

Seatrade europe

10-12 SEPTEMBER 2025 | HAMBURG, GERMANY

Customer invitations and promo codes:
How to order in the Online Service
Center (OSC)



Dear visitor,

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 €155, 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(s), 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 a specific **promo code**.

1. **Order invitations** in our Online Service Center/exhibitor ticket shop: You will get an excel list with **individual codes (one per client)** to be redeemed in our ticket shop.
2. Using the **promo code: FreevisitExpo** to be redeemed in our ticket shop.

Either code enables your customer to visit the exhibition at all days, ticket shop for visitors to redeem invitation codes will open in May 2025.

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](#).

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 this promo code unless the customer comes to visit you at the booth. The **promo code: FreevisitExpo** is a general code used by all exhibitors.

1. How to enter Online Service Center (OSC)

Seatrade Europe – Cruise & River Cruise Convention | 10 - 12 September 2025 | Wed + Thu: 10:00 – 18:00 & Fri: 10:00 – 14:00

Seatrade
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Expo & Conference

Exhibit

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Expo & Conference

Exhibit

Why Exhibit?

Enquire about exhibiting

Sales Kit

Submit Application

Fees & Exhibitor Packages

Exhibitor Marketing Benefits

Service Orders & Catering

Exhibitor Events

Sponsoring

FAQ For Exhibitors

Contact

Simply book our services online

You will receive your access data for the Online Service Center together with your acceptance. Log in, and book the desired services quickly and securely.

Go to the Online Service Center for:

- Book services quickly and securely
- Calculate costs conveniently
- Book individual and system trade fair stands
- Call up the status of orders at any time
- Download forms for special services
- Upload stand sketches
- Book stand parties



Online Service Center



Seatrade
europe

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Press:

Online Service Center →

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. 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 →

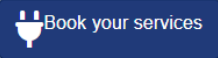
[Forgot password?](#)

These login details are confidential.

2. Find access to Seatrade Europe portal

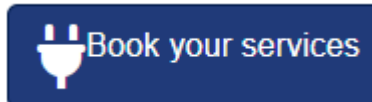
Once you have successfully entered your log-in data, you see this:

Seatrade Europe 2025 10.09.2025 - 12.09.2025

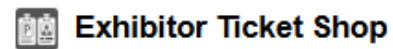
stand 275684 

Stand data	▼
Address data	▼
Co-exhibitors	▼
Documents	▼

Press:





Press:











Seatrade europe german | english

10-12 September 2025
Hamburg, Germany

  Service Orders My Data ¹

Seatrade Europe 2025
10.09.2025 - 12.09.2025

Welcome to Seatrade Europe 2025

-  **Exhibitor Ticket Shop**
-  **Information and Permits**
-  **Stand construction**
-  **Technical services**
-  **Stand equipment**
-  **Stand service**
-  **Parking and Logistics**
-  **Outdoor Advertising, Promotion, Press**

3. The exhibitors' ticket shop

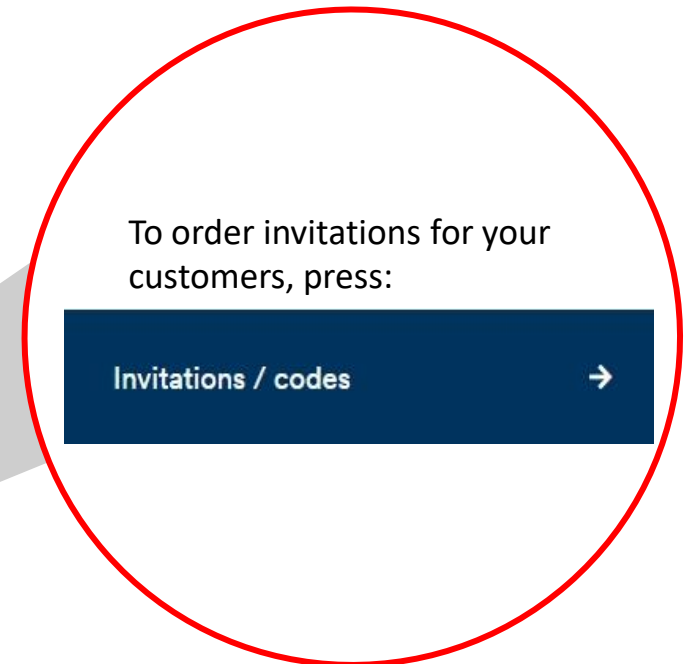
You can order the following tickets/passes:

