

PRESS RELEASE – For immediate publication

MEDICA, COMPAMED, drupa and glasstec: dimedis implements virtual trade fairs

Messe Düsseldorf presents virtual trade fairs – dimedis integrates registration, web sessions for conferences and matchmaking on a single platform – FairMate offers augmented solutions for hybrid trade fairs

Cologne, January 21, 2020 – The software company [dimedis](#) has implemented virtual events for [Messe Düsseldorf](#) for several of its leading international trade fairs: [glasstec VIRTUAL](#) (October 20–22), [virtual.MEDICA](#) and [virtual.COMPAMED](#) (November 16–19) as well as [drupa preview](#) (a total of three events, the last one on December 8). For Messe Düsseldorf's virtual events dimedis is building a platform on the basis of the entrance and visitor management solution [FairMate](#) and integrating registration services, web sessions (video conferences and presentations) as well as matchmaking. Furthermore, dimedis is embedding additional extensions for lead generation and content visualization. With FairMate, dimedis thus offers a comprehensive solution for physical, hybrid and virtual trade fairs.

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The virtual MEDICA at Messe Düsseldorf (photo: dimedis)

Under the buzzword “hybrid trade fair”, Messe Düsseldorf is expanding and optimizing its digital service portfolio, launching new virtual events and thus strengthening the hybrid character of its leading international trade fairs. Hybrid trade fairs are a mixture of the physical event on site and digital content. Wolfram N. Diener, President and CEO at Messe Düsseldorf stresses: “This move consolidates the pole position of Düsseldorf’s leading global trade fairs as central communication and information platforms for their respective industries –physically and virtually – during the trade fair opening hours and also throughout the year.” Messe Düsseldorf has been supplementing its physical trade fairs with digital formats and services for some time now. On the trade fairs’ online portals the exhibitors are able to present themselves and their products in multimedia form and make contact with other representatives of the sector. This digital offering is now being supplemented with virtual events with live formats and, at the same time, restructured.



dimedis integrates a video conference tool in a trade fair portal for the first time (photo: dimedis)

Georgi Mihov, member of the board at dimedis, talks about the new functions for virtual and hybrid trade fair formats: "Messe Düsseldorf's portals are already based on the FairMate's content management system, as are the ticket offices. Due to the large challenges faced by the trade fairs during the coronavirus crisis, hybrid and virtual events are an important option, and will remain so after the pandemic. We are proud to have been able to implement virtual trade fairs together with our customer Messe Düsseldorf. dimedis's main strength lies in its know-how in the integration of different applications and their connection via interfaces. Thus, for the glasstec VIRTUAL we integrated the video conference software Zoom for the first time. This also applies to the connection of the matchmaking app Grip. The user data from FairMate with the structure data also serve as the basis for matchmaking. FairMate is now very well positioned to implement virtual and hybrid trade fairs and to bring together different applications on a central platform."

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The conference area at the virtual MEDICA (source: dimedis)

10,000 participants from more than 110 countries took part in the glasstec VIRTUAL trade fair. Approximately 800 exhibitors from 44 countries presented their products in the so-called Exhibition Space. Approximately 45,000 trade visitors from 169 countries used the offerings at virtual.MEDICA and virtual.COMPAMED; in addition, 1,500 exhibitor from 63 countries attended.

More information about FairMate can be found here: www.fairmate.eu

About dimedis

dimedis stands for digital media distribution. Founded 1996 in Cologne, the software company is specialized in trade fair- and digital signage solutions. FairMate is a visitor management solution and kompas a digital signage and wayfinding system. The customers are amongst others Messe Düsseldorf, Stockholm, Köln, Hamburg und Stuttgart, the Messe Dortmund, Reed Exhibitions Germany, Bosch, snipes, EnBW, Lanxess, BVB, HUESKER, Stadtwerke Karlsruhe, K+S and shopping malls like the Abu Dhabi Mall. More than 80 employees currently work for dimedis. For more information please visit: www.dimedis.eu or blog.dimedis.de

About FairMate

FairMate is the complete visitor management solution for trade fairs, events and exhibitions of any size. The flexible and powerful system combines tools for entry, ticketing, marketing and administration all in one and covers every aspect of the visitor management process – before, during and after events. FairMate consists of modular and integrable hard- and software solutions that facilitate the relationship between visitors, exhibitors and event organisers. FairMate enables you to plan your visitor marketing well in advance, maintain an overview and respond quickly to any issues that might arise.

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FairMate is used successfully in several trade fairs all over the world. Customers like Stockholmsmässan, Reed Exhibitions Germany, Messe Düsseldorf, Hamburg Messe und Congress, Messe Stuttgart, Westfalenhallen Dortmund and Koelnmesse rely on FairMate.

For more information please visit: www.fairmate.eu

About the Messe Düsseldorf Group*

The Messe Düsseldorf Group achieved a turnover of 131.5 million euros in the coronavirus year 2020. At the seven events in Düsseldorf in this trade fair year, 5,558 exhibitors presented their products to 534.9 million trade visitors. Messe Düsseldorf has developed a groundbreaking hygiene and infection control concept, which was employed successfully at CARAVAN SALON, the first large German trade fair since early 2020. A total of about 40 trade fairs are held in Düsseldorf in the five sectors of expertise: machinery, plants and equipment; retail, crafts and services; health and medical technologies; lifestyle and beauty; and leisure. These include 22 own number-one trade fairs as well as, currently, 15 strong partner and guest events. These are supplemented by more than 1,000 conventions, corporate events, conferences and meetings held by the subsidiary Düsseldorf Congress. In addition, the Messe Düsseldorf Group organizes 75 proprietary events, joint events and contracted events in other countries and is one of the leading export platforms in the world. The group runs a global network of 77 international offices for 141 countries, including 7 international subsidiaries.

*All figures are provisional

Further information is available at www.messe-duesseldorf.com

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