

# Exhibitor passes and admission vouchers

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 as well as
- **Admission vouchers** and **VIP vouchers**

You can further

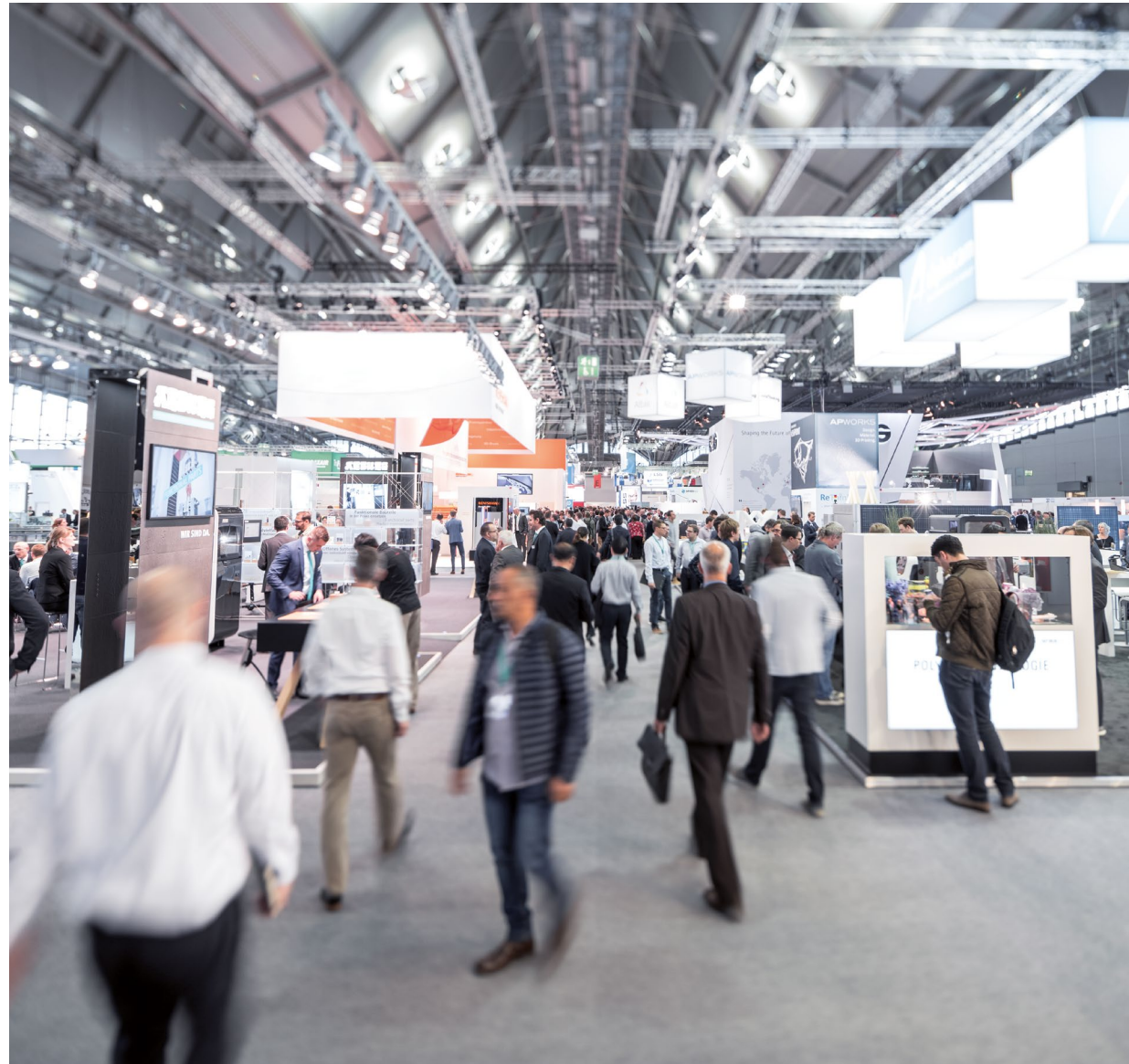
- **create,**
- **send** and
- **manage**

all this comfortably online

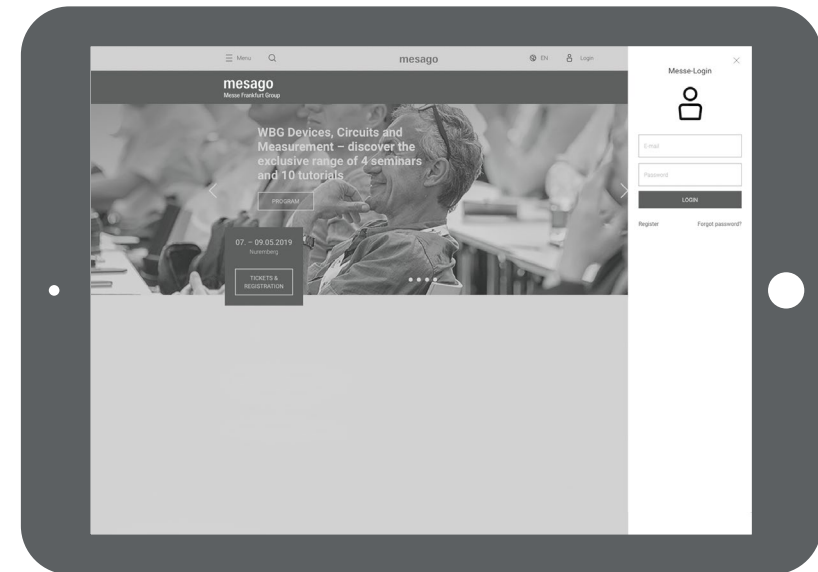
We will show you just how in this guide.

