

Short guide Ticket Services for Exhibitors Portal

Exhibitor passes and visitor
invitations

As of
07/2025



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,
- **Visitor invitations** and
- **VIP vouchers.**

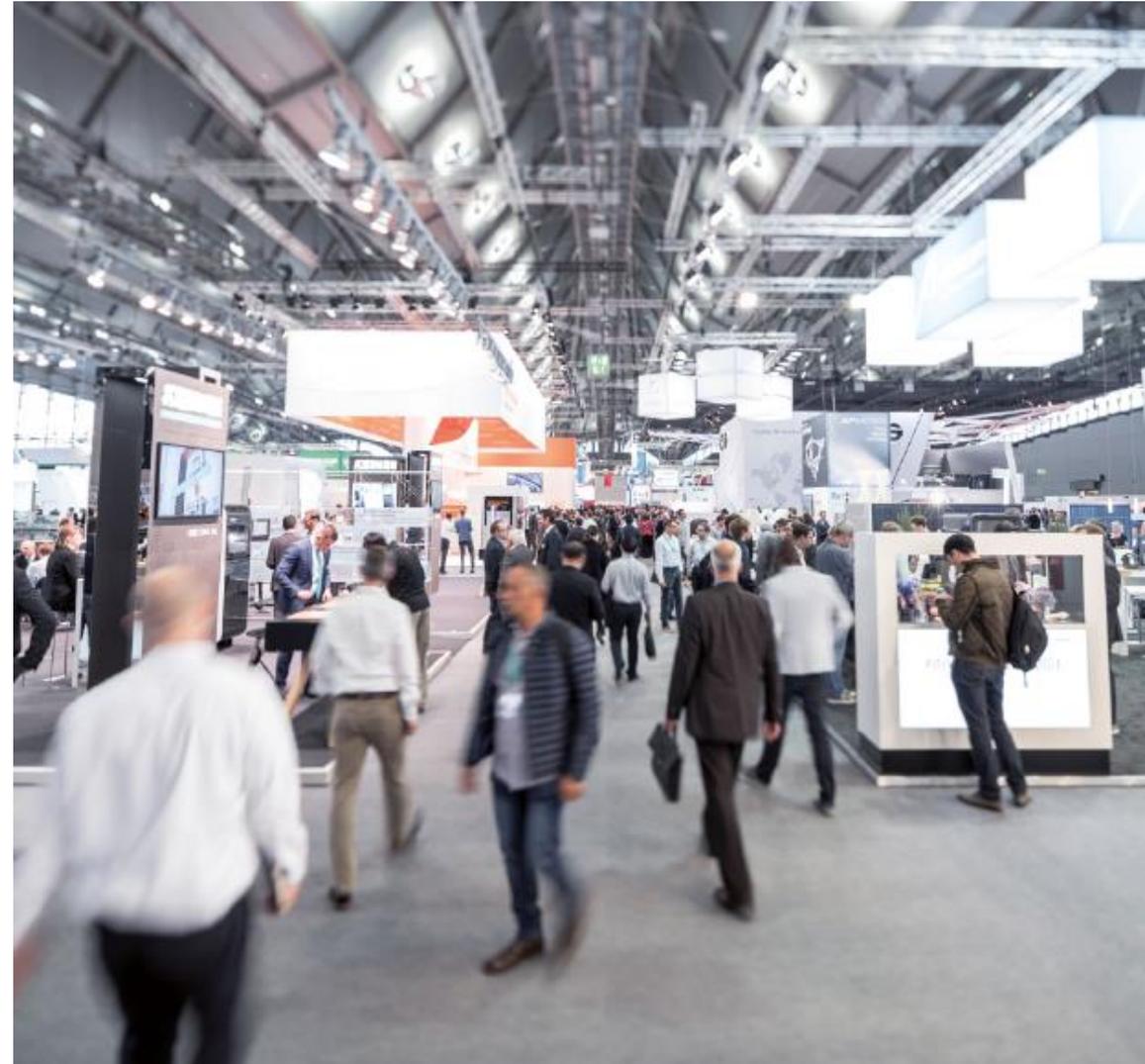
You can further

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

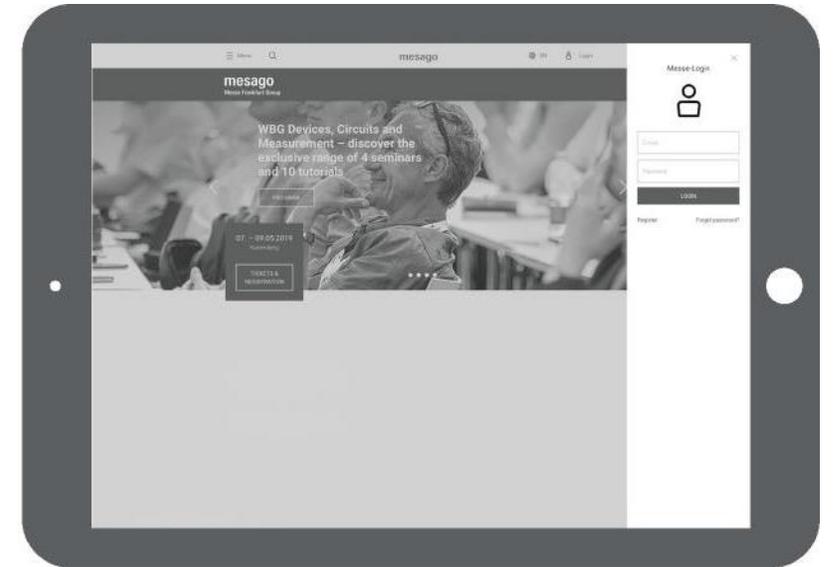
We will show you just how in this guide.

