



Messe München

Connecting Global Competence



USER GUIDE

Exhibitor Passes and Ticket Vouchers for Visitors



analytica

MARCH 31–APRIL 3 | 2020

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.

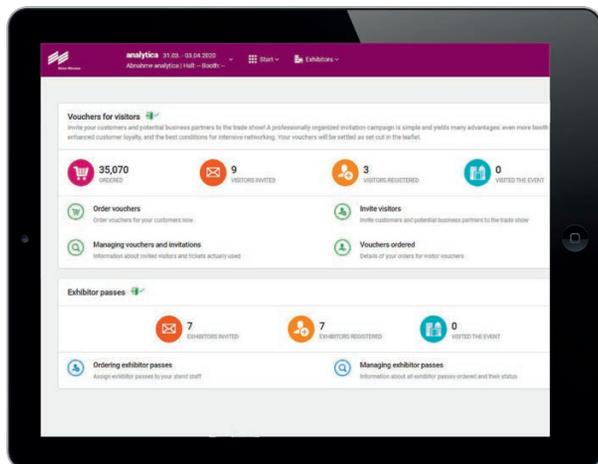


How to order exhibitor passes

Step 1: Signing in to the Exhibitor Shop

First, please sign in to the analytica 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 colored 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.

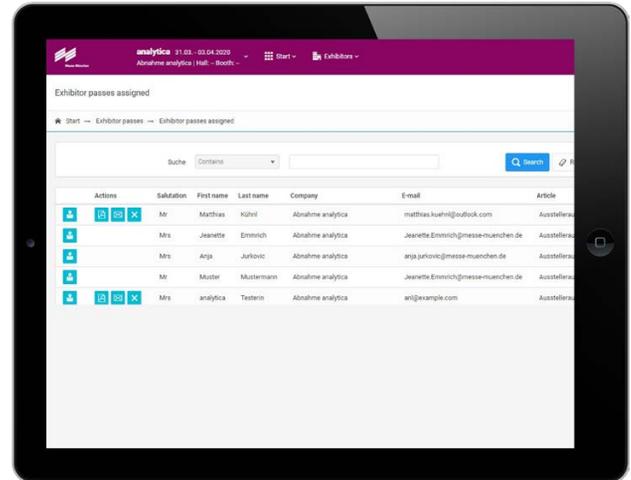


Exhibitor passes

7 EXHIBITORS AWAITED 7 EXHIBITORS REGISTERED 0 VISITED THE EVENT

Ordering exhibitor passes
Assign exhibitor passes to your stand staff

Managing exhibitor passes
Information about all exhibitor passes ordered and their status



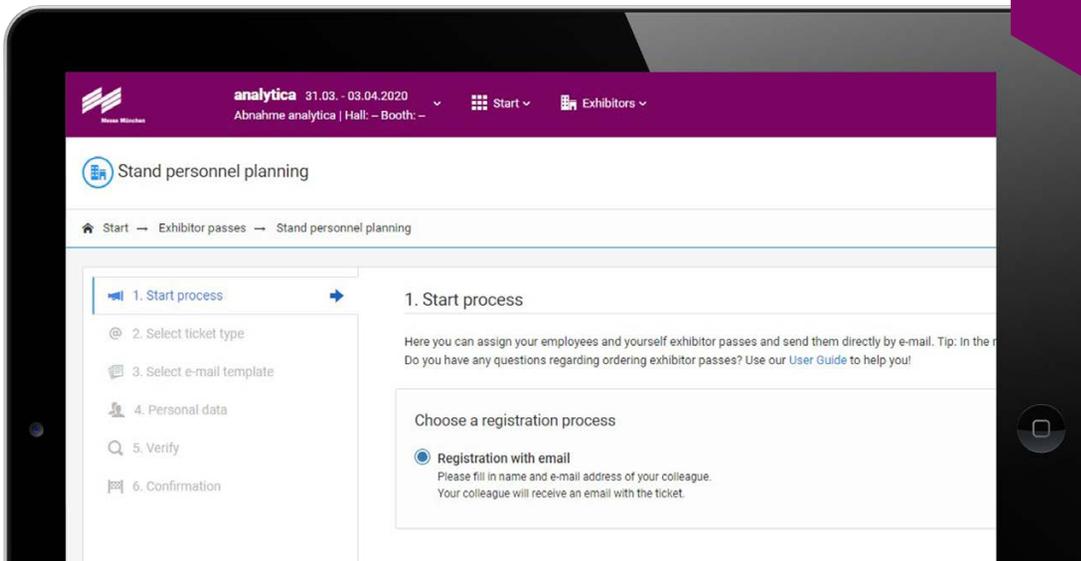
analytica 31.03. - 03.04.2020
Abnahme analytica | Hall: - Booth: -

