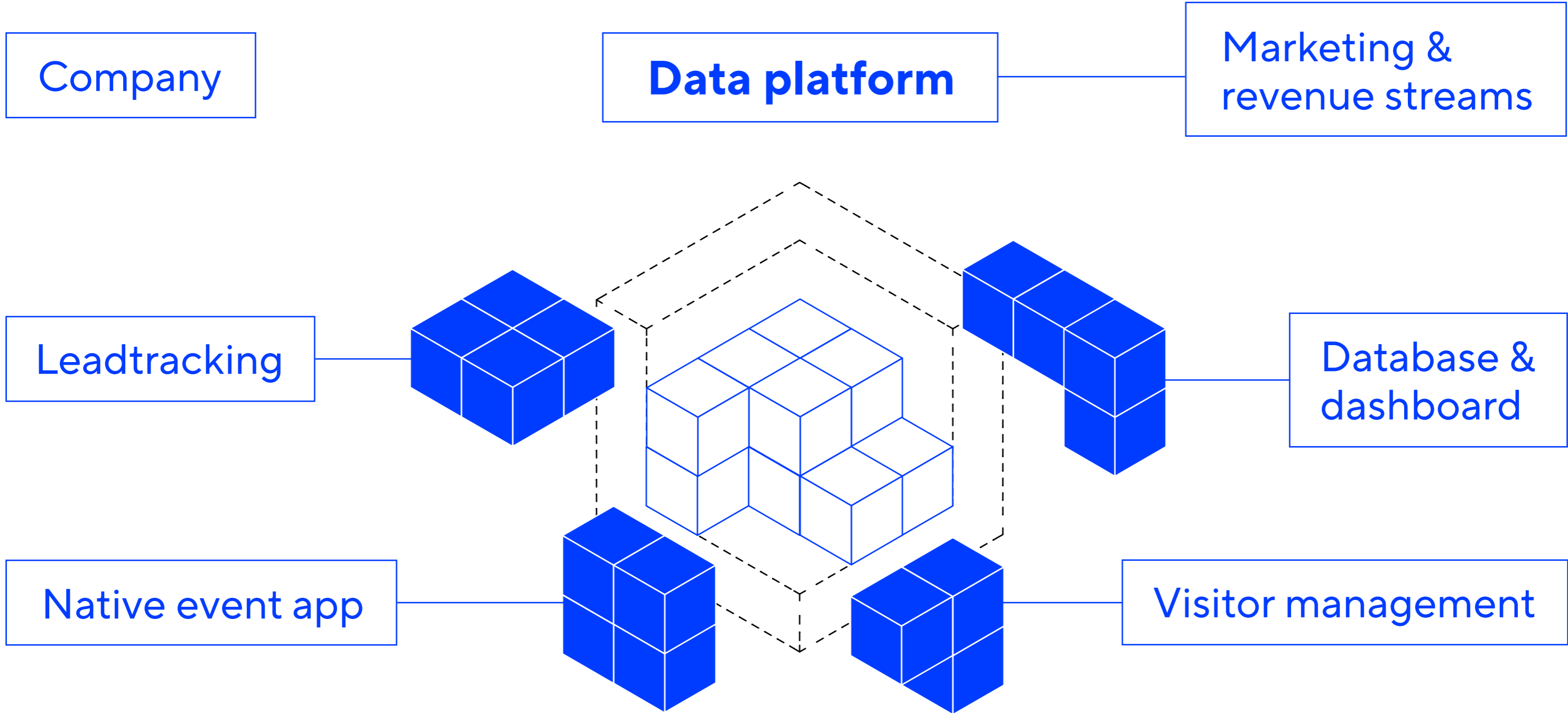
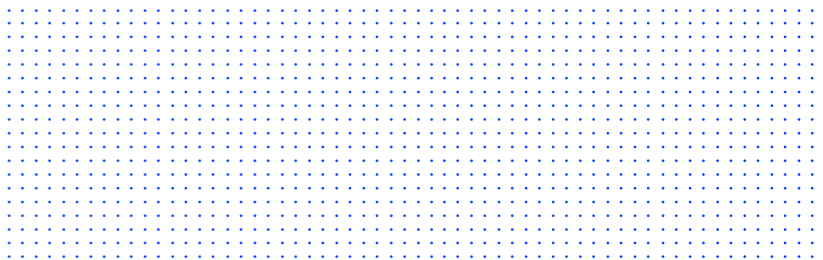


**smart.fair**

Software solutions  
by dimedix

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Data platform

# The common thread of potential customer relationships at trade shows – right from the start.

Trade shows bring people together. They are the ideal place to make valuable contacts, often resulting in long-term partnerships. Data is king.

In order to build and strengthen genuine customer relationships, individual measures are required, because the attention of each individual is fiercely contested. Digitization opens up fascinating new opportunities for this.

