



MESSE  
MÜNCHEN

# USER GUIDE

## EXHIBITOR ONLINE APPLICATION

World's Leading Trade Fair with Congress  
for Photonics Components, Systems and Applications

[world-of-photonics.com](http://world-of-photonics.com)

**LASER** World of **PHOTONICS** 

# User Guide



## **Simply convenient: Apply as an exhibitor with Messe München account**

Whether you already have a Messe München account or apply as an exhibitor for the first time and thereby open your account: Our User Guide takes you through the new application process for exhibitors making it quick and easy.

Your personal Messe München account provides many benefits: It is very easy for you to create and view your applications as a main exhibitor or co-exhibitor. If you are a main exhibitor and have stand partners, your account also gives you an overview of all registered co-exhibitors.



# Apply as a main exhibitor

## Step 1: New registration or log in

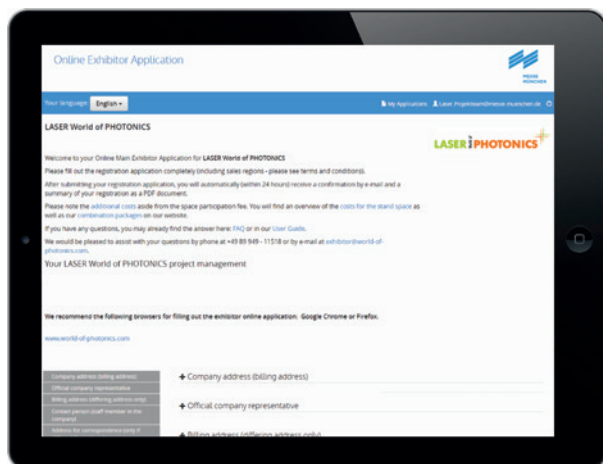
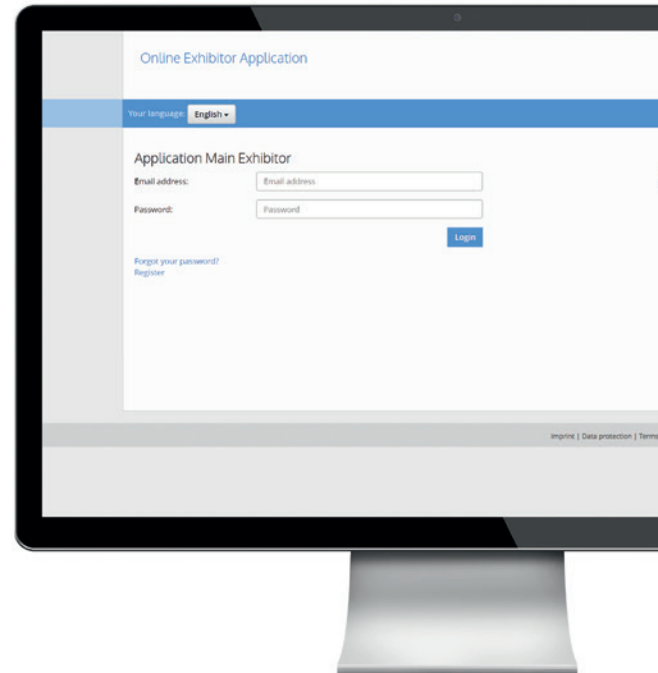
You have two possibilities:

- ▶ You can register for the first time by entering an email address and a password and clicking **“Register”**.
- ▶ You log in with your Messe München account by entering your existing access details (email address and password of the LASER World of PHOTONICS Exhibitor Shop).

You don't remember your password?  
Just click **“Forgot password”**.

You have lost your access details?  
Please make a new registration.

**Important:** A new registration is also required, if the contact for the trade fair organization has changed in your company.



## Step 2: Application

As soon as you have made a successful new registration or logged in, you can apply for LASER World of PHOTONICS. When you have filled out all the fields, please finish your application by clicking **“Create”**.

- ▶ Now you see an overview of all your details again. You can check your application, **“Edit”** or **“Delete”** it.
- ▶ If everything is correct, please click **“Send application”**. After that you will get an email with a pdf of your application confirming receipt of your application.



# Apply as a main exhibitor

## Step 3: Use further options

A page appears confirming receipt of your application. Now you have two options, you can:

- ▶ register additional stands.  
This is very quick, your details have already been entered.
- ▶ invite co-exhibitors to apply (details see Infobox).

By clicking **“Applications”** you can also view your applications – as well as those of any co-exhibitors.

