

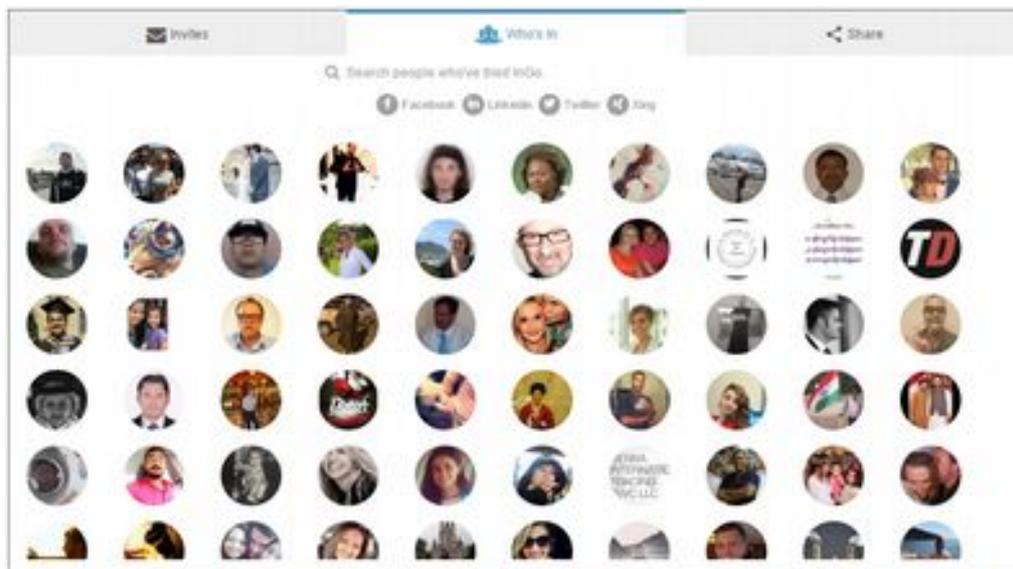
Revolution in Social Marketing of Trade Fairs and Events

dimedis is cooperating with InGo – Social media Advocate Marketing functions from InGo have been integrated into FairMate – dimedis has become the exclusive representative and supplier in the DACH region – Next trade fair: FIBO

Cologne, March 15, 2016 – The software company [dimedis](#) has revolutionized the social media marketing of trade fairs and events together with the US/UK based Advocate Marketing solution, [InGo](#) Inc. As the exclusive representative for InGo in the DACH region, dimedis has integrated the social media Advocate Marketing functions from InGo into the entrance and visitor management solution [FairMate](#). The next trade fair, which profits from this cooperation, is FIBO in Cologne, Germany, the world's largest trade fair for fitness, wellness, and health.

InGo features a suite of widgets to allow visitors to login socially and advocate for the event through recommendations to friends and word-of-mouth marketing. Using the social login from InGo, the visitor is able to register simply and comfortably. It is no longer necessary to enter personal data manually as it is now carried over automatically from the social network selected. Visitors who have logged in via the social login can now post notice of their planned visit in selected social networks when purchasing the ticket and can also see which contacts in their social network are also planning to go to the trade fair.

In addition, registered visitors are able to invite contacts via their social networks. When selecting these contacts, InGo's socially-smart relevancy algorithm helps the visitor by preselecting the most suitable contacts for the trade fair in question.



Who's In: Attendees, exhibitors and website visitors see who is registered

This increasing engagement among the visitors is created even before the trade fair begins. FairMate and InGo support the common social media networks such as Facebook, LinkedIn, Xing, and Twitter.

FIBO, which will be taking place from April 7–10, 2016 in Cologne, is one of the first trade fairs in the German-speaking region to use FairMate TicketShop combined with the InGo social marketing functions. Hans-Joachim Erbel, CEO at Reed Exhibitions Germany: "Using the social media marketing from InGo, we have been able to greatly increase the number of pre-registrations – however, even more important is the accuracy of the target group and the quality of the visitors achieved through the use of InGo."

The comprehensive statistics generate valuable information for the organizer, including: number of advocates created; number of acquisitions; who recruited who; which visitors are particularly well networked; who influenced highly relevant contacts due to their recommendation; and more.

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Statistics from InGo: Social media marketing extension for FairMate

Michael Barnett, CEO of InGo about the cooperation: "We are glad to have found a respected partner from the trade fair environment like dimedis with its entrance and visitor management solution FairMate. FairMate and InGo complement each other perfectly and enable trade fair organizers to make active visitor-to-visitor marketing a decisive factor for successful events!"

Klaus Friedrich Meier, Head of Sales for Trade Fair Solutions at dimedis about this cooperation: "With InGo we are revolutionizing visitor marketing. We provide the trade fair companies with a means to get to know their visitors better and use this knowledge for the good of the trade fair. To this purpose, we have augmented FairMate with a trend-setting function, social media Advocate Marketing. Nothing is more effective than "word-of-mouth" among business partners, acquaintances, and friends. And this is where InGo comes into its own by ensuring that trade fairs are more successful due to satisfied customers acting as promoters."

About dimedis

dimedis stands for digital media distribution. Founded 1996 in Cologne, the software company is specialized in trade fair- and digital signage solutions. FairMate is a visitor management solution and kompas a digital signage and wayfinding system. The customers are amongst others Messe Düsseldorf, Koelnmesse, Stockholmässan, Messe Stuttgart, Reed Exhibitions Deutschland, Schalke 04, Borussia Dortmund, Bosch, snipes, a chain of supermarkets in France called "Casino" and shopping malls from ECE, SEC, mfi and Abu Dhabi Mall. More than 50 employees currently work for dimedis.

For more information please visit: www.dimedis.eu or blog.dimedis.de

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About FairMate

The FairMate family of products offers intelligent customer relationship and visitor management for trade fairs, conventions, events and exhibitions of all sizes. The FairMate range of products revolves around a central database and includes an online shop, a mobile shop, Passbook ticket support and tools for data analysis as well as cash registers, self-service counters and visitor admission terminals on site. FairMate covers every aspect of visitor management: Online ticket sales, fast admission on site and comprehensive statistical data at any given time.

FairMate is used successfully in several trade fairs all over the world. Customers like Stockholmsmässan, Reed Exhibitions Germany, Messe Düsseldorf, Messe Stuttgart, Westfalenhallen Dortmund and Koelnmesse rely on FairMate.

For more information please visit: » www.fairmate.eu

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