

LEAD TRACKING | DLG MIXIE POINTS

DIGITAL DOCUMENTS FOR VISITORS – DATA FOR COMPANIES

Mixie Digital documents who is interested in what and when. Present your product and company information in digital form as a QR code and obtain the lead in real time for each scan.

YOUR BENEFIT:

- Reduction of printing, transportation and storage costs => positive carbon footprint
- Unlimited offer of documents in digital form and in all languages
- Can be updated at any time – no expensive printed brochures, no printed document deadline
- Enhancement of the trade fair experience for visitors thanks to a digital trade fair folder
- Real-time tracking of scans, downloads and views of the stored documents
- Obtaining leads from scans, downloads and views of the QR codes / documents
- Booking of upgrades to obtain valuable lead data and trade fair analyses

Included in the media package FOR ALL EXHIBITORS:

- Basic MIXIE package with an unlimited number of DLG Mixie points

HOW IT WORKS

- Go to Mixie Digital
- Create DLG Mixie points for products / services
- Store information documents (texts, tables, presentations as pdf, images, videos)
- Export QR code and insert into design template
- Present DLG Mixie point clearly visibly on the exhibit / trade fair stand
- Book upgrades at any time: for leads and analyses



Available upgrades	Description	Price**
Basic package upgrade	Obtain additional lead information (max. town, federal state, country, company, e-mail, telephone)*	2 euros / lead (max. 10,000 euros)
Business intelligence package (only bookable in addition to the basic package upgrade)	Detailed campaign / trade fair analysis	+ 2,900 euros

*In compliance with GDPR; subject to the visitor's consent. **EuroTier 2022 prices. Prices subject to change.

INFORMATION & BOOKING

- Binding booking in the Exhibitor Service Portal until **31.10.2023**
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