

**Tutorial**

# **Exhibitor Ticket Portal**

**Frankfurter Buchmesse 2024**



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# Registration in the Exhibitor Ticket Portal

# Registration in the Exhibitor Ticket Portal



## Register

Register a Messe-Login to be able to use all trade fair services.  
Registration is free.

Register now



**NEW in 2024:** You register with Messe Frankfurt to retrieve your tickets for Frankfurter Buchmesse in the Exhibitor Ticket Portal.


For registration please use the e-mail address provided as ticket manager under "04 Exhibitor passes and other tickets" on the stand registration form.



# Creating Exhibitor Passes

# NEW: Creating Exhibitor Passes



**FRANKFURTER  
BUCHMESSE**

Zentrum Wort - Fr...  
Hall 4.1, F21

16. - 20.10.24  
Frankfurt am Main

Overview **Exhibitor Passes** Trade Visitor Tickets Private Visitor Tickets Set-up and dismantling pass...

### Exhibitor Passes <sup>i</sup>

[> Show issued tickets](#)

You have issued **0** Exhibitor Pass(es).

Please note: If required, each ticket manager also needs to create an Exhibitor Pass for himself or herself.

[Terms and conditions of ordering, prices, GTC](#)

0 Issued

0 Used


### Trade Visitor Tickets <sup>i</sup>

[> Show your invitations](#)

[Terms and conditions of ordering, prices, GTC](#)

Total issued tickets		
Trade visitor 5-day ticket € 159.00	0	
Trade visitor day ticket € 89.00	0	
.	0	

**ISSUE EXHIBITOR PASSES**



NEW: As a ticket manager, you can create Exhibitor Passes for yourself and your team directly in the portal.

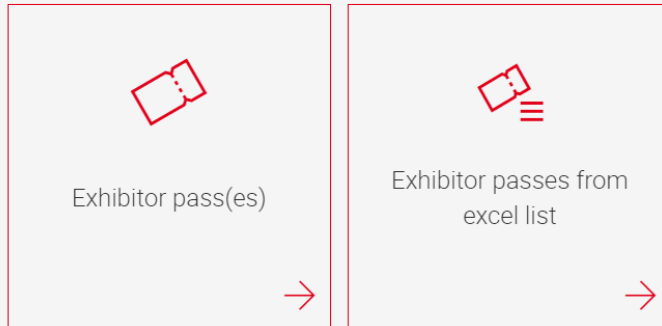
To do this, click on "Issue Exhibitor Passes".

# NEW: Creating Exhibitor Passes



## How would you like to create exhibitor passes?

You can create exhibitor passes online and print them directly or send them by e-mail. You can create them single as well as in large numbers.



Messe Frankfurt Exhibition GmbH collects and processes the data you provide here to process your ticket request on behalf of Frankfurter Buchmesse GmbH. Please find further information in the [Privacy Policy](#).

Select how you would like to create the Exhibitor Passes:

- You can create the passes individually.
- Or you can enter the ticket users' data in an Excel list and upload it. This allows you to easily create several passes at once.

# NEW: Creating Exhibitor Passes



Create a new ticket.

Title ▼

Title × ▼

First name

Last name

Zentrum Wort - Frankfurter Buchmesse

Germany ▼

E-mail address of ticket holder

Please select if you wish to have your ticket sent per e-mail. It will be sent to the e-mail address of the ticket holder.

**TICKET PREVIEW + NEXT**

To create the exhibitor passes individually, click on "Exhibitor pass(es)".


Then enter the required details and click on "Ticket preview ticket + next".

If the ticket is also to be sent to the person for whom you are creating it, please tick the corresponding box.



# NEW: Creating Exhibitor Passes



 **FRANKFURTER BUCHMESSE**  
Kartenproduktion ...  
Hall 1.1, A1  
16. - 20.10.24  
Frankfurt am Main  
Overview Exhibitor Passes Trade Visitor Tickets Private Visitor Tickets Set-up and dismantling pas...




## Exhibitor Passes ⓘ

(14.10. until 21.10.2024)

You have issued 17 exhibitor pass(es).

 ISSUE EXHIBITOR PASSES

If you have not received the ticket by e-mail, you can download it from the Exhibitor Ticket Portal under "Exhibitor Passes", print it out or send it on.

