

MAP'EXPO

The digital solution for a
seamless and inclusive
event journey

Reshape
the future of events

An offer provided by



Partners in sustainable experiences 



Combine

2 complementary skills

with an exclusive partnership dedicated to your sustainable performance



VIPARIS

Viparis, leader in event hosting in Europe, has been committed for several years to **making its venues more accessible and inclusive**, and to **enhancing the visitor experience** throughout their journey .

X

EZYMOB

Ezymob is the **expert in tailored digital navigation solutions** that provide **complete mobility and autonomy** to all visitors, including with disabilities constraints.

X

MAP 'E XPO

The new interactive and inclusive map of Paris Expo Porte de Versailles

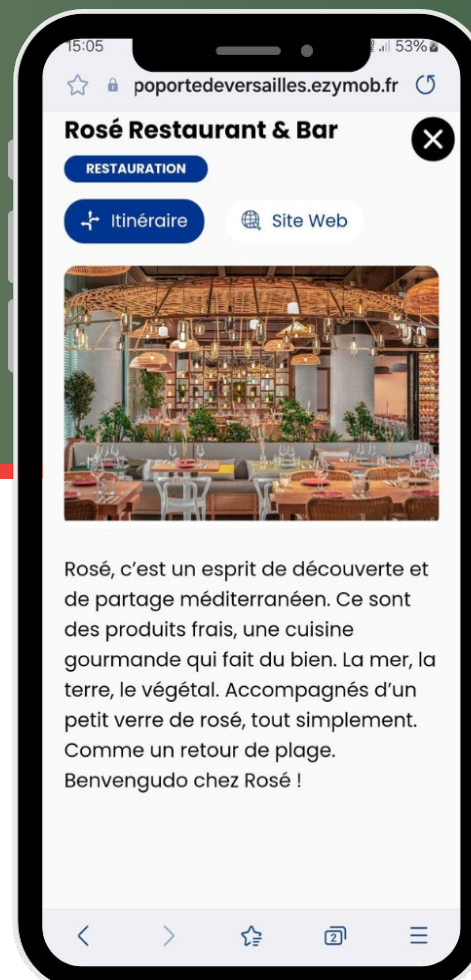
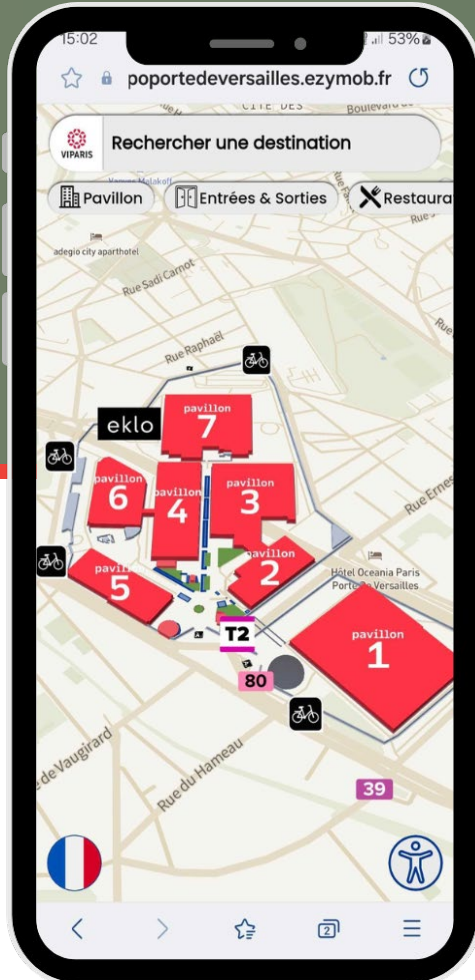


Our commitment

1. **Simplify your visitors' journey** with a tailored guidance solution, from the entrance of Paris Expo Porte de Versailles to your event, and each booth.
2. **Make events more inclusive** for people with specific needs
3. **Create new visibility opportunities for your exhibitors** with this digital solution as a new communication tool



An easy-access webapp via QR code or URL link



Discover all points of interest in Paris Expo Porte de Versailles :

Connection and guidance to nearby transport stops (metro, bus, tram, Vélib' stations, taxi stand)

Location and description of:

- Pavilions
- Hotels & Restaurants
- Information point & services
- Restrooms
- Parking areas with visibility of PRM parking space



Choose an inclusive solution

A solution in line with the ISO 20121 event standard

By offering a solution tailored to the mobility needs of visitors with specific needs, you fully comply with the ISO 20121 standard, thereby ensuring the inclusivity and accessibility of your events

12 millions of French people with disabilities

More than 20% of them give up to move or travel

A solution co-developed with a network of specialized associations, and usable by everyone.



