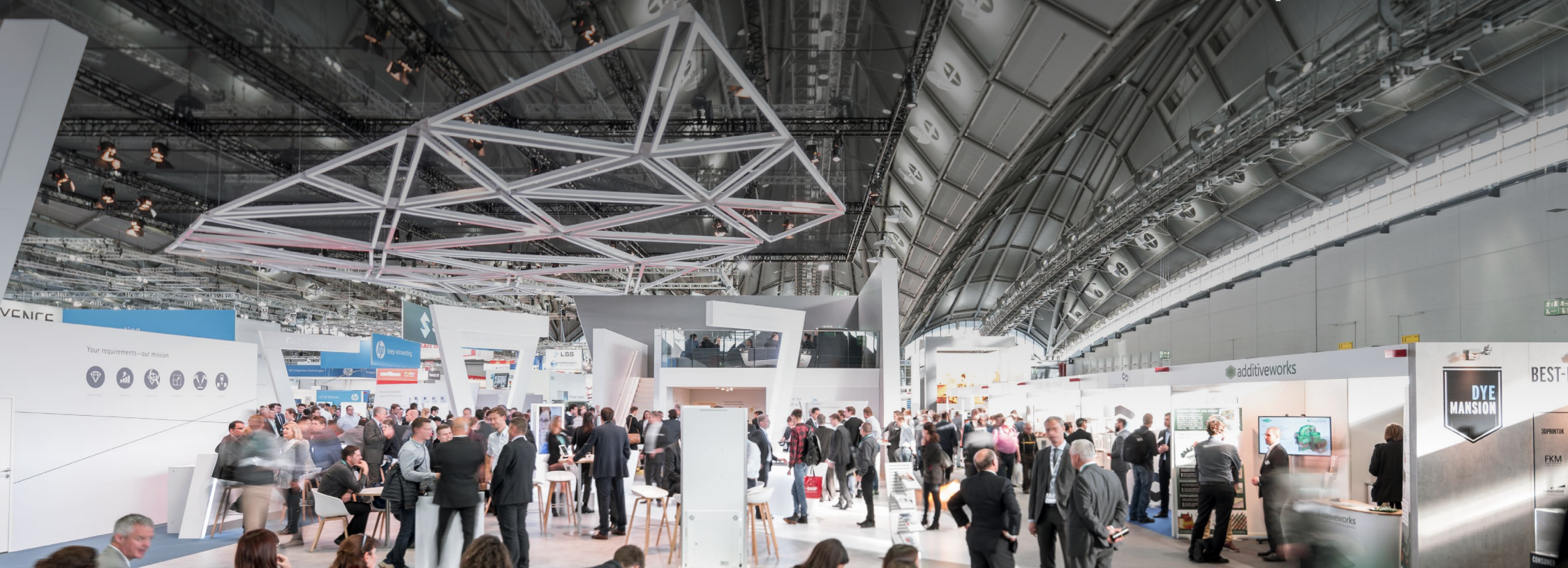


# Exhibitor passes and visitor invitations

Short guide to ticket services for  
exhibitors portal





## Short guide to ticket services for exhibitors

### Ticket Services for Exhibitors

In the portal Ticket Services for Exhibitors, you can comfortably order

- **Exhibitor passes** for your booth staff,
- **Visitor invitations**,
- **VIP vouchers** and
- **Assembly / dismantling passes**

You can further

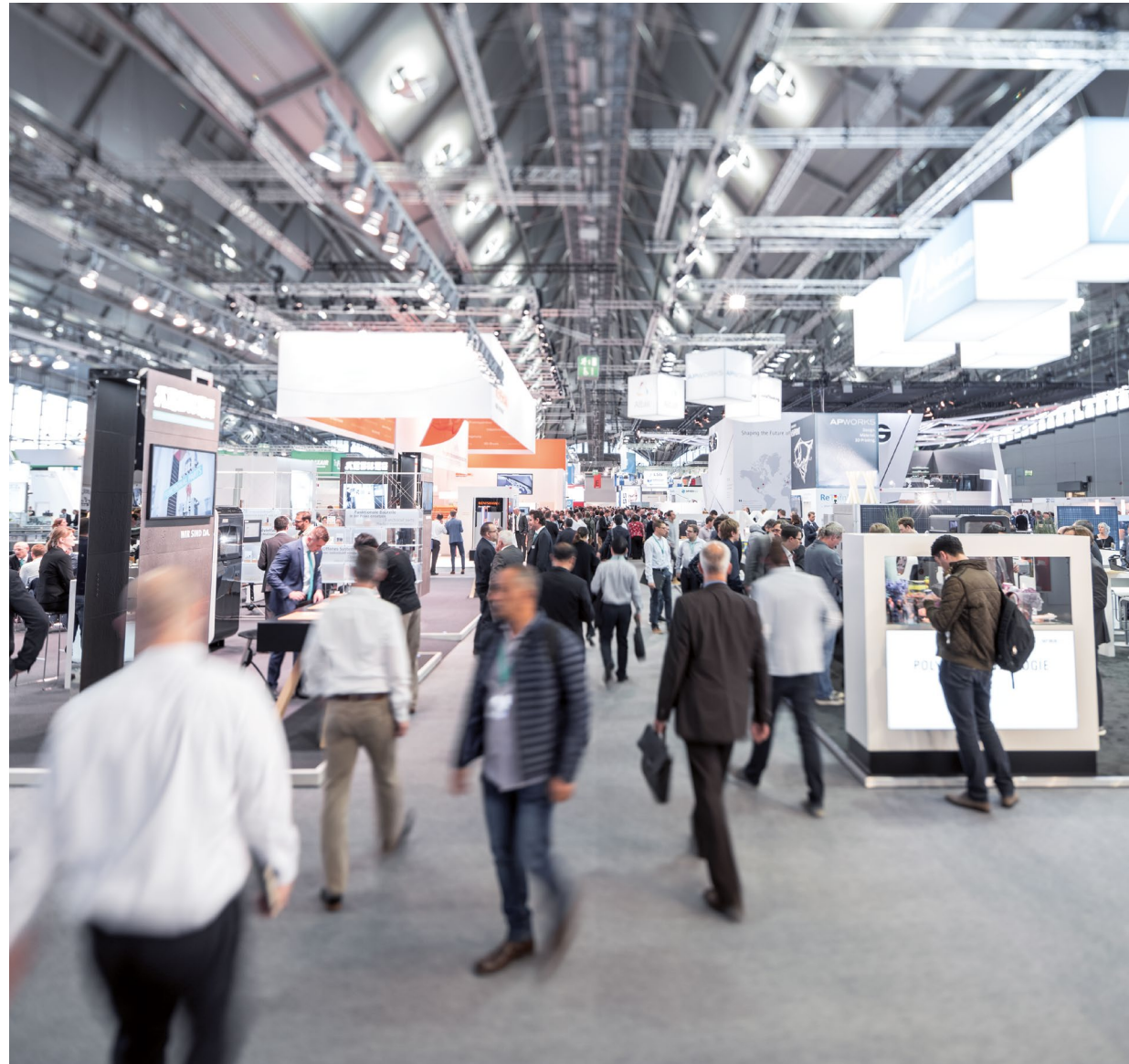
- **create**,
- **send** and
- **manage**

