



DIGITAL PLATFORM

DECEMBER 1 - 3, 2021



messe frankfurt

ABOUT

The Digital Platform will be introduced this December. The platform serves as an alternative marketplace for global manufacturers to stay relevant in the industry. With visitor recommendations, exhibitors have the opportunity to continuously connect and network with US buyers.

BENEFITS

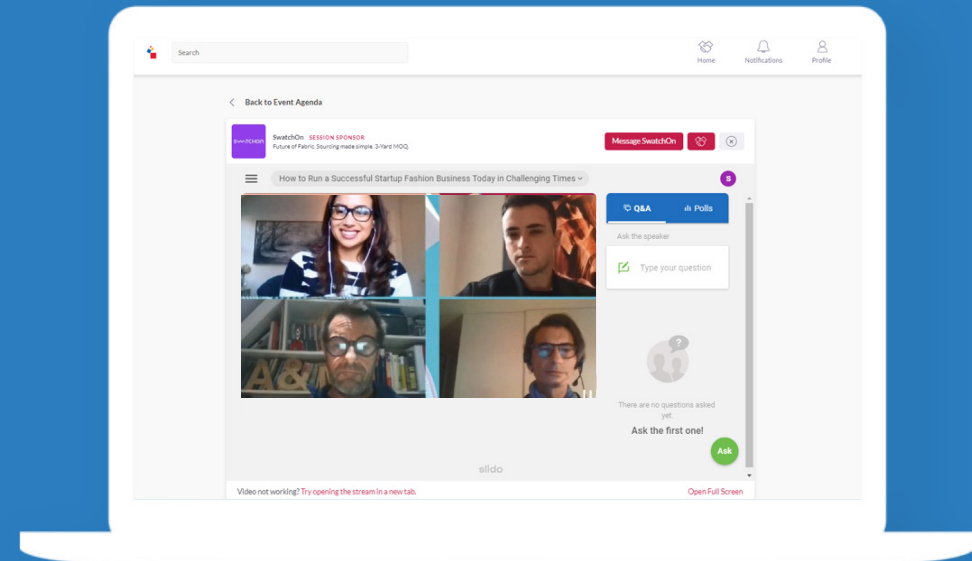
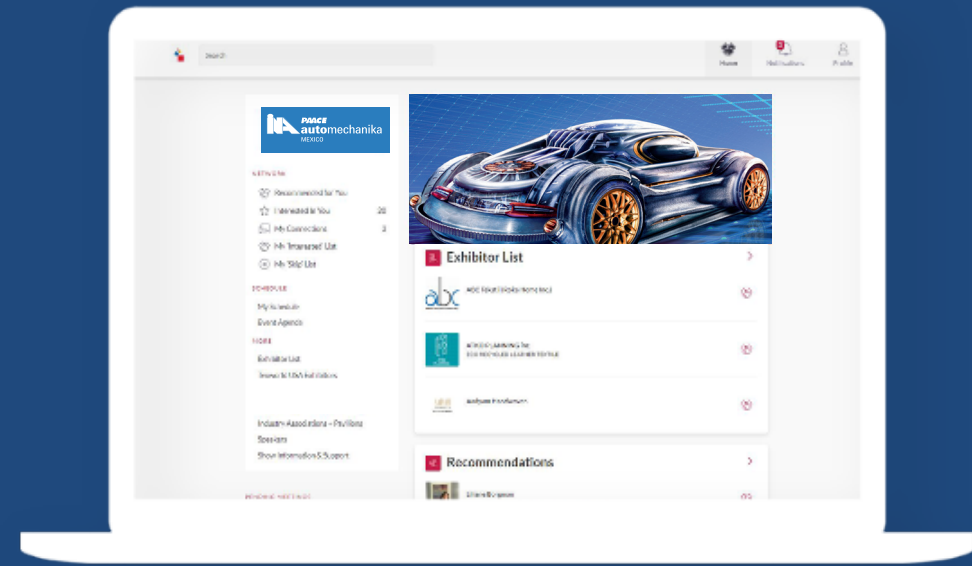
- Extend brand presence and visibility in the market
- Garner more leads through a robust matchmaking program
- Contact and connect with previous and potential clients through videochat
- Showcase your latest products on your customizable profile page
- Reach new customers by captivating the audience from our well-attended sessions
- No logistics cost
- Branding and sponsorship opportunities



