

Well prepared I Part 3

Hall Plan & Ticket Services for Exhibitors are now live!

mesago

formnext

17 – 20. NOV. 2026
FRANKFURT / GERMANY

Dear Exhibitors,

After the summer break, we are entering the main visitor promotion period. Therefore, now is the right time to delight your contacts with an invitation, increase your visibility and prepare your trade fair presence for success. This mailing provides an overview of the most important information and next steps for your Formnext preparations.

Ticket Services for Exhibitors | Interactive Hall Plan | Technology Stage | Lead Generation | Preview

TICKET SERVICES FOR EXHIBITORS | Invite your contacts now

The Ticket Services for Exhibitors and the Online Ticketing for visitors are now available. Invite your customers and business partners to Formnext before our visitor communication starts. The vouchers are free of charge for you and are included in your booked [SMS package](#).

[Ticket Services for Exhibitors](#)

You can conveniently generate, send and manage ticket codes and PDF vouchers via the portal. An overview of the available voucher types:

- **Visitor Voucher:** Free Expo Pass for your guest
- **Promotion Pass:** 50 % off the Expo Pass incl. free use of public transport (RMV)
- **VIP Voucher:** Free Expo Pass incl. free use of public transport (RMV), VIP parking and access to the VIP lounge

Important: Promotion Passes are available in unlimited quantities for all exhibitors and co-exhibitors. Exhibitor passes for your stand staff as well as set-up and dismantling passes for your stand construction personnel are also created via the Ticket Services portal. Your access credentials have already been sent to you by email.

Communication tools for your campaigns and visitor invitations

Take advantage of our complimentary marketing materials to promote your Formnext participation, including: digital visitor flyer, Formnext logo, Formnext image material, and Formnext banners for websites, social media and email signatures.

[Marketing materials](#)

INTERACTIVE HALL PLAN | Increase your visibility

The Interactive Hall Plan for Formnext 2026 is now online. Together with the AM Directory (Exhibitor Search), it is one of the key tools visitors use to prepare their visit.

[Interactive Hall Plan | AM Directory \(Exhibitor Search\)](#)

Important: Keep your company profile in the [Media Package Manager \(MPM\)](#) up to date to ensure that your company and product information is displayed correctly across all media channels and in the app. Access to the MPM is provided via your company's main Messe-Login contact, who can authorize additional team members for editing.

TECHNOLOGY STAGE I Expand your reach

In addition to exhibiting, you can actively participate in our stage program. The Technology Stage is available exclusively to exhibitors and offers an ideal platform to present your innovations to an additional audience. Presentation slots can be booked easily online.

[Shop for Exhibitor Services](#)

Your contact: [Anabell Condemni](#)

LEAD GENERATION I Connect with qualified prospects before the show

Take advantage of Formnext's reach across key user industries to showcase your solutions to relevant target groups even before Formnext opens its doors. By gaining visibility through our industry-specific Technology Talks and Whitepapers, you can engage potential customers at an early stage, position your company as a solution provider for these promising application industries, and generate qualified leads for successful conversations at Formnext.

The upcoming **Technology Talks** and **Whitepapers** offer valuable opportunities to connect with users and decision-makers from these industries, showcase your expertise, and make a lasting impression before the show even begins.

- Whitepaper | **AM in the energy, oil & gas industry** | Publication in week 35
- Whitepaper | **AM in architecture & construction** | Publication in weeks 36/37
- Technology Talk | **AM in automotive, transportation & mobility** | 23 September
- Technology Talk | **AM in architecture & construction** | 13 October

[Sponsorship opportunities](#)

Your contact: [Stefan Rapp](#)

PREVIEW

At the beginning of September, we will share further important updates to support your trade fair preparations, including:

- Deadlines for important Formnext Media
- Order deadlines and express surcharges
- And much more to support your planning

Your contacts and sources of information: [Exhibitor Support Team](#) | [Milestone list](#) | [Exhibitor Website](#)

We look forward to supporting you on your journey to Formnext 2026.

Your Formnext Team