SUSTAINABLE DESIGN EVENTS

TAKING YOUR IDEAS TO THE NEXT LEVEL

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Agency Philosophy

PRO EXPO is an International Events & Communications Agency with the expertise to deliver high-impact custom-made stands incorporating eye-catching and innovative designs.

Based in Barcelona with an international team of all backgrounds, our project managers work globally to take our designs to the world's most important trade fairs. Our passion is great design that speaks volumes. We make your success our business!



PRO EXPO has over 35 years of experience in exhibit design & construction. We are also a 360° Events Agency, providing tailored experiences for our clients *beyond* the booth.



PRO EXPO carries out more than 200 design and construction projects each year in Spain and in 30+ countries throughout EMEA and Dubai.



PRO EXPO grows exponentially each year, with a turnover of around 8,500,000 euros in 2022.



Key Clients





Pro Expo Overview: Who We Are

INSPIRED BY INNOVATION. GUIDED BY TALENT.

At Pro Expo we offer holistic stand design & construction, taking your ideas to the next level with extraordinary results. From the creative design phase, to seeing our creations come to life, our Project Managers are on hand before, during, and after your event to offer the best possible service and help you put your best foot forward. With an extensive network of local workshops and storage facilities around Europe, at PRO EXPO we are able to offer the best quality at the most competitive prices.





From floor plans and space distribution to production, furniture & decor management, and spectacular catering. Our devoted team can make your event unparalleled, taking your designs to another level and ensuring every step is carried out accordingly.

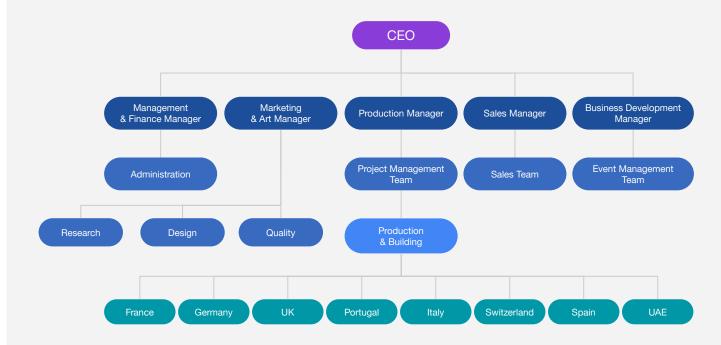
We take care of every last detail, from floor plans and space distribution, to production, furniture management and spectacular catering. We contact exhibitors directly so you don't have to, ticking all the boxes on their wish lists for an unforgettable event experience. We can help you put on an unparalleled event and we'll be there to make sure it all goes to plan. We are experts in pharmaceutical, medical, retail IT and engineering fields, and we take care of all the logistics from start to finish.





Staff Overview

27 employees Between events, sales, and administration departments





Pro Expo Overview: Account planning and strategy

Strategy

Design Thinking Methodology

Discover – Define – Develop – Deliver

Our creative services encompass a wide range of design processes, starting with concept exhibit/event design to graphic design, art direction, and high-quality prints. We believe that strong design is essential for creating effective and engaging experiences, and our team of experienced designers is dedicated to developing custom solutions that meet the unique needs of each client.

Engagement Connecting the dots and building relationships between different citizens, stakeholders and partners. DESIGN PRINCIPLES Be People Centred 2. Communicate (Visually & Inclusively) 3. Collaborate & Co-create Iterate, Iterate, Iterate CHALLENGE OUTCOME DISCOVER DEVELOP DELIVER DEFINE **Methods Bank** Explore, Shape, Build Leadership Creating the conditions that allow innovation, including culture change, skills and mindset.



Account Planning

We take a strategic approach to account planning, which involves establishing clear project deadlines, defining milestones, and keeping our clients informed throughout the process. We understand the importance of delivering projects on time and on budget, and we work closely with our clients to ensure that we meet all of their requirements.

For example, when working with Boston Scientific on their exhibition stands, we established clear deadlines for each stage of the project, from the initial design phase to the final installation. We also established clear milestones and checkpoints to ensure that the project was on track and that everyone was aligned and informed throughout the process.

