

# Tutorial

## Introduction to the Ticket Service Center (TSC)

### Visitor vouchers



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# TSC Tutorial

The Ticket Service Center, TSC for short, helps you prepare your trade fair appearance.

Use the TSC to invite customers, register your stand personnel and send personalized e-mails – all from one place.

The “Visitor vouchers” section (1) makes it easy for you to send admission tickets to your most important customers. A few clicks are all you need to invite visitors and keep track of who has accepted your invitation.

The “Trade fair stand / Exhibitor services” (2) serves to register your stand personnel. This is where you can register staff, send out Exhibitor Passes and keep track of your staff’s registrations.

Via „Dashboards and Monitoring“ (3) you can keep an eye on your participation progress with clearly structured dashboards.

In the “Marketing” section (4) you can view and manage the predefined e-mail templates.



## Intoduction to the Ticket Service Center (TSC)

1

The “**Visitor vouchers**” area of the TSC serves to invite customers, search the lists of invited customers and manage your voucher contingents.

2

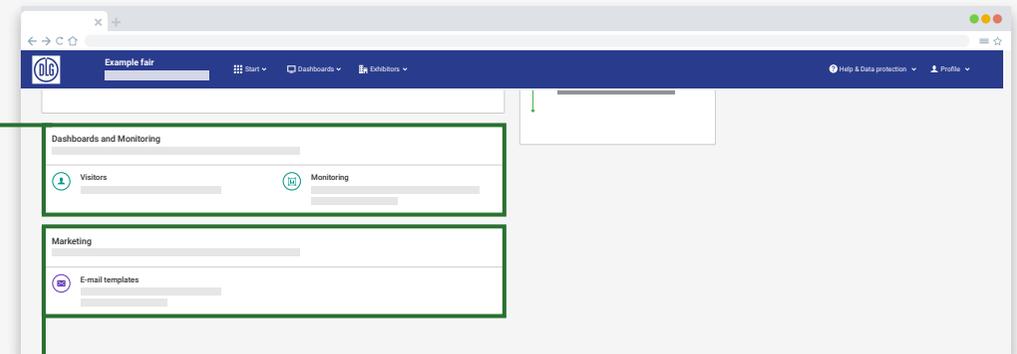
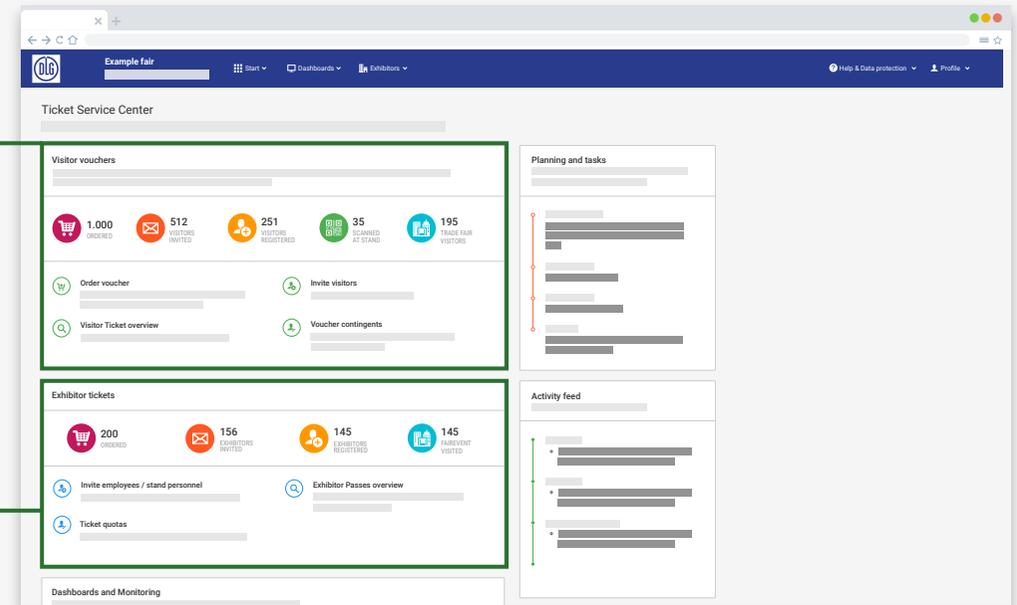
The area “**Trade fair stand / Exhibitor services**” is used to register stand personnel, check the status of existing registrations and manage your contingent of exhibitor passes.

3

Keep an eye on your participation with clearly arranged dashboards.

4

The “**Marketing**” area displays the e-mail templates available for your customized mailings.



# Visitor vouchers

The “Visitor vouchers” section allows you to manage the vouchers you use to invite your customers to the trade fair. This ensures a lively flow of visitors to your stand.