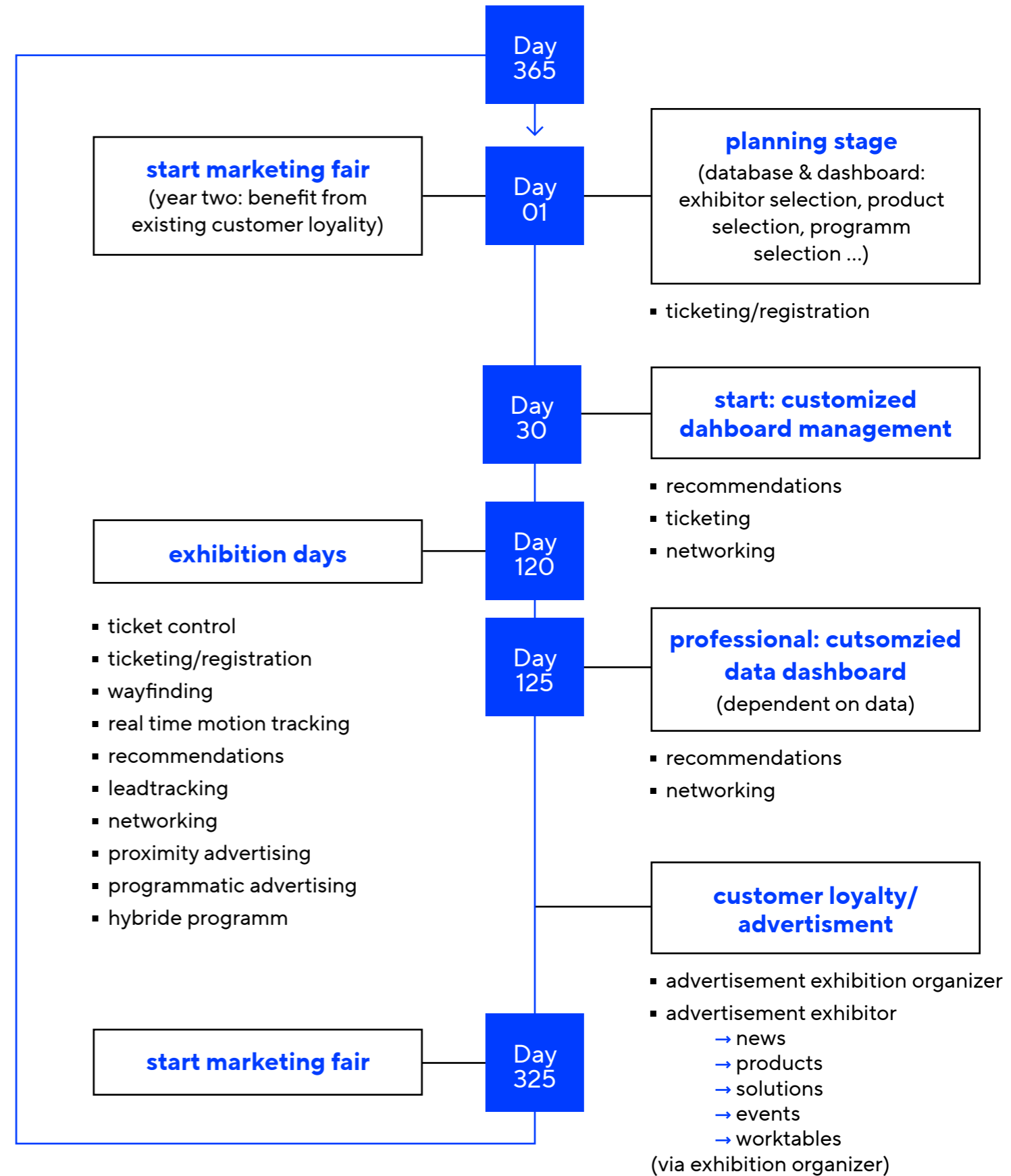
The Data Platform makes it possible to collect comprehensive information about trade show visitors, to gain a deep understanding of their interests, needs, and behavior – for example, preferences, selections, and interactions. The analyses of the collected data make the entire customer lifecycle traceable and can predict future behavior with astonishing precision. This results in more effective marketing campaigns and optimized sales strategies, as well as prof-

itable new business opportunities. Additionally, event organizers can take data-driven actions to improve visitor flow and optimize the customer experience.

The software applications are the complete solution for organizing events and at the same time enablers for digitally extending trade show experiences. At the touchpoints of the customer journey, the basic solution collects uniform data on individual visitor behavior.

The data sovereignty lies solely with the organizer.

## Data added value chain: Customer journey 356 days/year (Web+App)



Marketing & revenue streams

Using this data enables effective marketing campaigns and better sales strategies to build relevant, profitable customer relationships. Both exhibitors and visitors are offered personalized experiences that last beyond the end of the event.

These insights enable highly personalized marketing, maximum service orientation and, as a consequence, new business models and digital revenue streams.

**Reccomondation feeds:** Playout of rule-based or personalized recommendation feeds along the entire customer journey on web, app and digital signage display

**Programmatic advertising:** Booking of automated content (Programmatic) on web, app and digital signage display

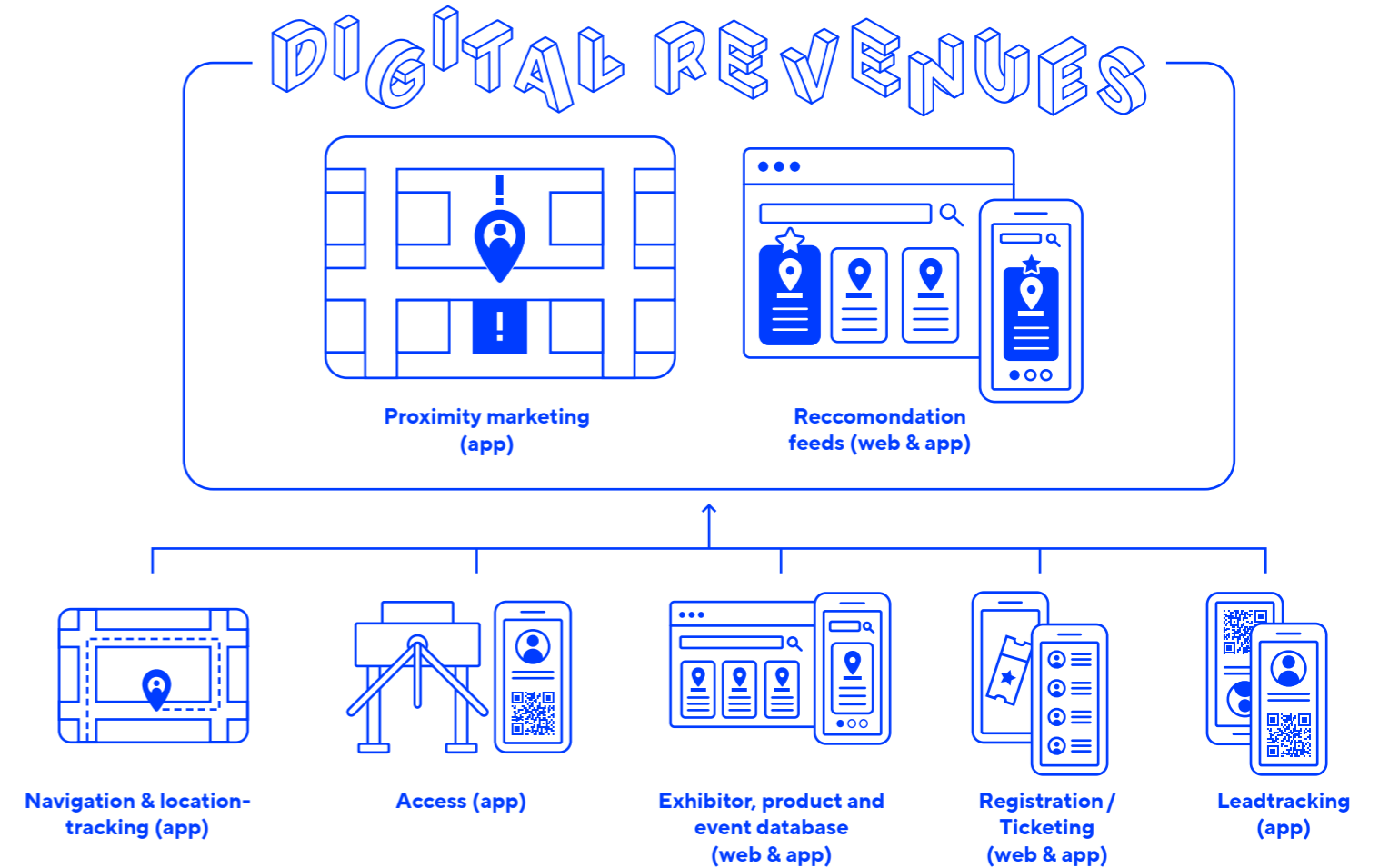
**Proximity advertising:** sending location-based push notifications in the app

