



Messe München

Connecting Global Competence

THE HEARTBEAT OF OUR INDUSTRY

bauma, Munich, April 8-14, 2019



USER GUIDE

Ordering exhibitor passes
and visitor vouchers



32nd Edition of the World's Leading Trade Fair for Construction Machinery, Building Material Machines, Mining Machines, Construction Vehicles and Construction Equipment.

www.bauma.de

bauma

User Guide



Exhibitor passes and vouchers

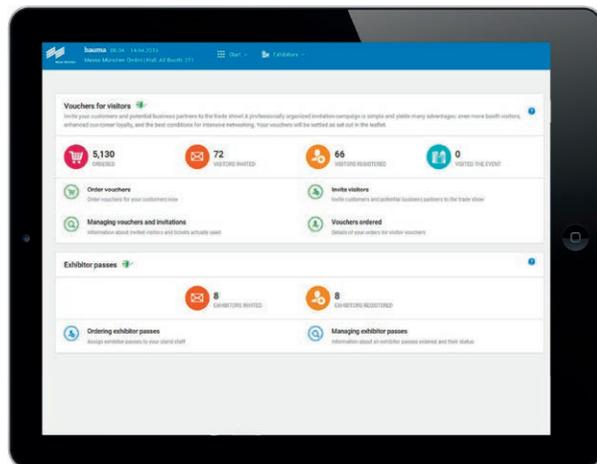
You want to invite customers to the trade fair and assign exhibitor passes to your staff? Messe München's new ticket system makes this an easy job. And it helps you keep the overview of all vouchers and exhibitor passes you ordered. This user guide provides information on the most important steps.

How to order exhibitor passes and vouchers

Step 1: Logging in to the Exhibitor Shop

First, log in to bauma's Exhibitor Shop, using the access data of your Messe München account. When exhibiting at bauma for the first time, you will receive your initial login data via e-mail. Under **Passes and tickets**, you will find the sections **Exhibitor passes** and **Vouchers**.

Our tip: When ordering exhibitor passes and vouchers, please make sure to also select the booth you are ordering for.



Step 2: Using the services

The new ticket system offers the following features:

- **order** exhibitor passes and vouchers
- **enter** the required personal data of your customers or employees or simply **upload** them as Excel file
- **view all information** on your exhibitor passes and vouchers at any time. You can for example see which vouchers have been redeemed and which tickets have been used for a trade show visit.

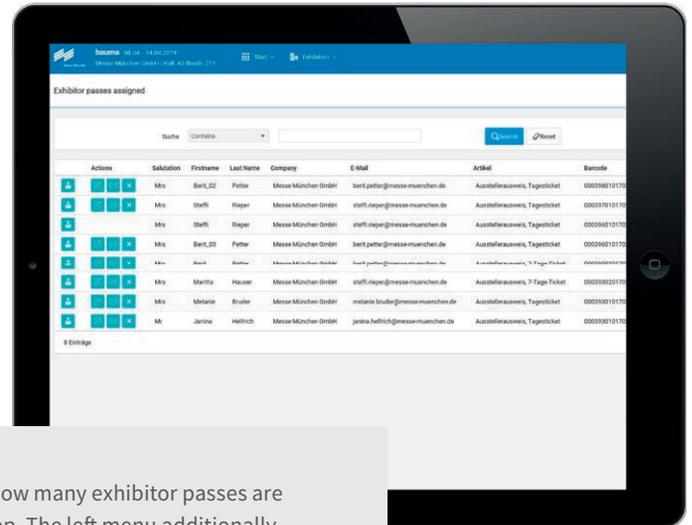
The great advantage for your clients and staff: the tickets are e-mailed as **Mobile Ticket** and Print@home ticket. The new Mobile Ticket for smartphones and tablet computers allows you and your customers to access the show without printing the ticket.

