

Introduction

We herewith apply for the UFI Digital Innovation Award 2021 with our AI-powered Contact Tracing Solution **Scan2Lead FairTracing**.

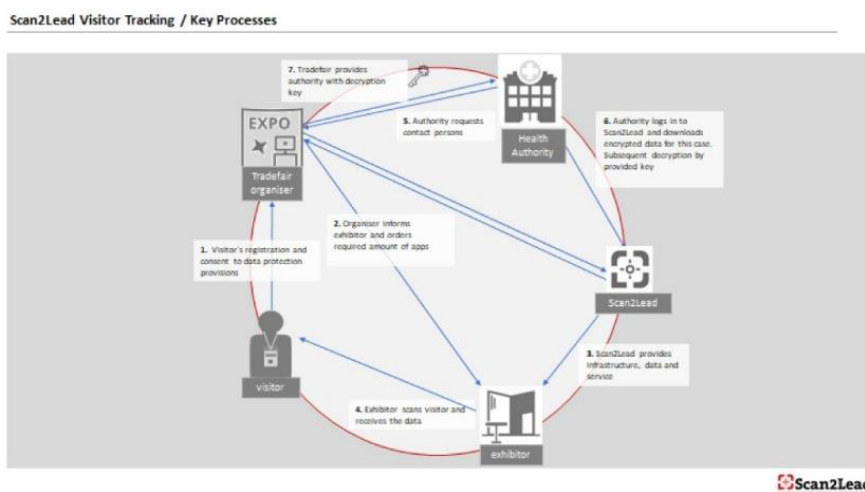
An application which is equally beneficial for all stakeholders: Organizers, exhibitors, visitors, health authorities and political institutions. By closely measuring stand dwell time, monitoring the entire visitor journey, providing BI dashboards for the organizers and securely delivering required information to the health authorities, we are an integral part of helping exhibitions to restart again.

Who we are

Adventics GmbH is a company based in Munich and Vienna with more than fifteen years of experience in the trade fair sector. We have achieved a high level of recognition in the industry with our top-selling Scan2Lead application and have consistently expanded it. Ten thousands of satisfied users tracked their leads at trade fairs with our renowned digital solution. And then, a disease called COVID-19 started to haunt the world. That challenged us and our broad digital know-how to come up with a new development: Scan2Lead FairTracing.

What drove you to develop a new tool?

The main trigger was the requirements for a holistic hygiene and security concept by the government and the respective health authorities. Our customers – amongst them the biggest exhibition organizers - urged us to develop an integrated solution which could help them to safely restart their business again. And prove the validity of the security measures towards politics, exhibitors and visitors.



Picture 1: Configurable data flow to the health authorities

What were the main objectives?

Our main objectives while developing the solution were:

- Seamless integration with corresponding technologies and processes (esp.: registration, access control, lead retrieval, hybrid concepts, customer portals)
- Achieving a high acceptance for the system usage by providing a comfortable user experience
- Ensuring the highest European standards for security and data privacy (GDPR+)
- Avoiding the total shutdown of the exhibition or entire halls in case of a recorded infection. Instead excluding the selected stands by automatically blacklisting the corresponding attendee passes.
- Providing speed and accuracy: delivering the encrypted data of contact persons to the health authorities by the push of a button.
- Making use of modern concepts and technologies like AI and machine learning
- Bringing benefits to all involved stakeholders: organizer, exhibitors, visitors, health authorities and politics
- Stability and scalability (as internationally leading exhibitions like **bauma**, **drupa** and **Agritechnica** are amongst our customers)



Picture 2: The objectives of various stakeholders had to be met

Which value added service did you seek to provide?



- Speed and accuracy: health authorities receive the data immediately and can take automatic actions by contacting relevant contact persons.
- Ensuring the continuous operation of the show even with the case of a reported infection by selectively excluding relevant persons → Integration with the access control systems to blacklist tickets.
- Providing every single exhibitor with a solution to make the most out of the precious leads at his stand.
- GDPR compliant data analytics of crowd behavior for the organizer to manage the current show and adapt future editions (data driven business development)

Picture 3: Selected exhibitions who are using our Scan2Lead solution

What measures did you take to reach those objectives?

Beginning in March 2020 we focused all of our development resources to build the FairTracing solution. This meant in detail **to train our algorithm with machine learning** of several million past stand visit transactions. The next step successfully taken was **to roll-out an automated logistics process and deployment system** to provide all stand personnel with their individual and pre-personalized FairTracing app.

Integrating specific features like visit timers, group and delegation mode and twin-code procedures was another measure we took. This meant in practice **supporting badges with 2 QR-codes**, where one is a **designated "corona code"**. Supporting the **distinction of private and business contact details for international B2B events** was another point on the To Do list of the people in charge, not to mention **building an BI-based analytics module to provide the requested contact lists**.