<input type="checkbox"/>	Name	Company	Ticket no.	Creation type	Type	Created	E-Mail	Used	Status	Download
<input type="checkbox"/>	Ms. Marie Muster	Kartenproduktion V-22	1 7955 9429 0384		Exhibitor Pass € 89.00	06/27/2024 04:28 PM			✓	 





# Creating and sending ticket codes and ticket links

**For trade and private visitor tickets**

# Creating ticket codes and ticket links

## For trade and private visitor tickets



The screenshot shows the top navigation bar of the Frankfurt Book Fair Exhibitor Ticket Portal. It features the logo 'FRANKFURTER BUCHMESSE' on the left. In the center, there is a dropdown menu for 'Zentrum Wort - Fr...' with 'Hall 4.1, F21' selected and an edit icon. On the right, the dates '16. - 20.10.24' and the location 'Frankfurt am Main' are displayed. Below the main bar is a secondary navigation bar with five buttons: 'Overview', 'Exhibitor Passes', 'Trade Visitor Tickets', 'Private Visitor Tickets', and 'Set-up and dismantling pas...'. Two red arrows point upwards from the 'Trade Visitor Tickets' and 'Private Visitor Tickets' buttons.

Please select in the Exhibitor Ticket Portal whether you would like to create ticket codes for trade visitors or private visitors.

A red rectangular button with a white person icon on the left and the text 'INVITE CUSTOMERS' in white capital letters on the right. A red arrow points upwards from the bottom center of the button.

Then click on "Invite customers".

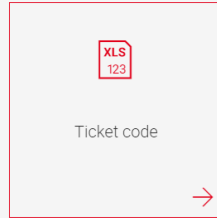


# Creating ticket codes and ticket links

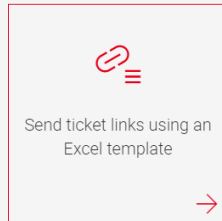
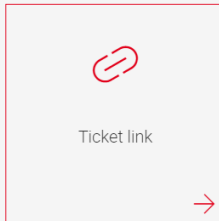
## For trade and private visitor tickets

How would you like to invite your customers or guests?

Would you like to send the ticket code yourself?



Would you like us to take care of it for you?



You can now choose whether you want to use **ticket links** or **ticket codes**.

**Ticket links** are sent directly to the contacts you have entered by e-mail.

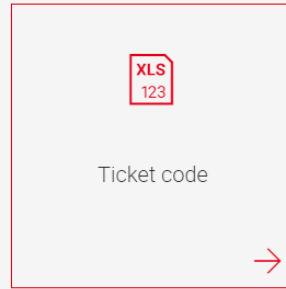
**Ticket codes** are sent to you only in an Excel file. You can then distribute them individually or redeem them yourself.

To send a large number of ticket links, you can also upload an Excel file with the e-mail addresses of the recipients.

# Sending **ticket link**

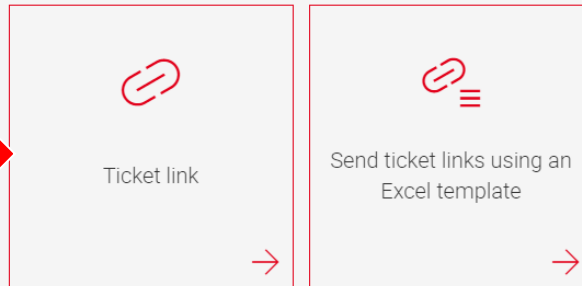


Would you like to send the ticket code yourself?



A rectangular form with a red border. At the top center is a small icon of a document with 'XLS' and '123' on it. Below the icon, the text 'Ticket code' is centered. In the bottom right corner, there is a red arrow pointing to the right.

Would you like us to take care of it for you?



Two side-by-side rectangular forms with red borders. The left form contains a red paperclip icon, the text 'Ticket link', and a red arrow pointing right in the bottom right corner. A large red arrow points from the left towards this form. The right form contains a red paperclip icon with three horizontal lines below it, the text 'Send ticket links using an Excel template', and a red arrow pointing right in the bottom right corner.

If you wish to send **individual ticket links** by e-mail, please click on "Ticket link".

# Sending ticket link



## Who would you like to invite to Frankfurter Buchmesse?

Please enter the e-mail address of the person whom you want to receive an e-mail in your name with a ticket link. The recipient can register in the ticket shop to redeem and print out their personalised ticket.

1

Enter the recipient's e-mail address. Click on "Next + send ticket link"

[Show e-mail preview](#)

2

The recipient will receive an e-mail with a ticket link.

3

The recipient registers and downloads his or her ticket independently.

Trade visitor 5-day ticket € 159.00

Trade visitor day ticket € 89.00

E-Mail address



[+ ADD E-MAIL ADDRESS](#)

[NEXT + SEND TICKET LINK](#)

Choose between a day or 5-day ticket.