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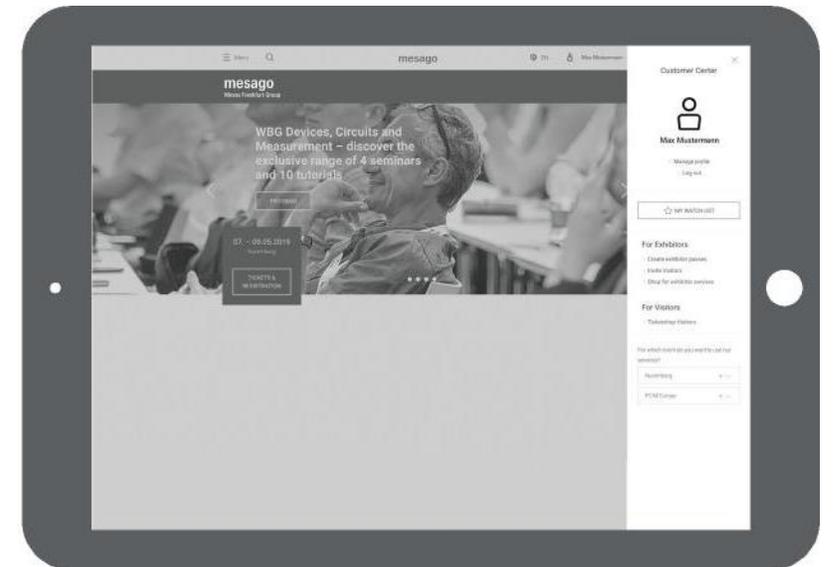


First log onto your **profile** or register. Please click on the **Messe-Login** symbol on the top right of the event page.



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.

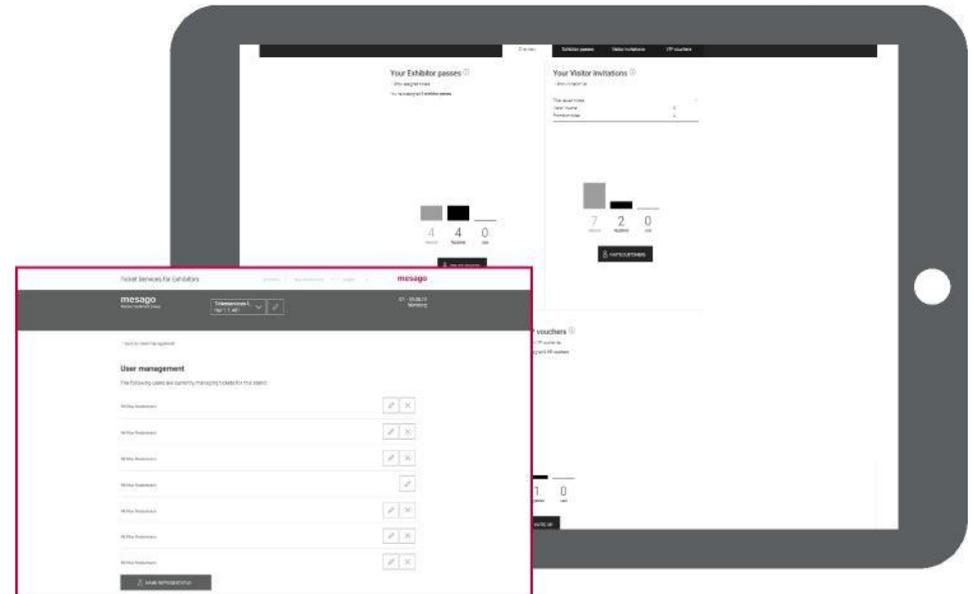
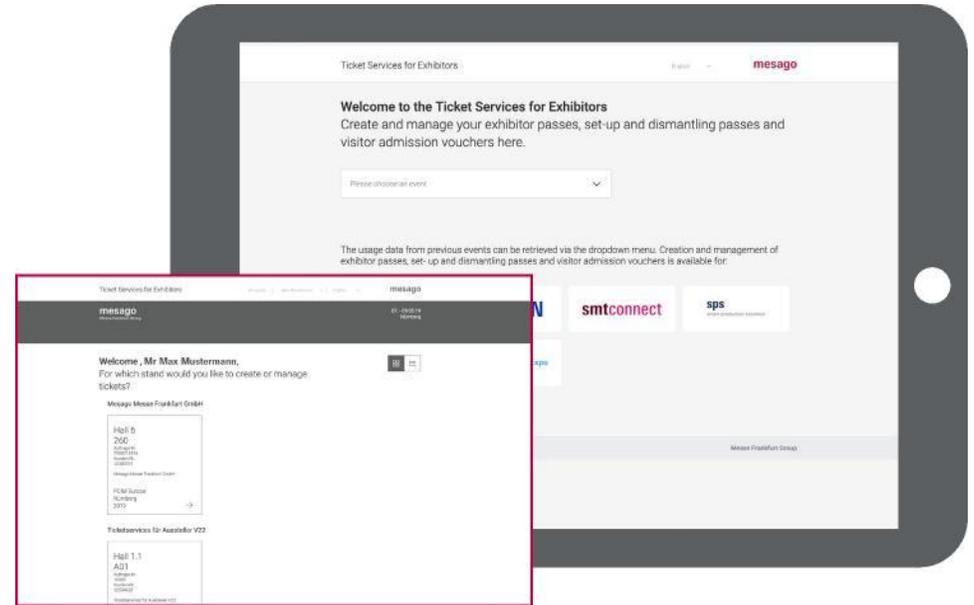
Please note that contingents from your booked Sales and Marketing Services (SMS) may only be available at one booth.

On the **Dashboard**, you can see how many exhibitor passes, visitor invitations 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, visitor invitation or VIP voucher**, please click on the fields **create tickets, invite customers or invite VIP**.

Please **accept our terms and conditions** on ordering and prices when you order.

