

WHITE PAPER

DIGITISATION AT EXHIBITION STAND

Digital transformation enhances the exhibition experience, optimises processes and increases efficiency. This white paper shows opportunities, challenges and innovative solutions for future-oriented exhibition planning.

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Digitisation:

Digital transformation - a term that is often used. It is often associated with the prospect of new opportunities and potential, but also with fears. The latter also applies to the world of exhibitions, as it is often claimed that the internet is replacing real exhibitions.

But is that even true? Or do exhibitions still have their place in the digital age?

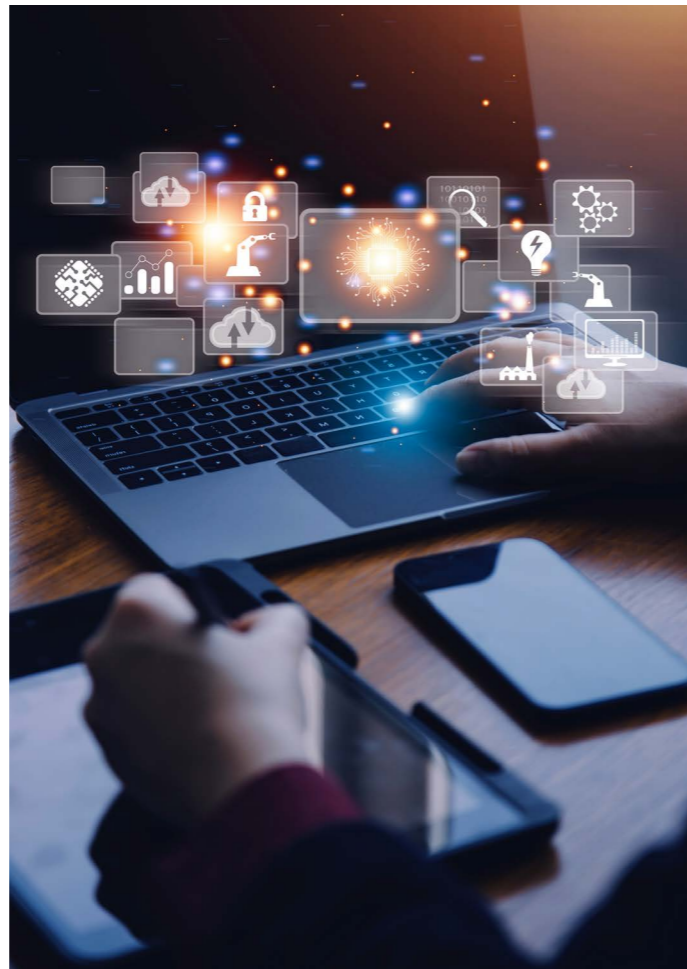
Real exhibitions have a clear raison d'être: Especially in times like the COVID pandemic, when personal contact was largely restricted, people now crave direct interaction, a handshake and experiencing products in their hands. In a world where communication is often digital and anonymous, personal contact is valued all the more.

Unique sensory experiences: Real experiences appeal to all the senses, creating more intense and lasting impressions than purely digital alternatives.

So if digitalisation is not replacing real exhibitions, what significance does it have for the exhibition world?

- Expanding the exhibition experience: The digital transformation offers the opportunity to digitally expand the exhibition experience.

Curse or blessing?



- New design possibilities: Digital tools enable the innovative design of exhibition stands and experiences.
- Efficient handling: Processes, from planning to implementation, can be optimised using digital solutions.
- Data analysis and insights: Digital technologies can be used to collect and analyze valuable data on visitor flows, interests and behavior.

This white paper answers precisely these questions and shows how the digital transformation is revolutionizing the exhibition world without diminishing its traditional importance.

Digital Exhibition planning

Digital exhibition planning: Efficient and flexible

The entire planning and organisation of an exhibition stand can now be done completely digitally. From digital stand planning to tools such as Studio and resource management - everything is possible online.

