

THE HEARTBEAT OF OUR INDUSTRY

bauma, Munich, October 24-30, 2022



USER GUIDE

Ordering exhibitor passes
and visitor vouchers

33rd Edition of the World's Leading Trade Fair for Construction Machinery, Building Material Machines, Mining Machines, Construction Vehicles and Construction Equipment.

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User Guide



Exhibitor passes and vouchers

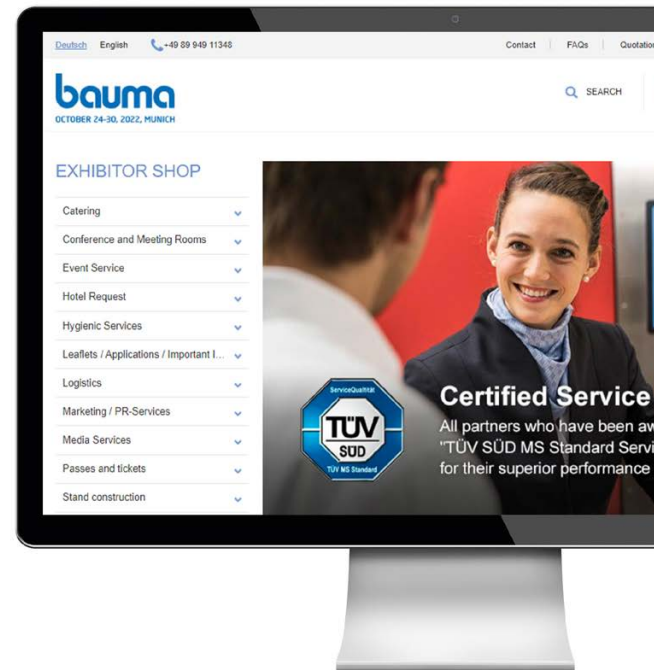
You want to invite customers to the trade fair and assign exhibitor passes to your staff? Messe München's new ticket system makes this an easy job. And it helps you keep the overview of all vouchers and exhibitor passes you ordered. This user guide provides information on the most important steps.

How to order exhibitor passes and vouchers

Step 1: Logging in to the Exhibitor Shop

First, log in to bauma's Exhibitor Shop, using the access data of your Messe München account. When exhibiting at bauma for the first time, you will receive your initial login data via e-mail. Under **Passes and tickets**, you will find the sections **Exhibitor passes** and **Vouchers**.

Our tip: When ordering exhibitor passes and vouchers, please make sure to also select the booth you are ordering for.

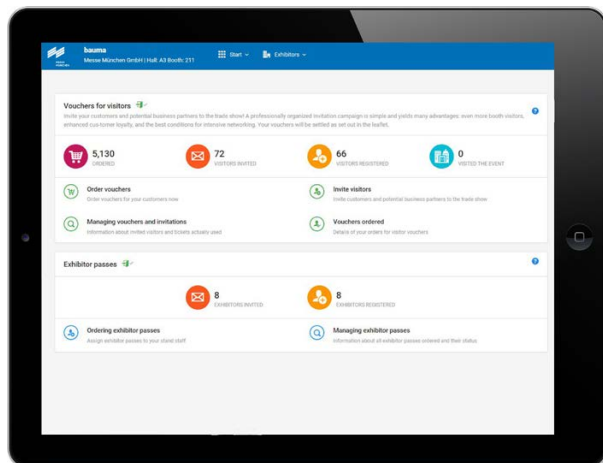


Step 2: Using the ticketing system

The ticket system offers the following features:

- **order** exhibitor passes and vouchers
- **enter** the required personal data of your customers or employees or simply **upload** them as Excel file
- **view all information** on your exhibitor passes and vouchers at any time. You can for example see which vouchers have been redeemed and which tickets have been used for a trade show visit.

As soon as they have personalized their tickets, the tickets are sent by e-mail as **Mobile Ticket** and Print@home ticket. The Mobile Ticket for smartphones and tablet computers allows you and your customers to access the show without printing the ticket.

