

## INVITATION MANAGEMENT

### Your personal contact with your customers:

A full booth with promising, relevant business contacts: Don't forget to invite your potential customers and retailers to the show personally. Send them a voucher for a free permanent ticket to OutDoor by ISPO 2024. The effort is guaranteed to pay off: Owners of a voucher are 94% likely to visit the exhibitor who invited them.

You can view and download the data of your customers, who redeem the voucher online, in the exhibitor shop at any time before, during and after the trade show. This way you know who actually used their voucher and can use this information further.

### How much will the vouchers cost me?

The vouchers are included in all participation packages of OutDoor by ISPO 2024 and are therefore available to all exhibitors at no additional cost.

### This is how the customer gets his ticket:

Please be sure to make your customer aware of the **required** online registration at <https://www.ispo.com/en/outdoor/services/tickets> when mailing the vouchers.

Redeem voucher:

1. click on "redeem voucher" on the above website.
2. Enter the voucher code you have received under "insert ticket code". The best way is to "copy and paste". Then click "continue".
3. Follow the registration process. If you already have a Messe München account, log in with it. If not, please create an account. After registration you will receive your ticket by email (Print@home ticket as well as a mobile ticket).

In order to prevent misuse of the vouchers, we recommend that you only send the vouchers to a contact person known to you and that you also save the respective voucher number. Please also make sure that the vouchers are only sent to approved trade visitors and retailers of OutDoor by ISPO.

**Please do not redeem your customers yourself by using fake names or e-mail addresses!** This will inevitably lead to problems on site if your customers need to identify themselves or if tickets get lost.