Please enter the **e-mail address** to which the ticket link is to be sent.

You can also enter additional e-mail addresses.

Each person you invite will receive an e-mail with their personal ticket link, which will take them to the Frankfurter Buchmesse 2024 ticket shop.

There, the person registers and creates a personalised ticket.

# Sending ticket link



**FRANKFURTER  
BUCHMESSE**

Kartenproduktion ...  
Hall 1.1, A1

Trade Visitor Tickets

After the link has been sent, all tickets sent will be displayed in the "Trade visitor tickets" section.

## Trade Visitor Tickets ⓘ


You have issued 33 ticket(s).


<input type="checkbox"/>	Name	Company	Ticket no.	Creation type	Type	Created	E-Mail	Used	Status
<input type="checkbox"/>			1 7956 5189 1691		Trade visitor day ticket € 89...	06/28/2024 11:26 AM	yyy@buchmesse.de		
<input type="checkbox"/>			1 7956 5188 5989		Trade visitor day ticket € 89...	06/28/2024 11:26 AM	xxx@buchmesse.de		

# Ordering **ticket codes**




Would you like to send the ticket code yourself?







Ticket code




Would you like us to take care of it for you?




Ticket link





Send ticket links using an Excel template



If you want to send **ticket codes** yourself, please click on "Ticket code".



# Ordering **ticket codes**



## How many ticket codes would you like to send out?

The ticket codes you download can be sent by e-mail or given to your contacts by other means. The recipients must register and redeem their individualised codes themselves. Then they can print out their tickets. Here's how it works:

1

Please enter the number of ticket codes required below. Click on "Order now"

2

You will receive an e-mail with a download link for an Excel file containing the requested ticket codes.

3

You can include the ticket codes in a newsletter campaign, for example, or mail your customers individually.

Trade visitor 5-day ticket € 159.00

Trade visitor day ticket € 89.00

- 1 +

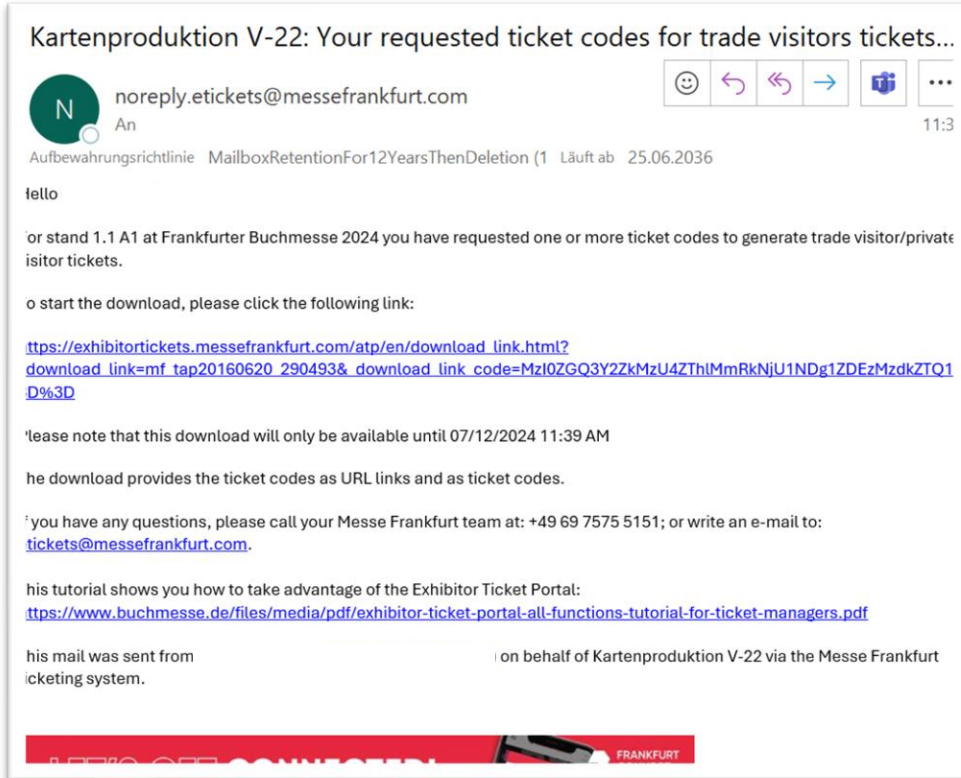
ORDER NOW



Choose between a day or 5-day ticket.

