

Messe Düsseldorf: Digital Innovations for an Efficient Trade Show Experience That's Fit for the Future

Smart tools streamline trade show preparations, facilitate targeted networking and enhance on-site orientation

Messe Düsseldorf is stepping up its use of digital technologies to continuously improve the trade show experience. One illustrative example is the new Fair Match digital tool, which makes it easier for exhibitors and attendees to network and identify relevant business contacts. Used for the first time at the upcoming ProWein in Düsseldorf, it's complemented by the innovative 3D hall and site map, a one-of-a-kind tool in the trade show landscape that sets new standards in digital trade show planning. These developments mark yet another milestone in the digital transformation that Messe Düsseldorf is driving forward with numerous applications aimed at actively shaping the future of the exhibition business.

Düsseldorf, March 4, 2025. Digital transformation plays a central role across all industries – including the trade show sector. New concepts make it easier to connect exhibitors and attendees in a targeted way, streamlining their trade show planning and participation. As a result, the trade show experience becomes more efficient, more interactive and more convenient, which creates significant added value.

To achieve these objectives, Messe Düsseldorf deploys smart technologies along the entire customer journey – from pre-show planning to the actual event to post-show follow-up. "Using a digital ecosystem of innovative tools, we're setting new benchmarks for a modern trade show experience while strengthening our position as an innovation platform for industries worldwide," explains Dr. Christian Plenge, Executive Director Digital Strategy & Communication. AI-supported services, intuitive platforms and intelligent networking tools facilitate meaningful business contacts and ensure an efficient trade show experience. Attendees, meanwhile, also benefit because their trade show preparations become more personalized and flexible.

Smart Networking With Fair Match, MEDICA Buddy & Co.

Messe Düsseldorf's latest digital innovation is the Fair Match matchmaking tool, which will be used for the first time at ProWein from March 16 to 18. Registered attendees can create an individual user profile on the ProWein website in advance, that includes information about their interests, professional position and area of activity. Based on this information, Fair Match helps users find relevant business contacts. What's more, the tool is also integrated into the ProWein app and thus optimizes trade show planning.

Messe Düsseldorf already introduced its AI-based chatbot MEDICA Buddy in 2024, at the world-renowned medical trade show MEDICA. The chatbot supports attendees in a variety of languages by answering questions about ticketing, exhibitors, travel and other relevant topics. With this tool, the company is demonstrating AI's potential for trade show applications and its utility in efficiently managing the flood of information.

Innovative 3D Tools Enable Precise Trade Show Planning

In addition to tools for attendees, Messe Düsseldorf also offers innovative solutions for exhibitors. Based on a detailed 3D hall and site plan, the 3D Advertising Configurator renders the entire Exhibition Center in a realistic and interactive 3D environment. It allows companies to choose and customize specific advertising spaces and simulate their impact in real time. Moreover, the system makes it possible to precisely display utility ducts, suspension points and lighting options, significantly simplifying the trade show planning process. With this unique 3D hall and site plan, Messe Düsseldorf is taking digital trade show planning to a new level, delivering unprecedented granularity and convenience when it comes to getting ready for the show. A related tool, the 3D Stand Construction Configurator, lets exhibitors plan and customize their expo booths for maximum flexibility.

Seamless Integration Into the Messe Düsseldorf App

Digital solutions like Fair Match are fully integrated into the latest version of the Messe Düsseldorf app, which since its launch in late 2024 provides for an even more intuitive experience. Along with digital ticketing options, an optimized user interface and new navigation features, the app contains extensive exhibitor and product information. Plus, it offers personalized recommendations and an improved search function to make attendees' trade show experience even more efficient.

Messe Düsseldorf plans to continuously develop its digital technologies and expand existing offerings to other events. Dr. Christian Plenge sums up the bottom line: "By making targeted investments in digital infrastructure and innovative technologies, we're ensuring that our trade shows remain relevant and attractive for our customers well into the future – as physical marketplaces with intelligent digital enhancements."

The Messe Düsseldorf Group

Messe Düsseldorf is among the most successful trade show organizers worldwide. It hosts around 40 trade shows, including 20 leading international ones, at its 613,000-m² exhibition center in Düsseldorf, Germany. Across 18 halls, international market leaders and top decision-makers of various sectors get together every year in order to present and discover innovations, to exchange ideas and to network. Messe Düsseldorf's sectors of expertise include: "Machinery, Plants and Equipment," including metallurgy and foundry technology (inter alia drupa, K,

interpack, glasstec, wire and Tube); "Retail, Trades and Services" (EuroShop, EuroCIS, ProWein); "Health and Medical Technology" (MEDICA, COMPAMED, REHACARE, A+A); "Lifestyle and Beauty" (BEAUTY, TOP HAIR); "Leisure" (boot, CARAVAN SALON); and "Mobility" (XPONENTIAL, Flotte!). Completing this lineup are numerous conventions, corporate events, conferences and meetings by subsidiary Düsseldorf Congress. Abroad, Messe Düsseldorf organizes more than 70 events. The corporate group's global network encompasses 77 foreign representatives for 142 countries – including seven international subsidiaries.

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