Deadlines			Checked / Done / Received
Design to Organizers	To get the approval of the project	24/01/2023	
Design Confirmation	Ok for production	31/01/2023	
Graphics and AV Matrix	Document including all necessary information	31/01/2023	
Graphics Deadline	Files from MV for production	14/02/2023	
AV Deadline	For testing at warehouse with screen setup	21/02/2023	
Catering list confirmed	Files from MV for production	21/02/2023	
Shipping list confirmed	Files from MV for production	14/02/2023	
Shipping Deadline	To receive boxes at our warehouse in Granollers	28/02/2023	
Warehouse	Pro Expo Att. Miguel Roldan. Mollet 1-13, 08401 Granollers, Barcelona		O
Truck Departs	From Granollers to Venue	03/03/2023	
Truck unloading at venue		07/03/2023	
Setup Times	Allianz Mico	8.30 - 21.30	
Handover of the booth	Ready for product installation	10/03/2023 — 9 AM	

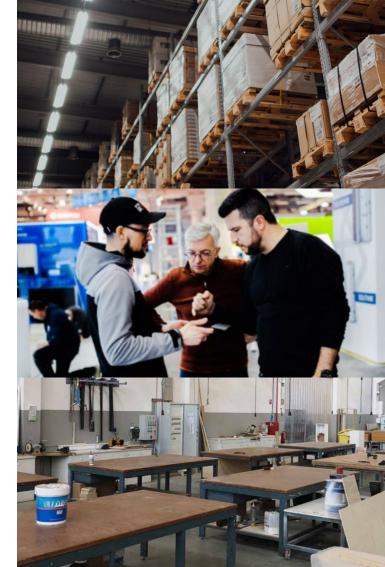


Office, Logistics, Manufacturing and Storage Locations

PRO EXPO has an extensive network of local suppliers in key cities to access the best quality materials without the extra transportation costs. Our central HQ is located in Barcelona, while we have logistics, manufacturing, and storage locations throughout EMEA & Dubai. We have hubs in Barcelona, Madrid, and Malaga, as well as production centres in Granollers (over 2,000 m2 and 30 mins from Barcelona) and Madrid. Our sister office, recently opened in Warsaw, allows us to offer our clients a comprehensive range of services and support in Europe, while also partnering with another large production hub in Poznan.

Our various facilities help us monitor the maintenance and refurbishment of reusable elements, using an integrated online inventory to keep track of furniture, signage, and all materials our clients may reuse. Our online inventory allows us to access checklists to manage carpentry throughout the production process and pre-assembly and to ensure the onsite build runs smoothly.

Our workshop is fully capable of production control, receiving samples, visiting facilities, site logistics, and handling materials and our extensive network of partners and suppliers enables us to deliver high-quality work on a global scale.





Product Launch Experience

PRO EXPO has extensive experience in developing product launch events that help our clients create buzz around their new products and generate excitement among their target audiences.

For example, when working with **Boston Scientific** on their exhibition stands, we developed creative concepts that incorporated interactive displays and engaging graphics or video synchronizations to showcase their new announcements or products and services in a visually compelling way. Our team worked closely with Boston Scientific to understand their brand and announce new CE mark-approved products. We developed a design that effectively communicated their level of expertise and product value to attendees.





Roche Pharma

We understand the importance of creating a memorable and impactful experience that effectively communicates the benefits of the product to attendees. For example, when working with Roche Pharma on their product launch event, we developed a creative concept that incorporated interactive displays and engaging graphics to showcase the benefits of their new medication and tech.





Mass Market vs. Specialty Market vs. Category Experience

Our team has experience working across a range of markets, including mass markets, specialty markets, and category-specific markets. We understand that each market has its own unique challenges and opportunities, and we tailor our approach accordingly to ensure that we deliver the best possible results.

For example, when working with Iberdrola on their exhibition stand, we developed a creative concept that effectively communicated their brand and messaging to a mass market audience. On the other hand, when working with Medtronic on their exhibition stands, we developed a design that effectively communicated their brand and messaging to a medical specialty market audience. We've developed many stands that cover category markets and drive growth across specific sectors.