The overview on the home page (see image bottom left) shows at a glance how many vouchers you have currently available. (a)

Here you can also see how many customers have registered so far. (b)

The overview also lists how many leads you have captured at your exhibition stand. (c)

During the event, you can even track the number of customers who have visited the trade fair so far. (d)



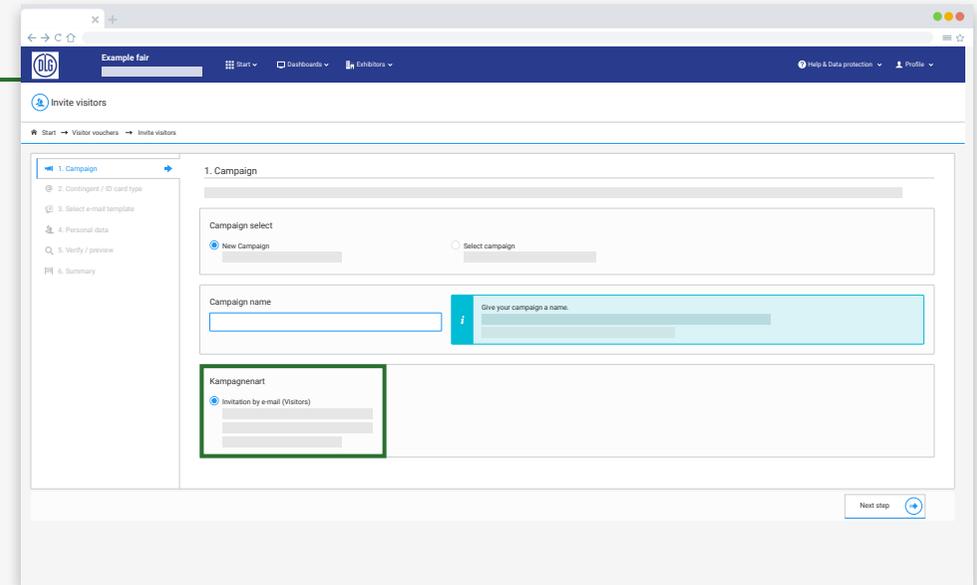
# Invitation by e-mail

## 1

“Invite Visitors” guides you through your campaign - step by step.

In the first step, you can either start a new campaign or continue an existing campaign.

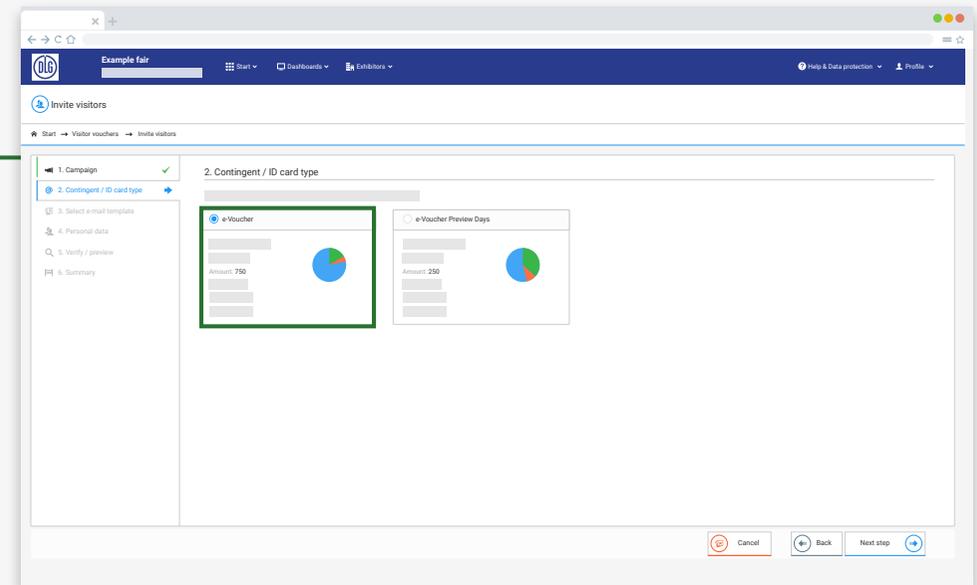
If you choose the campaign type “Invitation by e-mail (visitors)”, you only need to enter a name and e-mail address, and the customer completes the registration independently through the visitor portal. The customer will receive his ticket once registration is complete.



## 2

To start a new e-mail campaign, select one of your ticket contingents.

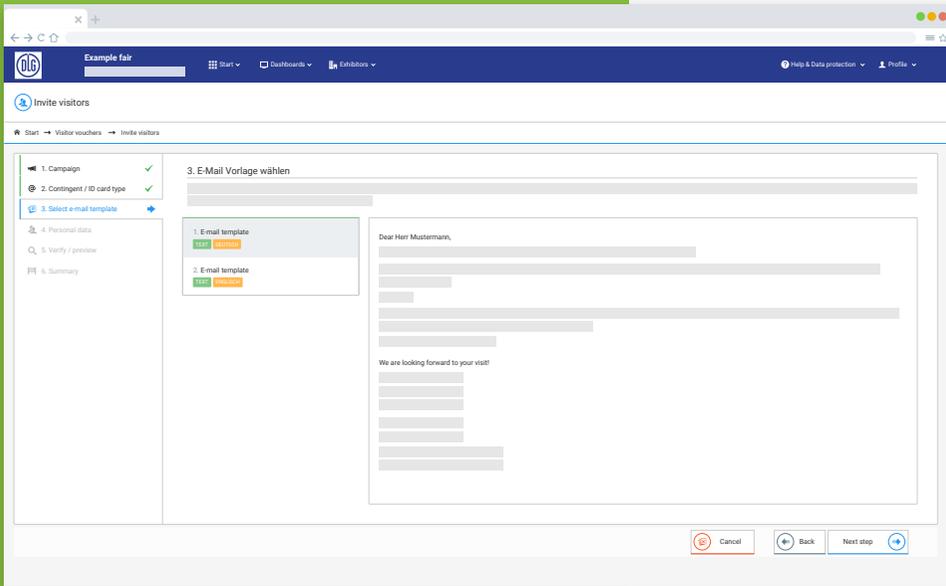
This step is skipped automatically if you only have one contingent.