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

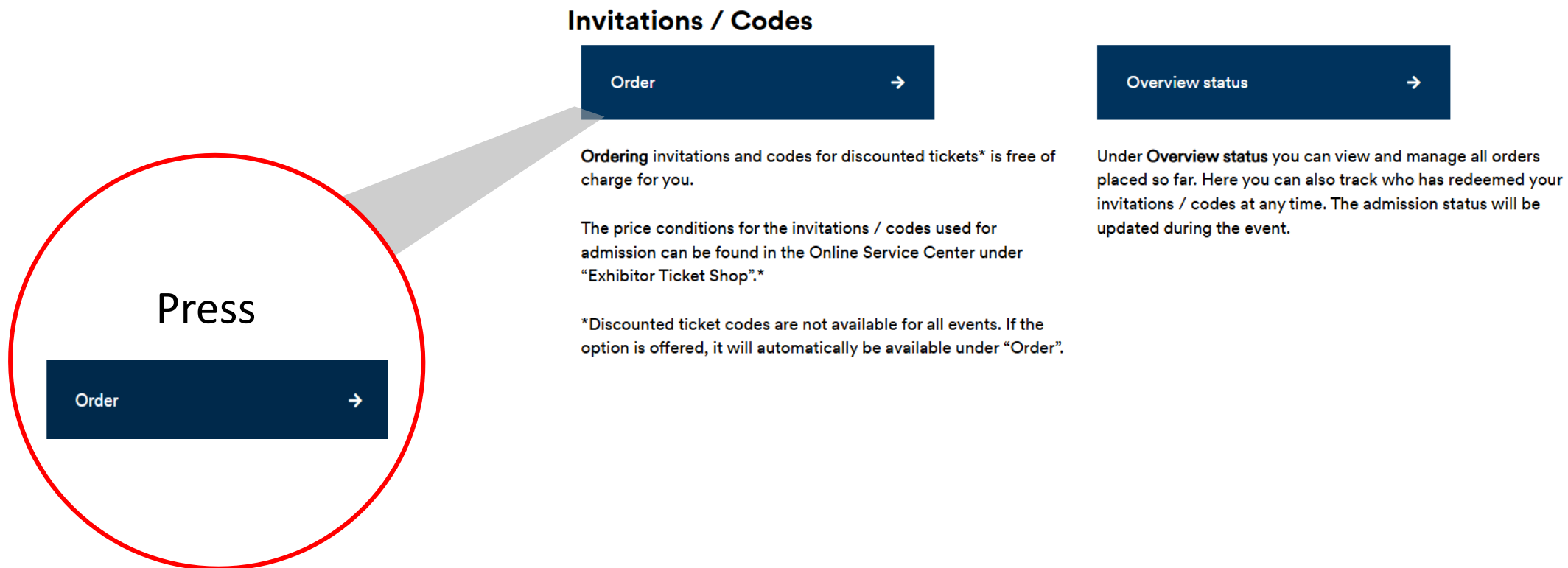


Welcome to the exhibitor ticket shop!

Here you can order and manage digital **exhibitor passes** as well as **invitations/codes** for customers and business partners.



3. The exhibitors' ticket shop



3. The exhibitors' ticket shop

Select type of invitation / codes (Digital)

☒ Invitation(s) 3-Day Ticket

Would you like to create your individual invitations / codes by adding your company logo?