Philosophy for Dealing with Capacity when Winning New Business

Post-COVID has allowed for the expansion of our team, a heavy focus on sustainable materials, event management, and post-fair analytics. Our database has been built over decades, so we know the ropes!

We are used to handling all scales of projects. We attend hundreds of fairs per year with a high set of standards regarding the quality of materials, sourcing of partners, and reasonable timeframes to ensure stellar results. Our proactive philosophy of planning helps us maintain an appropriate level of capacity to ensure that we can deliver, even when we are winning new business.



We prioritize communication and transparency. By establishing clear expectations and timelines upfront, we can effectively manage our capacity and ensure that we are able to deliver high-quality work. We manage client resources to ensure that current projects are delivered on time and to a high standard. We are always transparent regarding capacity constraints, and potential caveats, and we plan ahead to cover all our bases.



Effective Project Management

Our collaboration with partners and suppliers: such as designers, builders, and logistics companies, builds strong relationships with these stakeholders and helps us overcome capacity constraints and improve our ability to take on new business.

We focus on project management: Effective project management is critical for delivering high-quality stands on time and within budget. We use project management tools and techniques to plan, execute, and monitor your projects, including setting clear timelines, milestones, and deliverables.





Agency Development Process

From the moment a project begins, our Project Managers are on hand to coordinate the RFP, any client requests, and all aspects of the design, supervising the process at all times. Your designated Project Manager(s) holds weekly meetings with the Production Director and the rest of the team to ensure the project is on track, following these steps:

RFP

The Marketing Team & Assigned Project Manager receive the Request for Proposal, go over it in detail, and request more information where required. After that, the PM is able to prepare a Request For Design for the Design Department. This is where concept development, interactive technologies, innovative AV elements, design layout, visitor experience, and cost-efficient designs will be discussed.

Design Proposal

At this point, the PM works closely with the Design Manager and the appointed designers in order to fulfill not only the client's expectations but provide the best design and advise the client on the best solutions to enhance stand visibility.

Quotation

The PM will prepare and submit a construction quotation according to the design proposal, recommending the best quality and environmentally friendly materials and innovative equipment, within the restraints of the client's budget.



Production

A project plan is defined by the Production Director and Project Manager and passed to the workshop and other suppliers to establish goals, objectives, and deadlines. Regular checkpoints are set up with the suppliers, by visiting the workshops or receiving proofs of the finished elements. The PM(s) is responsible for ensuring that all deadlines are met and defining penalty clauses in the case of delay. The structural calculation, schedule/engineering drawings, sharing of samples, manufacturing process supervision, graphics printing, and AV testing are done in this phase.

Show maintenance

AD-HOC request management, pre-planning and onsite maintenance are delivered to ensure the smooth running of your booth. Additional services, like last-minute additions, side events, gala dinners, conferences, video & photography, accommodation & shuttle services can also be added.

Build-up

Assembly works are supervised on-site by the PM, who in turn, regularly reports back to the client about the status of the project. If required, the PM can add more resources to avoid delays in the deadlines, without exceeding the established budget. Logistics, transportation, monitoring compliance standards, AD-HOC furniture, dismantling, and AV Installation are all handled at this stage.

Evaluation

Post-event analytics are measured with the client, to receive feedback and allow for improvements to be made for further events.



Why PRO EXPO is the Ideal Partner

Our team of professionals is well-equipped for projects with healthcare audiences, from doctors to patients and caregivers, so we understand the unique challenges of communicating with these stakeholders.

Our unique point of difference lies in our ability to **develop customized solutions** that are tailored to the specific needs of each client. Our ability to combine creative design with strategic thinking, allows us to effectively communicate our client's brand and messaging to their target audience.

Our designs are tailored to your needs, be they classic and corporate, or more experimental and unique. We have extensive experience with digital trends and work with only the most experienced printing partners (large print, digital, interactive, and animated). Our use of tech includes but is not limited to Kinetic Screens, motion sensors, interactive pods, giant touch screens, temperature & VR experiences, augmented reality, and more.