# Visitor vouchers

## Invitation by e-mail

3



Next, select a template for your invitation e-mails.

You can easily upload an Excel spreadsheet with your customers' contact data (see image bottom left).

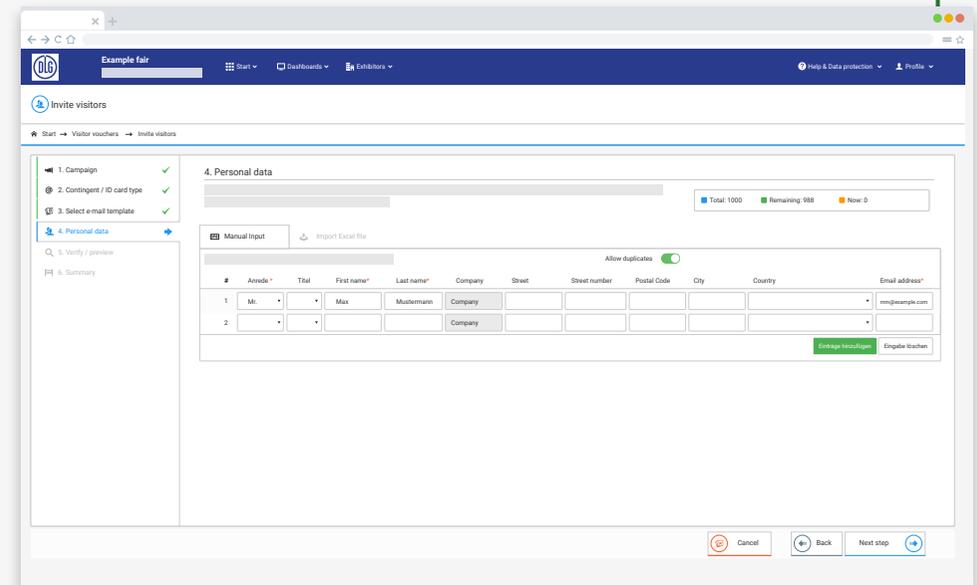
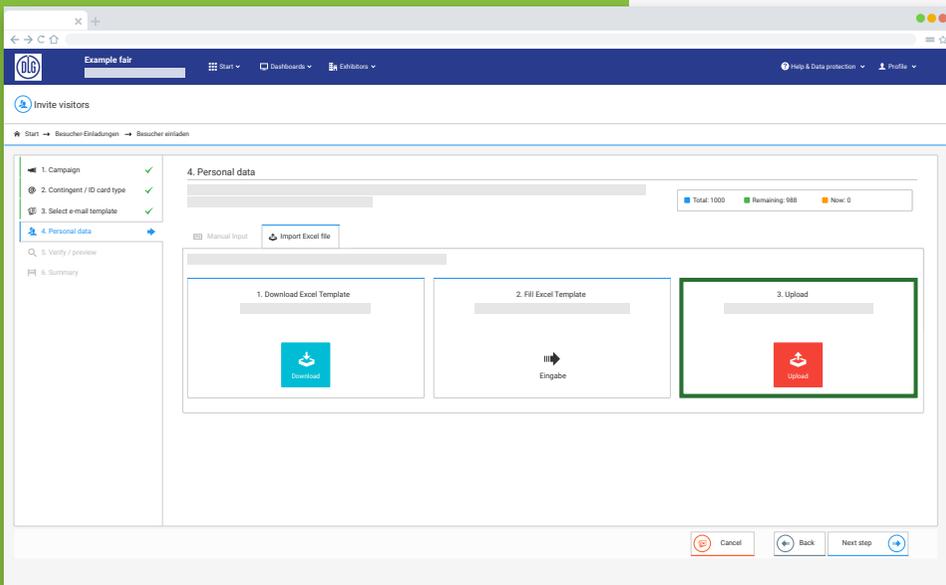
Use the provided template as an example, fill in the mandatory fields and upload the result.

4

As an alternative, you can enter names and e-mail addresses manually.

Columns marked with an asterisk are required.

The button "Add entries" completes your data entry.



