



Messe München

Connecting Global Competence



User Guide

Exhibitor Passes and Ticket Vouchers for Visitors



User Guide

Exhibitor passes and tickets

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 outlines the most important steps.



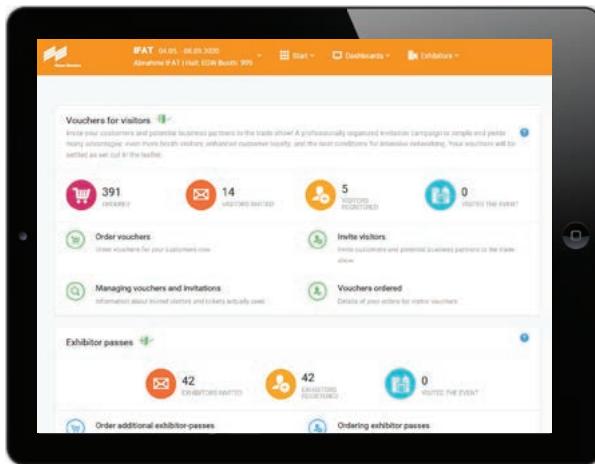
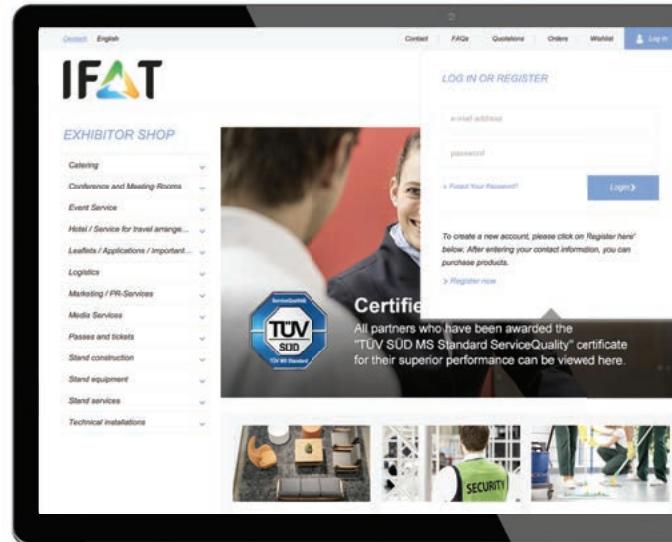
How to order exhibitor passes

Step 1: Signing in to the Exhibitor Shop

First, please sign in to the IFAT 2020 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 the status of exhibitor passes of your team members. In addition, you can resend e-mails, download or disable registered passes.

Tip:

In the top left-hand corner of the orange 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.

Exhibitor passes

42 133 INVITES INVITED

42 EXHIBITORS REGISTERED

0 VISITED THE EVENT

Order additional exhibitor-passes Ordering exhibitor passes

IFAT 04.05.-08.05.2020 Abnahme IFAT | Hall: EGW Booth: 999 Start Dashboards Exhibitors

Exhibitor passes assigned

Start → Exhibitor passes → Exhibitor passes assigned

Actions	Salutation	First name	Last name	Company	Email	
	Mrs.	Anja	Test	Jukovic	Abnahme IFAT	anja.jukovic@messe-muenchen.de
	Mrs.	IFAT	Testerin		Abnahme IFAT	ifat.testerin@example.com
	Mr.	St.	Lo		Abnahme IFAT	stefan.loher@web.de
	Mrs.	Christin	Völler		Abnahme IFAT	christin.voller@messe-muenchen.de
	Mrs.	Test	Jerkovic		Abnahme IFAT	anja.jukovic@messe-muenchen.de
	Mrs.	Rita	Seelbauer-Rogert		Abnahme IFAT	rita.seelbauer-rogert@messe-muenchen.de
	Mr.	IFAT	Tester		Abnahme IFAT	ifat.test@messe-muenchen.de

IFAT 04.05.-08.05.2020 Abnahme IFAT | Hall: EGW Booth: 999 Start Dashboards Exhibitors

Start → Exhibitor passes → Stand personnel planning

1. Start process

2. Select ticket type

3. Select e-mail template

4. Personal data

5. Verify

6. Confirmation

1. Start process

Here you can assign your employees and yourself exhibitor passes and send them directly by e-mail. Tip: In the main menu you have available.