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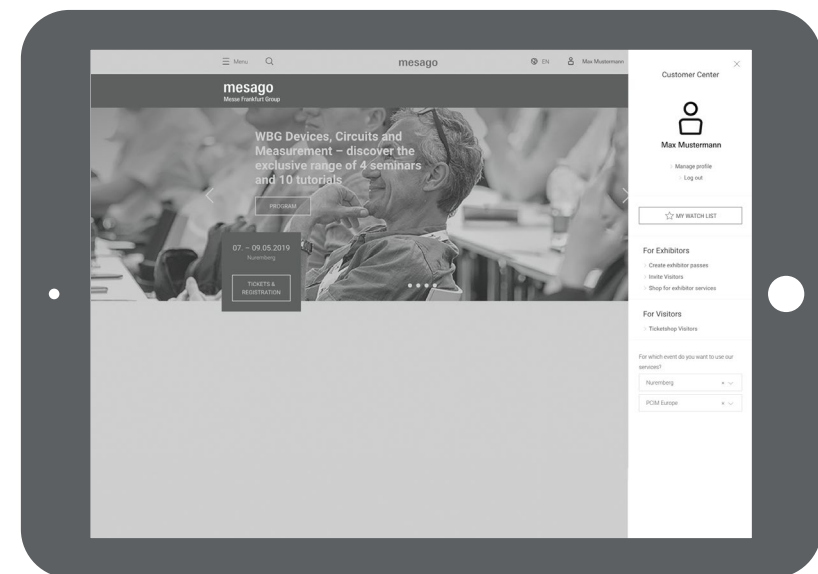


First log onto your **profile** or register. Please click on the **Messe-Login** symbol on the top right of the event page.



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.

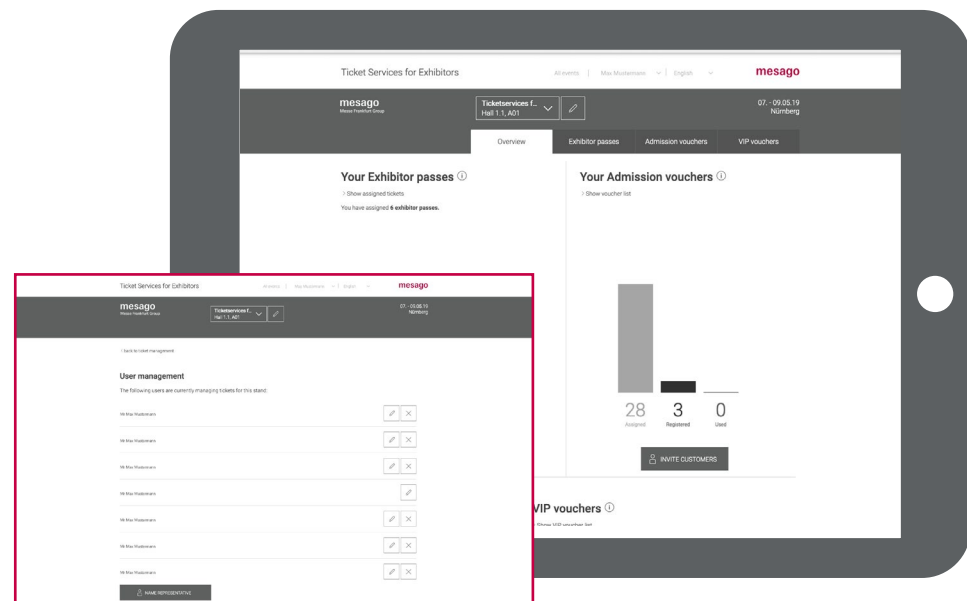
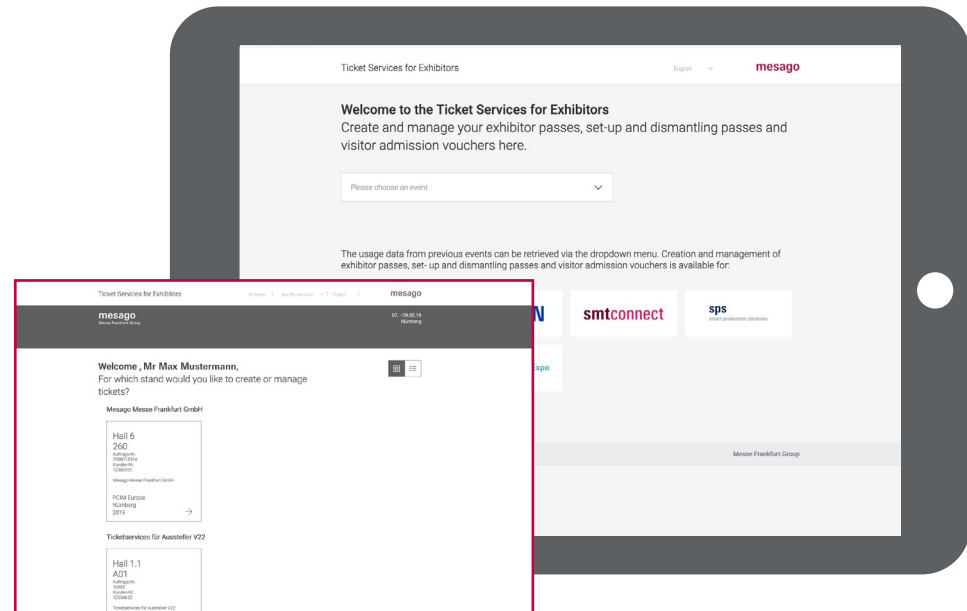
In case several stands have been allocated, a further page will appear in the next step. Here you can choose the stand you would like.

On the **Dashboard**, you can see how many exhibitor passes, admission vouchers 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 or admission voucher**, please click on the coloured fields **create passes** or **invite customers**.

