# Contactless and safe: Axess and BERNEXPO

## develop portal for exhibitions

**BERNEXPO**

**Switzerland**

**For almost 70 years, the BERNEXPO has been acting as a link between trade fair organizers and their visitors far beyond just the events. After many years of cooperation with Axess, the Axess EXHIBITOR PORTAL has now been developed to offer trade fair visitors and exhibitors even more comfort and security.**

Founded in 1951, the BERNEXPO site is one of the largest exhibition centers in Switzerland: Eight exhibition halls in two buildings combine around 40,000m² of event space and 100,000m² of open-air grounds. The BERNEXPO GROUPE is an important economic engine for the city and region of Bern. The area covered includes the whole of Switzerland and surrounding countries.

BERNEXPO and Axess have together developed the Axess **EXHIBITOR PORTAL**, which has recently been put into operation. An improved service for exhibitors and better data preparation for the trade fair are the essential success f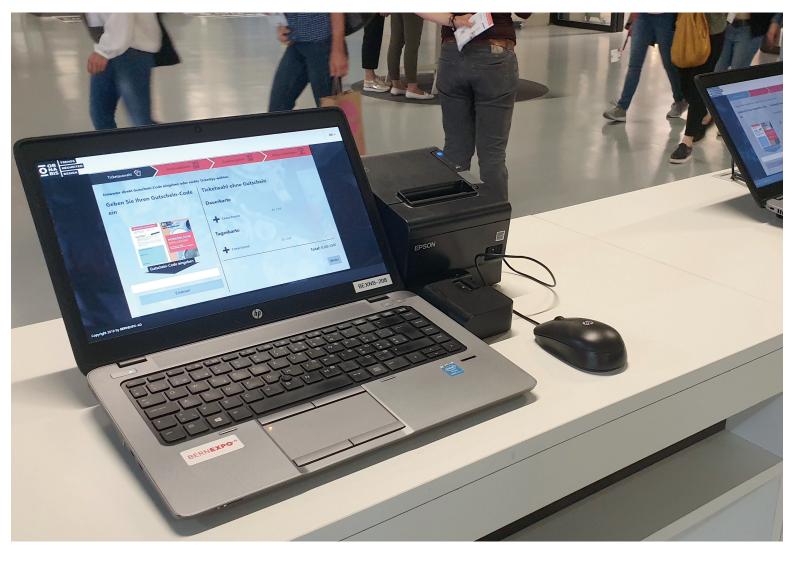actors of the new software. As an additional benefit, it also serves as a tool to reduce personal contacts, which is extremely important in Covid-19 times.

### Full registration of exhibitors and their employees at the booth

The complete registration of the booth employees can be done in advance through an online form. The exhibitor can download or send the exhibitor passes at any time, adjust personal data and generate new tickets during the event. Functions such as the import of Excel lists enable the processing of an entire team with one click, automatically generating and sending the passes. The service team of the trade fair can support the exhibitor before and during the event if required



**AX500 Smart Gate NG**

via the service function. In the dashboard, the exhibitor is shown the first-time admissions of their employees on a timeline and can also export this data.

## Invitation management: dispatch of vouchers and guest cards

In addition to the registration of exhibitors and their employees, visitors can also be invited via the Axess **EXHIBITOR PORTAL**. Exhibitors can send voucher invitations or guest cards directly via the portal or download lists with voucher or promocodes for subsequent redemption in the ticket store. If desired, paper invitation cards can also be ordered via the portal.

## Everything at one glance: The Dashboard

The dashboard shows exhibitors the number and frequency of their visitors as well as the corresponding information of the persons. This data is provided in the dashboard with various diagrams in real time and is available to the exhibitor in the form of maps, bar charts or timeline diagrams.

## Fully integrated quota management

The exhibitor portal is seamlessly integrated into the exhibitor registration system of BERNEXPO AG via „Single Sign-On" and allows to switch between the stand booking and the **EXHIBITOR PORTAL** without having to register again. As soon as a stand is booked, exhibitor information is transferred via interfaces integrated into the system. The allotments assigned to the stand are automatically retrieved and corresponding passes and vouchers are transmitted. This process happens in the background automatically and does not require any manual input.

„The newly introduced full registration of exhibitors was extremely well received. By digitizing the processes, we were able to react flexible to the changed requirements by Covid-19. Fortunately, the service effort for the trade show team and the trade show IT was low," says Matthias Joss - IT Application Analyst.

Dominic Burkhalter - Head of IT adds: „Through our long-term partner Axess, we are looking forward to the further expansion of the portal. This new development takes us a good step forward in the digitalization of our business processes, and is an important contribution to meeting the requirements, especially in times of Corona".