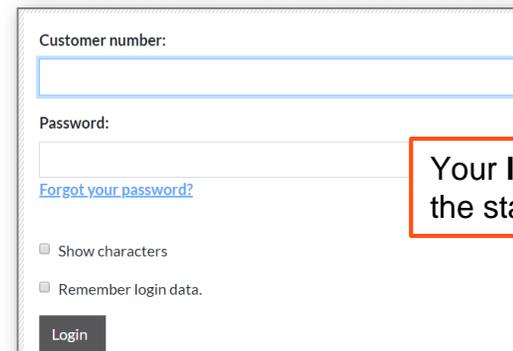
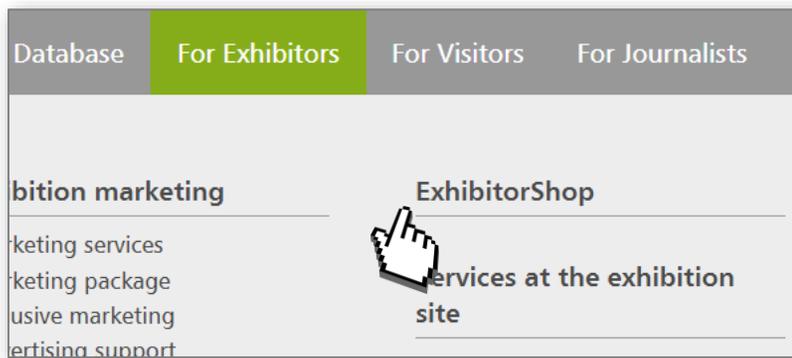


## Your way to the TicketCenter

- Via **direct link** by e-mail from the event team
- Or via the **event homepage**:

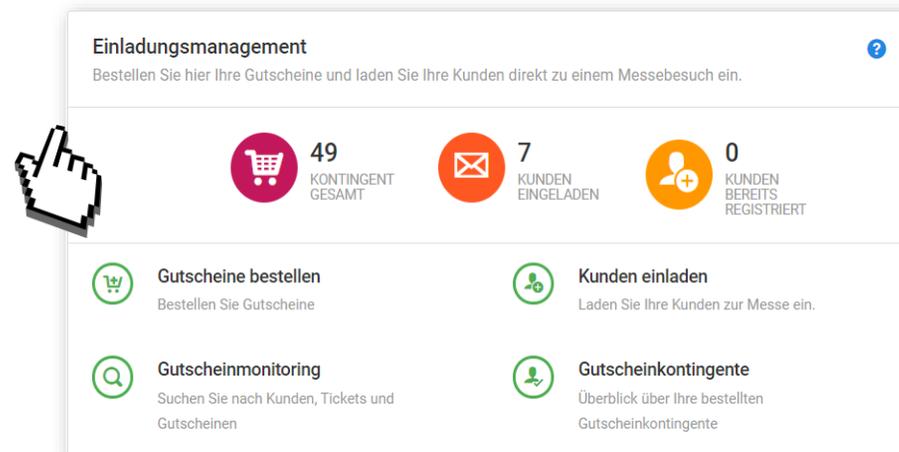


Your **login data** are included in the stand confirmation e-mail

## Inviting your customers

In the invitation management you can:

- download coupon codes
- Conduct professional invitation mailing campaigns
- View who has accepted your invitation



**Step 1 – Order vouchers**

E-codes already assigned to you are displayed here and you can immediately invite customers and move directly to **step 2**

**Invitation management**  
 Order your vouchers here and then directly invite your clients to visit the event.

 **230,813**  
 TOTAL VOUCHER QUOTA

 **804**  
 CLIENTS INVITED

 **753**  
 CLIENTS REGISTERED

 **Order vouchers**  
 Order your vouchers

 **Invite clients**  
 Invite your clients to the event

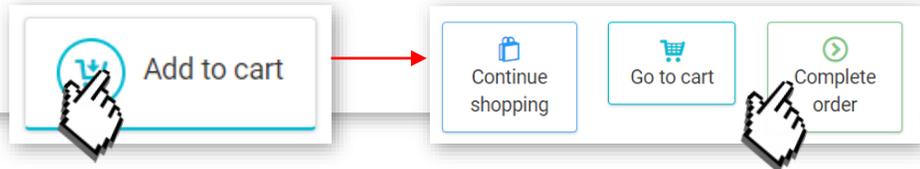
 **Voucher monitoring**  
 Search for clients, tickets and vouchers

