



# FairMate Registration

FairMate Registration collects and evaluates visitor data, which can be used for event preparations and marketing purposes. FairMate delivers detailed, valid data that will help you to understand your customers better and help to adjust your offers accordingly, for instance with targeted mailings.

FairMate also offers a social login, meaning that during registration, visitors can choose to import their personal data from the social network of their choice. This results in faster registrations and less errors.

Facebook is the popular choice for consumer-oriented events, while trade fair audiences tend to use business platforms such as LinkedIn and XING. Other social networks like Google+ can be integrated on demand.

For trade fair visitors, FairMate includes a legitimation process where visitors can upload relevant documents such as press cards or commercial register excerpts.



- Valid, detailed visitor data ✓
- Social login (Facebook, XING, LinkedIn) ✓
- Trade visitor legitimation ✓
- Planning and investment security ✓

