

## FAQ – Vouchers

### **1. How can I invite my customers to visit the trade fair?**

Use our voucher management system to invite your customers. You can access this via the login in the Online Service Center. You will either receive a registration link from us with your assigned voucher code or you can use the "Invite visitors" function. Your customers register in the ticket store using the voucher code or registration link with their personal data and convert the voucher into a valid trade fair ticket.

### **2. How much do the vouchers cost?**

This varies depending on the event. Please check the conditions in the Online Service Center.

### **3. How can the customer redeem the voucher?**

Depending on the event, we offer you the option of sending the voucher code/registration link directly to your customer or sending it via your system. By registering the personal data, the voucher is converted into a valid ticket, which is then presented as a print@home ticket or digitally on the mobile device at the entrance. Your company name as the inviting company as well as your hall and stand number are also noted on this ticket.

### **4. What happens if the customer doesn't come?**

That's a shame, of course! The registration will remain in your voucher management system and access will not be booked. Cancellation is not necessary. Stay in contact and ask why the trade fair was not attended.

## **5. Can the vouchers be used on site for direct access to the trade fair?**

Vouchers are not trade fair tickets and must be converted into a valid trade fair ticket before visiting the trade fair. The easiest way to do this is for customers to use the registration link/voucher code. We will provide terminals in the entrance area so that vouchers can be redeemed at short notice.

## **6. My customers are not digitally savvy, I can use the vouchers as cards receive?**

This varies depending on the trade fair. Please check the Online Service Center to see whether paper voucher cards are available for ordering. If no vouchers are available in paper form, but you would still like to send your invitation by post or hand over an invitation in person, you can copy the voucher code into your invitation letter and print it out. However, it is always necessary to convert it into a valid trade fair ticket via the online ticket store.

## **7. Will I receive an evaluation of who redeemed my voucher?**

In your voucher management under "Visitor activities" you can download the data as an Excel list and see who has registered your voucher code and whether and when the customer visited the trade fair.

## **8. When do I pay for the voucher codes?**

If costs are incurred here, these will be passed on to you after the trade fair will be passed on to you as part of the service invoice.

## 9. I need help

If you have any questions about voucher and ID card management, please contact  
please contact our support hotline:

Phone: +49 (0)721 3720 5111 / [aussteller-ticketservice@messe-karlsruhe.de](mailto:aussteller-ticketservice@messe-karlsruhe.de)