Do you have any questions regarding ordering exhibitor passes? Use our [User Guide](#) to help you!

Choose a registration process

Registration with email

Please fill in name and e-mail address of your colleague. Your colleague will receive an email with the ticket.

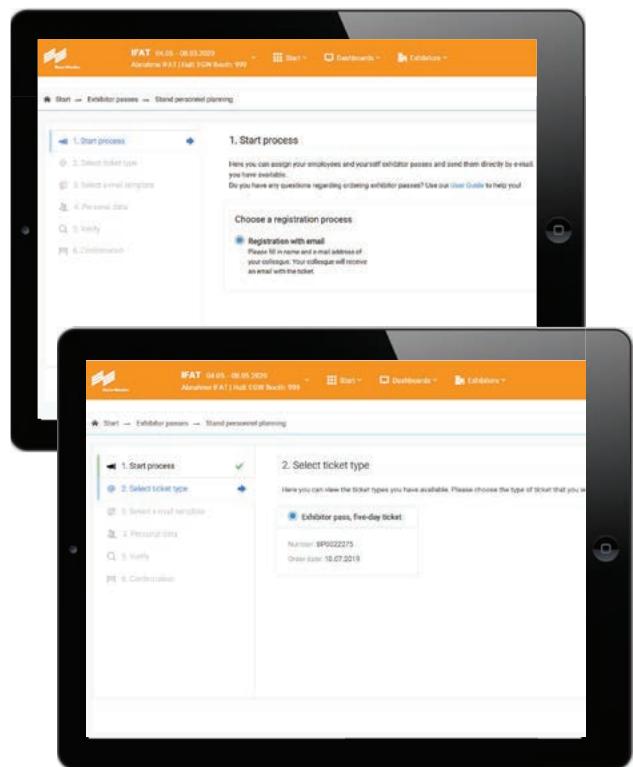
How to order exhibitor passes

Open the menu item "Order exhibitor passes."

1. **Start process:** You will now be given information about the order process and be guided to e-mail template via "Next step."
2. **Select e-mail template:** Here you will find the e-mail template you can use to invite your staff: 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.
4. **Verify:** You can check all your input again, including the language settings for e-mail communications. If everything is correct, just click on "complete order." Otherwise, please use the options at the bottom of the window to cancel the process or make corrections.
5. **Confirmation:** In this view you can see that the e-mails have been sent to your team members.

Important:

Please click on "Add entries" to accept the data you have entered.



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.

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

The screenshot shows a digital service interface for the IFAT trade show. At the top, it displays the event details: IFAT 04.05. - 08.05.2020, Abnahme IFAT | Hall: EGW Booth: 999, and navigation links for Start, Dashboards, and Exhibitors.

The main content area is titled "Vouchers for visitors" and includes a brief description: "Invite your customers and potential business partners to the trade show! A professionally organized invitation campaign is simple and yields many advantages: even more booth visitors, enhanced customer loyalty, and the best conditions for intensive networking. Your vouchers will be settled as set out in the leaflet."

Below this, there are four summary statistics:

Category	Value	Status
ORDERED	391	!
VISITORS INVITED	14	!
VISITORS REGISTERED	5	!
VISITED THE EVENT	0	!

At the bottom, there are two rows of menu items:

Icon	Name	Description
	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.

IFAT 04.05. - 08.05.2020
Abnahme IFAT | Hall: EGW Booth: 999

Start Dashboards Exhibitors

Ordering vouchers - Selection of desired articles

Start → Vouchers for visitors → Ordering vouchers

Selection of desired items

Please enter here the number of vouchers you would like to order. Confirm the number below by clicking on "Add to cart". The billing of vouchers will occur as set out in the leaflet.
Do you have any questions regarding ordering vouchers? Our [User Guide](#) would give you useful tips!

