



Messe München

User Guide

**Exhibitor
passes and
ticket vouchers
for visitors**



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The Leading Exhibition for Smart Automation and Robotics

December 8–11, 2020 | Munich

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Robotics + Automation

User Guide



Exhibitor passes and ticket vouchers for visitors

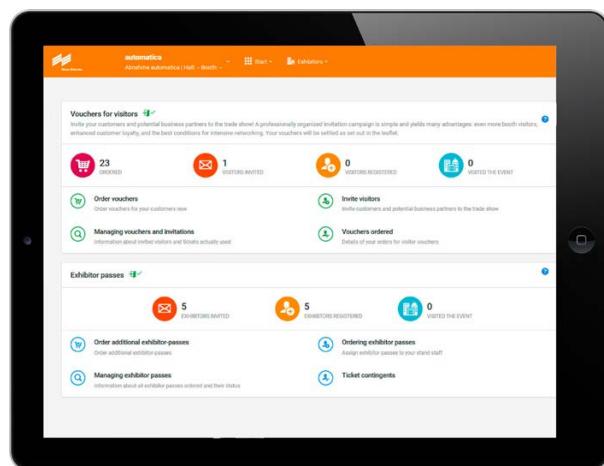
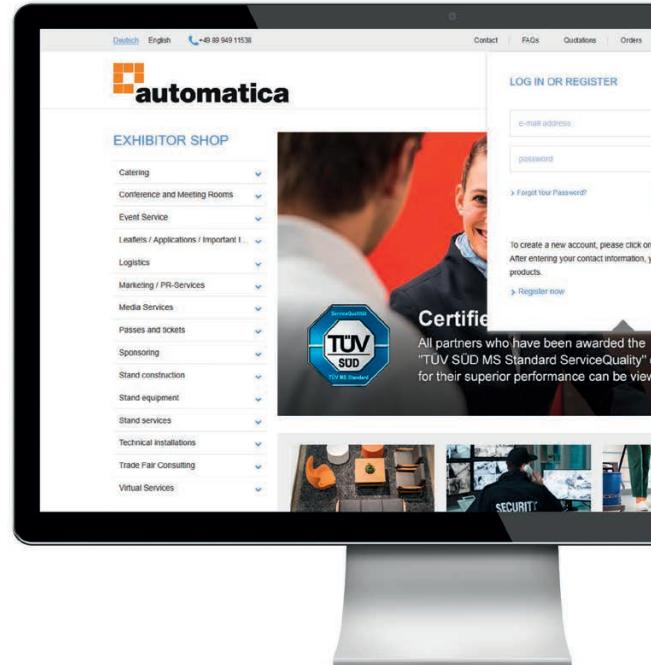
Inviting customers to the trade show and assigning exhibitor passes to your stand staff:
The new ticketing system of Messe München enables you to manage this task effectively.
And it helps you keep track of your tickets or exhibitor passes at all times.
This user guide informs you about the most important steps.

How to order exhibitor passes

Step 1: Signing in to the Exhibitor Shop

First, please sign in to the automatica 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.

How to order 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 all passes ordered and their status. 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

5 EXHIBITORS INVITED

5 EXHIBITORS REGISTERED

0 VISITED THE EVENT

Order additional exhibitor-passes

Ordering exhibitor passes

Managing exhibitor passes

Ticket contingents

automatica
Abrahmre automatica | Hall: - Booth: -

Exhibitor passes assigned

Suche Contingen... Suchen Reset

Actions	Salutation	First name	Last name	Company	E-mail	Article
	Mr	editor	automatica	Abrahme automatica	werner.schmid@messe-muenchen.de	Ausstellerausweis, Vier-Tage-
	Mr	Muster	Mustermann	Abrahme automatica	Jeanette.Ernreich@messe-muenchen.de	Ausstellerausweis, Vier-Tage-
	Ms	Muster	Kollegen	Abrahme automatica	Jeanette.Ernreich@messe-muenchen.de	Ausstellerausweis, Vier-Tage-
	Mr	werner	schmid	Abrahme automatica	werner.schmid@messe-muenchen.de	Ausstellerausweis, Vier-Tage-
	Ms	Muster	Hauptbestellf	Abrahme automatica	Jeanette.Ernreich@messe-muenchen.de	Ausstellerausweis, Vier-Tage-

automatica 08.12. - 11.12.2020

Start Exhibitors

Ordering exhibitor passes

Start Exhibitor passes Ordering exhibitor passes

1. Start process

Here you can assign your employees and yourself exhibitor passes. Tip: In the main menu bar, top left corner, you can see Do you have any questions regarding ordering exhibitor passes? Use our User Guide to help you!