Sustainability

At Pro Expo, we are dedicated to supporting our planet's future and creating awareness around climate change. We are at the forefront of sustainable exhibit design so we take several steps to ensure responsible business practices in every sector of our company. Sustainability is also now an undeniable factor for businesses to remain relevant and competitive, and your clients will also appreciate your efforts to be sustainable at trade shows as they are also becoming more and more aware of this as an absolute necessity in business practices.

We can proudly say we have built countless exhibits for our clients using over 90% reusable materials!





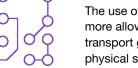
1. Sustainable materials and design



Modular Stands

One way to reduce your carbon footprint is by using a modular stand design. This minimizes waste and use of materials and can be used again and again. Many companies are still using old-school wooden frames which cause harm to the planet and are difficult to transport and reuse.

Tech



The use of AR & VR, Kinect Screens, motion sensors, and more allow us to enable virtual product demonstrations that transport guests into another world, reducing the need for physical samples and prototypes.

Furniture



Due to our local storage hubs throughout EMEA & Dubai, we are able to store reusable pieces of displays and furniture, sometimes even repurposing materials in-house to be reused as needed for our clients at their various events. We have recycled everything down to the floor! Not an easy task after days of wear and tear at a tradeshow.



Tension Fabrics

We often incorporate colorful and eye-catching designs in our booths using Aluvision and German Octanorm Systems. These PVC-free tensed fabrics can be used to create walls, light boxes, and beautiful banners without sacrificing any quality in brilliance and design. They can also be easily packaged for reuse and have a long lifespan.

Aluminum

AI

We incorporate aluminum into our structures and frames as it is one of the most easily found metals on the planet, and very easy to recycle due to its long life cycle and ease in breaking down.

Printing



Utilizing digital printing allows us to minimize the amount of printed materials and ink used. We also use ipads, QR codes, and apps to share informative brochures with guests, monitor guest attendance, and keep tabs on our Project Management checklists and client inventory. By also using digital signage, projection, and holograms we can often replace traditional printed banners and displays. Not only is this efficient, it draws a big crowd!



2. Sustainability in Events



Venue Sourcing

We strive to choose Green Venues whenever possible, like LEED-certified buildings or companies that have made an environmental pledge in their practices. We always consider the venue's waste management capabilities, water conservation, and accessibility to public transport.

Virtual and Hybrid Events

By leveraging physical and satellite events we are able to reduce emissions associated with travel and venue usage. This also allows us to extend our reach to speakers and guests around the globe.

Customization



Our extensive experience with events has allowed us to create a well-vetted network of providers who can offer customized and personalized solutions to meet the need of the client. Whether it's incorporating local flavors into catering services or creating unique and locally inspired designs, we always add a distinct touch to create memorable events.



Digital Resources

Online and digital platforms allow us to have seamless registration and ticketing processes for guests. Attendees can select their preferences, connect and network, and eliminate the need for manual paperwork. We also use these tools to streamline the planning of events, budgets, task delegation, vendor & site selection, and much more. This is especially helpful to connect all event managers no matter where they are, also reducing our carbon footprint. Data Analytics and AI help us analyze post-event data and make informed that also minimize waste.



Reusable Materials

By minimizing single-use items, such as plastic cups and dinnerware, we are able to ensure that recycling practices are followed.

Community Engagement

By hiring local artists and performers we engage the community and support the arts throughout the world. This not only helps stimulate economies, but also provides education and awareness.



3. Local Offices and storage facilities



Warehouses

By having local storage facilities we can minimize the need to transport materials and equipment long distances. This reduces carbon emissions and helps lower environmental impact. We also store various elements like signage, displays, furniture, and AV equipment and use an inventory system to keep tabs on all of our clients' materials.

Waste Reduction



We always strive to efficiently manage the waste after fairs. We sort and store materials like paper, cardboard, plastics, and metals to help minimize the amount of waste. We also make sure to properly dispose of hazardous materials like batteries, electronics, and chemicals in accordance with relevant regulations and environmental standards. This helps prevent pollution and protects the environment.



