

## CUSTOMER INVITATIONS AND PROMO CODES: HOW TO ORDER IN OUR ONLINE SERVICE CENTER (OSC)

Dear exhibitor,

It is up to you to make your trade fair participation particularly successful.

One instrument for this is the possibility of inviting your customers to the trade fair. Visiting Seatrade Europe costs your customers up to 90 euros, depending on when the ticket is bought. You, as an exhibitor, are in the fortunate position of being able to invite your customers to visit the trade fair completely free of charge.

No matter how many visitors will use your ticket code, you will not incur any costs.

### THERE ARE TWO WAYS YOU CAN INVITE YOUR CUSTOMERS TO THE EXHIBITION: YOU CAN CHOOSE BETWEEN ORDERING INVITATIONS OR USING PROMO CODES.

1. **Order invitations** in our **Online Service Center**: You will get an **excel list with individual codes (one per client)** to be redeemed in our ticket shop.
2. Using your **promo code – one code for all clients** to be redeemed in our ticket shop.

Either code enables your customer to visit the exhibition at all days.

### Both kinds of ticket codes have advantages and disadvantages for you.

The **individual ticket code (invitations)**, which can be ordered in the Online Service Center, enables you to see which of your customers have used the ticket. However, you have to ensure that each customer receives their **individual code** via your customer campaign. It doesn't matter how you do it - via your CRM, via a service provider or even via serial e-mail. To order **individual ticket code (invitations)**, please log in on the Online Service Center here:

[osc.hamburg-messe.de/osc/servlet/rubin.osc.LoginServlet?ishop\\_id2=&spr=GB&FWD\\_spr=GB&ishop\\_id=UNILOGIN\\_V2018&vs=null&t=0605140159](https://osc.hamburg-messe.de/osc/servlet/rubin.osc.LoginServlet?ishop_id2=&spr=GB&FWD_spr=GB&ishop_id=UNILOGIN_V2018&vs=null&t=0605140159)

You find the access data for Online Service Center on your admission letter.

The **promo code** is unlimited and can be passed on as often as you like. You do not only reach one person, but additionally other colleagues in the addressed company. However, you cannot trace who used your promo code unless the customer comes to visit you at the booth.

You can find your usable **promo code** in the e-mail that we sent you. In case you didn't receive a promo code, get in touch with our team – we are happy to help you!

# I. HOW TO ENTER ONLINE SERVICE CENTER (OSC)

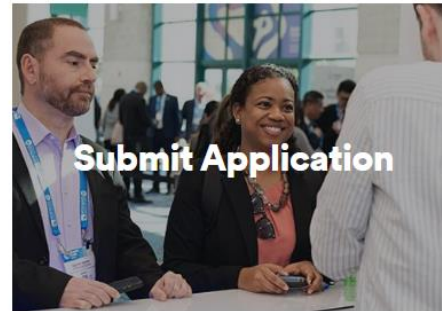
Hamburg | 06 - 08 September 2023 | Wednesday & Thursday 10:00 – 18:00 + Friday 10:00 – 14:00

Facebook Instagram LinkedIn Twitter YouTube English



Why exhibit?

Enquire about exhibiting



Submit Application

Fees & exhibitor packages

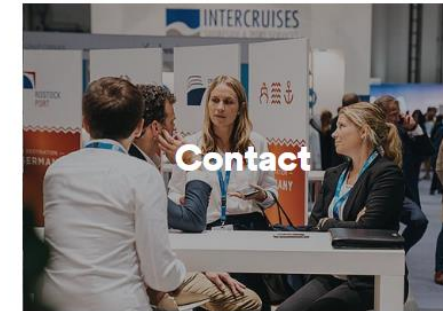
Destination Discovery Zone

Exhibitor Marketing Benefits

Sponsoring



Partners & sponsors



Contact

Expo & conference	Exhibit	Visit	Infos & services
<small>(minimum 12 sq. m.)</small>	<small>(minimum 12 sq. m.)</small>	<small>(for businesses new to the cruise industry)</small>	<small>(kiosk package for new destinations)</small>
Price per sq. m.	Price per sq. m.	Set rate	Set rate
€ 487.00 plus VAT*	€ 582.00 plus VAT*	€ 3,560.00 plus VAT*	€ 3,560.00 plus VAT*
<a href="#">Learn more</a>	<a href="#">Learn more</a>	<a href="#">Learn more</a>	<a href="#">Learn more</a>
<a href="#">Register now</a>	<a href="#">Register now</a>	<a href="#">Register now</a>	<a href="#">Register now</a>

**Marketing package** [Find out more about the marketing package](#)

\*Please note the additional obligatory costs of € 395.00 plus VAT for the marketing package.

