

**IDS<sup>®</sup>**  
**100 YEARS**  
SINCE 1923

**COLOGNE, 14. – 18.03.2023**  
40<sup>th</sup> International Dental Show

**SHAPING THE  
DENTAL FUTURE**

**Lead  
+Meet**  
communicate - navigate - match



# Lead+Meet



**Boost your booth.** And meet your leads.



IDS 2023, a visitor enters the hall you are exhibiting in. On purchasing the admission ticket he stated that he is interested in your product section. His smartphone vibrates, an invitation to your stand appears on his display, including an offer that precisely matches his interests. At the push of a button his mobile phone will guide him to your stand, where you greet him with a lovely cup of coffee.

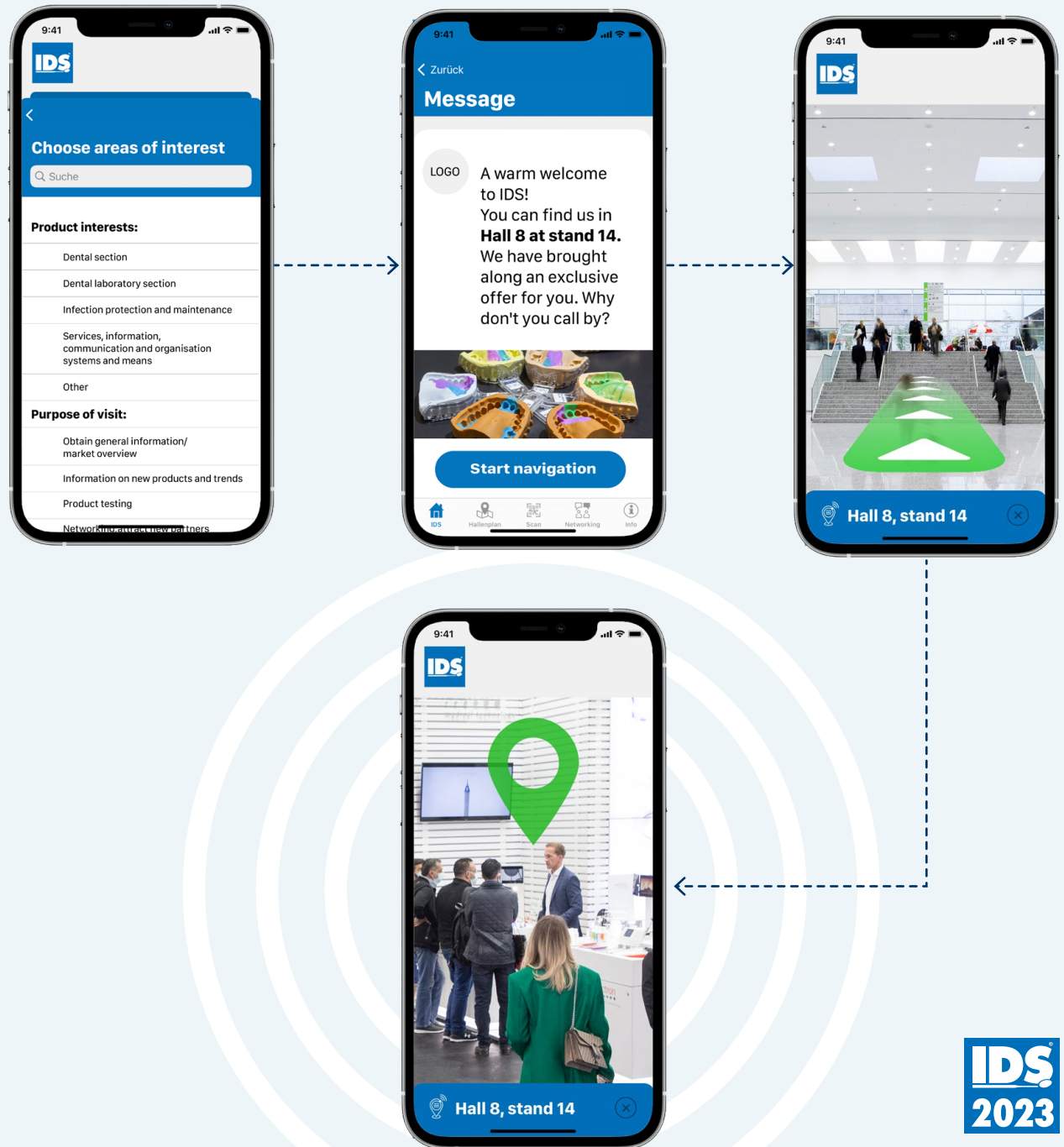
Sounds like a vision of the future? At IDS 2023 it is reality. **Lead+Meet** is the name of the technology we are using to make a totally new way of visitor guidance possible and which will bring additional, relevant visitors to your stand.

# Visitor magnet for your appearance at IDS.

The geofencing technology of Koelnmesse.

How that works? Quite simply:

- 1 On purchasing an admission ticket and using our trade fair app, visitors enter information such as industry, product interest or place of residence. You can then use this information to qualify the visitors you want to address with your offer.
- 2 You then formulate an appropriate message - and as soon as the visitor enters the hall your stand is in, for instance, it is automatically sent to his smartphone.
- 3 If he is interested, the indoor navigation system will guide him directly or at a later point in time to your stand.
- 4 This allows you to automatically greet many visitors at your stand, all of whom match your target group exactly and are interested in your offer - the perfect basis for lots of business.



# What you choose is what you get.

Criteria for the  
classification of your  
visitors.



## Sector and country

Classify your relevant visitors according to the industry they belong to and their geographical origin.



## Visitor interests

You can use the interests stated by the visitors to filter out those who match your offer best



## Location at IDS

Select the relevant halls you would like to address the trade fair visitors in.





## More visitors, more relevance, more success.

There is no more selective way of addressing potentially interested parties at IDS than using Lead+Meet. You can determine precisely who is addressed - and can then send your message directly to the right potential customers. These will subsequently be guided automatically to your stand.

This will allow you to achieve a real visitor boost with a minimum of effort. And you can even control the timing of the visits too: You decide yourself within which time slot the message is sent - this enables you to flexibly distribute the flow of visitors over the entire duration of the trade fair.





# S, M or L: They are all first-class. Your Lead+Meet packages.

## S package:

- Dispatch of a message to up to 500 trade fair visitors
- Dispatch of the message in a flexibly selectable time slot from the opening of the trade fair through to one hour before it closes - if no time slot is allocated, the message is sent progressively throughout the duration of the trade fair until all messages have been sent

499,- €

## M package:

- Dispatch of a message to up to 1,000 trade fair visitors
- Classification of the recipients of the messages according to one criterion (i.e. according to industry, purpose of visit, country of origin)
- Dispatch analogue to S package

899,- €

## L package:

- Dispatch of a message to up to 2,000 trade fair visitors
- Classification of the recipients of the messages according to up to two criteria (i.e. according to industry, purpose of visit, country of origin)
- Dispatch analogue to S package

1,499,- €



[english.ids-cologne.de/lead-meet](https://english.ids-cologne.de/lead-meet)

