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.

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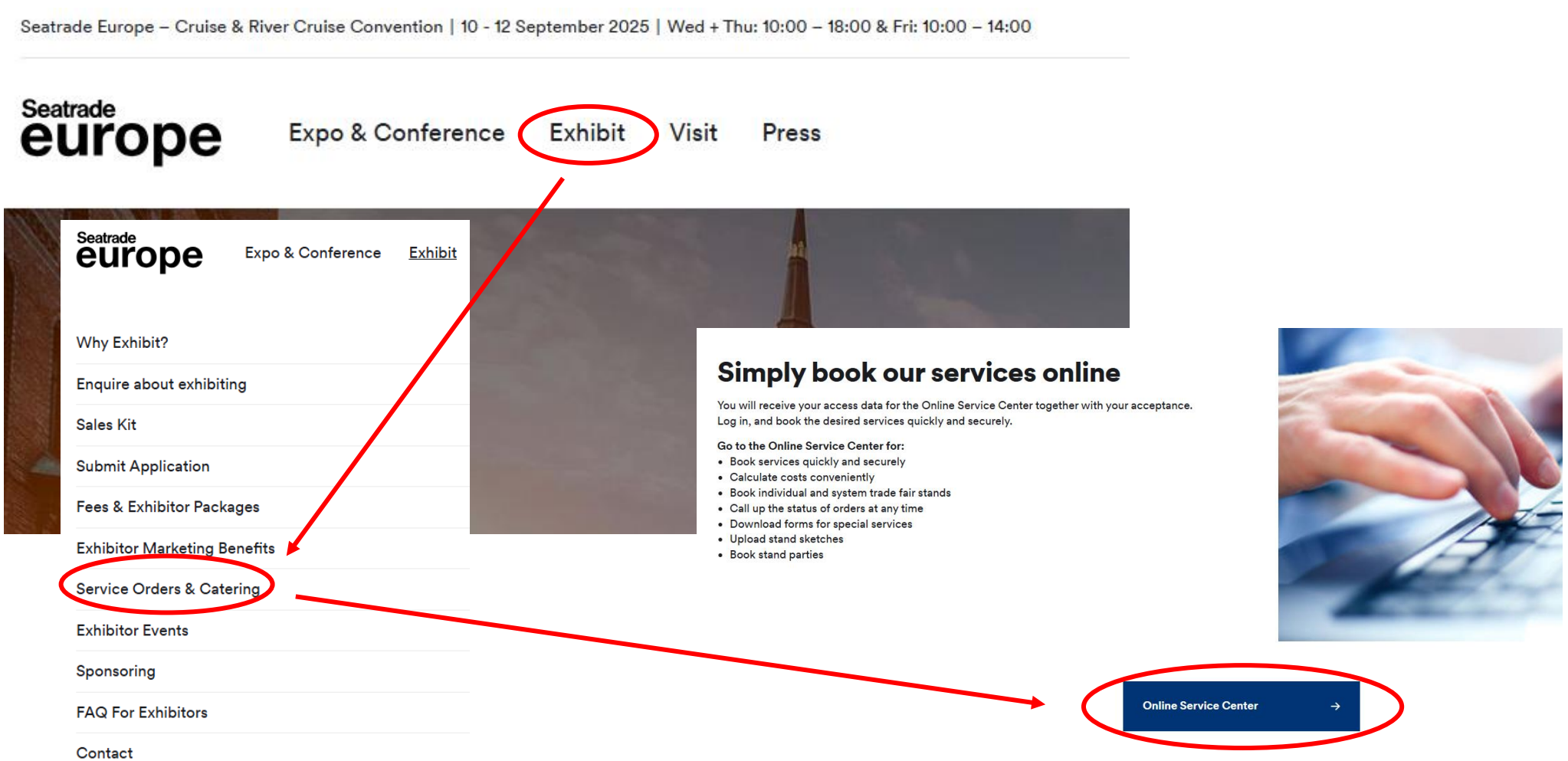
1. How to enter Online Service Center (OSC)



