User Guide
Exhibitor passes and ticket vouchers for visitors
User Guide

Tickets and exhibitor passes

Inviting customers to the trade show and assigning exhibitor passes to your stand staff: The new ticketing system of Messe München enables you to manage this task effectively. And it helps you keep track of your tickets or exhibitor passes at all times. This user guide informs you about the most important steps.
How to order exhibitor passes

Step 1: Signing in to the Exhibitor Shop

First, please sign in to the electronica Exhibitor Shop with your Messe München account. Under “Passes and Tickets” you will find the sections “Exhibitor passes” and “Vouchers.”

Tip: You want to order exhibitor passes or visitor vouchers? Then please be sure to always select the respective stand number for your ticket order.

Step 2: Using the ticketing system

In the new ticketing system you can, for example:

- **order** exhibitor passes and vouchers,
- **enter** the required personal data of your customers or staff members, or simply **upload** it via an Excel file,
- **view all information** about your exhibitor passes and vouchers at any time—for example, which have been redeemed or used for a trade fair visit.

An advantage for your customers and employees: Once they have personalized their ticket, they can use the new **mobile ticket** for smartphone and tablet or the Print@home-Ticket.
Exhibitor passes

In the **exhibitor passes** section, you can order passes for yourself and your colleagues and look up information on the status of your passes.

**The following menu items are available for selection:**

- **Order exhibitor passes:** Here you can assign exhibitor passes to yourself and your stand staff.

- **Managing exhibitor passes:** Here you will find information about all passes ordered and their status.

**Tip:** In the top left-hand corner of the red main menu bar, you can see how many free exhibitor passes are available to you for the stand you selected in the Exhibitor Shop. The menu on the left shows you which step you are currently working on.
How to order exhibitor passes

Open the menu item “Order exhibitor passes.”

1 **Start process:** You will now be given information about the registration process and be guided to the next menu item via “Next step.”

2 **Select e-mail template:** Here you will find the e-mail template you can use to invite your staff. It features a link through which your staff can register their ticket. Be sure to also select the language: you can send the e-mail in German or English. In the context of your current order, all e-mails will be sent in the language you have selected.

3 **Personal data:** In this menu, you enter data of your colleagues to whom you want to assign exhibitor passes. This can be done either manually or by uploading an Excel list. Please be sure to provide a personalized e-mail address for each staff member. Otherwise your employees cannot register their exhibitor pass. The system will therefore alert you if you assign an e-mail address twice, allowing you to correct it.

4 **Verify:** You can check all your input again, including the language setting for sending e-mails. If everything is correct, just click on “Confirm information.” Otherwise, please use the options at the bottom of the window to cancel the process or make corrections.

5 **Confirmation:** This menu item will show you that the e-mail has been sent to your staff. They are now able to register their exhibitor passes.

**Important:** Please click on “Add entries” to accept the data you have entered.

**By the way:** To register an exhibitor pass, the personal data can, for example, be conveniently imported from a LinkedIn account.
Visitor Ticket Vouchers

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

The following menu items are available for selection:

- **Order vouchers**: Order vouchers for your customers now
- **Invite visitors**: Invite customers and potential business partners to the trade show
- **Managing vouchers and invitations**: Information about invited visitors and tickets actually used
- **Vouchers ordered**: Details of your orders for visitor vouchers
How to invite visitors to the fair

Step 1: Ordering vouchers

In this menu, you order the required number of vouchers. The billing will occur as set out in the leaflet.

Next, select the desired shipping information and enter here to which e-mail address you want your order to be sent. Complete your order after verifying your input data.

Tip: Use the option to create campaigns after you have ordered your vouchers. This menu item will appear on the screen when you click on “Invite visitors.” The campaign function enables you to send the vouchers to your customers directly from the ordering system and also track who has registered and redeemed tickets at any time.
Step 2: Inviting visitors

Open the menu item “Invite visitors.”

At the bottom of the respective windows, several options are available which you can click on to manage the process.

1 **Start process:** Use campaigns to invite your customers and to separate, organize, and easily structure and manage different target groups. You can start a new campaign (New campaign) or use an existing one (Use existing campaign).

2 **Select ticket type:** View here the type and respective amounts of tickets you have ordered.

3 **Select e-mail template:** Here you will find the e-mail template which you can use to invite your customers. The e-mail features a voucher link, through which your customer can register his/her ticket. Be sure to also **select the language:** you can send the e-mail in German or English. In the context of your current campaign, all e-mails will be sent in the language you have selected.

4 **Personal data:** In this menu, you can enter the details of customers whom you wish to invite as visitors. This can be done either manually or by uploading an Excel list. **Please note:** Each person specified in this campaign needs an individual e-mail address! This is the only way for your customers to create their own Messe München account and register in the registration portal. The system will therefore alert you if you assign an e-mail address twice, allowing you to correct it.

5 **Verify:** You can check all your input again, including the language setting for sending e-mails. If everything is correct, just click on “Confirm information.” Otherwise, please use the options at the bottom of the window to cancel the process or make corrections.

6 **Confirmation:** The vouchers have been sent by e-mail to the persons you invited.

Menu item: Managing vouchers and invitations

Here you will find information about the status of ticket vouchers sent to your customers. In addition, you can resend e-mails, download or disable registered tickets.

Menu item: Vouchers ordered

In this summary, you can see your orders for ticket vouchers at a glance. You can also download this list as an Excel spreadsheet. In addition, you will find information about the order quantity and the number of sent and actually used ticket vouchers. Optionally, you can download an Excel file with the ticket vouchers, which you then send to your customers individually.
At electronica 2018 you will also be able to use your ticket on your smartphone and smartwatch for the first time.