



## **Virtual Pop Expo Gives Exhibitors and Attendees an Innovative Way to Interact Via a Game-Changing Peer-to-Peer Marketplace**

*Fueled by Virtual Community and Commerce Platform Auxxit, Comic Book Convention Exhibitors Will Seamlessly Reach Pop Culture Fans During Virtual Pop Expo on May 9 & 10*

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**LOS ANGELES** (*April 21, 2020*) – Responding to the unprecedented shut-down of comic book and pop culture conventions worldwide, as well as the resulting negative financial impact on pop culture and associated small businesses communities , Virtual Pop Expo’s event producer Virtual Expos LLC, in partnership with Kaleidoko, Experience Level Entertainment, Legion M and Nerdbot are joining forces with community and commerce innovator Auxxit to deliver an innovative and seamless online marketplace that will be at the centerpiece of VPE’s global debut on May 9-10.

Providing an immersive, one-of-a-kind format for both attendees and exhibitors, Auxxit simulates what fans love most about being on an exhibitor floor. VPE and Auxxit are elevating the virtual Con experience by providing a mix of communication and e-commerce functionality and creating an experience that goes beyond what any in-person convention can provide: access to awesome pop culture and comic book merchandise from exhibitors *anywhere in the world*. In addition to exhibitor booths, VPE will be utilizing Auxxit for its nightly happy hours where attendees can communicate directly with one another to share their passions, and sponsors will coordinate timed merch drops and host auctions in real-time.

“When considering whether pulling Virtual Pop Expo together was worth the time and energy, we knew immediately we had the key to success with Auxxit as our commerce and community solution,” said Co-Founder and Director of Kaleidoko and Virtual Expos LLC, Jonathan Tavss. “Auxxit is already succeeding in melding passionate communities and commerce in a way that is truly connected and meaningful, and their platform is ripe for unleashing on a much larger passionate fanbase. We couldn’t be achieving our goals for VPE without Auxxit’s participation.”

“Auxxit is excited to play an important role in bringing together the fandom community for this innovative virtual event,” said CEO of Auxxit, Vincent Arena. “Our expertise building mobile technology that enables emotional connections between community members who want to discuss, buy and sell items related to their shared passions is a natural fit for VPE and the digital expo model.”

Besides providing an unparalleled opportunity for exhibitors and vendors to showcase their merchandise during an unpredictable time in the marketplace, VPE promises to be an integrated fan experience featuring exciting panels, Q&As and celebrity appearances, including “Maltin on Movies” podcast co-hosts Leonard and Jessie Maltin, as well as interactive gaming rooms, online happy hours, and a cosplay “ball.”

More details will be announced soon. To stay informed about Virtual Pop Expo, including panel and Q&A schedules, celebrity appearances, as well as fan experience and exhibitor details, please visit [VirtualPopExpo.com](https://VirtualPopExpo.com). Follow Virtual Pop Expo at [Facebook.com/virtualfanexpo](https://Facebook.com/virtualfanexpo) and Twitter/Instagram at [@virtualpopexpo](https://@virtualpopexpo).

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#### **ABOUT VIRTUAL POP EXPO**

Virtual Pop Expo 2020, produced by Virtual Expos LLC in partnership with Kaleidoko, Legion M, XLEVELENT and Nerdbot, was formed to provide relief for vendors and passionate communities faced with losing revenue, community and inspiration due to Covid-19 related cancellations of pop culture conventions. VPE brings together the strongest technology, media, and commerce environments - specifically tailored for the fan community - for an accessible, safe, inclusive and seamless experience that most closely emulates “being there.” The mix of virtual panels, truly connected social events, integrated merchandise discovery, gaming demonstrations and deep extension of community provides what fans are passionate about Cons in the first place. Virtual Pop Expo 2020 will be taking place on May 9<sup>th</sup> and 10<sup>th</sup> and more information can be found at [www.virtualpopexpo.com/](https://www.virtualpopexpo.com/)

### **ABOUT AUXXIT**

Auxxit is the first real-time chat application designed specifically for mobile community commerce. Our platform enables anyone to start a unique virtual community marketplace. Each community is centered on a real-time group chat room and is populated by members who share a common passion or interest. Auxxit's application embeds social networking, payment, and shipping tools to promote community engagement and facilitate easy peer-to-peer sales.

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