Offices

We have implemented several initiatives that not only benefit the environment but also contribute to employee satisfaction. We have a terrace with greenery to incorporate nature into the workspace, improving air quality and creating a visually appealing environment contributing to air quality and health. Large windows allow ample natural sunlight to reduce the need for artificial lighting during the day, providing numerous positive effects regarding energy consumption and the natural benefits of sunlight. Recycling bins, water coolers, and hand dryers help our team conserve natural resources. Hybrid schedules help us optimize work space and allow the reduction of commuter-related carbon emissions and increase employee work-life balance, boosting productivity and morale as shown in statistics following COVID.



4. Supporting local economies



Collaboration

Partnering with local vendors allows our company to showcase the unique products and services that the local community has to offer. This adds value and authenticity to our events, providing attendees with a diverse and memorable experience. It also allows our partners to gain exposure and network, while also promoting knowledge exchange between our company and the local community. By leveraging the expertise of our partners in their respective countries, we are able to gain knowledge of best practices and improve our client's overall experience.



Go Local

After 35 years in the industry, we've built an extensive network of local vendors, supporting our own local economy in Spain as well as the economies of the many countries we present in. Engaging local businesses helps create jobs, stimulates business activity, and fosters economic development.



Why PRO EXPO is the Ideal Partner

360° Event Management

As we are also an Events Management Agency, you can benefit from an **Event Management Strategy** beyond your booth design and construction.

This includes but is not limited to:

- Corporate Event Management Services
- Luxury Events
- Exhibit Management
- Congresses & Galas
- Site & Venue Sourcing
- Incentives & Ceremonies
- Branding
- AV Production & Tech
- Post-Event Analytics
- Last-minute Additions
- Welcome Parties & Presentations
- Dinners & Catering





High-level Overview of Capabilities:

Print, Digital, Social, Interactive, & Animated, and Daikin Case Study

Our capabilities include a wide range of print, digital, interactive, and animated solutions. We have a dedicated team of professionals who specialize in each of these areas, allowing us to effectively execute our clients' needs and objectives.

Pro Expo specializes in digital printing, large-format printing, and graphic design. We offer a range of printing services that include banners, posters, trade show displays, decals, window graphics, vehicle wraps, and more, using advanced printing technology and high-quality materials to ensure that prints are vivid, durable, and eye-catching.

We provide custom design services to help our clients create unique spaces and effective marketing materials that make an impact.





High-level Overview of Capabilities:

We are dedicated to staying on top of the latest trends and technologies in the industry, and we work closely with our clients to develop solutions that are effective, engaging, and aligned with their brand goals.

Our in-house digital department specializes in web design, development, and digital marketing, with vast expertise in creating stunning and functional content.



program is designed to capture, nurtu

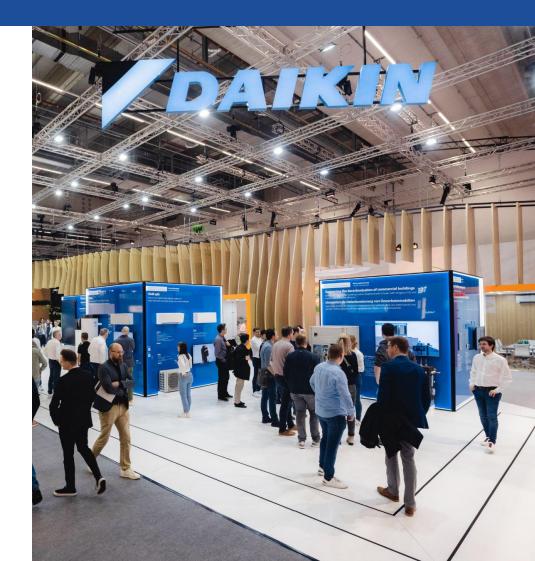


DAIKIN Case Study



ISH 2023 March 13th - 17th

Location: Frankfurt Messe Surface: 1107 m2 Budget: 700.000 € Client: DAIKIN Europe





SUSTAINABLE DESIGN EVENTS

Client objectives

 Position DAIKIN as a leading player in heat pump technology and as a heating solutions provider.