Exhibitor passes assigned

Start → Exhibitor passes → Exhibitor passes assigned

Suche:

Actions	Substation	First name	Last name	Company	E-mail	Article
<input type="button" value="i"/> <input type="button" value="e"/> <input type="button" value="x"/>	Mr	Matthias	Kühni	Abnahme analytica	matthias.kuehni@outlook.com	Aussteller...
<input type="button" value="i"/> <input type="button" value="e"/> <input type="button" value="x"/>	Mrs	Jeanette	Ennrich	Abnahme analytica	Jeanette.Ennrich@messe-muenchen.de	Aussteller...
<input type="button" value="i"/> <input type="button" value="e"/> <input type="button" value="x"/>	Mrs	Anja	Jurkovic	Abnahme analytica	anja.jurkovic@messe-muenchen.de	Aussteller...
<input type="button" value="i"/> <input type="button" value="e"/> <input type="button" value="x"/>	Mr	Muster	Mustermann	Abnahme analytica	Jeanette.Ennrich@messe-muenchen.de	Aussteller...
<input type="button" value="i"/> <input type="button" value="e"/> <input type="button" value="x"/>	Mrs	analytica	Testerin	Abnahme analytica	an@example.com	Aussteller...



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Abnahme analytica | Hall: - Booth: -

Stand personnel planning

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...

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

Choose a registration process

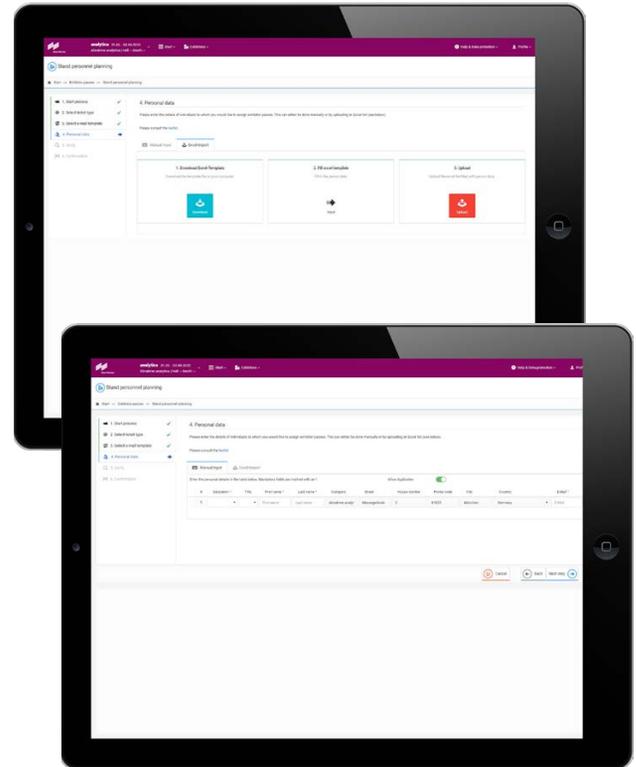
Registration with email
Please fill in name and e-mail address of your colleague.
Your colleague will receive an email with the ticket.

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.

