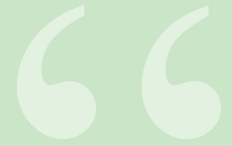




Bernhard Wagner,
Director Marketing Services,
Messe Düsseldorf














We know that we can rely on dimedis! In a good cooperation we have developed over 30 trade fair portals including online registration and online shops. dimedis supports us with the highly sensitive task of trade fair CRM. Thanks to software from dimedis, our marketing is more efficient and we can clearly measure the success of our fairs. Our close collaboration with dimedis has resulted in significantly reduced costs for the visitor management on site. The detailed visitor data has helped us improve our matchmaking and target the right audience for our exhibitors.



- Customer since: 2000
- Popular events:
drupa, interpack, K, MEDICA, boot
- Further information: www.messe-duesseldorf.com



FairMate tools in use at Messe Düsseldorf

 <p>ControlCenter Voucher administration, cash register balances</p>	 <p>CustomerSupport Ticket help desk & order management</p>	 <p>OnlineShop The ticket shop for trade fairs</p>
 <p>MobileShop Mobile-optimised regis- tration and ticket sales</p>	 <p>Cashier specifically desig- ned for trade fairs</p>	 <p>Campaigns Plan, execute & evaluate mailing campaigns</p>
 <p>Voucher Create, manage and bill vouchers</p>	 <p>CMS Manage ticket shops, websites, mailings</p>	 <p>Registration Registration & legitimation</p>
 <p>ConfigTool Control processes and configure shops</p>	 <p>CRM Your central visitor database</p>	

