



## NEW TICKET SHOP FACILITATES ADMISSION AND ORGANIZING FOR VISITORS AND EXHIBITORS

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- **Mobile ticketing: admission to the trade fair with the digital entrance ticket via mobile phone, tablet or smartwatch**
- **Easy registration via Facebook, LinkedIn or Xing**
- **Digital networking is possible among participants**

“Messe München’s new ticket shop assists and organizes trade-fair preparation and participation in real time”, says Klaus Dittrich, Chairman & CEO of Messe München.

The ticket shop provides a completely new quality of customer journey for Messe München’s customers. Preparation for a fair becomes fully digital. Thus visitors can register via social login, communicate that they are taking part through just a few clicks on social media like Facebook or LinkedIn and can network with other visitors.

The system is being continually enhanced and should serve every customer profile individually in future: drawing attention to current lectures and conferences, assisting the customer with service information before and during the fair and helping to find potential business partners. So by mobile device, the participant will receive reminders of appointments, for instance, or the information that an important partner has entered the trade fair.

By means of the new ticket shop, exhibitors can organize their teams’ participation as well as invitation management for their customers.

A new feature of the ticketing is the digital entrance ticket, which is downloaded to any terminal device in the form of a 2D barcode. In future, participants can store their tickets on smartphone, tablet or smartwatch and then print out an individual trade-fair badge directly at the turnstile. Throughout the exhibition center, 120 turnstiles are being modified by Messe München for the new admission system.

EXPO REAL, which takes place on October 8 – 10, will be the first fair to utilize the new ticket shop as from July 10.

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**There's further information about Messe München at [www.messe-muenchen.de](http://www.messe-muenchen.de)**

**Messe München**

Messe München is one of the leading exhibition organizers worldwide with more than 50 of its own trade shows for capital goods, consumer goods and new technologies. Every year, a total of over 50,000 exhibitors and around three million visitors take part in more than 200 events at the exhibition center in Munich, at the ICM – Internationales Congress Center München and the MOC Veranstaltung-scenter München as well as abroad. Together with its subsidiary companies, Messe München organizes trade shows in China, India, Brazil, Russia, Turkey, South Africa, Nigeria, Vietnam and Iran. With a network of associated companies in Europe, Asia, Africa and South America as well as around 70 representations abroad for over 100 countries, Messe München has a global presence.