



NEXTECH AR
S O L U T I O N S

VIRTUAL EXPERIENCE | VIRTUAL EDUCATION | AR ECOMMERCE

General Overview and Pricing

Dec 7, 2020

Overview and General Pricing



Your Virtual Building Blocks



Virtual Conferences



Virtual Trade Shows



Virtual Training



Virtual Product Tours



Webcast and Webinars



Virtual Panels



Worldwide Statistics



4,160
Events

10 Million+
Video Views

650,000+
Participant Scale

72,872
Registered Users

8,758
Certifications

100+
Countries

Key Features for Your Event

Security

- User access management, content, data, encrypted video streams

Flexible and scalable pricing

- Time, #users and #live-events based.
- AR is pricing by 3D object, based on complexity and features

Augmented Reality

- As needed for tech presentations, deep visualization, training (priced separately)

Interactivity

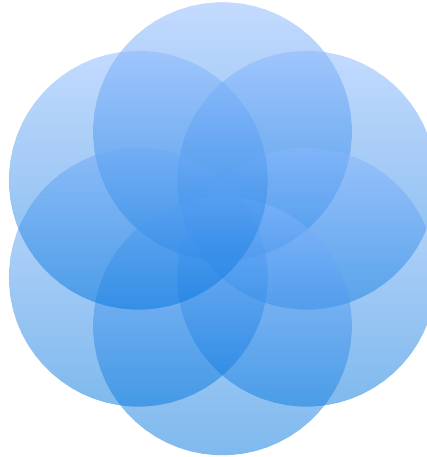
- Live panels, Q&A, Moderation, Quizzes, Surveys

Reliability

- High-availability of the platform for live and on demand video content
- Integration with social media platforms Zoom/FB live Video/LinkedIn

Customization

- Custom interface, branded booths, logos, etc.
- Integration of preferred team collaboration tools (Zoom, Teams, Slack, etc.)
- 70+ different languages for translations



Our Customers

Testimonials: <https://www.nextechar.com/customers>

 Restaurants Canada <small>The voice of foodservice La voix des services alimentaires</small>									
									
									
									

Clients and Case Studies



Case Studies

NATO	https://www.nextechar.com/hubfs/_InfernoAR%20Collaterals/NATO_CaseStudy.pdf
Toyota - Lexus	https://www.nextechar.com/hubfs/_InfernoAR%20Collaterals/Lexus_CaseStudy.pdf
TV Broadcast	https://www.nextechar.com/hubfs/_InfernoAR%20Collaterals/Global_TV_CaseStudy.pdf
Medical Equipment Company	https://www.nextechar.com/hubfs/_InfernoAR%20Collaterals/Global_Medical_Equipment_Provider_CaseStudy2.pdf
Medical Equipment Company 2	https://www.nextechar.com/hubfs/_InfernoAR%20Collaterals/Global_Medical_Equipment_Provider_CaseStudy1.pdf
Comm. Devices Manufacturer	https://www.nextechar.com/hubfs/_InfernoAR%20Collaterals/Global_Conferencing_Device_Company_CaseStudy.pdf
Provincial Health Services	https://www.nextechar.com/hubfs/_InfernoAR%20Collaterals/Provincial_Health_CaseStudy4.pdf



Your One-Stop-Shop for Your Virtual Events, Trade Shows, Webinars and Augmented Reality Demos!