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



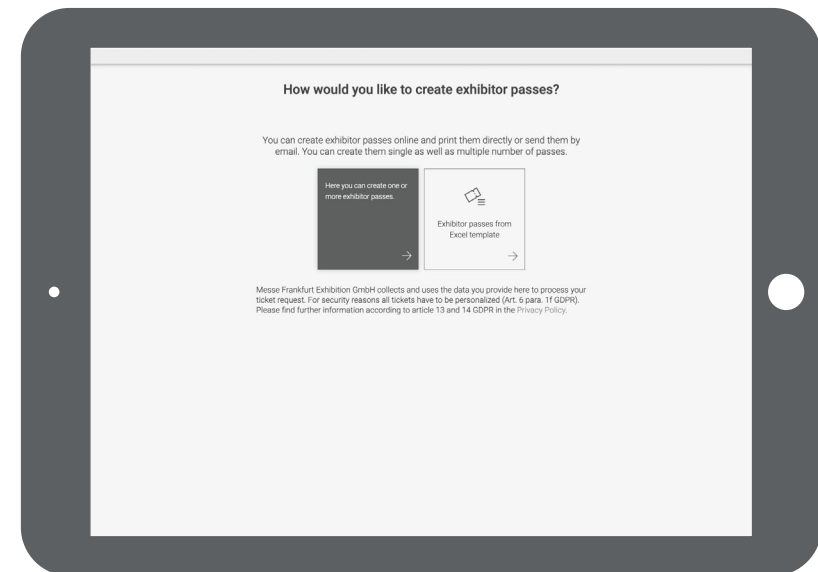
# 1. Create Exhibitor passes

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**.

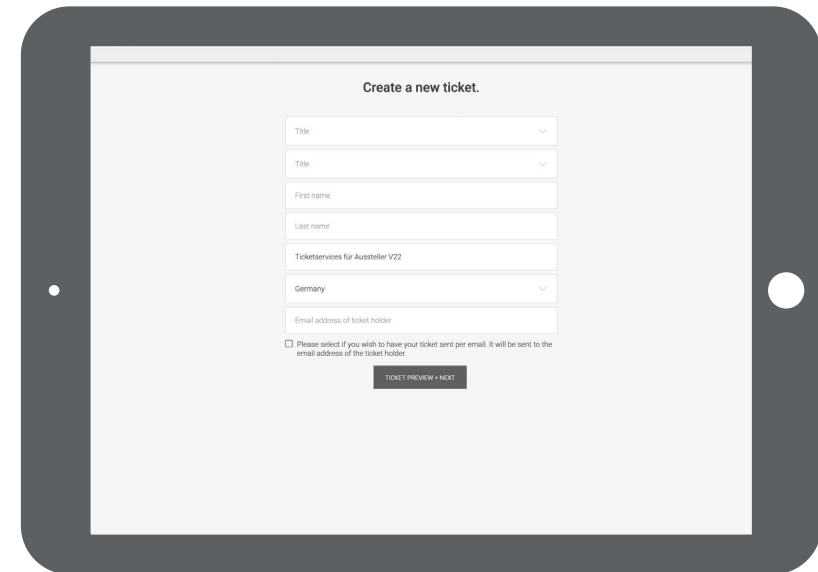


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To create an exhibitor pass manually, please enter the data of your trade fair employee in the form.

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.



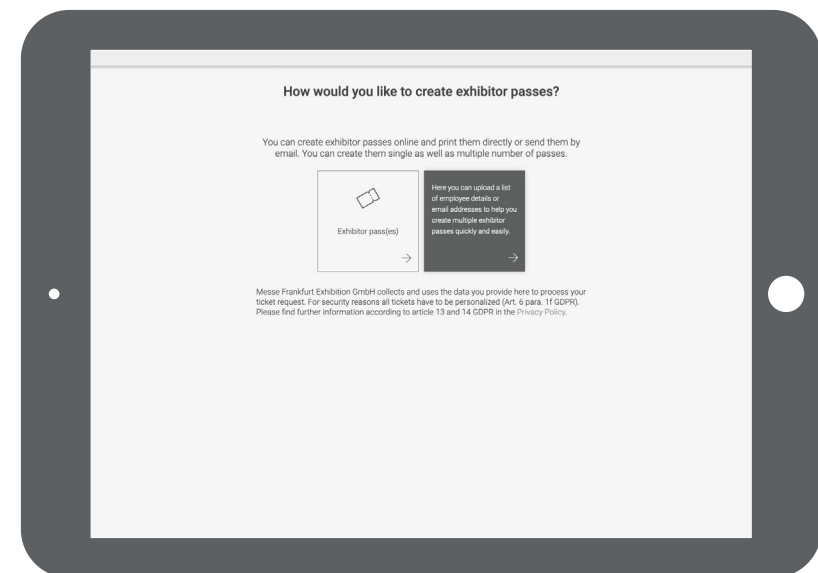
The screenshot shows a tablet displaying a web form titled "Create a new ticket." The form includes the following fields: two "Title" dropdown menus, "First name" and "Last name" text boxes, a "Ticket services for Aussteller VZ2" dropdown, a "Germany" dropdown, and an "Email address of ticket holder" text box. Below these fields 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".

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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.

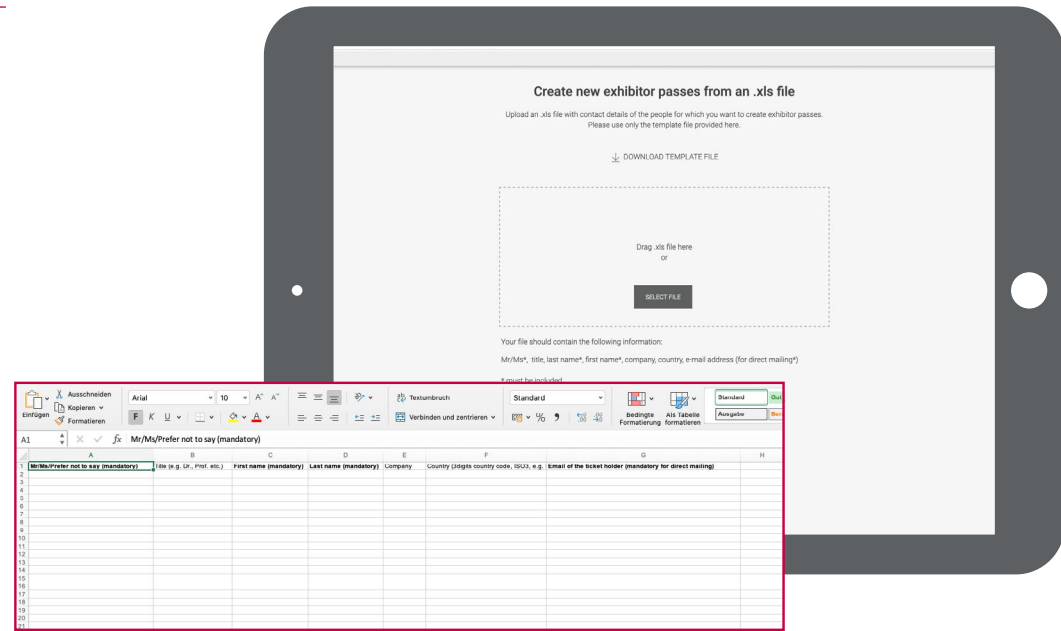
The data upload is a **time-saving solution** for everyone who wishes to issue a lot of exhibitor passes at one go. You also have the option of allocating an external company and a trade fair employee.



