

bauma vouchers: four options to retain and win customers



You would like to increase booth traffic? We offer you the highest standards of professionalism in managing invitations bauma 2019. The basis: four options to send bauma vouchers as customer retention and acquisition tool. Shipment via the ticket system, online or printed vouchers; by e-mail or mail: simply choose the option that suits you and your clients best.

For an invitation management that is even more successful

We have added another handling option for bauma vouchers: the shipment via the online campaign tool of our new ticket system.

When ordering online vouchers, you have the possibility to send these directly to your clients—without having to set up an own shipment campaign. This is the simplest, quickest and safest way for you to bind existing customers and attract new ones.

Our suggestion for sending vouchers efficiently

For organizational reasons, we do not recommend mixing the different options. Especially when applying both option 1 (sending online vouchers via the ticket system) and option 2 (sending online vouchers by e-mail), voucher numbers might be assigned multiple times. Hence, we recommend the exclusive use of option 1, which is the easiest, most efficient and safest way to send vouchers.

The four bauma voucher options



→ More on option 1



→ More on option 2



→ More on option 3

Let's meet again

bauma

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Easy and efficient:
sending online
vouchers via the
online campaign tool
of the ticket system
demands minimal
effort but provides
maximum benefits.

Professional invitation
management
with individual
configuration options:
see the advantages
that the e-mail
dispatch offers.

Invitation
management in
printed form: sending
online vouchers by
mail to retain and
acquire customers.



→ More on
option 4

Completely traditional:
what you should know
about sending printed
bauma 2019 vouchers
by mail.

The benefits for you as exhibitor

- ✓ The benefits for you as exhibitor
- ✓ Automatic voucher dispatch with a click
- ✓ Intelligent voucher management
- ✓ No voucher numbers are assigned twice
- ✓ Control of the status of redemption
- ✓ Tracking of your clients' fair access

The benefits for your customers

- ✓ Free visit to bauma 2019
- ✓ Direct forwarding from the voucher link to the online registration
- ✓ Automatic e-mailing of the Mobile Ticket and the Print@home ticket
- ✓ Immediate access to the event without waiting times thanks to prior registration