THE PLATFORM

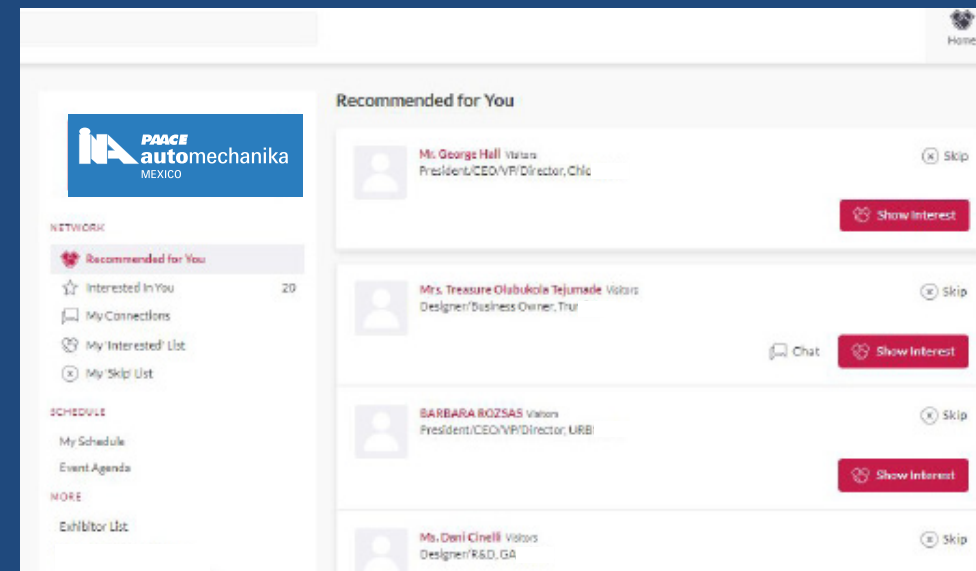
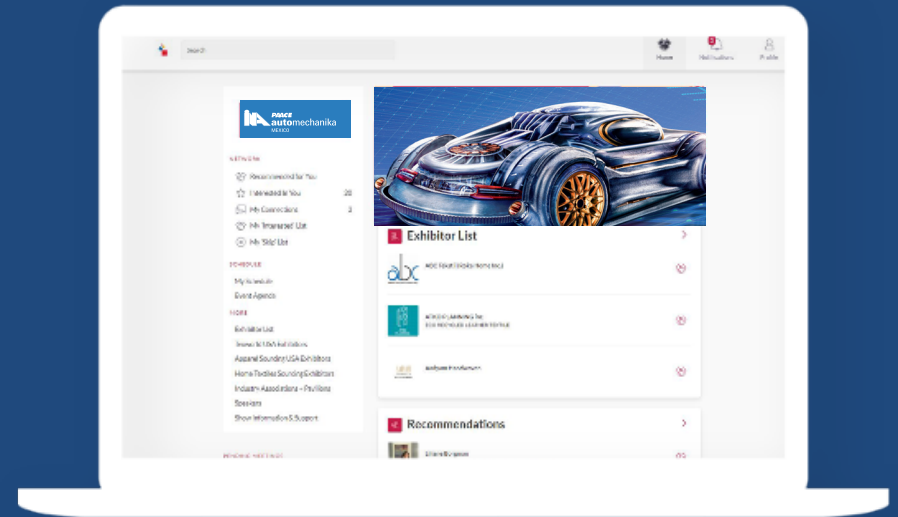
key features at a glance

- ✓ AI-POWERED MATCHMAKING
- ✓ PERSONALIZED EXHIBITOR PAGE WITH PRODUCT LISTING
- ✓ MEETINGS
- ✓ MEETING + AGENDA SCHEDULING TOOL
- ✓ 1:1 VIDEO CALLS
- ✓ CHAT FUNCTIONALITY
- ✓ INTEGRATED LIVE STREAMING
- ✓ SEAMLESS USER EXPERIENCE



AI-POWERED MATCHMAKING

- The platform uses Artificial Intelligence-powered networking engine that delivers smart recommendations of people to meet, exhibitors to visit and sessions to attend
- The platform's AI-powered matchmaking engine is a self-learning system that will continually deliver more intelligent recommendations the more users engage with the platform
- This is a pre-planning tool that will help people get a massive return on users time by enabling users to connect and meet the most relevant people
- The platform will remain open for networking after the event