The screenshot shows a tablet displaying a screen titled "How would you like to create exhibitor passes?". The text on the screen reads: "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. The left box is labeled "Exhibitor pass(es)" and contains an icon of a ticket. The right box is labeled "Here you can upload a list of employee details or email addresses to help you create multiple exhibitor passes quickly and easily." and contains an icon of a document. Both boxes have a right-pointing arrow. At the bottom of the screen, there 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."

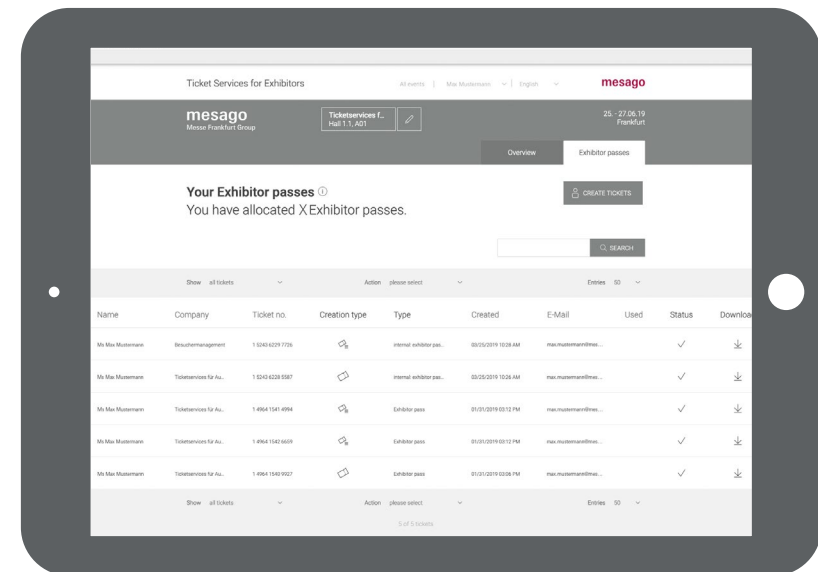
You can then upload the finalized file: Simply pull the file into the field illustrated or choose the option of selecting the file to start the **Upload**. (Button: Select file, Upload will start automatically).

In the box, you can see how our **template file** is structured. It is best to add to this file and then save it. Please do note that the **formatting** of this Excel sheet should not be changed. The **name of the file** can, however, be changed.



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 admission vouchers

Admission vouchers are an effective way of inviting your customers to your trade fair stand. The voucher codes are free-of-charge for exhibitors and visitors and can only be used once.

To create codes for admission vouchers, please click on **Invite customers** on the dashboard.

Then select whether you would like to send your customer a **voucher 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, as a separate voucher link or, for an additional charge, in printed form.

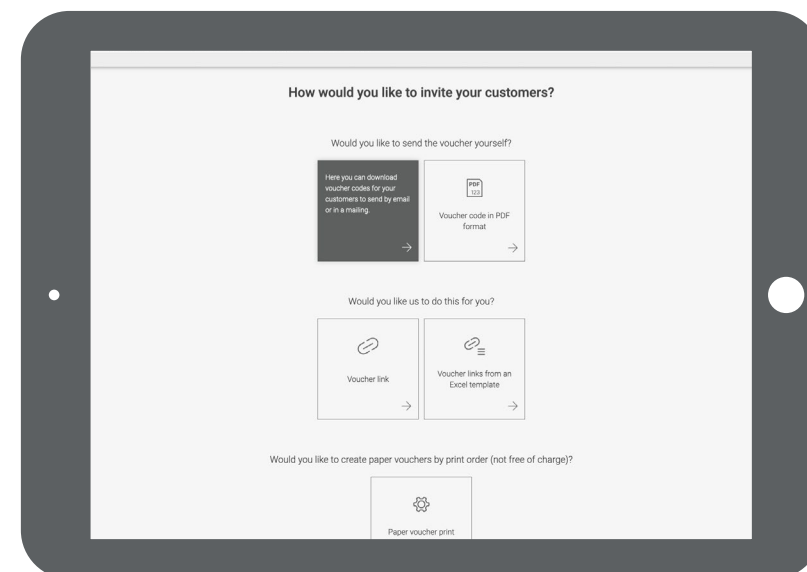
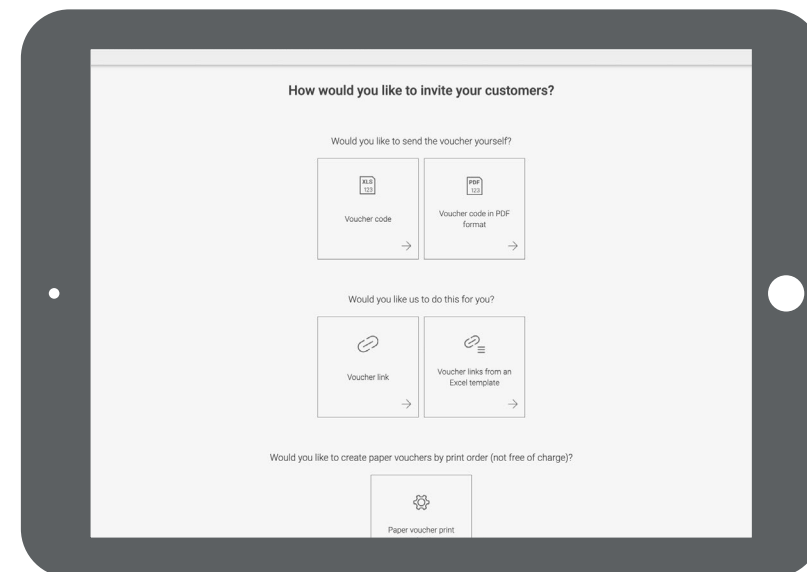
Further **details** on these options can be found when you move your cursor over the single fields.

