

Online voucher guideline

Your guideline for the use of online vouchers for a one-day ticket

What are online vouchers for a one-day ticket?

Online voucher for a one-day ticket = electronic admission voucher

Online vouchers for a one-day ticket are electronic admission vouchers for a free visit to the trade fair. With the voucher, you provide an incentive for people to visit your trade fair stand and thus make your invitation campaigns even more successful.

Voucher number for the simple integration in invitation campaigns

Each voucher consists of a voucher number that is provided to you by Messe München International in an Excel file. Online vouchers for a one-day ticket can thus be easily integrated into your invitation letters and sent by post or e-mail without any additional effort.

Redemption of the online voucher for a one-day ticket by the visitor

At www.electronica.de/tickets/en visitors can register beforehand with their voucher number and can then conveniently print out a Print@home ticket which gives them prompt and free-of-charge admission to the trade fair.

What benefits do online vouchers for a one-day ticket offer you as an exhibitor?

- ✓ More trade fair contacts through effective invitation campaign
- ✓ Online vouchers for a one-day ticket as a mark of your appreciation for your customers and potential visitors
- ✓ Incentive for the trade fair visit which can be integrated in any form of invitation campaign
- ✓ Calculable costs for redeemed online vouchers

What benefits do online vouchers for a one-day ticket offer your visitors?

- ✓ Free-of-charge admission as an incentive for the trade fair visit
- ✓ No waiting time at the entrance as the voucher is redeemed online

Preparation of your online voucher dispatch

Determine the required number of online vouchers for a one-day ticket

Determine the number of required online vouchers. Check the number of contacts to be invited to the trade fair. Also plan other online vouchers for potential new contacts who notice you through other communication measures before the trade fair and are interested in visiting you at the trade fair.

Calculate generously since **only redeemed vouchers for a one-day ticket** will be charged to you at 15,00 EUR/online voucher and 17 EUR/printed voucher (prices in EUR exclusive of VAT), at most three vouchers per square meter and at most 60 vouchers per twenty square meter.

Order online vouchers for a one-day ticket

At the electronica 2012 Exhibitor Center you can order the required number of online vouchers for a one-day ticket at any time. The Exhibitor Center will be online in April 2012.

Contact for enquiries:

Messe München GmbH

Customer Interaction Center

Messegelände

D-81823 München

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E-Mail: info@electronica.de

Invitation dispatch with online vouchers for a one-day ticket in 5 steps

(using the example of Word 2007)

Step 1: Preparation of the address file with all the required data for the mailing dispatch

The most important basis for a successful invitation campaign are prepared, up-to-date and complete address data.

Compile MS Excel tables, separated according to language, with the selected addressees.

The following information must be included in the data records:

- E-mail dispatch: Form of address; surname; e-mail; voucher number
- Letter dispatch: Company name; form of address; first name; surname; if applicable, position; if applicable, department; street; postal code; town or city; country; voucher number

Copy the voucher number that you have received from Messe München International in the column 'voucher number' so that a code is assigned to each data record.

A sample table is available to help you at www.electronica.initiative-messeerfolg.de/en/electronica/egastticket-guideline.html.

Step 2: Setting up and design of the invitation letter

Draft your invitation text of a maximum of one page in MS Word. Highlight the elements of the letter that are to be replaced by place holders for individualized letter elements in a next step, such as, e.g., the form of greeting and the voucher number of the online voucher.

TIP: Inform the addressee where he or she can redeem his or her online voucher for a day ticket.

A sample letter is available to help you at www.electronica.initiative-messeerfolg.de/en/electronica/egastticket-guideline.html.

Now select the 'Mailings' tab in Word and select under 'Start Mail Merge' alternatively the options 'Letters' or 'E-Mail messages' and thus define how you would like to send your invitation.

Work with the 'Mailings' tab too in the following steps:

Step 3: Linking of invitation letter and address file

Now link your invitation letter with your address file by selecting the option 'Use Existing List.' under 'Select Recipients' and search for your address file in the dialogue box 'Select Data Source' and create the link. Then select the table sheet that contains your address data.

Under 'Edit Recipient List', you now have the opportunity to edit your data records once again.