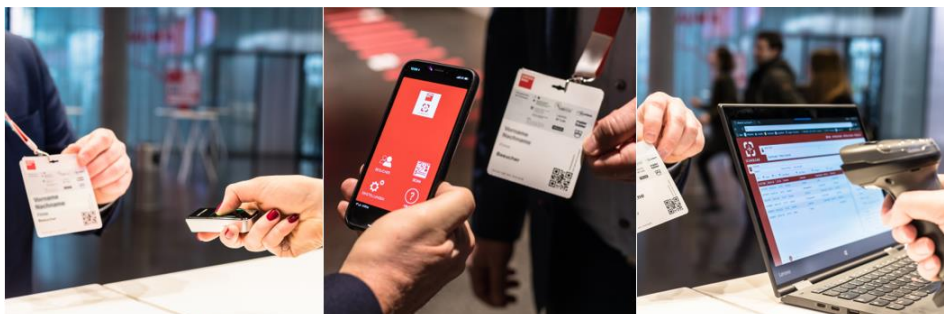
Picture 4: Twin Code sample on a Messe Düsseldorf Badge

What were the specific challenges faced? How were these overcome?

The first challenge was the obligation to meet federal differences in the governmental rules and procedures. That meant for we had to make the FairTracing Solution configurable for the various scenarios. We furthermore had to meet an increased demand for our operations and customer success teams. We overcame this challenge by HR-measures, intense training and adapting our internal support systems and knowledge databases.

Were your objectives reached?

Absolutely, yes. Our service had – and still is having - a triple benefit: In addition to the extremely important digital supplements to the hygiene concept, FairTracing for organizers brings information about "hot spots" and specific peak times in certain zones on the exhibition grounds.



Picture 5: Scan2Lead FairTracing Portfolio

Exhibitors can not only protect their employees and service providers responsibly. With FairTracing, they also receive first-class, content-rich data about their stand visitors and their preferences, motives for visiting and other interests. Which in turn enables them to evaluate, adapt and optimise their trade fair visits with a precision never seen before. And visitors can be sure that, firstly, they are in a secure environment with reliable health protection and contactless information exchange. And secondly, that they will meet exhibitors who are aware of the value of visitors sharing their interests and data with them.

What relevant results can you share?

The majority of our customers booked the FairTracing solution for their events. We could manage to contract many more well-known organizers who want to safely restart their exhibitions after the pandemic break. Significant events which could take place during in 2020

REFERENCES

We are working for the world's largest trade fair organisers for over 13 years now. We have already carried out numerous projects in this area on the topics of introduction of CRM systems, ticketing systems, tenders etc. Here is an extract of the organisers we have already worked with.

(e.g., Caravan Salon – Messe Düsseldorf, ILMAC – MCH Basel) used our FairTracing technology. Everything worked smoothly as expected to the satisfaction of all stakeholders.

And since the best success factor is customer satisfaction, we would like to let two of them have their say here:

Picture 6: Selected adventics customers



Picture 7: Caravan Salon Düsseldorf 2020

"FairTracing by adventics was an important digital component of our hygiene and infection control concept "PROTaction" at CARAVAN SALON 2020. The application helped us to hold the first major German trade fair in 2020 after the first lockdown as safely as possible and successfully in Düsseldorf. Furthermore, it was pleasant as well as easy to handle. Applications like FairTracing show the great digital potential of our industry, so I'm

keeping my fingers crossed for the entire adventics team for this year's UFI Digital Innovation Award! "says **Nora Wernick, Visitor Management at Messe Düsseldorf**



"Applications like FairTracing show the enormous digital capacities of our sector and also the advantage lying in the systematic collection and evaluation of visitor data far beyond the tracing of possible infection chains. I therefore wish you every success in this year's competition for the UFI Digital Innovation Award!" says **Andreas Menzel, Head of Visitor Management at Messe München.**

Picture 8: Messe Munich is using Scan2Lead FairTracing

Conclusion

Our role is to help the industry. We were the ones who always had been providing smart and helpful digital tools for every exhibition's and event's success. World's most notorious respiratory disease enforced numerous changes to the whole trade fair sector. But this however did not change our products' approach. We are still there to provide digital, smart and innovative solutions. And they can play a decisive role in making our industry start successfully again.

We therefore would be glad if our work could be awarded with the prestigious UFI Digital Innovation Award 2021.

Thank you for your attention

With best regards,
Joyce Mariel | Marketing Manager

Scan2Lead | a brand of adventics
Smart Lead-Tracking for Exhibitors

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