### Admission Voucher Option 1:

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

Select the **upper left-hand field** if you would like to download the admission vouchers as an excel sheet and send them to your customers. Your customer can use this voucher code in our Online Ticketing System to get the ticket themselves or alternatively redeem the voucher on-site.

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 Admission Voucher Option 1:

Input the amount of codes required and confirm by clicking **Order Now**. The amount of admission voucher codes is limited to a maximum of 5,000 per order. However, orders can be repeated as many times as required.

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

**How many voucher codes would you like to order?**

Use voucher codes for email delivery or other mailings to your customers. The voucher code will be converted into a valid ticket by the customers in the OnlineShop of Messe Messe Frankfurt.

**1**  
Please enter the number of voucher codes required below. Click on "Order now"

**2**  
You will receive an email with a download link for an Excel file containing the requested voucher codes.

**3**  
You can include the voucher codes in your newsletter campaign, for example, or mail your customers individually.

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ORDER NOW

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### Admission Voucher Option 2:

If you would like to send everything yourself, we will send you PDF files with tickets and voucher codes to print out.

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

**How would you like to invite your customers?**

Would you like to send the voucher yourself?

Voucher code  
→

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

Would you like us to do this for you?

Voucher link  
→

Voucher links from an Excel template  
→

Would you like to create paper vouchers by print order (not free of charge)?

Paper voucher print

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### Next step for Admission Voucher Option 2:

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

In the Online Ticketing System, your customer can redeem the voucher code and print the ticket.

The screenshot shows a tablet screen with a form titled "How many voucher codes in PDF format would you like to order?". Below the title is a subtitle: "Send out your invitation as a PDF file to your customers." The form contains three numbered steps: 1. "Enter the number of voucher codes that you require. Click on 'Order ticket in PDF format'", 2. "You will receive an email containing a download link for the invitations in PDF format, which you can print out and pass on to your visitors.", and 3. "Your visitors can then register at Messe Frankfurt's Online Ticketing System and download their own tickets." Below these steps is a numeric input field with a minus sign, the number "1", and a plus sign. At the bottom is a button labeled "ORDER TICKET IN PDF FORMAT".

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### Admission Voucher Option 3:

We can send the voucher link per email to your customers.

By clicking onto the **middle-left field**, the recipient will automatically receive a **voucher link** from our system by email. The customer can then finalize the ticket himself online.

The screenshot shows a tablet screen with a form titled "How would you like to invite your customers?". The form is divided into two main sections. The first section is titled "Would you like to send the voucher yourself?" and contains two options: "Voucher code" (with a PDF icon) and "Voucher code in PDF format" (with a PDF icon). The second section is titled "Would you like us to do this for you?" and contains two options: "Here you can send the recipient a voucher link by email. The donee can then use this to create their own ticket online." (with a PDF icon) and "Voucher links from an Excel template" (with a link icon). At the bottom of the form is a button labeled "Paper voucher print" with a printer icon.

### Next step for Admission Voucher Option 3:

Please input the recipient's email address. The recipient will then receive an email with the voucher code plus link to our Online Ticketing System. The recipient can register, input the code and create the 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 a voucher link. The link will direct him to Messe Frankfurt's online shop, where he can generate and print out his own ticket.

- 1 Enter your visitor's email address. Click on "Continue to send voucher link".  
Show email preview
- 2 Your visitor will receive an email with a voucher link.
- 3 Your visitor can then register at Messe Frankfurt's Online Ticketing System and download his own tickets.

E-Mail address

+ ADD EMAIL ADDRESS

CONTINUE TO SEND VOUCHER LINK

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 voucher code is already in the link.

The text is in German and English.

**Your email preview**

We will send the voucher link to the recipient with the following email:

To: max.mustermann@e-maildomain.de  
From: max.mustermann@mesago.com

Subject: Einladung/Invitation von/from Ticketservices für Aussteller V22 zur/for PCM Europe 2019

Dear Sir or Madam,

from 07-09 May 2019, PCM Europe, the world's leading exhibition and conference for power electronics, intelligent motion, renewable energy, and energy management will take place in Nuremberg, Germany.

We, Ticketservices für Aussteller V22, are delighted to invite you to visit our booth A01 in hall 1.1.

Create your personal admission ticket to the exhibition with the following link:

[https://visitorickets.mesago.com/ticket/en/index.html?\\_sgocodes=1234567890123&\\_sgoevent=20198230000](https://visitorickets.mesago.com/ticket/en/index.html?_sgocodes=1234567890123&_sgoevent=20198230000)

If you have any questions regarding the registration, please contact the Messe Messe Frankfurt team on +49 711 61946-828 or at [tickets@mesago.com](mailto:tickets@mesago.com).

We look forward to your visit!

Ticketservices für Aussteller V22

This mail was sent from Melissa Stocker (melissa.stocker@mesago.com) on behalf of company Ticketservices für Aussteller V22 via the Messe Frankfurt ticketing system.

Sehr geehrte Damen und Herren,

vom 07-09.05.2019 findet in Nürnberg die PCM Europe, die international führende Fachmesse und Konferenz für Leistungselektronik, Intelligente Antriebstechnik, Erneuerbare Energie und Energiemanagement, statt.

