



Matchmaking

Get connected – the networking tool by Messe Düsseldorf

Agenda

- What is Matchmaking
- Why Matchmaking?
- How it works: Onboarding for Exhibitor Representatives
- Main functionalities within the Matchmaking
- Tips
- Q&A

What is Matchmaking?

As **B2B networking platform**, Matchmaking allows exhibitors and visitors to *selectively network* with each other via chats & virtual meeting rooms.



The tool simplify and particularize the initial contact based on matching participants according to their product categories and similar interests.



As a result, participants are able to *establish valuable leads* and prepare their virtual trade fair participation effectively & efficiently.

Why Matchmaking?

lead generation

*support
your cross-fair sales activities*

added value

your digital business card



get in touch easily

*qualified 1:1 interaction
based on individualized
recommendations in virtual
meetings*

enables customer engagement

How does it work?


- Please visit [Medica-tradefair.com](https://medica-tradefair.com)

and use your registered email address and password



Matchmaking for exhibitors

Matchmaking



- Intelligent algorithm makes contact suggestions based on your interests and product focus
- Interact via chat and virtual meeting rooms*
- Efficient trade fair participation via meeting scheduling and networking even before the trade fair starts

* In order to use the function of the virtual meeting rooms within the matchmaking tool, it is for technical reasons required to use the service of the video meeting provider Whereby. The privacy policy of Whereby is available at <https://whereby.com/information/privacy-policy/>. If you are an exhibitor representative using the matchmaking service and are also listed as a contact person in our exhibitor and product database, you will be identified there as a matchmaking participant. Within the scope of using said service for the processing of personal data carried out within the legitimate interest of the controller we refer to Article 6 Sec. 1 lit. f. of the European General Data Protection Regulation (Regulation (EU) 2016/679, GDPR).

You are an accredited exhibitor or have been invited to Matchmaking?
Log in now and register for Matchmaking!

Login

How does it work?

- With the official approval as an exhibitor at medica-tradefair.com, you have received a welcome email with your login credentials for your exhibitor account at Messe Düsseldorf.
- With this login, you are authorized to participate in the matchmaking yourself as the main contact person of the trade fair and/ or you can invite your colleagues to the matchmaking as exhibitor representatives, too.

Tip: You can also confirm your participation in matchmaking when you redeem your exhibitor pass code.

How does it work?

- You can participate yourself:

CARAVAN SALON / Matchmaking for exhibitors

Welcome to CARAVAN SALON Düsseldorf matchmaking!

Start building your personal network today for a successful trade fair visit.

Have fun!



[Go to Matchmaking](#)

Send invitations & user management

[Invite colleagues to matchmaking / user management](#)



How does it work?

- Or you invite your colleagues to the matchmaking:

CARAVAN SALON / Matchmaking for exhibitors

Welcome to CARAVAN SALON Düsseldorf
matchmaking!

Start building your personal network today for a successful trade fair visit.

Have fun!



Go to Matchmaking

Send invitations & user management

➤ Invite colleagues to matchmaking / user management



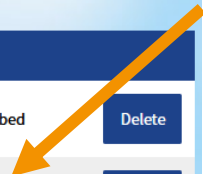
How does it work?

Invite colleagues



Salutation	First Name	Last Name	Email	Status	
Ms.	Gabriele	Bahr	bahrg@messe-duesseldorf.de	Subscribed	Delete
Ms.	Patricia	Barth	barthp@messe-duesseldorf.de	Invited	Delete
Ms.	Franziska	Middrup	middrupf@messe-duesseldorf.de	Invited	Delete
Mr.	Pascal	Versen	versenp@messe-duesseldorf.de	Invited	Delete
Mr.	David	Wittig	hollaenderp@messe-duesseldorf.de	Invited	Delete

See the status of your invitations



delete your colleagues from Matchmaking



** Should you have more than one trade fair participation please make sure you have selected the right stand order.*

How does it work?

- An invitation window will open where you can insert the credentials:

Exhibitor Matchmaking - User management

Send invitation

During matchmaking, your sales team or other persons represented at the trade fair can establish contact with visitors in advance and meet them at the trade fair.

Salutation:
 Ms. Mr.

First Name:

Last Name:

Email:

Salutation First Name Last Name Email Status

- Afterwards, your colleague will receive your invitation by mail and is directed via the registration process as an exhibitor representative for your company.