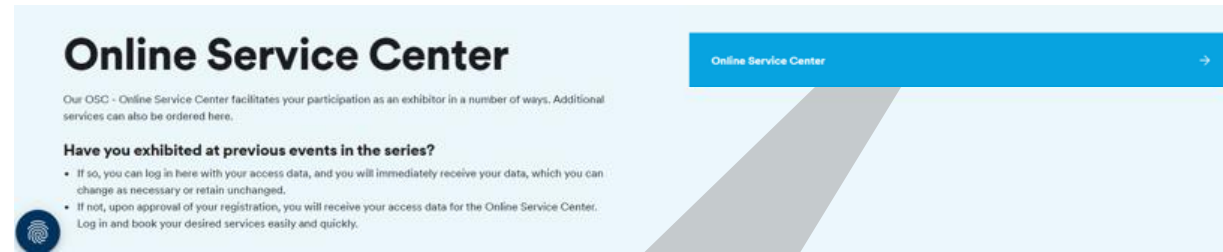
**Online Service Center** [Online Service Center](#)

Our OSC - Online Service Center facilitates your participation as an exhibitor in a number of ways. Additional services can also be ordered here.

**Have you exhibited at previous events in the series?**

- If so, you can log in here with your access data, and you will immediately receive your data, which you can change as necessary or retain unchanged.
- If not, upon approval of your registration, you will receive your access data for the Online Service Center. Log in and book your desired services easily and quickly.

# I. HOW TO ENTER ONLINE SERVICE CENTER (OSC)



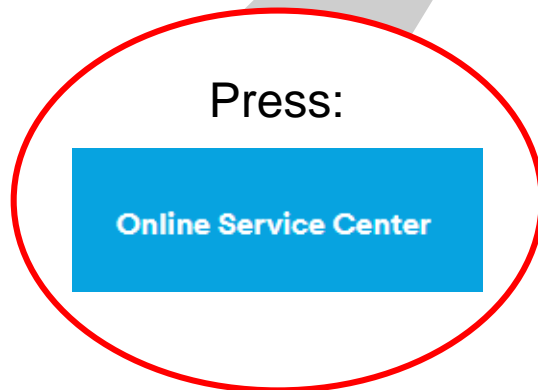
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Online Service Center →



Enter your customer number and password here: →

Customer number and password can be found in your documents you have received with your admission letter.

## Welcome to the Online Service Center (OSC) of Hamburg Messe und Congress

### Exhibitor

You are an exhibitor at one of our events. You have received your access data valid for all future events. These are valid for all future fairs. This access data enable you to register online for your chosen event. After receiving the admission you can order your service bookings.

### Press

Have you previously received accreditation at one of our fairs or exhibitions as a media representative, and did you receive specific access data? Then you can login online and complete your online accreditation. We trust you will understand that we cannot give you approval for all events. If you are interested in a further event, please contact us at [presse@hamburg-messe.de](mailto:presse@hamburg-messe.de). We will then check your inquiry and make contact with you. We apologise for any inconvenience. Your Press and PR Department at Hamburg Messe und Congress GmbH

Customer Number:

Password:

Remember access data.