 Moreover, position DAIKIN as the only true heat pump specialist in the market, as the core activity of the company has always been to master the air, and develop heat pumps.

 Strengthen the brand awareness and brand perception with visitors in the B2B community (installers, consultants, housebuilders, wholesalers), allowing to generate sales leads from B2B visitors, but also B2C community, thanks to the digital event.

 Develop & increase loyalty with affiliate customers through visits to ISH stand and customer event. This should lead to gaining customer commitment for business growth and allow for networking.

 Demonstrate that Daikin is close to the customers (thanks to logistics figures, manufacturing capacity, sales network, etc).

 Demonstrate Daikin Germany capability in the German heat pump market, with a presence on ISH that is outstanding and in line with the other German leading heating players.

Digital Event Objectives

- Extend the reach of this B2B to B2C.
- Meet and interact with DAIKIN's team online.
- Demonstrate DAIKIN as a future-proof partner by mastering the newest communication technology.



PRO EXPO Response

After receiving the briefing, we developed for DAIKIN EUROPE the "Feel Good" concept that included a threefold experience: physical stand design and layout plan, digital event, including immersive experiences for the 1107 m² of booth space in 3 weeks. And satellite event?

Concept

Maternal Warmth, Organic, Warm, Human. The design concept emerges from the intention of creating a space that transmits human warmth and allows the user to find himself within an environment that makes him feel embraced as if being in a "mother's womb", inside a "home".

Roof concept and wrap-around facades: Womb Ágora: Dynamic and mutable space (Meeting Point) Storytelling: Humanization of Air Conditioning vs High Tech; Human centered experience; Use of the Senses

Event structure: Threefold experience
A. Booth: 1107m2, HALL 12, Messe Frankfurt
B. Digital Event
C. Satellite Event (organized by DAIKIN)





Booth Sustainable Design

The design included wood slats that created an organic scheme, a womb, and an Ágora with a 360° LED hanging banner above it, that acted as the heart of the booth, pulsing in constant movement. The zoning was key and we have created a design VIP bar, a public one, and a design product demonstration area integrated into the slats scheme giving a sense of continuity and flow. This shell composed of wood slats created an interesting Tetris game with the cube-shaped meeting rooms completed with see-through glass front and back walls.

Sustainable Solutions

The Daikin European booth program will use reusable slats and custom furniture pieces. In addition, all the floor and wall materials are recycled for future reuse.

Eco Floor made from 100% recycled polypropylene.





Zoning

A. Ágora



B. Product and Solutions (Set-up PRO + Public)





Zoning

C. Catering — Private and public (image: VIP Bar)



D. Meeting rooms





Zoning

E. Services (Cloakroom + Welcome)



F. Technical Area





Showroom Cubes

The conceptual cubes for Daikin feature a blue gloss material with both outside and inside experiences. The outside experience showcases the sleek and modern design of the cube, while the inside experience allows customers to see the inner workings of Daikin's cutting-edge technology. These cubes offer a unique and immersive way to display Daikin's products in a museum-like environment.

New Product Launch Release

The launch release for Daikin's new heat unit prototypes features custom-made podiums that showcase the products in a sleek and modern way. This innovative display highlights the company's commitment to cutting-edge technology.





Digital Events

DAIKIN's Kinect Experience

A 10-meter screen that works with kinect sensors on top, creating an impressive and sophisticated display technology, useful for immersive presentations, gaming, advertising, and interactive experiences.

The screen content and programming is designed by Pro Expo to integrate seamlessly with a system that uses motion detection to enable users to interact with the display by detecting user movements and translating them into commands for the screen by using hand gestures.

This display technology is ideal for large venues, such as auditoriums or stadiums, large stands, where the massive screen can project high-definition visuals that can be seen from far off distances.