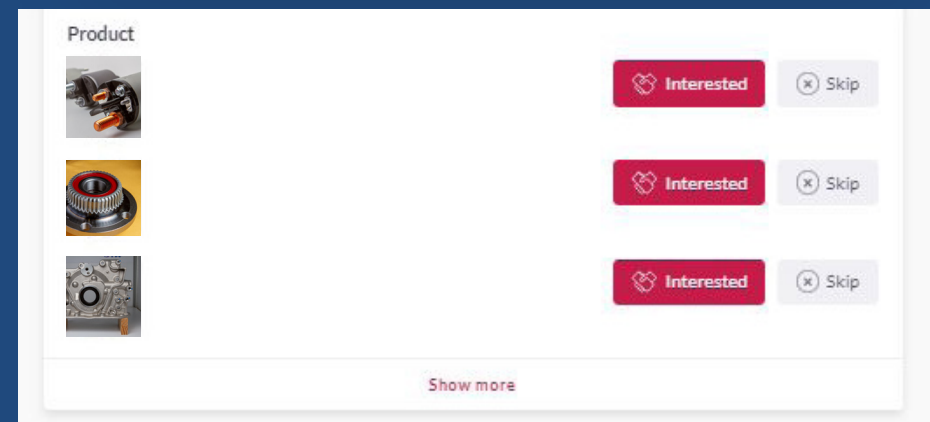
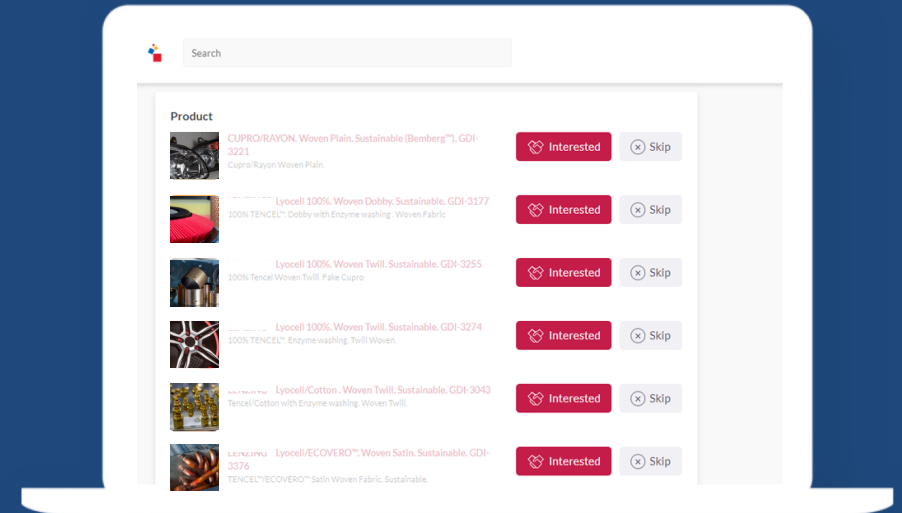
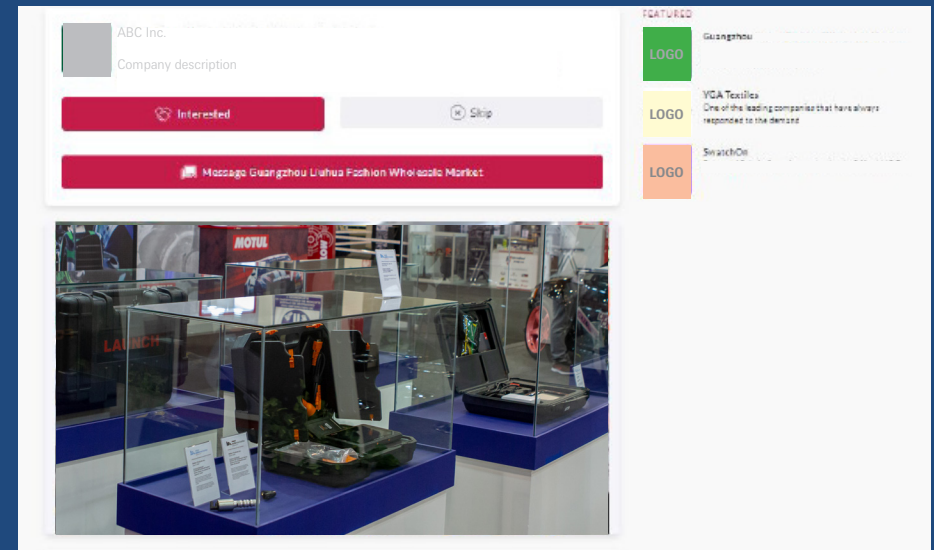


PERSONALIZED EXHIBITOR PAGE

Exhibitors will be able to personalize and add:

- Company description
- List products offered
- Website and other relevant links
- Embed a promotional video
- Showcase your product listings
- Add links to product brochures
- Set up meetings during the event
- Review and control meeting calendar as needed
- Manage company staff (assign admin and team members)

NOTE: Exhibitors are not allowed to change or alter their company name once on the platform.



