

Make OMO-Driven Education Fair Possible

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Taizhou City, Mar 27, 2020 ([Issuewire.com](http://www.issuewire.com)) - **Guide:** An unpredictable epidemic, which has swept the trade fair industry within a short period, has greatly precipitated the integration of the online and offline world. Didac China foresees the trend of the trade fair in 2020 and will be the first of its kind to utilize the online and offline combination (OMO) to maximize the return of exhibitors.

What is OMO model?

The OMO model is the one that merges the online and offline worlds to create an experience unlimited by locations and time. This model integrates the offline, tangible interaction with virtual, live-streaming events. Similarly, OMO-powered exhibition model combines live-streaming conferences and real-world trade fair experiences, where online sections complement offline and allow exhibitors to seize the advantages of both.

First Launch of OMO-Driven Education Fair

This June, didac China aims to launch the first OMO-powered international education fair. During the 3-day exhibition at Shanghai World Expo Exhibition & Conference Center, 30,000 educators and families will be able to participate 600+ hands-on activities, 1200 products presentation, 180+ education forums and lectures, as well as 50+ business matchmaking sessions.

As for the online section, 1000+ Chinese streaming broadcasts & 200+ international live streaming will reach out to over 3,000,000 educators and families all over the world. Overseas exhibitors will be able to showcase their cutting-edge products at didac online platform and interact with potential buyers.

Look forward to the future

The OMO-Powered development of China's exhibition industry is an innovation based on high-performance technology and physical entities. This model will boost demand for new exhibition services and enterprises, along with challenges and difficulties. As with all online and offline events, didac China will allow exhibitors to benefit from the almost unlimited reach of potential customers, and make new education concepts accessible to people around the world.

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