Environment construction and bottleneck breakthrough in the improvement of wisdom exhibition

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Abstract: Wisdom exhibition is an inexorable trend in convention and exhibition industry in China. Information technology must be utilized by exhibition industry to achieve intelligent application and wisdom management, breaking the limitation of time as well as space, which raise the quality of exhibition service and level of operation to a totally new standard. Accordingly, exhibition industry should optimize mobile internet, a fundamental technology platform, during the advancing process of wisdom exhibition and consummate the combination among three plates including wisdom connection of information, wisdom exhibition environment and wisdom application of technology. Besides, the industry should realize the wisdom of external environment including wisdom of exhibition city, exhibition place, exhibition resource deal etc and break through bottle-neck in construction of wisdom exhibition industry, which includes construction of big data center, development of Mobile Internet application platform, promotion of information construction, innovative design of application scenarios.

1 Introduction
Wisdom exhibition is an inexorable trend in convention and exhibition industry in China. It is based on mobile internet technology and it can provide a real-time social platform in a wiser way. Besides, it can change the way that exhibitors and purchasers communicate. In addition, wisdom exhibition utilizes resources effectively and saves costs as well as time, improving exhibition services. As a result, it can improve the clarity of business negotiations, efficiency, flexibility and responsiveness. Based on cloud computing, internet of things, mobile Internet, three dimensional printing technology, big data applications, contemporary exhibition industry breaks through the limitation of time and space of traditional exhibition, looking for new demands and opportunities, greatly expanding the market space and profit space, closely integrating online and offline resources and realizing interactive online and offline activities, in order to achieve a huge transformation from the traditional exhibition to wisdom exhibition, which means a specific transformation from huge-crowd strategy to on-line, business-driven, data transformation. On the other hand, the development of information technology such as Internet of Things, big data and mobile Internet provides crucial technical guarantee for the implementation of this strategy [4]. So the industry can use information technology to achieve the exhibition industry's wisdom application and wisdom management, to break the time and space constraints of the exhibition, to improve the exhibition quality of service and operational level to a new height.
2  Wisdom of the Internal Environment of Wisdom Exhibition

Wisdom of the internal environment of wisdom exhibition includes basic exhibition technology platform of wisdom exhibition—the construction of mobile Internet, as well as the combination of wisdom information, wisdom exhibition environment and wisdom technology application.

2.1 Basic technology platform of wisdom exhibition—Mobile Internet

Mobile Internet can combine mobile communication and the Internet into an integer. It refers to an emerging business format including the terminal, software and application of three level, which obtains business as well as services through mobile wireless communication. Terminal layer includes smart phones, tablet PCs, electronic paper books, mobile internet device, etc; software includes operating systems, middleware, databases and security software, etc. Application layer includes leisure and entertainment, tool media, business finance and other different applications and services.

With the help of the mobile Internet, the wisdom exhibition platform transform the traditional exchange of paper information as well as business cards into electronic information interaction among exhibitors and visitors. Wisdom exhibition platform resorts to Internet of things, mobile Internet and data mining technology to create a smooth exhibition experience and provide information value-added services[2]. When exhibiting at the exhibition, exhibitors will associate the product information with the wireless collector. The visitor will associate the personal information with the RFID document. During the exhibition, the visitor will use the document to touch the collector to complete interaction of the product Information and personal information; At the same time, the mobile terminal of visitors and exhibitors will show each other's information to facilitate recording of key information between two sides in the communication; key information in interactive activities in the exhibition can be recorded through the mobile terminal. The information, which generated from the above-mentioned links, including registration information, product information, attention information, communication information and behavior information would be will be marked with data labels and collected into the wisdom exhibition platform, becoming the main body of data operation. After data mining, valuable information is constantly available to our exhibitors, industry customers and partners [1]. The wisdom exhibition platform will provide services containing potential customer demand analysis, product attention analysis, and industry-oriented consulting reports, precision advertising marketing, corporate social networks and other service forms for conference users. In short, wisdom exhibition resorts to the technology of mobile Internet and Internet of things, greatly simplifies information collection and collation in the process of participation process, in order to provide parties more efficient and convenient online-offline communication experience, and comprehensively enhance the exhibition marketing effect [8].

