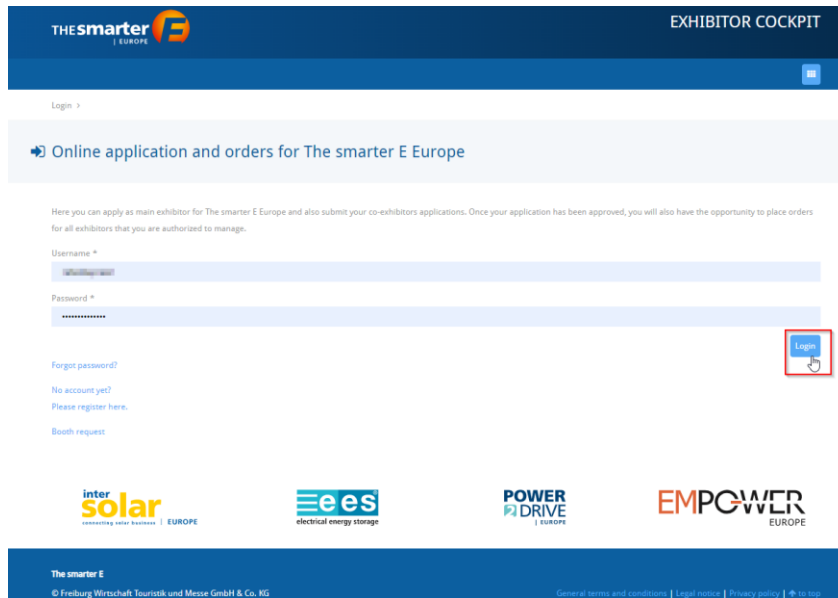


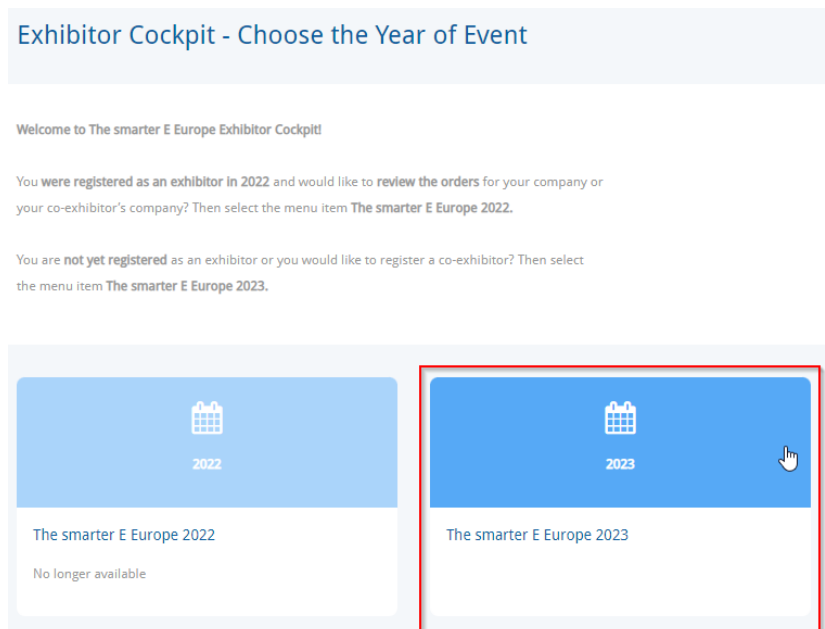
## Workflow Order Vouchers in Exhibitor Cockpit

### 1. Log in to the [Exhibitor Cockpit](#)



The screenshot shows the 'EXHIBITOR COCKPIT' login interface. At the top left is the 'THEsmarter EUROPE' logo. The main heading is 'Online application and orders for The smarter E Europe'. Below this, a paragraph explains that users can apply as main exhibitors or submit co-exhibitor applications. The login form includes fields for 'Username \*' and 'Password \*', a 'Login' button (highlighted with a red box), and links for 'Forgot password?', 'No account yet? Please register here.', and 'Booth request'. At the bottom, logos for 'inter solar', 'ees', 'POWER DRIVE', and 'EMPOWER EUROPE' are displayed. The footer contains 'The smarter E' and '© Freiburg Wirtschaft Touristik und Messe GmbH & Co. KG'.

### 2. Choose the Year of Event



The screenshot shows the 'Exhibitor Cockpit - Choose the Year of Event' page. It starts with a 'Welcome to The smarter E Europe Exhibitor Cockpit!' message. Two paragraphs provide instructions: one for users registered in 2022 who want to review orders, and another for users not yet registered or wanting to register a co-exhibitor. Below the text are two event selection cards. The first card, for 'The smarter E Europe 2022', is marked 'No longer available'. The second card, for 'The smarter E Europe 2023', is highlighted with a red box and has a mouse cursor pointing at it, indicating it is the selected option.

