

*„Navigating through
unsteady conditions“*

ADITUS COVID CONTROL CENTRE

The Flexible Toolset
For The Exhibition Recovery

Introduction

An extraordinary year lies behind us. Covid19 has taken our lives and turned them upside down, our private lives just like our business lives. Challenges and silver linings determined the news. Businesses struggled, the government took unusual actions. Exhibitions had to be canceled and the industry had to confront never seen before cut-backs. Out of necessity digital and hybrid exhibition formats were formed within weeks. The whole industry took a step forward to the long needed digitalisation.

ADITUS as service provider for ticketing and entrance systems accompanied organisers during this time. Discovering the unknown, sharing ideas and gathering demands ADITUS intensified relationships and developed what the industry needed, a set of functionalities to restart exhibitions. Witnessing and supporting courageous organisers in their attempts to conduct exhibitions, the scope of functionalities progressed. Observing the global exhibition market and those close to it resulted in an evaluation of different approaches. Every action of the last year emerged from the goal to pave the way to a save recovery of the exhibition industry. As a company working with its inhouse software and hardware department, we are used to create new products which fulfill all requirements, can easily be connected to other service providers and which are simply innovative, different and unique. By focusing on our core competences, we develop a powerful system which is highly adaptable to changing conditions. After one year of observing, learning and creating, the Covid Control Centre was born. A cockpit for organisers to navigate

through unsteady conditions and strong headwinds, made for handling turbulences and supporting where support is needed. Easily expandable, the Covid Control Centre is the essential puzzle piece to dock on companies with different key businesses to connect the best and to enter symbiotic relationships. It consists of eight modules to switch on to accompany the organisers leading them into the industry's recovery, ready to help it flourish again.

Next to the close contact we keep with the organisers and the ideas we develop ourselves, we follow global developments, observing other branches and countries for their measures to kickstart the industry. Balancing new ideas and personal perception during the pandemic helped us to identify potential expandability especially regarding the visitor's sense of security. An important factor within the whole process were the continuously changing situations which made it difficult to achieve our goals to motivate visitors and to meet government requirements. We had to focus and step back. Investing time for new software and hardware development had to be worth it. Following every tendency, beginning to develop before there was a concept and commitment would not have worked out. At the same time we could not afford to be too late. Overthinking and unnecessary hesitation could have cost us valuable time and the leading edge. Under time pressure, watching conditions change, but taking the time to identify the key features we needed, the result is a high performance set of functionalities, able to lead exhibitions back to the new normal.

