

Mobile Exhibition App

A product by plazz AG

Visitor numbers of exhibitions and also their size continuously grows. But the time spent there is limited. It's important for exhibitors as well as visitors to have quick access to all relevant information.

Thus, the use of mobile apps has become inevitable and greatly facilitates the information handling of visitors, exhibitors and organizers.

Whether using it as a general app, for managing booth personnel or as an aid for exhibitors – this digital companion helps with location maps, contact partners and general information.

- Lucrative added value for attendees, exhibitors, host and booth personnel
- Easy implementation and modification of content
- Modular approach ensures high flexibility
- Available for iOS, Android and as a Web-App
- Registration, Login and Guest login possible



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Features for visitors



Exhibitor directory

The most important feature for an exhibition app is a sophisticated exhibitor directory with search and filter function. By setting different categories, exhibitors are sorted in groups and found easily, even in large lists. If you list your booth personnel as well, the visitor always knows exactly who to talk to.



Location maps

Especially during large exhibitions, it's wise to integrate a location map in your app. If you link exhibitors with certain parts of the map, attendees will know exactly where to find each booth and can orient themselves better. Of course, general locations like catering, wardrobe and restrooms can also be highlighted.



Product groups

Implement a comprehensive exhibition glossary to provide a full overview of all offered products. These then can be assigned to an exhibitor and generate a separate product group list. Consequently, attendees are able to search products directly and view all exhibitors relevant to them.



Matchmaking

If your visitors aren't just using the guest login but are allowed to create their own profiles in your app, you can take advantage of the matchmaking feature. With it they can choose tags which are based on the "search/offer" principle and network with other attendees or booth personnel.



Features for visitors



Favorites

Participants and exhibitors are easily marked as favorites and can be filtered with this feature. This way attendees don't need to search for the same persons and exhibitors over and over but have all important information bundled in one view. It is also possible to save contacts directly to the own smartphone.



Custom pages

With a multitude of selectable elements, the creation of custom pages is the ideal way to provide additional information about the exhibition or participating corporations. For example through a google maps integration, the visitor could navigate to the location site by himself, check out brand new videos regarding the exhibition or access external websites via buttons.



Sponsors

Displaying sponsors on the dashboard or as a separate menu item is a great way to refinance your app and highlight companies, organizations or similar. Assigning categories allows you to generate filters which point out the importance of specific sponsors.



Features for booth personnel & organizers



Participant lists and Chat

Especially internal communication during an exhibition benefits greatly by being able to contact each colleague quickly. Participation lists swiftly provide all essential contact details like e-mail addresses and enable direct engagement via private chat. Using this feature improves planning and organization of booth personnel among themselves.



Wall of Ideas

Besides the direct exchange of individual colleagues with chat and the broad reach via push messages, the Wall of Ideas is the centerpiece of both functions. Share new developments or encourage dialog with the comment feature. Thanks to this you can gather feedback effectively or enhance your combined coordination.

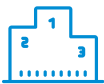


Agenda

It is essential for booth personnel to know when and where they are scheduled to work. By grouping participants, you can create individual agendas for different project teams and enable your staff to view all information relevant to them.



Features for exhibitors



Gamification & Quiz

As soon as visitors are registered in the app, they can begin to gain points by different interactions. This generates a gamification ranking which lists all participants and their accumulated points and helps you find out who to reward with prizes, discounts or awards.



Documents

Printing information material or product brochures is not necessary, if you use our app to upload documents. Participants are then able to open and save PDF files directly on their phone or laptop. Sustainability is an important factor here. You can avoid that printed material later is thrown in the trash and still hand over a practicable solution to your visitors.



In-App-Registration

You can motivate more people to become app users by offering discounts to those, who show their personal app profile at a booth. With this you increase the number of registrations and can further process the data with the lead scan function.

Using our solution as an exhibitor app, independent from the exhibition app, offers further marketing potential for your products.

With our app you can also gain attention of visitors who haven't been to your booth or aren't able to attend the exhibition itself. Furthermore, you can present a comprehensive profile of your business, which can be incorporated.



Features for exhibitors



Lead Scan

With our Lead Scan Feature you can scan the QR-Code of an app user and directly access their profile. There you find a lead-button which opens a survey. The in advanced prepared questionnaire can then be completed by a potential customer and saved. Afterwards you are able to examine the participant and questionnaire data in a detailed Excel list.



News Hub

Our News feature will help you to publish articles with corresponding pictures for your exhibition booth, to inform users about current events and keep them up to date. Furthermore, you are able to put out external messages with source information and centralize all information in our application.



Mobile Exhibition App

Contact us!

Did the mentioned features pique your interest? Boost the communication at your exhibition with relevant information and not only inspire your visitors but also your booth staff and exhibitors.

With the trust of **14 DAX listed enterprises** we continue to enthuse our partners with effective and innovative solutions. Beyond that our solution complies with modern demands on design & usability and is leading regarding enterprise requirements in the areas of data security & privacy.

Contact us for your personal quotation.

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