

September 2019



FAIRS AND EXHIBITIONS MANAGE, INVOLVE, ACQUIRE, REWARD.

The Gin Day Milano,



A fair is a historical place of contact and participation between different worlds, cultures, economies, products. Clappit returns to fairs and exhibitors, in a modern key, ancient and famous meanings to emerge from the current scene.

Discover how the Clappit Expo Exhibitor web app, fully integrated with the Clappit Full Ticketing, simplifies exhibitor management and opens up new scenarios to attract, engage, reward and measure goals in real-time.

Visitors registration, passes creation, gamification and loyalty, orders, helper users, detailed reports, and much more.
Are you ready for your next fair?



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Clappit Expo Exhibitor makes exhibitor management easier, faster and offers innovative features to increase the value of the stand.

Activate a virtuous circle to give the event an original charm. At the same time, you can offer exhibitors innovative features to make participation at the fair more effective and engaging.

Simplify fair management. The exhibitor can access the web app independently and in a few simple steps creates and sends personal passes, cars passes, etc. It can also records the visitors, place an order and consults all the data acquired in real-time.

The new Clappit Expo Exhibitor web app allows you to increase the value of the stand, with engagement and rewarding activities for visitors and report you real-time data.

How the visitor is rewarded? Literally, not only from the higher quality of the fair. Clappit Expo Exhibitor includes loyalty and gamification features, aimed at rewarding visitors participation and degree of interest.



Increase the number of stands at the fair to offer more and create involvement. Exhibitors will be thrilled to interact with the visitors, reward their participation and obtain useful data and information (like personal data, preferences, notes, etc).



Few and simple steps to simplify the management between the organizer and the exhibitor who rents the stand at the fair.

Clappit Expo Exhibitor allows the exhibitor to assign a defined number of passes for staff, security, cars, etc. Register a pass is very simple: you just need to fill the form and then send the pass by e-mail.

The web app shows the total number of passes available for each exhibitor. Apart from the creation of passes, their revocation is also possible.

Passes management



Clappit sends the credentials to the exhibitor to access the web app and independently manage the passes. So the exhibitor can assign, send or revoke the passes, in a few simple steps. The web app always shows the updated availability of the passes. In this way, both the organizer and the exhibitor obtain faster management of the issue and assignment of the passes.

Visitors management



One of the most important features of Clappit Expo Exhibitor is the acquisition of visitors information directly at the stand, simply reading the QR code on the visitor's admission ticket. The exhibitors can also add some note on the form and propose some pre-set questions to obtain other valuable information.

Order placement



Clappit Expo Exhibitor allows you to place one or more order directly from the stand. Thanks to the import of product lists, the exhibitor can place anytime, like other simple e-commerce mobile app.

Loyalty e gamification



Clappit Expo Exhibitor allows the management of loyalty and gamification activities to stimulate visitor participation in the fair. For example, the web app can assign a score for each visited stand. The visitor is encouraged to participate and demonstrate his interest because the final score obtained rewards him with a prize. A particular gadget, a discount or any other benefit agreed with the organizer. Clappit Expo Exhibitor, after the first reading of the code, can recognize if the visitor has already obtained the score.



Helper users



The helper users can support the exhibitor in stand management. Equipped with access control kits can register visitors and issue passes (staff, cars, etc.). Helpers are useful to limit the queues at the stand. The exhibitor, directly on the web app, records the helper who will subsequently receive the access credentials via e-mail.



Real-time data

The exhibitor can consult anytime the data obtained from visitors at the stand, directly from the web app and always updated in real-time, in Excel or PDF format.