The Different Switches



Trace it and Track it

Contacts for Covid, Leads for Leverage



Inform and Provide Security

The Ticket Shop as First Touch Point



Control and Oversee

Ticket Limits per Day Adaptable in Two Clicks



Keep the Order

Entrance & Exit Dashboard per Hall



Test to Stop Spreading

Integration of Rapid tests



Head Towards the Fast Lane

Vaccine and Test Certificate Verification



Evolve and Hybridise

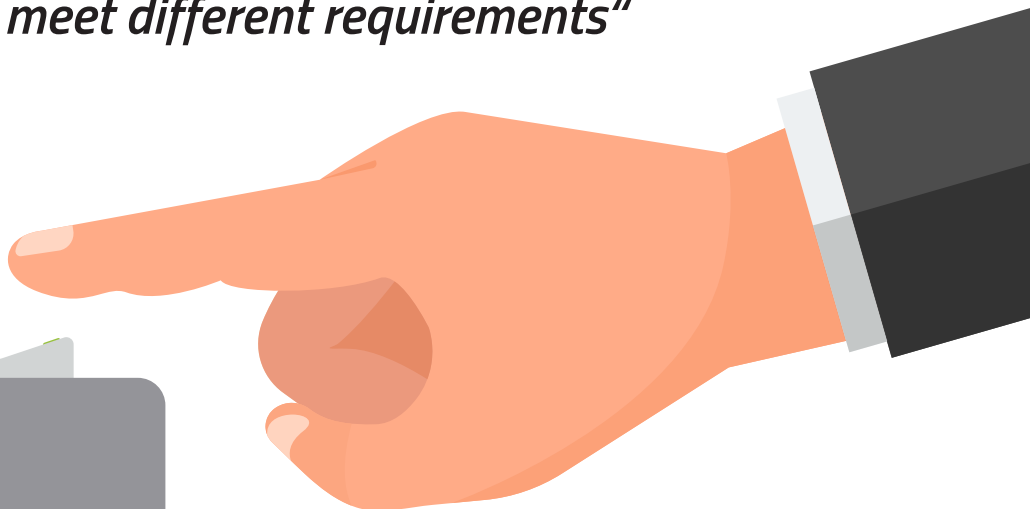
Combining Analogue with Digital

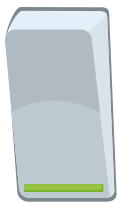


Modify Information

Flexible to Changing Plans and Postponements

*„Flip them to tick them.
Eight switches to meet different requirements“*



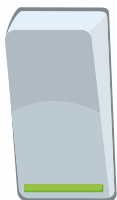
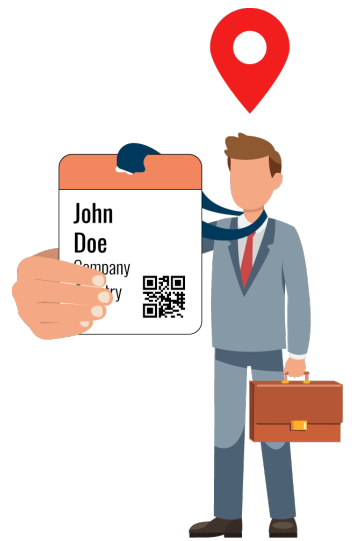


Trace it and Track it

Contacts for Covid, Leads for Leverage

The corona world of 2020 has changed our lives and made us adapt to new rules and regulations. One of them are the paper lists at the entrances of hair dressers and restaurants, waiting for us to be filled with our names and phone numbers. In case of a spread of infection customers can be traced and contacted. But how would it look like at exhibition entrances and exhibitor booths? Paper lists are neither manageable nor traceable. Our digital solution provides the combination of the new „FairTracing“ functionality of Scan2Lead with the ADITUS ticket shop. During the registration process the visitors give their personal information within the ticket shop once, where they are safely stored. When entering the exhibition ground, visitors scan their ticket at the ADITUS Self Badging Terminal and a practical, tidy badge is printed within seconds. Wearing the badge on a lanyard around the neck, the visitors are prepared for their tour. Walking from booth to booth, from restaurant to sessions and back to booths, the badge is scanned multiple times by the exhibitor using the FairTracing App. The visitor journey is traced with check-in times and AI-based predicted dwell times without any contact surfaces. An additional timer function is integrated

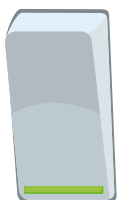
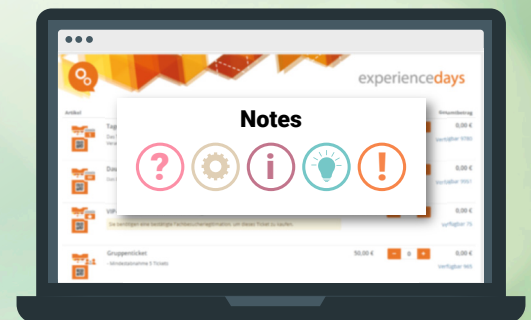
as well, which is started and stopped with every scan. But not only the orders from the health department and hygiene concepts are met in an exceptional practical and precise manner. An outstanding advantage for exhibitors and organisers are the gathered information about booth visitors, motivating them even more to scan every lead to increase their success. Visitors on the other hand keep sovereignty over their data use and even have access to digital contact information about the exhibitors they talked to. No more contaminated exchange of business cards and hours of handling them. Thanks to the longterm, fruitful and trustful cooperation of both companies, Scan2Lead „FairTracing“ became part of the Covid Control Centre.



