

15 August 2024

Dear exhibitors,

We hope you have had a few days of rest by now or that your vacation is just around the corner. The status of registrations for Formnext 2024 is promising even in these challenging economic times. By the beginning of August, we had registered 715 applications. It's a good thing you secured your spot in time and hopefully recharged your batteries over the summer. Soon we will start with the visitor campaign and would therefore like to remind you today of particularly important tasks of preparation.

TICKET SERVICES FOR EXHIBITORS – INVITE YOUR CONTACTS NOW

The Ticket Services for Exhibitors and the Online Ticketing for visitors went online today. Before we actively start with our visitor communication, we would like to give you the opportunity to invite your contacts exclusively. A personal invitation is the key to develop and maintain successful customer relations. Profit from the tickets allocated to you by the respective SMS package you have booked and invite your customers and new contacts to your booth. The number of vouchers or codes available to you will be displayed in the "Ticket Services for Exhibitors" portal. The following voucher types are available with different benefits:

- **Visitor Voucher (100% discount):** Your customer receives a free Expo Pass (for 4 days).
- **Promotion Pass (50 % discount):** Your visitor receives an Expo Pass (for 4 days) incl. free use of public transport (RMV) during the trade fair period at a 50 % discount.
- **VIP Voucher:** Your VIP guest receives a free Expo Pass (for 4 days), including use of local public transport (RMV), VIP parking and access to the exclusive VIP lounge incl. relaxed atmosphere and gastronomic offer during Formnext.

Promotion Passes are available for all exhibitors and co-exhibitors in unlimited numbers. Whether ticket code or PDF voucher, vouchers can be conveniently generated, downloaded or sent and managed online in our portal "Ticket Services for Exhibitors". The access data should have been sent to you already by e-mail. If you need any assistance, please contact the Ticketing Support for Exhibitors (phone +49 711 619 46-809 or e-mail exhibitortickets@mesago.com).

We have prepared some communication tools for your campaigns and visitor invitations. Feel free to use the digital visitor flyer, Formnext logo, Formnext photos or our banners and add your individual information (e.g. booth location) for your Formnext communication. All marketing materials for promoting your Formnext participation are available to our exhibitors without restriction.

Please bear in mind that your staff will need **exhibitor passes** in order to gain access outside the official opening hours. Your stand construction personnel will also need **set-up and dismantling passes** to gain access to the exhibition grounds. You can also create these passes in the portal Ticket Services for Exhibitors. »

FON MAG EXPO EDITION – YOUR CONTRIBUTION

To ensure that the Expo Edition of our Formnext Magazine reaches visitors in time for their Formnext preparations, we are already starting to create the content. We would like to invite you to send us information on new products you will be presenting at Formnext by the editorial deadline on 19 September. Our content partner Zikomm Publishing – Thomas Masuch will get in touch with you next week. We ask for your understanding that, due to limited space, only a selected number of new products and special innovations can be considered as a short news item. If you would like a more detailed presentation of your service portfolio and would like to make sure that it is featured in the magazine, please contact Stefan Rapp directly at stefan.rapp@mesago.com. You can find our performance values and prices in the [Media Kit](#).

STAND CONSTRUCTION PERMIT – SIMPLY CHECK ONLINE

A new Messe Frankfurt online tool is now available for the stand approval process. Enter just a few details to check whether your stand is subject to approval or receive confirmation that no further checks are required. Click here to start the new [stand approval check](#).

LEADMANAGEMENT – TICKET INFORMATION

We would like to draw your attention to a change in 2024: From now on, you will only be able to use the QR code on visitor tickets to read the first name, surname and company of your stand visitors. If you would like additional data such as e-mail address, address and country when scanning the tickets, please be sure to use our [Lead&Track by LeadSuccess service](#). The good news is that at least two licenses for this are included in your [SMS package](#), which you have already booked together with your booth. So, there are no additional costs for using Lead&Track by LeadSuccess. You still prefer to work with your own lead tracking software? No problem! Simply book a [“Lead&Track interface with own software”](#) in our Shop for Exhibitor Services. This provides you with the same data as Lead&Track by LeadSuccess.

We'll come back to you in about four weeks with the next important steps for your successful Formnext participation. However, you can already find all to-dos, contacts and deadlines in our [checklist](#) or on our [website for exhibitors](#). If you need assistance at any point, feel free to contact our [Exhibitor Support Team](#).

See you soon and have a great summer.

Your Formnext Team