### 3. Continue to the Order Center

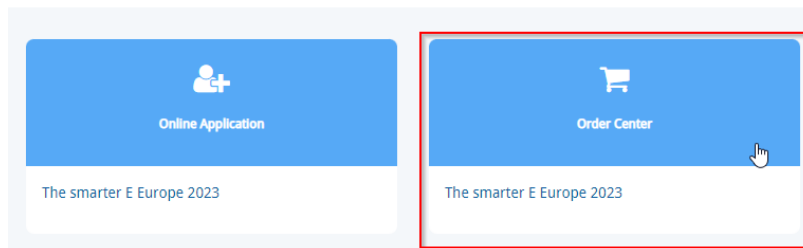
#### Exhibitor Cockpit - Online Application and Order Center

Welcome to The smarter E Europe Exhibitor Cockpit!

You are **already registered as an exhibitor** and would like to place orders for your company or your co-exhibitor's company? Then select the menu item **Order Center**.

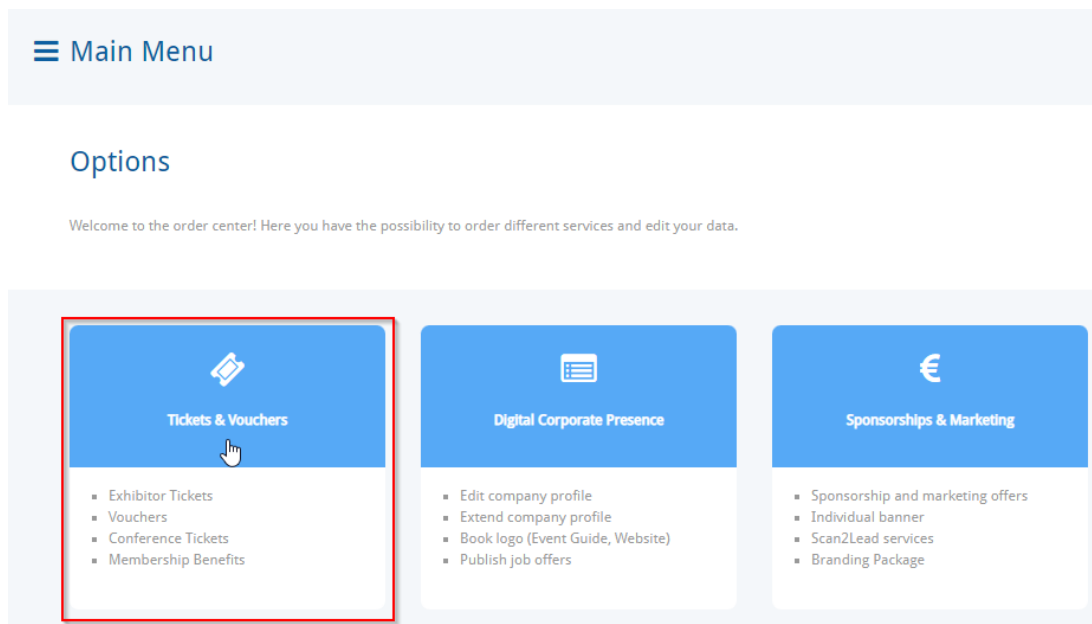
You are **not yet registered as an exhibitor** or you would like to register a co-exhibitor? Then select the menu item **Online Application**.

[Back](#)

