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# UFI – ICT Award Messe Frankfurt Smartphone App

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## Concept: Evolution

- Release of a branded App for every show on shared IT platform
- Continuously deploying new features
- Highly customizable for every show and their needs
- Low roll-out costs yet very individual



## Marketing: Advantages for the show

### **Assistance & Support**

- Standard features such as exhibitor search and floor plans
- Show relevant facts (opening hours, free Wifi etc.)

### **Event and Service**

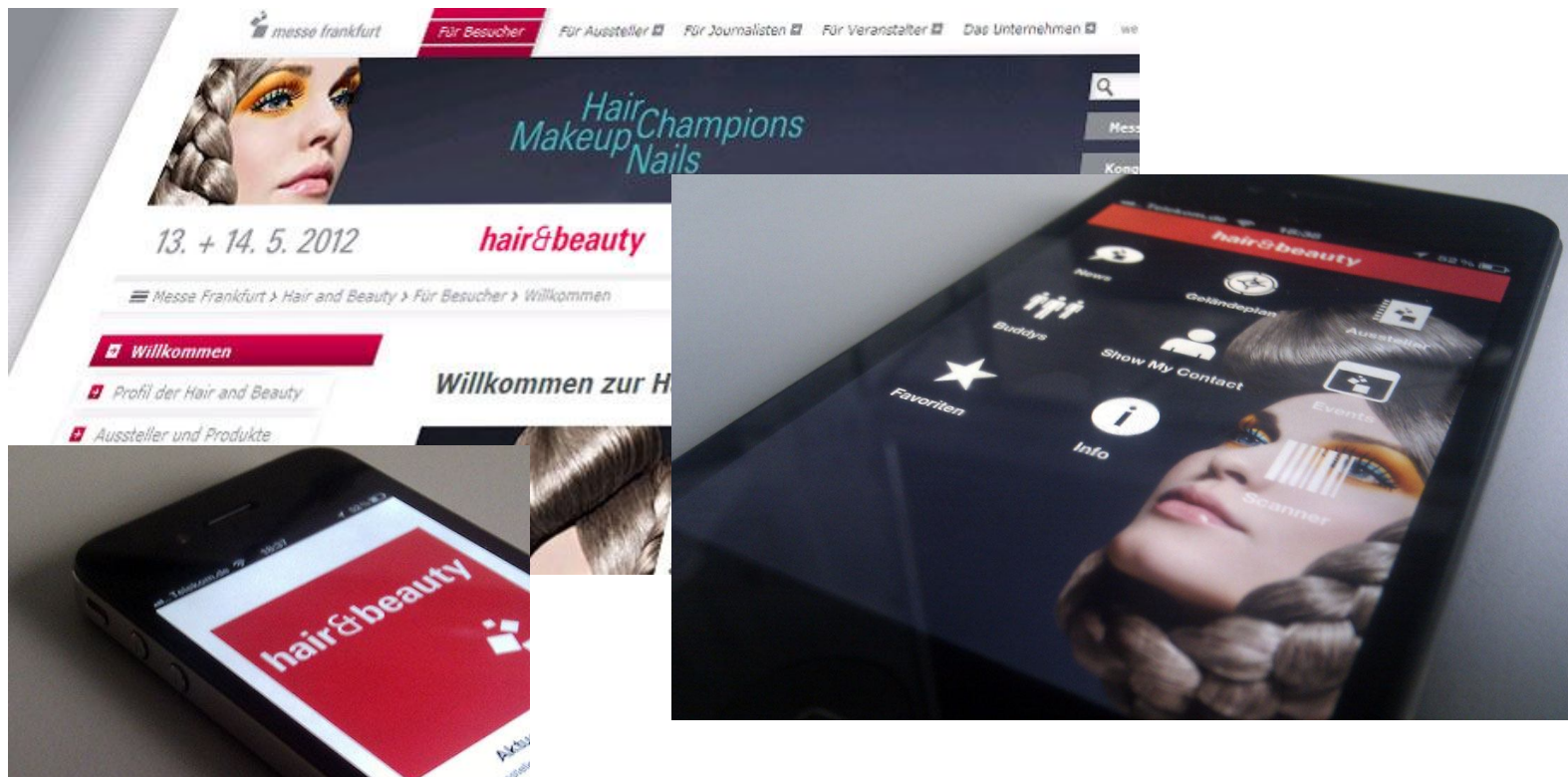
- Pushing Live events while the show is going on with twitter feed
- Supporting trend shows and other activities with the event planner