# Visitor vouchers

# Invite visitors

5

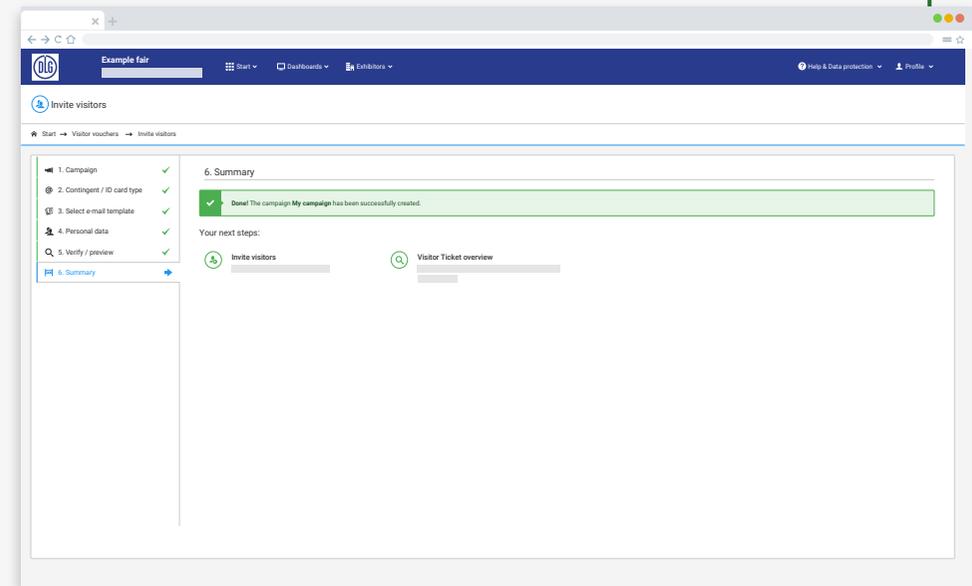
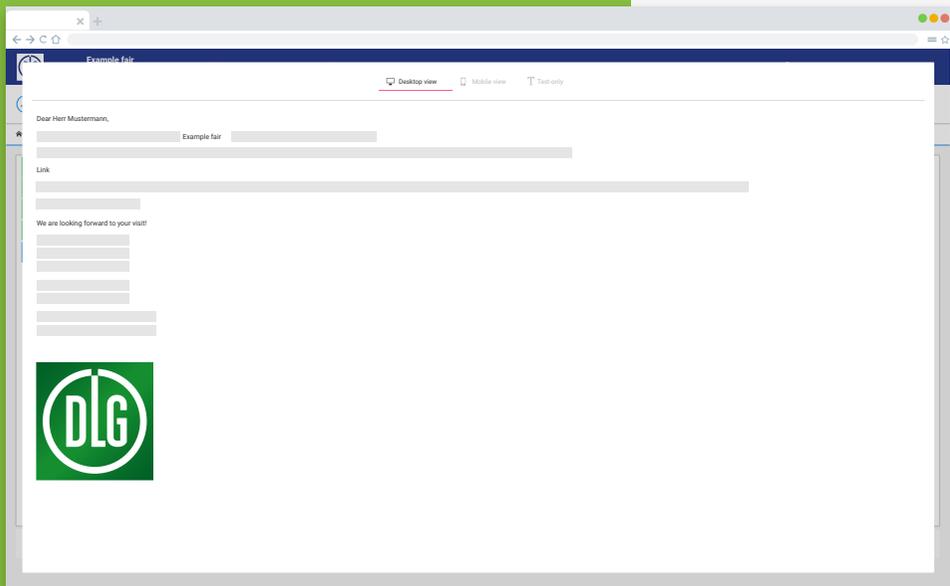
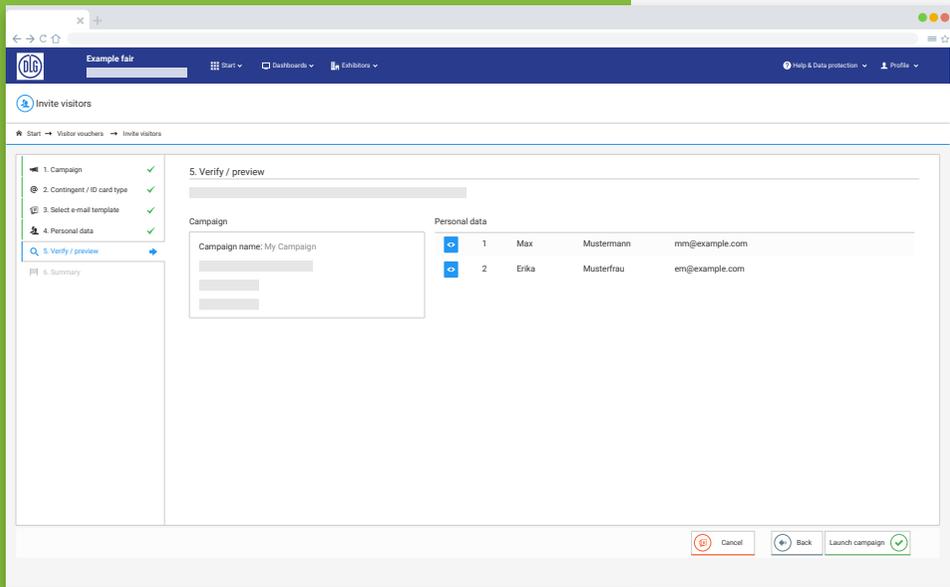
Before e-mails are sent out, you can check whether all entries correspond to your requirements.

Click on the eye icon to preview how the e-mail will be received by the selected customer (see image bottom left).

6

Click the “Launch campaign” button to start your mailing.

From the summary screen, you can directly invite more visitors and check the status of existing campaigns.