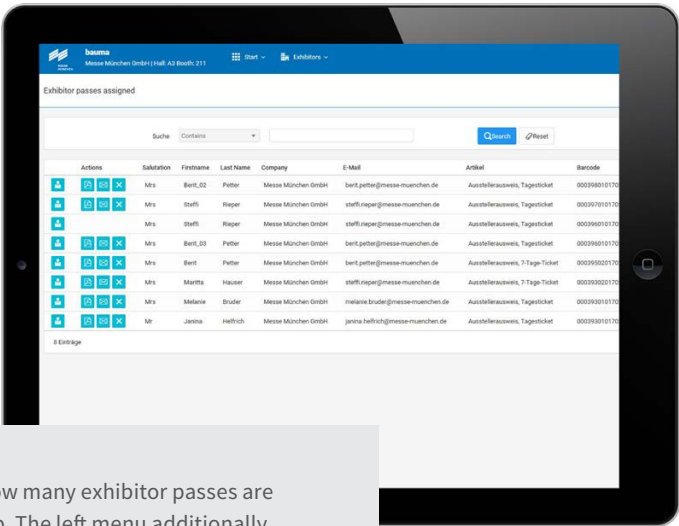


How to order exhibitor passes

In the **Exhibitor passes** section, you can order passes for yourself and your staff members and view the status of your passes.

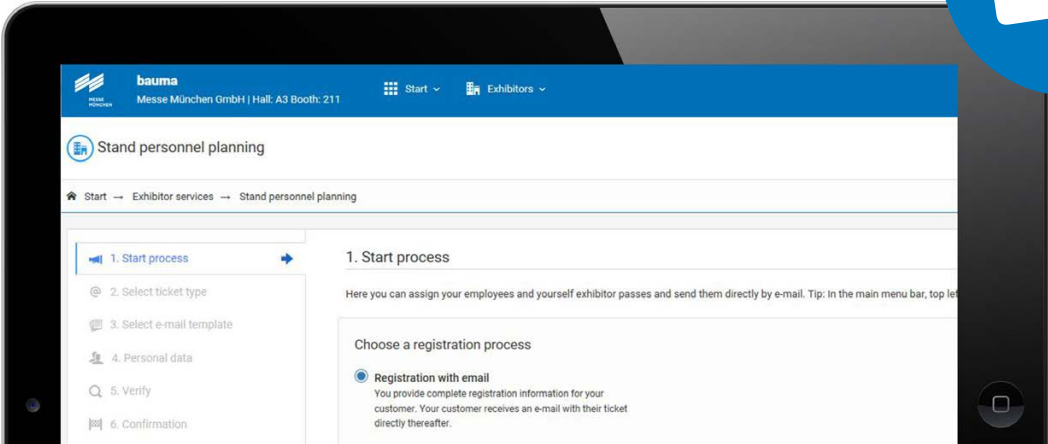
You can select from the following menu items:

- **Ordering exhibitor passes:** Here you can create passes for yourself and your employees.
- **Managing exhibitor passes:** Here you can retrieve information on the status of the exhibitor passes of your staff. Additionally, you can resend the e-mails with the exhibitor pass, download or disable already registered passes.
- **Additional service for you:** The system features a search function and various filters. To make the work as easy and convenient as possible for you, the overview list can be downloaded as PDF, CSV or Excel file.



Our tip:

In the upper left of the blue main menu bar, you can see how many exhibitor passes are available free of charge for the booth selected in the Exhibitor Shop. The left menu additionally shows you which step you are currently working on. To go back to the overview page, please click on the Messe München logo in the top left corner.