How to order exhibitor passes

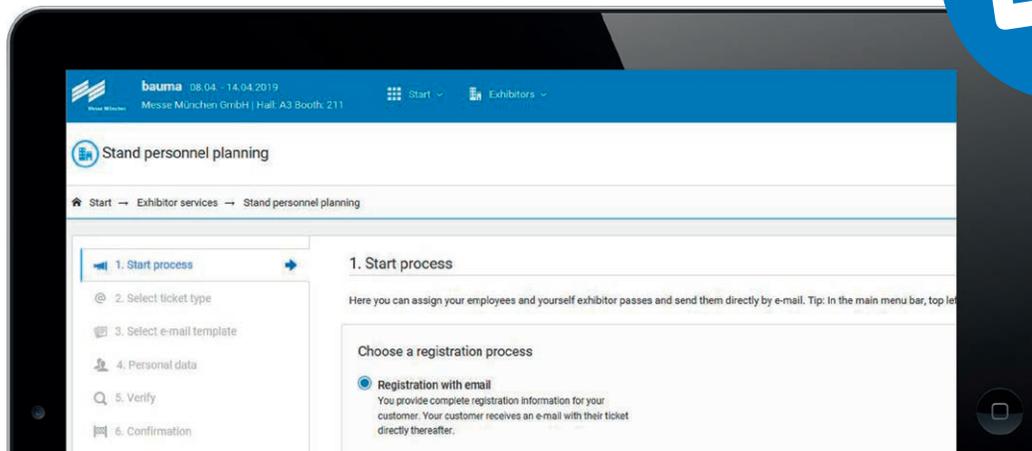
In the **Exhibitor passes** section, you can order passes for yourself and your staff members and view the status of your passes.

You can select from the following menu items:

- **Ordering exhibitor passes:** Here you can create passes for yourself and your employees.
- **Managing exhibitor passes:** Here you can retrieve information on the status of the exhibitor passes of your staff. Additionally, you can resend the e-mails with the exhibitor pass, download or disable already registered passes.
- **Additional service for you:** The system features a search function and various filters. To make the work as easy and convenient as possible for you, the overview list can be downloaded as PDF, CSV or Excel file.



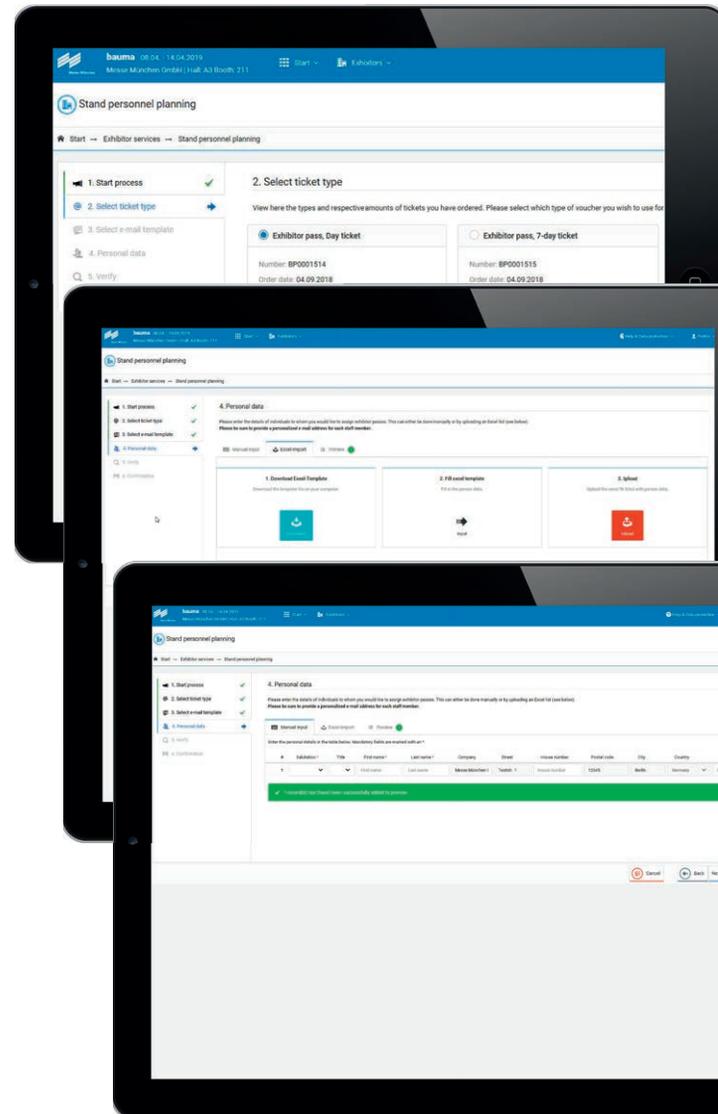
Our tip: In the upper left of the blue main menu bar, you can see how many exhibitor passes are available free of charge for the booth selected in the Exhibitor Shop. The left menu additionally shows you which step you are currently working on. To go back to the overview page, please click on the Messe München logo in the top left corner.