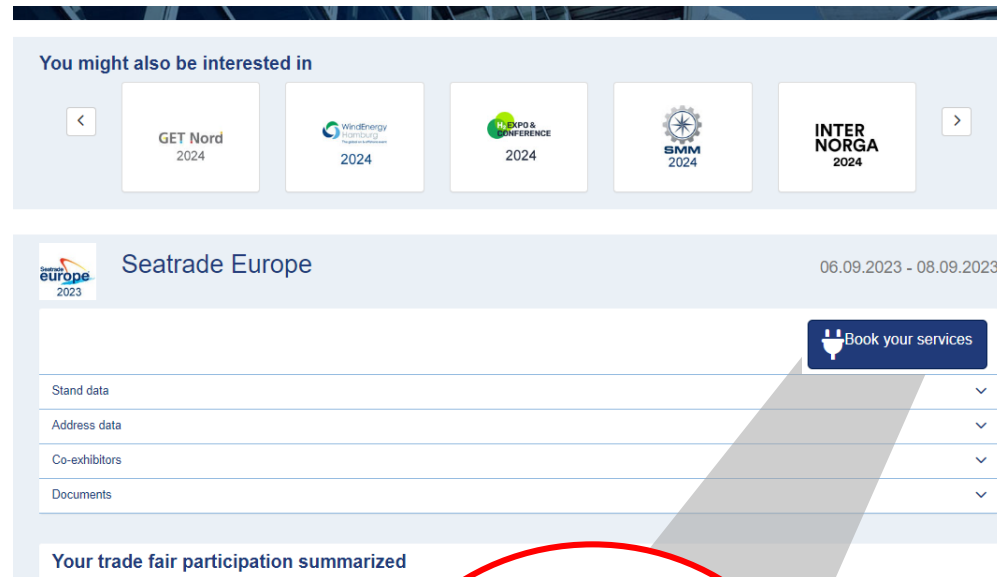
[Login ↗](#)

[Forgot password?](#)

These login details are confidential.

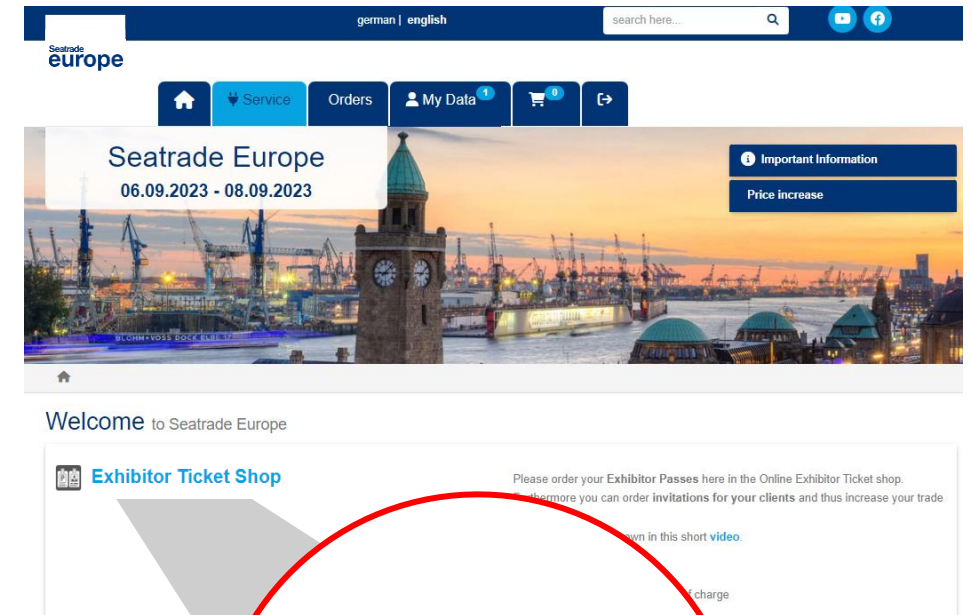
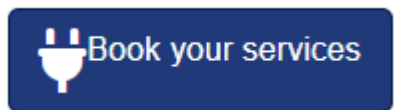
## II. FIND ACCESS TO SEATRADE EUROPE PORTAL

Once you have successfully entered your log-in data, you see this:



The screenshot shows a user dashboard with a navigation bar at the top. Below the navigation bar, there is a section titled "You might also be interested in" with five event cards: GET Nord 2024, WindEnergy Hamburg 2024, EXPO & CONFERENCE 2024, SMM 2024, and INTER NORGA 2024. Below this is a section for "Seatrade Europe 2023" with the dates "06.09.2023 - 08.09.2023". A blue button with a plug icon and the text "Book your services" is highlighted with a red circle. Below the button are several menu items: Stand data, Address data, Co-exhibitors, and Documents, each with a dropdown arrow. At the bottom, there is a section titled "Your trade fair participation summarized".