Inform and Provide Security

The Ticket Shop as First Touch Point

The second module of the Covid Control Centre supplies visitors with essential information regarding the exhibition. The ticket shop forms the ground and is one of the first touch points of visitors with purchase and registration intention. By registering a ticket, the visitors intend to participate in the exhibition and need specific information regarding their attendance, especially during the pandemic. The ticket shop serves the organiser to communicate with potential visitors. Rules and regulations can be displayed leading to a better understanding and feeling of security for visitors to build trust. By learning what to expect, how hygiene concepts are being implemented and how to behave during the exhibition, they see and feel the safety measures. Multiple prominent notes, check boxes for acknowledgements and mailings are available for organisers to provide well prepared information. Additional updates can be made easily in self service and are displayed after seconds.

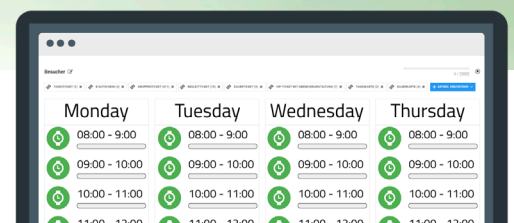


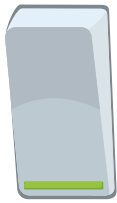
Control and Oversee

Ticket Limits per Day Adaptable in Two Clicks

Providing tickets for the exhibition is the first step to a participation. The more visitors come the better for exhibitors and organisers. But this has changed since Covid took over. Long waiting lines in front of shops have become common when only a limited amount of people is allowed inside of public rooms and buildings. Staying in control of the visitor numbers is the requirement for those responsible. For organisers this is possible by activating this module of the Covid Control Centre. By simply choosing the days of the event and entering the limits per day, organisers are on the safe side. Visitors can then select their days of participation within the ticket shop and have them printed on their

tickets and shown in their confirmation email. In addition the organisers can also set up time slots within the exhibition days to control the amount of visitors in the entrance hall during the morning rush. Another use case for time slots is the integration of Covid tests into the entrance procedure, limiting the amount of people according to available space. Persons responsible can see how many tickets have been registered for which day and can make changes to the limits with two clicks. Especially in this time when orders of the government need to be followed within days, the simplicity of the interface enables the organisers to act quickly.





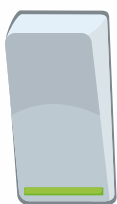
Keep the Order

Entrance & Exit Dashboard per Hall

Preparing the exhibitions, several hygiene standards must be met. The organisers need to be in control of the permitted number of visitors at all times. Limiting tickets per day is only the first step. The next level of limitations are the concentrations of visitors per hall or even per area. At this point the Covid Control Centre steps in and offers additionally to software components the corresponding hardware. Scanning badges at the ADITUS Self Badging Terminals during the ent-



ering process contactlessly avoids permanent cleaning and allows a quick spread of visitors after passing this potential narrowing point. Further scans of entries and exits at the halls provide reliable numbers in several dashboards and reports. Always up to date with only seconds of delay the organisers can overview the capacity utilisation and take actions per area if necessary.

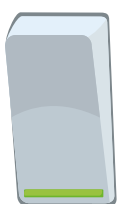
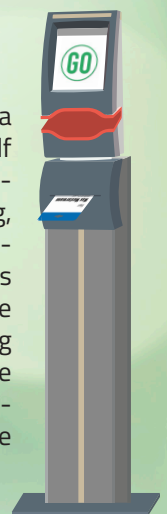


Test to Stop Spreading

Integration of Rapid tests

Standpoint March, 16th there are no specific agreements on how exhibitions are feasible in Germany. However, other countries have already approved opening strategies for exhibitions. One part of the plan is the integration of rapid testing. Also looking at the air traffic procedures as one common way for visitors to travel to exhibition grounds, the indications suggest that some sort of testing might become a crucial part of exhibitions in the post Covid world. A lean integration of testing into the entrance process can be the deciding argument for exhibitions to restart and flourish. Offering a Made in Germany Full Testing Package, organisers can leave the testing area to the professionals and focus on their stakeholders. Besides using the reliable ADI-

TUS entrance software, the testing area would be equipped with the ADITUS Self Badging Terminals. Contactless and hygienic scanning, quick and easy printing, space saving and cable free, visually upgrading and modern: these terminals are welcoming visitors and provide the label which will be placed on the testing kit to identify samples. Combining time slots with this module of the Covid Control Centre, the entrance areas become short term test centres in the morning.