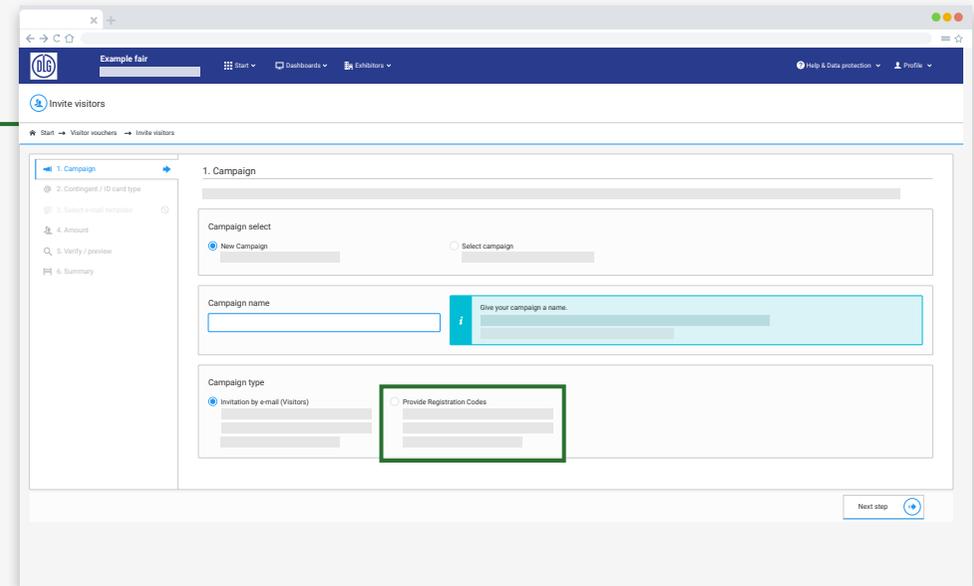
# Visitor vouchers

## Provide registration codes

1

To invite visitors using registration codes, select the campaign type **“Provide registration codes”** in the “Invite visitors” wizard.

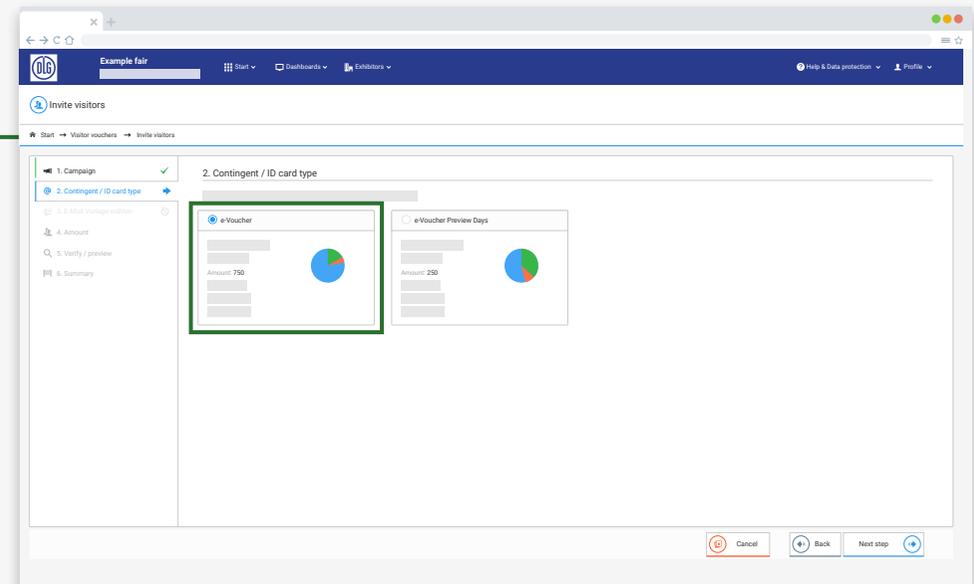
In the first step, you can either start a new campaign or continue an existing campaign.



2

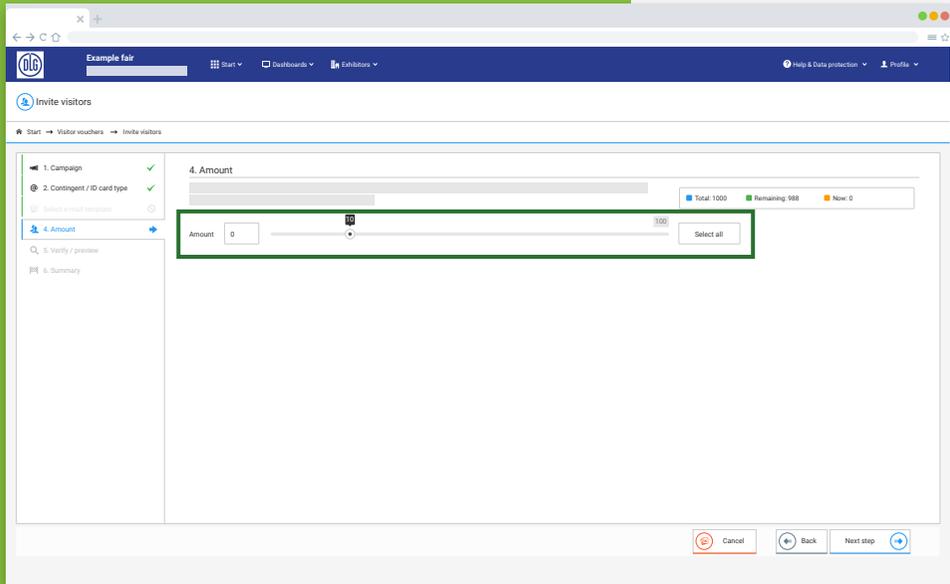
To start a new campaign, first select one of your ticket contingents.

