

Tutorial

# Exhibitor Ticket Portal

Frankfurter Buchmesse 2025

# Contents

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1 / Registration in the Exhibitor Ticket Portal	3	4 / Free contingent and managing further tickets	21
2 / Creating Exhibitor Passes	5	5 / Naming a deputy ticket manager	24
3 / Creating and sending ticket codes and ticket links	10	6 / Blocking Exhibitor Passes	29

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# Registration in the Exhibitor Ticket Portal

# Registration in the Exhibitor Ticket Portal



## Register

Register a Messe-Login to be able to use all trade fair services.  
Registration is free.

Register now



You register with Messe Frankfurt to retrieve your tickets for Frankfurter Buchmesse in the Exhibitor Ticket Portal.

For registration please use the e-mail address provided as ticket manager under "05 Contacts – Admin for the Exhibitor Ticket Portal" on the stand registration form.



# Creating Exhibitor Passes

# Creating Exhibitor Passes



**FRANKFURTER BUCHMESSE** Kartenproduktion ... Hall 1.1, A1 15. - 19.10.25 Frankfurt am Main

Overview **Exhibitor Passes** Trade Visitor Tickets Private Visitor Tickets Set-up and dismantling pas...

### Exhibitor Passes ⓘ

> Show issued tickets

You have issued **0 Exhibitor Pass(es)**.

Please note: If required, each ticket manager also needs to create an Exhibitor Pass for himself or herself.

[Terms and conditions of ordering, prices, GTC](#)

0 Issued    0 Used

### Trade Visitor Tickets ⓘ

> Show your invitations

[Terms and conditions of ordering, prices, GTC](#)

Total issued tickets		
Trade visitor 5-day ticket € 165.00	0	
Trade visitor day ticket € 91.00	0	
.	0	

**ISSUE EXHIBITOR PASSES**

As a ticket manager, you can create Exhibitor Passes for yourself and your team directly in the portal.

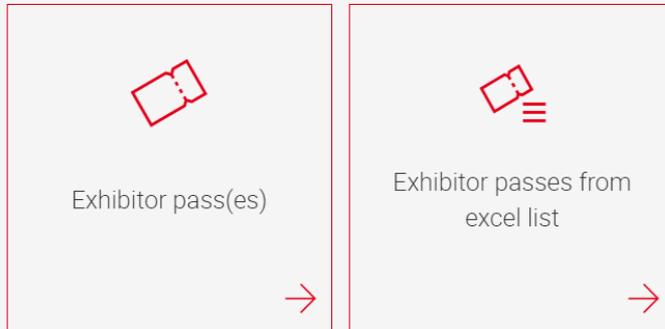
To do this, click on "Issue Exhibitor Passes".

# Creating Exhibitor Passes



## How would you like to create exhibitor passes?

You can create exhibitor passes online and print them directly or send them by e-mail. You can create them single as well as in large numbers.



Messe Frankfurt Exhibition GmbH collects and processes the data you provide here to process your ticket request on behalf of Frankfurter Buchmesse GmbH. Please find further information in the [Privacy Policy](#).

Select how you would like to create the Exhibitor Passes:

- You can create the passes individually.
- Or you can enter the ticket users' data in an Excel list and upload it. This allows you to easily create several passes at once. You can download an Excel template when selecting this option.

# Creating Exhibitor Passes



Create a new ticket.

Form of address\* ▼

Title × ▼

First name\*

Last name\*

Kartenproduktion V-22

Germany ▼

E-mail address of ticket holder

Please select if you wish to have your ticket sent per e-mail. It will be sent to the e-mail address of the ticket holder.

To create the Exhibitor Passes individually, click on "Exhibitor pass(es)".

Then enter the required details and click on "Ticket preview + next".

If the ticket is also to be sent to the person for whom you are creating it, please tick the corresponding box.

# Creating Exhibitor Passes



 **FRANKFURTER BUCHMESSE** Kartenproduktion ... Hall 1.1, A1 15. - 19.10.25 Frankfurt am Main

Overview **Exhibitor Passes** Trade Visitor Tickets Private Visitor Tickets Set-up and dismantling pas...

## Exhibitor Passes <sup>①</sup>

(13.10. until 20.10.2025)

You have issued 14 exhibitor pass(es).