Head Towards the Fast Lane

Vaccine and Test Certificate Verification

As mentioned before there are already opening strategies for exhibitions outside of Germany. Besides the testing process within the entrance hall there is another cornerstone to it: The digital proof of vaccination and proof of a negative test result. This makes it necessary to handle some groups of visitors differently. Vaccine and test certificates need to be verified, allowing the visitors to enter the exhibition using a fast lane.

- (Post-) purchase of an on-site rapid test with direct booking of a time slot

And this is how on-site entry works:

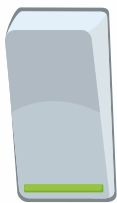
- Participants who have accredited themselves in advance via proof of vaccination or test have an unlocked ticket with which they can enter the fair directly.
- All other participants go through the rapid test process.

So when registering for the event, participants buy their ticket as usual and can choose between different procedures for providing proof of vaccination or rapid testing until before attending the event. In each case, the proof can be provided in the registration or on site. Options are:

- (Post-) registration with digital proof of vaccination
- (Post-) registration with external proof of a negative test (PCR or rapid test)

Looking towards autumn, a significant number of visitors will be vaccinated enabling them to quickly pass through without any waiting for test results. This again enables the organiser to increase the pass through rate, making exhibitions lucrative. Sounds plausible and attractive? Then choose this switch to complete the Covid conform, Made in Germany Full Entrance Package. Covering different use cases of entrance scenarios by uploading digital proofs and transferring information via API, the Covid Control Centre lives up to its name.



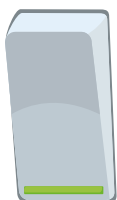


Evolve and Hybridise

Combining Analogue with Digital

The post Covid exhibition world will differ from the previous one. Exhibitions have moved from analogue to hybrid to digital, trying to offer as much value as before. Now looking for the way back to normal, the new normal is hybrid - an analogue event with a digital extension. There are countless different concepts of how these exhibitions are structured but registering visitors is the base of them all. Firstly it is mandatory to know who is coming to the show to meet requirements, secondly the more data the better is the foundation for effective marketing and content development. For every concept of hybrid event, there is the matching solution within the ADITUS ticket shop. Proof are the various service providers which have been connected to the ADITUS system via API during this pandemic, organising the digital entrance. But also different ticket

structures are possible. Splitting analogue from digital tickets to offer different price ranges? Makes sense and even allows sending either e-tickets for scanning or access links for the digital participation. Offering hybrid tickets to avoid pushing visitors towards an early decision? Perfectly fine, combine e-ticket and link within the confirmation email, so the visitors are prepared for both. Additionally the ADITUS Identity Provider enables the visitors to use only one account for all platforms connected to the exhibition. No longer searching for the right username and password combination. Use one for them all. This is true customer focus added with a high level of comfort and quality – just like in any other module of the Covid Control Centre.



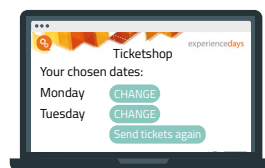
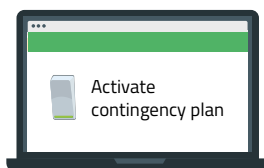
Modify Information

Flexible to Changing Plans and Postponements

Circumstances are changing continuously. If they affect organisers or visitors is irrelevant. Both parties need to react - regardless the reason. Organisers have to communicate new information and visitors might need to change their plans. Ticking this module enables the required flexibility. Both groups can act on their own behalf. Organisers can customise descriptions, add time slots and manage contingents using the self explanatory interface. Visitors have two options. They can log back into the ticket shop and adjust the originally chosen dates and personal information without calling a support hotline or writing an email. Alternatively the changes can be made by service teams on behalf of the visitors as well, offering further comfort for different preferences. But there is a difference between changing plans and a back up plan. The latter is time critical, sensitive and hits harder. Recovery is obviously the focus of the industry. At the same time some back up plan is crucial to survive possible set backs. When planning with future hybrid events, visitors get two op-

tions right from the beginning. If the worst case scenario occurs and the analogue part of the exhibition is not feasible a contingency plan has to kick in: Switching into purely, digital or even postpone. Both options are not pleasant but have been inevitable at some point in the past. Once the decision has been made, the switch has to be executed and communicated correctly to avoid confusion and to give planning security. Sadly both options became a big part of 2020. By learning how to deal with these changes, the ADITUS Sys-

tem evolved and can now be transformed within minutes. Analogue tickets turn into access links to allow access to the digital platform or stay valid for the postponed exhibition. Mailings for ticket owners can be prepared including the individual ticket owner information. Offering support in all ticketing and access related matters, ADITUS becomes a reliable and innovative partner to the organisers. Guiding comprehensively through complex processes to find the perfect solution in challenging times – just by ticking this module.