This step is skipped automatically if you only have one contingent.



# Visitor vouchers

## Provide registration codes



3

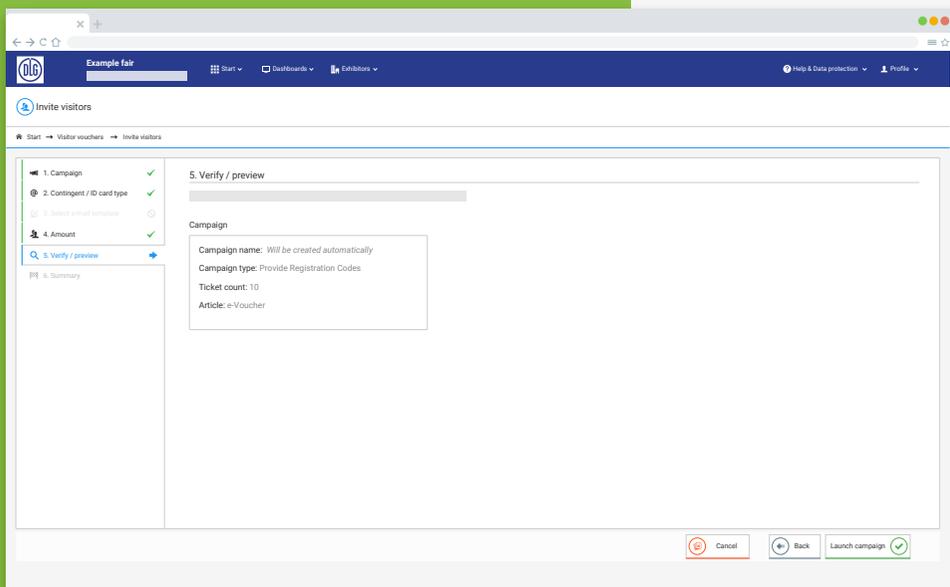
Next, select the amount of tickets you require from your contingent.

You can either directly type a number into the field or adjust the amount using the slider.

4

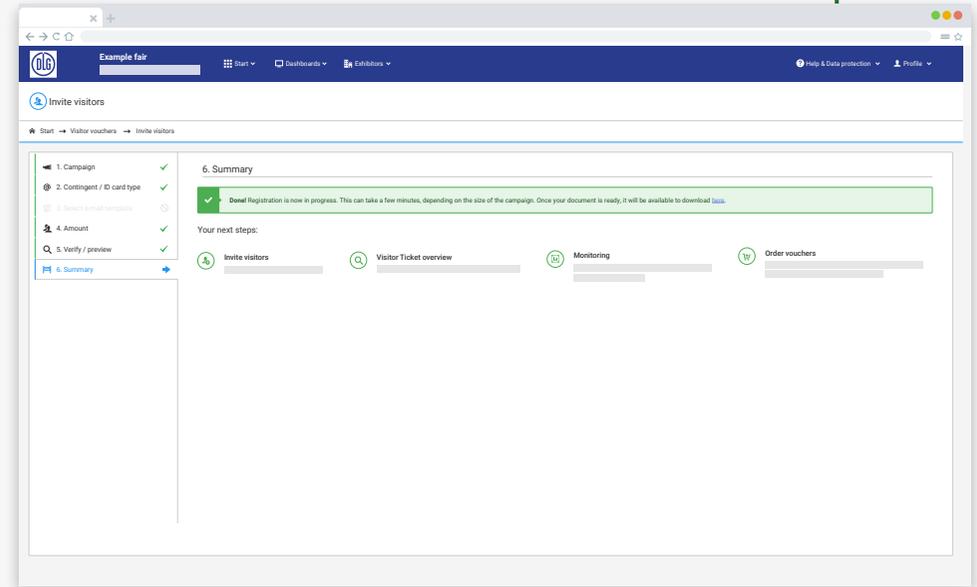
Check the data you have entered before continuing.

The "Launch campaign" button starts your campaign.



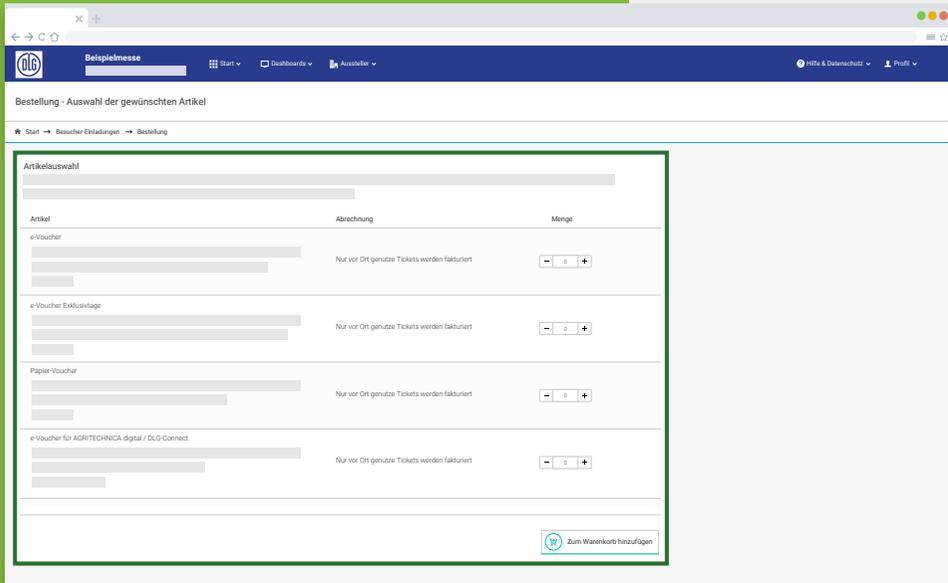
5

From the summary screen, you can invite additional visitors, manage active visitor tickets, access the monitoring area and order additional ticket contingents.