Specify **how many ticket codes** you would like to issue and click on "Order now".

# Ordering ticket codes



You will now receive a download link by e-mail. You can use this to call up an Excel table with the ticket codes.

Please note: The download is only available for up to two weeks after receiving the link!

If the deadline expires, you can copy the ticket codes from your overview in the Exhibitor Ticket Portal.

# Sending ticket link



 **FRANKFURTER BUCHMESSE**

Kartenproduktion ... Hall 1.1, A1 

Overview Exhibitor Passes **Trade Visitor Tickets** Private



Alternatively, you can copy the ticket codes from the overview in the Exhibitor Ticket Portal.

You can see the ticket codes created under Ticket no.

## Trade Visitor Tickets ⓘ

You have issued 33 ticket(s).

Show all tickets Action please select Entries 50

<input type="checkbox"/>	Name	Company	Ticket no.	Creation type	Type	Created	E-Mail	Used	Status
<input type="checkbox"/>	Mo test test	Buchmesse	1 7956 5185 3379		Trade visitor day ticket € 89...	06/27/2024 12:01 PM			✓
<input type="checkbox"/>			1 7956 5183 2783		Trade visitor day ticket € 89...	06/27/2024 12:01 PM			✉



# Sending Ticketcodes

## Please note:

- Each code can only be redeemed once. Therefore, please document exactly which codes you have forwarded.
- Your guests must register in the Frankfurter Buchmesse 2024 Ticket Shop in order to convert the codes into a valid ticket.
- There are two separate shops, please give your guests the correct link:

[Ticket Shop for trade visitors](#)

[Ticket Shop for private visitors](#)

- Detailed instructions on how to redeem the codes in the ticket shops can be found here:

[Tutorial "Ticket purchase and ticket code redemption for trade visitors"](#)

[Tutorial "Redeeming ticket codes for private visitors"](#)



# Free contingent and managing further tickets

As an exhibitor, you have usually received or ordered a free quota of exhibitor passes or other tickets.

How and where to see your contingent and how additional tickets are billed will be explained on the following pages.

# Free contingent



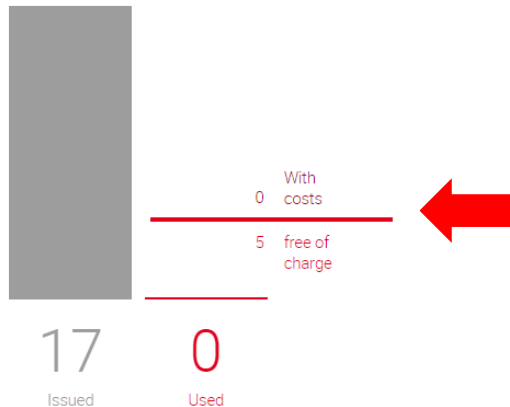
## Exhibitor Passes ⓘ

> [Show issued tickets](#)

You have issued **17 Exhibitor Pass(es)**.

Please note: If required, each ticket manager also needs to create an Exhibitor Pass for himself or herself.

[Terms and conditions of ordering, prices, GTC](#)



The statistics on the overview page show you the **Exhibitor Passes** issued and used as well as your free quota.

In the screenshot, 17 exhibitor passes have already been issued, i.e. personalised and created in the ticket portal.

This means that 12 exhibitor passes would be subject to a charge.

However, billing will only take place after the trade fair. Only the tickets that have actually been used to enter the book fair are taken into account.

### Example:

If 11 of the 17 tickets issued were used, this would mean that 5 of the 11 tickets used would be deducted as a free quota. You will receive an invoice for 6 additional exhibitor passes.

# Free contingent



## Trade Visitor Tickets (i)

> [Show your invitations](#)

[Terms and conditions of ordering, prices, GTC](#)

Total issued tickets

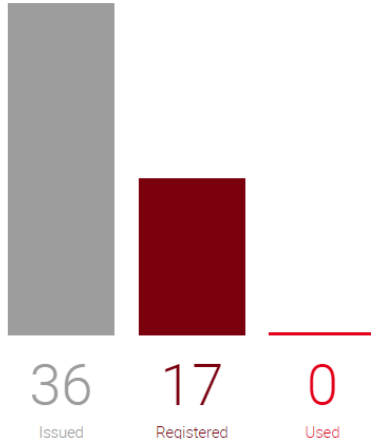
Trade visitor 5-day ticket € 159.00

13



Trade visitor day ticket € 89.00

23



The statistics on **Visitor Tickets** additionally show how many of the ticket codes or links issued have already been registered by the recipients, i.e. converted into valid tickets.