**Advertorial:** Static and moving content placement in visitor dashboard on web and app

**Data analytics:** sharing individualized tracking analytics with exhibitors

**Data platform:** enabling trade shows to seize the opportunities of today. Creating valuable relationships – not just on one day, but in the future 365 days a year

Possible software system environment



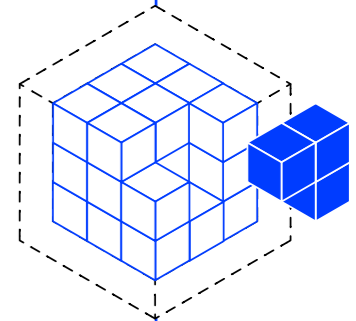
# Seamless coordination. Comprehensive visitor management for smooth events.

Efficiency in motion: The dimedix visitor management works like a perfectly tuned cogwheel, in which every detail interacts with each other and contributes to a smooth start of the trade fair.



## Software functions

- Mobile optimized approach
- multilingual, international character sets
- Whitelabel solution
- integrable on websites
- Ticket issue as Print@Home, mobile QR code, wallet
- Badge printing at access
- Integration of public transport ticket
- Voucher management for exhibitors and organizers
- Access rights management
- Plausibility checks
- Integration with existing ERP systems
- Interface to financial accounting
- Audit-proof accounting data



Visitor management at an event is the window of entry to the trade show. Visitors and exhibitors expect everything to run smoothly; it is an unspoken basic requirement. The requirements are high: registration and ticket purchase must be simple and user-friendly, on-site access must be fast and trouble-free, and all internal trade show processes must be manageable and controllable at all times despite high complexity.

Our visitor management (accompanies) trade show organizers exactly here. And at the same time collects high-quality data about visitors that can be used for marketing activities as well as for optimizing further events. Our visitor

management solution has been in use for decades and has always evolved with business processes and the expectations of visitors and exhibitors. The securely operating software and hardware framework provides thoughtful space for customized functions that support trade show organizers in organizing, running and analyzing their events.

### Complexity simplified: What lies behind a smooth Visitor management stands

An important first step before the event is a comprehensive registration of the visitors. Therefore, the UX design is based on simplicity, as this is a prerequisite for qualitative data in the further course of the customer journey.

All person-specific data is managed in the CRM, which is brought together from registration (including document upload), ticket stores, cash registers, admissions, and social logins. During the entire contact with visitors, visually prepared reports provide a comprehensive overview of current sales to admission figures and also specific visitor data at any time. All evaluations are available to trade show companies in real time so that they can carry out

targeted marketing measures from the first contact with the potential visitor and precisely measure their success.

At the site of the trade show, we ensure simple and efficient organization and implementation, whether as a service or for competent self-operation. This includes ticketing, registration, cash desk, help desk and access including badge printing. For the required hardware, we make

