

CONTACT MANAGEMENT SERVICES

Your personal contact with your customers:

A busy exhibition stand with plenty of promising contacts: Don't forget to invite your potential customers to the fair personally. Send your customers a free online voucher for **Laser World of Photonics 2025**.

It will certainly pay off: 94% of all visitors who use guest tickets visit the stand of the exhibitor they received them from.

We record the numbers of all redeemed vouchers upon entry. You can access and download the address information at the Exhibitor Shop at any time **before, during and after** the fair. That way you will know who actually used their online voucher to get a one-day ticket – information you can use for other activities.

TIP: Post a voucher banner on your website to find out who is planning to visit your stand before the fair even begins. The voucher banner is also available at the Exhibitor Shop.

What's the price of online vouchers for one-day tickets?

- Online voucher: **24,00 EUR** (excl. VAT)
- Online voucher GoGreen: **28,20 EUR** (excl. VAT)

By purchasing a GoGreen-ticket, you are supporting various projects that contribute to climate protection. For further information please visit <https://world-of-photonics.com/en/trade-fair/tickets/gogreen-ticket/>

However, you will only be charged for tickets actually used and the total cost is capped depending on the size of your stand: If your stand area is below 100 m², you will pay for no more than two tickets per square meter of your stand area. If it is equal to or greater than 100 m², you will pay for no more than one ticket per square meter of your stand area.

Please note: In the case of the online voucher GoGreen the GoGreen contribution worth 4,20 EUR will be charged for all tickets used.

Co-exhibitors that do not belong to the same group of companies as the main exhibitor pay for no more than 20 redeemed ticket vouchers. As a result, you know exactly what costs to expect in advance.

If an exhibitor has rented two or more booth spaces, the aggregate floor space is considered as the basis of calculation. The resale of online vouchers is prohibited.

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Sample calculation for main exhibitors

If you rent a stand of 20 m²: $20 \times 2 = 40$. You will pay for no more than 40 ticket vouchers and the maximum total will be $40 \times \text{EUR } 24 = \text{EUR } 960$.

Your online vouchers will cost no more than EUR 960, regardless of how many you order. If fewer ticket vouchers are used, you will pay only for the actual number of redeemed vouchers.

If more visitors than shown above use your online vouchers, you will not have to pay for any of these additional online vouchers! So, invite as many visitors as possible to visit your stand – it will pay off!

If fewer online vouchers than calculated above are used, we will of course invoice only the number of online vouchers actually used.

It works like this:

When sending out your vouchers, please inform your customers that they have to register online at <https://world-of-photonics.com/en/trade-fair/tickets/>

They will be guided through the process of entering their voucher number and, once the voucher is redeemed, will receive their Print@home-Ticket along with a Mobile Ticket via E-Mail. They simply have to scan the ticket on their smartphone at the turnstiles to enter. This is the fastest way for your customers to reach your stand.

To prevent any unauthorized use of vouchers, we recommend that you send vouchers only to contacts whom you actually know, and to keep a record of the voucher number(s) allocated to them.