

HANNOVER MESSE 2024

INVITE YOUR CUSTOMERS

Our service for your successful invitation management

WORLD. LEADING. INDUSTRYSHOW.



BENEFIT FROM ALL SERVICES

INVITE YOUR CUSTOMERS

- *Invite your visitors to the show with a complimentary trade visitor ticket.*
- *You can easily obtain a multi-usable ticket code for your invitations in the Exhibitor Shop.*
- *Your visitors register via our website and receive a full-event ticket for their visit to the show free of charge.*

INCREASE ATTENTION

- *We provide you with numerous free advertising materials for your invitation campaigns.*
- *Take advantage of all the opportunities to promote your presence at HANNOVER MESSE in an eye-catching way on all channels.*

MANAGE YOUR INVITATIONS

- *We will provide you with your customers' registration data updated daily in the Exhibitor Shop from approx. 12 weeks before the show.*
- *This way you can easily check the success of your invitations, follow up if needed and keep your customer data up-to-date.*

**INVITE YOUR
CUSTOMERS**

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ORDERING E-TICKETS

Ordering e-Tickets in the Exhibitor Shop

In the exhibitor shop, you simply enter the desired number of tickets and we will send you a ticket code that can be used by your customers to receive a personalized full-event ticket upon registration.

An unlimited number of e-tickets are included in the marketing fee of all participation packages at no additional cost.

You will automatically receive the first ticket code for 1,000 e-tickets by e-mail after your participation has been confirmed. You can order additional e-tickets at any time.

IT'S THAT SIMPLE:

- *In the shop, you will find the free order option for e-tickets in the "Service" section under "Invitation Services, Tickets & Parking Tickets", " Complimentary Tickets (eTickets)".*
- *Simply enter the desired quantity and your e-mail address for sending and specify your customers' preferred language (German/English) for ticket registration.*
- *Add a text imprint to your eTickets, e.g. exhibitor name, hall and stand.*
- *Place your order "in the basket", call up your shopping basket and complete the order.*
- *We will send you a reusable ticket code by e-mail on the next workday at the latest.*

<https://shop.hannovermesse.de/en>

ORDERING E-TICKETS

Provision of your Ticket Code as a Direct Link

You will receive a single ticket code that can be used multiple times to invite your customers - according to the number you specify.

For this purpose, we provide you with a "link" that contains your code and leads directly to the ticket registration on our website.

IT'S THAT SIMPLE:

- You will receive the multi-usable e-ticket code by e-mail in the form of a language-dependent direct link (German/English):

<https://www.hannovermesse.de/de/?open=ticketRegistration&code=xxxxx>

<https://www.hannovermesse.de/en/?open=ticketRegistration&code=xxxxx>

- You can find the 5-digit code at the end of the URL.
- When the link is called up, your customer is taken to our website in the ticket registration. In this case, the code is already stored and does not need to be entered.

<https://shop.hannovermesse.de/en>

REGISTRATION OF E-TICKETS

Getting a Full-Event Ticket with the Ticket Code

With the ticket code, your customers can receive a personalized full-event ticket for their visit by going through the ticket registration process on our website.

Following registration, the ticket is provided by e-mail in PDF format and as a wallet ticket for smartphones.

IT'S THAT SIMPLE:

- *When the link is called up, your customer is directed to our website in the ticket registration. In this case, the code is already included and does not have to be entered:*

<https://www.hannovermesse.de/de/?open=ticketRegistration&code=xxxxx>

<https://www.hannovermesse.de/en/?open=ticketRegistration&code=xxxxx>

- *Alternatively, customers can navigate to the ticket registration page on the website and enter the 5-digit code during the registration process:*

<https://www.hannovermesse.de/ticketregistrierung>

<https://www.hannovermesse.de/ticketregistration>

<https://www.hannovermesse.de/en>

REGISTRATION OF E-TICKETS

Current Customer Data

With the ticket registration, we create a personal account for each visitor with access data for the website.

The personal details from the registration can always be kept up to date here.