 **ISSUE EXHIBITOR PASSES**

**SEARCH**

If you have not received the ticket by e-mail, you can download it from the Exhibitor Ticket Portal under "Exhibitor Passes", print it out or send it on.

Show **all tickets** Action **please select** Entries **50**

<input type="checkbox"/>	Name	Company	E-Mail	Ticket no.	Type	Creation type	Created	Status	Used	Download
<input type="checkbox"/>	Test Test	Test		1 8599 5985 2130	Exhibitor Pass € 93.00		06/25/2025 01:47 PM	✓		 



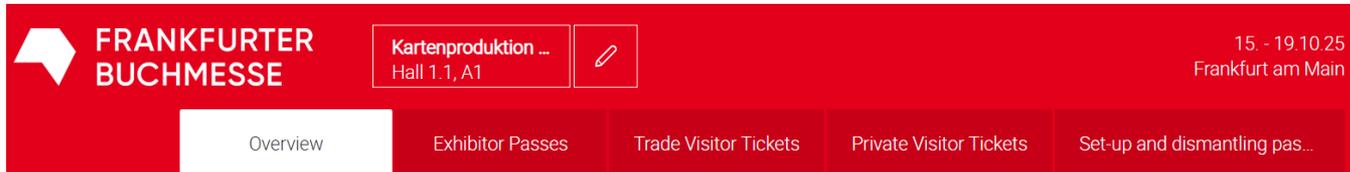


# Creating and sending ticket codes and ticket links

**For Trade and Private Visitor Tickets**

# Creating ticket codes and ticket links

## For Trade and Private Visitor Tickets



Please select in the Exhibitor Ticket Portal whether you would like to create ticket codes for trade visitors or private visitors.



Then click on "Invite customers".



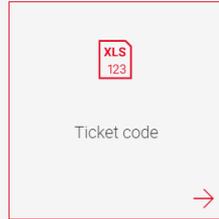


# Creating ticket codes and ticket links

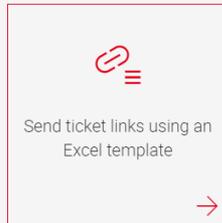
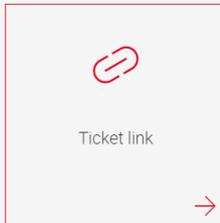
## For Trade and Private Visitor Tickets

How would you like to invite your customers or guests?

Would you like to send the ticket code yourself?



Would you like us to take care of it for you?



You can now choose whether you want to use **ticket links** or **ticket codes**.

**Ticket codes** are sent to you only in an Excel file. You can then distribute them individually or redeem them yourself.

**Ticket links** are sent directly to the contacts you have entered by e-mail.

To send a large number of ticket links, you can also upload an Excel file with the e-mail addresses of the recipients.

# Sending **ticket link**



Would you like to send the ticket code yourself?



Ticket code



Would you like us to take care of it for you?



Ticket link





Send ticket links using an Excel template



If you wish to send **individual ticket links** by e-mail, please click on "Ticket link".

# Sending ticket link



## Who would you like to invite to Frankfurter Buchmesse?

Please enter the e-mail address of the person whom you want to receive an e-mail in your name with a ticket link. The recipient can register in the ticket shop to redeem and print out their personalised ticket.

1

Enter the recipient's e-mail address. Click on "Next + send ticket link".

[Show e-mail preview](#)

2

The recipient will receive an e-mail with a ticket link.

3

The recipient registers and downloads his or her ticket independently.

- Trade visitor 5-day ticket € 165.00
- Trade visitor day ticket € 91.00

E-mail address\*

[+ ADD E-MAIL ADDRESS](#)

[NEXT + SEND TICKET LINK](#)



Choose between a day or 5-day ticket.

Please enter the **e-mail address** to which the ticket link is to be sent.

You can also enter additional e-mail addresses.

Each person you invite will receive an e-mail with their personal ticket link, which will take them to the Frankfurter Buchmesse 2025 ticket shop.

There, the person registers and creates a personalised ticket.

# Sending ticket link



**FRANKFURTER  
BUCHMESSE**

Kartenproduktion ...  
Hall 1.1, A1

Overview

Exhibitor Passes

Trade Visitor Tickets

Private Visitor

After the link has been sent, all tickets sent will be displayed in the "Trade Visitor Tickets" section.

## Trade Visitor Tickets ⓘ

You have issued 33 ticket(s).