Here, too, you will only be charged after the book fair for the tickets actually used to enter the book fair.

If your stand booking already includes free tickets for trade visitors, or if you have ordered and paid for Ticket Bundles, this will be displayed when you mouse over the gift symbol.

You will only be invoiced after the book fair for tickets used in excess of this quota.





# Naming a representative

One e-mail address per exhibitor is stored as a Ticket Manager in the Exhibitor Ticket Portal.

The e-mail address was specified during stand registration under "04 Exhibitor passes and other tickets". You only have access to the Exhibitor Ticket Portal with this e-mail address.

In order to let several people use the Exhibitor Ticket Portal, the ticket manager must appoint representatives/proxies.

They can then perform the same tasks as the Ticket Manager.



# Naming a representative



Ticket Services for Exhibitors

English messe frankfurt

Max mann

**FRANKFURTER BUCHMESSE**

Kartenproduktion ...   
Hall 1.1, A1

16. - 20.10.24  
Frankfurt am Main

Overview Exhibitor Passes Trade Visitor Tickets Private Visitor Tickets Set-up and dismantling pas...

On the overview page for your stand, please click the “**edit** symbol” (pencil) in the top row of the page.

# Naming a representative



Ticket Services for Exhibitors



Max Mustermann

English



messe frankfurt



FRANKFURTER  
BUCHMESSE

Zentrum Wort - Fr...  
Hall 4.1, F21



16. - 20.10.24  
Frankfurt am Main

[< back to ticket management](#)

## Name representative

The following users are currently managing tickets for this stand:

Mr Max Mustermann



NAME REPRESENTATIVE



To name a **representative**,  
click on the "Name  
Representative" button.



# Naming a representative

Name representative

Form of address ▼

Title × ▼

First name

Last name

Company

E-Mail

**SEND INVITATION**

Fill in the required information and send the invitation.

# Naming a representative



## Name representative

The following users are currently managing tickets for this stand:

Mr Max Mustermann



Ms Maxine Test



To remove a representative, click the pencil icon again.

In the overview you can then remove any representatives by clicking on the × next to their name.



# Blocking tickets

# Blocking tickets



## Exhibitor Passes ⓘ

[> Show issued tickets](#)

You have issued **0 Exhibitor Pass(es)**.

Please note: If required, each ticket manager also needs to create an Exhibitor Pass for himself or herself.

[Terms and conditions of ordering, prices, GTC](#)

## Trade Visitor Tickets ⓘ

[> Show your invitations](#)

[Terms and conditions of ordering, prices, GTC](#)

Total issued tickets

Trade visitor 5-day ticket € 159.00 0

Trade visitor day ticket € 89.00 0

. 0

To block an exhibitor pass or a ticket link for visitors, please click on the corresponding tab in the overview.

# Blocking tickets



## Exhibitor Passes ⓘ


(14.10. until 21.10.2024)

You have issued 17 exhibitor pass(es).

 ISSUE EXHIBITOR PASSES

|  Q SEARCH


Click on the ticket you want to block.


<input type="checkbox"/>	Name	Company	Ticket no.	Creation type	Type	Created	E-Mail
<input type="checkbox"/>	Ms Marie Muster	Kartenproduktion V-22	1 7955 9429 0384		Exhibitor Pass € 89.00	06/27/2024 04:28 PM	



# Blocking tickets




 Ticket 1 7955 9429 0384

 FRANKFURTER  
BUCHMESSE

Marie  
**Muster**

Kartenproduktion V-22  
1.1 A1



**Name**  
Ms Marie Muster

**Company**  
Kartenproduktion V-22




**Hall/Stand**  
1.1 A1

**Ticket type**  
Exhibitor Pass € 89.00

**Ticket number**  
1 7955 9429 0384

**Created on / by**  
06/27/2024 / Ms

**Registered on / by**  
06/27/2024 / Ms

 EDIT TICKET  

Click on the **lock icon**.



# Blocking tickets



Do you really want to block the ticket? It cannot be re-used!

Note relating to ticket

**YES** **NO**

Ticketnumber  
1 3096 5156 4792

Created / by  
06/12/2019 / Ms Sales Support

Sent to  
happahappa@pappanappa.co.jp

ADD NOTE

To definitely block the ticket, click on “yes” after writing a short note about the block.

Please mind that the ticket cannot be reactivated afterwards.



# FRANKFURTER BUCHMESSE

Frankfurter Buchmesse, Braubachstr. 16, 60311 Frankfurt am Main