Open the menu item **Ordering exhibitor passes.**

- 1. Start process:** Here you will learn everything about the registration process and get to the ticket selection by clicking on **next step**.
- 2. Select ticket type:** In this step, you define whether your staff members shall receive exhibitor passes for one day or for seven days. **!** The ticket type you choose then applies to all staff members created in this order.
- 3. Select e-mail template:** With the e-mail template you can invite your employees. The e-mail comprises the exhibitor pass as Print@home ticket and as Mobile Ticket (Passbook/Wallet). Select the language (German or English) for the e-mail. **!** All e-mails for the current order will be sent in the language selected.
- 4. Personal data:** Here you can enter the data of your staff members whom you want to assign exhibitor passes to. You can do this manually or by uploading an Excel list. Please make sure to specify a personalized e-mail address for every staff member. The employees will receive their exhibitor pass directly via e-mail and can use the Mobile Ticket for admission.
- 5. Verify:** You can verify your information including the language setting for the e-mails. Everything is correct? Then click **Complete order** and your exhibitor passes are sent immediately. If not, please use the options at the bottom of the window to cancel the process and make corrections.
- 6. Confirmation:** Here you can see that the e-mails with the personalized tickets have been sent to your employees.
- 7. Dispatch:** The exhibitor passes will be sent to the e-mail address you specified as soon as the admission invoice has been paid. The sending e-mail address is ticketing@messemuench.de. **!** Please forward this address to your IT department to make sure that your employees receive the exhibitor passes.

Our tip: When entering data manually, please click on **Add entries** to accept the data entered.