Choose a registration process

Invitation by e-mail (Exhibitor)

You only enter the name and e-mail address. Your staff member completes the registration personally in the registration portal and obtains his ticket by e-mail after successful



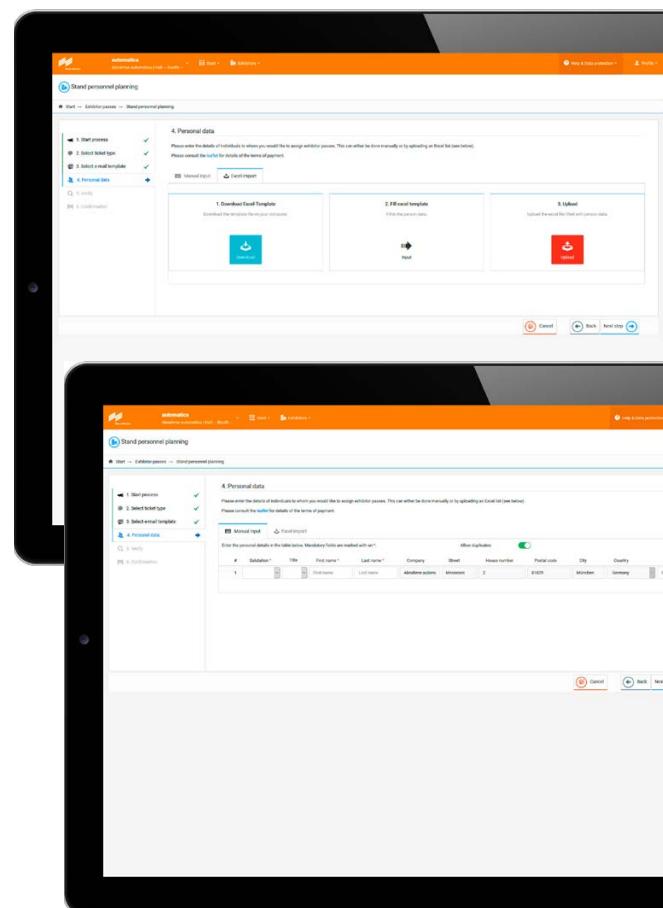
How to order exhibitor passes

Open the menu item “Order exhibitor passes”.

- 1. Start process:** You will now be given information about the registration process and be guided to the e-mail template item via “**Next step**”.
- 2. Select email template:** You can use the email template to invite your staff: It features a link your employees can use to register their tickets.
Be sure to **select the language**, depending on whether you want to send the email in German or English.
For your current order, **all** emails will be sent in the language you have selected.
- 3. Personal data:** This is where you can enter the data of the employees to whom you want to assign exhibitor passes. You can do this either manually or by uploading an Excel list.
Please be sure to provide a personalized email address for each employee. Otherwise, your employees will not be able to register their exhibitor passes. The system will alert you if you assign an email address twice, allowing you to enter a new email address.
- 4. 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.
- 5. Confirmation:** This menu item will show you that the e-mail has been sent to your staff.

By the way: To register an exhibitor pass, the personal data can, for example, be conveniently imported from a LinkedIn account.

Important: Please click in the menu to “personal data” on “Add entries” to accept the data you have entered.