 **Voucher quotas**  
 View details about your voucher quotas

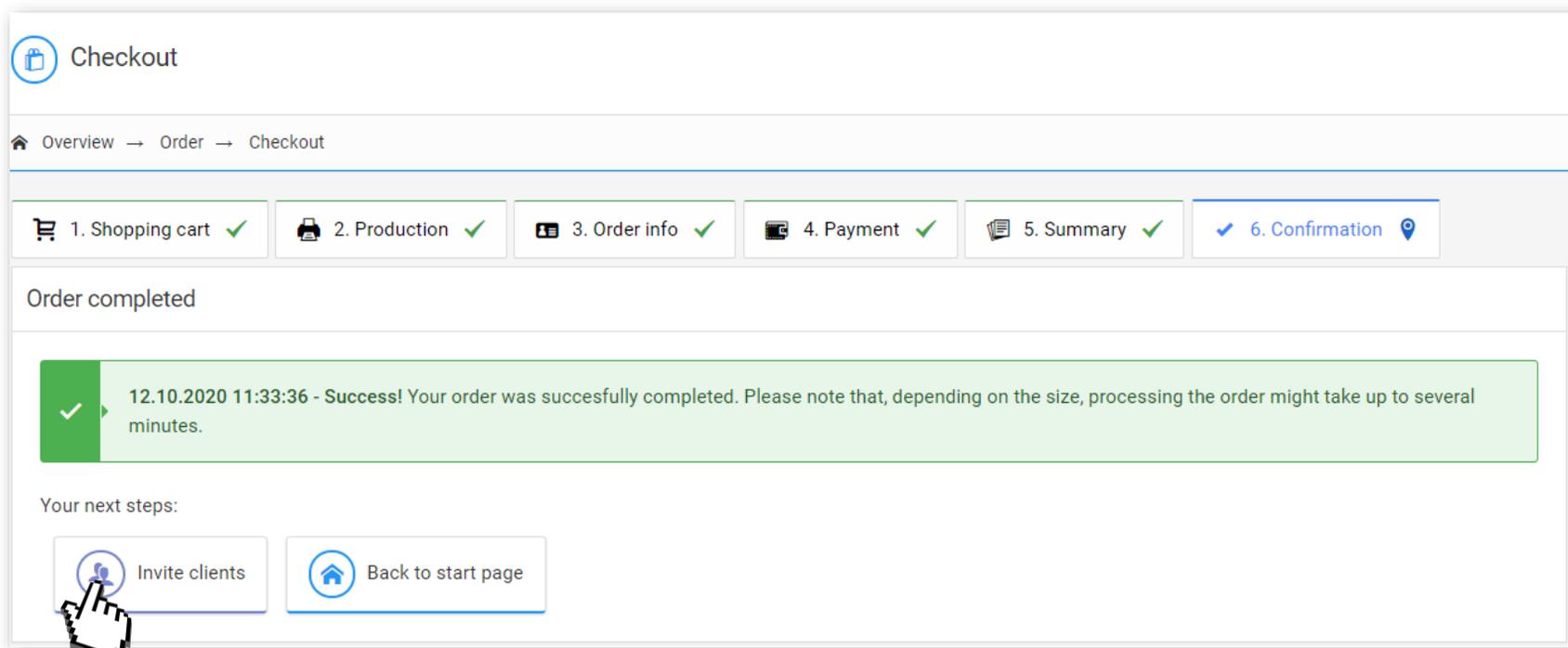
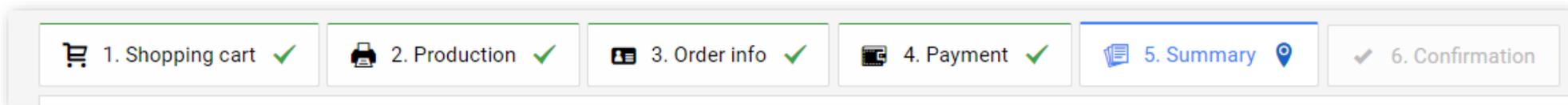
- Choose amount
- Add to cart

Article	Accounting	Price	Amount	Total amount
Voucher-code for an one-day ticket	according to use	0,00 €	- 2 +	0,00 €
Subtotal				0,00 €
Total amount				0,00 €

Accounting of the used vouchers is **within the special conditions of participation of the respective fair event**