Agenda

InfernoAR

The Virtual Events Platform

Your Event

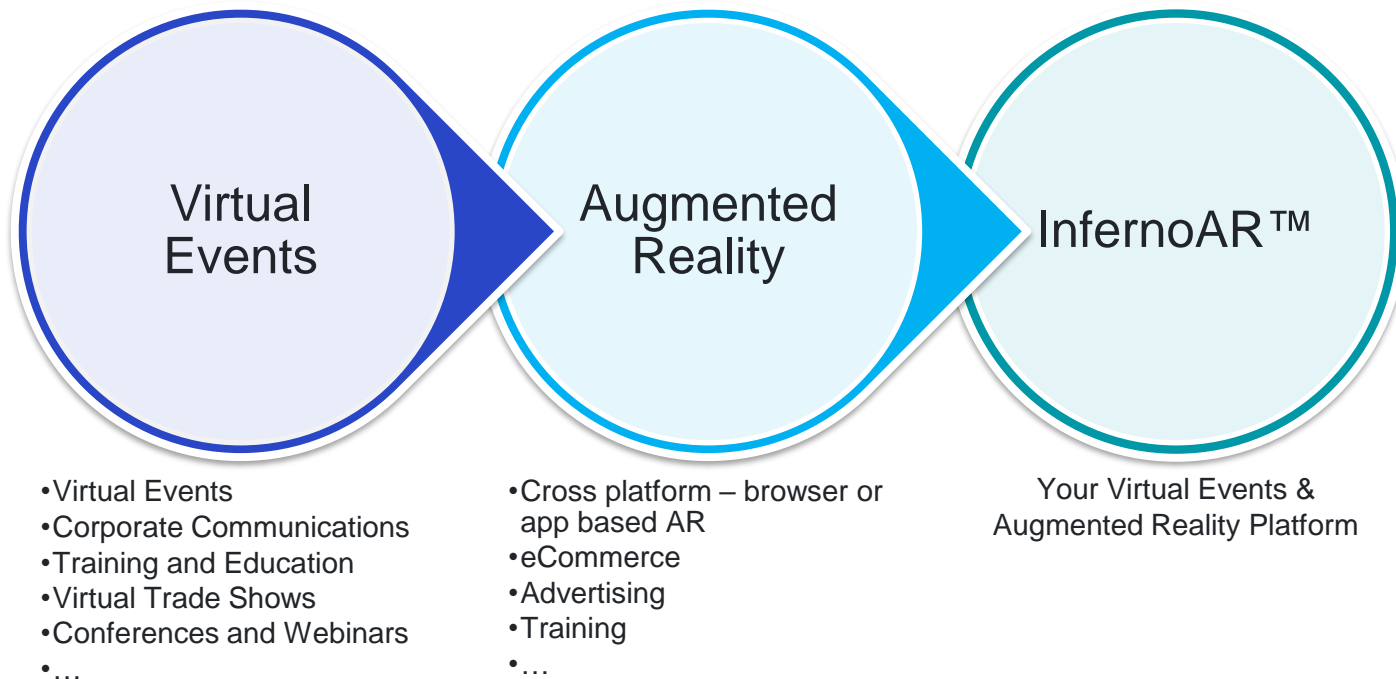
Pre-Event, During & Post-Event Services

Budget Summary

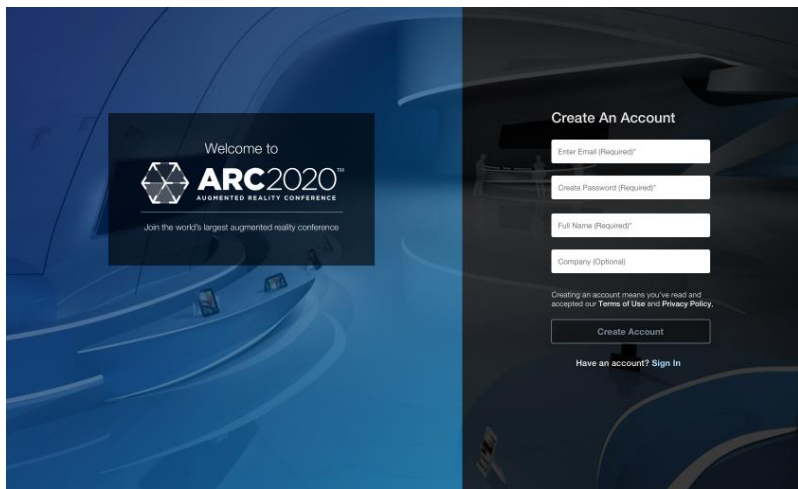
Addenda

Detailed Services

What Makes Us Unique?




Registration and Login



Background image showing a futuristic blue and black environment with curved lines and floating AR devices.

Welcome to



ARC2020™
AUGMENTED REALITY CONFERENCE

Join the world's largest augmented reality conference

Create An Account

Enter Email (Required)*

Create Password (Required)*

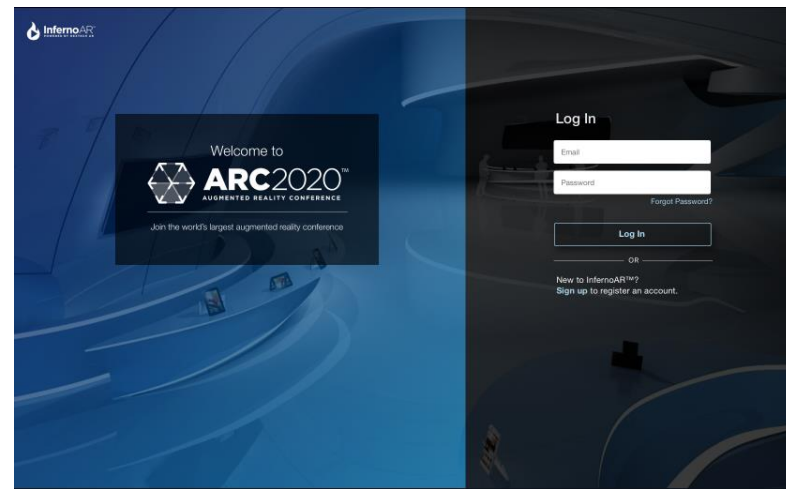
Full Name (Required)*

Company (Optional)


Creating an account means you've read and accepted our [Terms of Use](#) and [Privacy Policy](#).