Results achieved

„The Journey of the Covid Control Centre: Step by Step towards Success“

The Covid Control Centre was not built in one day. Switch after switch the collection of helpful features grew and is still growing today. Implementing feature after feature with different organisers, we exchanged ideas, potential improvements and positive encouragement. The result is a multifunctional tool to restart exhibitions to make them viable and vibrant again. Additionally, many fruitful relationships were built during challenging times. A total of 56% of our exhibition related customers have been using at least one of the switches since the pandemic started. Unfortunately, 33% did not even set up a ticket shop and canceled early. Most of the exhibitions had to be held digital or even be postponed. On the bright side we have been observing and profiting from an increased demand in our services and products. An astonishing growth of 45% of our customer base since the first quarter of 2020 saved our company financially. The experience of our account managers working through the crises in 2020 has become incredibly valuable for new clients, who are grateful for any advice. But also long-standing customers profit from our broad knowledge gathered while working on different concepts and ideas.

One example of a medium sized private exhibition organiser and long-term customer stands out which we are kindly permitted to present: HINTE Messe- und Ausstellungs GmbH



The exhibition was scheduled for September 2020. In February the configuration of the ticket shop started. Exhibitions were still taking place in Germany but already with a significant de-

crease in visitor numbers. A hybrid or purely digital exhibition was not an option at that time. People were not expecting any major restrictions. Spring began, Germany introduced short time working and the first lockdown was imminent. Organisers were forced to postpone exhibitions to summer. A depressing outlook for the private organiser. Conversations changed. Gathering ideas, talking about possibilities and starting development were the main focus. The first switches were born: Using the ticket shop to inform visitors about what to build. The next step was to control the numbers at the exhibition ground by implementing the selection of participation days. With the worsening of the situation the cut had to be made soon: Hybridise. A purely analogue event was no longer feasible. Hoping to attract visitors by giving two options of participation, the ticket shop had to be adjusted. Sadly another few weeks later the second deep cut: We needed to go purely digital. While connecting a digital platform for the digital exhibition, we turned the tickets into access links. The contingency plan worked out. A medium successful first digital event had been held. Exhibitors, visitors and the organiser were pleased and relieved.

This example describes the experience of many others in 2020. Standing out with endless stamina and resilience, this organiser impressed us with its open mind and innovational spirit. Continuously exchanging ideas and daring to introduce new features to conservative visitors to make the exhibition possible, the organiser took a huge step towards digitalisation and we are thankful for the successful cooperation and trust. Looking ahead to spring 2021, the partnership is being continued and we are already working on a hybrid concept that is tailored to the customer's needs.

Measures for main objectives

- | | | | |
|--------|--|---|------------------------------|
| Step 1 | <ul style="list-style-type: none">▪ following the worldwide development▪ observing other branches and companies | ➔ | Enable organisers |
| Step 2 | <ul style="list-style-type: none">▪ meeting multiple requirements of different organisers and being flexible | | |
| Step 3 | <ul style="list-style-type: none">▪ observing behaviors in private environment▪ studying surveys | ➔ | Motivate visitors |
| Step 4 | <ul style="list-style-type: none">▪ informing about and building trust in hygiene concepts | | |
| Step 5 | <ul style="list-style-type: none">▪ playing through scenarios and weighing ideas▪ building a flexible foundation | ➔ | Pushing innovations |
| Step 6 | <ul style="list-style-type: none">▪ calculating risks and starting development early | | |
| Step 7 | <ul style="list-style-type: none">▪ staying in close contact with organisers▪ arranging workshops / debriefings after new implementations | ➔ | Intensify customer relations |
| Step 8 | <ul style="list-style-type: none">▪ giving hope and being sparring partner | | |