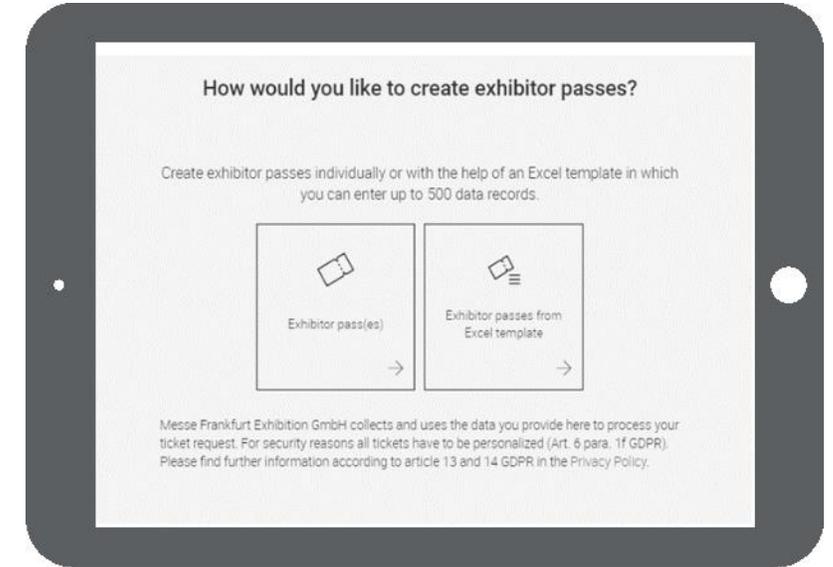


1. Create Exhibitor Passes

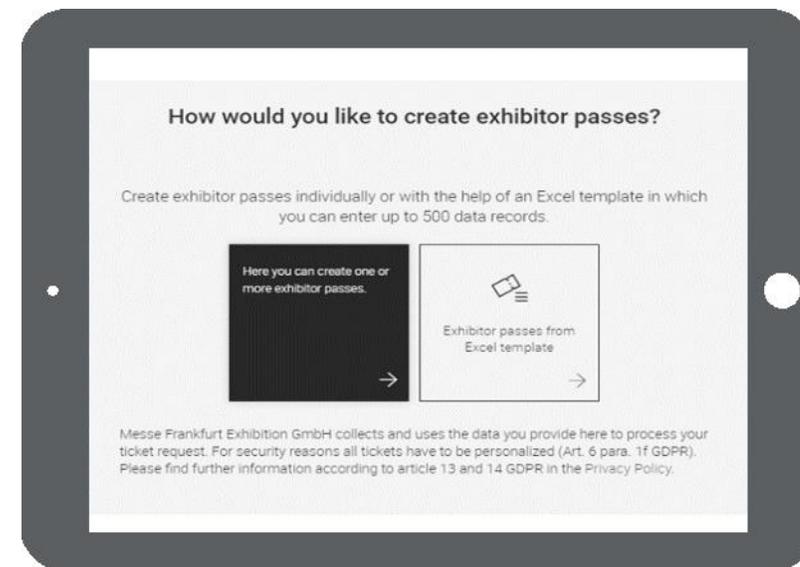
As an exhibitor, you are provided with an allocation of exhibitor passes for your booth team (depending on the size of your stand). You can also order further exhibitor passes: If the number of passes actually used surpasses the allocation, these will be calculated following the event. During the event, 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 enter 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**.



To create an exhibitor pass manually, please enter the data of your 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.

A later sending of the exhibitor passes is not possible. However, you can download the exhibitor passes you need at any time (see p. 8).

Create a new ticket.

Salutation

Title

First name

Last name

Ticketservices für Aussteller V22

Germany

Email address of ticket holder

Yes, I would like to email the exhibitor pass to the ticket holder now. A later dispatch is not possible, only the download from the ticket list.

TICKET PREVIEW + NEXT

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. Here as well, you will have the option of entering an external company.

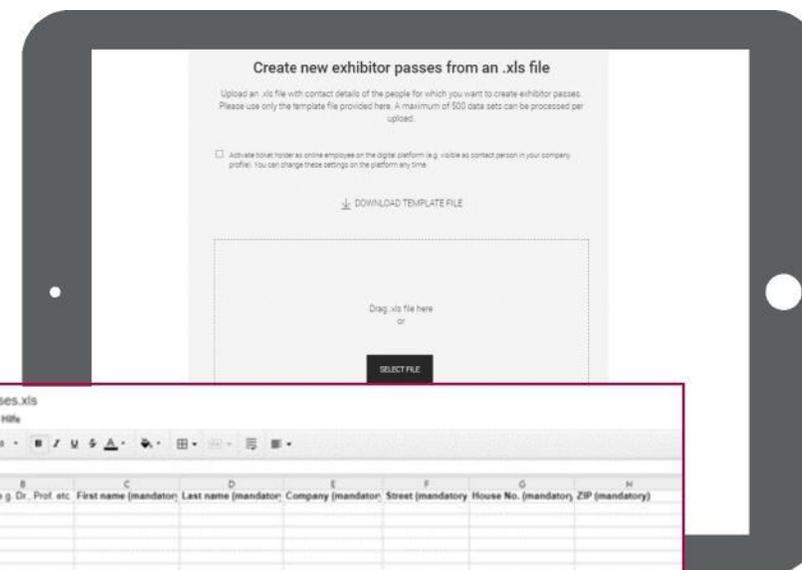
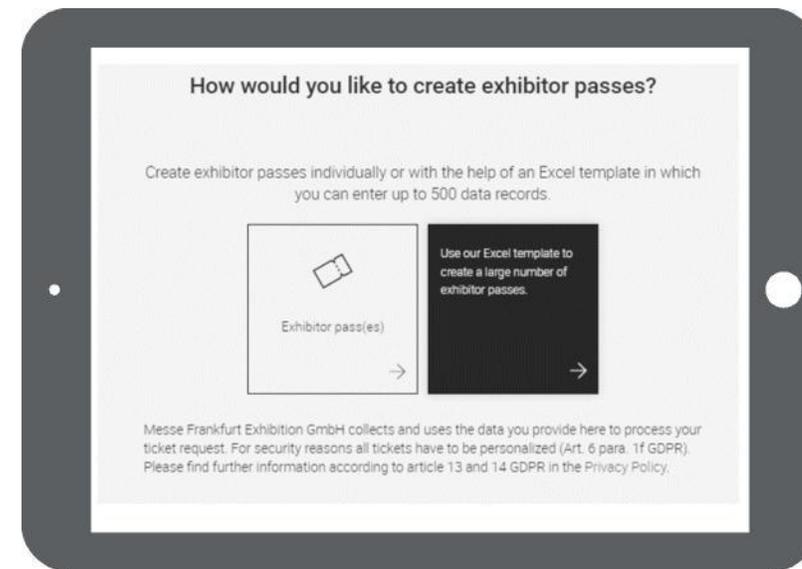
You can then upload the finalized file: Simply pull the file into the field illustrated or choose the option of selecting the file to start the **Upload**. (Button: Select file, Upload will start automatically).