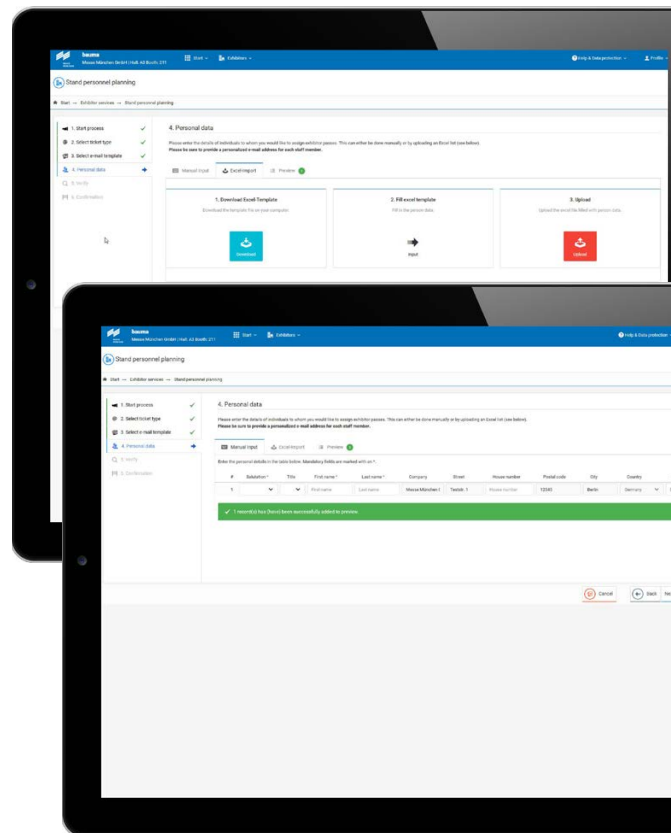


Open the menu item **Ordering exhibitor passes.**

1. **Start process:** Here you will learn everything about the registration process and get to the ticket selection by clicking on **next step**.
2. **Select ticket type:** This step is automatically skipped, as you do not need to preselect tickets due to the new billing system for bauma 2022.
 - ! Tickets will be billed according to the number of days used.
3. **Select e-mail template:** With the e-mail template you can invite your employees. The e-mail comprises the exhibitor pass as Print@home ticket and as Mobile Ticket (Passbook/Wallet). Select the language (German or English) for the e-mail.
 - ! All e-mails for the current order will be sent in the language selected.
4. **Personal data:** Here you can enter the data of your staff members whom you want to assign exhibitor passes to. You can do this manually or by uploading an Excel list. Please make sure to specify a personalized e-mail address for every staff member. The employees will receive their exhibitor pass directly via e-mail and can use the Mobile Ticket for admission.
5. **Verify:** You can verify your information including the language setting for the e-mails. Everything is correct? Then click **Complete order** and your exhibitor passes are sent immediately.

If not, please use the options at the bottom of the window to cancel the process and make corrections.
6. **Confirmation:** Here you can see that the e-mails have been sent to your employees.
7. **Dispatch:** The sending e-mail address is ticketing@messe-muenchen.de.
 - ! Please forward this address to your IT department to make sure that your employees receive the exhibitor passes.

Our tip: When entering data manually, please click on **Add entries** to accept the data entered.