- The steps “Production/Order Info” can be skipped
- Please confirm the summary by clicking “Order with costs”
- Next you can directly go to step 2 [“Invite customers”](#)



## Step 2a – Invite clients

Please choose between the two campaign types “Invitation by e-mail” or “Provide registration codes”

### Campaign Type *Invitation by e-mail*

The screenshot shows the 'Invite clients' interface. The sidebar on the left lists steps: 1. Campaign (active), 2. Quota / badge type, 3. Select e-mail template, 4. Personal data, 5. Verify, and 6. Summary. The main content area is titled 'Campaign' and contains the following sections:

- Campaign select:** Two radio button options: 'New Campaign' (selected) with the subtext 'Create a new invitation campaign.', and 'Select campaign' with the subtext 'Use an existing invitation campaign.'
- Campaign name:** A text input field. A light blue information box next to it reads: 'Give this campaign a name. Use campaign names to separate your client groups. If you do not provide a campaign name we will automatically set a name with this schema: (Appearance\_Number)\_...'.
- Campaign type:** Two radio button options: 'Invitation by e-mail (Visitors)' (selected) with a subtext: 'You only enter the name and an e-mail address. Your client completes the registration independently in the visitor system. The client receives his ticket only after a successful registration.', and 'Provide Registration Codes' with a subtext: 'Choose an amount from your quota and receive registration codes to redeem. The list of codes will be provided as a download in the header under "Orders and Downloads".'

At the bottom right of the main content area, there is a 'Next step' button with a right-pointing arrow.

With the assignment of campaign names you can group your customers, e.g. by international or national

Use our **e-mail template** to send a voucher code **directly to your customers**. Your customer is linked to the TicketShop and completes his registration there

## Select voucher code quota

Start → Invitation management → Invite clients

1. Campaign ✓

2. Quota / badge type →

3. Select e-mail template

4. Personal data

5. Verify

6. Summary

### Quota / badge type

In this step you can select the tickets to be used in this campaign

Voucher-code

Number: BP0206103

Order date: 12.10.2020

Amount: 2

Available: 2

Reserved: 0 ?

Cancel Back Next step

If you should receive the error notice "You do not have free contingents" here, please go via the start page to "Order vouchers".

## Choose e-mail template

Select e-mail template

In this step please select your e-mail template in German or English.

1. Registration invitation for your customer  
HTML GERMAN

2. Registration invitation for your customer  
HTML ENGLISH

✉ ExampleCompany invites you to TestFairDigital - Register your ticket now!

Dear Sir Doe,

We will be taking part in **TestFairDigital** and are inviting you to a free visit!  
Therefore we reserved a ticket for you which you only need to activate by registering it online. Please use the link below:  
EXP20P

After successful personalisation you are registered as a participant of the TestFairDigital and will receive an e-mail in good time before the event to register on the online platform and start the onboarding.

From this point on, you will receive access to the virtual event, you can then complete your participant profile and add the appropriate matching criteria. To prepare your virtual trade fair visit, you can already put together your own agenda and arrange appointments with other participants and exhibitors of the virtual event in advance.  
The chat and video call functions are available during the virtual trade fair.

During the onboarding notification you will receive further tips on how to handle the platform and functions so that you can prepare and experience your virtual visit to the trade fair and and the congress in a relaxed manner.

With kind regards  
ExampleCompany

Next step

Select your preferred language of mailing

The personalization for your customers is all set and you as exhibitor are visible as the inviting partner

Personal data

Here you can enter the data of the clients you would like to invite using this campaign. **Please also check the language settings you have chosen.**  
You can add as many data rows as you like, as long as you do not exceed your allocated quota.  
Alternatively, you can also upload the data as a list.

Terms and conditions and privacy policies ✓ Manual Input Excel-Import

✓ Terms and conditions and privacy policies  
All terms and conditions have been accepted - enter personal data by selecting „Manual Input“ or „Excel Import“.