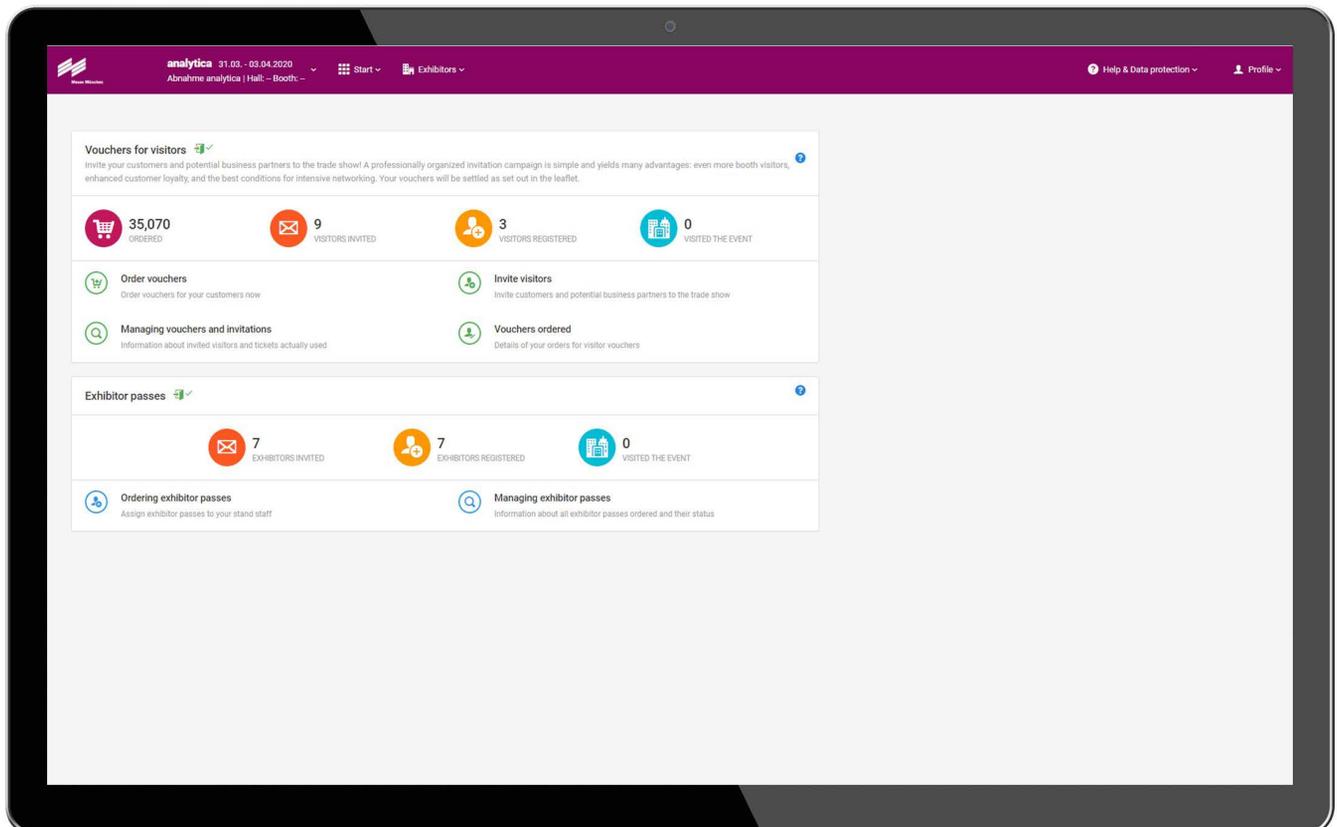


Visitor ticket vouchers

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



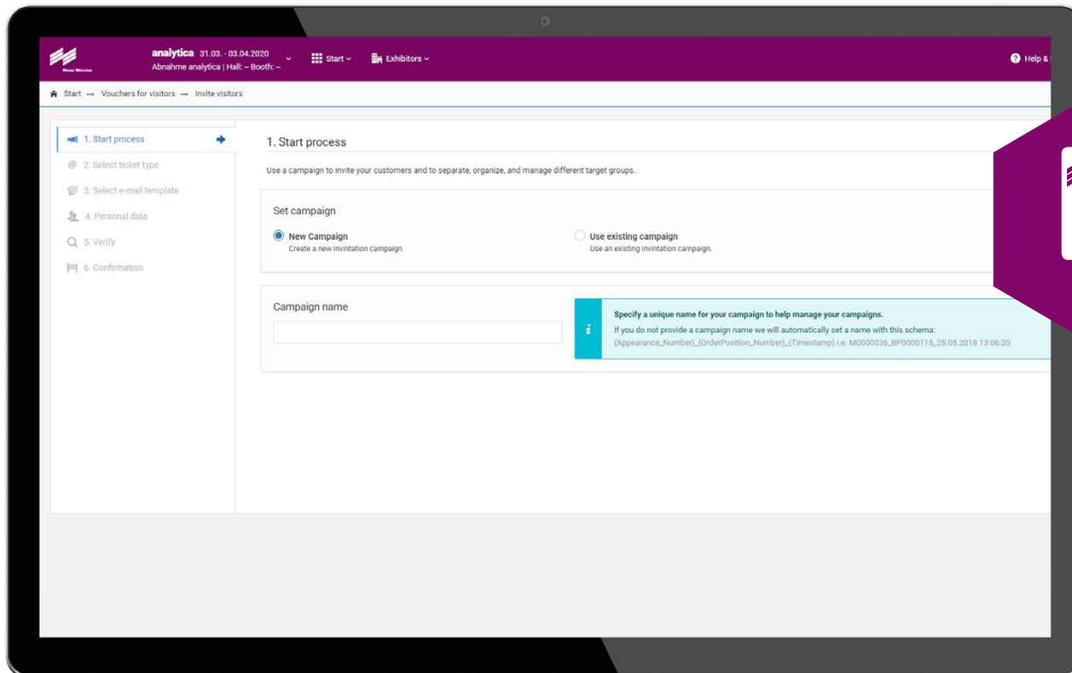
How to invite visitors to the fair

Step 1: Ordering vouchers

In this menu, you order the required number of vouchers. The billing will occur as set out in the leaflet.

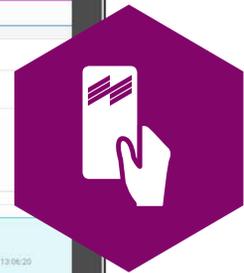
Next, select the desired shipping information and enter here to which e-mail address you want your order to be sent. Complete your order after verifying your input data.

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.



The screenshot displays the 'analytics' web application interface. The top navigation bar includes the logo, the date '31.03. - 03.04.2020', and the user's role 'Abraham analytics | Hall - Booth:'. The main content area is titled '1. Start process' and contains the following elements:

- A sidebar on the left with a list of steps: 1. Start process (selected), 2. Select ticket type, 3. Select e-mail template, 4. Personal data, 5. Verify, and 6. Confirmation.
