



# The Basic Media Entry for EuroTier and EnergyDecentral 2022



# Basic Media Entry 2022



## 1. List of exhibitors

### EXHIBITORS 2022



Each exhibitor will receive an entry for their company profile in the exhibitor directories on [www.eurotier.com](http://www.eurotier.com) and [www.energydecentral.com](http://www.energydecentral.com). This entry will include:

- Company profile (logo, company name, address, website, stand number, link to social media profiles, description (max. 5000 characters) in DE and in EN, links, multimedia area with PDFs, images and videos (each max. 500 MB)
- 15 product keywords (more can be added)
- Unlimited number of keywords (additional search terms)

## 2. APP



Each exhibitor will receive an entry for their company profile in the trade fair app. This entry will include:

- Company profile (logo, company name, address, website, stand number, links to social media profiles, description (max. 5000 characters) in DE and in EN, links, multimedia area with PDFs, images and videos (each max. 500 MB)
- 15 product keywords (more can be added)
- Unlimited number of keywords (additional search terms)

## 3. DLG-Connect



Each exhibitor will receive a BASIC package on the DLG Connect digital platform. This package will include:

- Company profile (logo, company name, address, website, stand number, links to social media profiles, description (max. 5.000 characters) in D and in EN, links, multimedia area with PDFs, images and videos (each max 500 MB)
- 15 product keywords (more can be added)
- Unlimited number of keywords (additional search terms)
- Employees will have access to back office and leads, they can also be made visible in the company profile if required
- Unlimited number of meetings (individual communication or group discussions (videocalls) up to 2 minutes)



ONLINE

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**ON-SITE**

## 4. EuroTier-Tracing



- Each exhibitor will receive a Scan2Lead tracing license for each registered stand staff member for contact tracking (tracing).
- The exhibitor scans the badge (coronavirus code) of all stand visitors involved in a consultation, negotiation or sales discussion.
- Personal data is transmitted the local public health department in the event of a suspected case.
- DLG and exhibitors cannot access this data.
- Upgrade to Scan2Lead tracking licence (Smart) at any time (see Scan2Lead Tracking offer).

## 5. Lead tracking



- Each exhibitor will receive a Scan2Lead tracking license (full SMART license).
- If you scan a visitor's badge (QR code), you will immediately receive the visitor's profile and structural data (consent required).
- Exhibitors can then individually configure the digital lead sheet and include additional questions.
- Administration is done via the Scan2Lead backend system - Data is provided through the DLG Ticket Service Center (TSC).
- Advantage: Tracing and tracking can be combined, as the two services are from the same provider with an identical process and system.

## 6. DLG Mixie Points



- Each exhibitor will receive a basic Mixie package.
- DLG Mixie Points allow exhibitors to obtain visitor data and new leads without actively approaching the visitor.
- Add any amount of product information (brochures, price lists, photos, videos, etc.) intelligently and easily to your exhibits in digital format and in any desired language.
- Each product is automatically assigned a specific QR code (DLG Mixie Point) that you then assign to your exhibit on site.
- Visitors can scan the DLG Mixie Points at the respective exhibits on the trade fair stand via the EuroTier app and download the stored information in digital format.
- Information is saved in the personal 'Electronic trade fair folder' on the EuroTier app and can be immediately processed and forwarded.
- With each scan, you receive the visitor's profile and structural data along with valuable data for lead generation and information on how to evaluate the success of your trade fair presence if you want to.
- This new system helps to reduce costs for printed products, logistics and storage for trade fair material and to save the environment.

MADE BY