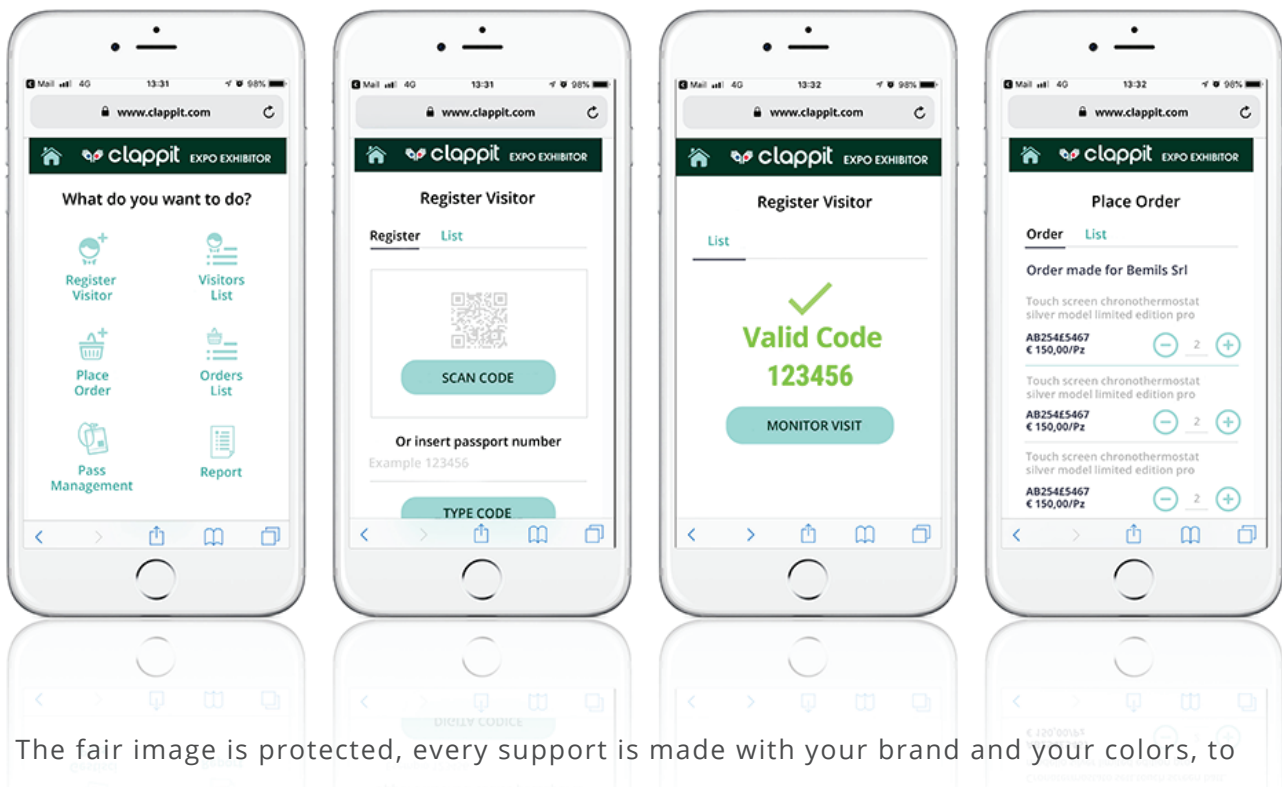


Expo Exhibitor

3. Your customized web app for a great experience.

Get the best results from the combination of technology and quality image with the personalized web app.

Clappit offers you the possibility to customize the Expo Exhibitor web app, both from a technological and graphic point of view. For example, you can customize the information requested to the visitor, the locations of the stands, the allocation of points, or the products on the list.



The fair image is protected, every support is made with your brand and your colors, to communicate your brand identity at every level. Personal passes, parking pass, e-mail confirmation, notification always with your identity.

Free your imagination and capture the attention of exhibitors and visitors. Make the fair a unique experience, engage and reward your visitors.




Thanks to the integration with the Full Ticketing platform, you can live the new ticketing era!

More stands, more innovation, more visitors, more results.

The new Clappit Expo Exhibitor web app dedicated to the fair world, allows you to increase the value of the stand, with engagement and rewarding activities for visitors and real-time data analysis.

Whit Clappit Full Ticketing you can also sell:

- Paid entrance ticket
- Food&beverage
- Workshops, masterclasses, etc.
- Accommodation
- Fixed packages
- User-configurable packages



With Clappit Full Ticketing, the ticket is only the beginning of an amazing journey that fully satisfies both the organizer and the spectator.



Full Ticketing

5. Contact us to make your fair original and powerful.

Thanks to the new customized web app for exhibitors, you will come into direct contact with the visitors of your fair and exchange valuable data.

Contact us and we will be happy to suggest the best solution customized and suitable for your exhibition.

Dedicated to fairs, exhibitions, shows, whatever the size and type of the event. Are you ready to face the next fair?

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Open up news scenario with Clappit Expo Exhibitor innovative features.

The customized web app has already been successfully used for the Italian fairs Elettroexpo 2018 and COLFERTexpo YED in 2019.



Clappit is the applause brand.

**The gesture of joy, consent, and admiration,
clapping is the oldest and most universal form
to transmit energy and participation.**

**Only the contagious applause of the public
has the extraordinary strength to reward
months of effort, labor, and talent.**

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