises, Alan says, *“...the idea is to make Yas Island the Orlando of the Middle East. To do that, I need to continually source new toy suppliers and hot products. ShopToys365 does that for me. I can find hundreds of global toy manufacturers that I can work with to create a great consumer buying experience at our theme parks.”*

## The Ultimate *Ultimate* Customer Experience



Augment your Trade Shows by connecting the Right Buyers  
with the Right Sellers 365 Days a Year.

Want to know more, contact us at:  
[bd@balluun.com](mailto:bd@balluun.com)

[www.balluun.com](http://www.balluun.com)



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