

Press release

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Digital exhibition stand or showroom with direct order function

Erdmann Kilian
Tel. +49 69 75 75-5871
Erdmann.Kilian@messefrankfurt.com
www.messefrankfurt.com

With a digital twin of the exhibition stand and the direct order function in the international B2B marketplace Nextrade, the stand can be used 365 days a year for new and existing customers.

Many brands have already set up a showroom to present their products throughout the year. The use of the exhibition stand, on the other hand, is only limited to a few days. Nextrade offers solutions with its partners to capture and digitise the real space or exhibition stand with a special camera. The different assortments or themes are then directly linked to the supplier's Nextrade B2B shop. With the extensive product and image data in Nextrade.Data, buyers have all the information they need for a simple digital order. "We work very closely with our partners 747 studios, who create 3D animations, and Twenty2Eleven, for the 360° images of the showrooms. Together we have worked out attractive price packages for our customers," says Claus Tormöhlen, nmedia GmbH.



The digital showroom with direct order function

The visitor tour in 3D or the 360° tour are particularly exciting for new customers. Because this way they can gain a visual insight and get to know the product range of the brands even without an appointment on site, appointments with the sales force in the digital space including chat function are possible.

"We see the digital walk-through of the showrooms as a great benefit for brands and buyers", explains Philipp Ferger, Managing Director of nmedia GmbH and Head of Consumer Goods Fairs at Messe Frankfurt. "The brands can now present their portfolio in an even more personal

and individual way. Buyers benefit from the simple and intuitive guidance and reach their destination with just a few clicks."



Further information about the Nextrade Showroom offer can be found here: <https://nextrade.solutions/marken/showroom/>

Nextrade – the digital marketplace

The new digital ordering and data management system for suppliers and retailers in the consumer goods industry extends the trade fair and allows orders to be placed at any time of day or night, 365 days a year. www.nextrade.market

Conzoom Solutions – The platform for retailers

Conzoom Solutions is a knowledge platform that offers the consumer goods industry a wide range of studies, trend presentations, workshops and guidelines for the point of sale. It provides a complete overview of Messe Frankfurt's international portfolio in the consumer goods sector – bundling a wide range of information for retailers. www.conzoom.solutions

Background information on Messe Frankfurt

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Group employs approximately 2,450 people at its headquarters in Frankfurt am Main and in 29 subsidiaries around the world. The company generated annual sales of approximately €257 million in 2020 after having recorded sales of €736 million the previous year. Even in difficult times caused by the coronavirus pandemic, we are globally networked with our industry sectors. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. We are expanding our digital expertise with new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at: www.messefrankfurt.com