

# Hubli based Vtradefair takes exhibitions and tradefairs online

*Vtradefair, a virtual platform for tradeshows, has successfully completed one year.*

HUBLI, KARNATAKA, INDIA, April 23, 2016 /EINPresswire.com/ -- Virtual trade shows are one of the most recent trends affecting the trade show industry. Essentially, a virtual trade show is the same as a traditional trade show, but the entire event is based online. The whole trade show experience, from exhibit hall set up, to booth design, to seminars, takes place right from an attendee's laptop.

#### Advantages:

1. It's Green - eliminate the production of materials that will go to waste
2. It's Easier to Track Analytics – they offer built in tracking, lead management, and attendee profiles
3. It's a Good Way to Save Money - exhibiting at a virtual tradeshow costs significantly less.
4. It's Time-Saving and Long-Lasting - many house your virtual booth for an extended period after the actual event.

#### Vtradefair:

Vtradefair, a virtual platform for online tradeshows and exhibitions, is proud to announce its successful completion of one year in February 2016 and is now looking to raise funds.

Vtradefair, a brain child of Mr. Amit Kulkarni (certified in Digital Marketing from Harvard University, Boston, Massachusetts) is located in Hubli, Karnataka. Mr. Kulkarni's vision is to become a leading provider of Virtual Marketing Solutions.

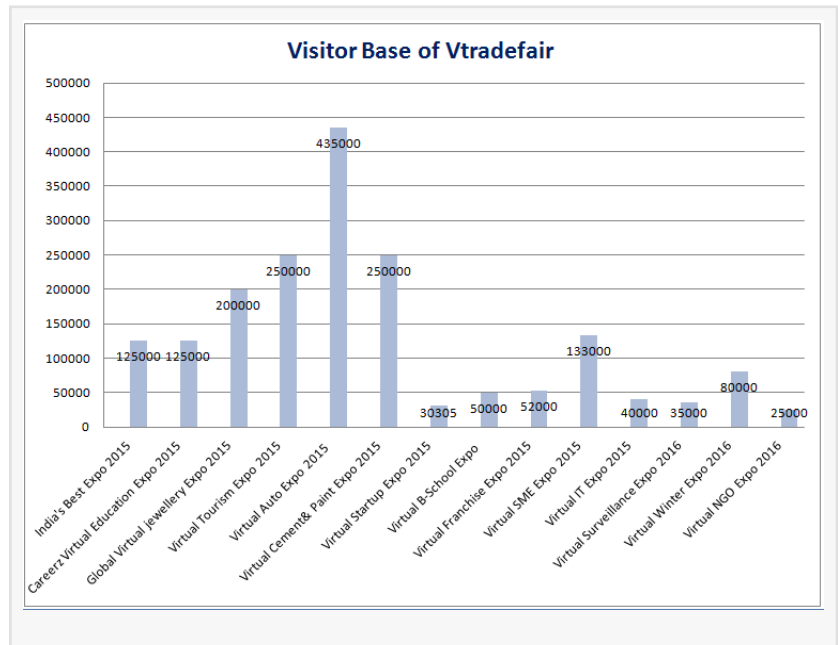
#### Challenges faced:

Being a first ever of its kind in Indian Market, Vtradefair faced many challenges to gain a base in the market. People out there had difficulty in understanding the concept and accepting that such a virtual platform would be beneficial for their business in the long run.

#### Achievements:

In previous year 2015 - 2016, Vtradefair organised 14 different expos which got more than 1,282,435 visitors and 130 exhibitors got branding & qualified leads generated through the exhibitions.

Manpreet Ginnare  
Vtradefair



8123691446  
email us here

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