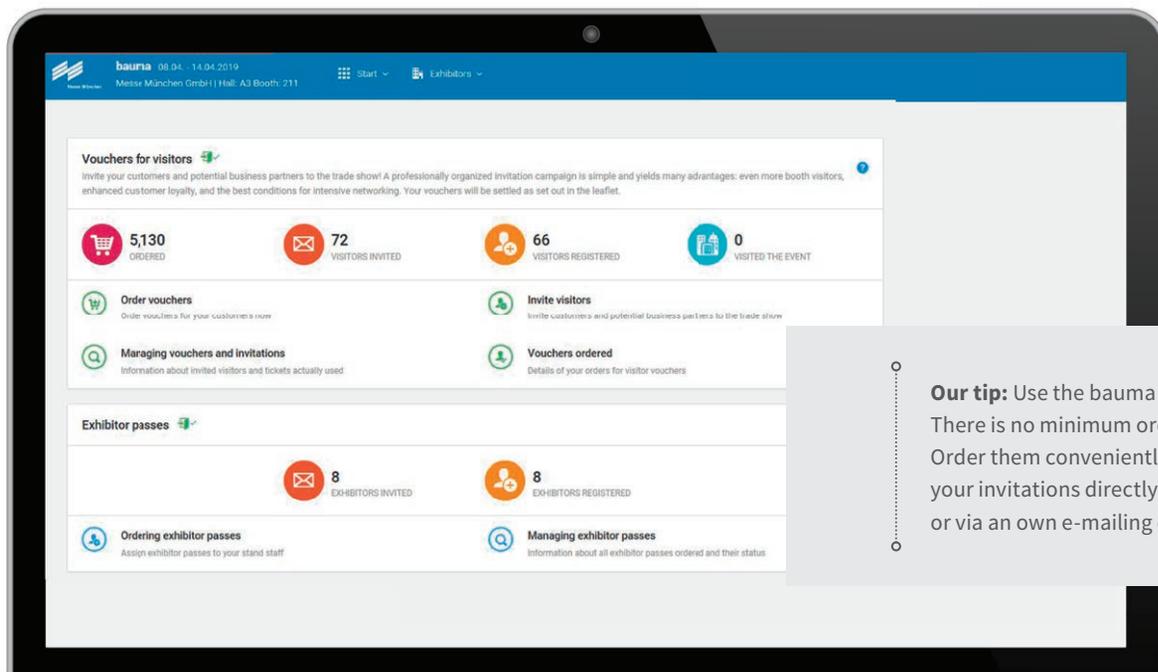
How to invite clients to the trade fair

Invite customers and potential business partners to the exhibition! A professionally organized invitation campaign offers many advantages: even more visitors to the booth, enhanced customer retention and the best conditions for intensive networking. You can order vouchers, invite visitors and manage your invitations.

The overview will tell you at any time before, during and after the event, who already redeemed and used your voucher.

The following menu items are available:

- **Order vouchers:** Order vouchers for your customers now. You can choose between paper and online vouchers.
- **Invite visitors:** Use the campaigns to invite your clients, separate, clearly structure and manage different target groups.
- **Managing vouchers and invitations:** Here you will find a summary of all customers you invited via the campaign tool as well as of the vouchers that have been redeemed online and that have been used for admission.
! Use the export function and download the data as Excel, PDF or CSV file. Thus, you can easily process all information for evaluation purposes.
- **Vouchers ordered:** List of ordered vouchers.



Our tip: Use the bauma online vouchers! There is no minimum order quantity. Order them conveniently online and send your invitations directly from the system or via an own e-mailing campaign.

Step 1: Ordering vouchers for your customers

In this menu, you can order the required number of vouchers.

You can choose between paper and online vouchers.

You can also send the online voucher numbers in a print mailing.

Important! Please inform your clients that they only can redeem their vouchers online at www.bauma.de/tickets/en.

! You will only be charged for vouchers that have been used for admission to the trade show. Please refer to the leaflet for information on the prices.

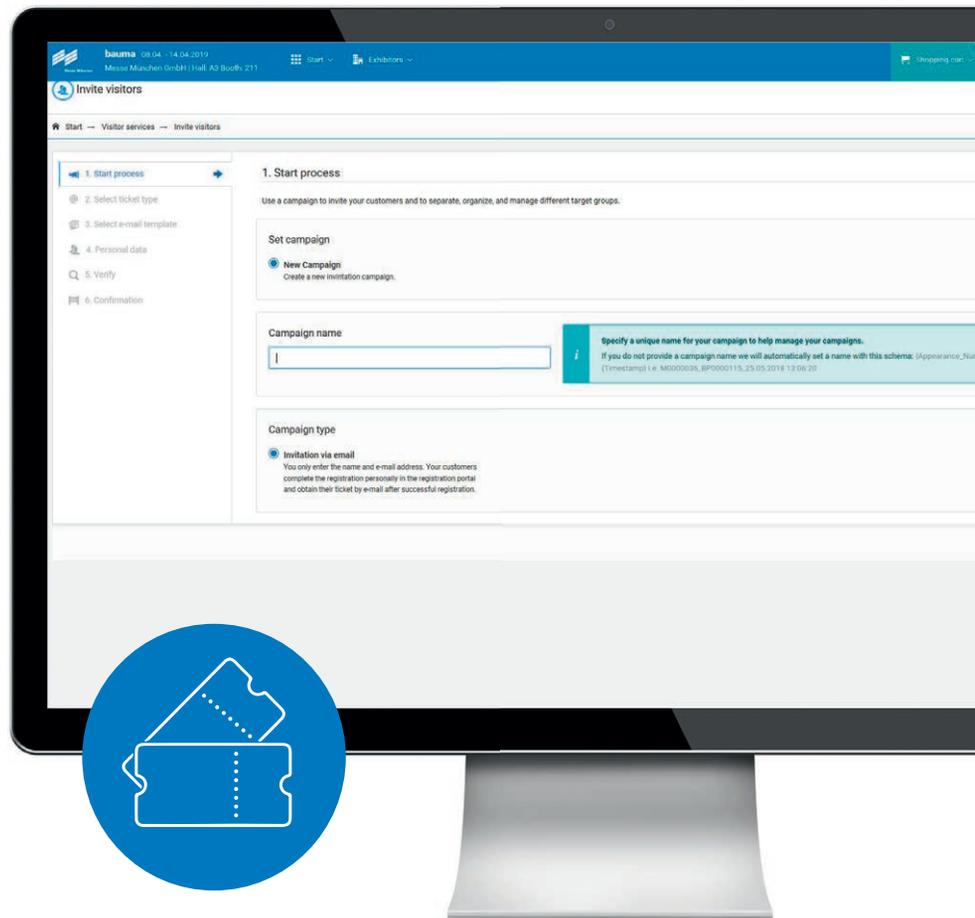
Ordering online vouchers:

Enter the desired quantity in the field **Amount**. Then, select the shipping information and enter the e-mail address which your order shall be sent to. Check your data and complete your order. Afterwards, you will receive an e-mail with an Excel file which contains the online voucher numbers and links.

! Use the online voucher links for your e-mail invitations. With this link your customers can register directly without having to enter the voucher number manually.

Ordering printed vouchers:

Enter the desired quantity in the field **Amount**. Then, select the shipping information and enter the address which your order shall be sent to. Check your data and complete the order. Please note the minimum order quantity of 30 vouchers.



Step 2: Inviting visitors

Open the menu item **Invite visitors**.

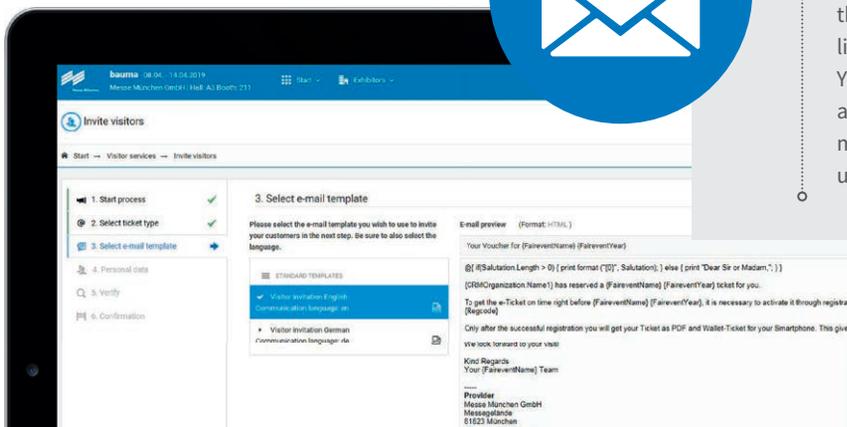
At the bottom of the respective windows, you will find different options to manage the process.

- 1. Start process:** Use campaigns to invite your customers and to separate, clearly structure and conveniently manage different target groups. You can start a new campaign (**New campaign**) or use an existing (**Use existing campaign**).
❗ Use clear campaign names. The name will also appear in the overview of invited visitors and facilitates the evaluation.
- 2. Select ticket type:** Here you can see all online vouchers you ordered. Select a voucher contingent that you want to use to invite your customers.
- 3. Select e-mail template:** With the e-mail template you can invite your clients. The e-mail will contain a link which your customers can use to register their ticket. **Select the language** (German or English) for the e-mail. **All** e-mails for the current campaign will be sent in the **language selected**.
Important! Please inform your clients that they need to register their vouchers online at www.bauma.de/tickets/en.
Online vouchers cannot be redeemed at the entrance.

- 4. Personal data:** Enter the data of your clients you want to invite. You can do this manually or by uploading an Excel list.
❗ Please make sure to specify a personalized e-mail address for every person in this campaign. This is the only way your clients can receive the ticket directly via e-mail and use the Mobile Ticket.
- 5. Verify:** You can verify your information including the language setting for the e-mails. Everything is correct? Then click **Complete order** and the e-mail with the voucher is sent immediately. If not, please use the option at the bottom to cancel the process and correct the entries.
- 6. Confirmation:** The vouchers have been sent to the invited people via e-mail.