 **SEARCH**

	Name	Company	E-Mail	Ticket no.	Type	Creation type	Created	Status
<input type="checkbox"/>				1 8599 4972 0773	Trade visitor day ticket € 91...		06/16/2025 08:54 AM	
<input type="checkbox"/>				1 8599 4969 2851	Trade visitor day ticket € 91...		06/11/2025 02:46 PM	

# Ordering **ticket codes**



Would you like to send the ticket code yourself?





Ticket code



Would you like us to take care of it for you?



Ticket link





Send ticket links using an Excel template



If you want to send **ticket codes** yourself, please click on "Ticket code".

# Ordering **ticket codes**



## How many ticket codes would you like to send out?

The ticket codes you download can be sent by e-mail or given to your contacts by other means. The recipients must register and redeem their individualised codes themselves. Then they can print out their tickets. Here's how it works:

1

Please enter the number of ticket codes required below. Click on "Order now"

2

You will receive an e-mail with a download link for an Excel file containing the requested ticket codes.

3

You can include the ticket codes in a newsletter campaign, for example, or mail your customers individually.

- Trade visitor 5-day ticket € 165.00
- Trade visitor day ticket € 91.00

- 1 +



ORDER NOW

Choose between a day or 5-day ticket.

Specify **how many ticket codes** you would like to issue and click on "Order Now".

# Ordering ticket codes

Hello [REDACTED],

For stand 1.1 A1 at Frankfurter Buchmesse 2025 you have requested one or more ticket codes to generate trade visitor/private visitor tickets.

To start the download, please click the following link:

[https://exhibitor-tickets.messefrankfurt.com/atp/en/download\\_link.html?  
\\_down-  
load\\_link=mf\\_tap20160620\\_351189&\\_down-  
load\\_link\\_code=MDFhYmE2OWI4Njc1ZWQ3OW-  
FkZmVjN2JkYTNiMjA5YWI2OTY4NWZhNWUyZjg2ZGQ0MTFmMmE1MWNlZWMyODc5Mw%3D%3D](https://exhibitor-tickets.messefrankfurt.com/atp/en/download_link.html?_down-load_link=mf_tap20160620_351189&_down-load_link_code=MDFhYmE2OWI4Njc1ZWQ3OW-FkZmVjN2JkYTNiMjA5YWI2OTY4NWZhNWUyZjg2ZGQ0MTFmMmE1MWNlZWMyODc5Mw%3D%3D)

Please note that this download will only be available until 08/24/2025 09:40 AM

The download provides the ticket codes as URL links and as ticket codes.

If you have any questions, please call your Messe Frankfurt team at: +49 69 7575 5151; or write an e-mail to: [etickets@messefrankfurt.com](mailto:etickets@messefrankfurt.com).

This tutorial shows how to redeem ticket codes into a valid ticket in the trade visitor ticket shop.

<https://www.buchmesse.de/files/media/pdf/ticket-portal-trade-visitors-registration-ticket-purchase-ticket-code.pdf>



You will now receive a download link by e-mail. You can use this to call up an Excel table with the ticket codes.

Please note: **The download is only available for up to two weeks** after receiving the link!

If the deadline expires, you can copy the ticket codes from your overview in the Exhibitor Ticket Portal.

# Sending ticket codes



 **FRANKFURTER BUCHMESSE**

Kartenproduktion ... Hall 1.1, A1 

Overview Exhibitor Passes **Trade Visitor Tickets** Private

Alternatively, you can copy the ticket codes from the overview in the Exhibitor Ticket Portal.

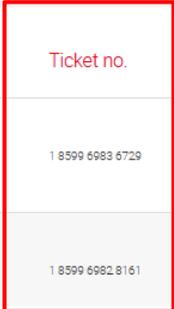
You can see the ticket codes created under Ticket no.

## Trade Visitor Tickets ⓘ

You have issued 33 ticket(s).