Step 4: Inserting place holders for individual letter components in invitation letters

Now insert the place holders, called 'mail merge fields', for the individualizable elements of the letter. The following elements should be individualised in any case.

1. With letter dispatch: Address block
2. Form of greeting
3. Voucher number

Word 2007 already offers 'composite fields' for the frequently used elements of address block and form of greeting. These offer the advantage that, for instance, with the form of greeting the right form of address 'Dear Mr' or 'Dear Ms/Mrs' is automatically selected and the formatting in the address block is done according to the country of destination.

Use of 'composed fields' using the example of the 'greetings line'

1. It needs to be ensured in a first step that Word finds columns in your address file that correspond to the mail merge fields of the 'composed field'. For this, it may be necessary to assign the columns of the address file to the serial print fields in Word. This process can be done under 'Match Fields'.
2. In the second step, you set the cursor at the place where you would like to insert the greetings line in the text and click on 'Greetings line'. The dialogue field 'Insert greetings line' opens up; here you can select the desired form of the greetings line. Once confirmed with 'OK', the greetings line is inserted. The first data record of the address file is displayed.

To insert the voucher number, please proceed as follows:

1. Set the cursor at the place where you would like to insert the voucher number.
2. Click on 'Insert Merge Field'.
3. In the dialogue box that opens up, select the view 'Database Fields'; in this way, the column descriptions of your address file will be displayed to you. Select the column with the voucher number and confirm with 'Insert'.

Step 5: Control and dispatch

Under 'Preview Results', you now have the option of having another look at the different letters and making changes if necessary. Save the main document before dispatching it if you would like to use it for another mail merge.

Dispatch by e-mail

Click on 'Finish and Merge' 'Send E-mail Messages'. A dialogue field opens up.

1. In the 'To' box, select the column of your address file in which the e-mail address is stored.
2. Please ensure that you have entered a meaningful subject for your e-mail in the box 'Subject line'.
3. In the 'Mail Format' box, choose between the formats 'HTML' or 'Text only'. Please note that messages with the format 'Text only' are dispatched without text formatting

and graphics. HTML messages, however, harbour the risk that they cannot be read by some e-mail clients or that these are blocked for security reasons.

4. Then select whether the e-mail is to be sent to all or individual addressees.
5. If a security note appears, please select the option 'Grant'.

Dispatch by letter

In the print of your serial document, you have the choice under 'Finish and Merge' between the option 'Print Documents' (the print of all or individual documents is started immediately) or the option 'Edit Individual Documents'. The option 'Edit Individual Documents' makes it possible to open all or selected letters in a new document, to edit them individually and then to print them from this document.

Note: This document represents a guideline for the creation of mailings with MS Word 2007 and makes no claim as to being complete. For more information and with specific questions, we recommend the comprehensive assistance available at www.office.microsoft.com.

NEW – Online Appointment Planner with automatic online voucher dispatch with appointment confirmation

What is the Online Appointment Planner *ExpoEasyContact*?

With the Online Appointment Planner *ExpoEasyContact*, you already make arranging appointments easier for your target groups in the run-up to the trade fair.

Via mailings and your homepage, your potential visitors access your stand employees' Online Appointments Planners that you have configured. The visitors can then request their preferred appointments in the appointments overview.

ExpoEasyContact can be flexibly integrated into your trade fair communication.

How do I integrate online vouchers into *ExpoEasyContact*?

Simply upload your list with voucher numbers into *ExpoEasyContact* and activate the automatic dispatch. If you confirm appointment requests visitors will then be sent a voucher number automatically with the appointment confirmation.

How do I order my own free-of-charge company account for *ExpoEasyContact*?

At www.electronica.initiative-messeerfolg.de/en/electronica/expoeasycontact.html you can order your personal company account free of charge. More information on *ExpoEasyContact* is also available to you here.

Do you not have the capacities to handle your invitation campaigns in-house?

No problem – *Your key to trade fair success* offers you different packages for the handling of your invitation campaigns for your trade fair presence at electronica 2012.

From the draft of your personal invitation letter and the provision of addresses of your target group, to follow-up campaigns to maximize the success of your invitation campaign – *Your key to trade fair success* offers you services tailored to your individual company and from one source.

More information at www.electronica.tradefair-success.com