In the box, you can see how our **template file** is structured. It is best to add to this file and then save it.

Required fields are: gender, first name, last name, company (if differing from exhibitor's name), email address.

Please do note that the **formatting** of this Excel sheet should not be changed. The **name of the file** can, however, be changed.

A maximum of 500 data sets can be processed per upload.

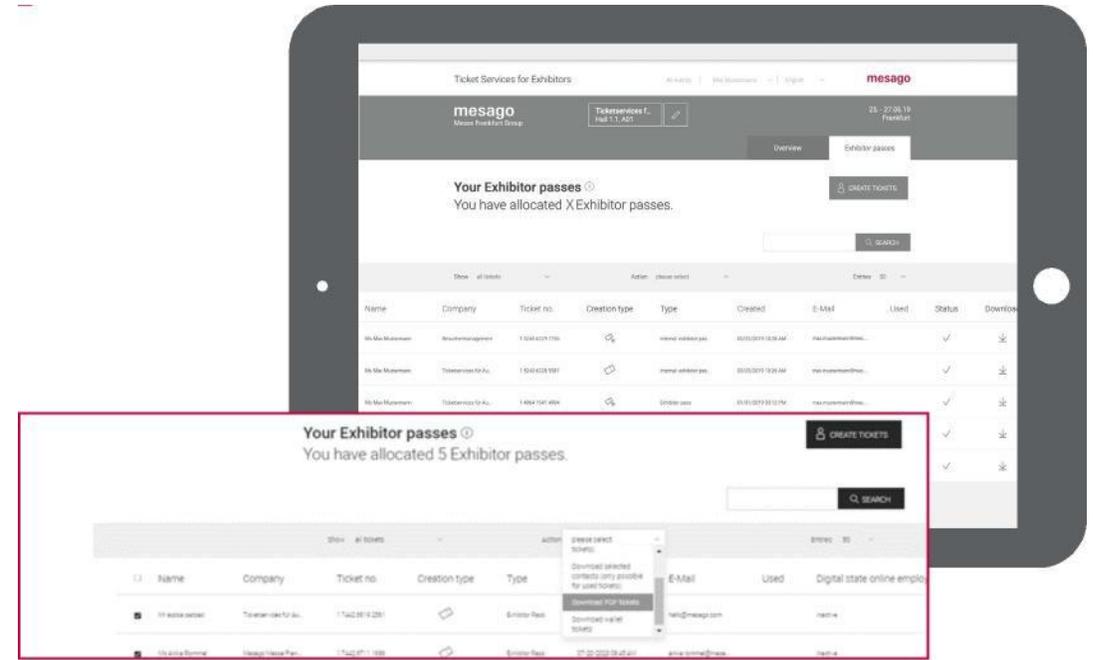


	A	B	C	D	E	F	G	H
1	M./Ms./Prefer not to say (mandatory)	Title (e.g. Dr., Prof. etc.)	First name (mandatory)	Last name (mandatory)	Company (mandatory)	Street (mandatory)	House No. (mandatory)	ZIP (mandatory)
2								
3								
4								
5								
6								
7								
8								
9								
10								
11								

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. Select the the exhibitor passes you need and click under **Action** on **Download PDF Tickets**, or **Download Wallet Tickets** for the smartphone-optimized version.

You will receive the tickets by email as a zip file for download.



2. Create Visitor Invitations

Visitor invitations are an effective way of making your customers aware of your presence at the exhibition.

Create and send promotion passes and visitor vouchers to your customers, which they can convert quickly and easily into valid tickets via registration at visitortickets.mesago.com before the event starts.

Promotion passes allow your visitors to enter the event at a discounted price. You can issue these to your visitors in unlimited numbers.

With **visitor vouchers**, they even receive free admission. However, the number of visitor vouchers you can issue is limited and depends on the Sales and Marketing Services (SMS) you have booked (SMS).

The creation and delivery of visitor invitations as well as their registration and usage is **free of charge for you**.

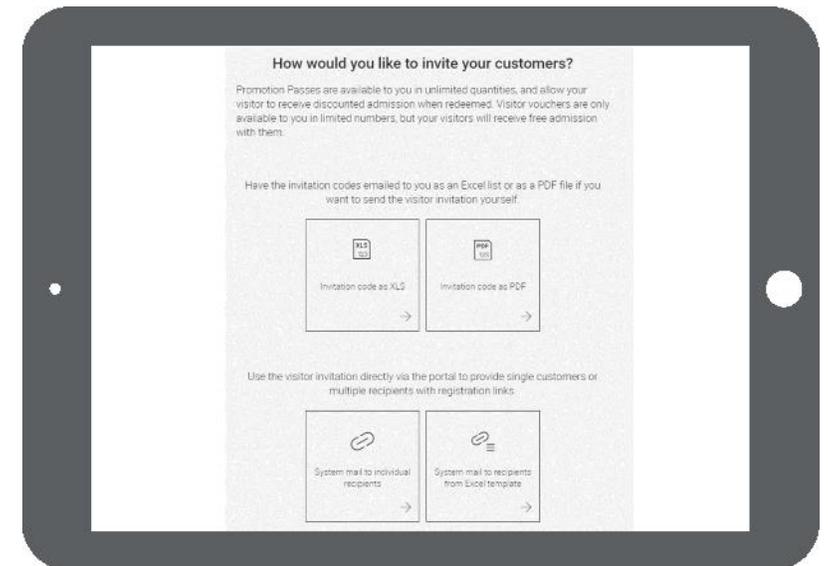
You can track the registration status in the portal at any time (for details see p. 15).