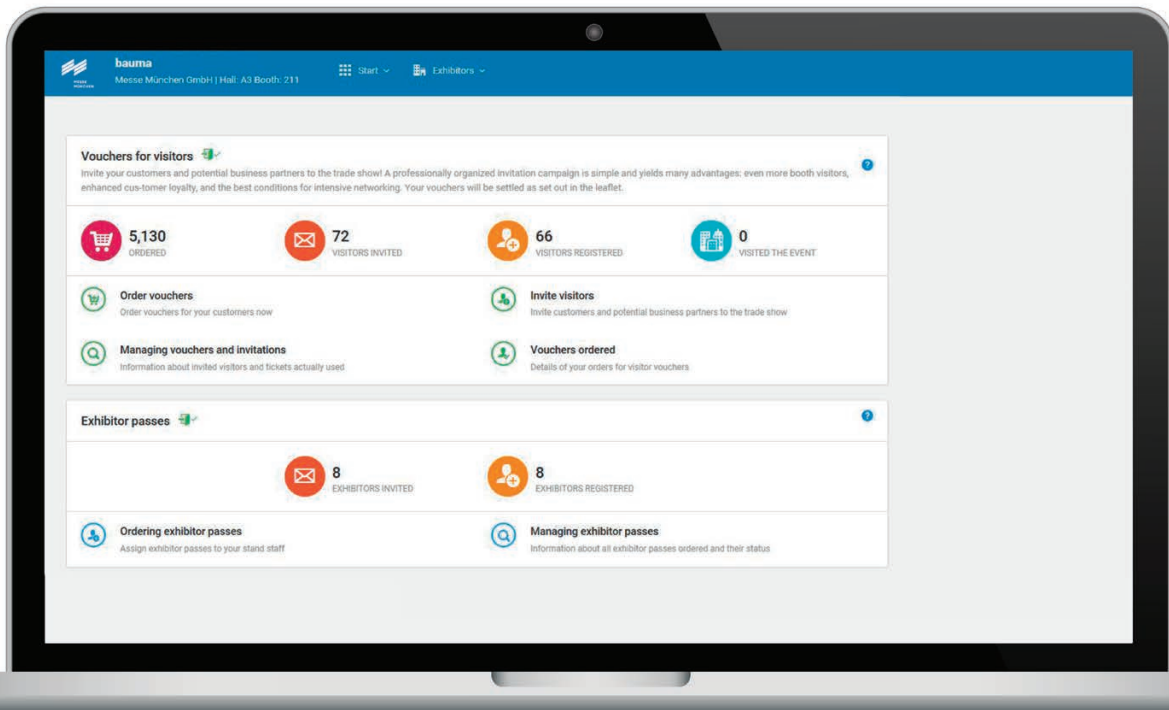
How to invite clients to the trade fair

Invite customers and potential business partners to the exhibition! A professionally organized invitation campaign offers many advantages: even more visitors to the booth, enhanced customer retention and the best conditions for intensive networking. You can order vouchers, invite visitors and manage your invitations.

The overview will tell you at any time before, during and after the event, who already redeemed and used your voucher.

The following menu items are available:

- **Order vouchers:** Order vouchers for your customers now.
- **Invite visitors or download the online vouchers as an Excel file:** Use the campaigns to invite your clients, separate, clearly structure and manage different target groups.
- **Managing vouchers and invitations:** Here you will find a summary of all customers you invited via the campaign tool as well as of the vouchers that have been redeemed online and that have been used for admission.
 - ! Use the export function and download the data as Excel, PDF or CSV file. Thus, you can easily process all information for evaluation purposes.
- **Vouchers ordered:** List of ordered vouchers.



Step 1: Ordering vouchers for your customers

In this menu, you can order the required number of vouchers.

You can also send the online voucher numbers in a print mailing.

Important! Please inform your clients that they only can redeem their vouchers online at bauma.de/tickets/en.

There is no possibility to redeem vouchers on site at the trade fair.

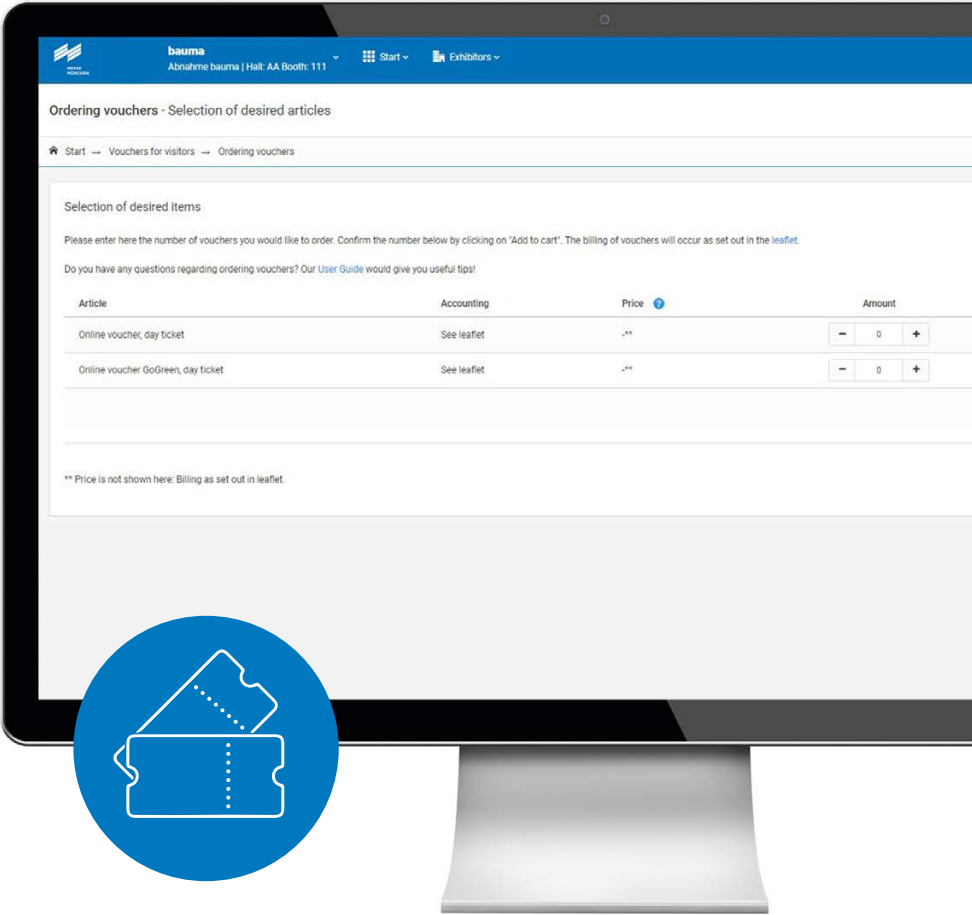
This is only possible online.