Create Account


Have an account? [Sign In](#)



Background image showing a futuristic blue and black environment with curved lines and floating AR devices.



Welcome to



ARC2020™
AUGMENTED REALITY CONFERENCE

Join the world's largest augmented reality conference

Log In

Email

Password

Forgot Password?

Log In

OR

New to InfernoAR™?
[Sign up to register an account.](#)

Homepage, Agenda, Sections

ARC 2020

Home

Search Key Words

Info: info@nextar.com
Sign Out

Home

Exhibition Schedule

Featured Booths

Exhibition Hall

Auditorium

Speaker Bios

Networking

Workshops

Leaderboard

Media & Press

Sponsors & Partners

ScreenAR Instructions

Analytics Report

Support

Infemo - Version: 0.1 (22)

ARC 2020: The Future of Augmented Reality

Explore the newest tech and trends in the ever emerging Augmented Reality space. Immerse yourself in InfemoAR's exclusive ScreenAR feature using the ARlize™ app. Download it here:

[Download on the App Store](#)
[GET IT ON Google Play](#)

September 22-25, 2020
Exhibition Schedule

Thursday Friday Saturday Sunday

ARC 2020 is bringing you the best and latest tech in the AR space.

Take a look around. Pop into see our Main Stage and watch leading edge presenters and panelists. Take a trip to our Exhibition Hall to access an array of 3D vendor booths in ScreenAR. Celebrate Augmented Reality at the biggest virtual AR conference in the world.

Featured Booths
Check out the most exciting interactive Screen AR Booths

Exhibition Hall
Explore all our vendor booths, products and services

Auditorium
Watch live presentations for leading edge keynote speakers

Workshops
Learn new tricks of the trade through live learning workshops

Speakers
Review all the keynote and speaker bio's

Networking
Connect with others via live chat and view our attendee list

Leader Board
Win prizes, see who's in the lead and view game rules

Media & Press
Review all the keynote and speaker bio's

AR Support
Having trouble with your AR experiences? We are here to help.

Our Sponsors

[View All Sponsors](#)

STÄUBLI

DELL Technologies

poly

TELUS

VIACOMCBS

Johnson & Johnson

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Exhibit Hall

The screenshot shows the 'Exhibition Hall' section of the ARC 2020 website. It features a dark blue sidebar with navigation links: Home, Exhibition Schedule, Featured Exhibitors, Auditorium, Speaker Bios, Networking, Workshops, Leadership, Media & Press, Sponsors & Partners, Screened Exhibitors, and Analytics Report. The main content area has a header with the 'Exhibition Hall' title and a search bar. Below this is a large banner image showing a person using a smartphone to interact with a virtual exhibit. The banner includes the text 'Browse through all of the exciting exhibitor booths and be amazed at the future of Augmented Reality.' and a date selector for 'September 22-25, 2020'. Below the banner is a 'Featured Exhibitors' section with a grid of nine exhibitor cards. Each card displays the exhibitor's logo, a featured image, and a brief description of their offerings.

Exhibition Hall

Browse through all of the exciting exhibitor booths and be amazed at the future of Augmented Reality.

September 22-25, 2020
Exhibition Schedule

Thursday Friday Saturday Sunday

Featured Exhibitors

- Nextech AR**
Creating state of the art AR experiences in e-commerce, e-learning & entertainment.
- Staubli**
Staubli is a solution provider with three dedicated activities: Connectors, Robotics and Textile.
- Dell Technologies**
Bringing you the most exciting innovations in technology.
- Ryerson University**
Ryerson University is at the intersection of mind and action.
- Telus**
Explore the latest TELUS smartphones, accessories and connected tech products.
- Cova**
The first-reviewed Canadian P2G & inventory management software.

The screenshot shows the 'ARC 2020 Exhibitors' section of the website. It features a dark blue header with the title 'ARC 2020 Exhibitors' and a search bar. Below the header is a grid of exhibitor cards. Each card displays the exhibitor's logo, a featured image, and a brief description of their offerings. The grid is organized by category, with tabs for 'All', 'A-E', 'F-J', 'K-O', and 'F-J', 'K-O'. The exhibitor cards are arranged in a grid, with each card displaying the exhibitor's logo, a featured image, and a brief description of their offerings.

