

My question: Currently, the Bitcoin Conference has become the largest event for cryptocurrency. However, the application of blockchain technology is the most important, and Bitcoin is just one of the applications of blockchain. Everyone has forgotten about blockchain technology and only remembers Bitcoin. How can we change this situation and let everyone turn their attention to the application of blockchain? We should hold a separate blockchain application conference (including exhibitions of various applications).

Nowadays, "Bitcoin" has become synonymous with blockchain, and has even been oversimplified as a "coin speculation tool".

The cognitive misalignment of "coin ȳ chain" has severely compressed the imagination space and industrial resources of blockchain applications.

To reverse this trend, education alone is not enough. We must create an industry with industrial strength, on-site demonstrations, and commercial implementation. "Chain Application Event". The following are specific planning suggestions:

[Strategic Positioning]: From "de-speculation of cryptocurrencies" to "chain application" revolution

Core objectives:

- From "technical belief" to "application implementation"
- Shift from "coin price focus" to "industry value creation"
- Establish social cognition that "chain application = underlying technology of future economy"

[Suggested format]: Blockchain Use-case Expo

Name suggestion:

- ChainCon
- Web3+ Expo (On-chain Application Expo)
- BCX: Blockchain for Commerce & X (Everything)

Suggested topic sections:

theme	illustrate	Exhibits/Activities
Fintech District	Decentralized Finance (DeFi), Payment and Settlement Applications	DeFi wallet, clearing platform, cross-chain bridge

Physical Industrial Zone	How can blockchain be applied in agriculture, manufacturing, supply chain traceability system, F2C platform, IoT chain	
Government and Governance	DAO, identity verification, bill on-chain, government transparency	DID identity system, electronic voting display
Creator Economy	NFT applications, content copyright, on-chain revenue sharing NFT mall, copyright tracking platform tower	
Education and charity	Education certificate, anti-counterfeiting, charity fund transparency chain certificate, charity public chain Demo	
Chain Merchant Zone (It is recommended that you lead the way)	Demonstrate how blockchain merchants can turn "consumption into investment", F2C and GC models	On-site trading experience, node demonstration simulation

Content format suggestions

- Application presentation stage: 15- minute DEMO + on-site QA for each project
- ChainCommerce Forum: Business model/fission design/supply chain reconstruction field
- Node on-site interactive area: participants can scan the code to experience becoming a node, obtaining tokens/profit sharing simulation
- DAO governance simulation competition: on-site voting to decide small fund allocations and experience the operation of an autonomous community
- University Innovation Challenge: Blockchain application prototype design, encouraging academic participation

Suggested slogan

- "Chain is more than just currency. Application is the beginning of the revolution."
 - "From investing in coins to building chains: let's take a look at the real Web3"
 - "Chain all industries, chain the future"
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•Promotion strategy•

1. Cooperate with local governments/industrial parks/universities to attract non-crypto communities (government, academia, traditional business)
2. Exclude "coin price-oriented" KOLs and activities, and highlight commercial value and social innovation
3. Set up a "Chain Merchant Demonstration Application" exhibition area, invite local merchants to settle in, and conduct on-site transactions + profit sharing simulation
4. Cooperate with Web2 enterprises to set up a "chain transformation zone": invite enterprises that want to transform the chain to raise pain points, and the chain application party will

Field Problem Solving

•Summary

In order to make everyone "remember blockchain", you need to make the "usage" of the chain concrete, on-site, and experiential.

This is not just a meeting, but a "rehearsal stage" for future business civilization.

The role that is suitable for us to play is not observer, but organizer and topic leader.

As follows:

- Complete conference proposal
- Curator's Manual for the Chain Business Exhibition Area
- Exhibition sponsor recruitment copy/PPT presentation

1. Proposal for Blockchain Application Expo

Chinese name: Blockchain Application Expo

English name: Blockchain Application Expo (BAE 2026)

1. Activity positioning and purpose

The Blockchain Application Expo (BAE) is committed to promoting blockchain technology to return to its commercial essence, get rid of the "cryptocurrency speculation" mentality, and guide the world to pay attention to the practical value of blockchain in the real industry, social governance, consumer behavior, etc.

The blockchain is more than just a currency. Application is the beginning of the revolution.

2. Key highlights

- The world's first professional exhibition focusing on the implementation of on-chain applications • Blockchain + full-view display of real industry applications • Multilingual forum + practical DEMO display + on-site node experience • Chain merchant zone full-view demonstration of the consumption revolution of "the more you spend, the richer you are"

3. Exhibition Structure

- Web3 Financial Technology Pavilion (DeFi / Stablecoin / Payment) • Public Governance Pavilion (DID / DAO / Education / Public Welfare) • Creator Economy Pavilion (NFT / Content / Community Management) • Chain Business Zone (On-chain Business / F2C Model / GC Token) • Education Innovation Pavilion (College Special Topics / Student Prototype Competition)

4. Event format, time and location

- Venue: Las Vegas Convention and Exhibition Center / Hong Kong International Expo Center (subject to negotiation) • Time: Q1, Q2, Q3 2026 • Format: Physical + online live broadcast, providing global multilingual forums

5. Expected results

- Established the "Global Chain Application Alliance" • Published the white paper "Chain Application Landing Report" • Recruited more than 300 cooperative enterprises / application examples to settle in

2. Chain Business Exhibition Area Curator's Manual

Exhibition theme: Chain business - a live experiment of the third business revolution

Display unit:

1. ¥F2C model diagram wall

- Show the value flow process of chain merchants from factories to users

2. [GC Token Circulation Simulation Area] •

On-site transaction interaction, consumption will get GC

feedback 3. [Node Experience

Station] • Simulation of node upgrade/profit sharing/inviter

calculation 4. [Chain Merchant Real Merchant

Display Area] • On-site cooperative stores demonstrate "on-chain consumption"

and profit sharing structure 5. [Chain

Merchant DAO Governance Sandbox] • On-site simulation of proposal + voting + profit sharing decision-making process

Planning suggestions:

- Each exhibit is equipped with a touch screen •

Visitors can scan the code to experience node binding and get GC airdrops •

Three small speeches per day (e.g. How blockchain merchants can reconstruct retail)

3. Sponsorship briefing copy framework (Chinese and English)

Slide 1: Cover

Blockchain Application Expo Sub-theme: Applications change the world, blockchain drives all industries

Slide 2: Why do we hold this exhibition?

After the cryptocurrency speculation subsides, the real value will emerge. BAE will be the first international exhibition to use "on-chain applications" as the protagonist.

Slide 3: Five Values of Exhibition (Value for Sponsors)

1. The first wave of exposure bonus in the industry (Early Mover Advantage)
2. Shaping the discourse power of chain applications (Thought Leadership)

3. Live technology demonstration and potential customer mining (Live Demo + Leads)
 4. Opportunities for dialogue with DAO/open source developers/governments (Public Dialogue)
 5. The Chain Merchant Zone can directly create transaction volume and GC node network (Real Revenue)
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Slide 4: Cooperation Methods

- Naming sponsor •
 - Exhibition hall naming/forum theme
 - cooperation • Chain business application
 - partner display • DAO governance sandbox experiment participation
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Slide 5: Contact Information

Organizer: **Blockchain Application Alliance** Contact : **XXX** Email: xxx@xxx.com WeChat / Line / Telegram: @XXX