The smart exhibition platform based on the mobile Internet is changing the business model of the exhibition. For example, the mobile Internet can be used to register the exhibition, application platforms, book, match, WeChat marketing, etc; it also can be used to inductively locate the walking routes of buyers in the exhibition hall, and accurately send exhibition contents; the big data based on mobile Internet, become a valuable business asset.

2.2 Three core modules of wisdom exhibition

The basic technology platform for smart exhibition is mobile Internet. From the "Internet +" angle, the wisdom exhibition can be divided into three modules which includes wisdom information connection, wisdom exhibition environment and wisdom technology application [5].

Intelligent information connection mainly embodies some technology that is the Internet, cloud computing, big data, visualization and so on. It is based on viable data collection mechanism as well as a big database and it can complete collection, management, analysis, filtering and application of the exhibition data.
Environment of wisdom exhibition refers to a wisdom process of overall environment which holds around marketing activities, including planning, organization, venue management, exhibition operations, exhibition services.

Wisdom technology applications includes application platforms associated with planning, organization, venues management and technology application used for resource analysis of decision making as well as feedback assessment of exhibition effect. The wisdom technology application also includes integration of used to present exhibitions' effect and relevant technology application for peripheral effect of exhibition economy.

Wisdom exhibition is the key of wisdom exhibition is sharing of information, effective utilization of resources and fine management. And accumulation of data, transformation process, strengthen the experience is most important and basic.

3 Wisdom of the External Environment of Wisdom Exhibition

3.1 Wisdom of exhibition cities
Wisdom of cities is the base of wisdom exhibition. A successful exhibition event must choose a city which possess advanced infrastructure and equips with a wealth of resources. At present, the construction of China's wisdom city is in full swing. This wisdom city construction project makes use of information as well as communication technology means to analyze and integrate the key information of the city’s core system, so as to intelligently react to people's livelihood, environmental protection, public safety, urban services, industrial and commercial activities. Its essence is to utilize advanced information technology to realize wisdom management and operation [6]. Including a variety of demand to make intelligent response, its essence is the use of advanced information technology. Therefore, it can create a better life and promote harmonious and sustainable development of cities. It can be said that the construction of wisdom city provides a good external environment for the wisdom of exhibition city and an opportunity for exhibition customers who come to the exhibition, with the help of wisdom of the city, not only to realize their demands when they participate in the exhibition for professional facilities and service resources, but also a full range of their demand to eat, live, travel, travel, entertainment and so on. Therefore, the construction of wisdom exhibitions has to rely on the construction of wisdom cities and the degree of promotion as well as maturity of wisdom cities construction have a huge influence for wisdom exhibition’s realization.

3.2 Wisdom of exhibition venues
The exhibition venue is the direct carrier of the exhibition project operation. If the wisdom exhibition is "soul", the wisdom venue can be understood as "flesh", and the previously mentioned wisdom cities can be understood as the "skin" which assist breathing. Title without flesh, the soul can not be attached. The wisdom venue is not only to establish an operation and management system limited to internal use, but to construct an open information management system which internal and external can participate in. The task of this system is to participate in online communication and interaction of both sides in the process exhibition, to maximally offer exhibition customers convenience of visiting, negotiation and trade and to achieve customers’ satisfaction as well as surprise. Therefore, wisdom venues have to rely on computer network technology, Internet of things technology, modern communications technology, database technology and automatic control technology to build an integrated high-tech modern management information system. This system is based on the computer as well as network. It can not only meet the needs of personalized services based on change of exhibition customers in the process of exhibition in time, but also can realize the implementation electronic, automated, network-based tracking for the exhibition customers who participate in exhibition and data collection and analysis so as to better find and grasp industry trends as well as opportunities.
3.3 Wisdom of Exhibition Resources Trading
All walks of life have exhibition activities. The format of exhibition is very rich and exhibition industry chain is very long. It is a major challenge that how to meet such a different-form, various-standard huge market. The construction of the exhibition network based on Internet + has become an urgent task to be solved. This platform should echo the needs of the exhibition market resources as well as wisdom of transaction. Besides, it should rely on the Internet, mobile and Internet of Things technology and has the mission that to enhance the quality of exhibition market resources link, transaction, efficiency , to provide customers with one-stop full solution program. At the same time, the platform also need to have the function of marketing automation. It means that the exhibition resource trading platform needs to build a variety of marketing activities management solutions which used for online or line exhibition market resources to help exhibition resources build marketing process like assembly line[3]. Additionally, it, which based on quantity, improves incubation effect and conversion ratio of online transactions as well as resource links.