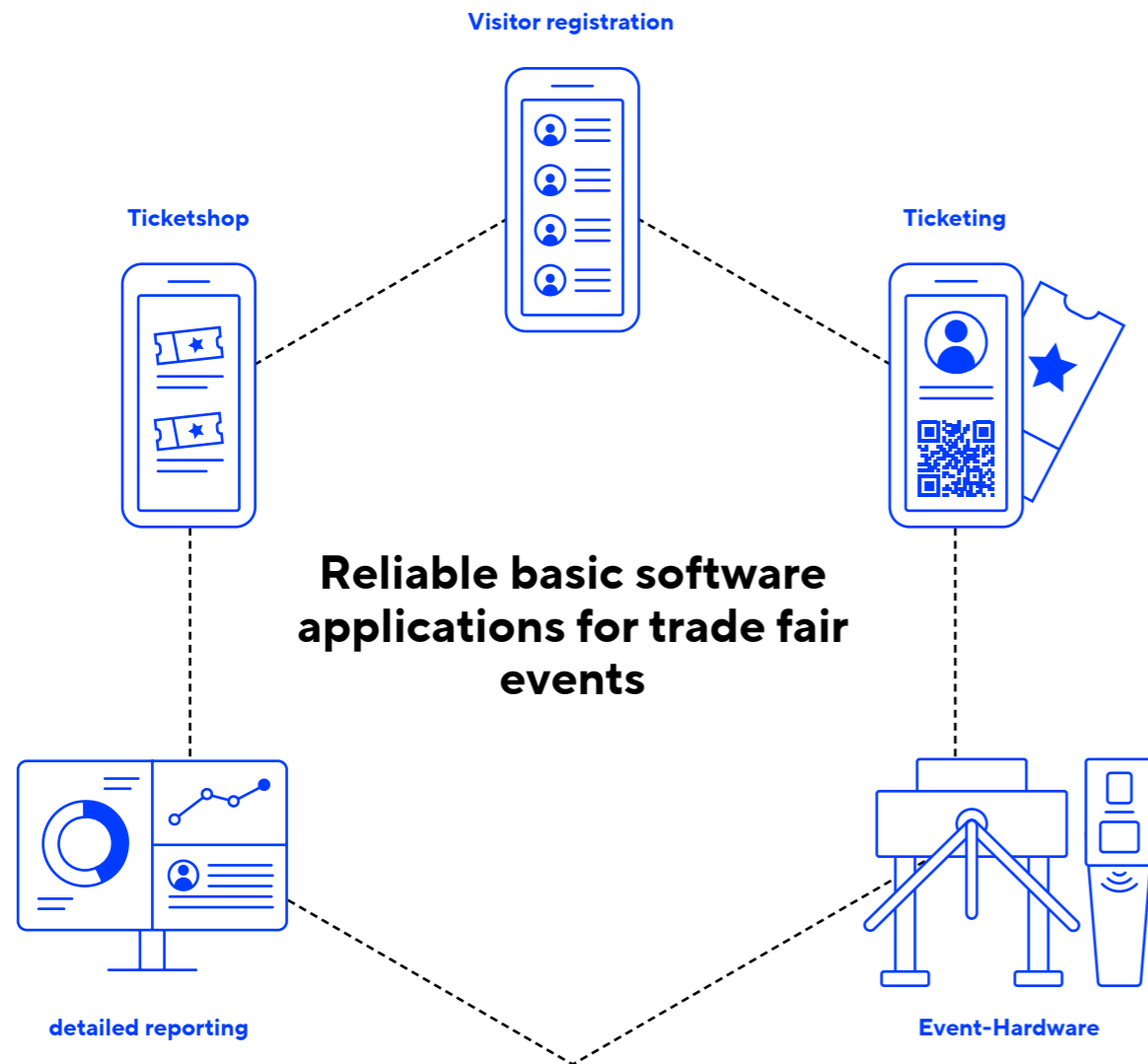
use of our own developments or coordinated project partners. This way of working also enables seamless integration into existing hardware and control of all devices using our software. Trade fair organizers can choose between various hardware options at any time: permanently installed tripod barriers, access control panels or hand-held scanners.

**Outstanding service and reliability**

We are an experienced and reliable partner for smooth visitor management at trade fair events. To achieve this, we rely on stable and flexible

systems. What we are additionally particularly proud of is our absolute reliability and service orientation.

On-site and at every other point in the customer journey, customers appreciate our outstanding hands-on mentality and flexibility. We don't leave customers to fend for themselves, and stand by them with our expertise and personal support when challenges big and small arise. Because our goal is to greet visitors as if they were our own.



**Services & Tools**

- Enterprise content management system (CMS)
- Customer relationship management (CRM)
- Registration (including SelfCheckIn)
- Configuration & content services
- Ticketing
- Checkout & helpdesk
- Customer service (order management, payment, cancellation)
- Email campaigns
- Payment processing
- Planning & personnel implementation on site
- Access and entry hardware (mobile and fixed entry devices)
- Real-time reporting, business intelligence

The package is available as a service or for competent self-operation.

# Digital lead tracking for customer acquisition. Fast, simple, efficient.

Customer acquisition and building new business relationships are essential goals of trade show participation. Companies invest significant resources to identify, target, and acquire potential customers at events. Digital lead tracking makes this important first step more efficient and effective than ever before.

Our sophisticated system supports sales and marketing in discovering revenue opportunities and responding individually to customer needs.