Main functionalities within Matchmaking

Matching

- Based on interest and product focus, contact recommendations are made - which can be marked with a like or dislike
 - System learns by interaction and makes personalized contact suggestions
- Therefore, the more the tool is used, the more it pays off!

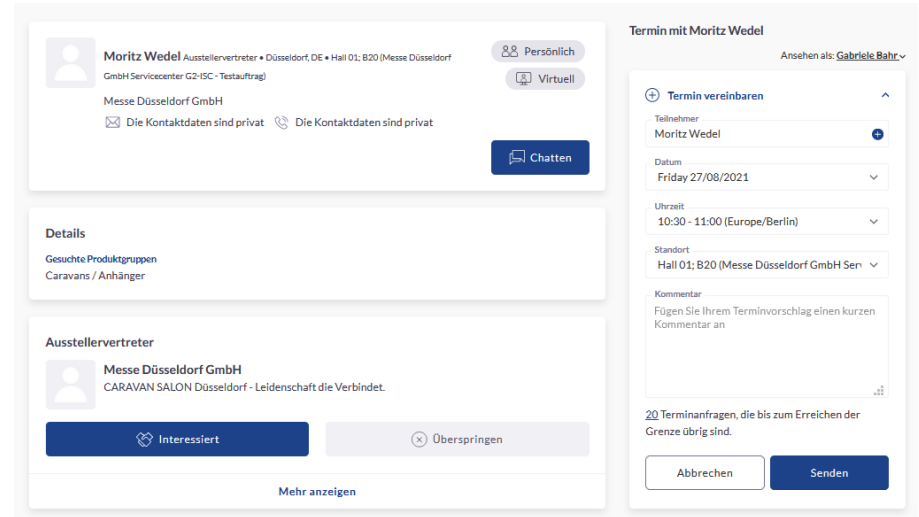
Chat

- Matches can chat with each other and hold instant video meetings when both parties are online
- 1:1 interaction of trade fair participants becomes easier, faster and takes place on time

Main functionalities within Matchmaking

New: Virtual meeting rooms

- participants can choose between virtual meetings 24/7 or physical meetings at your booth by previously agreed dates during trade fair time*
- Chat & share screen functionality included
- *Notice*: manage your availability for efficient appointment planning within your personal meeting agenda



* *Every user can be asked for an appointment, without having a match. Notice: Each user can only send a certain contingent of pending meeting requests.*

Main functionalities within Matchmaking

New: teams

- Manage availability of your team members
- Edit company profile
- Export generated leads:
- **Export your team member contacts:** *This will generate a file with the details of your teams' contacts from the event. You can choose between CSV and Excel format. Contacts are all Meetings and Connections on the event platform. Please note: Due to GDPR email and/or phone numbers will be shared only for the users who decided to share their contact details in public.*
- **Export your teams meeting data:** *This will generate a CSV file of all the meetings that your team has accepted; This means, that for meetings scheduled through the networking experience the email and Phone numbers will not be included in the CSV file.*

Main functionalities within Matchmaking

New: teams

- Create a meeting for yourself or a team member with another trade fair guest.
- Event attendees can send messages directly to your company through its profile page. Any team member can reply to these messages as the company.
- The contacts section features profiles of people that have connected or scheduled a meeting with any of the team members of your company.
- View Inbounds: features profiles of people that have shown interest, connected or interacted with you, your team members and/or company profile.

Matchmaking App

Matchmaking is also available as app

- Can only be used after successful registration via Messe Düsseldorf website
- Teams functionality is not available in the matchmaking app
- Chat Video function is not available in matchmaking app



Fill in your personal profile very detailed

- the more comprehensive and informative your profile is, the more likely you are to be found by possible matching users.

Use the networking section to get personalized recommendations

- Interact with the tool; only via your interaction you will receive even more suitable contact suggestions.

Invite as many colleagues as possible to Matchmaking (and therefore to your team)

- you will achieve a strong presence of your company in matchmaking - It is your digital business card.

Use your exhibitor profile to show your matchmaking activity

- The colleagues who has activated their account in matchmaking, will be shown there with the icon (connecting hands) automatically. This is a direct link for registered visitors to match with this contact.



You still need help? We are happy to assist under:
Exhibitor support +49 211 4560 400
matchmaking@medica.de

Q & A