# Visitor vouchers

# Order vouchers

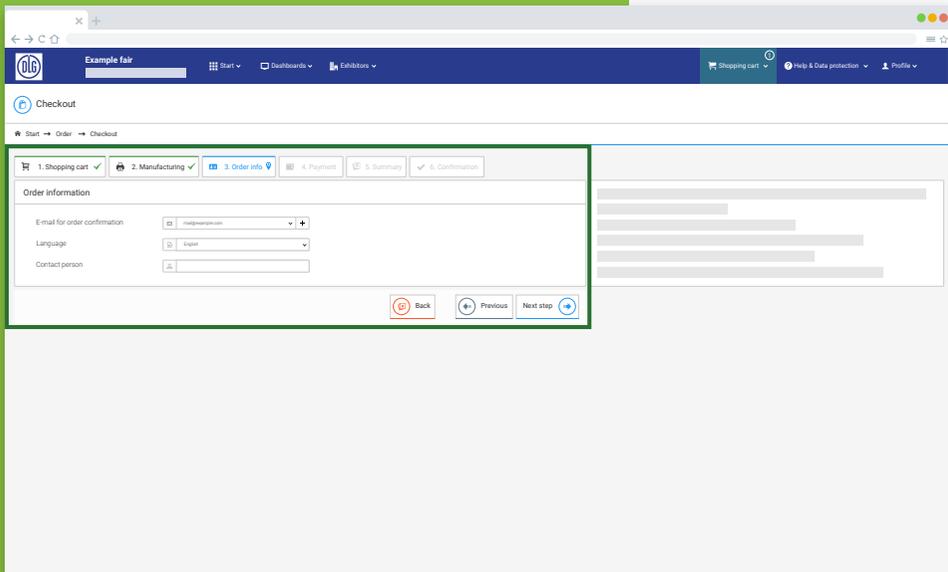


1

Use **“Order vouchers”** to order voucher contingents for your customers and partners. The overview shows all available items. Digital vouchers ordered here are available for immediate use.

Select the desired items and the required amount either by directly typing in the number or by using the plus and minus buttons.

Use the **“Add to cart”** button at the bottom to place your selection in the shopping cart.



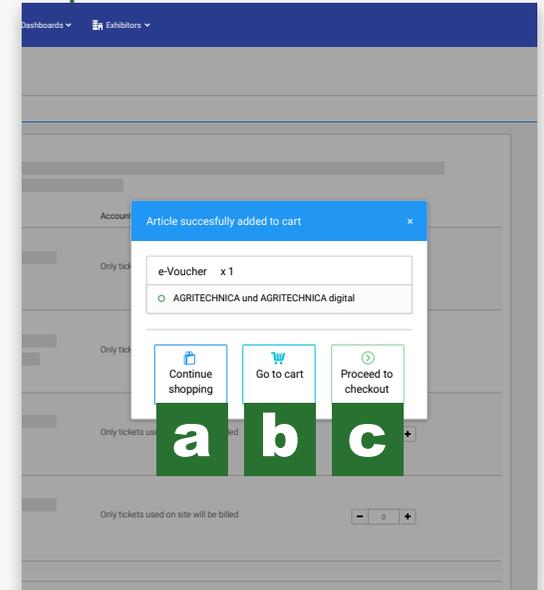
3

Use **“Checkout”** to complete the purchase process. Enter your order info, select **“Next step”** and click on **“Place order”** in the “Summary” tab.

Digital vouchers become available immediately as additional contingents for the “Invite visitors” wizard once you have finalized your order.

Paper vouchers will be sent to you by post free of charge. We recommend that you check the shipping address displayed in the checkout wizard under “Order info”. If necessary, you can add a new address using the plus symbol. Processing and shipping takes 5 to 10 business days.

2



The popup dialog offers you three choices:

- **“Continue shopping”** takes you back to the item selection. (a)
- **“Show shopping cart”** leads to the overview of the ordered items. (b)
- **“Proceed to checkout”** leads to the payment process. (c)

To complete your purchase, click either directly on the **“Proceed to checkout”** button or on “Shopping cart” entry at the right edge of the top menu, then on **“Shopping cart”** or **“Checkout”**.

# Visitor vouchers

“Visitor Ticket overview” leads to a list with all the customers you have invited so far (see image below).

