

CARAVAN SALON DÜSSELDORF for the first time with hybrid offer for trade and end customers

Best possible planning of the trade fair visit through matchmaking

"Travel&Nature Connected" presents destinations and pitches

"Virtual Technology Days" for professionals from Asia, Australia and North America

In 2021, CARAVAN SALON Düsseldorf is repositioning itself with a hybrid offer and digital additions for trade visitors and end consumers. Messe Düsseldorf has developed a special "matchmaking tool" for this, which was already successfully used at virtual.medica and virtual.drupa in November and April.

Best possible planning of the trade fair visit through matchmaking

CARAVAN SALON 2021 will be the first time that a presence event uses this tried and tested organizational tool. Manufacturers and dealers, trade visitors and end customers can use it to communicate with each other in the run-up to the fair and arrange appointments for the duration in Düsseldorf. Project Director Stefan Koschke: "Especially in these times, the matchmaking tool enables targeted management of appointments and will prevent large crowds in front of the vehicles. In addition, it is available both for the transfer of technical know-how between the experts and the exhibitors, but also enables caravanning fans who are eager to buy to make an initial detailed enquiry with the manufacturers' advisors. I think the matchmaking tool will further increase the attractiveness of CARAVAN SALON Düsseldorf as it supports the targeted preparation of an effective visit to the fair." The tool can be used to arrange appointments both on the website www.caravan-salon.com and in the trade fair's app. "Importantly, we want to maintain the virtual meeting after the fair and keep access activated until November," adds Koschke.

The "matchmaking" can be used both in the run-up to CARAVAN SALON to exchange information and during the fair for appointments on site and meeting in so-called virtual meeting rooms. Professionals use it to expand their network, deepen their expertise and solve individual technical problems. Thanks to the tool, end customers can quickly and easily exchange information with the large caravanning and camper community. And it makes it easier for exhibitors to reach their special customer target groups.



27.08. – 05.09.2021
caravan-salon.com



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Mitgliedschaften der
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Öffentliche Verkehrsmittel:
U78, U79: Messe Ost/Stockumer Kirchstr.
Bus 722: Messe-Center Verwaltung

"Travel&Nature Connected" presents destinations and pitches

With "Travel&Nature connected", CARAVAN SALON also creates a comprehensive, hybrid platform for hiking and trekking destinations as well as camping and caravan sites. Here, they can present themselves to their local audience on the stage in Hall 3 as well as use a virtual presentation for the online community, as a chat function for detailed information exchange is also available to online participants.

"Virtual Technology Days" for experts from Asia, Australia and North America

The "Virtual Technology Days" herald a new trade fair era for the caravanning industry. For the first time, experts from all over the world will have the opportunity to participate virtually in the presentations of the technology exhibitors at CARAVAN SALON Düsseldorf. For this purpose, videos of product presentations will be filmed at the stands in the "Technology & Components" area, showing and explaining current technical developments. At the beginning of the films, speakers and experts will be presented with their matchmaking data so that the participating trade audience can contact them directly via the chat function. This year, the "Technology Days" are aimed at participants from overseas who are not yet able to take part at the event in Düsseldorf due to the pandemic. Due to the time difference, they are divided into three main target markets: Australia (on 1 September from 8:00 to 12:00), North America (on 1 September from 15:00 to 18:00) and Asia (on 2 September from 8:00 to 12:00). Following the "Virtual Technology Days", the videos will be available "on demand" in the trade visitor area at www.caravan-salon.com.

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