Show **all tickets** Action **please select** Entries **50**

<input type="checkbox"/>	Name	Company	E-Mail	Ticket no.	Type	Creation type	Created	Status
<input type="checkbox"/>				1 8599 6983 6729	Trade visitor 5-day ticket € 1...		06/25/2025 09:40 AM	
<input type="checkbox"/>				1 8599 6982 8161	Trade visitor 5-day ticket € 1...		06/25/2025 09:40 AM	





# Sending **ticket codes**

## Please note:

- Each code can only be redeemed once. Therefore, please document exactly which codes you have forwarded.
- Your guests must register in the Frankfurter Buchmesse 2025 Ticket Shop in order to convert the codes into a valid ticket.
- There are two separate shops, please give your guests the correct link:

[Ticket Shop for trade visitors](#)

[Ticket Shop for private visitors](#)

- Detailed instructions on how to redeem the codes in the ticket shops can be found here:

[Tutorial "Ticket purchase and ticket code redemption for trade visitors"](#)

[Tutorial "Redeeming ticket codes for private visitors"](#)



# Free contingent and managing further tickets

As an exhibitor, you have usually received or ordered a free quota of Exhibitor Passes or other tickets.

How and where to see your contingent and how additional tickets are billed will be explained on the following pages.

# Free contingent



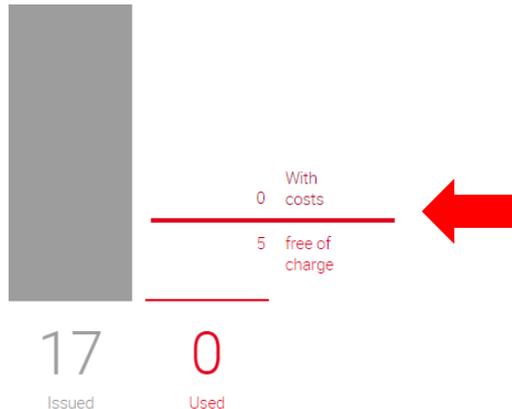
## Exhibitor Passes ⓘ

> [Show issued tickets](#)

You have issued **17 Exhibitor Pass(es)**.

Please note: If required, each ticket manager also needs to create an Exhibitor Pass for himself or herself.

[Terms and conditions of ordering, prices, GTC](#)



The statistics on the overview page show you the **Exhibitor Passes** issued and used as well as your free quota.

In the screenshot, 17 Exhibitor Passes have already been issued, i.e. personalised and created in the ticket portal.

This means that 12 Exhibitor Passes would be subject to a charge.

However, billing will only take place after the trade fair. Only the tickets that have actually been used to enter the book fair are taken into account.

### Example:

If 11 of the 17 tickets issued were used, this would mean that 5 of the 11 tickets used would be deducted as a free quota. You will receive an invoice for 6 additional Exhibitor Passes.

# Free contingent



## Trade Visitor Tickets (i)

> [Show your invitations](#)

[Terms and conditions of ordering, prices, GTC](#)

Total issued tickets

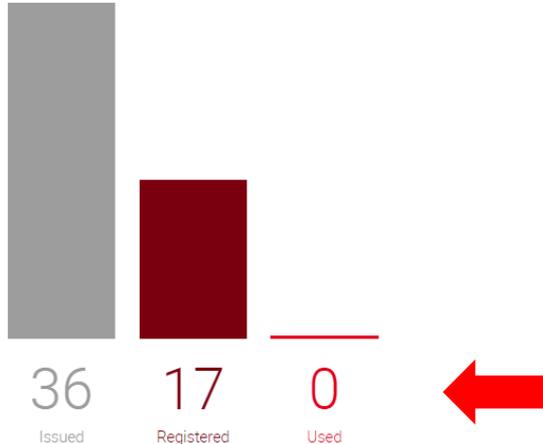
Trade visitor 5-day ticket € 165.00

13



Trade visitor day ticket € 91.00

23



The statistics on **Visitor Tickets** additionally show how many of the ticket codes or links issued have already been registered by the recipients, i.e. converted into valid tickets.

Here, too, you will only be charged after the book fair for the tickets actually used to enter the book fair.

If your stand booking already includes free tickets for trade visitors, or if you have ordered and paid for Ticket Bundles, this will be displayed when you mouse over the gift symbol.

You will only be invoiced after the book fair for tickets used in excess of this quota.



# Naming a deputy ticket manager

One e-mail address per exhibitor is stored as a ticket manager in the Exhibitor Ticket Portal.

The e-mail address was specified during stand registration under "05 Contacts – Admin for the Exhibitor Ticket Portal" . You only have access to the Exhibitor Ticket Portal with this e-mail address.

In order to let several people use the Exhibitor Ticket Portal, the ticket manager must appoint deputy ticket managers.