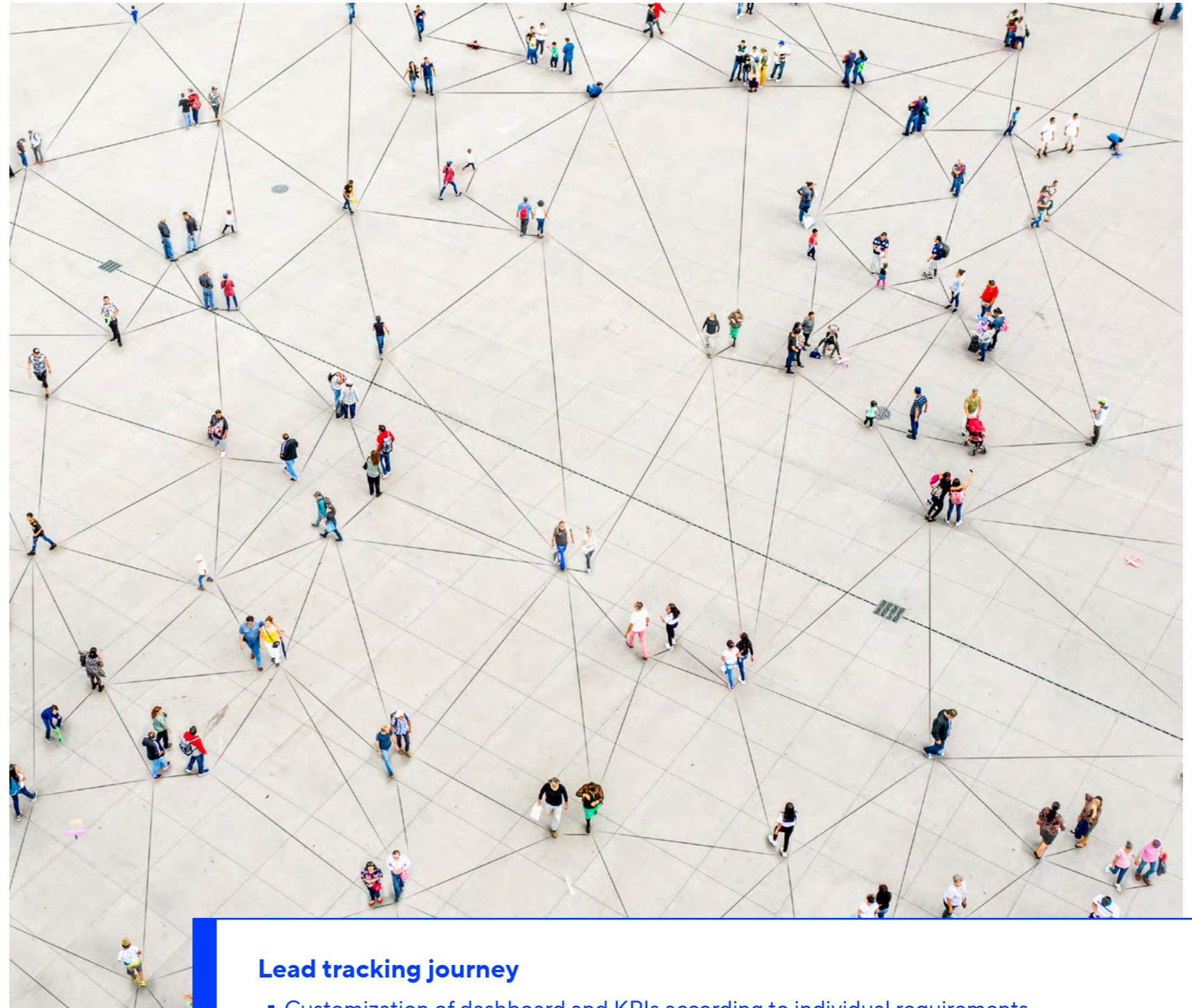
## Lead editing easier than ever

Trade show success is mainly measured by the quality and quantity of leads. Recording and tracking customer contacts is a central task of marketing and sales. Digital lead tracking makes this much easier and more efficient than conventional methods.

The benefits are manifold both during and long after the trade show event: For example, thanks to end-to-end digital ticketing, the basic data of the individual visitor is stored in the system. This is stored in a QR code on the visitor badge. By scanning, the contact information enters the

lead tracking database in real time and is conveniently transferred from there to any common CRM system, eliminating time-consuming manual work. Qualitative leads are effortlessly identified and made available to sales together with individually defined KPIs.

The relevant information can be used to derive important parameters for the visitor structure. In addition to the defined leads, relevant information for process optimization is recorded in the system, such as visit times, distribution on the stand, personalized sales successes and more. All facts can be clearly read in a reporting.



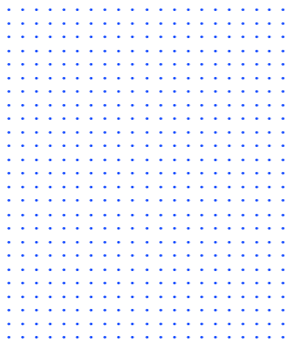
## Lead tracking journey

- Customization of dashboard and KPIs according to individual requirements
- Easy personalization and assignment of licenses and devices
- customized onboarding through webinars or mailings
- Upload sales documents for automatic sending to selected leads
- Adding new leads via direct attachment or scan of the lead badge
- Extensive filtering and sorting options to quickly identify relevant leads
- Download of leads or transfer to company's own CRM for further use
- Transfer of individual reports for process optimization

### Scanning hardware service

- Rental of Internet-enabled smartphones with QR scanner
- Hand scanner rental
- Rental of ScanPoints for the exchange of digital sales documents

optional incl. pre-installation of software and on-site support



Leadtracking can be used as a standalone solution or integrated into other applications. A modular extension is possible, for example with scanpoints, in order to already transfer digital information to the prospect at this point of contact in exchange for contact transfer.

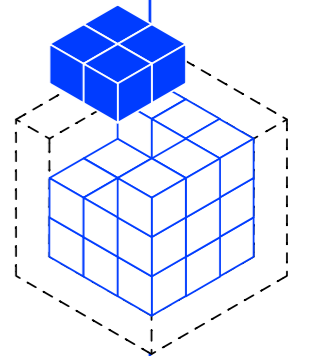
### Save time and personnel costs. Ensure sales success.

We handle the distribution of the application to exhibitors and their onboarding. Without risk and further commitment, organizers generate

profits by offering exhibitors a helpful tool that provides them with valuable data about exhibitors and customers. This reporting facilitates acquisition and helps to optimize offered services.

### Backend service

- fast, independent set-up
- individual corporate design
- customizable license and rights management
- user-friendly operation and fast readiness for use of the app
- simple capture of contact data by scanning the QR code
- uniform management of exhibitor leads on the web
- data transfer to common CRM systems via interface
- overview, capture and processing of leads in real time
- statistical processing of data





# A digital database that turns trade fairs into a forum and brings people together

The database plays a central role in the success of an event, because the attractiveness of a trade show is based primarily on its content. Experience shows that the number of tickets sold increases as soon as exhibitor profiles are available online. It is therefore important that participating companies and their products and services are easy to find in a fully comprehensive exhibitor profile. A particular challenge is that trade fair organizers have to set up a new website for each event that adheres to prede-

defined designs and offers uniform services. Dimedis provides helpful resources for this.

## A digital trade fair database that serves its purpose

The database & dashboard module from dimedis offers trade fair visitors a particularly convenient user experience and all the important functions of a digital trade fair catalog. The visibility of all exhibitors and their products is a basic requirement. Since events today also include a large number of lectures, workshops and events, visitors want to plan their time at the trade fair sensibly. The dimedis database offers intuitive and fast search and event-specific sorting functions. Visitors can mark exhibitors, products, people and dates in their personal and secure trade show diary. This trains the AI to display relevant and personalized content.