all this comfortably online

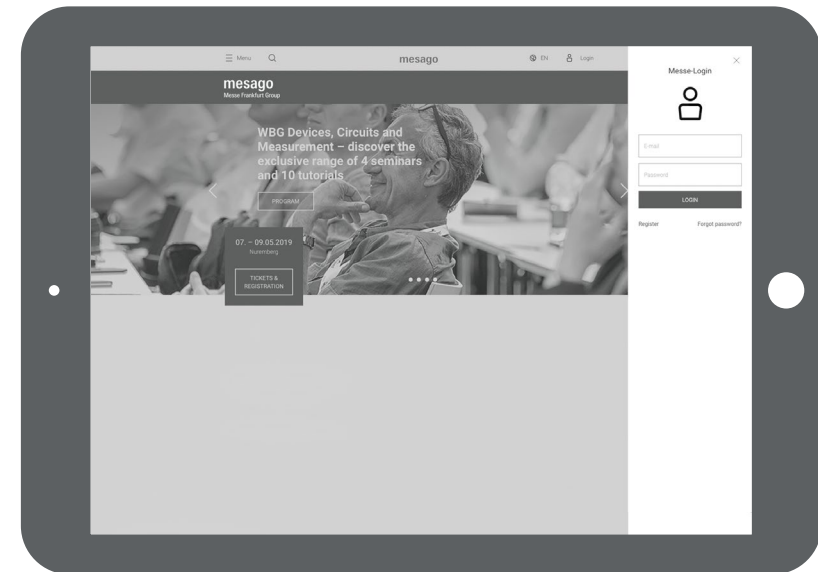
We will show you just how in this guide.

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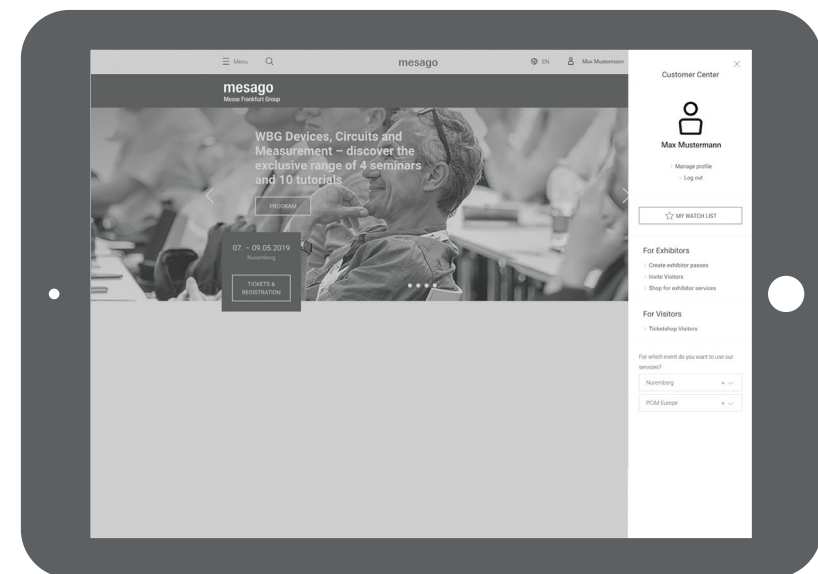


First log onto your **profile** or register. Please click on the **Messe-Login** symbol on the top right of the event page.



The **Overview page** that opens once you've logged on is your starting point to create the tickets for your event.

Simply click **Create Exhibitor Passes** or **Invite Visitors** in the category **For Exhibitors**.



# Selection of Event

Firstly select the event you have booked your stand as an exhibitor.

