



1 Before the show

Attract the right visitors

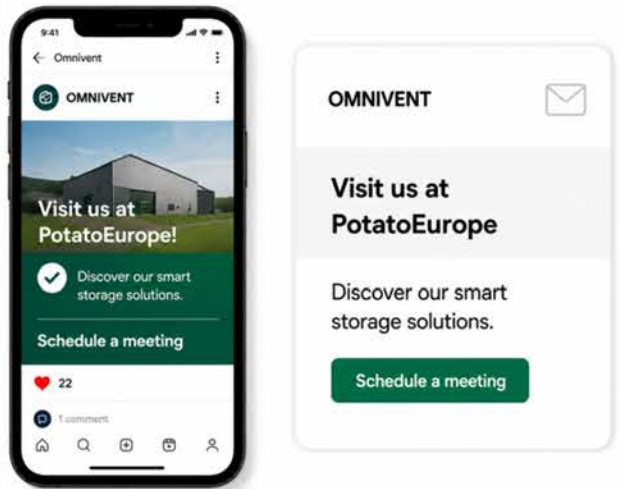
01 Landing Page

Give visitors a reason to choose your stand
Visitors often research exhibitors before deciding which stands to visit. A dedicated landing page makes your value clear and turns pre-show interest into stand visits.



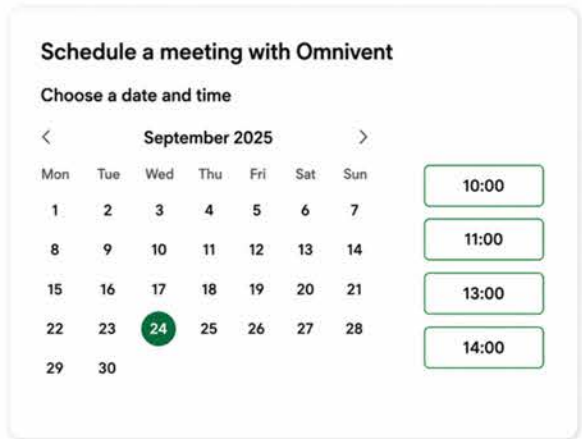
02 Invitations

Reach the people you want to meet
Invite selected prospects through email, social media and other channels. A targeted approach puts your stand on their radar before the show even starts.



03 Schedule meetings in advance

Get valuable conversations in the calendar
Give interested prospects the option to book a meeting in advance. You arrive at the show with relevant conversations already scheduled.



2 During the show

Identify the most valuable leads

01 Visitor activation

Make it easy to start a conversation
A simple activation gives visitors a natural reason to stop at your stand. It creates an easy opening for a conversation and captures their contact details at the same time.



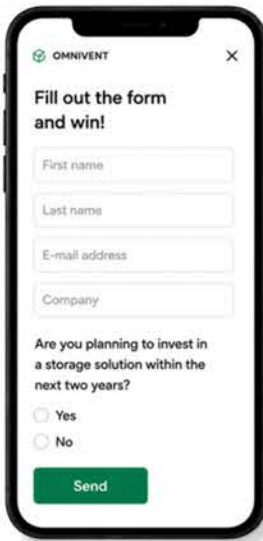
02 QR-code

Capture details on the spot
Visitors scan a QR code and enter their details directly on their phone. Quick, simple and no business cards or paper forms to process afterwards.



03 Initial qualification

Know which leads deserve attention
A few targeted questions add context to every new contact. You immediately see which visitors show real potential and should be prioritised after the show.

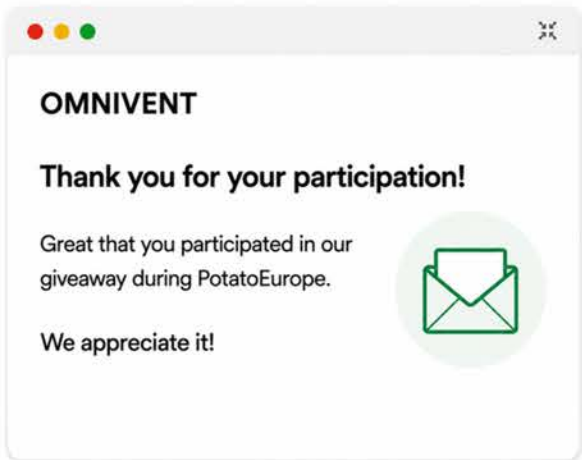


3 After the show

Turn conversations into follow-up

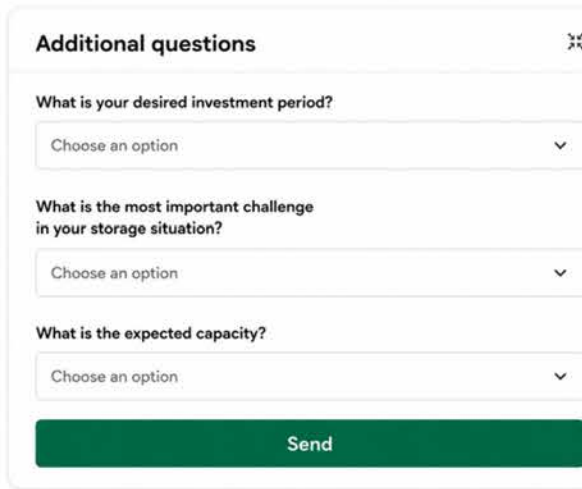
01 Thank-you Email

Stay relevant after the stand visit
Every visitor receives a personalised follow-up shortly after the show. This keeps the conversation warm while your company is still fresh in their mind.



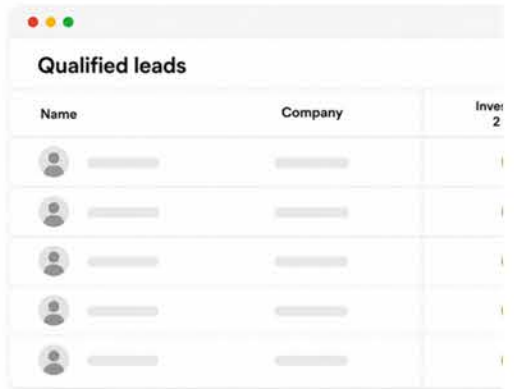
02 Additional questions

Build a clearer picture of each lead
A short follow-up questionnaire adds information you may not have captured at the stand. Your sales team gets better context before reaching out.



03 Qualified Leads

Focus sales on the right opportunities
All visitor data and qualification information comes together in one clear overview. Your team can see who to contact first, why they matter and what the next step should be.



2,4
Potential Pipeline Value
~ Approx. €2,4 million*
*Based on the average project value of a storage solution.

19
Qualified Leads
19 leads with intent to purchase within 2 years

"Because we qualified visitors at the stand, we knew exactly who needed to be called first after the fair. It gave us a focused list to follow up."
Stefan — Omnivent