ARC 2020 Exhibitors

Search Exhibitors

By Category

All A-E F-J K-O F-J K-O

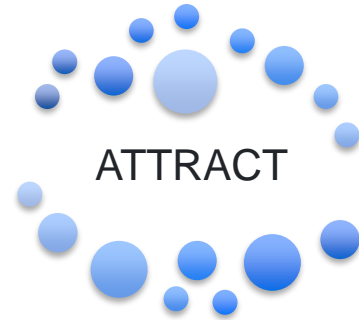
- Air Sniper**
E-commerce
- Budweiser**
Entertainment
- Ryerson University**
E-Learning
- Ray Ban**
E-commerce
- OCAD University**
E-Learning
- Staubli**
E-commerce
- Telus**
E-commerce
- IMAX**
Entertainment
- Dell Technologies**
E-commerce
- Nextech AR**
Advertising
- Royal Ontario Museum**
E-Learning
- Zolton David**
E-commerce

Attendees and Networking

The screenshot shows the 'Attendee List' page of the ARC2020 application. The left sidebar contains navigation links: Home, Exhibition Schedule, Featured Booths, Exhibition Hall, Auditoriums, Speaker Bus, Networking (selected), Workshops, Leaderboard, Event Documents, Media & Press, Sponsors & Partners, ScreenAR Instructions, and Analytics Report. The main content area has a header with the event name and a search bar. Below this is a large circular image of two women talking. The section is titled 'Attendee List' with the subtitle 'Reach out and connect with others here. Send messages, emails, and request meetings all in one spot.' A date selector shows 'September 22-25, 2020' with tabs for Thursday, Friday, Saturday, and Sunday. A search bar and filters are present. The list displays four attendees: Allison Aniston (Content Strategist - Dell Technologies), Theresa Watson (VP of Marketing - Staudt), Manuel Miles (Dean of Science - Ryerson University), and Daniel Guzman (Talent Development Leader - OCAD University). Each entry includes a profile picture, name, title, contact information, and buttons for 'Send a Message' and 'Request a Meeting'.

The screenshot shows the 'Networking Lounges' page of the ARC2020 application. The left sidebar is identical to the previous screenshot. The main content area has a header with the event name and a search bar. Below this is a large circular image of two men shaking hands. The section is titled 'Networking Lounges' with the subtitle 'Join the conversation, make new connections, and initiate breakout meetings one on one all in one place.' A date selector shows 'September 22-25, 2020' with tabs for Thursday, Friday, Saturday, and Sunday. The section is titled 'Connect Face to Face: Video Lounges'. It features a grid of six lounge categories: General Topic, Advertising, E-Learning, Ecommerce, Entertainment, and Design. Each category has a representative image and a 'Join Video Call' button. The bottom of the page shows 'Info - Version 0.1 (2)'.

Event Planning Services



- Pre-Event multichannel lead generation
- Email invites and reminders
- Hybrid channel kits – mix print and AR experiences
- AR Ads
- AR Teasers/ experiences
- Holograms
- 360° portals
- CRM Integration
- Registration by attendee type
- ...



- Custom Event Interface
- Holographic speakers
- AR product reveals
- Virtual Factory / Gallery visits
- Q&A, Polls, Chat...
- Gamification
- Breakout rooms, Networking
- Live and Simulated Live video
- ...



- Post event follow-up and leadgen
- Event Debrief
- Post events Stats
- Case Studies
- ARitize App as a sales tool
- ...

#PREEVENT

#LIVEEVENT

#POSTEVENT

Booth Generator

Inferno Booth Generator NexTech AR Booth Generator Log out

▼ Select a Booth ○

SMALL

MEDIUM

LARGE

> Booth Details ○

> Resources ○

> Images ○

> Videos ○

Inferno Booth Generator NexTech AR Booth Generator Log out

> Select a Booth ○ small

▼ Booth Details ○

* Owner

Who owns this booth?

