



User Guide

Exhibitor Passes and
Ticket Vouchers for Visitors



analytica

User Guide

Exhibitor passes and tickets

Inviting customers to the trade show and assigning exhibitor passes to your stand staff: The 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 outlines the most important steps.



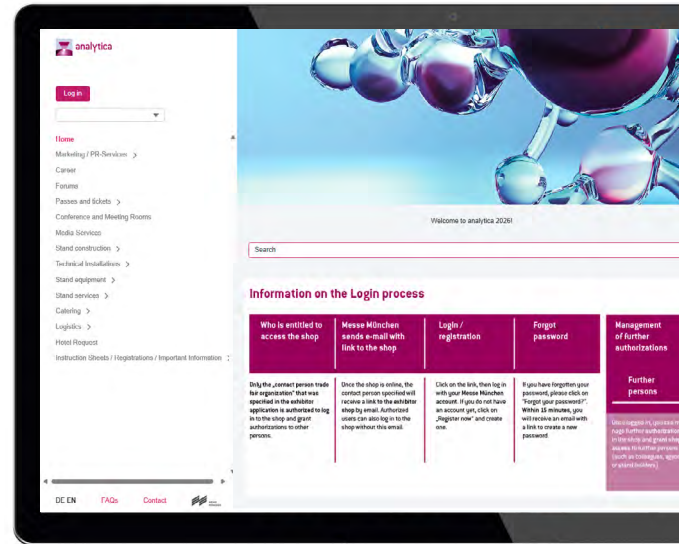
How to order exhibitor passes

Step 1: Signing in to the Exhibitor Shop

First, please sign in to the analytica 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.

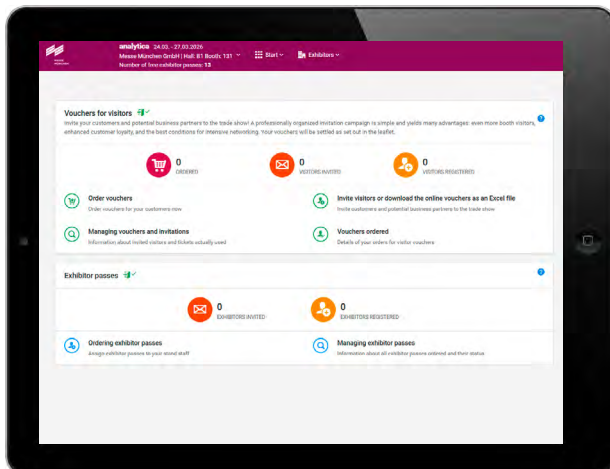


Step 2: Using the ticketing system

In the 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 **mobile ticket** for smartphone and tablet or the **Print@home-Ticket**.



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.

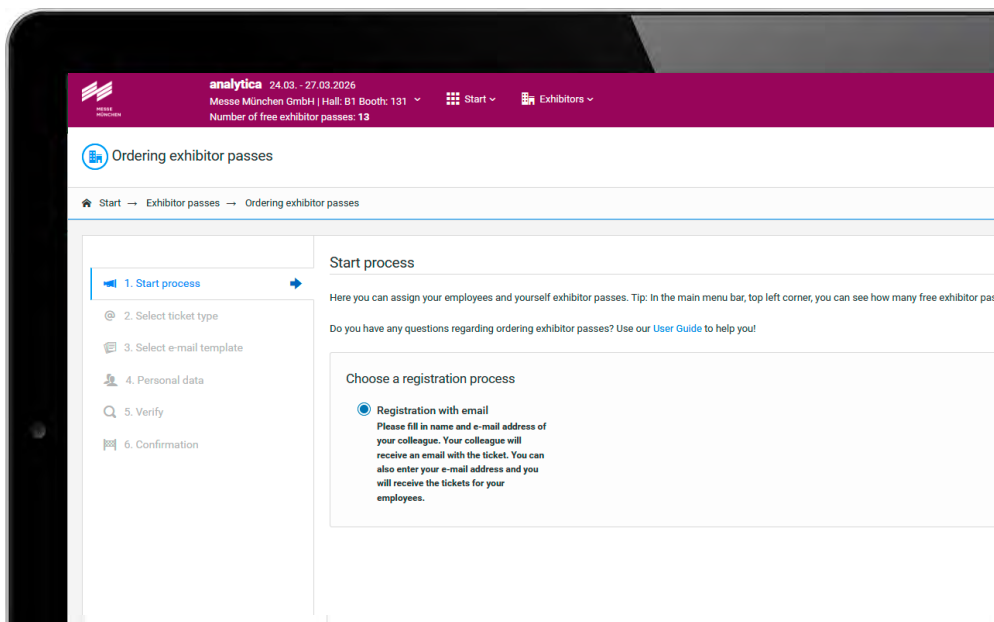
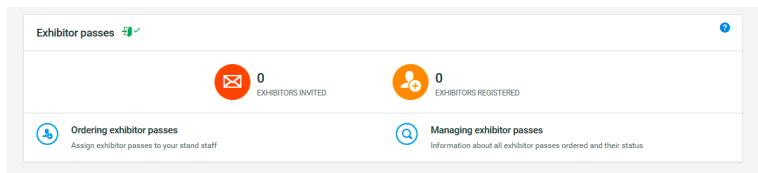
The following menu items are available for selection:

Order exhibitor passes: Here you can assign exhibitor passes to yourself and your stand staff.

Managing exhibitor passes: Here you will find information about the status of exhibitor passes of your team members. In addition, you can resend e-mails, download or disable registered passes.

Tip:

In the top left-hand corner of the violet 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.



How to order exhibitor passes

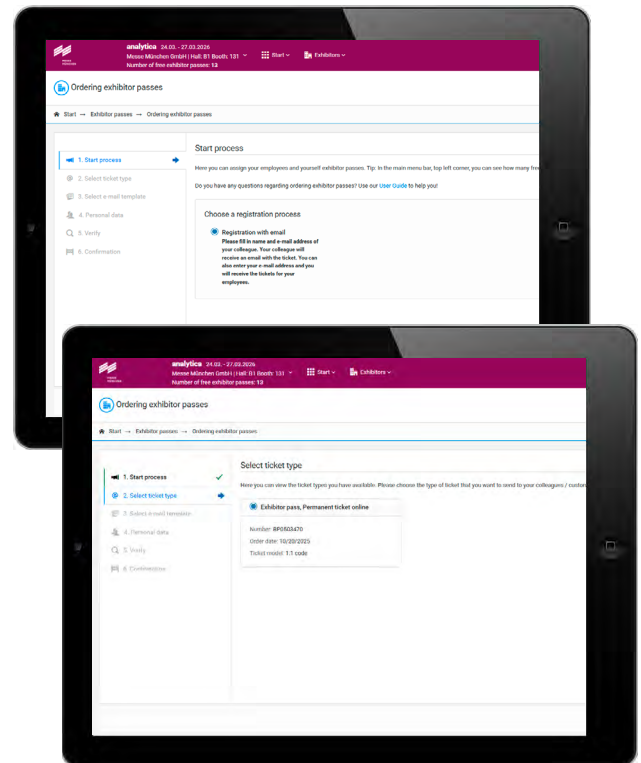
Open the menu item “Order exhibitor passes.”

1. **Start process:** You will now be given information about the order process and be guided to e-mail template via “**Next step**.”
2. **Select e-mail template:** Here you will find the e-mail template you can use to invite your staff: Be sure to also **select the language:** you can send the e-mail in German or English. In the context of your current order, **all** e-mails will be sent in the language you have selected.
3. **Personal data:** In this menu, you enter data of your colleagues to whom you want to assign exhibitor passes. This can be done either manually or by uploading an Excel list.
4. **Verify:** You can check all your input again, including the language settings for e-mail communications. 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:** In this view you can see that the e-mails have been sent to your team members.

Please note: Each employee requires his or her own exhibitor pass.

Important:

Please click on “Add entries” to accept the data you have entered.