MEETINGS

- Each company representative will receive unlimited lead recommendations daily
- Each company representative can send a maximum of **50 meeting requests at a time**
- Exhibiting companies may increase and upgrade their requested meetings to **100 meeting requests daily when they add “Lead Boost” for \$900**
- Meeting requests are simply meeting requests and are not a guaranteed meeting. Users must accept the request to have a successful meeting
- Representatives open up the allotted slots each time users accept a request. For example, if you’ve sent 50 meeting requests and 3 accepted, you’re able to send 3 more. If all 50 accepted, then you can send 50 more
- Make sure to keep responding to pending requests by taking an action. You may cancel pending requests at any time to open up new slots

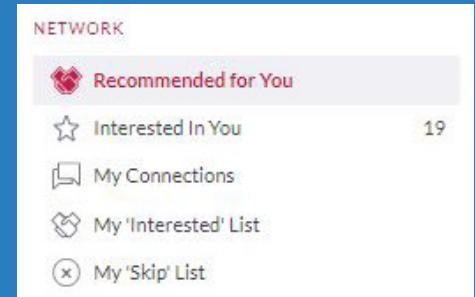
IMPORTANT NOTE:

Recommendations or Meeting Requests do not guarantee you full access to visitor’s full contact information. Per compliance with Messe Frankfurt’s privacy policy, the show management cannot provide visitor data under any circumstance. It is your responsibility as an exhibiting company to obtain full contact details from visitors you have matched with or met on the platform.

5 STEPS TO SET UP MEETINGS

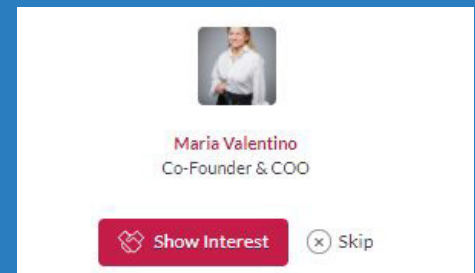
STEP 1

Exhibitor representative browse through recommended visitors in “Recommendations” or “Interested in You”



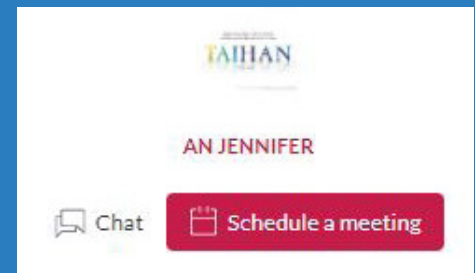
STEP 2

Take an action by clicking “Show Interest” or “Skip”. A connection is established once user also “Show Interest” in you.



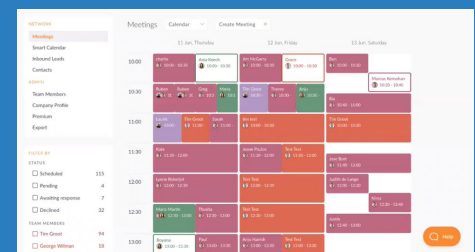
STEP 3

See your list of leads in “My Connections” and select the user you would like to set up a meeting with. Click “Schedule a Meeting”.



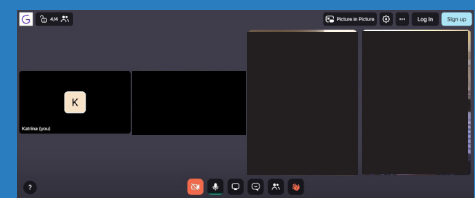
STEP 4

Select the date and time from their schedule to set up a meeting. This will send a meeting invitation to user. If user accepts the meeting, you will receive a notification before the set meeting.



