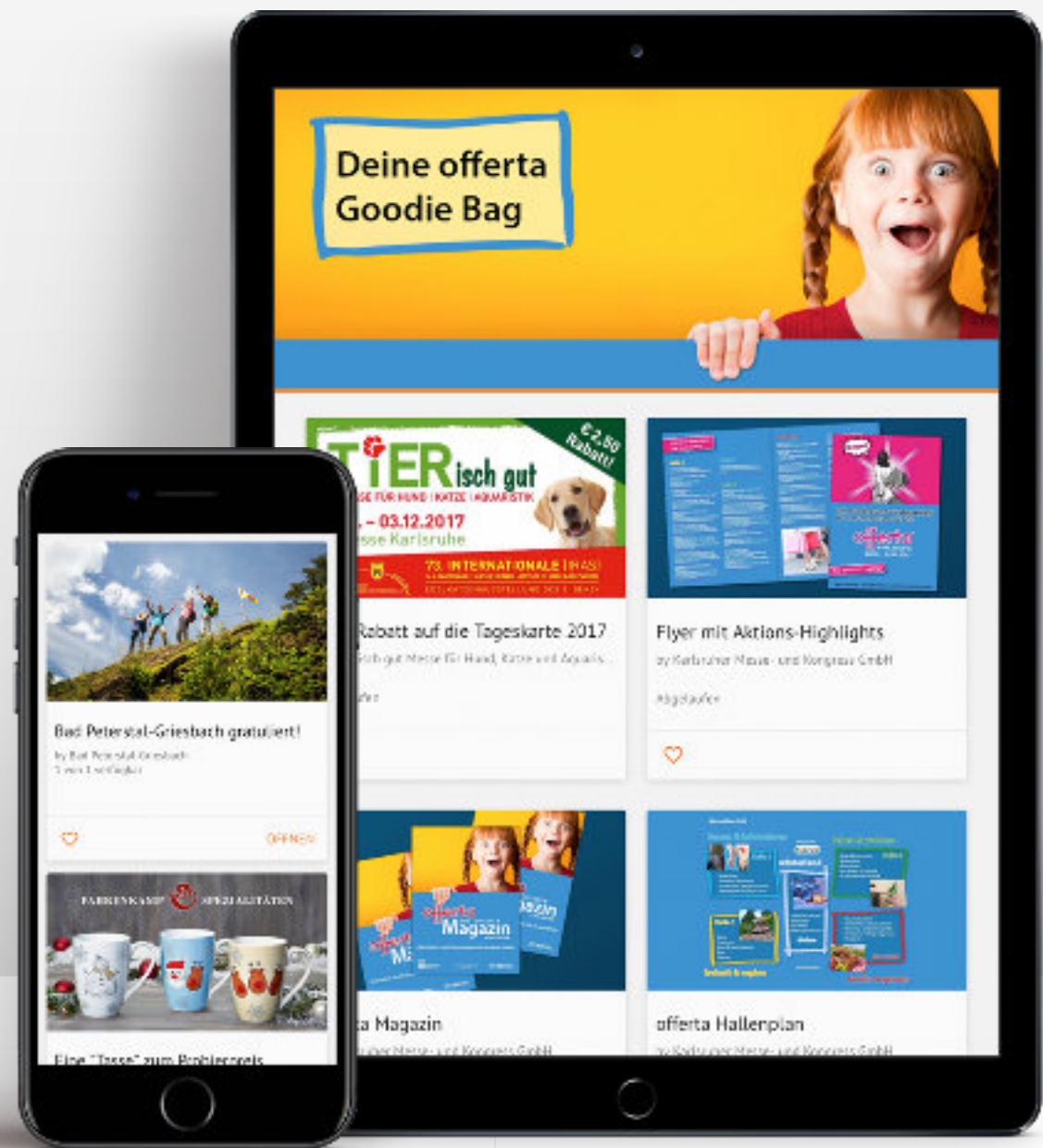


Best Case



Initial situation

In order not to miss the connection in the age of digital transformation, the **Karlsruher Messe-und Kongress GmbH** was looking for an innovative, digital solution to offer the visitors of its fairs added value as well as offers of exhibitors, partners and sponsors directly and digitally accessible.

As a pilot project, the popular Karlsruhe fair **Offerta** was selected. At the event, the latest trends from the automotive, sports and style sectors, creative ideas for hobby and leisure, food culture and lifestyle and more are presented in various theme parks.

Objective

The objective was to **attract more visitors** to their fair by placing offers from exhibitors, partners and sponsors. By that the **digital reach** of the event should be increased as well as the digital **advertising impact** before, during and after the Offerta. The partially anonymous visitors of the fair were to be given a „**digital face**“ and the digital address pool was to be expanded.

In order to achieve these goals and thereby increase the digital reach of the event and to offer sponsors a new platform, the **digital goodie bag** was implemented. Exhibitors and sponsors have the possibility to present their offers digitally and thus interact with the visitors and not let them get in the crowd of participants.

We used eventbaxx as a digital trade fair bag which enabled us to achieve an opening rate of over 94 %. We were able to connect our partners, sponsors and participants and provide very accurate analyses of the marketing activities.

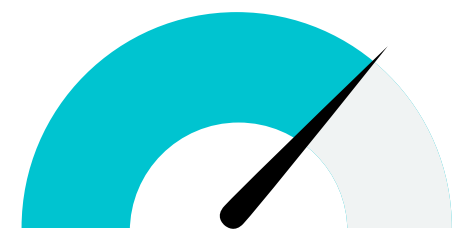
Marc Ringswald
Digital Business Manager
Karlsruher Messe und Kongress GmbH



Result

Opening rate of 94%

EVENTBAXX OPENED 94%



High level of interaction

NUMBER OF OPENINGS

1.9X
per user

Large interest in the sponsor's offers

NUMBER OF OPENINGS

7632
Distributed on 31 different coupons

Sustainable

73.9 liters of water saved

13941 sheets of paper saved