Article	Accounting	Price	Amount	Total price
Voucher, day ticket	See leaflet	,-**	- 0 +	
Online voucher, day ticket	See leaflet	,-**	- 0 +	
Total price				

** Price is not shown here: Billing as set out in leaflet.

Add to cart



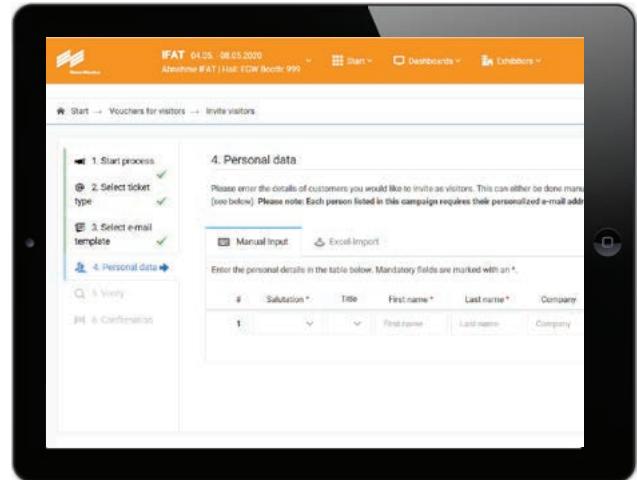
Step 2: Inviting visitors

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 "complete order." 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-mail invitations and download 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 amount 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.

The voucher options

1. Sending online vouchers via the ticket system

Effective invitation management

The easiest and most uncomplicated way to invite customers to IFAT with an online voucher? Simply leave it to us—or to be more precisely: to the online campaign tool of the new ticket system. A few clicks and the vouchers are sent automatically.

Maximum advantages at minimum effort:

- You use the **pre-formulated invitation e-mail** stored in the system. Thus, you do not need to create an own shipment campaign.
- The online voucher link is **automatically integrated into the e-mail** and takes the recipient directly to the registration where she/he only needs to enter her/his personal data.
- The invitation e-mail with the voucher links can be **resent at any time** thanks to the voucher management.
- The system records all assigned voucher numbers/links and **thus prevents errors**.
- Already sent vouchers can be **viewed online** at any time and you can track which vouchers have been redeemed.

2. Sending online vouchers by e-mail

Customized e-mails

To provide the best possible support for this option, we offer you a sample e-mail to invite customers. This option offers **individualization possibilities** but requires **careful handling** of the voucher numbers.

Your checklist—what you should bear in mind:

- When sending online vouchers by e-mail, you **cannot track** who you already invited. Hence, please make sure to **not assign** online voucher numbers and online voucher links **twice**.
- Everything your clients need to know for redemption you will find in our customizable **sample mail to invite customers**.

The voucher options

3. Sending online vouchers by mail

Invitation management in paper form

You want to send your clients an invitation in paper form? Or you do not have the e-mail addresses of all your potential visitors? Then, you can send the online vouchers by mail—for example as **serial letter** or **personalized print voucher**. With this option, you need to **manually enter** the voucher numbers.

Your checklist—what you should bear in mind:

- Please take particular care that the voucher numbers are **not used several times**.
- Everything your clients need to know for redemption you will find in our customizable **sample mail to invite customers**.
- For your printed invitation you can use the **PDF voucher form** that you can complete with your **logo** and **own texts**.

4. Sending printed vouchers by mail

Increasingly less common, still available:

printed vouchers

Our printed vouchers with the IFAT branding comprise your company name and hall / booth number. Printed vouchers must be redeemed online.

When opting for the printed IFAT vouchers please bear in mind that you **waive the online vouchers' added value** and decisive advantages.

The advantages of online vouchers:

- Online vouchers **save postage** as they can be sent by e-mail or via the online campaign tool of our ticket system.
- Online vouchers can be ordered at any time before and during the trade fair. There is **no minimum order quantity**.
- Online voucher numbers can easily be integrated into printed invitations.
- We can only provide the personal data of your visitors **digitally** when they register online in advance—and the more you can benefit from the lead management system.



At IFAT 2020 you will also be able to use your ticket on your smartphone and smartwatch for the first time.



Get the IFAT App!

Click here for more information and download:
www.ifat.de/app/en

Contact

Messe München GmbH
IFAT
Messegelände
81823 München
Germany

Tel. +49 89 949-20285

registrierung@messe-muenchen.de
www.ifat.de