Wir, die Firma Ticketservices für Aussteller V22, laden Sie herzlich zum Besuch unseres Standes A01 in Halle 1.1 ein.

Erstellen Sie Ihre personalisierte Eintrittskarte zur Messe unter folgendem Link:

[https://visitorickets.mesago.com/ticket/de/index.html?\\_sgocodes=1234567890123&\\_sgoevent=20198230000](https://visitorickets.mesago.com/ticket/de/index.html?_sgocodes=1234567890123&_sgoevent=20198230000)

Bei Fragen zur Registrierung steht Ihnen das Team der Messe Messe Frankfurt unter der Telefonnummer +49 711 61946-828 oder per E-Mail unter [tickets@mesago.com](mailto:tickets@mesago.com) gerne zur Verfügung.

Wir freuen uns auf Ihren Besuch!

Ticketservices für Aussteller V22

Diese Mail wurde von Max Mustermann (max.mustermann@mesago.com) in Auftrag der Firma Ticketservices für Aussteller V22 über das Ticketingsystem der Messe Frankfurt versandt.

mesago  
Messe Frankfurt Partner

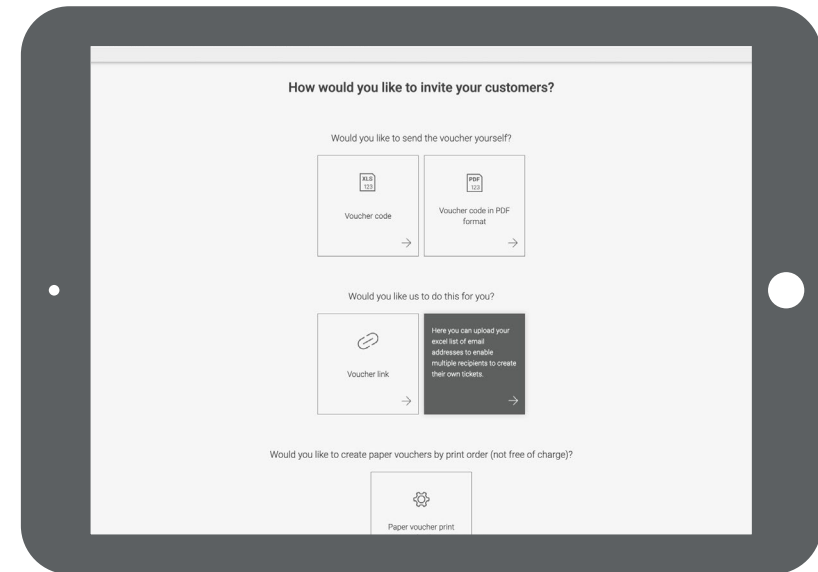
BACK

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#### Admission Voucher Option 4:

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

If you would like to upload the recipient list and automatically generate sending the voucher codes, please click on the **right-hand middle field**.

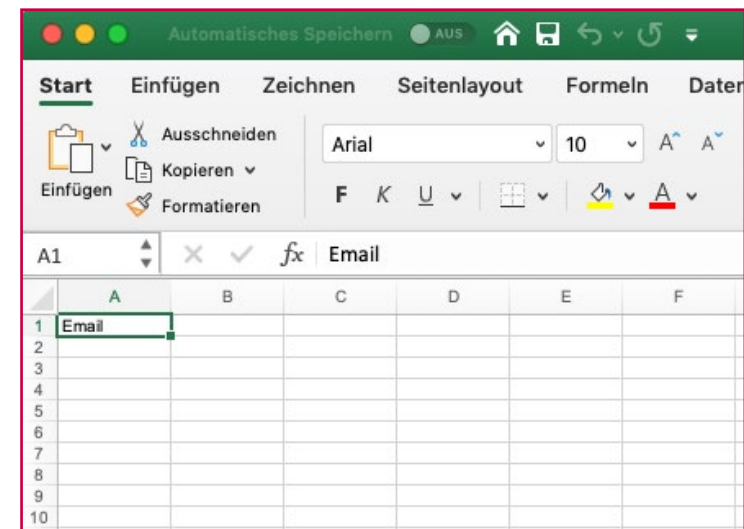


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#### Next step for Admission Voucher Option 4:

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

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





### Admission Voucher Option 5:

The vouchers are printed on paper and then sent to you for you to send on.

If you would like the **vouchers to be printed**, please select the lower field.  
An external printer will then produce the vouchers for a fee.

Mesago Messe Frankfurt GmbH

Aktivieren Sie Ihre kostenfreie Dauerkarte unter:  
Activate your free season ticket under:  
→ [tickets.mesago.com](https://tickets.mesago.com)

Geben Sie den Gutscheincode ein:  
Enter your voucher code:

1483446916773

Sie erhalten anschließend Ihre Dauerkarte per E-Mail.  
You will receive the ticket by email.

Bitte bringen Sie diese ausgedruckt mit.  
Please print it out and bring it with you.

Wir freuen uns auf Sie.  
We look forward to seeing you soon.

mesago  
Messe Frankfurt Group

Jetzt Sie zur EMV ein, invites you to EMV.

Die Dauerkartenkauf an  
Sollte es nicht gelingen,  
Bitte wenden Sie sich an  
den Service.

Would you like to send the voucher yourself?

Voucher code →

Voucher code in PDF format →

Would you like us to do this for you?

Voucher link →

Voucher links from an Excel template →

Would you like to create paper vouchers by print order (not free of charge)?

Here you can order paper vouchers from an external printer. →

### Next step for Admission Voucher Option 5:

Please input how many vouchers you need in printed form.

The costs are listed under **Terms and conditions of ordering and prices**.

The processing time is approx. 3 weeks.

Please check if the invoice and delivery address is correct and up-to-date.

If everything is correct, then just confirm your order by clicking **Create print order for a fee now** below.

CREATE PRINT ORDER FOR A FEE NOW

How many paper vouchers would you like to be printed?

