



A collaboration of



Optimize Your Trade Show Experience at PSI with dMAS – Register Now!

Dear Exhibitors,

We are excited to introduce an exclusive collaboration between PSI and dMAS. This partnership brings the industry-leading software back to PSI and offers you numerous benefits that will significantly simplify your trade show organization and visitor data collection.

Use dMAS at PSI – Your Benefits:

- **Familiar dMAS App:** Continue using the dMAS app you're already accustomed to, now at PSI.
- **Direct Offer Creation:** Create and send offers directly via dMAS.
- **Comprehensive Product Data:** Access your product data just like you're used to from other in-house trade shows.

Simple Setup and Training:

To help you get started, dMAS offers two training sessions in December via Microsoft Teams. This will ensure you are well-prepared to use dMAS optimally at PSI.

Important Dates:

- **Booking:** Please book the dMAS service by November 15 at the latest to take full advantage of all benefits.
- **Training Sessions:** Two online sessions in December (exact dates will follow upon booking).

Investment:

The use of dMAS during the show is a flat rate of €490 plus VAT and can be booked directly via PSI or dMAS starting in September.

Built by



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building businesses

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Steps Needed to Use dMAS at PSI:

The use of Lead Manager (Emperia) is necessary to obtain visitor contact information, but combining it with dMAS is easy with just a few simple steps:

- **Contact dMAS:** Reach out to dMAS to enable the show access.
- **Data Collection:** Use dMAS to scan visitor tickets and log requests.
- **QR Code Scanning:** A member of your internal team scans QR codes with the Lead Manager app (Emperia) and enters the dMAS shortcode into the comments field.
- **Data Export:** Export the Lead Manager (Emperia) file as an Excel sheet and upload it to dMAS.
- **Offer Creation:** View visitor contact data in dMAS and send out your offers.

Take this opportunity to make your trade show participation more efficient and successful.

If you have any questions, we are happy to assist.
Best regards,

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