* Company Description (Max 100 characters)

Contact Information (vCard, .pdf)

Choose File No file chosen

Live Meeting Link



> Resources ○

▼ Images ○

Images should be a JPEG or PNG

* Booth Top Banner (900px x124px)

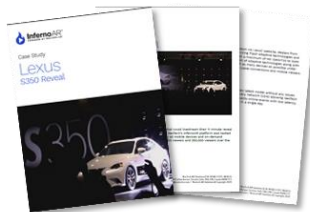
* Podium (1800px x1300px)

* Backdrop Background (2000px x1896px)


Posts Event Stats and Material


Full Event Debrief kit

- ✓ Debrief Session
- ✓ Detailed Metrics
 - Time spent per live/on-demand video event
 - Content watched/downloaded
- ✓ Case Study



Start Date
2/1/2017

 End Date



Filter Results

Total

221
Events

168
UniqueEventView

14h, 17m, 29s
Total Duration

219
Videos

8
Quizzes

114
QuizAttempts

16
Groups

93
Users

Summary:

Today

This Week

This Month

8
Events

0h, 1m, 39s
Total Duration

8
Videos

0
Quizzes

6
QuizAttempts

Dell Booth Dashboard

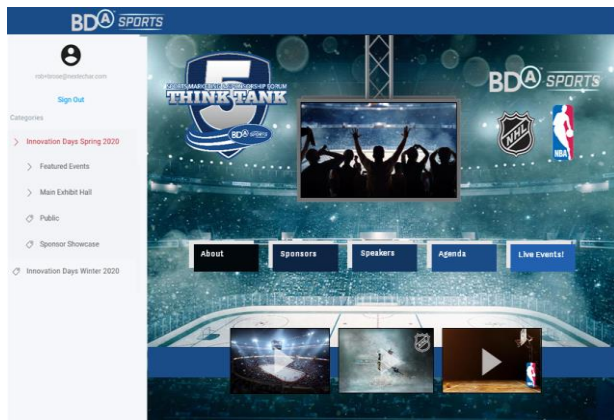
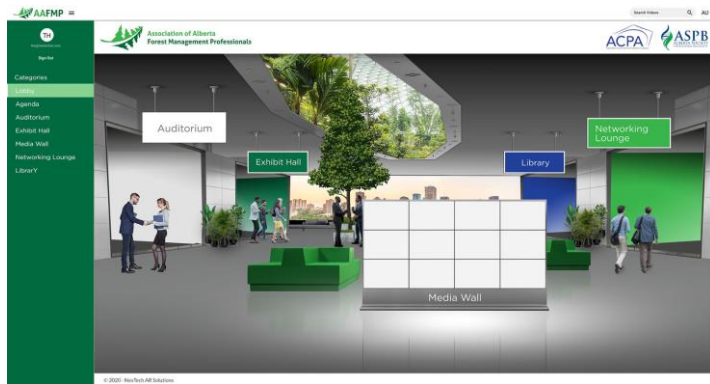
Banner Location	Traffic
Lobby	2
Expo Hall	5

Booth Activity

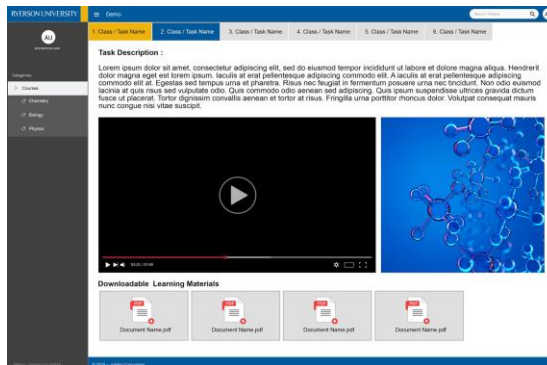
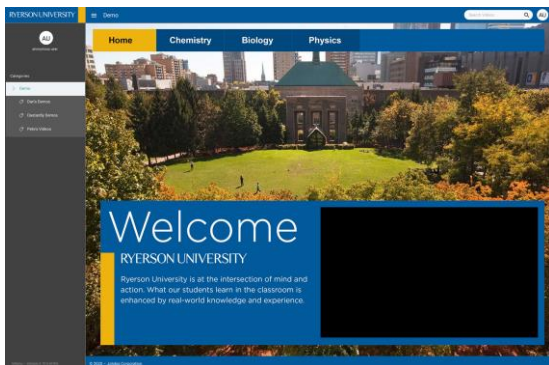
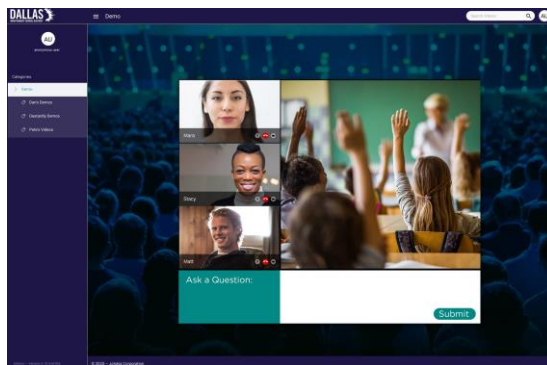
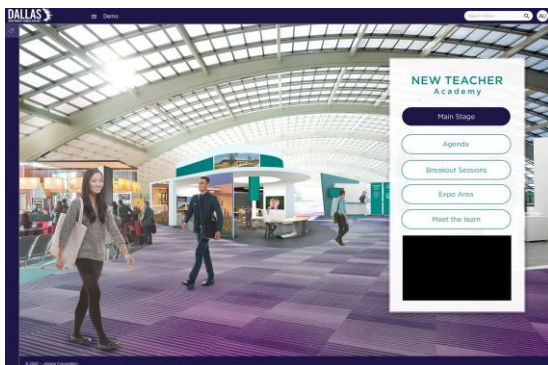
Download CSV