To create codes for visitor invitations, please click on Invite customers on the dashboard. Then select whether you would like to send your customer an **invitation 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 or as a separate invitation link by system mail.

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

Order promotion tickets and visitor vouchers in separate steps.



Visitor Invitation Option 1:

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

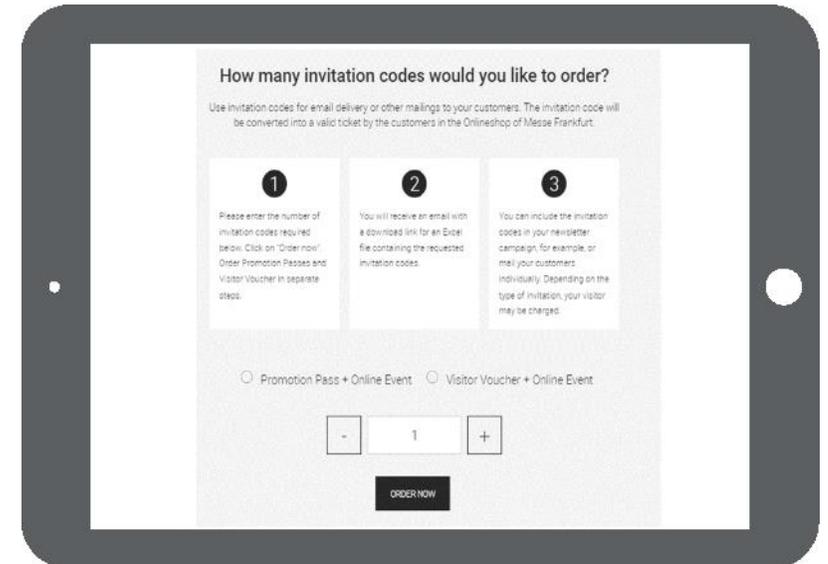
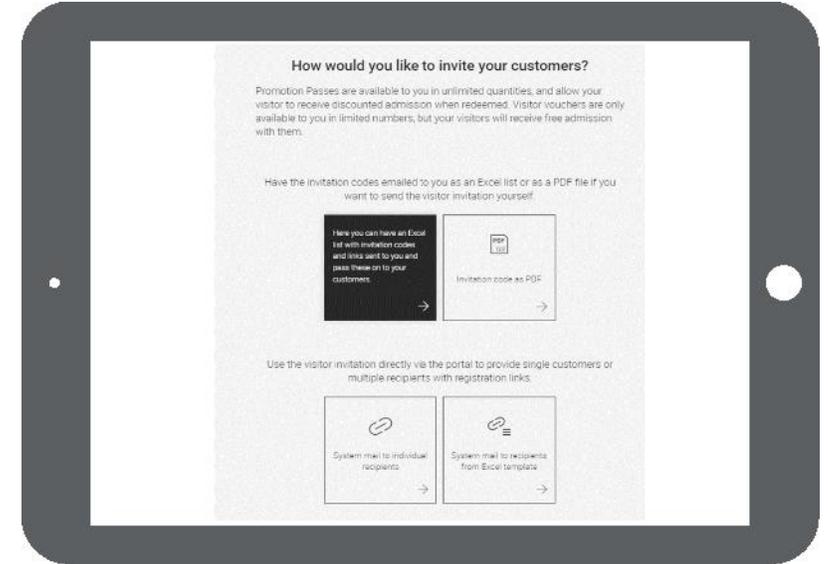
Select the **top left field** if you would like to download the visitor invitations as an excel sheet and send them to your customers. Your customer can use his invitation code in our Online Ticketing to get a valid ticket.

It is very practical to integrate the codes inclusive of the link to the Online Ticketing in a serial mailing to your customers.

Next step for Visitor Invitation Option 1:

Enter the amount of codes required and confirm by clicking **Order Now**. Generally, the amount of invitation codes is limited to a maximum of 5,000 per order. However, orders can be repeated as many times as required. Please note the amount of your quota when ordering visitor vouchers.

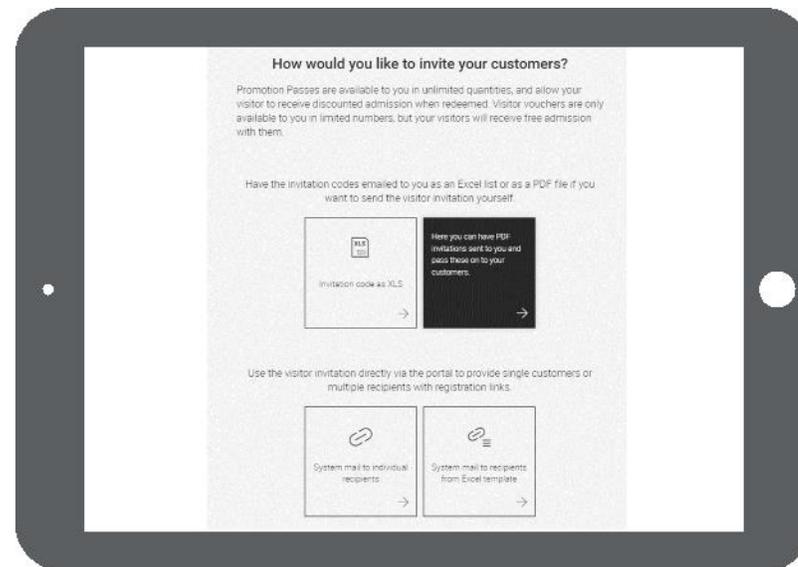
At the end, we will generate an Excel file with visitor invitation codes, which you can download and integrate into your newsletter campaigns or mailings to your customers.