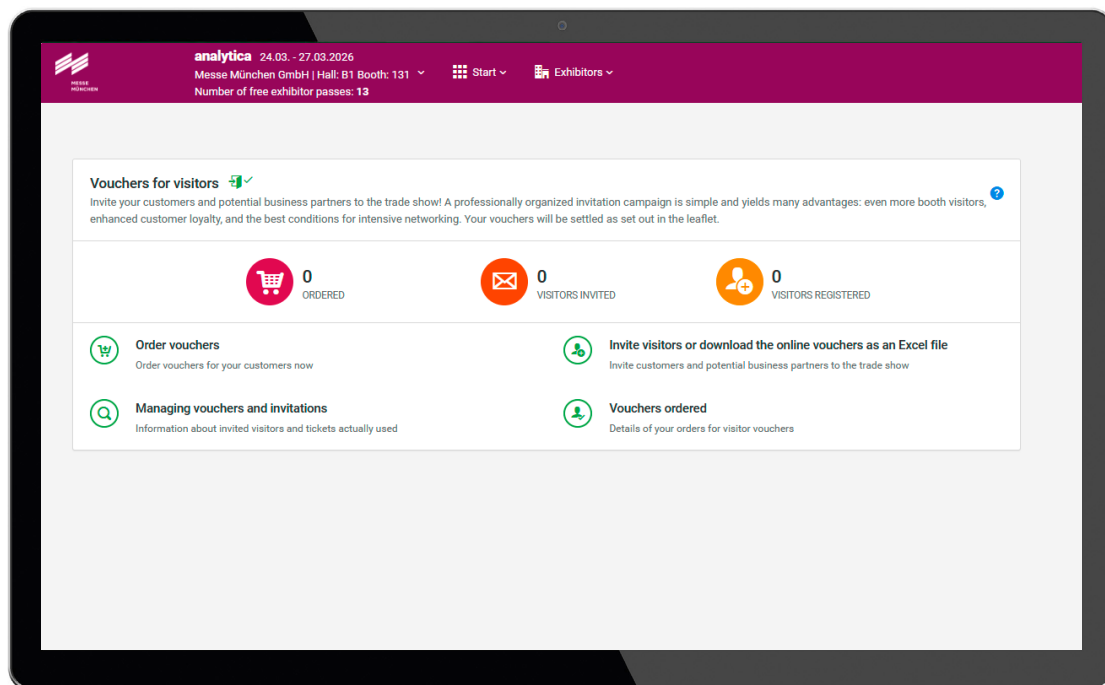


Visitor ticket vouchers

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.

The following menu items are available for selection:

- **Order vouchers:** Order vouchers for your customers now
- **Invite visitors or download the online vouchers as an Excel file:** 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.
The billing will occur as set out in the leaflet.

