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We have chosen FairMate because it increases the efficiency of our visitor management and marketing efforts. FairMate delivers more and better metrics about our visitors and thus provides us with important information about our target audience. This allows us to optimise our efforts to bring together supply and demand.



- Customer since: 2009
- Trade fairs: 35 since 2009
- Popular events:  
FIBO, PSI, viscom
- Further Information: [www.reedexpo.de](http://www.reedexpo.de)

## FairMate tools in use at Reed Exhibitions Deutschland



### Entry

Ticket scans, badge printing and entry



### MobileEntry

Mobile entry points with hand scanners



### CMS

Manage ticket shops, websites, mailings



### ControlCenter

Voucher administration, cash register balances



### Cashier

specifically designed for trade fairs



### CustomerSupport

Ticket help desk & order management



### SelfCheckIn

Self-service terminals for registration & tickets



### OnlineShop

The ticket shop for trade fairs



### Voucher

Create, manage and bill vouchers



### Registration

Registration & legitimisation



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