

Visitor registration at trade fairs and data protection

Every year in Germany, around 150 international trade fairs and exhibitions take place, attended by more than 160,000 exhibitors and 9 to 10 million visitors.

There is effectively no other marketing instrument besides trade fairs which places such a high emphasis on personal interaction. Thus the exchange of personal data is a decisive aspect contributing to the success of a fair.

German trade fair organisers are aware of their responsibility in processing personal data and take the protection of personal data very seriously. The protection of privacy is of high importance to them. All data is treated in accordance with legal regulations, such as EU-GDPR or German data protection laws.

All trade fair companies are subject to the strict control of their data protection officers and to monitoring by the data protection officers of the respective federal state. All data subjects obtain from the trade fair organiser confirmation as to whether or not personal data concerning him or her are being processed, and the purposes of the processing.

Why are visitors registered at German trade fairs?

The aim of exhibitors and visitors at trade fairs is to do business with one another. The organisers or the operators of the exhibition grounds provide the necessary platform and corresponding services. The product which trade fairs represent is the result of a coordinated effort by all three participants. Exhibitors, visitors and organisers all contribute in equal measure to the success of a trade fair.

Exhibitors and visitors interact with one another. Visitors come to trade fairs to maintain relations with other participants. Exhibitors invite regular customers to trade fairs to maintain relations with them.

Consequently, trade fairs are a temporary reflection of networking in real life. The matchmaking aspect of trade fairs is becoming increasingly important. In order for this to succeed the right exhibitors and visitors must come into contact with one another. As a result, the efforts made by organisers to attract exhibitors and visitors are of great importance. Thus information is required on the necessary communication data of network participants (addresses, e-mails, telephone and fax numbers).

If the goals of exhibitors and visitors are known, then the organisers can make the trade fair into an attractive networking platform. Therefore, as part of the visitor registration process, whether online in advance or at the fair itself, the organisers attempt to find out visitors' needs and goals as well as their industry background. Evaluating visitor registration provides valuable information which makes it possible to develop an event so as to increase the benefits for visitors and exhibitors alike.