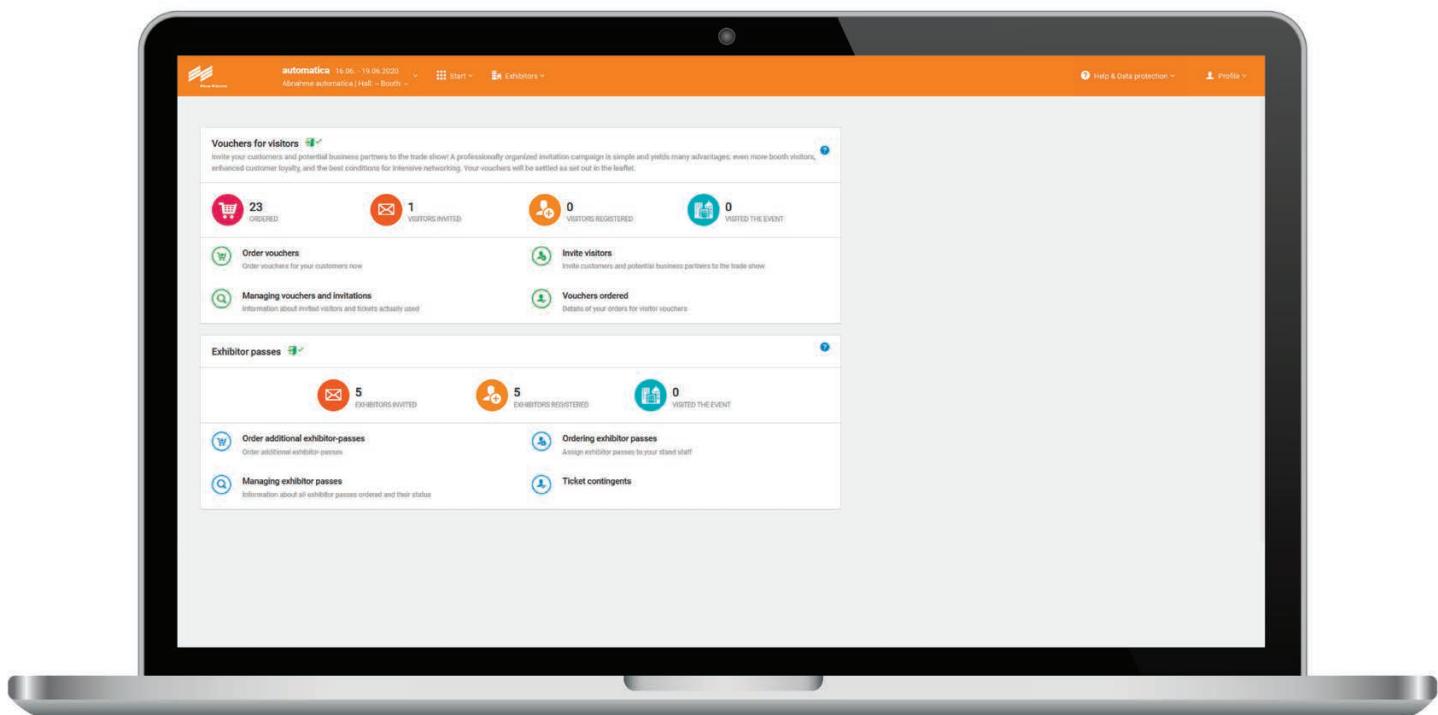


Visitor Ticket Vouchers

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. You can order vouchers, invite visitors, and manage your invitations.