## dimedis services make digital catalogs the key to success

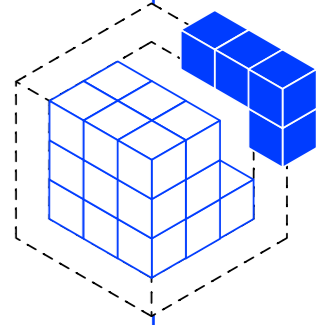
In order for visitors to take advantage of all these benefits, exhibitor profiles must provide all relevant information such as company identity, areas of expertise and offers. To support them in this, dimedis offers a variety of concepts ranging from exhibitor tutorials and APIs for integrating product and brand information from

### Core services

- Database & search engine for exhibitors, products, events, people ...
- Hall plan / route guidance
- Targeted free search or search in attributes
- Playout of AI-supported recommendations
- personalized trade fair diary with appointment scheduling
- Analysis results such as fill level indicator, visitor numbers, KPIs, matches
- Portals for stand builders and info service personnel

### An excerpt of the technical specifications:

- Use on different end devices: Web, mobile, app, stele
- individual, flexible design that fits into themed worlds
- Integration of the DeepL API for translation into 11 languages
- Connection to exhibitors' ordering software via various trade fair publishers
- Integration into personal CMS/editorial system
- Provide an API family and custom APIs for your own systems
- Support for Vimeo upload, zoom, and other APIs



other platforms to AI support for automatic filling and categorization, incl. automated approval function at the exhibitor. A dynamic fill level indicator shows the progress and up-to-dateness of the profile.

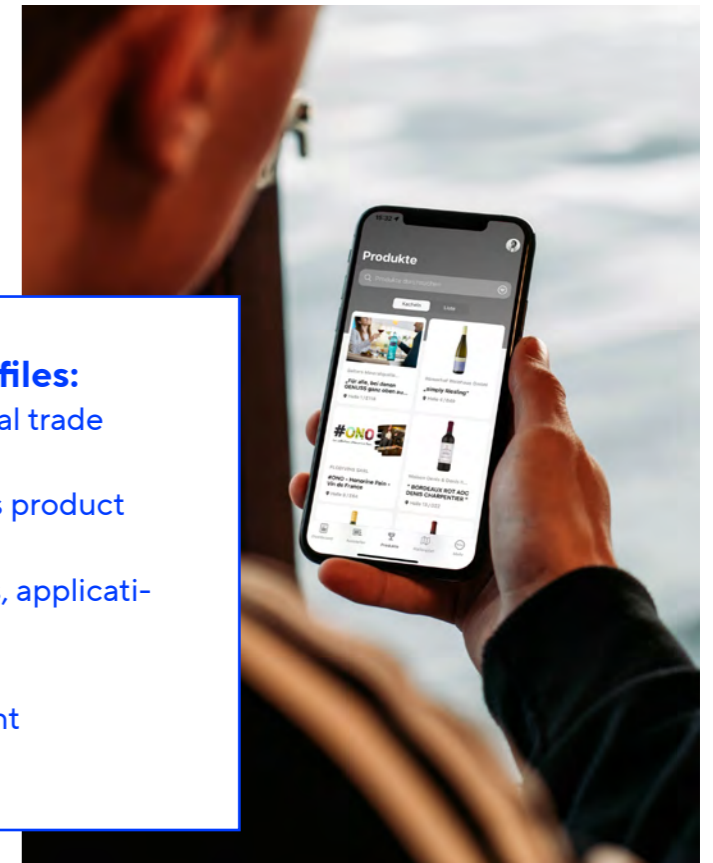
The innovative database from dimedis is much more than just a digital exhibitor catalog. Rather, it is a search engine and data portal whose modules enable exhibitors and visitors to prepare optimally for trade fairs and to be brought together proactively. By analyzing search and visit behavior, the system continuously learns and delivers personalized recommendations.

Trade show organizers gain valuable insights and visual evaluations of contact points with exhibitors and products to optimize future events.

With our solution, trade show organizers present an outstanding digital catalog and make their event a success.

### Concepts for filling out exhibitor profiles:

- AI-powered multitool to create the optimal trade show presence and digital stand
- AI-supported profile generation as well as product descriptions, daily news and events
- API to trade show and publishing systems, applications for product and brand information
- Onboarding for exhibitor self-entry
- Automatic data transfer from the last event



| Native event app

# Trade show success with a single app. Before, during, and after the event.

Intuitive operation, close communication and new opportunities for monetization. Everything under one roof. Can also be used offline.



The event app digitizes all aspects of a trade show – organization, interaction between exhibitors and visitors, trade show follow-up and more. Using state-of-the-art technology, it provides a wide range of helpful apps in which everyone can find their way around effortlessly.

## Trade fairs become experiences. Convenient and with real added value.

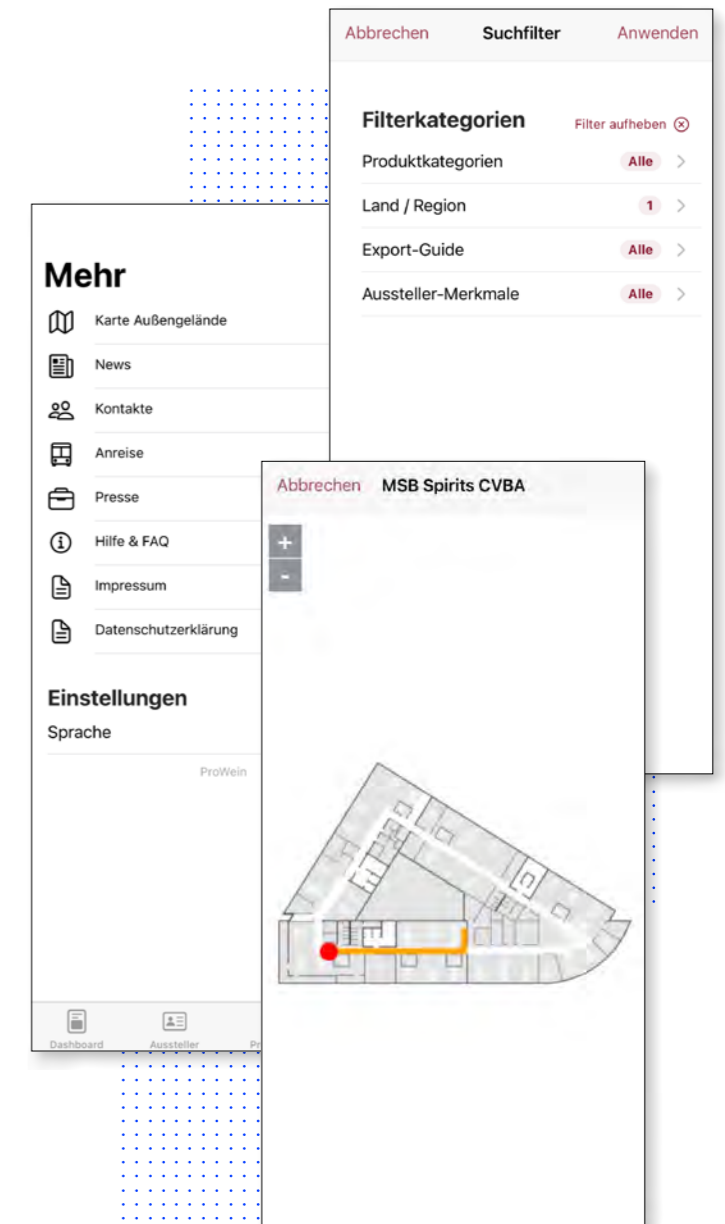
Users can centrally access all functions that are important in the overall context of the trade show: For example, navigation, content and information of exhibitors, products, events and exchange with the network. This makes the trade show visit more personal and engaging.