Name	Email	Landed	From Banner	PDF Views	Meeting Requests
Chris	christopher.galano@joko@nextechar.com	8	4	0	0
Thien Pham	thien.pham@jokoia.com	5540	3	1	1
Rob Christie	rob+sa@nextechar.com	10	0	0	0
Julie Shelman	julie+sa@nextechar.com	10	0	0	0
Travis Stull	travis+sa@nextechar.com	6	0	0	0
Alex Jaramillo	alex@nextechar.com	9	0	0	0
Akash Jose	Akash@nextechar.com	3	0	1	0
Mark Pace	pace@jokoia.com	4	0	0	0
Guillaume Pascual	guillaume+sa@nextechar.com	5	0	0	0
John Mitchell	mtch@jokoia.com	4	0	0	0
Dan Seoane	dseoane@jokoia.com	5	0	0	0

Examples: Custom Event Gallery Conferences and Tradeshows



Examples: Custom Event Gallery - Education



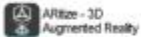
Examples: Corporate Meeting



Examples of Human Hologram Experiences

Download the ARitize App
to enhance your experience
with additional content!

Step 1
Download the App



Step 2
Set to Scan mode
Tap **SCAN** in the
bottom toolbar

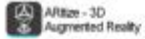


Product + Hologram

Examples of 360 Video AR Portal Experience

Download the ARitize App
to enhance your experience
with additional content!

Step 1
Download the App



Step 2
Set to Scan mode
Tap SCAN in the
bottom toolbar

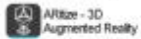


Portal + 360 video

Examples of 360 Video AR Portal Experience

Download the ARitize App
to enhance your experience
with additional content!

Step 1
Download the App



Step 2
Set to Scan mode
Tap **SCAN** in the
bottom toolbar



Portal + 360 Video

Augmented Reality Booth - Try it!



Clients and Case Studies



On August 25th we received an email from the head of events at Bell Canada - a large Telecom provider similar to Verizon or AT&T whom we just produced a virtual event for in both French and English:

Subject: ABSOLUTELY AMAZING

Jesse and Alex,

ABSOLUTELY excellent day. Great recovery with Andrew and fixing small things with sound level and French translation.

Jess, great job at working with Bell Media as I was on Comms and could everything.

Our exec team is ecstatic about the results.

A VERY sincere thank you for pulling off the level of seamlessness I like to deliver.

The attendees LOVED it and were messaging me ALL DAY.

Please send this note to someone senior (your bosses boss). Please let them know I'm a 15-year veteran of in-person events and know what GREAT looks like. You delivered on my expectations and I can't thank you enough.

Pre-Event Planning

During Event

Post Event

Live

Event

Days following Event

1 PREPARE

2 PLAN

3 PROMOTE
AND WEEK
BEFORE LAUNCH

4 EXECUTE

5 FOLLOW-UP

6 MEASURE

Event Marketing

Plan Marketing and Event
Lead Gen activities

Define objectives, audiences,
tactics

prepare invitations/ invitation due
date

Event Promotions Plan:
Strategy & Environment
Audience/Objectives/Messages
Channels/Budget & Measurement

Build anticipation before
the event. Create Hype

First set of attendees
teaser communications

Channel kits are sent to
distributors and partners -
mix prints and AR experiences

Registration site Goes live

Hologram Teaser
360 portals

Pre event multichannel lead gen

Custom event interface
Holograms speakers

AR product reveals

Virtual Factory visits
Q&A, Polls, chats

Gamification
Breakout rooms, Networking

Thank you letters to speakers
and sponsors

Follow up email to attendees

Attendee Survey

Marketing KPI: # attendance,
customers engaged,
of contacts
materials downloaded,
files shared

