

New exhibitor profile gives companies an even better digital appearance

Extended digital services add value for customers

Companies and their products are easier to locate at trade fair portals

Even easier trade fair preparation for visitors

Düsseldorf, 01 August 2022. Before CARAVAN SALON rings in the trade fair autumn 2022 in late August, Messe Düsseldorf will be launching an optimised digital service with its new exhibitor profile. The exhibitor profile is the cornerstone of the digital trade fair appearance of exhibiting companies and, hence, a key adjustment allowing them to be found by (potential) customers – digitally and at the exhibition centre. Companies here benefit from the high digital reach of Messe Düsseldorf’s trade fair portals. The re-launch of the exhibitor profiles was rolled out across all of its online portals in mid-July.

“Companies have to pitch themselves and their products not only in the exhibition halls but also online in the best possible way. The new exhibitor profile makes this possible,” explains Wolfram N. Diener, President & CEO of Messe Düsseldorf. “We increasingly think in terms of platforms that we can offer our customers in both physical and digital formats. Our online portals host our trade fairs 365 days a year. They are the first port of call for their respective industries. With a view to offering our customers the biggest benefit possible we maintain regular exchange with them and constantly develop our digital services like online portals.”

New here is the modern and consistent design of the exhibitor profile, which was also further optimised for use on mobile devices. Database visitors can filter ranges according to personal interests facilitating searches for firms, their products and events. Furthermore, contacting companies has been made easier and personal lists of favourites can be drawn up at the touch of a button – which also makes it a great deal easier for visitors to prepare their trade fair attendance.

“Exhibiting companies have the possibility to present their portfolio attractively and coherently,” says Dr. Christian Plenge, Executive Director Digital Strategy & Communication, describing the new optimised service. “Be it company or contact details, news or product videos – the better updated the profile the easier companies and products can be found and the higher they are ranked – like with a search engine. Thanks to the reach of our trade fair portals customers obtain maximum visibility for their products and their trade fair participation. Nowhere else in the digital world can you reach your clientele more targetedly.”

The high reach of the trade fair brands and their online portals is a USP of Messe Düsseldorf: it combines a solid database with high sectoral expertise and broad-based networks. Exhibiting companies not only benefit from this high visibility. They can also use the reach of the trade fair portals for other marketing activities thereby generating further leads.

The introduction of these new presentation options as well as granting exhibiting firms access to the trade fairs’ high-reach expert communities for their digital marketing are

two of the many new digital services that Messe Düsseldorf has constantly expanded over the past few years. These include amongst others the interactive Hall Map (2016), the Digital Visitor Information System (D:VIS) with interactive steles at the exhibition centre (2017), the Matchmaking Tool (2018), the re-launch of the trade fair Apps (2019), digital exhibitor passes (2020) as well as digital exhibitor parking vouchers (2021). After 2020 saw the first digital events being organised as an alternative to face-to-face events during the pandemic period, all trade fairs have been held in hybrid format since 2021 – with live streams, on-demand content, web sessions, exhibitor videos and matchmaking, to name but a few features.

The Messe Düsseldorf Group

Messe Düsseldorf is among the most successful trade fair companies worldwide. It hosts around 40 trade fairs including 20 leading international trade fairs at its 613,000 sqm exhibition centre on the Rhine. In the 18 halls the international market leaders and top decision-makers of various sectors get together every year in order to present and discover innovations, to exchange and network. The sectors of expertise of Messe Düsseldorf include: “Machinery, Plants and Equipment” (i.a. drupa, K, interpack, glasstec, wire and Tube); “Retail, Trades and Services” (EuroShop, EuroCIS, ProWein); “Health and Medical Technology” (MEDICA, COMPAMED, REHACARE); “Lifestyle and Beauty” (BEAUTY, TOP HAIR) as well as “Leisure” (boot, CARAVAN SALON). Add to this numerous conventions, corporate events, conferences and meetings by its subsidiary Düsseldorf Congress. Abroad, Messe Düsseldorf organises 75 events and participations. The global network of the group of companies encompasses 76 foreign representatives for 139 countries – including 6 international subsidiaries.

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