They can then perform the same tasks as the ticket manager.

# Naming a deputy ticket manager



Ticket Services for Exhibitors

English  messe frankfurt

Max  mann

 FRANKFURTER BUCHMESSE

Kartenproduktion ...  
Hall 1.1, A1 

15. - 19.10.25  
Frankfurt am Main



On the overview page for your stand, please click the “**edit**” symbol (pencil) in the top row of the page.

# Naming a deputy ticket manager



Kartenproduktion ...  
Hall 1.1, A1



15. - 19.10.25  
Frankfurt am Main

[< back to ticket management](#)

## Name deputy ticket manager

The following users are currently managing tickets for this stand:

Mr Max Mustermann



 NAME DEPUTY TICKET MANAGER



Then click on the “Name deputy ticket manager” button at the bottom of the page.



# Naming a deputy ticket manager

Name deputy ticket manager

Form of address\*

Title

First name\*

Last name\*

Company\*

E-Mail\*



Fill in the required information and send the invitation.

# Removing a deputy ticket manager



## Name deputy ticket manager

The following users are currently managing tickets for this stand:

Mr Max Mustermann



Ms Maxine Test



To remove a deputy ticket manager, click the pencil icon again.

In the overview you can then remove any deputy ticket manager by clicking on the × next to their name.



# Blocking Exhibitor Passes

# Blocking Exhibitor Passes



Overview   **Exhibitor Passes**   Trade Visitor Tickets   Private Visitor Tickets   Set-up and dismantling pas...

## Exhibitor Passes i

[> Show issued tickets](#)

You have issued **0 Exhibitor Pass(es)**.

Please note: If required, each ticket manager also needs to create an Exhibitor Pass for himself or herself.

[Terms and conditions of ordering, prices, GTC](#)

## Trade Visitor Tickets i

[> Show your invitations](#)

[Terms and conditions of ordering, prices, GTC](#)

Total issued tickets ^

Trade visitor 5-day ticket € 165.00	0	
Trade visitor day ticket € 91.00	0	
.	0	

To block an Exhibitor Pass please click on the corresponding tab in the overview.

# Blocking Exhibitor Passes



**FRANKFURTER BUCHMESSE** Kartenproduktion ... Hall 1.1, A1 15. - 19.10.25 Frankfurt am Main

Overview **Exhibitor Passes** Trade Visitor Tickets Private Visitor Tickets Set-up and dismantling pas...

## Exhibitor Passes ⓘ

(13.10. until 20.10.2025)

You have issued 14 exhibitor pass(es).

ISSUE EXHIBITOR PASSES

Click on the Exhibitor Pass you want to block.

Show all tickets

Action please select

Entries 50

<input type="checkbox"/>	Name	Company	E-Mail	Ticket no.	Type	Creation type	Created	Status
<input type="checkbox"/>	Test Test	Test		1 8599 5985 2130	Exhibitor Pass € 93.00		06/25/2025 01:47 PM	<input checked="" type="checkbox"/>





# Blocking Exhibitor Passes

**FRANKFURTER BUCHMESSE**

Test  
**Test**  
Kartenproduktion V-22  
1.1 A1

Vorschau / Preview

EDIT TICKET

lock

**Name**  
Ms Test Test

**Company**  
Kartenproduktion V-22

**Hall/Stand**  
1.1 A1

**E-mail**  
[REDACTED]

**Ticket type**  
Exhibitor Pass € 93.00

**Ticket number**  
1 8599 5983 7323

**Replacement ticket**  
1 8599 5982 7989

Click on the **lock icon**.

# Blocking Exhibitor Passes



Do you really want to block the ticket? It cannot be re-used!

Note relating to ticket (mandatory)\*

**YES** **NO**

Kartenproduktion V-22  
1.1 A1

Vorschau / Preview

1.1 A1

**E-mail**

**Ticket type**  
Exhibitor Pass € 93.00

**Ticket number**  
1 8599 5983 7323

**Replacement ticket**

EDIT TICKET

To definitely block the Exhibitor Pass, click on “yes” after writing a short note about reasons for the blocking.

Please mind that the ticket cannot be reactivated afterwards.

**Please note:**  
Trade and private visitor tickets cannot be blocked.



# FRANKFURTER BUCHMESSE

Frankfurter Buchmesse, Braubachstr. 16, 60311 Frankfurt am Main