

**MEDIA RELEASE** – For immediate release

## **The FairMate visitor management and entrance solution breaks records: 25 million tickets sold**

**FairMate has sold more than 20 million tickets and will reach the record level of 25 million this year – FairMate is the leading solution for visitor management at trade fairs and congresses – At peak periods 60,000 ticket per day are sold via FairMate**

Cologne, April 10, 2019 – With the entrance and visitor management software FairMate, the software company dimedis has achieved a remarkable record: since 2010 [FairMate](#) has sold more than 20 million tickets for its customers and will be able to boast 25 million tickets sold at the end of this year. With customers such as Messe Düsseldorf, Koelnmesse, Hamburg Messe or Reed Exhibitions Deutschland, FairMate is the leading solution for visitor management at trade fairs and congresses in Germany. On some days a total of up to 60,000 tickets are sold by all customers together using FairMate.

### **FairMate: Successful through all-round approach**

FairMate is the comprehensive solution for the entire visitor management of trade fairs, congresses and events. FairMate offers entrance, ticketing, marketing, and administration solutions for trade fairs in a single tool. FairMate thus covers all aspects of visitor management – before, during and after an event. FairMate is made up of modular and integrable software and hardware solutions that enable the relationships between visitors, exhibitors and the organizers to be organized optimally.



*FairMate in use at large trade fair companies. The all-in-one solution masters both immense ticket sales and admissions on the spot. Here at Koelnmesse. (Source: dimedis)*

This includes the responsive ticket shop; the registration process; a comprehensive CRM system; mailings; interfaces with other CRM systems; and on-site solutions such as checkout, self-service check-in, turnstiles with badge issuing as well as mobile handheld scanners. Using FairMate LeadTracking, exhibitors can digitally collect and process the data on the trade fair visitors quickly and simply.

Thorsten Klein, head of trade fair solutions at dimedis, talks about the records set by FairMate: "We are proud that we will reach the record level of 25 million tickets sold this year. FairMate is thus the leading tool for visitor management at trade fairs and congresses. Our customers have trusted its stability and performance since 2010 and are thus able to master large events with hundreds of thousands of visitors."

**MEDIA RELEASE** – For immediate release



*FairMate masters even huge numbers of visitors. Here at the FIBO trade fair (source: dimedis)*

### **About FairMate**

FairMate is the complete visitor management solution for trade fairs, events and exhibitions of any size. The flexible and powerful system combines tools for entry, ticketing, marketing and administration all in one and covers every aspect of the visitor management process – before, during and after events. FairMate consists of modular and integrable hard- and software solutions that facilitate the relationship between visitors, exhibitors and event organisers. FairMate enables you to plan your visitor marketing well in advance, maintain an overview and respond quickly to any issues that might arise.

FairMate is used successfully in several trade fairs all over the world. Customers like Stockholmsmässan, Reed Exhibitions Germany, Messe Düsseldorf, Hamburg Messe und Congress, Messe Stuttgart, Messe Dortmund and Koelnmesse rely on FairMate.

For more information please visit: [www.fairmate.eu](http://www.fairmate.eu)

### **About dimedis**

dimedis stands for digital media distribution. Founded 1996 in Cologne, the software company is specialized in trade fair- and digital signage solutions. FairMate is a visitor management solution and kompas a digital signage and wayfinding system. The customers are amongst others Messe Düsseldorf, Koelnmesse, Stockholmsmässan, Hamburg Messe und Congress, Messe Stuttgart, Reed Exhibitions Deutschland, Schalke 04, Borussia Dortmund, Bosch, snipes,

**MEDIA RELEASE** – For immediate release

a chain of supermarkets in France called "Casino" and shopping malls from ECE, SEC, mfi and Abu Dhabi Mall. More than 70 employees currently work for dimedis.

For more information please visit: [www.dimedis.eu](http://www.dimedis.eu) or [blog.dimedis.de](http://blog.dimedis.de)

**669** Words / **4498** Figures

**Press Contact**

Ibrahim Mazari  
Public Relations Manager  
[imazari@dimedis.de](mailto:imazari@dimedis.de)  
+49 (0) 221 – 921 260 52

dimedis GmbH  
Dillenburger Straße 83  
51105 Cologne  
Germany

[www.dimedis.eu](http://www.dimedis.eu)  
[www.kompas-software.com](http://www.kompas-software.com)

Managing Director: Wilhelm Halling