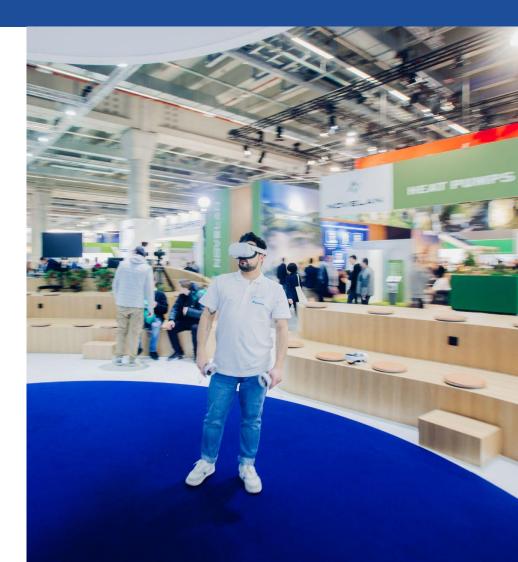




VR Tour

The Daikin VR Product showcase offered a unique virtual reality experience through Meta Quest 2 glasses, allowing customers to explore and interact with Daikin's latest products in a visually stunning and interactive way. From air conditioning units to ventilation systems, this experience brings Daikin's innovative products to life.

// TRY THE 360° BOOTH TOUR //





We invite you on a ride to the "Feel Good" booth that we have created and built for Daikin Europe at ISH23.

Check out the following video: here

We are slowly recovering from the ISH adventure! It is great to see the initial stand concept coming to reality, while not deviating from the idea and purpose. The many positive comments from our visitors prove we were right in choosing this concept. Quotes like 'the DAIKIN stand really stands out versus other stands' were not uncommon."

Sector Manager Sales and Marketing, Heating SBU at DAIKIN Europe



What Our Clients Say About Us

JMR kotra viettel















"It was great to see the initial stand concept coming to reality, while not deviating from the idea and purpose. The many positive comments from our visitors prove we were right in choosing this concept. Quotes like 'the Daikin stand really stands out versus other stands' were not uncommon. We look forward to working with you in the future!"

HBU Sales Manager DAIKIN Europe



"Thank you so very much to the Pro Expo Team for all your support at Mobile World Congress 2023. You guys were instrumental in making our show a success. From responsiveness, proactive and diligent project management, to the attention to detail in the booth, everything was awesome!"

Corporate VP | JMA



"Since 2017 I've always been happy to collaborate with you because there is a successful output every time. I would definitely recommend your company for any new opportunities across EMEA. I always trust your promise of time management and quality control without fail. Usually, my projects are urgent and require a lot of hard work in a short period of time. I'm looking forward to our next project in Europe and the economic benefits of working with your company, as you always worked in favor of my budget."

Marketing Director KOTRA



"We received so much help from the Pro Expo Team from the moment we landed in Barcelona. Thank you so much to the whole team. Transparent communication at all times, including email updates with all of the production process before I arrived in Barcelona. The quality of the booth was exactly the same as expected from the 3D renders. I would definitely recommend Pro Expo due to your professional service, supportive attitude, and good customer service. I hope to work with you on future projects!"

Communication Executive | Viettel Group





"The team's approach and communication during the whole process of design and build-up was excellent for Vitafoods 2023. We always received prompt replies via email during every step. The time management was excellent and the quality of the booth was clean and near. Overall completely satisfied!"

Marketing Manager Embocaps





"I would like to thank all of the PRO EXPO TEAM again for the magnificent stand that you provided for us at InnoTrans 2023. We received over 1,000 visitors at the stand during the show and we were universally complimented for the design. We look forward to working with you for the next InnoTrans Fair, and hopefully in between!"

CMO Valdunes



"The time management of everything was great, 10/10! Your service is great, always available to help, even during the MWC event. We look forward to working with you next year on a brand new design."

VP of Sales and Marketing Amarisoft

"One of our VPs said that this was "the most sophisticated booth we've ever had". It was stunning and made with the highest quality materials. Another visitor even came to ask for Pro Expo's company details."

EMEA Marketing Specialist | Supermicro



"During the design phase, we had some adjustments and troubles meeting deadlines. The team implemented all the needed changes really quickly and effectively. In the end, we had a design that everyone was happy with. The communication and organization were super fast and uncomplicated, and our Project Managers were wonderful and professional."

Marketing & Events | Elopage



Thank you.

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