Send your invitation as printed paper version to your customers.

1 Indicate how many paper vouchers you would like to order (price imprint up to 250 copies EUR 83.40 plus EUR 0.00 per printed 100 pieces plus shipping plus VAT, further information under "Terms and conditions of ordering and prices")

2 Check the data below and edit if necessary.

3 Click "Create print order". Your order will be sent to an external print service provider from whom you will receive the corresponding delivery and invoice for this printing job.

- 1 +

Ticketservices für Aussteller V22

1.1 A01

Billing address (please check and adjust if necessary)

Max

Mustermann

Germany

Shipping address (please check and adjust if necessary)

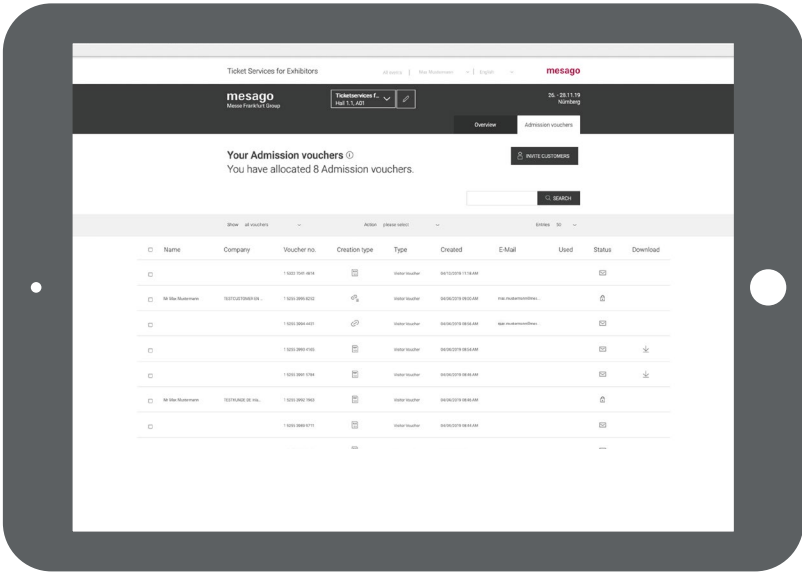
Max

Mustermann

Ticketservices für Aussteller V22

Overview page Admission vouchers

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



### 3. Create VIP-Vouchers

VIP vouchers are partly subject to charge and the amount is limited.

The VIP vouchers are a real highlight for your premium customers. Free entry to the fair and attractive side event program with numerous additional events ensure that the VIP voucher is valuable for your customers.

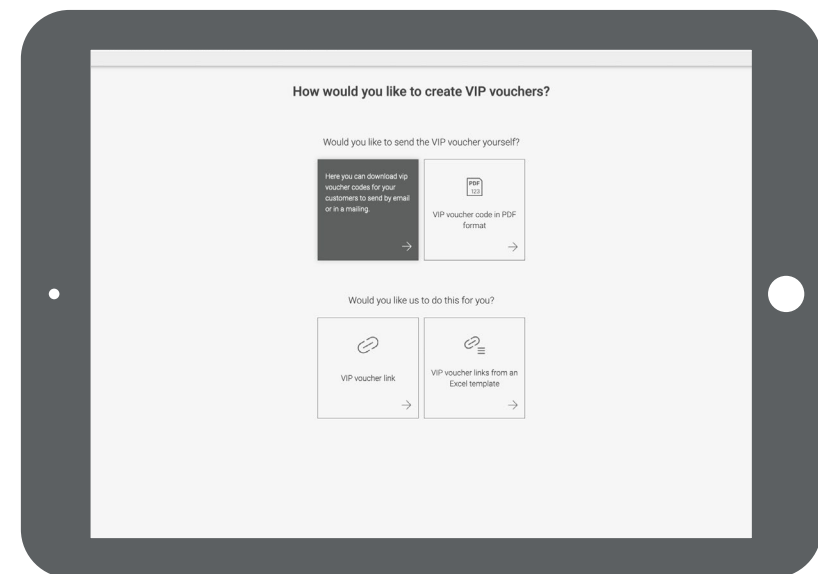
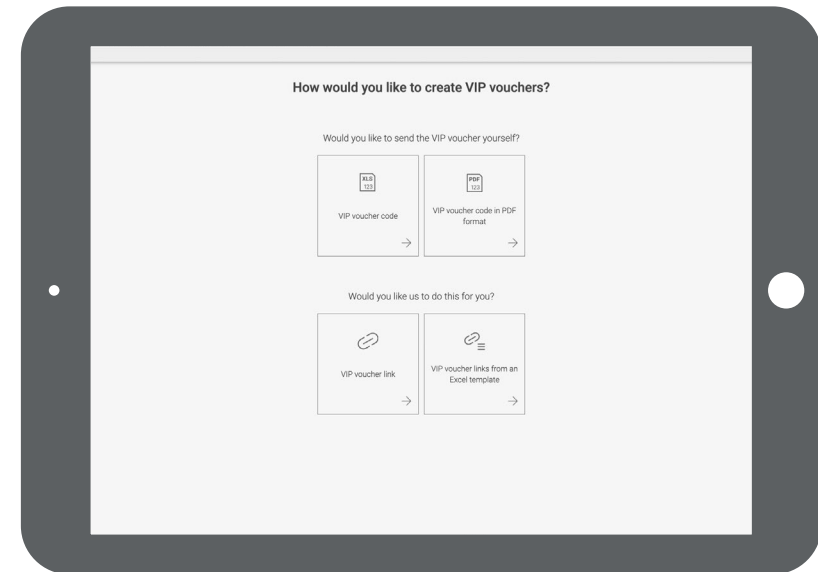
And how to create them? We've made this very simple for you.

#### VIP-Voucher Option 1:

If you want to send them yourself, we'll send you an Excel file with VIP-Voucher codes.

By clicking the upper left-hand field, you will receive an Excel file with VIP-Voucher codes, which you can send by email yourself. You can send them personally or in newsletters or in a mailing promotion.

