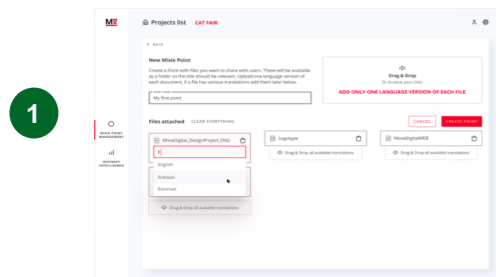




What is Mixie Digital?

A new QR code-based technology for lead generation and digital data transmission

How does Mixie Digital work?



- Every exhibitor can book the Mixie basic package free of charge in the Exhibitor Service Portal
- Exhibitors store digital information (brochures, price lists, photos, videos, etc.) for their exhibits, products or services.
- Information can be easily stored with drag & drop in different languages
- Automatic generation of a specified Mixie point (QR code) and a visual frame at the push of a button
- No limitation of Mixie points



- Visitors scan the Mixie points at your booth via the DLG-Feldtage app
- The product information uploaded by the exhibitor is automatically stored in the visitor's digital document folder in the DLG-Feldtage app
- Information can be processed and shared directly by the visitor
- The data will still be available up to 6 months after the fair



- Exhibitors receive real-time information from the visitor for lead generation during each scan
- An upgrade to more detailed data and a success evaluation of the trade fair appearance can be booked additionally

Can every exhibitor use Mixie?

Yes, every exhibitor can book a free basic package in the Exhibitor Service Portal. An unlimited number of Mixie points can be created on the Mixie platform. The data generated via the scan of a Mixie point can be used directly to contact the visitor (for example via our platform DLG-Connect). Try it out directly and take advantage of the benefits at the DLG-Feldtage! You can get access via the [Exhibitors Service Portal](#).

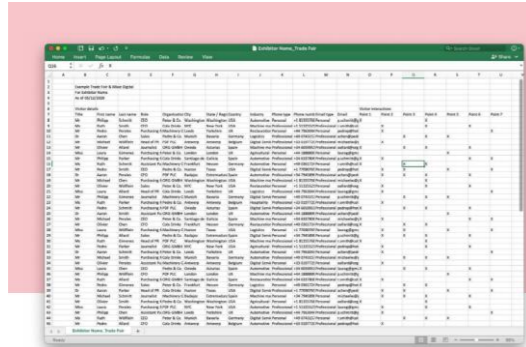


What are the benefits of using Mixie?

- Mixie Digital documents in detail Who and When is interested in What
- Visitors benefit from the simple collection of high-quality information bundled in one place – and can thus create an individual, digital document folder in the DLG-Feldtage app
- Information can be processed/forwarded immediately
- Automatic language recognition during scanning process
- Exhibitors receive the visitor's data immediately during scanning process for further lead generation
- Costs and effort reduction through fewer print products, logistics and storage of trade fair material
- Environmentally friendly and sustainable

Bookable Mixie Packages

Base +



Advantage

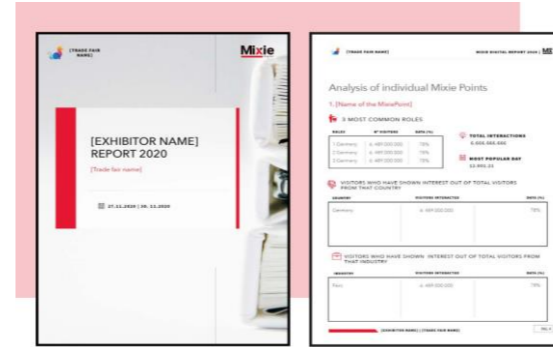
Transmission of all profile and structural data of the visitor including segmentation function

Price

1,00 Euro per lead (Maximum 5.000,00 Euro)

Bookable directly on the Mixie platform can be reached via the [Exhibitor Service Portal](#)

Business-Intelligence



Advantage

Includes, among other things, a detailed product analysis per Mixie point as well as an interest analysis compared to the rest of the fair (benchmarking)

Price

990,00 Euro

Bookable directly on the Mixie platform can be reached via the [Exhibitor Service Portal](#)

Presentation of Mixie points on DLG-Connect

Watch the recording of our live event "Presentation of Mixie Points as a new digital trade fair service" on DLG-Connect to get to know Mixie Digital and learn more about its advantages and possible uses. The event is available with English subtitles here: [DLG Connect \(dlg-connect.com\)](https://dlg-connect.com)

For questions and further information

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