Backend Production

gather branding guide/
Logos/images/videos

Identify the team. Identify the
content needed to build the site

Prepare Timeline of production
Event Calendar

prepare online registration/
registration goal/ registration
due date

Identify keynote speakers
and presenters

Look and feel of the design
Landing page creation/
brainstorming

Complete gathering materials
Logos/images/videos

Conference Agenda
event agenda content - draft

Complete full event process
Checklist and Timeline

Start creation of site

Prepare post conference survey

All recorded videos finalize
and content in platform

Reminder email to registrants
have been scheduled so they
remember to watch the videos

Emails are pre-scheduled to
notify speakers to log into Live
presentation an hour
before the broadcast time

Perform dry runs

Launch Event:
Monitor social media hashtag
if you have one
Keep an eye on email in
case people have trouble
accessing the event

Create Event Evaluation
checklist:
Overall Event Rating
Pre-Show Evaluation
Actual Tradeshow Evaluation
Additional Notes

Case Studies debrief of event
from beginning to end

Lead Scoring Analysis to get a
sense for the quality of leads
being generated

Analyze event: an analysis of the
traffic and registrations, you
received, and send a
survey to your registrants.

Discussion Results
Next Steps

Metrics Dashboard:
Total Leads by Event
Number of Attendees
Number of Registrations

Event Program
ROI Calculator

Event ROI calculator

Virtual Event(s)

NexTech specializes in the following areas:

1. **Virtual Events:** [Check out our look book!](#)
2. **AR Mobile App Experiences:** [Try for yourself!](#)
3. **New Airshow technology allowing for live AR experiences :** [Take a look!](#)
4. **AR for Ecommerce:** [These can be included in your virtual event!](#)

We have an amazing virtual event platform which is fantastic for broadcasting, beautiful custom branding, and hosting of on-demand PDF and video files along with interactive elements like Q&A, Polling, Quizzes, etc. If you want to make your virtual event into a true virtual experience – we recommend including AR features.

Here's a 5 Minute Overview of our virtual experience platform: [Video Link](#)

Here's a few client sizzle reels:

1. Feldman Agency: <https://vimeo.com/471054269>
2. Bell Canada: <https://vimeo.com/452037484/fd93ba705d>
3. NAMPI Tradeshow: <https://vimeo.com/453389525/8c403edb96>

Here are a few event and virtual labs to consider:

- **Virtual Event Examples to Consider:**
 - Arch Insurance video ([video link](#))
- **Virtual Medical Training Conference Examples:**
 - Boehringer Ingelheim VILDA ([video link](#))
- **Virtual Higher Education Labs with Hologram/AR experiences:**
 - Virtual labs for Chemistry, Bio and Physics: [video link](#)
 - Holographic Virtual Labs: [video link](#)

Virtual Event

Virtual Event Details:

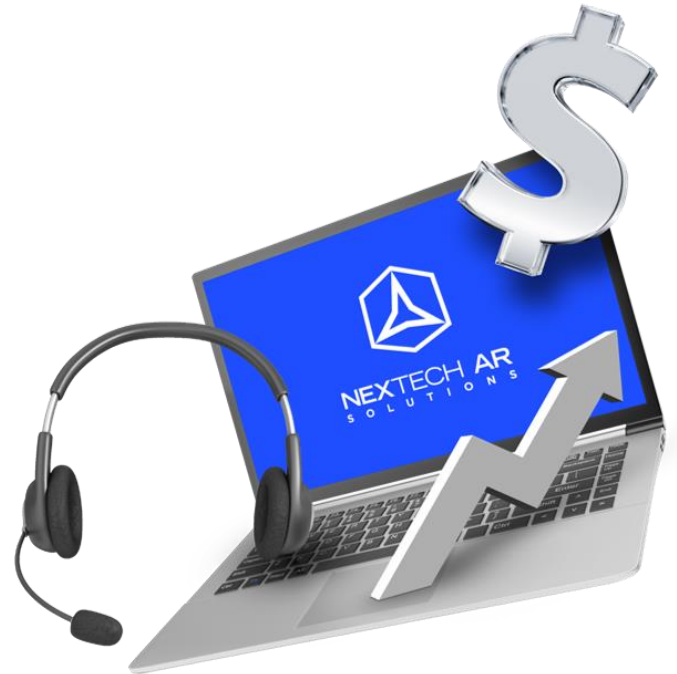
- **Event Date:** Ex, May 2-4
- **Event Type:** Ex, Virtual Conference, Tradeshow, Product Launch, Grad Ceremony
- **Event Length:** Ex, 2 days
- **Broadcast requirements:** Live, Simu-live, Pre-Recorded
- **# of attendees:** Ex, 500 attendees
- **Expo or sponsorship hall with booths or sponsorship recognition:** Ex, 2 Expo halls with 25 booths each hall
- **# of booths:** 50 total
- **Length of term:** 2 day event but content to be hosted for 3 months
- **Language:** English and French
- **Registration:** NexTech's or 3rd party integration (CVENT, EventBright, etc.)
- **Payment:** We don't offer payment process (yet)
- **Interest in AR:** Human Holograms, Portal Experience, etc.
- **Budget:** The cheapest we do a basic event for is around \$20,000 - \$25,000