Press:



The screenshot shows the homepage of the Seatrade Europe portal. The top navigation bar includes the "Seatrade europe" logo, language options (german | english), a search bar, and social media icons. Below the navigation bar, there is a main banner for "Seatrade Europe 06.09.2023 - 08.09.2023" with a "Price increase" notification. Below the banner, there is a "Welcome to Seatrade Europe" section with a "Exhibitor Ticket Shop" button highlighted by a red circle. The ticket shop section includes text about ordering passes and a link to a video.

Press:



### III. THE EXHIBITORS' TICKET SHOP

You can order the following tickets/passes

- Exhibitor passes for your stand staff
- Invitations (individual ticket codes) to invite your customers to your booth



#### WELCOME TO THE EXHIBITORS' TICKET SHOP

Our Exhibitor's Ticket Shop enables you to manage your exhibitor passes and invitations to customers and business partners conveniently in just a few steps.

Depending on the type of event you can access your free exhibitor passes or in case of a higher demand you can purchase additional passes via the Exhibitor's Ticket Shop. Simply click on Exhibitor passes.

Please note that exhibitor passes are only available digitally.

Furthermore, you have the possibility to use this application to invite your customers and business partners to the event. If this service is provided, a button named "Invitations" will be shown at the header line and below. This is an easy way to manage your orders for invitations and to monitor your invitations to customers. Simply click on Invitations.

All features and benefits of the exhibitor ticket shop are summarised and explained in a short video.

[Exhibitor passes >](#)

[Invitations >](#)

[Explanation video >](#)

To order invitations for  
your customers, press:

[Invitations >](#)

# The ideal connection

between ... location  
competence  
attitude  
service  
+

Press:

[Order Invitations >](#)

## INVITATIONS FOR VISITORS

[Order Invitations >](#)

Here is where to order invitations for your customers:

- ✓ as digital registration codes
- ✓ as a pdf invitation including a registration code
- ✓ as a printed invitation card including a registration code (except for therapie HAMBURG and PHOTOPIA Hamburg)

Invitations may be customised by adding your company logo.

[Overview Status Invitations >](#)

Here you may view and manage all of your existing orders.

You will be directed to this site:

## ORDER INVITATIONS

Invite your customers and business partners to visit your trade fair stand. The Digital and Print options are always available to you (Attention: not at all events)

### DIGITAL:

If you choose the digital option, you will receive the admission codes so that you can send them to your customers via your own communication channels.

Under "Overview Status Invitations", digital codes will be available for downloading immediately after ordering.

### PRINT (NOT AT ALL EVENTS):

If you choose the print option, the printed invitations will be sent out by our print service provider in an automated process. For this procedure please upload your company logo (b/w, max. 45 x 45 mm, resolution 300 dpi).

[Download price list \(PDF\) >](#)

You can check the status of ordered invitations at any time via [Overview Status Invitations](#).

This is where you can track who has redeemed your invitation. Once the event has begun, event admission information will be added to this list.

You will be billed for all admissions of visitors presenting your invitations as explained under the menu item "Exhibitor ticket shop" in the Online Shop.