I have read the General Terms and Conditions of the TicketCenter for the use and ordering of ticket orders and invit  
 I have took notice of the privacy policy terms. (open in new window)

Next step

Before filling in the data please agree to the terms and conditions and the privacy policy

## Insert customer data for mailing

**Manual Input**

- Suitable for few data records
- **Important:** Press "Save" button

**Excel-Import**

- Suitable for a large number of data records
- **Important:** do not change the downloaded template and fill in all **mandatory fields without spaces or special characters**

Terms and conditions and privacy policies

Manual Input    Excel-Import

#	Salutation *	Title	Firstname *	Last Name *	Company *
 1	Mx. ▼	▼	Max	Doe	SampleCompany
2	▼	▼			

 1 Record was identified as invalid and not added. [Click here to view it.](#)

If this notification appears, **make sure that salutation, first name, last name, company, country and e-mail address are filled in each column** and that there are **no spaces** or other special characters in the cells

## Campaign Type *Provide Registration Codes*

With the voucher codes provided by the exhibitor, the customer registers directly in the Ticket Shop; therefore, in TicketCenter the voucher codes are also called registration codes.

Invite clients

Start → Invitation management → Invite clients

1. Campaign

2. Quota / badge type

3. Select e-mail template

4. Personal data

5. Verify

6. Summary

Campaign

Use a campaign to invite your clients. Campaigns provide you with an easy way to separate your client groups. From registration, through clearing

Campaign select

New Campaign  
Create a new invitation campaign.

Select campaign  
Use an existing invitation campaign.

Campaign name

Give this campaign a name. Use campaign names to separate your client groups.  
If you do not provide a campaign name we will automatically set a name with this schema: (Appearance\_Number)\_(OrderPosition\_Number)\_(Timestamp)

Campaign type

**Invitation by e-mail (Visitors)**  
You only enter the name and an e-mail address. Your client completes the registration independently in the visitor portal. The client receives his ticket only after successful registration.

**Provide Registration Codes**  
Choose an amount from your quota and receive registration codes to redeem. The list of codes will be provided as a download in the header under "Orders and Downloads".

Invite your customers with voucher codes. Your customer registers himself and receives his free ticket.

Next step

Registration Code = Voucher Code

### Select voucher code quota

The screenshot shows two voucher code options side-by-side. Each option includes a 'Voucher-code' header, a number (BP0206105 and BP0206106), an order date (12.10.2020), an amount (2 and 10), an available count (2 and 10), and a reserved count (0). A hand cursor points to the right-hand option. A callout box with a lightbulb icon contains the text: 'Select the quota with the highest available number of voucher codes. Confirm your selection.' Below the options is a 'Next step' button with a right-pointing arrow.

From the quota you can now select the desired amount of voucher codes:

The screenshot shows an 'Amount' selection interface. It includes a text box with the value '4', a slider bar ranging from 0 to 10, and a legend indicating 'Total: 10', 'Still available: 6', and 'Now: 4'. A hand cursor is positioned over the slider. A 'Next step' button with a right-pointing arrow is located at the bottom right.

### Step 4 - Verification and download of the codes

Verify

Please check that all data has been entered correctly before starting the campaign.

Campaign

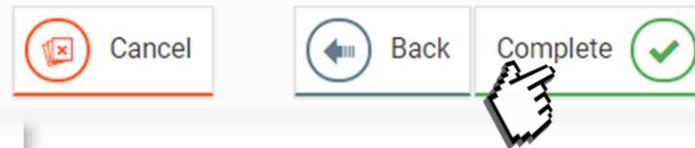
**Campaign name:** *Will be created automatically*

**Campaign type:** Provide Registration Codes

**Ticket count:** 2

**Article:** Voucher code for a one-day ticket

After verification and completion, the codes will be sent to you by e-mail or you can use the download function to send them to your customers.



### Summary

✓ **Done!** The registration is now in progress. Depending on the size of the campaign this can take several minutes. Once your document is ready, an e-mail will be sent to [ticketcenter@nuernbergmesse.de](mailto:ticketcenter@nuernbergmesse.de) with the file containing the registration codes attached. It will also be available to download [here](#).



Voucher monitoring

**Invitation management**  
Order your vouchers here and then directly invite your clients to visit the event.

 **230,813**  
TOTAL VOUCHER QUOTA

 **804**  
CLIENTS INVITED

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 **Order vouchers**  
Order your vouchers

 **Invite clients**  
Invite your clients to the event

 **Voucher monitoring**  
Search for clients, tickets and vouchers

 **Voucher quotas**  
View details about your voucher quotas

 In the voucher monitoring you can see in real time whether your invitation campaign was successful and whether your customers have already registered.

Overview → Invitation management → Clients invited

Search  Contains

Kanbanname  IsEqualTo

				Mx.	John	Doe	Test
				Mx.	John	Doe	Test
				Mx.	John	Doe	Test

 You can also search directly for your customer. Not registered yet? Then you can send the invitation again.