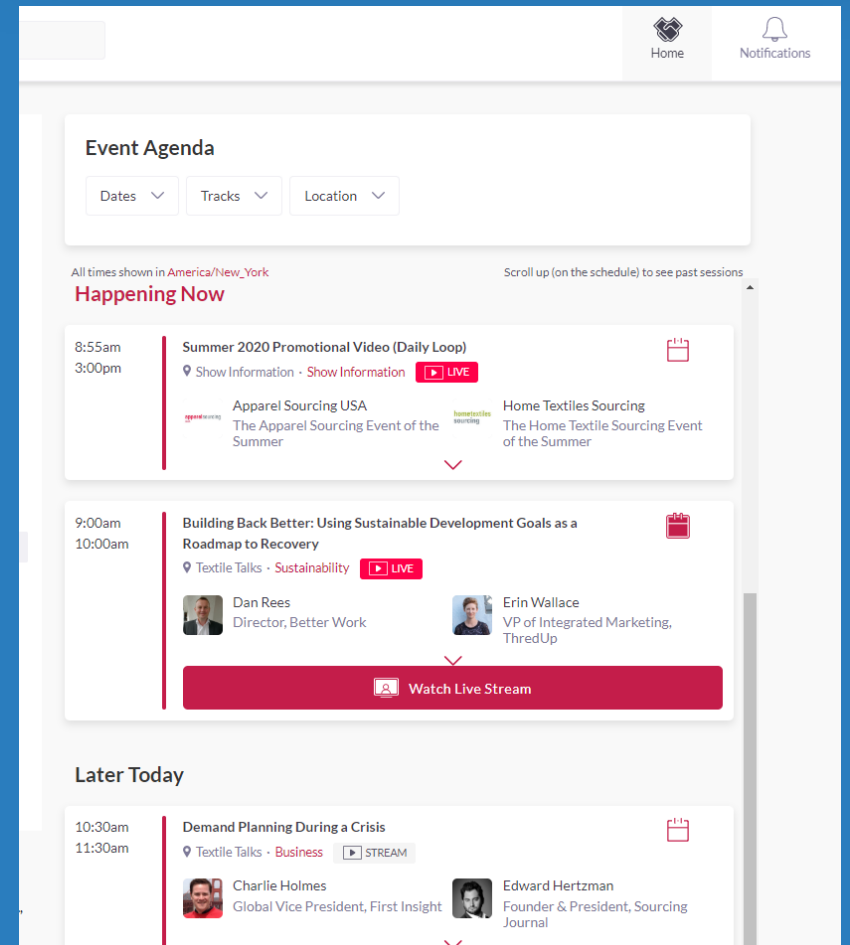
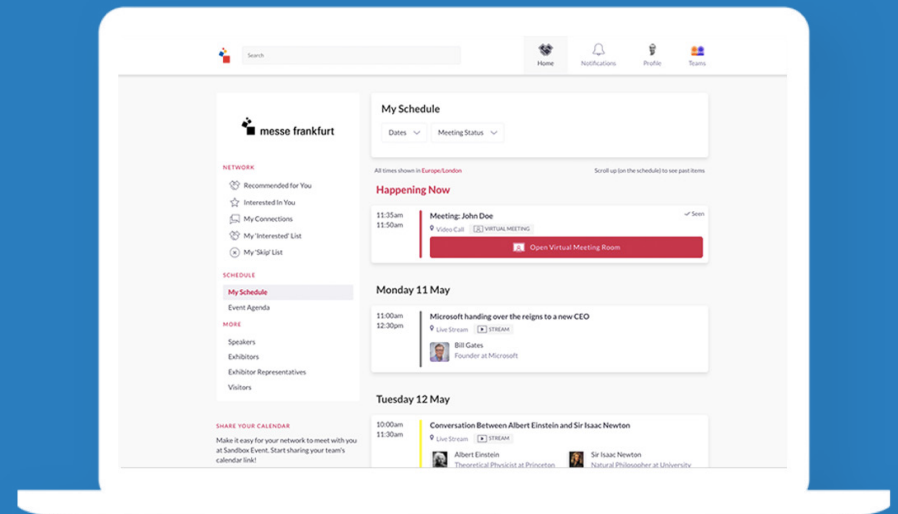
STEP 5

Attend the meeting by clicking the link. The meeting room can have up to 4 participants.



IMPROVED MEETING + AGENDA SCHEDULING TOOL

- Easy calendar integration
- Conveniently keeps schedules of visitors all-in-one place
- Ability to preview schedule
- Manage daily meetings
- Collaborate with buyers in real time
- Intuitive to use
- Overview team productivity

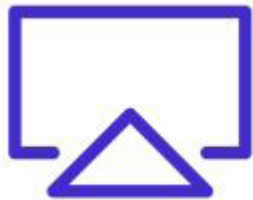


1:1 VIDEO CALLS

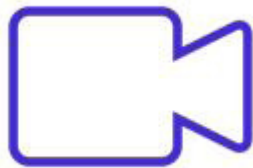
The virtual platform's powerful 1:1 meeting scheduling solution is seamlessly embedded in the platform. No need to download any extra software and works across both web and mobile.