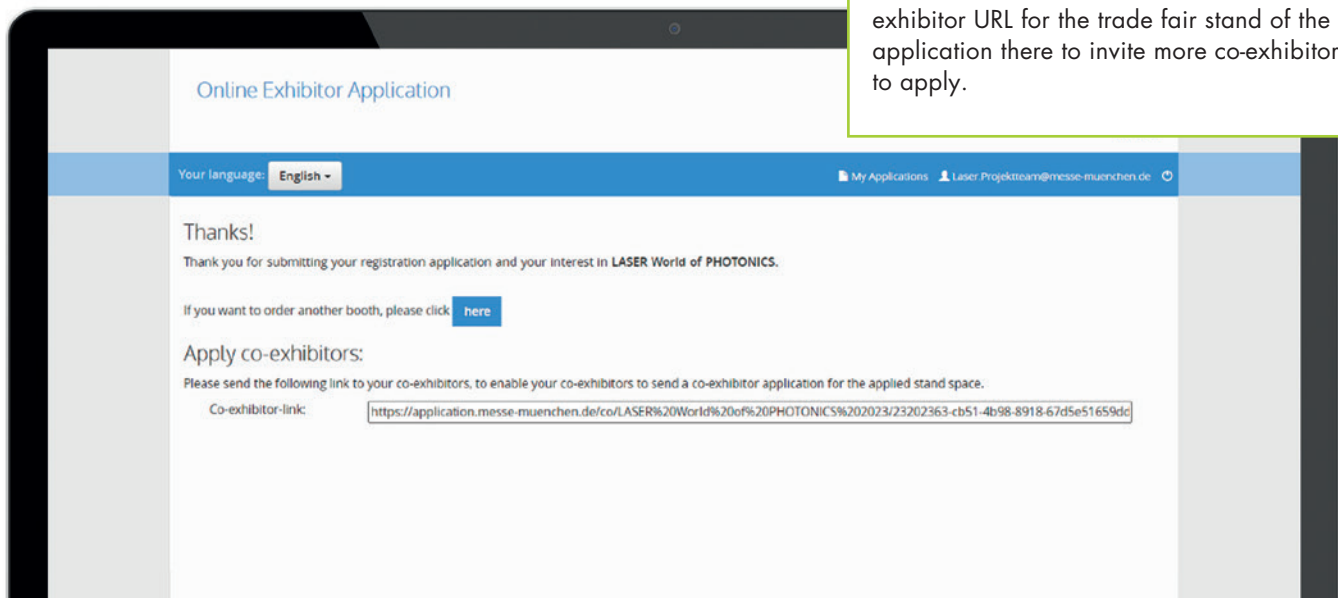
**Easy to use:** With your access details you will also have access to this overview under **“Applications”** at any time later.

### THIS IS HOW YOU INVITE CO-EXHIBITORS TO APPLY FOR YOUR STAND:

As soon as your application as a main exhibitor has been completed, you can invite co-exhibitors to apply at any time.

For your co-exhibitors to be able to apply, please send the co-exhibitor URS to your planned co-exhibitors.

**Tip for the co-exhibitor URL:** You can log in to your Messe München account at any time: Under **“Application”** you find an overview of the applications sent per stand space. For each stand you can view the list of all co-exhibitor applications sent under **“Co-exhibitors”**. You also find the co-exhibitor URL for the trade fair stand of the application there to invite more co-exhibitors to apply.



# Log in as a co-exhibitor

## Step 1: New registration or log in

There are two special features to note for co-exhibitors when they **first** log in/register. Your main exhibitor will send you a link ("**co-exhibitor URL**") for your application as a co-exhibitor, please use it.

Please just follow the steps in the application, as they are described for main exhibitors under Step 1 "**New registration or log in**".

**Important:** Your personal access details for your Messe München account apply to all applications and registrations (e.g. the Exhibitor Shop) for future Messe München events. Therefore, ensure their safe-keeping.



## Step 2: Application

As soon as you have made a successful new registration or logged in with your known access details, you can apply for LASER World of PHOTONICS. Again you proceed as described for main exhibitors. Fields concerning the main exhibitor are already filled out. So you just have to enter and check your details.

After you have clicked "**Send application**", you will get an email confirming receipt of your co-exhibitor application including a PDF of your application.

## Step 3: Complete application

As soon as you have clicked "**Send application**", the final page of the online co-exhibitor application will pop up. You have completed your application!

# Useful to know

With your email address and your password you always have access to your Messe München account. Here you can see your existing applications and add more.

## Contact

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