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

☐ No

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

Would you like to create your individual invitations / codes by adding your company logo?

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

☐ No

Digital invitation with your logo

- No minimum quantity
- Logo requirements: Black and white or colour, 45 x 45 mm, 300 dpi
- **Invoicing:** Logo fee (€50.00 **one-time** fee)

Cancel

Order

If you want to create invitations for free – without your logo – choose: ☒ No

3. The exhibitors' ticket shop

Would you like to create your individual invitations / codes by adding your company logo?

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

☒ No

Insert a
number, how
many codes
you need

How many invitations / codes do you wish to order?

(max. 5,000 per order)

Cancel

Order

How many invitations / codes do you wish to order?

(max. 5,000 per order)

Cancel

Order

Press

Order

Please confirm

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

Please notice: The list is ready to be downloaded on the page
Overview Status Invitations.

Cancel

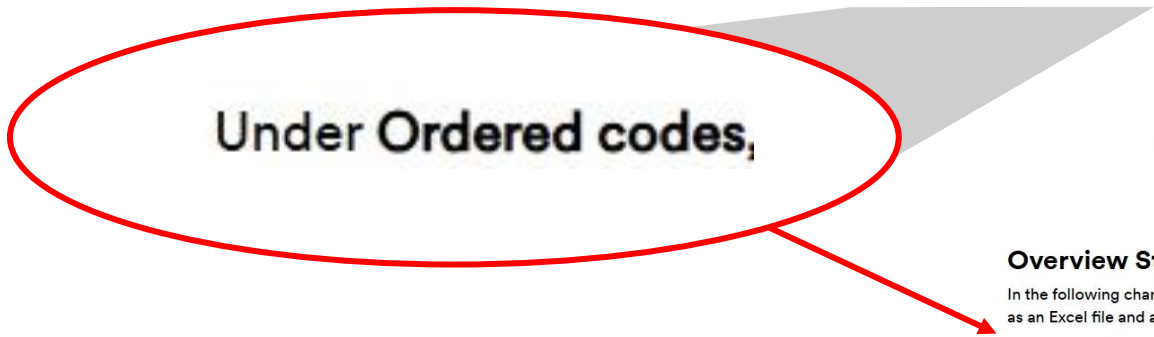
Order now

Press

Order now

3. The exhibitors' ticket shop

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



You will be directed to this page

Order completed

3 pcs. of Invitation(s) 3-Day Ticket for **Seatrade Europe** have been ordered on 04/04/2025.

Under **Ordered codes**, digital codes will be available for downloading immediately after ordering.

Close

Overview Status

In the following chart you will find an overview of your ordered codes. At the bottom of the page you will find a list of the ordered codes as an Excel file and as PDF files.

Please note: An invitation / code can only be redeemed once.

Total invitations / codes ordered:	14
Invitations / codes redeemed:	0
Invitations / codes used for admission:	0

Information about customers who have already redeemed their code or who have entered the fair can be found in the status list as an XLS download. Please note that it may take a few minutes to update the list.

Please note that only customers who have confirmed to us that their data may be used are listed.
Not all invitations / codes may be shown here yet as your order still needs to be processed. [Click here to get the current status:](#)

Refresh page

3. The exhibitors' ticket shop

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

Overview Status

In the following chart you will find an overview of your ordered codes. At the bottom of the page you will find a list of the ordered codes as an Excel file and as PDF files.

Please note: An invitation / code can only be redeemed once.

Invitations / codes




Invitations / codes used for admission:	0
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Refresh page

Summary of Invitations / codes

Status	Qty.	Type of invitation / codes	Transmission mode
04/04/2025	3	Invitation(s) 3-Day Ticket	Download PDF  Download XLS 
04/04/2025	3	Invitation(s) 3-Day Ticket	Download PDF  Download XLS 

Download PDF  Download XLS 



4. Support

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

Any queries – get in touch:

SUPPORT:

+49 40 3569-7575

customerservice@hamburg-messe.de