The native app is developed hybrid for iOS and Android to provide users with the best technological added value. It meets high user experience standards and enables the use of all functions, including access to specific device features such as camera and GPS. With seamless integration of QR code scanning, interactive maps and real-time updates, visiting the show becomes enjoyable and informative.

## Sustainable customer loyalty, real insights, new revenue opportunities.

Every activity in the app is recorded and analyzed. This data can be used to gain deeper knowledge about the target group and, above all, about the individual user. Customized notifications and offers are sent directly to visitors' smartphones. In this way, a satisfied and successful customer relationship can be established – not only on the day of the trade fair, but also in the long term.

Organizers have access to valuable applications for smooth trade show organization: ticket store, exhibitor, product and event database, lead tracking, networking and many other services – all centrally in one place. In combination with various modules, this creates enormous added value, which continues to grow through the integration of further applications. Not only for individual events, but across trade fairs.



### Technical specifications

- native app
- usable offline
- hybrid developed, focused on iOS and Android

### New digital sales

- Ads
- Keywords
- Search result ads
- Recommendations
- Points of Interests (PoI)
- Push notifications

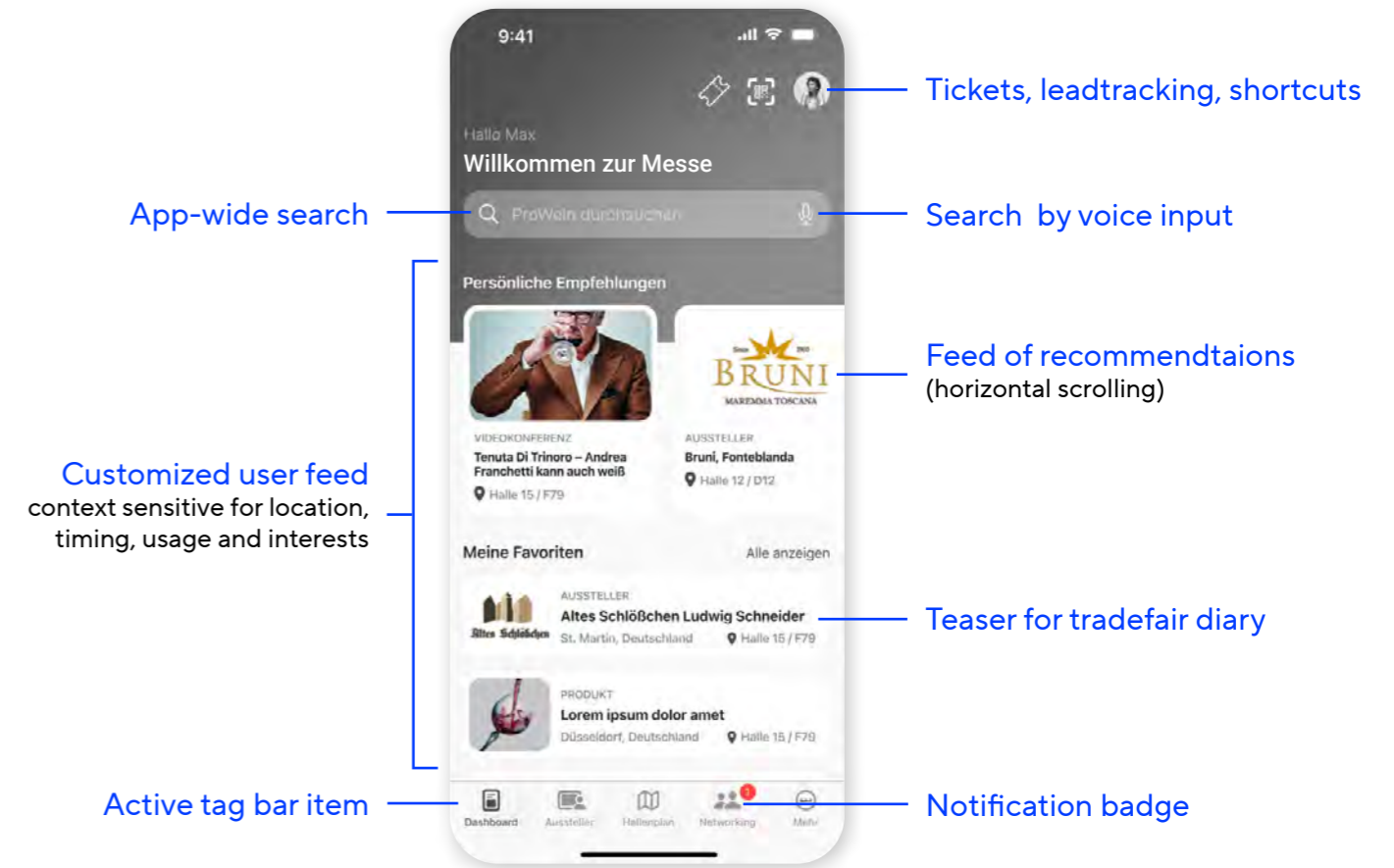
Particularly noteworthy are the diverse monetization options and new revenue streams. The integration of advertising – also directly at the point of interest – such as banner positions, purchased recommendations, and suggested search terms generates additional revenue. Prominently placed “content ads” in the app also make communication individual and appealing.

be directly integrated and discovered and used by users. By providing an app, organizers offer valuable services to users and strengthen their market position.