Visitor Invitation Option 2:

If you would like to send everything yourself, we will send you PDF files including invitation codes to send or print out.

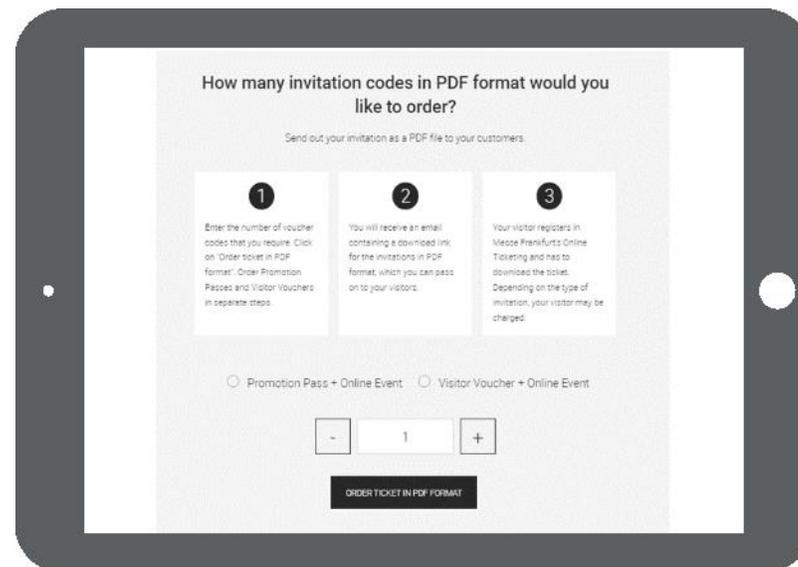
By clicking on the **top right field**, you will receive the invitation codes as a PDF file to print out and provide to your customers.



Next step for Visitor Invitation Option 2:

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

In the Online Ticketing, your customer can redeem the invitation code into a valid ticket.



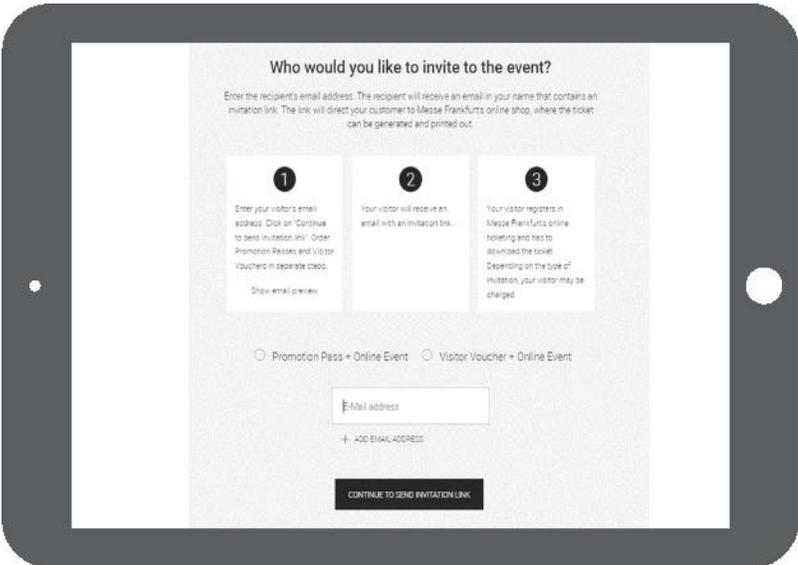
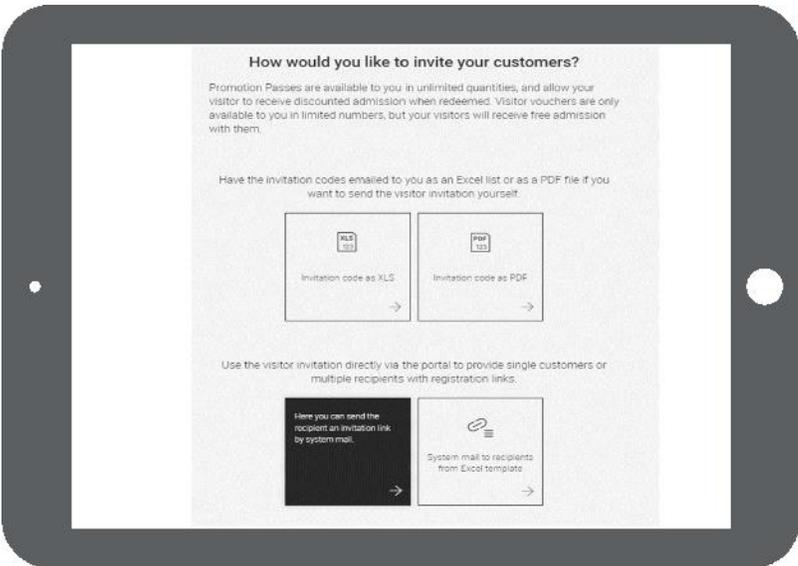
Visitor Invitation Option 3:

We can send the invitation link by system mail to your customers in your name.

By clicking on the **bottom left field**, the recipient will automatically receive an **invitation link** from our system by email. The customers can then finalize the ticket themselves online.