! You will only be charged for vouchers that have been used for admission to the trade show. Please refer to the leaflet for information on the prices.

Ordering online vouchers:

Enter the desired quantity in the field **Amount**. Then, select the shipping information and enter the e-mail address which your order shall be sent to. Check your data and complete your order. Afterwards, you will receive an e-mail with an Excel file which contains the online voucher numbers and links.


! Use the online voucher links for your e-mail invitations. With this link your customers can register directly without having to enter the voucher number manually.




Step 2: Inviting visitors

Open the menu item **Invite visitors or download the online vouchers as an Excel file**.

At the bottom of the respective windows, you will find different options to manage the process.

- 1. Start process:** Use campaigns to invite your customers and to separate, clearly structure and conveniently manage different target groups. You can start a new campaign (**New campaign**) or use an existing (**Use existing campaign**).
 Use clear campaign names. The name will also appear in the overview of invited visitors and facilitates the evaluation.
- 2. Select campaign type:** Here you can decide whether you want to invite your visitors by email or receive the online vouchers as an Excel file.

Campaign type: invitation by e-mail

- 1. Select ticket type:** Here you can see the number of your ordered vouchers.
- 2. Select e-mail template:** With the e-mail template you can invite your clients. The e-mail will contain a link which your customers can use to register their ticket. **Select the language** (German or English) for the e-mail. **All** e-mails for the current campaign will be sent in the **language selected**.
Important! Please inform your clients that they need to register their vouchers online at bauma.de/tickets/en.
Online vouchers cannot be redeemed at the entrance.
- 3. Personal data:** Enter the data of your clients you want to invite. You can do this manually or by uploading an Excel list.
 Please make sure to specify a personalized e-mail address for every person in this campaign. This is the only way your clients can receive the ticket directly via e-mail and use the Mobile Ticket.
- 4. Verify:** You can verify your information including the language setting for the e-mails. Everything is correct? Then click **Complete order** and the e-mail with the voucher is sent immediately. If not, please use the option at the bottom to cancel the process and correct the entries.

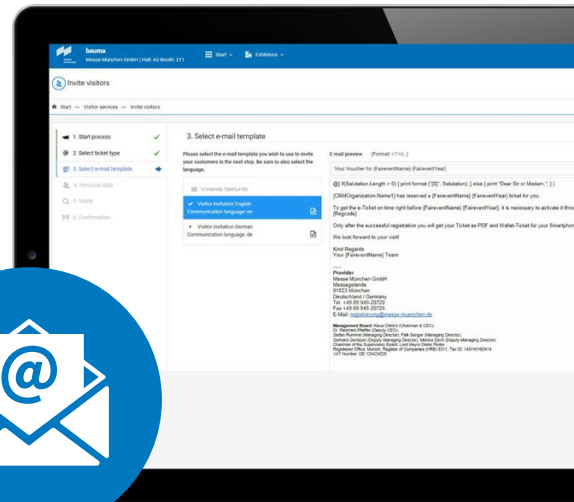
- 5. Confirmation:** The vouchers have been sent to the invited people via e-mail.