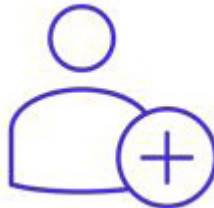
Browser based (no downloads)



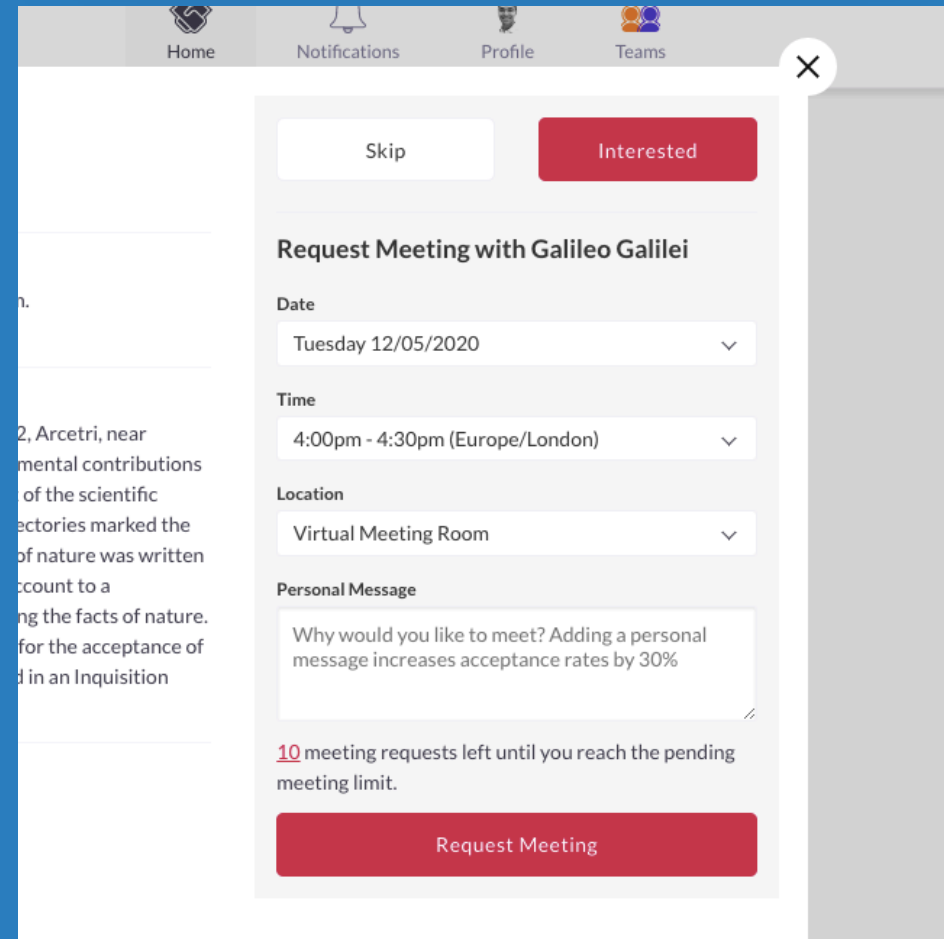
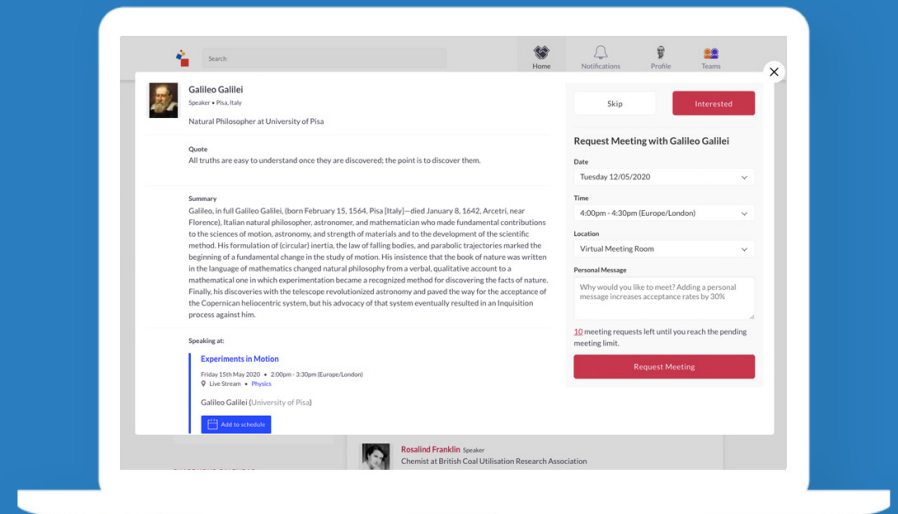
Screen sharing support