In this section, use the icons listed below to:

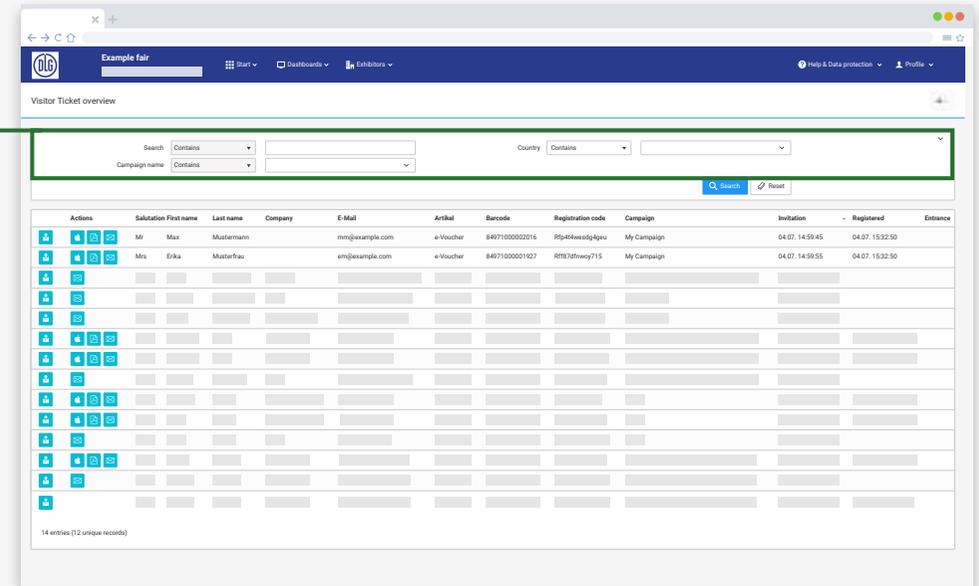
-  display personal details
-  display Apple Wallet Tickets
-  display tickets for printing
-  re-send invitations

# Ticket overview and contingents

1

You can use the search feature to filter your invitations by country and specific strings.

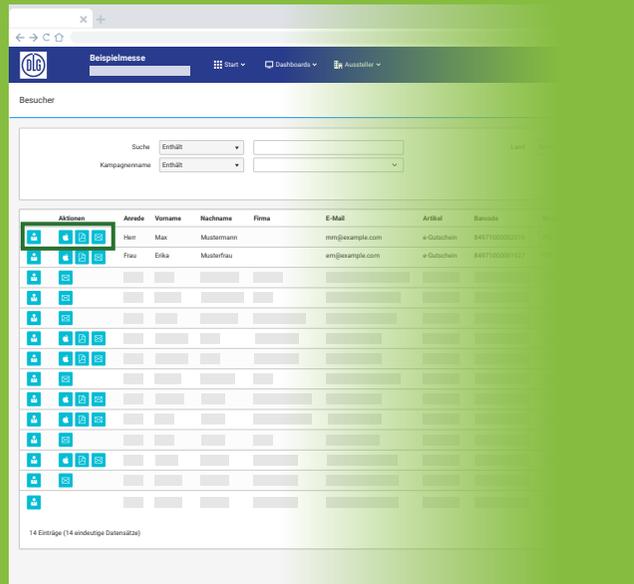
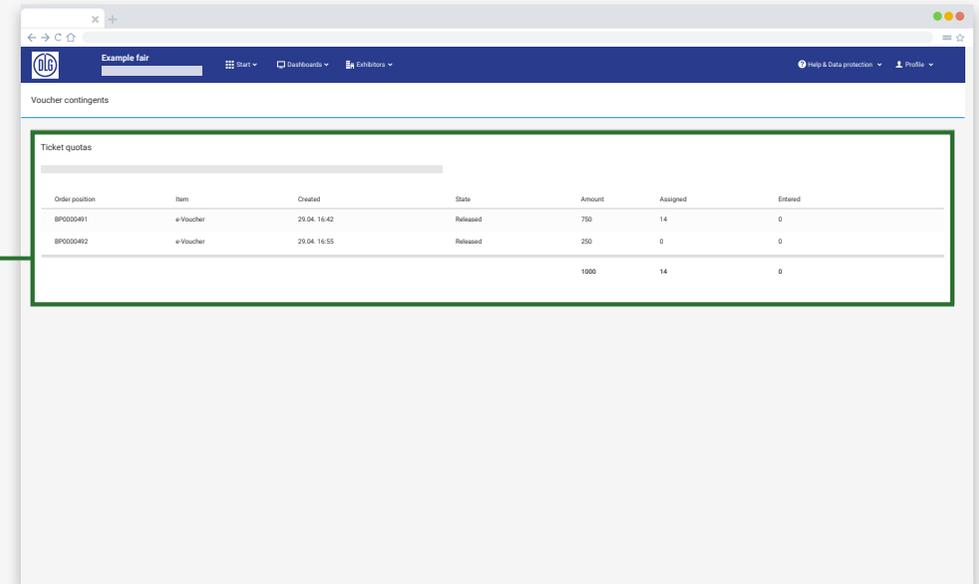
Searches can also be restricted to specific campaigns.



2

“Voucher contingents” lists your bookings and the number of ticket invitations still available.

Here you can also download an Excel file with all your registration codes.



**We wish you a successful trade fair participation!**



For questions, please contact:  
E-mail: [ticketing@dlg.org](mailto:ticketing@dlg.org)  
Phone: +49 (0)69 24 788 420

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