- **Resource management:** Orders for giveaways, brochures or flyers can be conveniently processed via an event resource management system.
- **Customizable processes:** All resources can be customized according to individual needs and used around the clock.
- **Optimum resource allocation:** Whether it's your own equipment, rental equipment, catering or exhibition systems - everything can be allocated efficiently.
- **Automated logistics:** The most cost-effective logistics solution is automatically offered to ensure that the resources ordered arrive at the right place on time.

Fun Fact:

Exhibition stands used to be designed with pen and paper – now it's all just a click away!



ExpoCloud

ExpoCloud Event Resource Management: Agile, scalable and efficient

Event resource management enables agile and efficient work in your exhibition and event environment. As a comprehensive ecosystem, it supports you in process optimization and actively contributes to your success.

- **Article management:** Organise and manage your resources efficiently and clearly.
- **User and event management:** Manage user roles and plan events in a targeted and structured manner.
- **Scalability:** Adapt the speed and scope of your processes flexibly to the requirements of your company.
- **Agility:** React quickly and effectively to changes in the market and optimise your presentation strategies.
- **Security:** Benefit from secure and reliable solutions for your exhibition planning.

Initial approach before start of exhibition

Initial approach before the start of the exhibition: How to make the first contact even before the event

Approaching potential customers for the first time at a exhibition can be a challenge - especially if they are not yet familiar with your company. However, digitalisation offers you excellent opportunities to not only extend the exhibition experience, but to start it in advance.

DIGITAL CHANNELS:

Such as your website, social media and email marketing - to draw attention to your exhibition presence at an early stage. This not only allows you to target existing customers and invite them to meet you in person, but also to reach potential new customers who are not yet familiar with your company.

OPTIMISED LANDING PAGE:

Create a special landing page for your exhibition participation. Make sure that it is search engine optimised (SEO). Many exhibition visitors find out about exhibitors and events online in advance. A well-optimised landing page can help you to be more visible in search results and attract additional traffic to your website.

DIGITAL ADDED VALUE OFFER:

Make full use of the possibilities of digital communication. For example, send out personalized e-mail invitations and offer voucher codes for free exhibition tickets. Also give your contacts the opportunity to arrange fixed appointments with you at the exhibition in advance.

LED VIDEO WALL

LED video wall Modern technology for an innovative exhibition stand

The classic way to customize an exhibition stand is usually with printed graphics. You create a design, have it printed and use it on site. But are there innovative alternatives to make your exhibition stand more modern and appealing?

LED video wall as an eye-catcher

Yes, they do exist! The digital transformation has opened up new possibilities. Instead of static graphics, you can convey your message via modern screens. An LED video wall is perfect for creating a varied and unique exhibition stand. Take advantage of the opportunity to play product videos, company films or interactive presentations. Moving images attract more attention and motivate exhibition visitors to stop and take a closer look.

In addition to the impressive visual effect, the LED wall also offers practical advantages:

- Sustainability: Content can be adapted digitally, avoiding waste from printed materials.
- Cost efficiency: You save costs in the long term as the LED wall can be reused and flexibly displayed.
- Flexibility: Content can be adapted at any time to present current information or promotions.

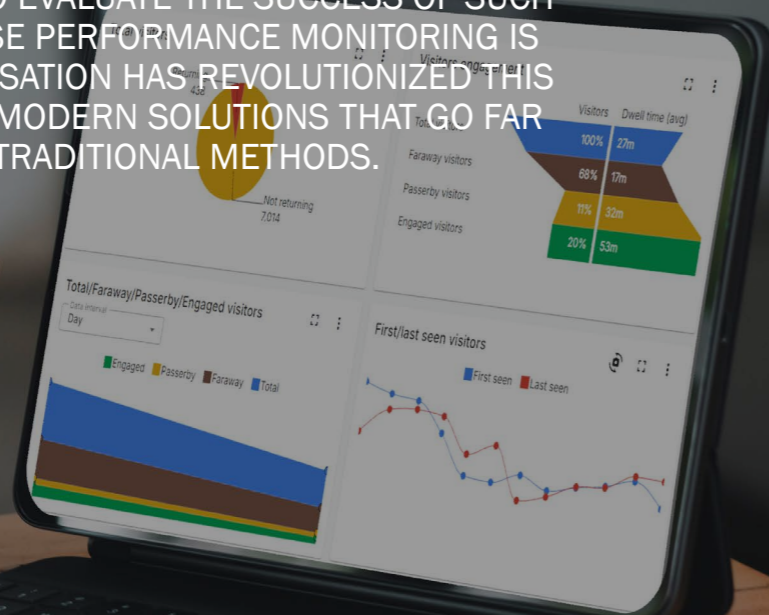
Fun Fact:

Increasing popularity worldwide: Around 70% of leading companies now use LED video walls in their exhibition stand construction to create a distinctive brand presence.

Monitoring the success of exhibition stands

MONITORING THE SUCCESS OF EXHIBITION APPEARANCES: DIGITAL TECHNOLOGIES FOR PRECISE SUCCESS MEASUREMENT

EXHIBITIONS ARE A KEY MARKETING TOOL AND SERVE AS AN EFFECTIVE MEASURE FOR ACHIEVING STRATEGIC GOALS. IN ORDER TO EVALUATE THE SUCCESS OF SUCH MEASURES, PRECISE PERFORMANCE MONITORING IS ESSENTIAL. DIGITALISATION HAS REVOLUTIONIZED THIS AREA AND OFFERS MODERN SOLUTIONS THAT GO FAR BEYOND TRADITIONAL METHODS.



EARLIER: TODAY

Manual performance measurement with manual counters

In the analog era, visitors were often counted using so-called manual counters (clickers). Employees had to manually click on each stand visitor to record the number of visitors. This method was not only time-consuming, but also distracted the stand personnel from personally assisting visitors. In addition, it only provided rough estimates without deeper insights into visitor behavior.



The data obtained provides valuable insights into:

- The exact number of exhibition and stand visitors
- The average time spent at the stand
- The return rate of visitors to the stand

Precise analysis with Event-Metrics technology

Thanks to digital technologies such as Event-Metrics technology, measuring the success of exhibition appearances is now much more efficient and accurate. A sensor placed at the exhibition stand uses WLAN technology to analyze visitor behaviour. WLAN-enabled devices with activated WLAN function send out so-called probe requests when searching for hotspots. These signals are recorded by the sensor and converted into anonymized fingerprints.



	MANUAL	EVENT METRICS
Method	Manual counter	WLAN Sensors
Efficiency	Low	High
Data quality	Rough estimates	Precise and anonymized data
Personnel expenses	High	Low
Visitor focus	Low	High



Lead Management

Lead management: from print to digital

Digitization also ensures greater efficiency and sustainability in the area of lead management. Printed paper sheets for recording customer data are a thing of the past. Instead, you can create a user-friendly landing page and call it up directly at the exhibition stand on a tablet or laptop. This allows you to record customer data in real time and not only save paper, but also valuable time.

Fun Fact:

A trade show with 10,000 visitors consumes an average of 1 ton of paper for lead forms.

GDPR-COMPLIANT LEAD MANAGEMENT:

Please note the GDPR guidelines: Advertising is only permitted with a double opt-in or legitimate interest. A digital form offers the advantage of integrating a field for newsletter registration. If customers fill out the form directly at the stand, they are more likely to agree to receive the newsletter. Also prepare your customers for the fact that they will receive a confirmation email - this creates transparency and legal certainty.

QUICK FOLLOW-UP:

A major advantage of digital lead capture is the automatic integration of the data into your CRM system. Instead of manually digitizing forms after the exhibition, you can immediately start the follow-up and contact your leads promptly.

SUSTAINABLE COST REDUCTION:

By eliminating printing and finishing costs and reducing paper consumption, companies not only benefit financially but also make a contribution to sustainability.



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