A journey right into your event

A customized solution for your event

We integrate your AutoCAD plans for a unique mapping experience. In addition to highlighting your exhibitors and partners, this solution offers a new visibility lever with marketing tools.

Description of all points of interest in your event (booth, stage, restaurants, networking areas ...)

Design adaptation of the map according to your graphic charter

Description of exhibitors

Display areas on the webapp (logos and banners) that can be marketed to exhibitors



Example of the inclusive map created by Ezymob for the RUN Experience Exhibition in Paris Expo Porte de Versailles



What's the best option regarding your needs?

OPTION 1

**You already have a digital
map of your event**

Development of the disability
guidance module into your
existing map

Integration of your event map link
into the Paris Expo Porte de
Versailles map for a continuous
visitor journey .

The   already work with us. by spott

OPTION 2




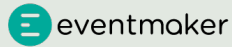




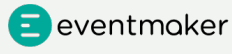
**You don't have yet
your digital map**

Creation from your AUTOCAD
map

Simple and easy in 1 month



How to easily integrate Map'Expo into your existing tools?

Your marketing tools	Our solution	They already work with us
 Do you have an event app?	 Simple integration into your existing application	  
 Do you use a CRM ?	 Automatic connection to synchronise the data of your exhibitors	 



3 key steps

for a quick and simple implementation

STEP #1

Maximum J
before event - 30
launch

STEP #2

J - 7 before
event launch

STEP #3

PROJECT KICKOFF

30 min kick -off with a Project Manager

Recommendations for on -site and digital communication to maximize the use of the solution by visitors

Sending a communication kit

Sending a URL link and QR code to include to your communication actions

GROUNDWORK

The organizer prepares the documents

Sharing AUTOCAD plans and graphic charter

Integration of the URL link and QR Code:

- Email invitations
- Website & Application
- All the communication displays

CARTOGRAPHY

Ezymob implement the solution

Mapping of your event

Design customization regarding your graphic charter

Access to a dashboard to track your data

ACTIVATION

Activation of the URL link : the map is available

Presentation of the interactive map & last adjustments

EVENT OPENING

Technical support by Ezymob

Monitoring all along your event with the Ezymob team, especially for the opening time

EVENT CLOSING

Post-event conclusion

1 feedback meeting
KPIs reporting
Recommendation for next event

1st pilot site

PARIS^{EXPO}
PORTE DE VERSAILLES

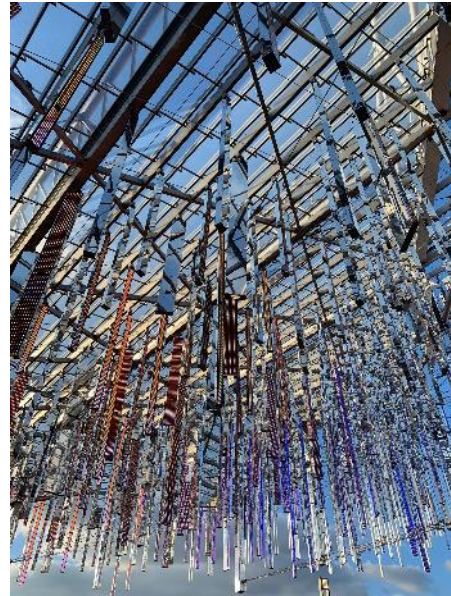
un site  VIPARIS

1st exhibition venue
in Europe

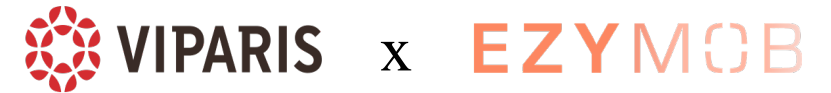
in terms of number of events

200 events
all year

+7,5M
of visitors



A unique collaboration



Ezymob has an in-depth knowledge of the site, its accessibility, and the various points of interest along the visitors' journey, with **specific expertise in serving people with disabilities constraints**.

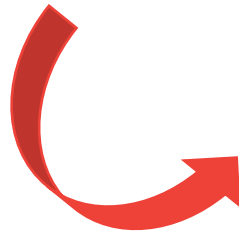
The Ezymob team works closely with the technical team at Paris Expo Porte de Versailles.



They already trust us



SCAN &
DISCOVER
MAP'EXPO



Or access via URL link:

<https://parisexpoortedeversailles.ezymob.fr/?zoom=15>



Let's build
a dynamic and inclusive experience

WITH MAP'EXPO

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A solution provide by



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EZYM**OB**