

# WHAT WE ARE GOOD AT



## Overview

LetzFair is an AI-powered Networking and Matchmaking platform designed to increase the value generated by exhibitors, buyers, sponsors and visitors at B2B and B2C trade shows.

The solution integrates seamlessly into the organiser's operational workflows, supporting the event before, during and after. It transforms networking from a casual opportunity into a structured, measurable and ROI-oriented process.

LetzFair acts as a technology partner, offering scalable and fully customisable solutions for trade shows of any size and complexity.

## The value generated

- More relevant connections between exhibitors, buyers, sponsors and visitors
- Trackable lead generation for exhibitors and sponsors
- Reduced operational workload through automation
- Personalised experiences based on participant profiles
- Real-time data on engagement and event performance

## Key differentiators

- Fully customisable solution
- Dynamic generative AI based on real-time behavioural data
- AI-powered networking and matchmaking
- Readable, traceable ROI for organisers, exhibitors and sponsors
- Integration with existing workflows and third-party systems
- Configured, not standardised
- Partnership approach rather than provider approach

## Goals and Objectives



### Increased ROI for exhibitors and sponsors

Nearly 70% of leads originate from digital interactions: LetzFair turns trade show participation into a measurable and monetisable opportunity.



### User activation before the event

Around 40% of leads are generated before the halls even open: LetzFair enables early onboarding and pre-event engagement to boost results and maximise participant involvement.



### Improved networking performance

AI-powered recommendations can double the acceptance rate of networking requests: this means more effective and targeted meetings throughout the event.



### Maximised digital lead generation

A significant share of leads comes from online stands and digital content: LetzFair optimises exhibitor profiles and calls-to-action, making them simple to manage and highly effective.

## Trusted by



**Generalitat  
de Catalunya**



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الدولي للكتاب  
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INTERNATIONAL  
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