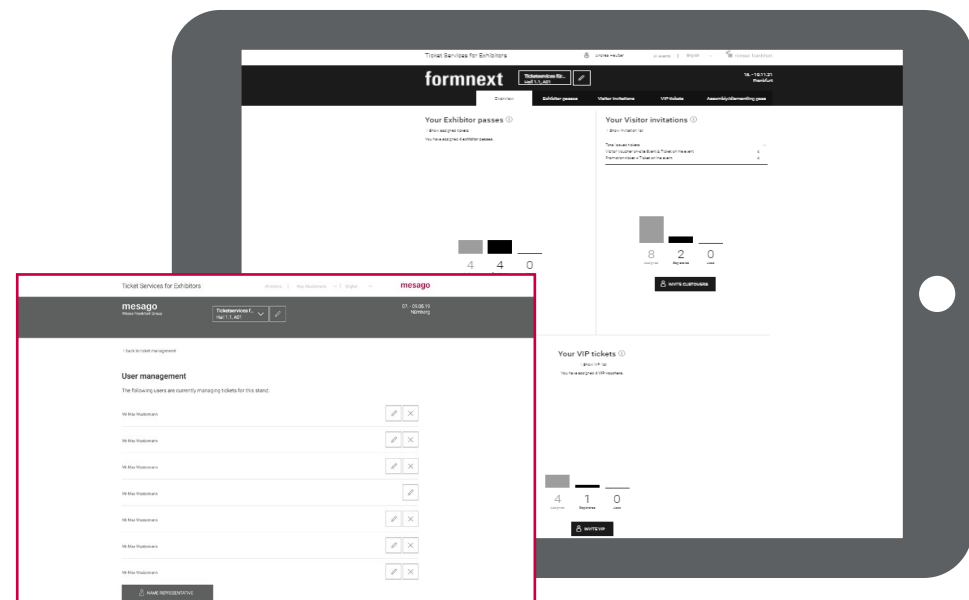
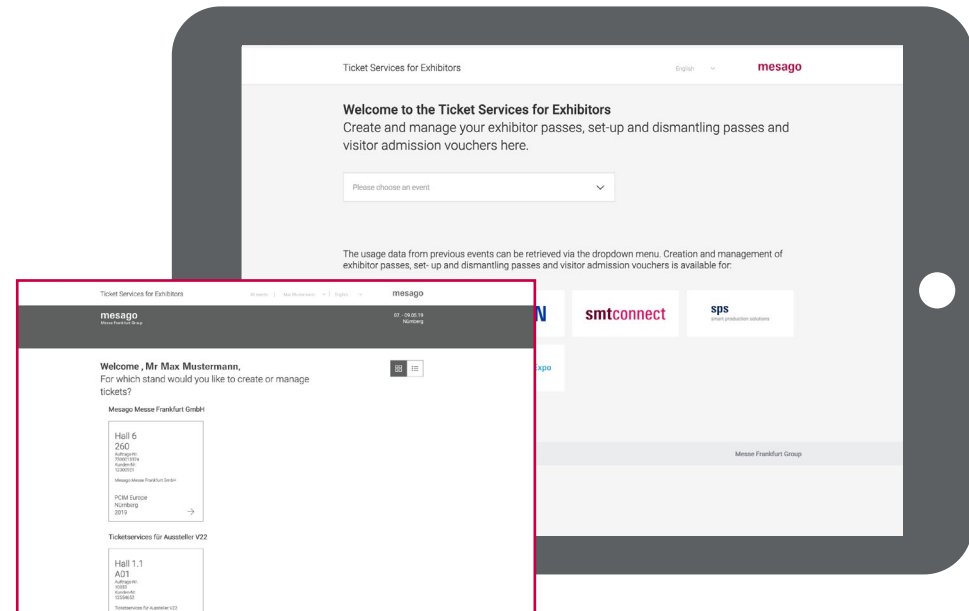
In case several stands have been allocated, a further page will appear in the next step. Here you can choose the stand you would like.

On the **Dashboard**, you can see how many exhibitor passes, visitor invitations and VIP vouchers you have already allocated and see how many you can get free of charge.

At the beginning, only the contact person listed in the Intention to Exhibit can access the stand. If you would like to authorize **further people**, please add the name of a representative by clicking on the pencil icon in the top bar.

If you would like to **create a new exhibitor pass, visitor invitation or VIP voucher**, please click on the fields **create tickets**, **invite customers** or **invite VIP**.

Please firstly **accept** our **terms** and **conditions** on ordering and prices when you order for the first time.



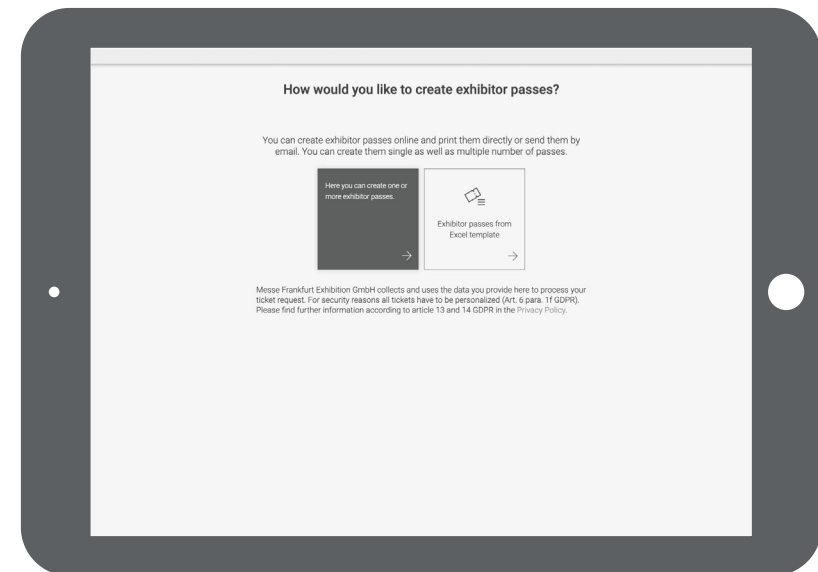
# 1. Create Exhibitor passes

As an exhibitor, you are provided with an allocation of exhibitor passes for your booth team (depending of the size of your stand). You can also order further exhibitor passes: If the number of passes actually used surpasses the allocation, these will be calculated following the event. During the event, you can still create further exhibitor passes online. The free quota/allocation can be found in the section **Order conditions** and **Prices** in the footer.

Click **Create Passes**.

You can input the data of those who are to receive an exhibitor pass **by hand** (for single passes) or you can upload the data in an **Excel sheet** (for several passes). For further information, roll your cursor over the relevant field.

To enter data by hand, please click on the **left field**.