Our tip: Use the **Create campaign** service under **Invite visitors** to send and manage your vouchers in an easy and clear way. Thanks to the campaigns, you can send the vouchers to your clients directly from the ordering system and see at any time who registered and redeemed her/his ticket.

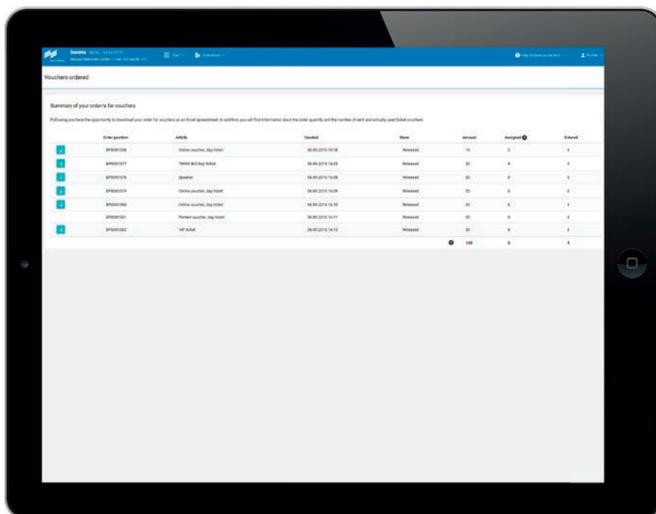
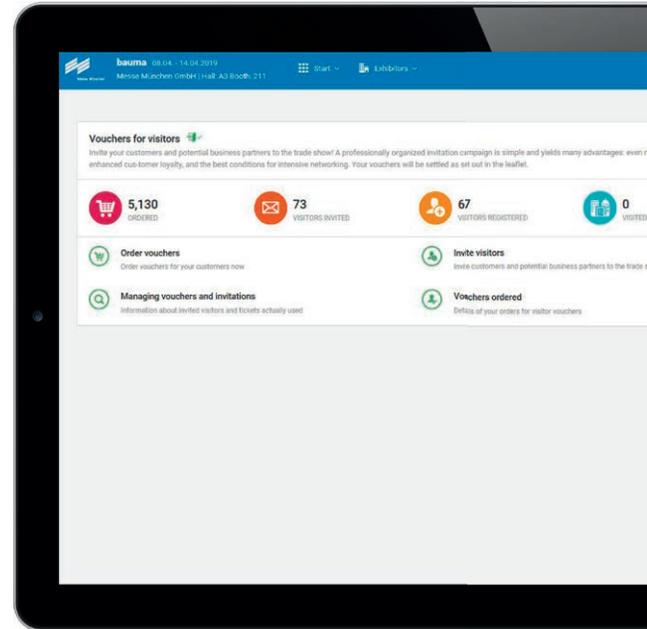
❗ After having placed the order, you will receive the online voucher numbers and online voucher links in an Excel file via e-mail. You can also send the vouchers to your customers as part of an own e-mailing campaign. Please mark the used voucher numbers to avoid double usage.



Step 3: Managing vouchers and invitations

Here you can retrieve information on the status of the vouchers of your clients. Additionally, you can resend invitation e-mails and download or disable registered tickets.

❗ If you have sent online vouchers to customers without using the ordering system, you will only see these vouchers in the overview as soon as the clients registered them online.



Vouchers ordered

See all your voucher orders at a glance. You can also download this list as Excel spreadsheet. Additionally, you will get information on the order quantity as well as on the number of sent (via the system) and actually used ticket vouchers.

Here you also have the opportunity to again download the Excel list with online voucher numbers and online voucher link that you received via e-mail after ordering.

At bauma 2019, for the first time, you will be able to also use the ticket on your smartphone, smartwatch and tablet computer.



Contact

Messe München GmbH
bauma
Messegelände
81823 München
Germany

Tel. +49 89 949-11348

info@bauma.de
www.bauma.de

bauma App: the mobile trade fair guide.

The free bauma App offers all functions that are useful to organize the fair visit: search and find with just one click, be navigated on the entire exhibition site or see the agenda of the supporting program.

In your visitor communication, call the attention to the bauma App.

One app. All information.

→ www.bauma.de/app/en