

GO CREATE THE
NEXT NORMAL



Shaping
the change.

9-12 May 2023
in Cologne

Lead + Meet

communicate - navigate - match

Boost your booth. And meet your leads.

It's interzum 2023 and a visitor enters the hall you're exhibiting in. When he bought his admission ticket, he indicated that he was interested in your product section. His smartphone vibrates as an invitation to your stand appears on the screen, including an offer that matches his interests precisely. He touches a button and his phone guides him to your stand, where you greet him with a lovely cup of coffee.

Sounds like a futuristic fantasy, doesn't it? At interzum 2023 it's a reality. Lead+Meet is the name of the technology we're using to manage visitor flows in a totally new way – one that will drive additional, relevant visitors to your stand.

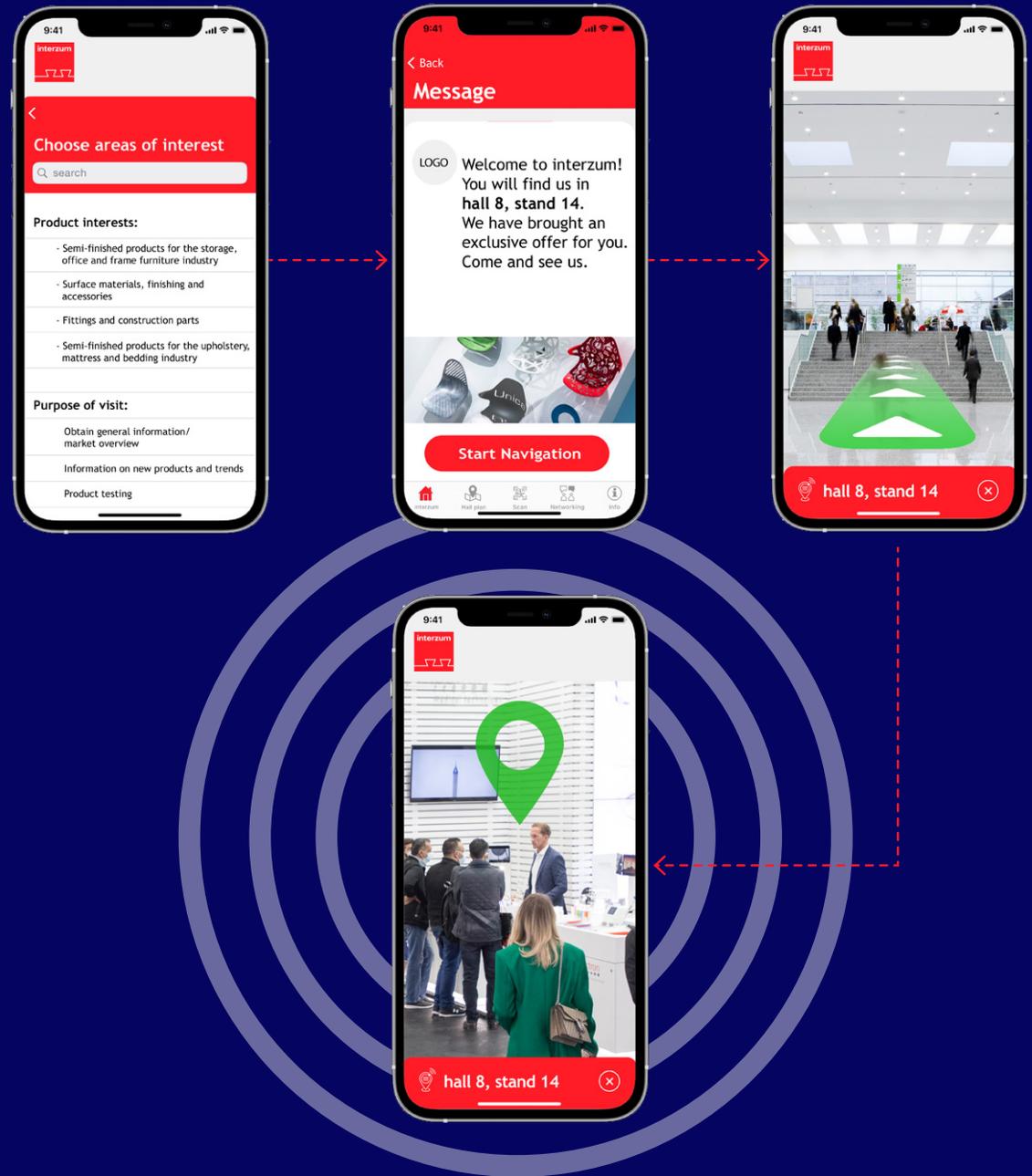
Lead
+Meet



Visitor magnet. Remotely operated. Koelnmesse's geofencing technology.

How does it work? It's very simple:

- 1** when they buy admission tickets or use our trade fair app, visitors enter data such as their industry, product interests or country of origin. You can then use this information to select the visitors you want to reach with your offer.
- 2** Compose an appropriate message and, as soon as the visitor enters the hall your stand is in, it will be sent automatically to his smartphone.
- 3** If he's interested, the indoor navigation system will guide him directly to your stand.
- 4** This technology gives you the opportunity to automatically welcome a large number of visitors to your stand, all of whom match your target group exactly and are interested in what you have to offer – the ideal starting point for generating a great deal of business.



**What you choose
is what you get.**
Criteria for
selecting your
visitors.



Industry and country

Target the visitors who are relevant to you based on their role, the economic sector and industry segment they operate in and where they're located.



Visitor interests

You can use the interests stated by the visitors to identify those who most closely match your offer.



Location in the halls

Choose the relevant entrance areas you would like to address trade fair visitors from.





More visitors,
more relevance,
more success.

There's no more precise way of reaching out to potential customers at interzum than by using Lead+Meet. You specify who should be targeted – and then send your message directly to exactly the right individuals. They, in turn, will be guided automatically to your stand.

By using the service, you will see a real boost in visitor numbers with minimal effort. And you can even control when they visit: you decide which time slot your message is sent in, allowing you to spread the flow of visitors flexibly over the entire duration of the trade fair.

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Limited availability!
Book it in the Media Shop NOW!

S, M or L: they're all first-class. Your Lead+Meet packages.

S package:

- Message sent to up to **500 trade fair visitors**
- The exhibitor is free to choose a time slot in which to send their message, from when the trade fair opens through to one hour before it closes; if no time slot is selected, the messages are sent gradually throughout the trade fair until they have all been sent

€ 499.00

M package:

- Message sent to up to **1,000 trade fair visitors**
- Message recipients selected on the basis of **one criterion** (e.g. by industry, role, country of origin)
- Messages sent in the same manner as in the S package

€ 899.00

L package:

- Message sent to up to **2,000 trade fair visitors**
- Message recipients selected on the basis of **up to two criteria** (e.g. by industry, role, country of origin)
- Messages sent in the same manner as in the S package

€ 1,499.00

 <https://www.interzum.com/en/lead-meet>