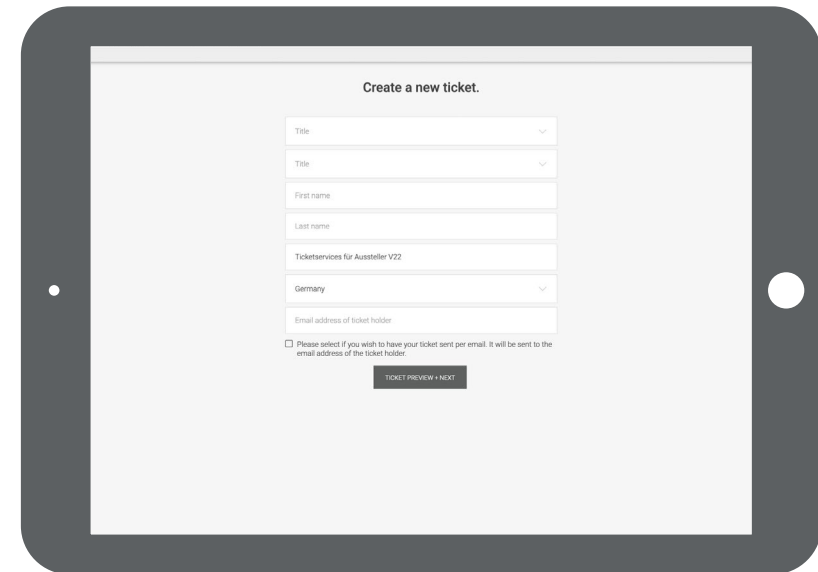


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To create an exhibitor pass manually, please enter the data of your trade fair employee in the form.

Please note: Apart from your own staff, you can also order exhibitor passes for **Staff from external companies**. When personalizing the pass, just add the relevant company.

The ticket will then be created and sent to the **Creator** that is logged on by email. If you would like the ticket to be sent to the person who is to receive the ticket, (if you are creating the exhibitor pass for someone else), then just put a tick below the form.



The screenshot shows a tablet displaying a web form titled "Create a new ticket." The form contains the following fields: "Title" (dropdown), "First name" (text), "Last name" (text), "Ticket services for Aussteller VZ2" (text), "Germany" (dropdown), and "Email address of ticket holder" (text). Below the form is a checkbox with the text "Please select if you wish to have your ticket sent per email. It will be sent to the email address of the ticket holder." At the bottom of the form is a button labeled "TICKET PREVIEW + NEXT".

---

You can use the **right-hand field** to upload a list of your booth staff in an Excel sheet.

For this please use the **template file**, which can be downloaded on the following page. The template is formatted so the data can be recorded by the system.

The data upload is a **time-saving solution** for everyone who wishes to issue a lot of exhibitor passes at one go. You also have the option of allocating an external company and a trade fair employee.



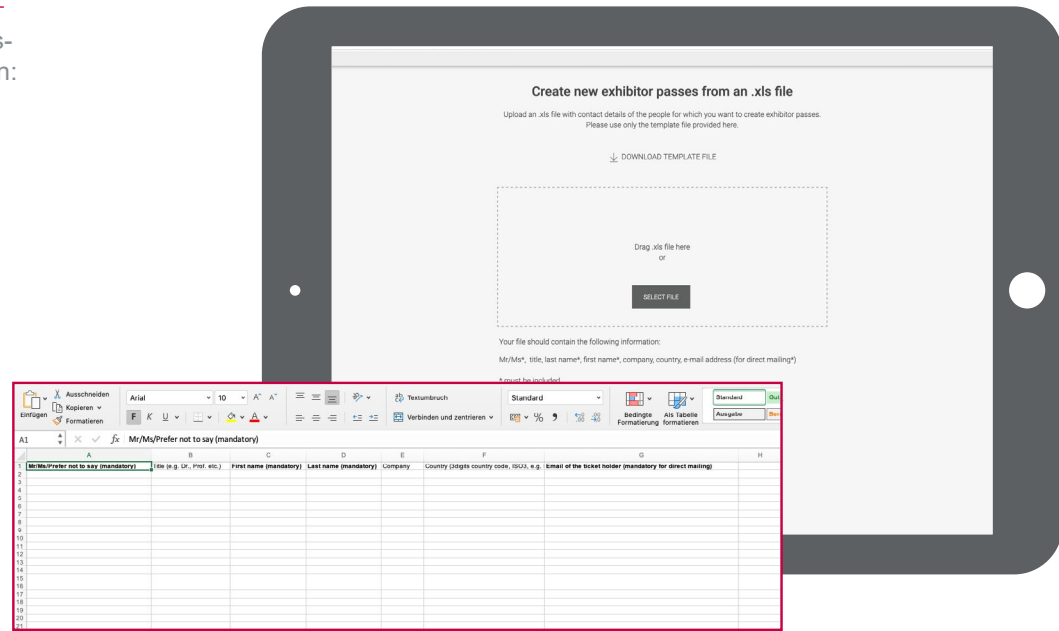
The screenshot shows a tablet displaying a screen titled "How would you like to create exhibitor passes?". The screen contains the following text: "You can create exhibitor passes online and print them directly or send them by email. You can create them single as well as multiple number of passes." Below this text are two boxes: "Exhibitor pass(es)" with a right arrow, and "Here you can upload a list of employee details or email addresses to help you create multiple exhibitor passes quickly and easily." with a right arrow. At the bottom of the screen is a small disclaimer: "Messe Frankfurt Exhibition GmbH collects and uses the data you provide here to process your ticket request. For security reasons all tickets have to be personalized (Art. 6 para. 1 f GDPR). Please find further information according to article 13 and 14 GDPR in the Privacy Policy."

You can then upload the finalized file: Simply pull the file into the field illustrated or choose the option of selecting the file to start the **Upload**. (Button: Select file, Upload will start automatically).

In the box, you can see how our **template file** is structured. It is best to add to this file and then save it.

Required fields are: Mr/Ms, first name, last name, company (if differing from exhibitor's name), e-mail address (for direct mailing to the ticket holder).