### **Extra Value**

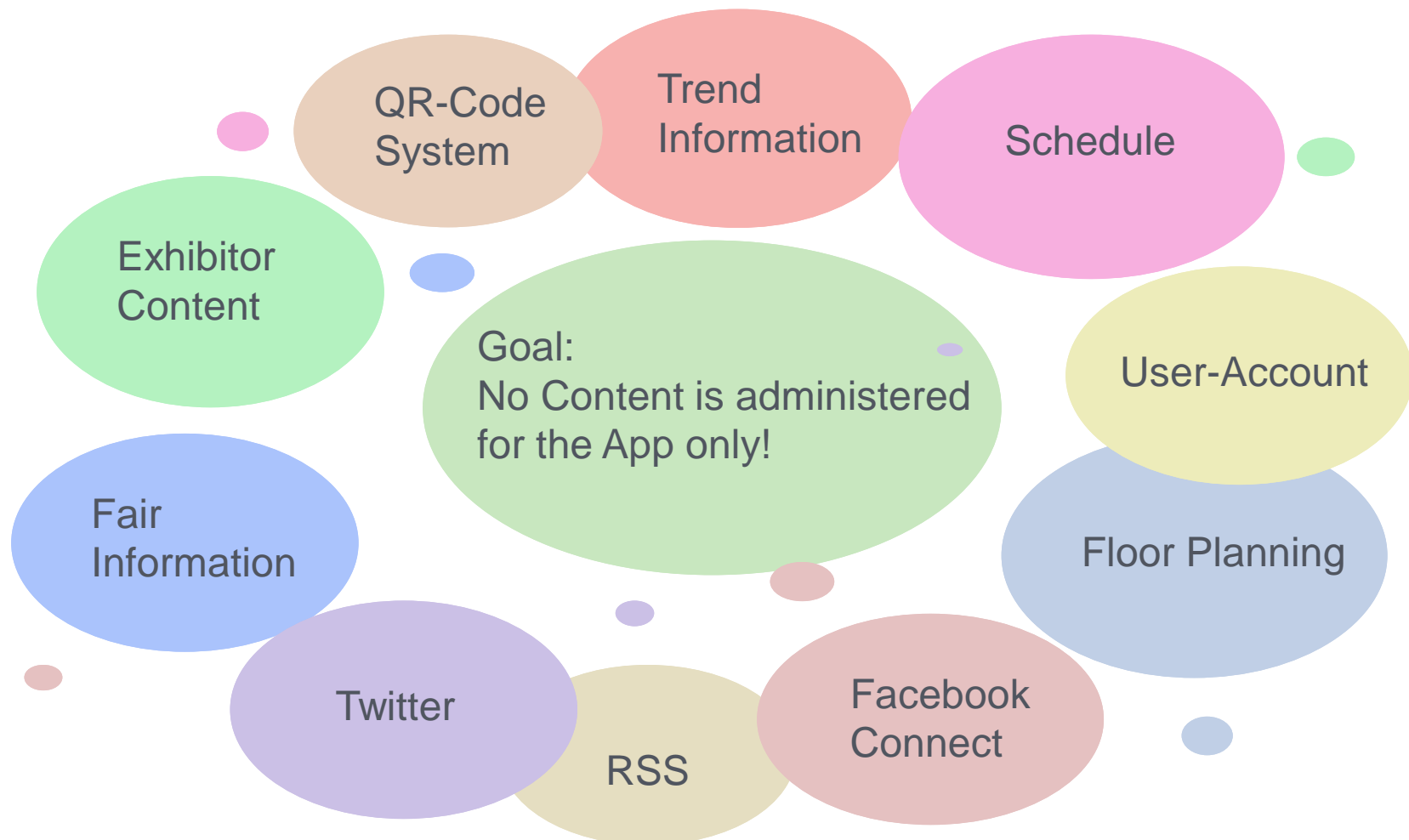
- Helping attendees with QR code reader finding what they are looking for
- Connections to social media
- Visually displaying trends and color codes
- Strengthen the community with location based services (buddy finder)