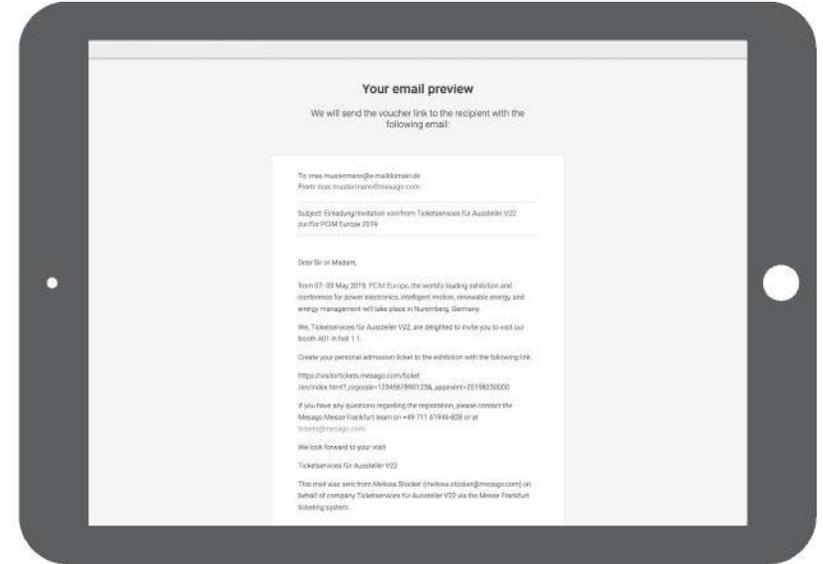
Next step for Visitor Invitation Option 3:

Please enter the recipient's email address. The recipient will then receive an email with the invitation code plus link to our Online Ticketing System. The recipient can register, enter the code and create his ticket.



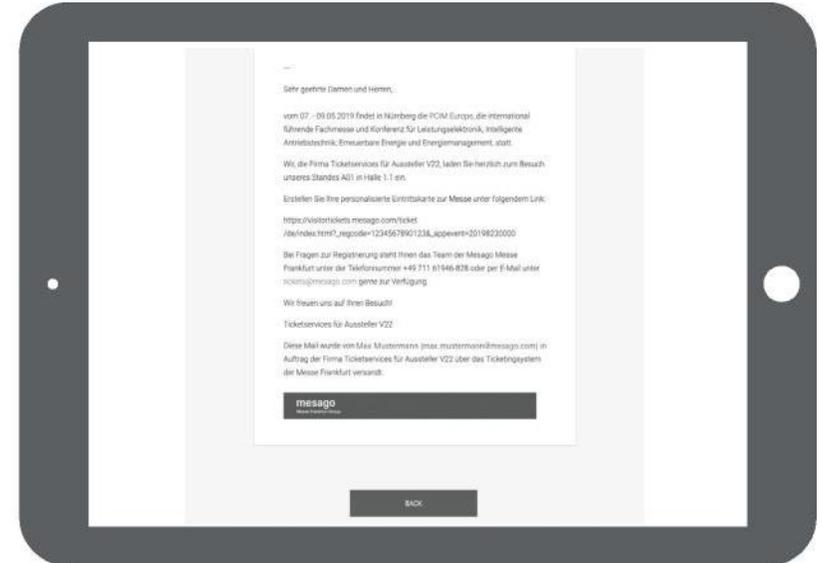
You can see a preview of the email with direct link to the Online Ticketing System before sending it. Please click »Show email preview«.

The invitation code is already in the link.



The text is in German and English.

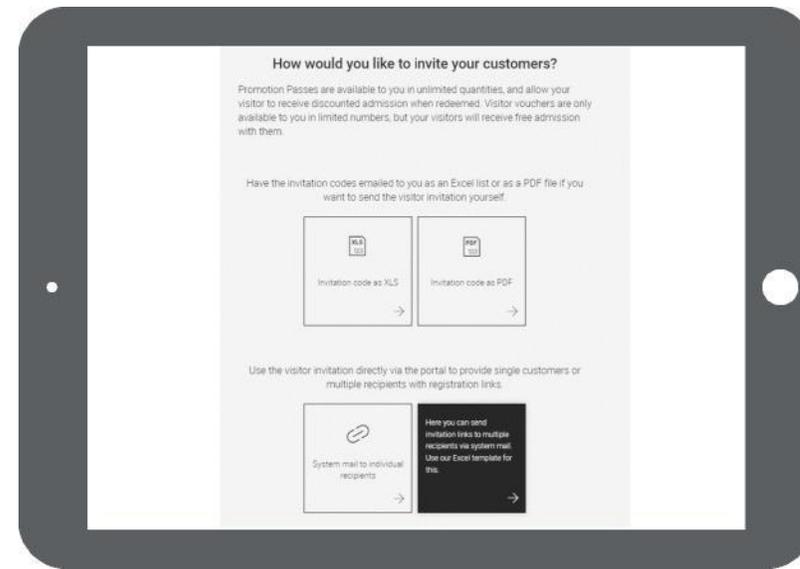
As the sender of the system email you will be displayed as a logged-in portal user with your name and email address.



Visitor Invitation Option 4:

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

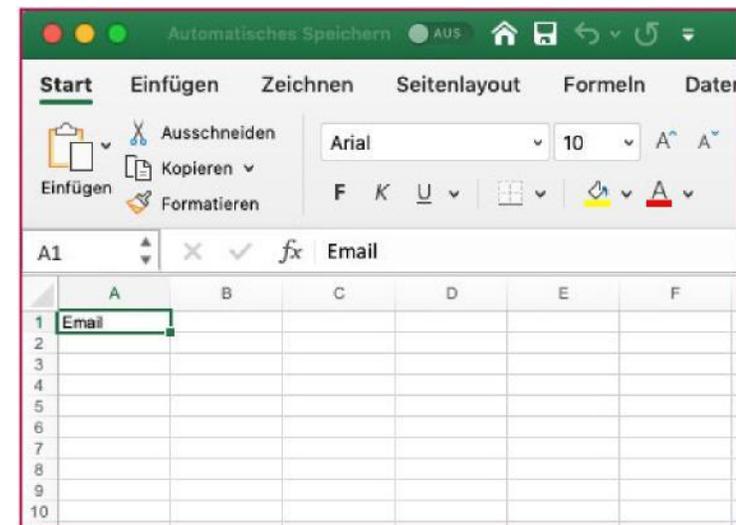
If you would like to upload the recipient list and automatically generate sending the invitation codes, please click on the **bottom right field**.



