

Brussels, 27 August 2013

## easyFairs® and N200 launch Visit Connect

Visitor scanning free to exhibitors at Autumn and Spring shows

**Brussels-based easyFairs will be the first trade show organiser to roll out N200's new Visit Connect – the software and app that helps exhibitors to manage lead generation and provides easyFairs with more visitor insight.**

Visit Connect enables exhibitors to scan a QR code on visitor badges onsite to get contact details and other information in the N200 visitor registration system. This effectively automates lead generation at trade shows – no need to write down details or transcribe information from business cards. easyFairs will provide the app free at its Autumn 2013 and Spring 2014 shows, after which it will be part of the company's Online365 packages.

"We are really excited to offer our exhibitors a new way to capture accurate data, which they can verify for appropriate and successful follow up of prospects. Visit Connect will add significantly to exhibitors' return on investment at our shows," commented Jean-François Quentin, CEO, easyFairs Group.

"This is one of a number of technology innovations we are introducing that will enhance the experience at our shows for both exhibitors and visitors, in line with our brand promise 'visit the future'. We are pleased that N200 accelerated product development to meet our schedule," he added.

"We developed Visit Connect to provide exhibitors with exceptional prospect insight and sales lead management tools. Productive exhibitors are loyal exhibitors so we are confident that this tool will add to the success of easyFairs trade shows," said Bart van Bijnen, CEO, N200.

Visit Connect will also enable easyFairs to monitor the success of its shows via a dashboard giving valuable information about visitor engagement patterns, for example. "Visit Connect will provide valuable insights into visitor behaviour and preferences," said Quentin.

For shows going on sale for 2014-15 Visit Connect will be part of easyFairs' commercial offer. Exhibitors who buy the standard Online365 Pack will get one Visit Connect activation. Exhibitors buying Online365 Plus or Online365 Premium will receive three or five activations respectively. Additional single activations will also be available for purchase in advance or onsite.

easyFairs has been using the N200 visitor registration system since 2005. You can view a video about Visit Connect at [www.easyfairs.com/online365](http://www.easyfairs.com/online365)

## Information about easyFairs®

easyFairs makes it easy for professional communities to experience innovation and do business face-to-face and online. With headquarters in Brussels and an international network of offices, easyFairs runs shows in Austria, Belgium, Canada, Colombia, Denmark, Finland, Germany, The Netherlands, Norway, Poland, Singapore, Spain, Sweden, Switzerland and the United Kingdom.

For further information, please visit [www.easyFairs.com](http://www.easyFairs.com)

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## Information about N200

Over the last 20 years, N200 has grown steadily to become Europe's leading event registration, ticketing and data intelligence company. Today, 600+ event organisers across the globe use our software and services to collect, understand and monetize their data.

For further information, please visit [www.n200.com/connect](http://www.n200.com/connect)

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*Video and information pack available on request.*