

How This Simulation Platform Can Revamp Orlando's \$2.3B Trade Show Industry

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Manny Dominguez, Simulocity founder and CEO

All these features could help elevate the attendee and presenter experience in Orlando's massive trade show industry. The Orange County Convention Center generates an average annual economic impact of \$2.3 billion, supporting more than 12,000 businesses and 30,000 jobs in the region.

NAVC is the first and only licensor of the platform, but Dominguez told OBJ he hopes the platform will find other adopters once it makes its debut.

The platform is the latest example of the growth of the region's \$6 billion modeling, simulation and training industry to sectors outside of defense. Before starting Simulocity, Dominguez was the chief information officer for the U.S. Air Force's medical simulation operations. Now, his company is developing simulations to elevate trade shows and train private-sector workers. "What I'm doing is bringing those technologies to the business world."

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Couldn't find time to see that booth or make that connection at your last trade show? An upcoming platform will let you access a trade show even when it's over, a potential game-changer in Orlando's giant trade show industry.

Oviedo-based Simulocity LLC has partnered with Orlando-based North American Veterinary Community to create a product capable of virtually recreating the trade show experience. The product, VMX Virtual, will roll out in Orlando at the NAVC's annual Veterinary Meeting and Expo on Jan. 18-22. VMX Virtual will not only make it easier for attendees to experience all a show has to offer, but it will enable exhibitors to track who is visiting their booths.

Trade shows typically consist of days of booth exhibitions, keynote speakers and networking events. Not everyone can make time to travel to the event or can find the time to see every booth,



Manolita Moore, North American Veterinary Community Vice President of Exhibit Sales & Operation

but VMX Virtual changes that, Simulocity CEO and founder Manny Dominguez told Orlando Business Journal. "Basically, the show doesn't stop on Friday."

The digital platform allows users to explore a virtual version of a trade show, interacting with the materials each company brought to its booth. Users can also contact companies with questions and review keynote presentations. All of this allows an attendee more time to review exhibits, ask questions and make connections.

The platform also allows the exhibitors to track who is visiting their booths and how long that person stayed. This feature is a benefit for exhibitors, who typically can't get any kind of analytics on who's visiting their booths physically, Manolita Moore, the NAVC's vice president of exhibit sales and operations, told OBJ.