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1. How to enter Online Service Center (OSC)

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

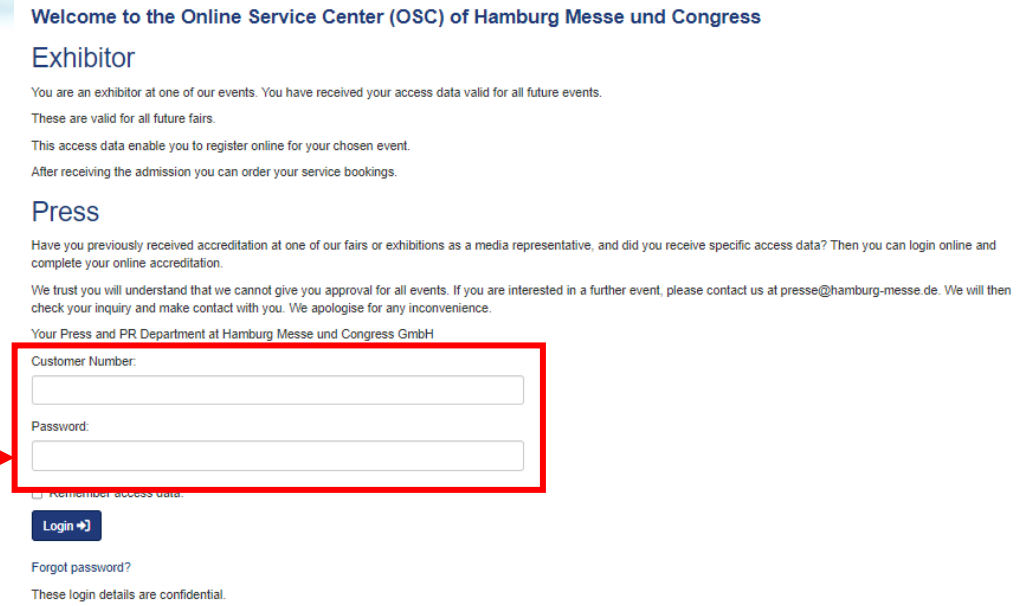
Press:

Online Service Center →

Online Service Center →

Enter you customer number and password here:

Customer number and password can be found in your documents you have received with your admission letter.



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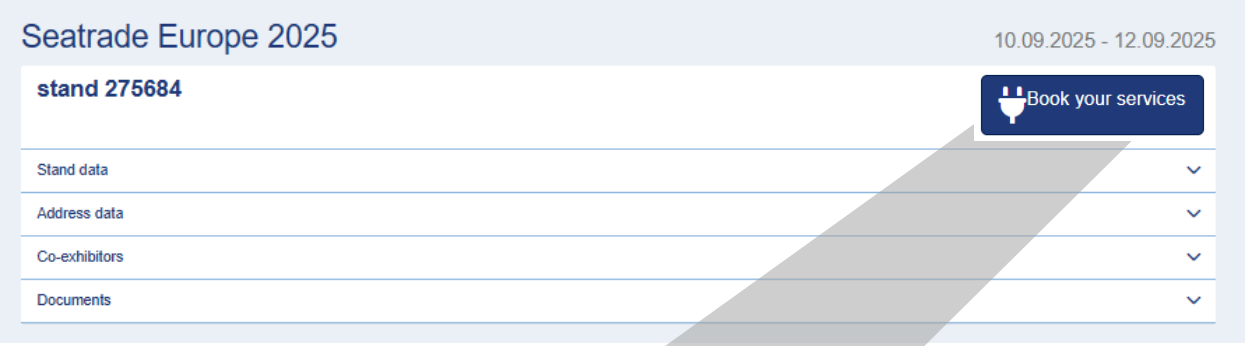
2. Find access to Seatrade Europe portal

