

## **Efficient Trade Fair Visit Organisation: Exhibitors and Visitors benefit from Messe Düsseldorf's Matchmaking Tool**



**Messe Düsseldorf exhibitors and visitors of MEDICA and COMPAMED 2019 benefit of MEDICA COMPAMED Matchmaking for the second time running. By this tool exhibitor representatives and visitors can be brought together already before the trade fair kicks off. The value added gained from this is going down very well: demand is already now greater than last year.**

Thanks to the Matchmaking Tool exhibitor representatives and visitors at Messe Düsseldorf can make contact with each other already before the trade fair even starts. Since the tool's launch at ProWein 2018 it has seen constant further development. In addition to the meeting point in front of the Welcome Lounge, compared with the previous year there will be another two meeting points at MEDICA and COMPAMED 2019 in the exhibition halls as well as explanatory videos for exhibitor representatives and visitors on how to use the matchmaking system. The platform has followed on from last year's success and already now boasts many more users than the previous year: exhibitor representatives and visitors have arranged over 700 appointments at the trade fair – meetings in addition to the regular activities at the fair brought about solely thanks to the matchmaking tool. Successful matchmaking is achieved in four simple steps: registration and posting your interests, perusal of matching suggestions, marking of interesting contact recommendations and finally arrangement of appointments with suitable partners. The Matchmaking Tool offers a digital service that allows exhibitor representatives and visitors to organise their trade fair visit even more efficiently.

### **Four Easy Steps to Success**

After registering online for matchmaking visitors first select their area of interest. On the basis of their selected preferences initial contact suggestions are then made. Exhibitor representatives are automatically assigned the code for their focal area from the online registration process and they are then matched with the interests of visitors. To support the matchmaking process each user can add a photo and description to their profile and also refine and expand info on their interests. Back at the 'Network' tab using the profile settings the updated contacts are then suggested. When looking for a specific contact,

users can search by name or use the filters provided. These can be used for both exhibitor representatives or visitors. The search function can also be used to check for specific criteria such as area of responsibility or country of origin. If users are interested in particular exhibitor representatives or visitors, matchmaking can be started at the click of a button. Only in the event of mutual interest are contacts hooked up with each other, where they have the opportunity to chat. It is also possible to send an on-spec appointment suggestion to another user without a match needing to be made beforehand – here a time and place is proposed which then has to be confirmed by the recipient. Upcoming appointments are listed in the tab labelled ‘Appointments’ (‘Termine’). Every exhibitor wishing to use the matchmaking tool must register to do so and/or invite colleagues to also join. Which also means several people can represent an exhibitor.

This allows exhibitor representatives and visitors to simply and conveniently arrange appointments ahead of the trade fair – real value added. “We do everything we can to give our customers an as efficient as possible trade fair experience”, explains Dr. Christian Plenge, Head of ‘Digital Strategy and Communication’ at Messe Düsseldorf. “And digital tools like our matchmaking feature are great for this. Systems of this kind get a positive reception even though we have been using them in our private lives already for a long time now.”

The Matchmaking Tool is available online via both a desktop App and one for tablet und smartphone (iOS and Android). In addition to MEDICA and COMPAMED the tool has already been successfully used at ProWein, glasstec, ENERGY STORAGE, GIFA, METEC, THERMPROCESS & NEWCAST (The Bright World of Metals) and at K. For 2020 the Matchmaking Tool is also planned for use at EuroShop, interpack and at drupa.

Characters: 4,283 characters (incl. spaces)

#### **The Messe Düsseldorf Group:**

With revenue of EUR 294m in 2018, the Messe Düsseldorf Group has maintained its position as one of Germany's most successful trade fair companies. 26,800 exhibitors presented their products to 1.14m trade visitors at events in Düsseldorf last year. Compared with previous events, this was an increase in the numbers of both exhibitors and visitors. Düsseldorf Exhibition Centre hosts around 50 trade fairs in five sectors of expertise: machinery, plants and equipment; the retail trade, trades and services; medicine and healthcare; lifestyle and beauty; and leisure. The trade fairs include 23 proprietary, number-one trade fairs, as well as, currently, 15 robust partner and guest events. Also, its subsidiary Düsseldorf Congress holds around 2,200 conventions, corporate events, conferences and meetings, attracting around 1.6 million delegates in all. In addition, the Messe Düsseldorf Group organises 70 proprietary events, joint events and contracted events in other countries and is one of the leading export platforms in the world. Moreover, Messe Düsseldorf GmbH is the world's number one with the internationalism of its capital goods trade fairs. In 2018, Messe Düsseldorf's proprietary events in machinery, plants and equipment attracted approx. 77% international exhibitors and 70% trade visitors from other countries. In all, Düsseldorf trade fairs were attended

by customers from about 180 countries. The group runs a global network of sales offices in 141 countries (with 77 international offices), subsidiaries in 7 countries as well as several additional international affiliates.

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Düsseldorf, 14/11/2019

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