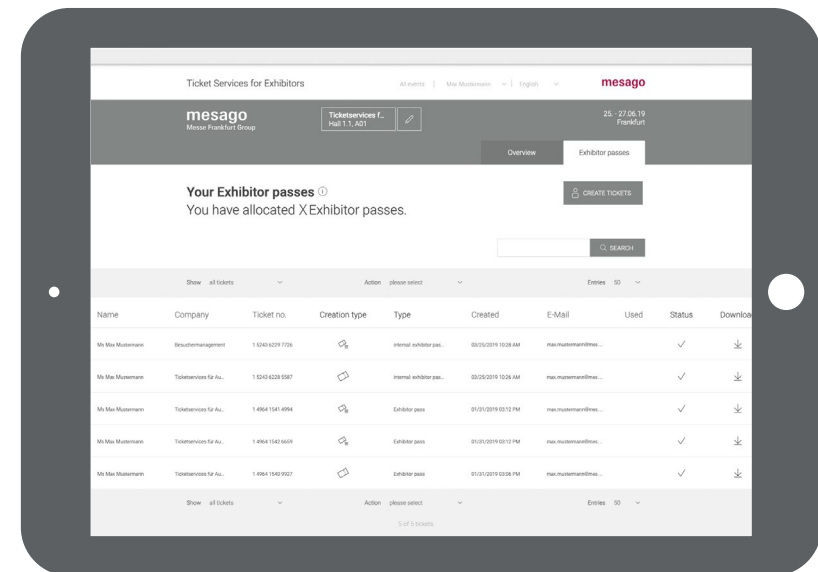
Please do note that the **formatting** of this Excel sheet should not be changed. The **name of the file** can, however, be changed.



Mr/Ms/Prefer not to say (mandatory)	Title (e.g. Dr., Prof., etc.)	First name (mandatory)	Last name (mandatory)	Company	Country (single country code, ISO2, e.g. DE)	E-mail of the ticket holder (mandatory for direct mailing)

In the tab **Exhibitor passes**, you can firstly always see who you have created an **exhibitor pass** for and secondly you can see if it was used during the event.

Downloading new passes is also possible here.



## 2. Create visitor invitations

**Visitor invitations** are an effective way of making your customers aware of your trade fair presence.

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Create and send promotion tickets and visitor vouchers to your customers, which they can convert quickly and easily into valid tickets via online registration at [visitortickets.mesago.com](https://visitortickets.mesago.com) before the event starts.

**Promotion passes** allow your visitors to enter the event at a discounted price. You can issue these to your visitors in unlimited numbers.

With **visitor vouchers**, they even receive free admission. However, the number of visitor vouchers you can issue is limited.

You can track the registration status in the portal at any time (for details see p. 14).

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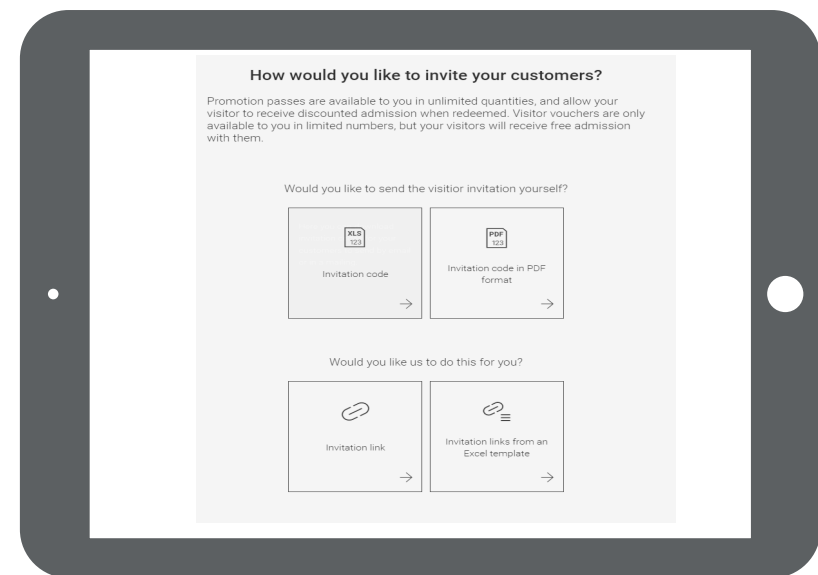
To create codes for visitor invitations, please click on Invite customers on the dashboard.

Then select whether you would like to send your customer an **invitation code** yourself or if you would like us to do this for you.

Anything is possible – whether you want to do this in an Excel sheet, PDF file or as a separate invitation link.

Further **details** on these options can be found when you move your cursor over the respective fields.

Order promotion tickets and visitor vouchers in separate steps.





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### Visitor Invitation Option 1:

If you are sending the codes yourself, we will send you an excel sheet with invitation codes and links which your customer can click directly.

Select the **top left field** if you would like to download the visitor invitations as an excel sheet and send them to your customers. Your customer can use his invitation code in our Online Ticketing System to get a valid ticket.

It is very practical to integrate the codes inclusive of the link to the Online Ticketing in a serial mailing to your customers.

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### Next step for Visitor Invitation Option 1:

Enter the amount of codes required and confirm by clicking **Order Now**. Generally the amount of invitation codes is limited to a maximum of 5,000 per order. However, orders can be repeated as many times as required. Please note the amount of your quota when ordering visitor vouchers.

At the end, we will generate an Excel file with visitor invitation codes, which you can download and integrate into your newsletter campaigns or mailings to your customers.

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### Visitor Invitation Option 2:

If you would like to send everything yourself, we will send you PDF files including invitation codes to send or print out.

By clicking on the **top right field**, you will receive the invitation codes as a PDF file to print out and provide to your customers.

How would you like to invite your customers?

Promotion tickets are available to you in unlimited quantities, and allow your visitor to receive discounted admission when redeemed. Visitor vouchers are only available to you in limited numbers, but your visitors will receive free admission with them.

Would you like to send the visitor invitation yourself?

Invitation code →

Here you can download a created ticket with invitation code in PDF format. →

Would you like us to do this for you?