## Marketing: Cross Media Brand Consistency



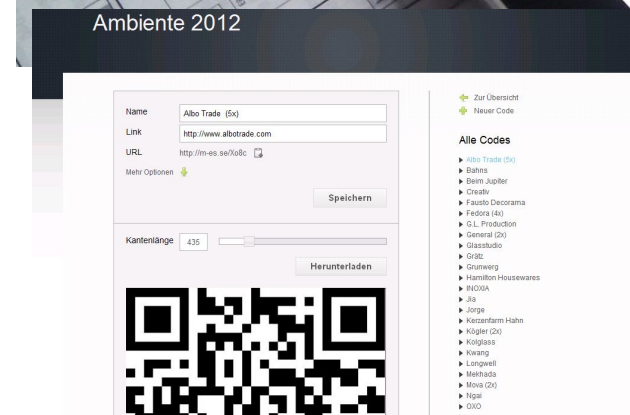
## Tech-Talk: Smart Combinations



## Tech-Talk: Seamless Integration

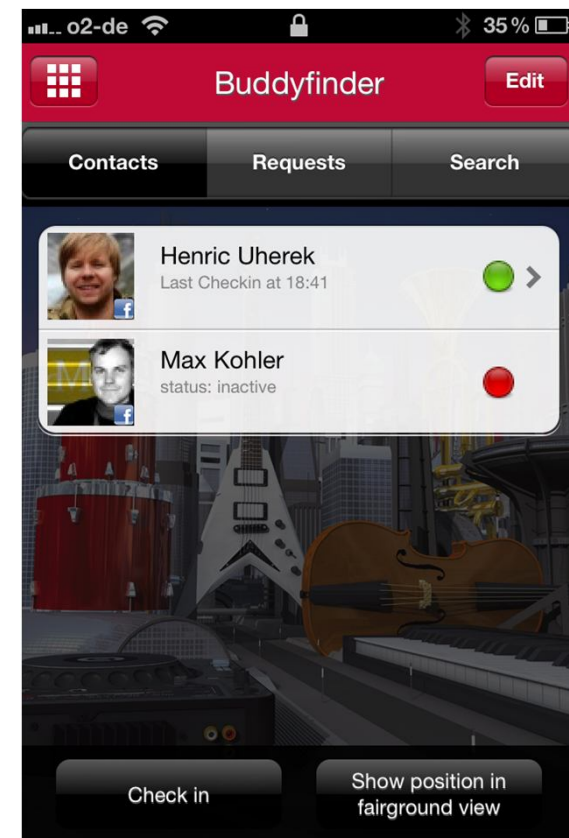
- Bringing together **on- and offline media** in one media package
- Graphical and technological **consistency** (floor maps, exhibitor content, icons)
- Using *existing systems and accounts* for a more complete access