- A main section titled '1. Start process' with the instruction: 'Use a campaign to invite your customers and to separate, organize, and manage different target groups.'
- A 'Set campaign' section with two radio button options: 'New Campaign' (selected) and 'Use existing campaign'.
- A 'Campaign name' input field.
- An information box with a blue background and white text: 'Specify a unique name for your campaign to help manage your campaigns. If you do not provide a campaign name we will automatically set a name with this schema: {Appearance_number}_{OrderPosition_number}_{Timestamp} (e.g. M0000000_00P000118_20.05.2019 13:06:20)'

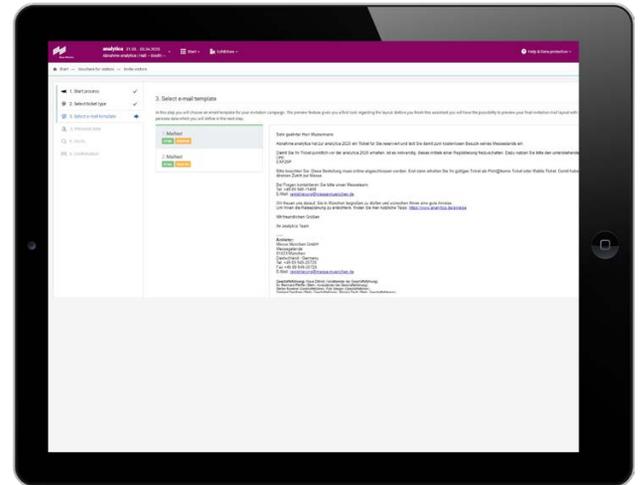


Step 2: Inviting visitors

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 analytica 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 analytica branding comprise your company name and hall/booth number also have to be registered online in advance.

When opting for the printed analytica 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 analytica 2020 you will also be able to use your ticket on your smartphone and smartwatch for the first time.



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