The event app digitizes all aspects of planning a trade show visit, interaction between exhibitors and visitors, and trade show follow-up. Using state-of-the-art technology, it provides a wide range of helpful apps under whose umbrella everyone can find their way around effortlessly.

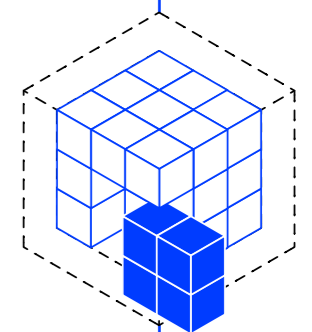
Now is the right time for trade fair companies to invest in an app and thereby secure their digital edge. The app market is very innovative, and many news apps are being developed that can

### Dashboard: functional description



### Maximum added value under one roof Services at a glance:

- |   |                     |
|---|---------------------|
| ▪ Ticketing                             | ▪ Indoor navigation |
| ▪ Exhibitor, product and event database | ▪ Web sessions      |
| ▪ Leadtracking                          | ▪ Chat              |
| ▪ Networking                            | ▪ News              |
| ▪ Trade fair diary                      | ▪ Visitor services  |
| ▪ Hall plan                             | ▪ Real-time updates |



# Shaping the future of the trade fair business together

Decades of experience in the trade fair business. At the same time, always at the cutting edge of digital transformation. Customers benefit from our reliable standard applications as well as innovative technologies that ensure a digital edge.



Since 1996, dimedis has been developing software solutions for trade fair companies. During this time, we have acquired extensive know-how in trade fair processes. Our expertise therefore lies in understanding the specific tasks of the market in detail and developing customized solutions. Through our active membership in trade fair and digital transformation associations, we always stay up to date and are continuously involved in research and trend studies.

We attach particular importance to a holistic view of the market from the perspective of the trade fair company and organizer, exhibitors and visitors. With our development team, both local and international, we are available to our customers at any time. A lively exchange with leading technology companies enables us to select project- and product-strengthening cooperations that fit perfectly. This enables us to deliver well thought-out, fast and stable results.

## Skills

### Languages & Frameworks:

Java, JavaScript, TypeScript, HTML, CSS, Vue.js

### Tools in the tech stack:

Node.js, MySQL, MongoDB, Redis, Solr, Elasticsearch, Kafka (event streaming), Kong API Gateway

### Hybride apps: Ionic/Capacitor

### Virtualization and containerization:

Docker/Kubernetes

### Development usin:

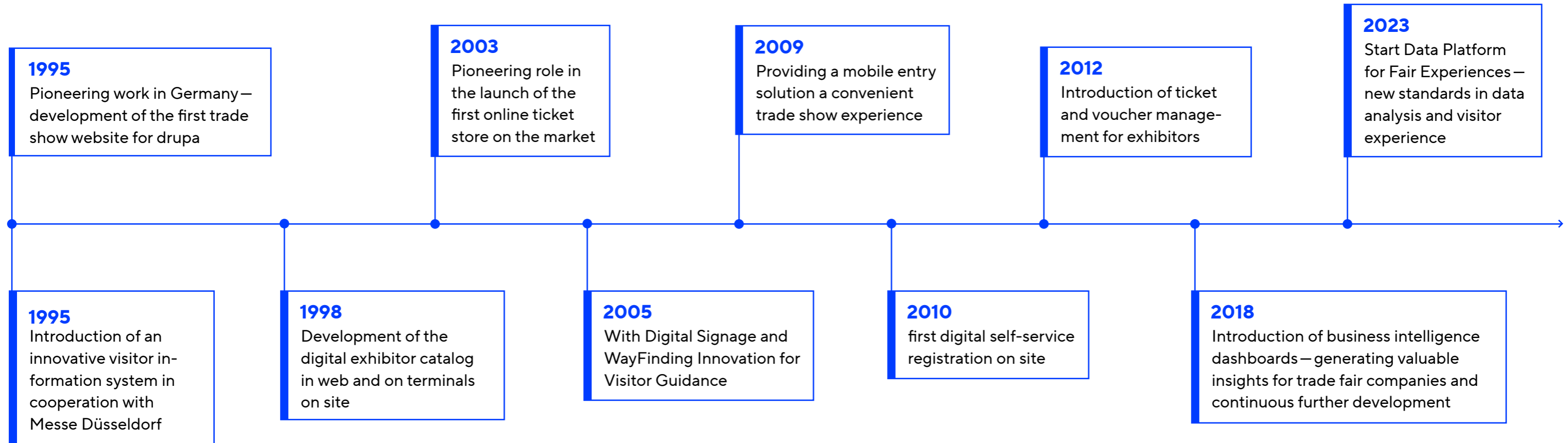
Git Pipelines, Nexus, SonarQube, etc.



## Our understanding of trade show market development: data as fuel for success

- Long-term retention of visitors and exhibitors
- Monetization and extension of the value chain to up to 365 days a year
- Targeted use of the marketing budget
- Process optimization based on detailed analyses

The dimedis timeline



**active research 2023**

**Trade fair workshop FUJITUS & dimedis: Ready for the future?**

What do software solutions look like that sustainably benefit everyone involved in an event – perhaps even 365 days a year?

Together with leading experts and pioneers of digitization, we are working on innovative business cases to answer this question.

Here is the chance to have your finger on the pulse and help shape the future of trade shows: **Workshop 1:** February 2023 in Munich, **Workshop 2:** May 2023 in Frankfurt a.M., Quarter 4 2023 probably in Cologne.

 [secure space here free of charge](#)



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