4 Breaking Through Bottleneck of Wisdom Exhibition
There are some bottlenecks in China's exhibition industry when it promotes the construction of intelligent exhibition, including the construction big data centers of wisdom exhibition, the development of mobile Internet application platform, promotion of the informatization construction, innovatively design applications in four areas.

4.1 establish big data center of wisdom exhibition
The construction of big data centers of wisdom exhibition has problems such as construction concepts, capital investment and so on. Big data centers have to start from the “marketization, specialization, internationalization, branding and standardization” of the exhibition industry and base on the big database to construct practical data collection mechanism. Besides, they have to comprehensively make use of advanced technology such as the Internet, cloud computing, big data and visualization in order to realize filtering, utilization and presentation of exhibition data. Big data centers have to start from the “marketization, specialization, internationalization, branding and standardization” of the exhibition industry and base on the big database to construct practical data collection mechanism. Besides, they have to comprehensively make use of advanced technology such as the Internet, cloud computing, big data and visualization in order to realize filtering, utilization and presentation of exhibition data.

4.2 Develop mobile Internet application platform
The development of mobile Internet application platform in China has some problems that is lack of market awareness, market tactics and high costs ; the overall industry is still in the exploratory period and the business model is not mature. Also, it has inadequate application. Exhibition application platforms can be integrated into a variety of business, life applications to achieve a certain high-technology integration and high-tech communication, to provide exhibition activities with diversified, multidirectional exhibition information, product navigation, social information of business and so on. It is a tool used by wisdom exhibition. Bottleneck breakthrough of mobile Internet application platform development should be committed to realize and perfect the exhibition application platforms shopping district friends circle, information collection, data distribution, pre-show support, exhibition navigation, media marketing, remote exhibition and other functions [7].

4.3 Promote the construction of informatization
Wisdom exhibition cannot success without venue information construction. Venue information, includes venues information resource library, basic facilities management system, exhibition arrangements system, sales systems etc. The degree of information service of a venue has become an important factor for group exhibitors to choose venues. Wisdom exhibition must has a smart exhibition
venue, to comprehensively realize free wireless network WIFI services, supporting the synchronization of information services, to efficiently and convenient docking and meet service demand.

4.4 Innovatively design application scenarios
The development of innovative design application scene ensures to embody the value of wisdom exhibition. With the wisdom exhibition, the exhibition price can be split into a single group meeting according to themes. In this way, participants can choose to participate in the most suitable meeting content for their own and pay for the fee. Dozens of potential participants initiate actions similar to collective bargaining, collectively negotiate the topic of the speech, the candidate speakers as well as the price they are willing to pay. After that, they can ask the organizers to invite the designated speaker. The organizers of the exhibition organized a low-price rush through the WeChat platform. Through the activity, the organizers collect valuable information of audience information data, and then they dig out valuable business information from these audience information.

5 Conclusion
Based on Cloud computing, internet of things, mobile Internet, 3D printing technology, big data applications, contemporary exhibition industry breaks through the limitation of time and space of traditional exhibition, looking for new demands and opportunities, greatly expanding the market space and profit space, closely integrating online and offline resources and realizing interactive online and offline activities. For improving the wisdom exhibition quality of service and operational level to a new height, we need to focus on the wisdom of internal environment and external environment. The wisdom of internal environment of wisdom exhibition includes basic exhibition technology platform of wisdom exhibition—the construction of mobile Internet, as well as the combination of wisdom information, wisdom exhibition environment and wisdom technology application. The wisdom of external environment including wisdom of exhibition city, exhibition place, exhibition resource deal etc and break through bottle-neck in construction of wisdom exhibition industry, which includes construction of big data center, development of Mobile Internet application platform, promotion of information construction, innovative design of application scenarios.

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