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



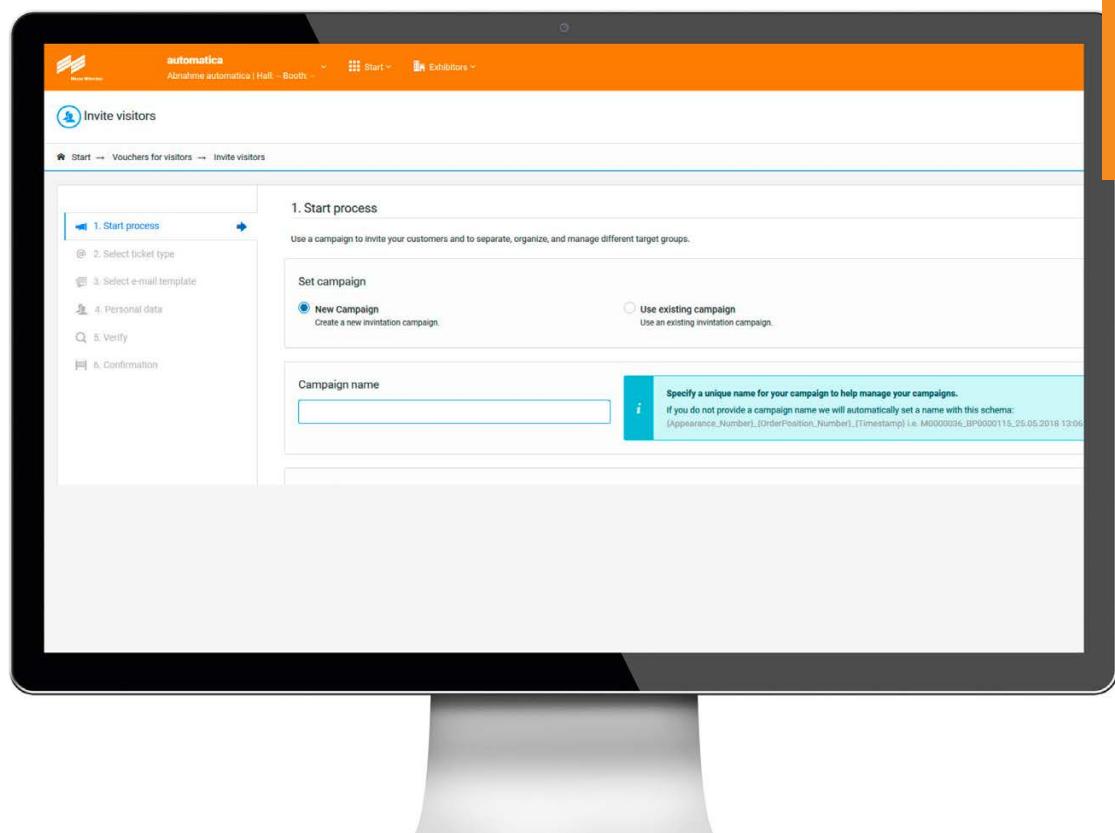
How to invite visitors to the fair

Step 1: Ordering vouchers

In this menu, you order the required number of vouchers. An unlimited number of vouchers for 1-day tickets for automatica are available to you free of charge.

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.



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).

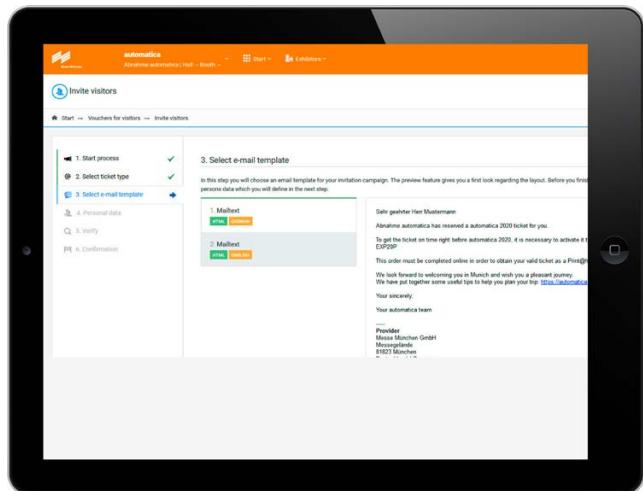
2. Select ticket type: View here the type and respective amounts of tickets you have ordered.

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.**

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 number 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.

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-mails and download registered tickets.



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 “Confirm information”. 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.

The voucher options

1. Sending online vouchers via the ticket system

Effective invitation management

The easiest and most uncomplicated way to invite customers to automatica 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 automatica branding comprise your company name and hall/booth number are redeemed online just like online vouchers.

When opting for the printed 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. For this we offer a **downloadable voucher form** that you can complete with your **logo** and **own texts**.
- 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.



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