



Spielwarenmesse: Trade visitors in digital focus

- LeadTracking gathers trade-fair contacts
- Extensive visitor documentation on an app

For the participating companies, trade fairs are all about business. Forging customer contacts is of central importance and has a strong bearing on the success of post-fair business development. The Spielwarenmesse is moving with the times and is offering exhibitors a digital solution for managing the contacts they make during the fair. Available in time for the 2020 event, the LeadTracking facility enables them to gather, manage and analyse customer details efficiently. The VCtrack app for iOS and Android quickly and simply collects the trade visitors' details on a smartphone. The service has been developed in collaboration with exhibitors for exhibitors and is therefore closely aligned to their needs.

To use the corresponding app, exhibitors require the licence and a smartphone to read the barcodes. Rather than business cards, the user simply scans the visitor's ticket and automatically receives the details of those visitors who have consented to share their information. The "edit" function allows for any information relevant to the business relationship to be added to the customer's details. One of the first tasks after any trade fair is to evaluate the contacts made there. This process is greatly simplified by the app: all the information collated on each customer contact is displayed at the push of a button and emailed to the exhibitor in tabular form.

Everything participants need to know about the Spielwarenmesse is also available in a digital format. The Spielwarenmesse app already delivers information about the fair to recipients all year round. The new LeadTracking app represents another step towards modernisation and digitalisation, as Christian Ulrich, Director Marketing at Spielwarenmesse eG, explains: "Digital solutions are becoming instrumental to business success at the fair. In our role as organiser, we offer a range of pioneering services to provide all participants with the best possible support in their business efforts at the fair."



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Note for editors: Reprint free of charge. Images are available at www.spielwarenmesse.de/media. Please provide us with a voucher copy on publication.

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Spielwarenmesse®

Spielwarenmesse®, the leading international fair for toys, hobbies and leisure, is organised by the fair and marketing services provider Spielwarenmesse eG. The trade fair creates a comprehensive communication and ordering platform for 2,900 national and international manufacturers. The presentation of new products and the extensive industry overview provide a valuable pool of information for annual market orientation for 67,000 buyers and toy traders from 130 nations. Spielwarenmesse® has also been a protected word mark in Germany since 2013. Fair dates: Spielwarenmesse®, Wednesday to Sunday, 29 Jan – 2 Feb 2020