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

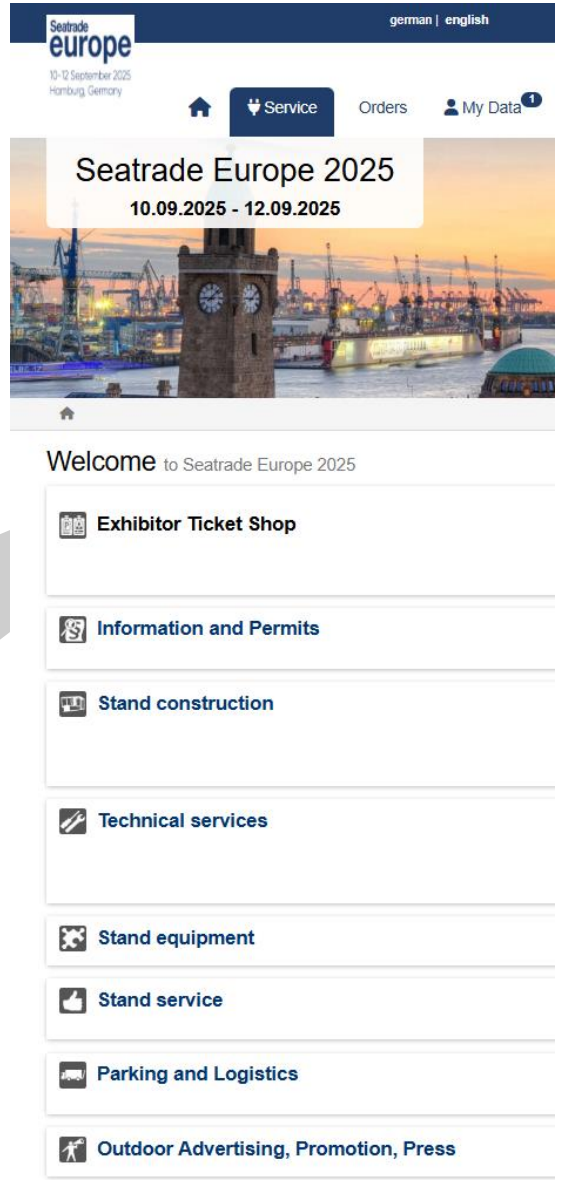


Press:

Book your services

Press:

Exhibitor Ticket Shop



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3. The exhibitors‘ ticket shop

You can order the following tickets/passes:

- Exhibitor passes for your stand staff
- Invitations (indiviual 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.

Exhibitor passes →

Invitations / codes →

To order invitations for your customers, press:

Invitations / codes →

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3. The exhibitors‘ ticket shop

Invitations / Codes

Order →

Ordering invitations and codes for discounted tickets* is free of charge for you.

The price conditions for the invitations / codes used for admission can be found in the Online Service Center under “Exhibitor Ticket Shop”.*

*Discounted ticket codes are not available for all events. If the option is offered, it will automatically be available under “Order”.

Overview status →

Under **Overview status** you can view and manage all orders placed so far. Here you can also track who has redeemed your invitations / codes at any time. The admission status will be updated during the event.

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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