Your customer redeems the VIP-Voucher code in the Online Ticketing for Visitors.



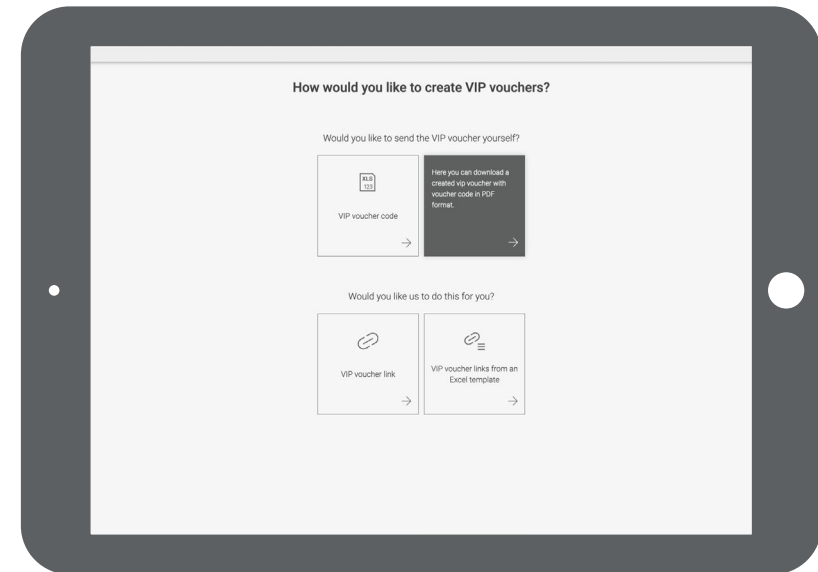
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### VIP-Voucher Option 2:

If you want to send them yourself, we'll send you the tickets as PDF files in an elegant design and with VIP-Voucher codes to print.

If you prefer the VIP-Vouchers with voucher code as a PDF file, then just select the coloured field in the upper right of the page.

Your customer will receive an email from us with your name with link to the Online Ticketing Portal. Your customer can input the VIP-Voucher code here and create a VIP-Ticket.



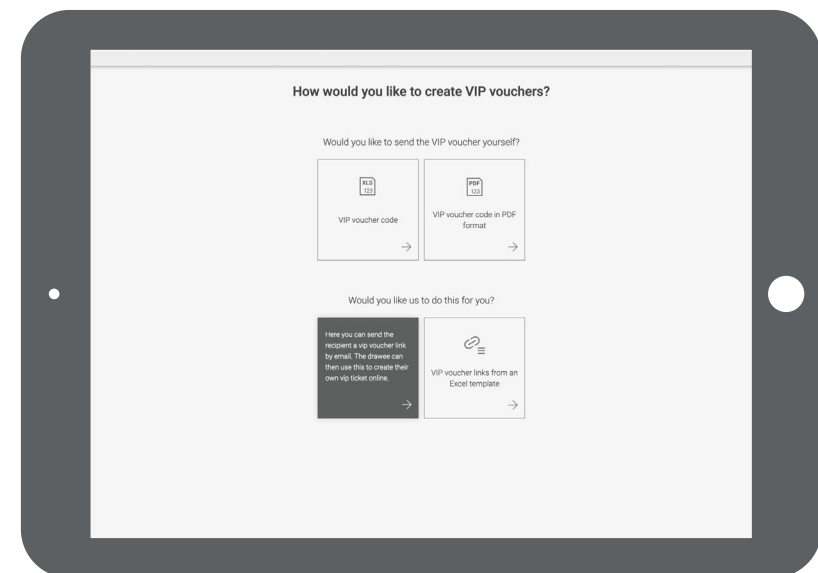
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### VIP-Voucher Option 3:

We will send you the VIP-Voucher link per email to your customers.

By selecting the field on the lower left, we will send the VIP-Vouchers for you:

Your customer will receive an email from us with your name with link to the Online Ticketing Portal. Your customer can input the VIP-Voucher code here and create a VIP-Ticket.





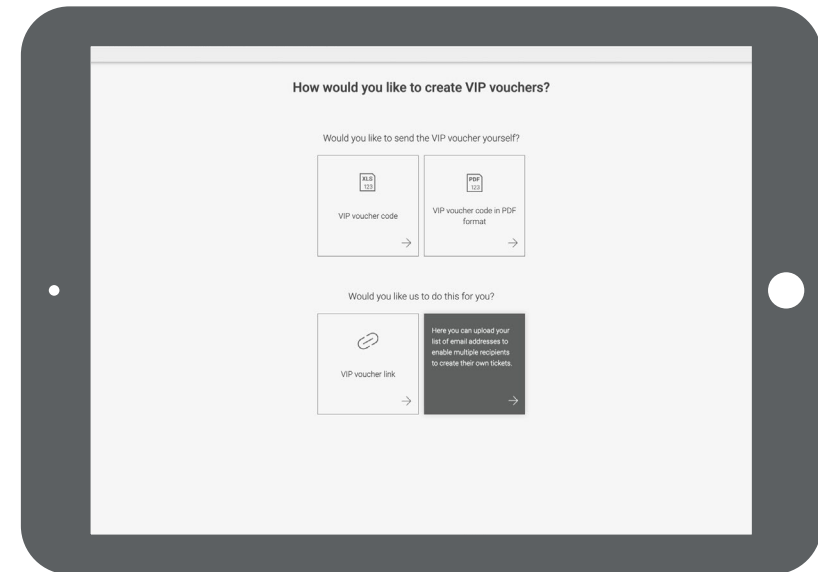
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#### VIP-Voucher Option 4:

You upload your recipient list as an Excel file and we will send the VIP-Voucher links per email

This is the most comfortable option for anyone, who needs many VIP-Vouchers and would like to have them sent automatically by us.

Your customer will receive an email from us with your name with link to the Online Ticketing Portal. Your customer can input the VIP-Voucher code here and create a VIP-Ticket.



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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

# mesago

Messe Frankfurt Group

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