



# ICE'20 – Virtual Edition

**Not the same as a personal meeting,  
but highly productive and effective**

There was only one show that completely transformed into a virtual event almost immediately after the signs were clear that Covid is not going away quickly – ICE. The International Charter Expo has announced in June that the 2020 edition is to be a digital replica of the previously held Vienna trade show – ICE'19.

With very few alterations the event has conserved most of its features. The Marx Halle venue was digitalized, the booths

were replicated in the last detail, along with the original furniture and accessories. The brochure racks featured downloadable files, the graphics presented the companies, as they did in Vienna. The mounted TV sets were playing promotional videos. Even the people got to appear on the stands, as avatars; easily recognizable and familiar.

Digital ICE got to a size of about half the original event but the intensity of

## ICE'20 Statistics

**3800**  
meetings held

**35+**  
countries  
from business  
representatives

**5**  
continents

**200+**  
companies  
participated

**112**  
booths

**72**  
max meetings  
per Handshake  
account

**7**  
halls

**9**  
premium  
presentations

**50+**  
listeners per  
presentation

meetings, scheduled in advance, did not subside; through the proprietary Handshake software and 30-minute slots, thousands of meetings took place. More than 3800 meetings were successfully held in three full days which were dedicated only on business and networking.

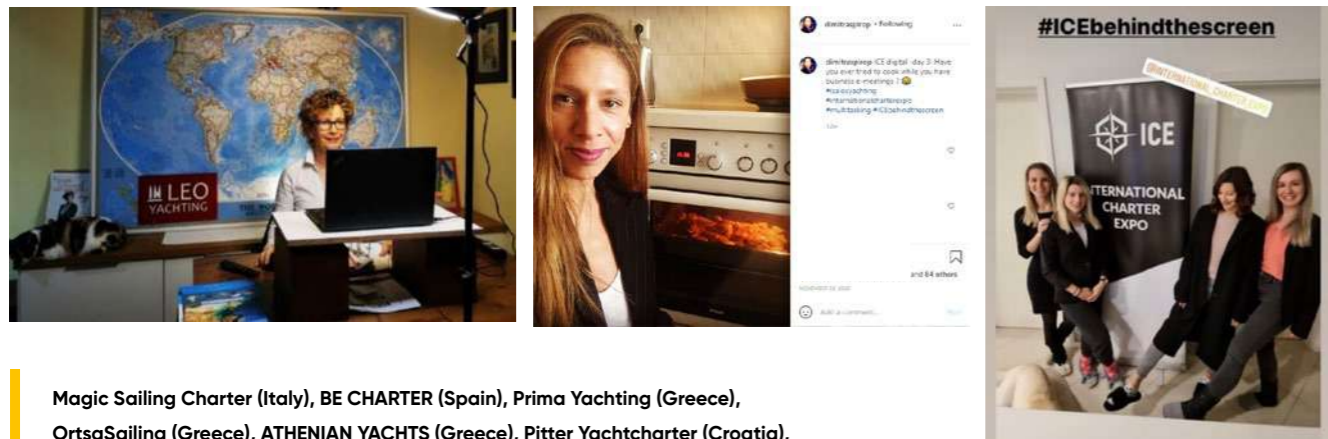
The cost of participation in this virtual replica is just a fraction of what it was

for the physical event. For about 20% of the cost, fleet operators and charter brokers were meeting and conferencing from the convenience of their homes. As there were no travel and accommodation costs, the cost of participation at ICE'20 was truly minimal. In average 91% of the participants stated that the price/value ratio was justified.

ICE'20 was regarded by the virtual-event-community (Virtual Events Institute) as one of the best virtual events in 2020, being an entrant for the Best Virtual Event in 2020 award.

# events

# #ICEbehindthescreen



Magic Sailing Charter (Italy), BE CHARTER (Spain), Prima Yachting (Greece), OrtsaSailing (Greece), ATHENIAN YACHTS (Greece), Pitter Yachtcharter (Croatia), Pablo (ICE backend), LEO Yachting (Poland), ISALOS YACHTING (Greece), ICE team (Croatia)

# ICE'20 Avatars



Master Yachting



PRIMA YACHTING



BE CHARTER



Yacht-Pool International



MMK SYSTEMS - BOOKING MANAGER SYSTEM



EIS - European Insurance & Services



MG Yachts



OTP Leasing



YachtSys (YachtBooker)



Discovery Yachting



Cruising Charter



Pitter Yachtcharter

# Testimonials ICE'20

I am more efficient at the virtual fair than at the "real" fair and deadlines are met much better because the software simply closes the window after 30 minutes. To be honest: it's fun.

Jens Biermann  
YachtSys, Germany

Digital ICE'20 was a blast! Met great people, learned about new services that can make our business easier so thank you very much for everything! Big shout-out to the ICE team for making this possible despite the difficult circumstances!

Vagelis Baxevanis  
Bax Yachting, Greece

We have been participating at ICE for some years now and every year it gets better. Despite not being able to travel this year due to Corona, ICE team came up with a brilliant idea with going digital. Despite the fact we were a little bit sceptical initially how this would work, the end result was great. We had lots of meetings, met new and old partners.

Elena Jan Lawton Papadopoulou  
El Yachting, Greece

Being able to meet with my present and potential partners without traveling to a different continent saves a lot of time and effort while delivering the same results... Thank you for making that possible!

Silvia Vlakancic  
Anchor & Wine, USA



MG Yachts



ISTION Yachting



ACI

Since the Virtual ICE'20 in November was well accepted and produced the needed quantity of business meeting, the next edition was moved forward to be held already in Spring. Thus, as requested by the major fleet operators and charter-brokers, **the Spring ICE'21 will be held digitally in April 27-29, 2021.**

