



What to Look For in a Fair Platform

Questions worth asking — of any vendor, including us.

- Does it work offline, even with poor cell coverage in large crowds?
- Does it require visitors to download a native app — or does it work instantly from a QR code?
- Does it collect visitor contact information or track them outside the grounds?
- Does it provide individual sponsor reports with measurable engagement, or just aggregate stats?
- Are reports available immediately after the event — or days and weeks later?
- Do vendors and sponsors submit their own information, or does your team enter everything?
- Can visitors plan their visit before they arrive, through your website?
- Is pricing all-inclusive, or are analytics, reports, and sponsor features paid add-ons?
- Can you use it for a single event, or are you locked into an annual subscription?
- Is the platform built specifically for fairs, or adapted from concert, festival, or venue technology?
- Is the company independently operated, or part of a larger group that could change direction?



Feature Landscape

How the options compare — across three categories of fair platform.

| CAPABILITY | YUBIGO | TEMPLATE APP PLATFORMS | FESTIVAL & EVENT PLATFORMS | MAP-ONLY PLATFORMS |
|---------------------------------------|----------------------|------------------------|----------------------------|--------------------|
| No app download required | ✓ PWA | ✗ Native app | Varies | ✓ PWA |
| Works offline / poor coverage | ✓ | Limited | Varies | ✗ |
| White-label (your brand, your domain) | ✓ Included | Add-on | ✓ | ✗ |
| Interactive map with wayfinding | ✓ | Basic | ✓ | ✓ Map only |
| Pre-visit trip planning | ✓ | ✗ | ✗ | ✗ |
| Live schedule | ✓ | ✓ | ✓ | ✗ |
| Vendor & sponsor self-service | ✓ | Limited | Varies | ✗ |
| Per-sponsor engagement reports | ✓ | ✗ | Add-on | ✗ |
| Narrative post-event reports | ✓ PDF + Presentation | ✗ | Basic | ✗ |
| Real-time event dashboard | ✓ | ✗ | ✓ | ✗ |
| Fairgoer feedback capture | ✓ In-app | ✗ | External | ✗ |
| Embeddable map for your website | ✓ | ✗ | Add-on | Limited |
| No hardware required | ✓ | ✓ | ✗ Beacons/kiosks | ✓ |
| Single-event pricing | ✓ | ✗ Annual only | ✗ | Varies |
| Built specifically for fairs | ✓ | Generic events | Festival-first | Generic maps |



A Platform That Works the Way Fairs Do

Pricing that respects how fairs work.

Single-event pricing for fairs that run once a year. Annual plans for venues with a full calendar. Everything is included — interactive map, live schedule, vendor search, real-time dashboard, narrative reports in PDF and presentation format, per-sponsor engagement reports, vendor and sponsor self-service, embeddable map, multi-language support, and unlimited updates. No feature tiers. No add-ons. No hardware costs. No onboarding fees. The price is the price.

Built for fairs. Here to stay.

Yubigo is independently operated and built specifically for the fair industry — not adapted from festival technology, not part of a larger entertainment conglomerate, and not pivoting to the next trend. Proud members of the International Association of Fairs and Expositions (IAFE) and the North Carolina Association of Agricultural Fairs (NCAOAF). The platform is shaped by the needs of fairs drawing 15,000 to over a million visitors.

yubigo.com

PLANT THE SEED

Share a few details about your fair and we'll be in touch. Getting started is simple and takes almost no effort on your end.

iafe®