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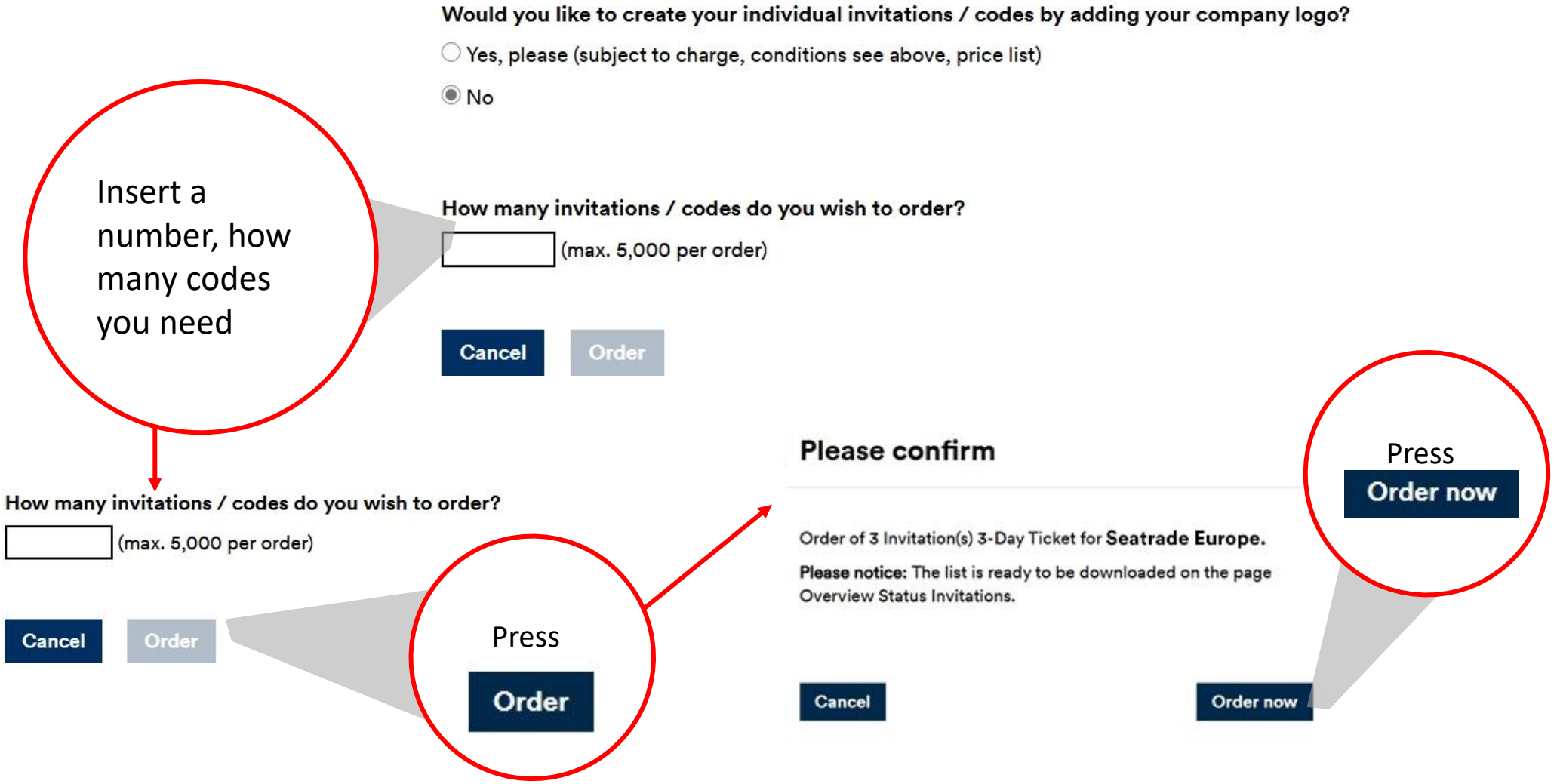
3. The exhibitors‘ ticket shop



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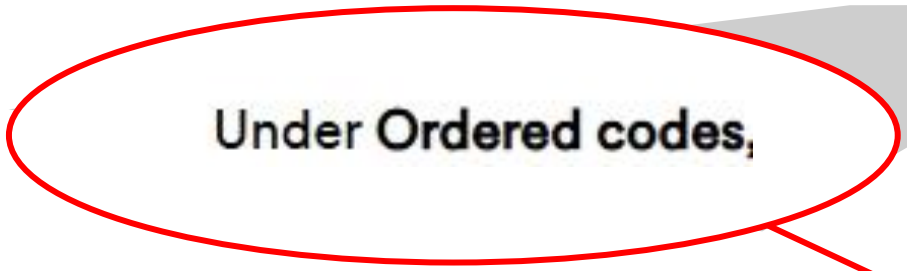
3. The exhibitors‘ ticket shop

