

Press release



GREEN BUILDING:
BUILDING ENVELOPE &
TIMBER CONSTRUCTION

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DACH+HOLZ CONNECT: New network platform launches

DACH+HOLZ International will take place in Stuttgart from 5 to 8 March 2024. In addition to the live event, the trade show will be enhanced by the digital networking platform DACH+HOLZ CONNECT allowing year-round interaction between visitors and exhibitors as well as even more targeted trade show planning.

Munich/Stuttgart, 15/11/2023 – DACH+HOLZ International 2024 will be digitally expanded with DACH+HOLZ CONNECT. The platform offers personalised and interactive functions to intensify the exchange between exhibitors and visitors and extend it beyond the trade show itself. "We see trade shows as places of exchange that set trends and connect people. Our vision is to make DACH+HOLZ International a year-round platform promoting high-quality contacts. Exhibitors can use their digital presence on DACH+HOLZ CONNECT to reach their target group even more precisely and increase the marketing value of their participation," says Robert Schuster, head of DACH+HOLZ International.

A target group-specific marketing channel for exhibitors

With DACH+HOLZ CONNECT, exhibitors draw attention to their company, generate new business contacts and can accurately measure the effectiveness of their marketing objectives. On the platform, their products and brands are presented with images, videos and texts and thus provide an insight into what they will show on site even before the trade show. Smart algorithms enable personalised e-mail updates for visitors who are interested in specific products or services. In addition, the algorithms rank the content according to visitor interest. This provides exhibitors with relevant real time key figures about their content's performance as well as with significantly more transparency about the value of their trade show

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participation thanks to features on leads, contacts and ticket enquiries, to name but a few.

More efficient trade show preparation for visitors

DACH+HOLZ International visitors will experience numerous advantages with DACH+HOLZ CONNECT: they can filter categories and topics according to their interests and thus find relevant exhibitor content more quickly. And: They can follow focus topics and companies and plan their trade show participation in advance in a more targeted manner. Based on their individual interests, visitors will then find personalised recommendations for their visit in their e-mail inbox with contributions from exhibitors. The advantage: Staying effortlessly up to date all year round and receiving regularly customised inspiration.

The integrated search function supports visitors to find matching exhibitors, contributions, and programme items, for which they can register with just one click. In addition, the watch list and interactive hall plans make it easier to plan a visit to the trade show, and visitors can use the latter to create their personalised trade show tours. Thanks to a contact feature, trade show visitors can network online with other registered persons like industry experts e.g. to meet them later at the trade show in person.

To use the DACH+HOLZ CONNECT platform, trade show visitors can register free of charge at <https://connect.dach-holz.com/en>.

Further information about the new community platform and its various functions is available at <https://www.dach-holz.com/en/messe/dach-holz-connect>.

DACH+HOLZ International – the trade fair for green building: building envelope and timber construction – will take place from 5 to 8 March 2024 at Stuttgart Exhibition Centre. For more information on registration for start-ups have a look at <https://www.dach-holz.com/en/>.

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Note to editors:

All press texts and press photos for DACH+HOLZ International can also be downloaded at: www.dach-holz.com/en/presse