Next step for Visitor Invitation Option 4:

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

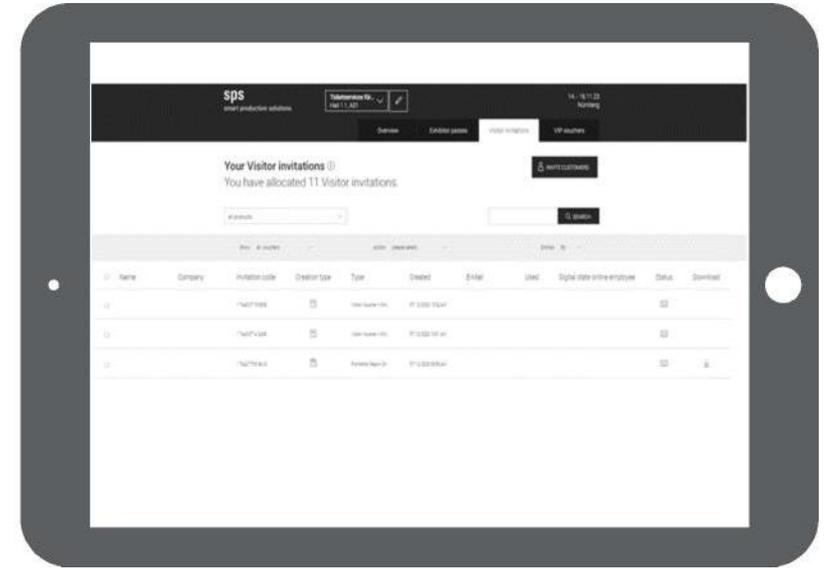
The invitation codes will then automatically be sent to the recipients. The sender address is the one stored in your profile.



Overview page Visitor Invitations

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

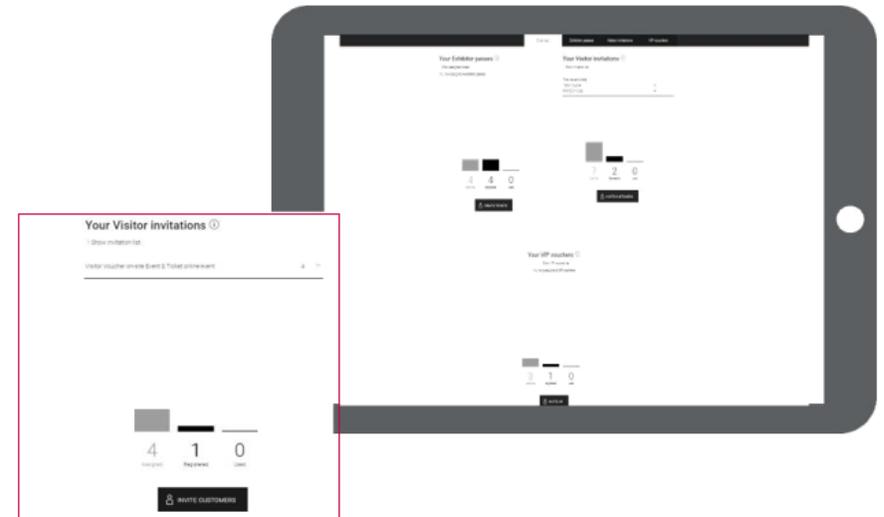
The data displayed here serve exclusively as proof of a correct exchange and do not entitle to a further use or even promotional approach to customers.



Overview page orders

On the overview page of your orders, you can differentiate in the detailed view between visitor vouchers and promotion tickets by clicking on the respective invitation type.

The creation and delivery of visitor invitations as well as their registration and usage is free of charge for you at any time.



3. Create VIP-Vouchers

VIP vouchers are a real highlight for your premium customers. In addition to a free entry to the exhibition they include further attractive benefits.

Create and send VIP vouchers to your customers, which they can convert quickly and easily into valid tickets via online registration at visitortickets.mesago.com before the event starts.

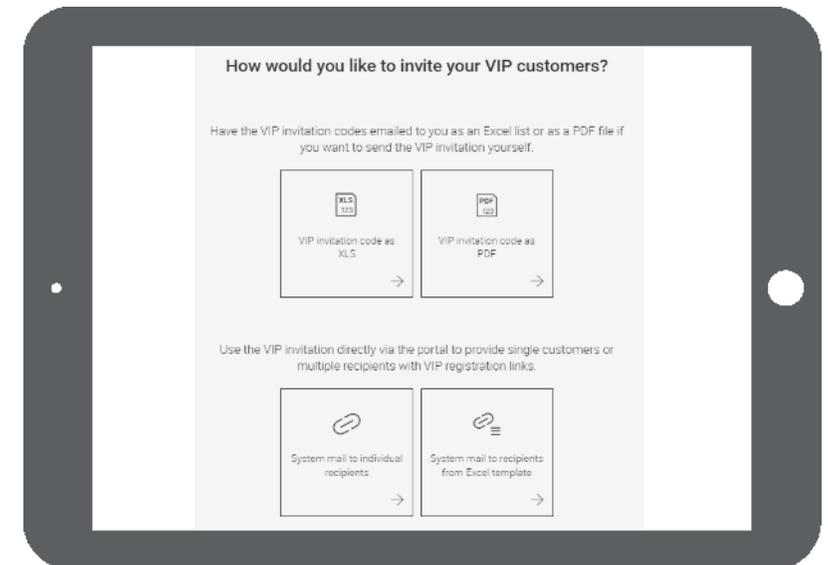
The number of VIP vouchers available to you depends on your booked Sales and Marketing Services (SMS).

You can track the registration status in the portal at any time.

To create codes, please click on **Invite VIP** on the dashboard. Then select whether you would like to send your customer the VIP code yourself or if you would like us to do this for you.

Whether you want to do this in an Excel sheet, PDF file or as a separate invitation link via system mail- you will find the same possibilities here as described on p. 9 ff for the visitor invitations.

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



**If you have further questions about functions of the ticket portal,
please contact us:**

Email: exhibitortickets@mesago.com

Phone: +49 711 61946-809