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

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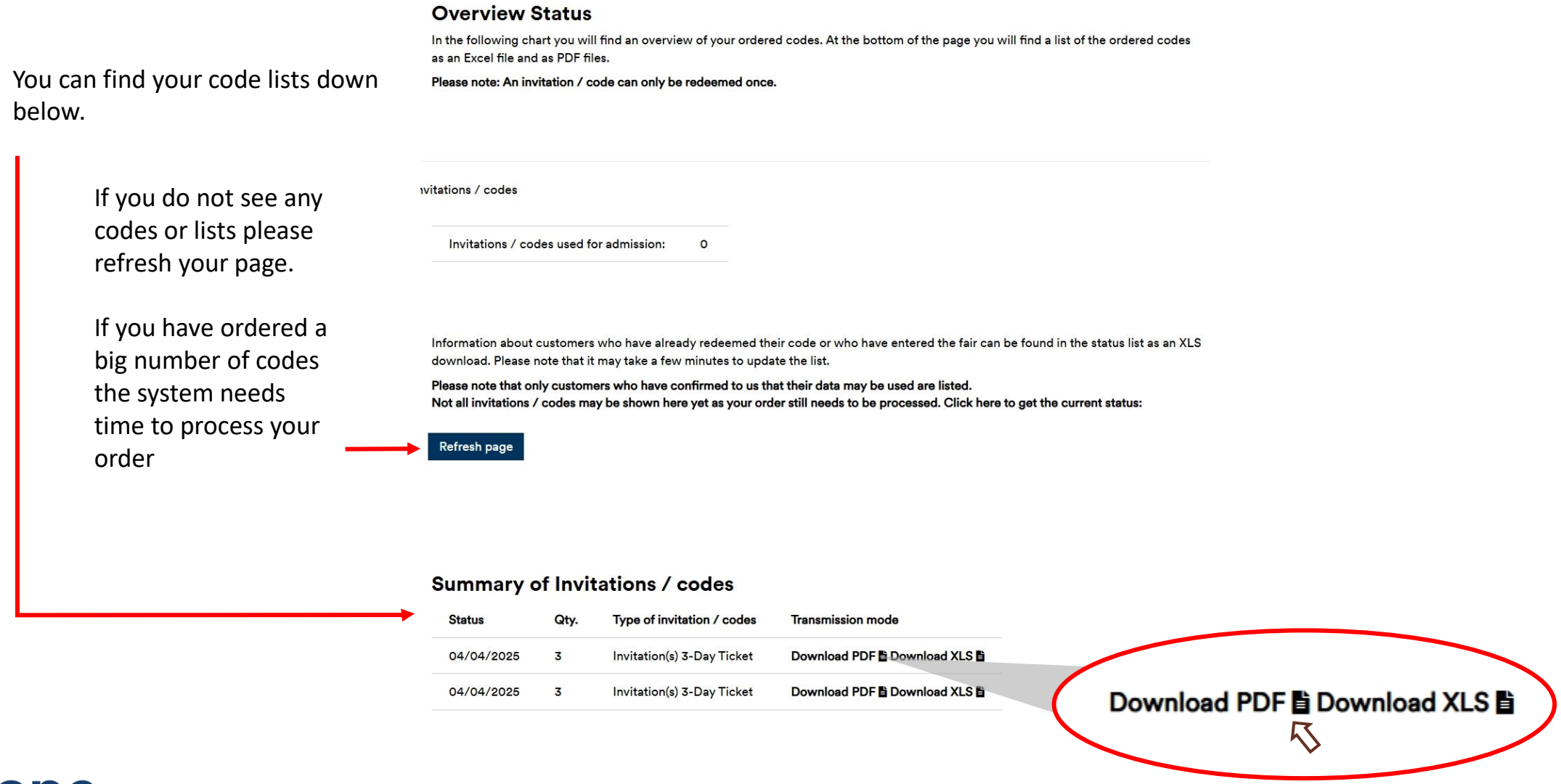
3. The exhibitors‘ ticket shop

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



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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

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