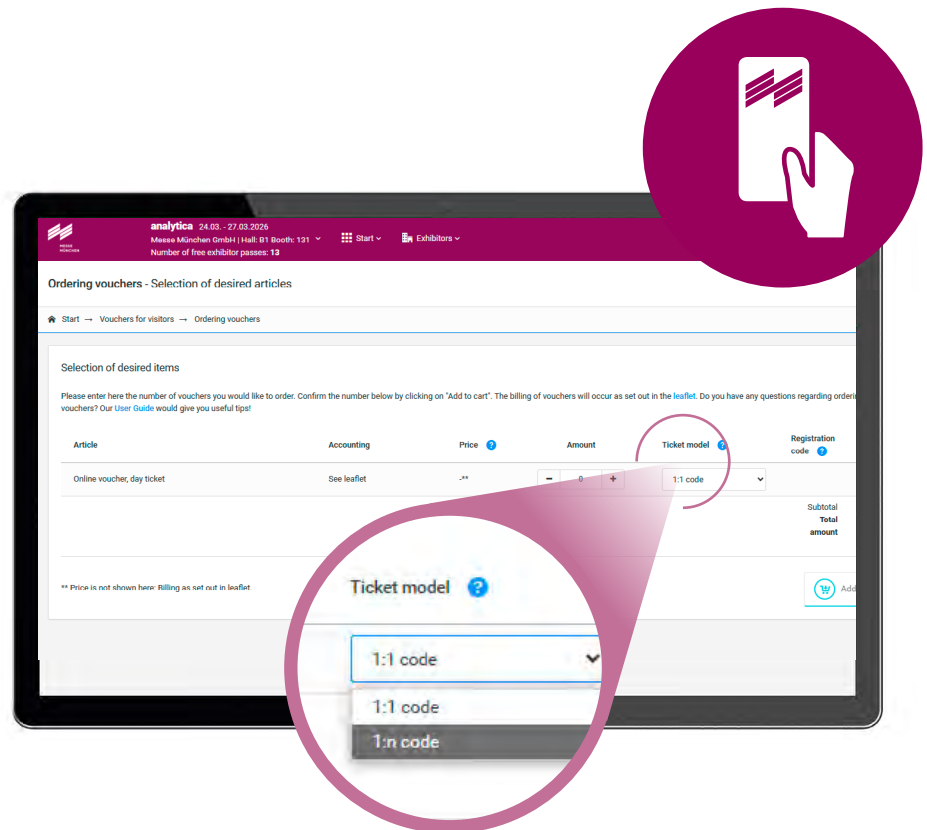
Next, select the desired shipping information and enter
here to which e-mail address you want your order to be sent.
Complete your order after verifying your input data.

Info on ticket codes:

In the "Ticket model" section,
you can choose between the 1:1
and 1:n variants.

With the 1:1 model, a voucher
code can be redeemed once for
a single ticket.

In the 1:n model, on the other
hand, a single code can be used
for multiple tickets—the quantity
ordered specifies how many
times the 1:n voucher can be
redeemed in total.
If you have selected the 1:n ticket
model, you can assign your
own code here, which can be
redeemed in the ticket shop.



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, 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 campaign type:** Select whether you want to invite your visitors by e-mail or receive the online vouchers as an Excel file.

Campaign type: e-mail invitation

1. **Select ticket type:** View here the type and respective amounts of tickets you have ordered.
2. **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**.
3. **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.

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:** The vouchers have been sent by e-mail to the persons you invited.

Campaign type: online vouchers as Excel file

1. **Select ticket type:** View here the type and respective amounts of tickets you have ordered.
2. **Select the desired quantity of tickets.**
3. **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.
4. **Complete your order:** Please download your online vouchers as an Excel file.

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 or download the online vouchers as an Excel-file”. 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.

Here you will find information about the status of ticket vouchers sent to your customers. In addition, you can resend e-mail invitations and download registered tickets.

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 amount 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.

analytica 24.03. - 27.03.2026
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Start ▾ Exhibitors ▾

Invite visitors

Start → Vouchers for visitors → Invite visitors

1. Start process ✓

2. Select ticket type ✓

3. Select e-mail template ✓

4. Personal data ➔

5. Verify

6. Confirmation

Personal data

Please enter the details of customers you would like to invite as visitors. This can either be done manually or by uploading an Excel list (see below). **person listed in this campaign requires their personalized e-mail address!**

Manual Input

Excel-Import

#	Salutation *	Title	First name *	Last name *	Company	Street
1	▼	▼				

The voucher options

1. Sending online vouchers via the ticket system

Effective invitation management

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

Branding of online vouchers

Present your company throughout your guests' entire ticketing journey:

With Messe München's branding package, you can design the ticket shop, ticket media, and turnstile entry with your own individual design. This ensures a professional brand presence—from booking to entering the exhibition grounds.

How to order the branding package:

You can book this under the "Branding Package" section to increase the visibility of your brand.

Select the desired offer. Add the items to your shopping cart via "Add to cart" and complete the booking via "Proceed to checkout."

Branding Package

**Book branding packages**
Order branding packages to increase your brand's visibility

**Manage branding package**
Here you can upload your files

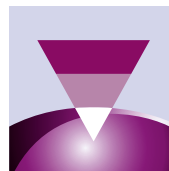


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