Pathway 2 Profitability (Optional)

As you discover the unlimited possibilities to create immersive virtual experiences with NexTech AR Solutions, we encourage you to work with your NexTech AR Account Executive to help create a cost break down, and recommended sponsorship package pricing that works for your clients and sponsorship goals.

Once you've curated your Sponsorship prospectus, please review with your NexTech Project Manager in the Delivery Team to verify all capabilities and enhancements you wish to plan.

This includes upsell options such as booths, sponsorship, AR upgrades and so much more!





General Pricing - Virtual Event

Inferno AR	Estimate (USD)	
Event Platform as a Service [1 month x 300 attendees]	\$3,950	*Even if it's a 1 day event we have to provide a 1 month month license
Event Platform as a Service [3 months x 300 attendees]	\$11,850	
Event Platform as a Service [6 months x 300 attendees]	\$22,278	
Event Platform as a Service [12 months x 300 attendees]	\$35,550	
Subtotal	\$3,950	
NexTechAR Studios - Professional Services	Estimate (USD)	
[Pre-Event] Design, Development & Delivery*	\$15,000	Starting price for 6-10 custom category pages (lobby, agenda, mainstage, etc.). This price includes a Dedicated Virtual Event Design Consultant, Project Manager, CS and development team working with you on a weekly basis leading up to your event.
<i>*Based on ARC 2020 Portal Configuration.</i>		
Live Event Production Services and Execution		
Live Event Broadcast Support (1 day @ \$2,500/day per resource) x # of concurrent tacks	\$10,000	\$2,500 x 2 days x 2 producers each day for 2 concurrent sessions per day
Live Event Technical Support (1-800 number + email support, chat) (\$1,250/day/per resource)	\$2,500	\$1,250 x 2 days x 1 resource
Post Event Debrief & Analytics Report (1 day x \$2,500)	\$2,500	
Additional Features		
AR Human Hologram (1 x \$3,000)	\$3,000	Optional
Technical Registration Integration (CVENT)	\$2,000	Optional
Exhibition Hall + Booth Tool	Custom	DIY or Managed Service pricing available
Subtotal	\$35,000	
GRAND TOTAL (USD)	\$38,950	

Additional Features - A-La-Carte	Estimate (USD)	
Exhibition Hall + Booth Tool	Custom	DIY or Managed Service pricing available
<i>Design & Set-up of Exhibition Booths</i>		
Pathway to Profitability - Sponsorships, Exhibition Hall + Booths		
<i>Design & Set-up of Sponsorship Program and Exhibition Booths</i>	Custom	
AR Experiences* - As needed (Avg: \$2,500/experience)		
Ex. Human Hologram (\$3,000 x 1)	\$3,000	
Ex. Product Hologram (\$5,000 x 1)	\$5,000	
Ex. 360 Video Portal (\$7,500 x 1)	\$7,500	
Extra Design/Custom Category Page Content Production - As needed (1 day @ \$1,250/day)	\$1,250	
Additional Live Event Broadcast/Technical Support - As needed (1 day @ \$2,500/day PR)	\$2,500	
Language Services	Custom	
Extra Training (1 day @ \$1,250/day)	\$1,250	
Technical Registration Integration (Ex., Cvent, EventBright)	\$2,000	
Other	Custom	
Other 3rd party integrations	Custom	
GRAND TOTAL (USD)		



InfernoAR™

Core Features:



Live Broadcast



On Demand
Videos



Secured
Access SSO



User
Management



Q&A
Moderation



Custom
Interface



Countdown
and Reminders



64 languages
Closed Captions



Usage
Analytics



Reduced
Carbon Footprint



Support



Live Demo



Live Keynote



Real Time
Stream



Live Stream
Private Sales



In Stream
Quizzes



Virtual
Booths



Completion
Certificates



Augmented
Reality

Thank You!

Connect with us: The Studio District, Suite 304 349 Carlaw Avenue Toronto, Ontario, Canada M4M 2T1

eMail: info@nextechar.com | Web: www.Nextechar.com/inferno - Phone: 866-ARITIZE (274-8493)