Invitation link →

Invitation links from an Excel template →

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### Next step for Visitor Invitation Option 2:

Please firstly enter the amount of invitation codes you need. You will receive a PDF file with an invitation including a code, which you can then print and give to your customers.

In the Online Ticketing System, your customer can redeem the invitation code into a valid ticket.

How many invitation codes in PDF format would you like to order?

Send out your invitation as a PDF file to your customers.

1 Enter the number of voucher codes that you require. Click on 'Order ticket in PDF format'. Note: When requesting promotion passes and visitor vouchers, please complete the order in separate steps.

2 You will receive an email containing a download link for the invitations in PDF format, which you can pass on to your visitors.

3 Your visitor registers in Messe Frankfurt's Online Ticketing and has to download the ticket. Depending on the type of invitation, your visitor may be charged.

☐ Visitor Voucher ☐ Promotion Pass

- 1 +

ORDER TICKET IN PDF FORMAT

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### Visitor Invitation Option 3:

We can send the invitation link by email to your customers.

By clicking on the **bottom left field**, the recipient will automatically receive an **invitation link** from our system by email. The customer can then finalize the ticket himself online.

How would you like to invite your customers?

Promotion tickets are available to you in unlimited quantities, and allow your visitor to receive discounted admission when redeemed. Visitor vouchers are only available to you in limited numbers, but your visitors will receive free admission with them.

Would you like to send the visitor invitation yourself?

Invitation code → Invitation code in PDF format →

Would you like us to do this for you?

Here you can send the recipient an invitation link by email. The recipient can then use this to create their own ticket online. → Invitation links from an Excel template →

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### Next step for Visitor Invitation Option 3:

Please enter the recipient's email address. The recipient will then receive an email with the invitation code plus link to our Online Ticketing System. The recipient can register, enter the code and create his ticket.

Who would you like to invite to the event?

Enter the recipient's email address. The recipient will receive an email in your name that contains an invitation link. The link will direct your customer to Messe Frankfurt's online shop, where the ticket can be generated and printed out.

1 Enter your visitor's email address. Click on 'Continue to send invitation link'. Note: When requesting promotion passes and visitor vouchers, please complete the order in separate steps. Show email preview

2 Your visitor will receive an email with an invitation link.

3 Your visitor registers in Messe Frankfurt's online ticketing and has to download the ticket. Depending on the type of invitation, your visitor may be charged.

☐ Visitor Voucher ☐ Promotion Pass

E-Mail address

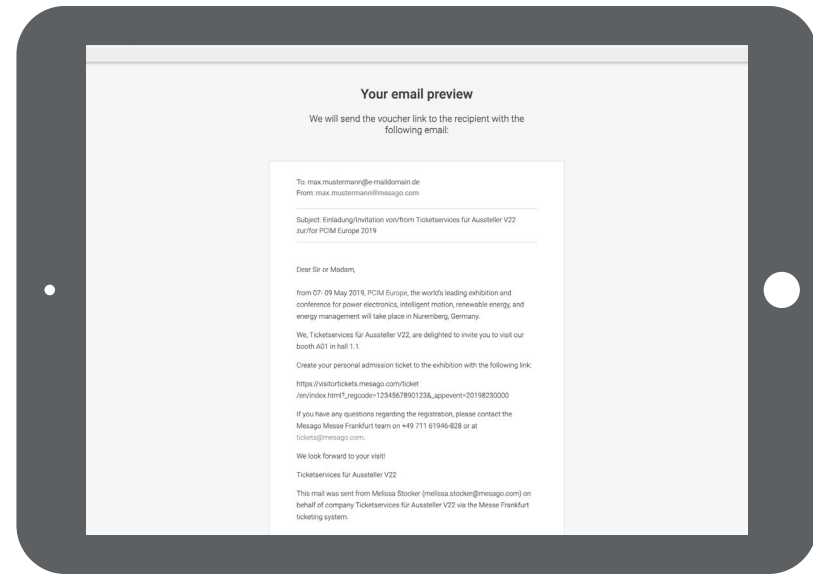
+ ADD EMAIL ADDRESS

CONTINUE TO SEND INVITATION LINK

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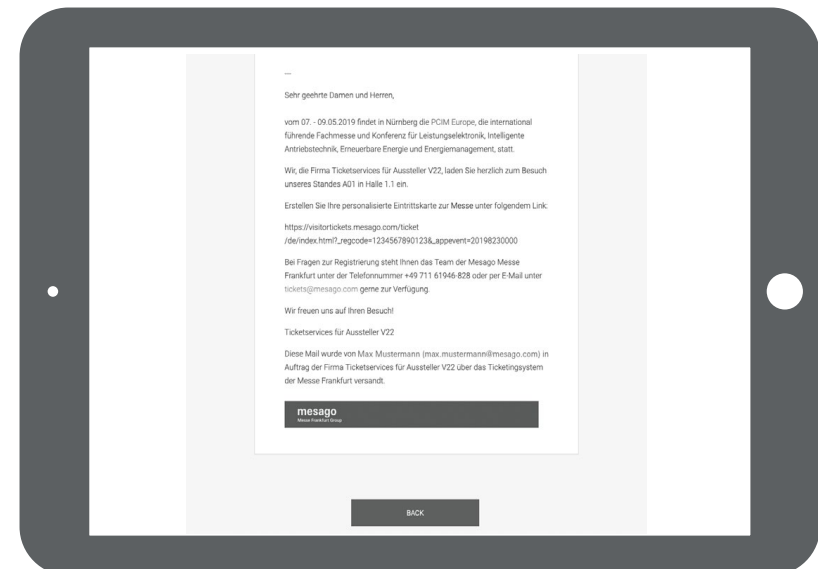
You can see a preview of the email with direct link to the Online Ticketing System before sending it. Please click »Show email preview«.

The invitation code is already in the link.