→ Guiding the user through a **complete trade fair experience**

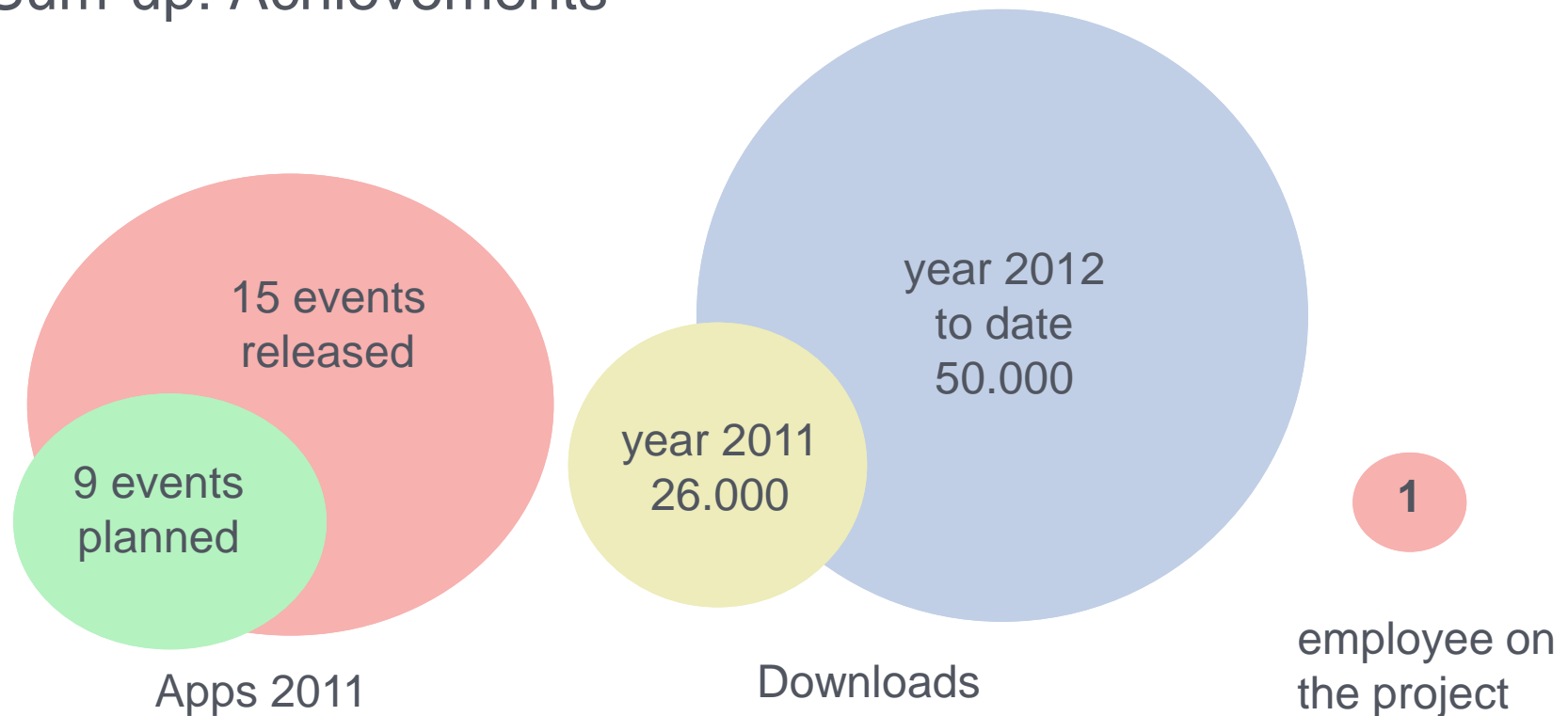


## Special Feature: Buddy-Finder

- Use your MyAccount from the Online-Ticket purchase
- Log-In on the app
- Connect with facebook to see who else is there
- Check in to show your position for all your contacts on the fair ground
- See on all green marked contacts where they checked in last
- Arrange a meeting!



## Sum-up: Achievements



In addition:

- Availability of the app platform for Messe Frankfurt guest shows
- International Messe Frankfurt shows being added to the portfolio



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Thank you for your attention!