IT'S THAT SIMPLE:

Registration data of your customers:

- *Salutation, title, first name, last name*
- *E-mail address*
- *Company*
- *Professional position*
- *Field of activity /function*
- *Industry sector*
- *Address (street, zip code, town, country)*
- *Interests (topics of the fair)*

<https://www.hannovermesse.de/en>

"BRING A FRIEND"

Inviting Colleagues and Business Partners

After your customers have registered and received their ticket, they can invite up to 2 other people to the show themselves with a ticket code.

This service is available to your registered visitors on our website after login in the personal area.

IT'S THAT SIMPLE:

- *Registered visitors log in to our website and access their personal area ("My Account") via the navigation. In the "Participation & Tickets" section, customers will find their own ticket as well as the ticket codes for inviting additional visitors.*
- *These ticket codes can only be used once each to retrieve a full-event ticket.*
- *For the invitation, a direct link (URL) incl. ticket code is displayed, which can simply be copied and forwarded by e-mail with an invitation.*

<https://www.hannovermesse.de/en>

**INCREASE THE
ATTENTION OF
YOUR CUSTOMERS**

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YOUR INVITATION

Effective Invitation Campaigns

For your invitation campaigns, we provide you with free advertising materials with the HANNOVER MESSE logo, graphics, banners and other visuals in the Exhibitor Shop.

You can print the ticket code in an invitation, for example. Or you can use the link we have prepared in an e-mailing or newsletter.

Take advantage of all the opportunities to promote your presence at HANNOVER MESSE in an eye-catching way on all channels.

IT'S THAT SIMPLE:

Advertising material can be found in the shop in the "Service" section under "Additional advertising & sponsoring", "Downloadable advertising material".

- *Logo*
- *Online banners and social media graphics*
- *Inserts for print ads*
- *Image film*
- *Site map*
- *And more ...*

<https://shop.hannovermesse.de/en>

MANAGE YOUR INVITATIONS

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INVITATION MANAGEMENT

Monitoring your Invitations

We will provide you with your customers' registration data as a downloadable Excel file in the Exhibitor Shop from approx. 12 weeks before the show. The file is updated daily.

When the event starts, the file is supplemented with usage data so that you can track whether and on which day your customer attended the show.

This way you can easily check the success of your invitations, follow up if necessary and keep your customer data up to date.

IT'S THAT SIMPLE:

Registration and usage data in the Shop:

- *In the Shop, you will find your "Registration and Usage Data" for download in the "Dashboard" section under "Attachments to my Services", "Registration Data of Complimentary Tickets".*
- *The "Registration and Usage Data" contains the data of your customers specified in the ticket registration. From the second day of the event, details of the admission with the date of the visit will be added.*
- *As soon as registration data is available, you can view the Excel file and start the download.*

<https://shop.hannovermesse.de/en>

INVITATION MANAGEMENT

Important Information on Data Protection

The use of a visitor's registration data by exhibitors must comply with the legal requirements (GDPR) and requires the visitor's consent.

Special regulations apply to exhibitors with company headquarters in a country outside the scope of the GDPR.

The disclosure and use of registration data is governed by the Data Protection Notice and Purchase Order Terms.

DATA PROTECTION NOTES

Countries outside the scope of the GDPR:

- *For exhibitors from countries outside the scope of the GDPR for which the EU Commission has not issued an adequacy decision in respect of the level of data protection pursuant to Art. 45 GDPR and for which there are also no guarantees pursuant to Art. 46 GDPR, special regulations apply.*
- *These exhibitors receive the "Registration and Usage List" for tickets analogous to other exhibitors. However, the personal data of individual visitors are only included if the respective person has voluntarily agreed to the transfer of data individually for this exhibitor as part of the ticket registration.*

<https://www.hannovermesse.de/en/privacy-policy>



**YOU WOULD LIKE
TO LEARN MORE?**

WE ARE HAPPY TO SUPPORT YOU!

Deutsche Messe

Ticket Hotline

+49 511 89-37777

service-hotline@messe.de

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