Video & Audio Support



Person Joined Notifications



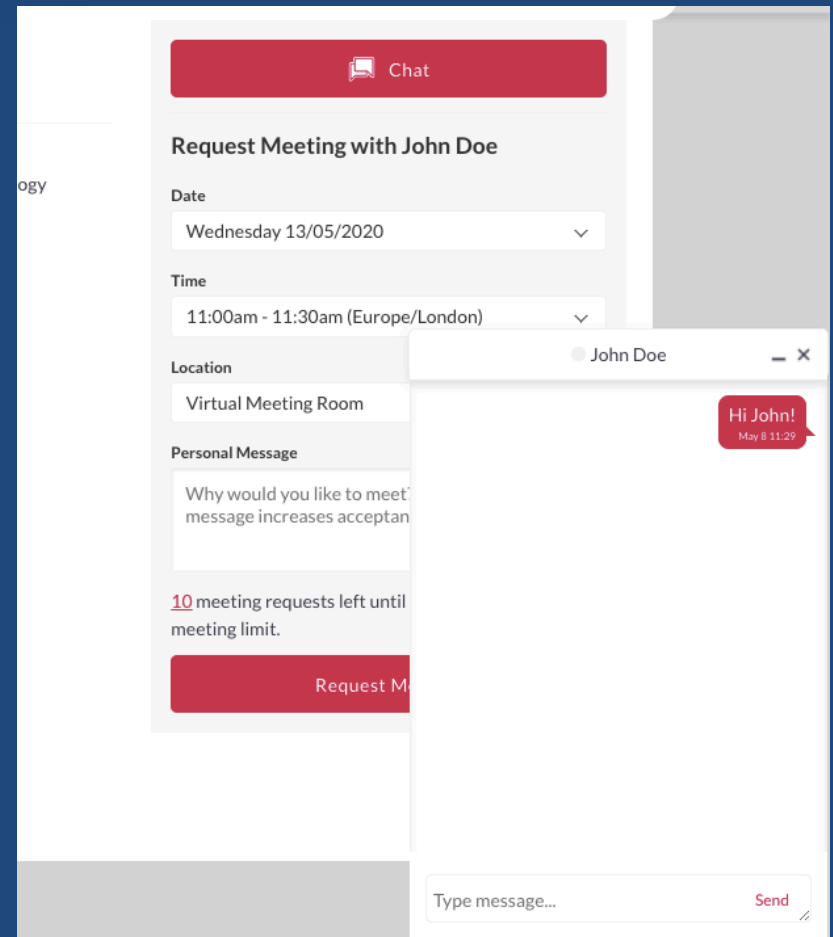
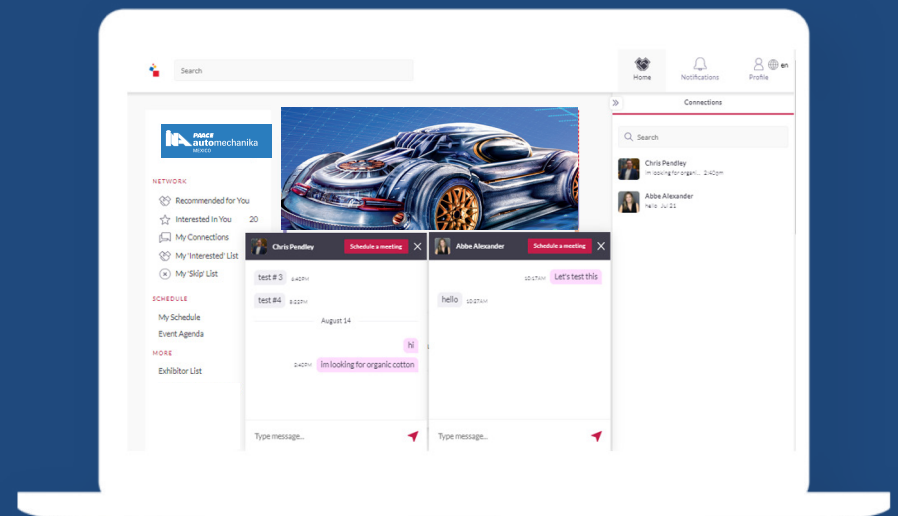
CHAT FUNCTIONALITY

The chat functionality (IM), makes it more convenient for visitors that have matched to reach out to each other immediately.

