

MEDIA RELEASE – For immediate release

FairMate LeadTracking: Latest version with interface to CRM systems

dimedix presents its latest FairMate LeadTracking version with interface to CRM systems – Première at ORGATEC with more than 50,000 scans

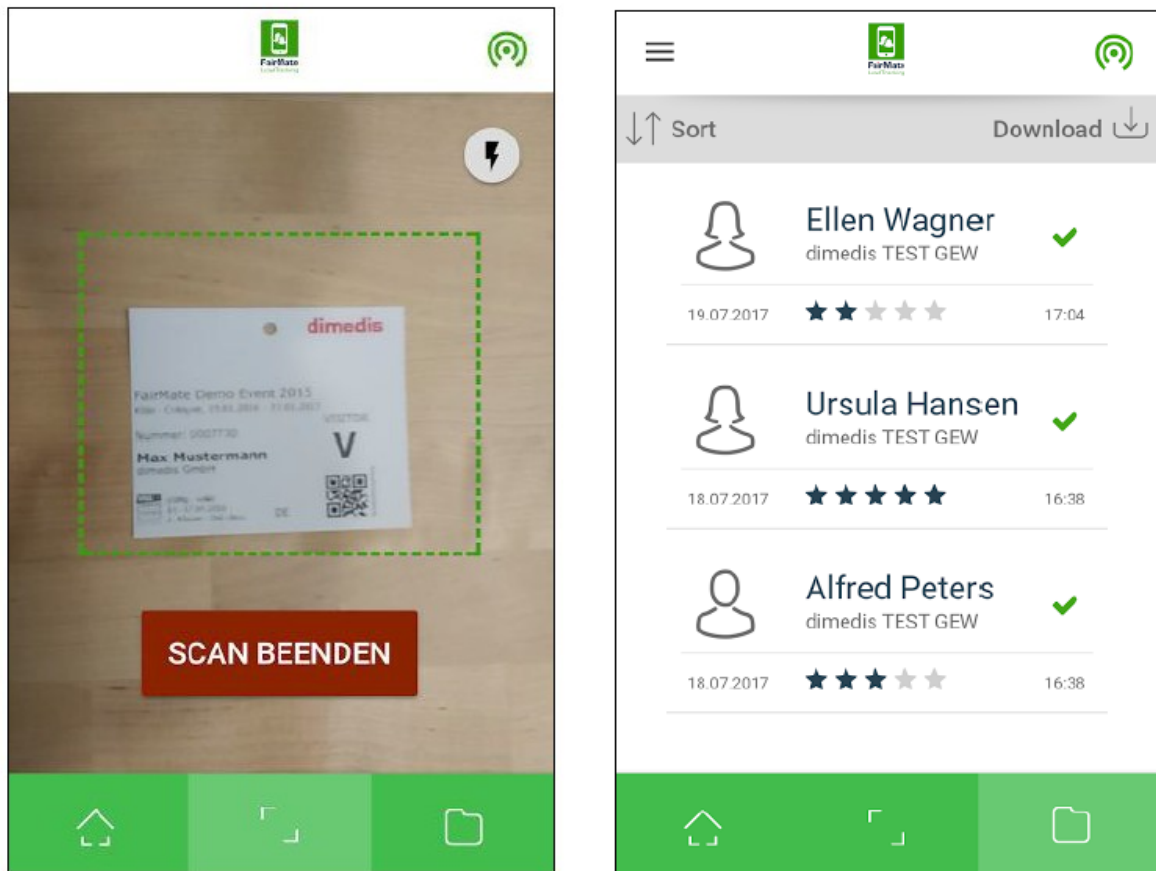
The software company [dimedix](#) presented an update of its [FairMate LeadTracking app](#) for [Koelnmesse](#) during the [ORGATEC](#) trade fair and introduced an interface to CRM systems for the first time. During the trade fair the exhibitors used the app more than 50,000 times. The FairMate LeadTracking App once again surpassed all expectations at the ORGATEC and proved its performance and stability. A special highlight: the interface to CRM software solutions thrilled selected exhibitors. It has never been easier for them to read the scanned leads into the CRM systems in real time. After scanning, the FairMate LeadTracking app places the recorded data on a separate interface (API) for the exhibitors.

The FairMate LeadTracking App registers booth visitors digitally at trade fairs and events. By scanning a QR code on the visitors' badges or their admission tickets, their contact information is saved automatically on the exhibitor's smartphone. The FairMate LeadTracking App has already been used during numerous events held by Koelnmesse as well as other trade fair companies.



ORGATEC relies on FairMate, also for lead tracking by the exhibitors (source: Koelnmesse)

Exhibitors can supplement the visitor data with additional, individual information such as memos of meetings, or define and then create categories using "tags". By using the FairMate LeadTracking App, there is no need to manually enter the contact data gathered later on and run the risk of making mistakes. The visitor data is available immediately in digital form for further sales and marketing activities.



The new FairMate LeadTracking app was well received by the exhibitors (source: dimedis)

Daniel Gogel, FairMate product Manager at dimedis, said the following about the new feature of the FairMate LeadTracking app at the ORGATEC trade fair: "The ORGATEC trade fair clearly illustrated that the FairMate LeadTracking app is performant and stable. With more than 50,000 scans, the app did a brilliant job of coping with the rush of visitors on the booths. The LeadTracking app went down very well with the exhibitors. Furthermore, we used a performant CRM connection in real time for the first time with selected exhibitors. Our customer, Koelnmesse, uses the FairMate LeadTracking App at a large number of trade fair events and offers this service to its exhibitors."



Visitor management on the booth is a huge challenge for the exhibitors. With tools such as FairMate LeadTracking, tedious tasks such as typing in business cards are a thing of the past. (Source: Koelnmesse)

About FairMate

FairMate is the complete visitor management solution for trade fairs, events and exhibitions of any size. The flexible and powerful system combines tools for entry, ticketing, marketing and administration all in one and covers every aspect of the visitor management process – before, during and after events. FairMate consists of modular and integrable hard- and software solutions that facilitate the relationship between visitors, exhibitors and event organisers. FairMate enables you to plan your visitor marketing well in advance, maintain an overview and respond quickly to any issues that might arise.

FairMate is used successfully in several trade fairs all over the world. Customers like Stockholmsmässan, Reed Exhibitions Germany, Messe Düsseldorf, Hamburg Messe und Congress, Messe Stuttgart, Westfalenhallen Dortmund and Koelnmesse rely on FairMate.

For more information please visit: www.fairmate.eu

About dimedis

dimedis stands for digital media distribution. Founded 1996 in Cologne, the software company is specialized in trade fair- and digital signage solutions. FairMate is a visitor management solution and kompas a digital signage and wayfinding system. The customers are amongst others Messe Düsseldorf, Koelnmesse, Stockholmsmässan, Hamburg Messe und Congress, Messe Stuttgart, Reed Exhibitions Deutschland, Schalke 04, Borussia Dortmund, Bosch, snipes, a chain of supermarkets in France called "Casino" and shopping malls from ECE, SEC, mfi and Abu Dhabi Mall. More than 65 employees currently work for dimedis.

For more information please visit: www.dimedis.de

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702 words / **4667** figures

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