Campaign type: Online vouchers as Excel file

- 1. Select ticket type:** Here you will first see all the online voucher orders you have made so far. Now select the voucher quota from which you would like to invite your customers.
- 2. Select the desired quantity of tickets.**
- 3. Check entries:** You can make a final check of your entries. If everything is correct, click on **Complete Order** and the e-mail with the voucher will be sent immediately. Otherwise, please use the options below to cancel the process or correct your information.
- 4. Finalize order:** Please download your online vouchers as an Excel file.

Our tip: Use the **Create campaign** service under **Invite visitors** to send and manage your vouchers in an easy and clear way. Thanks to the campaigns, you can send the vouchers to your clients directly from the ordering system and see at any time who registered and redeemed her/his ticket.

! After having placed the order, you will receive the online voucher numbers and online voucher links in an Excel file via e-mail. You can also send the vouchers to your customers as part of an own e-mailing campaign. Please mark the used voucher numbers to avoid double usage.



Step 3: Managing vouchers and invitations

Here you can retrieve information on the status of the vouchers of your clients. Additionally, you can resend invitation e-mails and download or disable registered tickets.

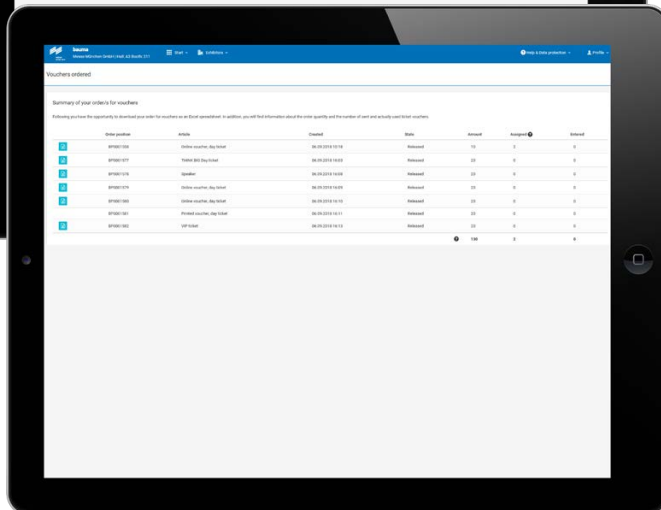
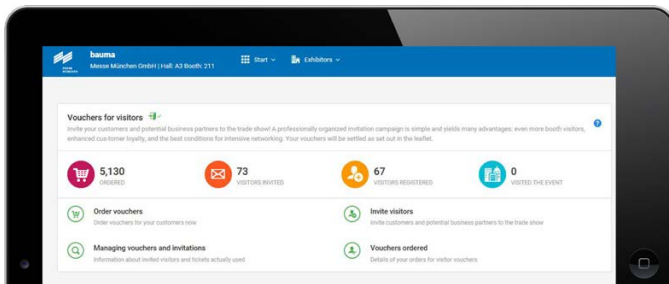
! If you have sent online vouchers to customers without using the ordering system, you will only see these vouchers in the overview as soon as the clients registered them online.

Vouchers ordered

See all your voucher orders at a glance. You can also download this list as Excel spreadsheet. Additionally, you will get information on the order quantity as well as on the number of sent (via the system) and actually used ticket vouchers.

Here you also have the opportunity to again download the Excel list with online voucher numbers and online voucher link that you received via e-mail after ordering.

! You can find the download option in the blue bar at the top of the screen under Exhibitor > Download overview.



The three bauma voucher options

1. Sending online vouchers via the ticket system

Effective invitation management

The easiest and most uncomplicated way to invite customers to bauma 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**.

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.

Maximum advantages at minimum effort:

- 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**.

Contact

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