Enable chat option when:

- Buyers and exhibitors set a scheduled meeting with each other
- Exhibitor's offerings meet buyer's qualifications and specifications

Once there is a scheduled meeting or a mutual interest with visitors, all chat connections will be available in the section "My Connections".

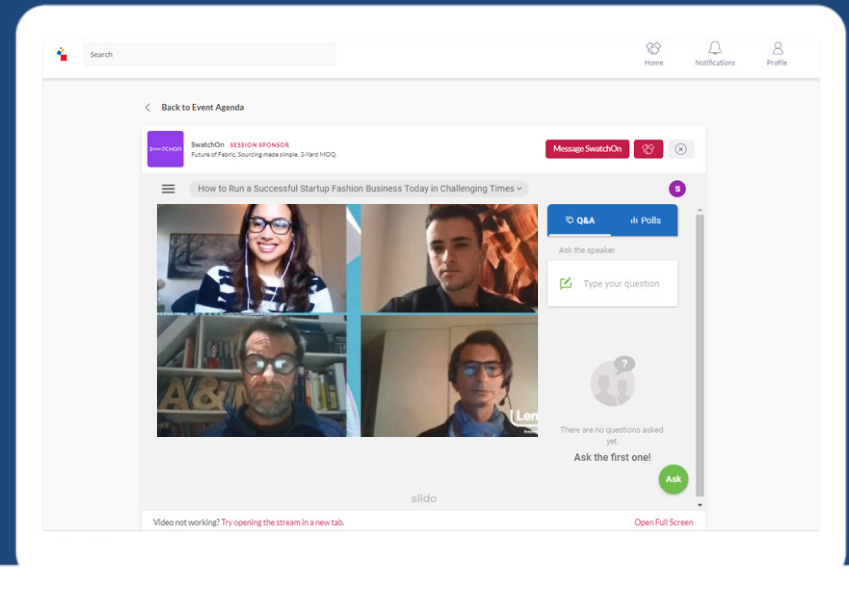


INTEGRATED LIVE STREAMING

Educational sessions will be streamed live allowing visitors to join the session chat or network with other visitors.

Exhibitors will have the opportunity to sponsor one or multiple sessions.

Sessions will be available for users to stream after the show.

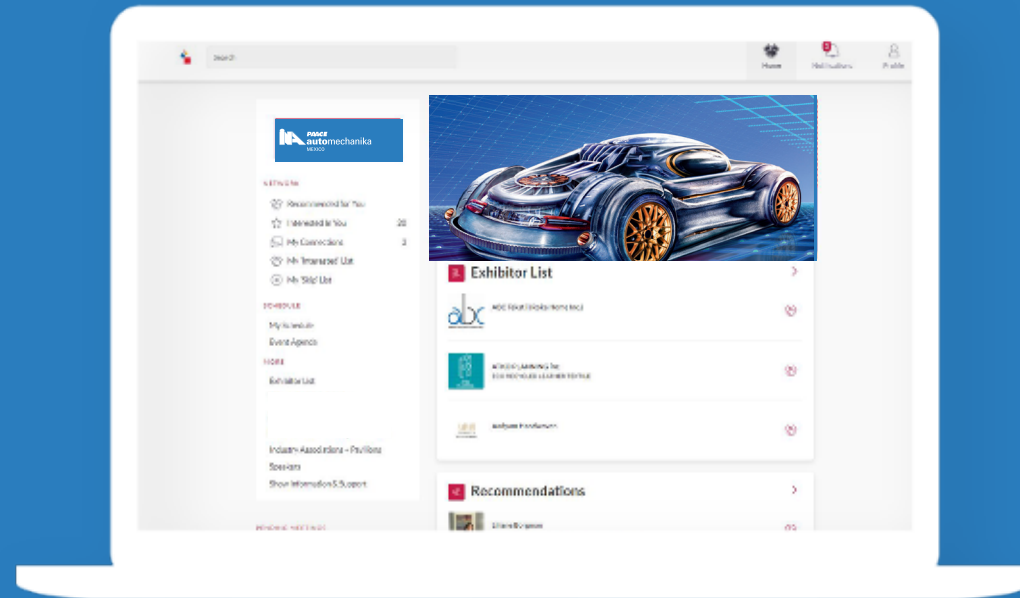


SEAMLESS USER EXPERIENCE

The digital platform was developed with networking at its core. Combining an engaging user interface with smart personalized recommendations to drive truly productive events.

The intuitive networking system lets exhibitors and visitors make valuable connections without the drawbacks of wading through thousands of unwanted messages.

The digital platform will be available to use on web and mobile devices.



CONTACT

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