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The text is in German and English



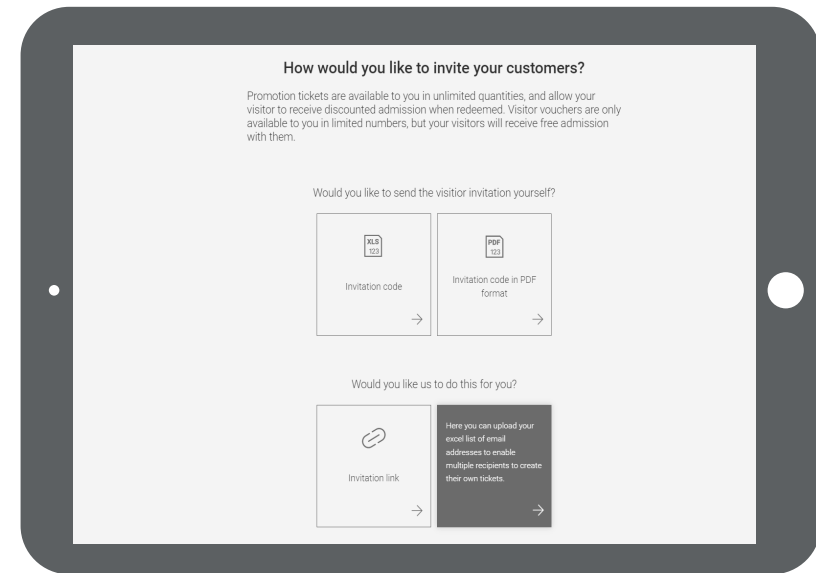


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#### Visitor Invitation Option 4:

You upload the list of recipients as an Excel file and we will send the invitation links per email

If you would like to upload the recipient list and automatically generate sending the invitation codes, please click on the **bottom right field**.

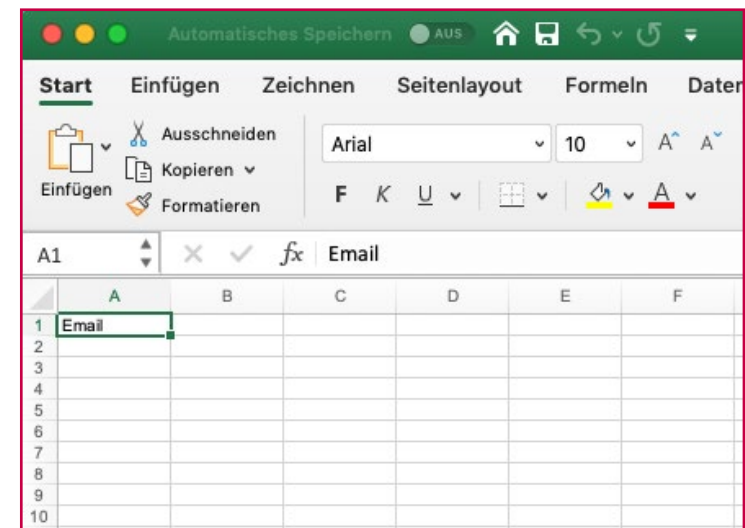


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#### Next step for Visitor Invitation Option 4:

Simply create an Excel file with the email addresses of the invitation recipients and then upload the document.

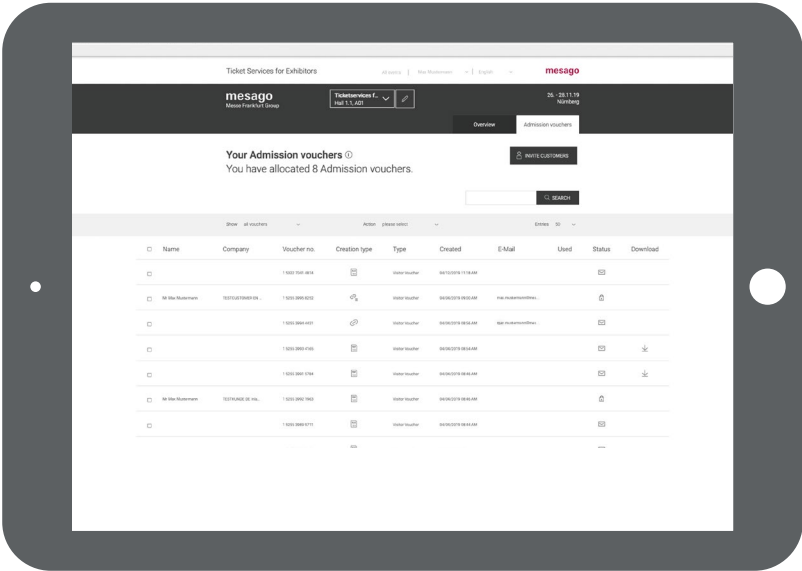
The invitation codes will then automatically be sent to the recipients. The sender address is the one stored in your profile.



Overview page Visitor Invitations

If you would like to evaluate your invitations, you can see how many of your visitors have taken up the invitation and redeemed the code on the overview page. During the event, you can also see who attended.