[Overview Status Invitations >](#)

### SELECT TYPE OF INVITATION (DIGITAL)

Invitation(s) 3-Day Ticket

Cancel

Order

Please do not get confused - you have to proceed under the small headline: **SELECT TYPE OF INVITATION (DIGITAL).**

Please choose:

**Invitation(s) 3-Day Ticket**

**SELECT TYPE OF INVITATION (DIGITAL)**

Invitation(s) 3-Day Ticket

**WOULD YOU LIKE TO ASSOCIATE THE INVITATION CODES WITH A LIST OF NAMES?**

Invitations with assigned list of names

Invitations without assignment (standard)

Cancel

Order

Here, Please choose:

Invitations without assignment (standard)

**You may add your company logo but please be aware it causes additional charges:**

**WOULD YOU LIKE TO CREATE YOUR INDIVIDUAL INVITATION BY ADDING YOUR COMPANY LOGO?**

Yes, please (subject to charge, conditions see above, price list)

No

**Additional offer for digital invitations**

If you select digital invitations, you also have the option of ordering with your imprint. That means the eTickets will be individualized by inclusion of your company logo (b/w 45x45 mm, 300 dpi) for a non-recurring charge of € 50.00 (for "Print Invitations with Imprint", see above)

Cancel

Order

**If you want to create invitations for free – without your logo – choose:**

**No**



WOULD YOU LIKE TO CREATE YOUR INDIVIDUAL INVITATION BY ADDING YOUR COMPANY LOGO?

- Yes, please (subject to charge, conditions see above, price list)
- No

HOW MANY INVITATIONS DO YOU WISH TO ORDER?

Please notice: you only may order 5000 vouchers per order.

invitations (max. 5,000 per order)

Cancel Order

Insert a number,  
how many codes  
you need

HOW MANY INVITATIONS DO YOU WISH TO ORDER?

Please notice: you only may order 5000 vouchers per order.

3 invitations (max. 5,000 per order)

Cancel Order

Press

Order

PLEASE CONFIRM

Order of 3 Invitation(s) 3-Day Ticket for **Seatrade Europe 2023**.

Please notice: The list is ready to be downloaded on the page [Overview Status Invitations](#).

Cancel

Press

Order now

Order now

# ORDER COMPLETED

3 pcs. of Invitation(s) 3-Day Ticket for Seatrade Europe 2023 have been ordered on 17/05/2023.

Under [Ordered Vouchers](#), digital codes will be available for downloading immediately after ordering.

Close

To find the excel list with your invitation (ticket codes) – press:

[Under Ordered Vouchers](#),

You will be directed to this page

## OVERVIEW STATUS INVITATIONS

The following table shows an overview of your invitations. Information on customers who have already redeemed their invitation or have gained admission is available for XLS download at the end of the table. Please note that the list includes only customers who have authorised us to use their data.

It is possible that not all invitations are displayed here yet, as your order still needs to be processed. [Click here to view the current status:](#)

Refresh page >

Total invitations ordered: 5

Invitations redeemed: 0

Invitations used for admission: 0

## OVERVIEW STATUS INVITATIONS

The following table shows an overview of your invitations. Information on customers who have already redeemed their invitation or have gained admission is available for XLS download at the end of the table. Please note that the list includes only customers who have authorised us to use their data.

It is possible that not all invitations are displayed here yet, as your order still needs to be processed. [Click here to view the current status:](#)

Refresh page >

Total invitations ordered: 5

Invitations redeemed: 0

Invitations used for admission: 0

The summary of invitations comprises a list of the invitations which you have ordered. The PDF invitations can be downloaded as a packaged ZIP file. Click on Download to receive them. Open the file and store its contents on your computer. You can then send the invitations to your customers.

Please note: Each invitation can be redeemed once only.

It is possible that not all invitations are displayed here yet, as your order still needs to be processed. [Click here to view the current status:](#)

Refresh page >

## SUMMARY OF INVITATIONS

Status	Qty.	Type of invitation	Transmission mode
17/05/2023	3	Invitation(s) 3-Day Ticket	<a href="#">Download PDF</a> <a href="#">Download XLS</a>
26/04/2023	2	eTicket EXH Invitation(s) 3-Day Ticket (digital)	Pending

[Download PDF](#) [Download XLS](#)

You can find your code lists down below.

If you do not see any codes or lists please refresh your page.

If you have ordered a big number of codes the system needs time to process your order



Any queries – call:

SUPPORT:

+49 40 3569-7575

[customerservice@hamburg-messe.de](mailto:customerservice@hamburg-messe.de)

**PLEASE DO NOT FORGET TO SEND YOUR CODES TO YOUR CLIENTS.**