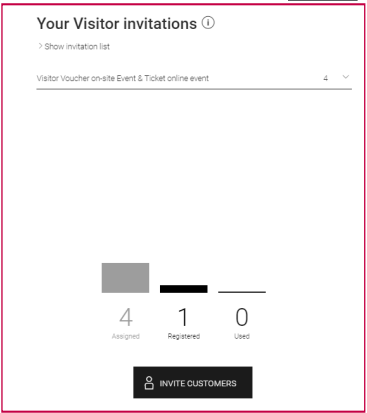
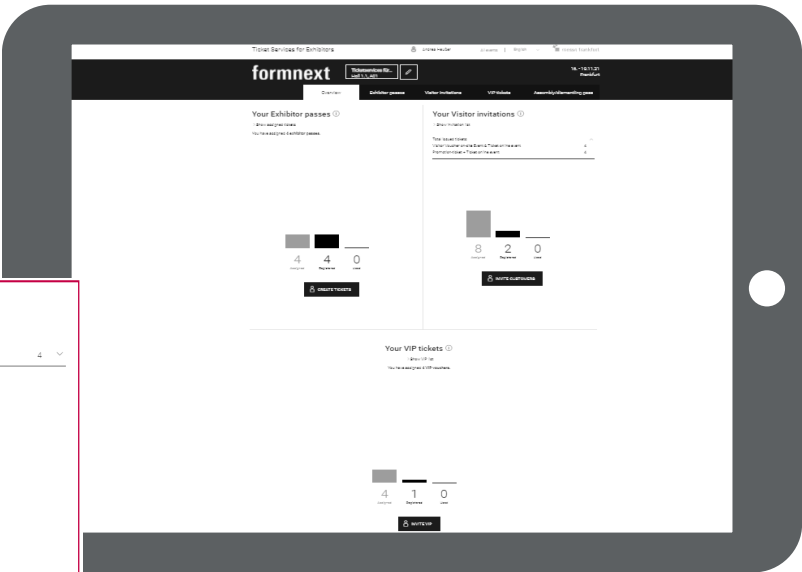
The data displayed here serve exclusively as proof of a correct exchange and do not entitle to a further use or even promotional approach to customers.



Overview page orders

On the overview page of your orders, you can differentiate in the detailed view between visitor vouchers and promotion passes by clicking on the respective invitation type.

The creation and delivery of digital visitor invitations as well as their registration and usage is free of charge for you at any time.



### 3. Create VIP-Vouchers

VIP vouchers are a real highlight for your premium customers. In addition to a free entry to the fair they include further attractive benefits.

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Create and send VIP vouchers to your customers, which they can convert quickly and easily into valid tickets via online registration at [visitortickets.mesago.com](https://visitortickets.mesago.com) before the event starts.

VIP vouchers are partially chargeable for exhibitors, the amount you can spend is limited.

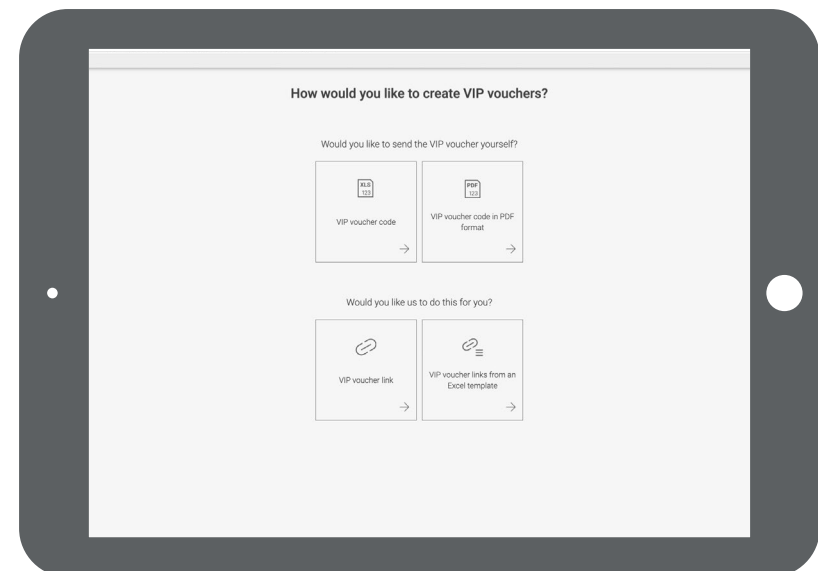
You can track the registration status in the portal at any time.

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To create codes, please click on **Invite VIP** on the dashboard. Then select whether you would like to send your customer the VIP code yourself or if you would like us to do this for you.

Whether you want to do this in an Excel sheet, PDF file or as a separate invitation link - you will find the same possibilities here as described on p. 9 ff for the visitor invitations.

Further **details** on these options can be found when you move your cursor over the respective fields.

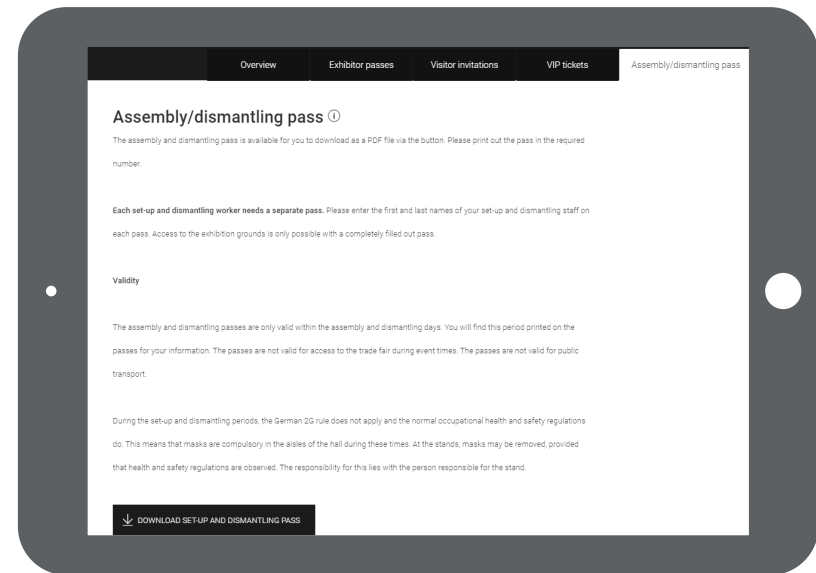


## 4. Assembly / dismantling passes

Your service personnel require set-up and dismantling passes in order to enter the exhibition grounds on set-up and dismantling days.

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In the portal Ticket Services for Exhibitors you can download a respective PDF document. Print out the pass in the required number and ask your staff to fill in their first and last names.





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If you have questions on the single functions of the ticketing portals for exhibitors, please contact us directly on **+49 711 61946-809**.

We are available on the phone during regular opening time. Alternatively you can reach us directly by email to [exhibitortickets@mesago.com](mailto:exhibitortickets@mesago.com)

Best regards,  
Your Team at Mesago Messe Frankfurt

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