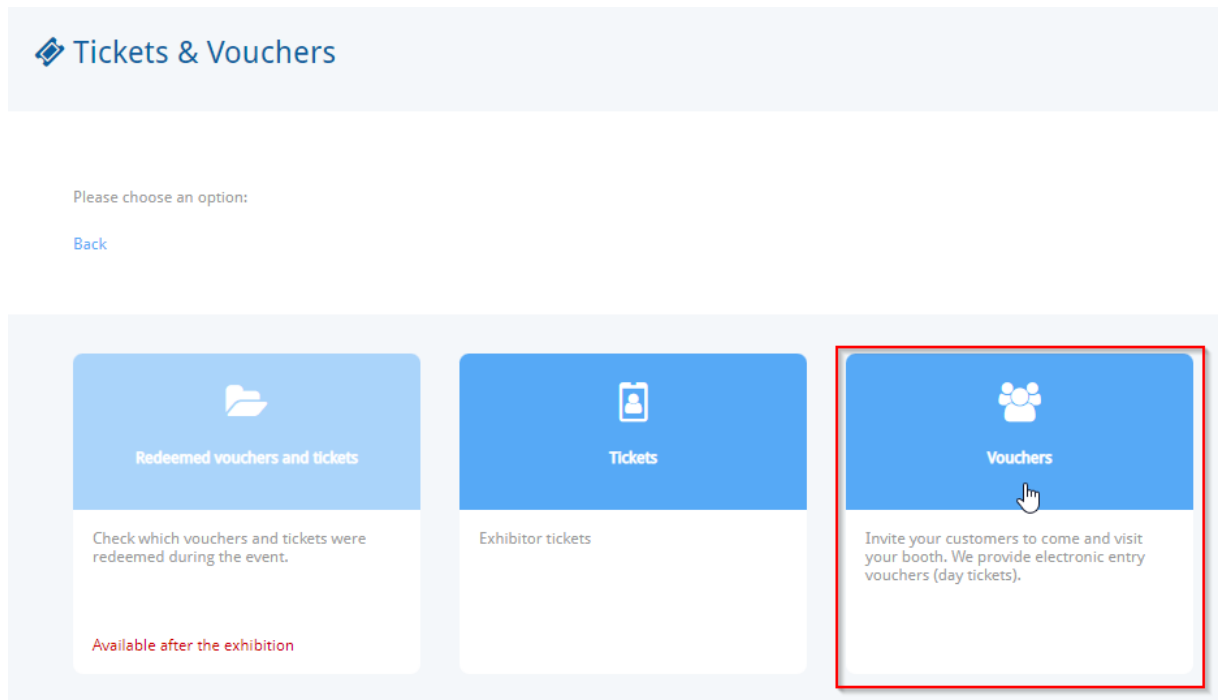


4. You will now see a list of all Exhibitors and Co-Exhibitors that you manage. Select the profile which you want to order the Vouchers for by clicking on the respective name.

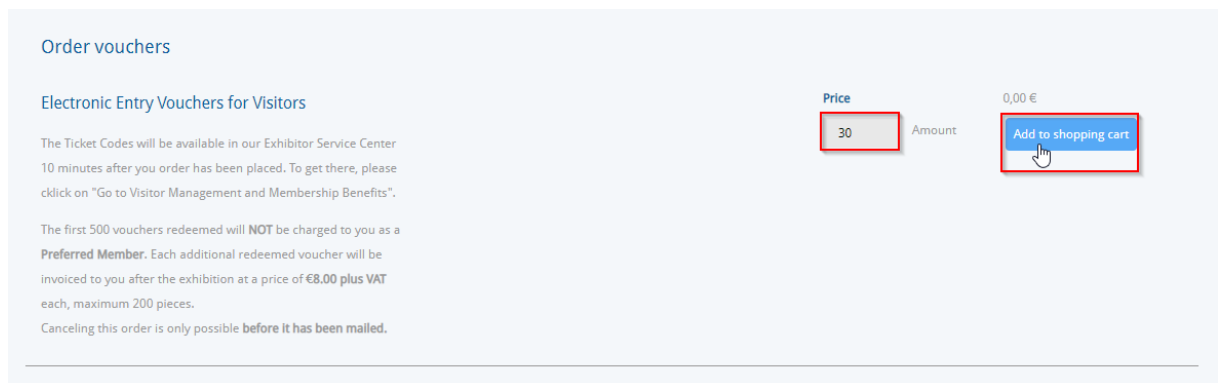
5. Choose the option "Tickets & Vouchers"



6. Now, proceed to “Vouchers”



7. Enter the number of Vouchers you want to order, then click “Add to shopping cart”



## 8. Proceed to the shopping cart

Order vouchers

Electronic Entry Vouchers for Visitors

The Ticket Codes will be available in our Exhibitor Service Center 10 minutes after you order has been placed. To get there, please click on "Go to Visitor Management and Membership Benefits".

The first 500 vouchers redeemed will **NOT** be charged to you as a **Preferred Member**. Each additional redeemed voucher will be invoiced to you after the exhibition at a price of €8.00 plus VAT each, maximum 200 pieces.

Canceling this order is only possible **before it has been mailed**.

The item "Electronic Entry Vouchers for Visitors" was placed into the shopping cart with the quantity of "30".

[To the shopping cart](#)

## 9. Confirm shopping cart

Selected items

30	Pieces	Electronic Entry Vouchers for Visitors	0,00 €	x
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[Confirm shopping cart](#)

## 10. Enter the email address the order confirmation shall be sent to and place the order

1 x Publish logo in the Event Guide (printed exhibitor list incl. hall plan, print edition: 75,000) - Available until May 8, 2023

### Recipient

Please fill in all mandatory fields and accept the terms and conditions.

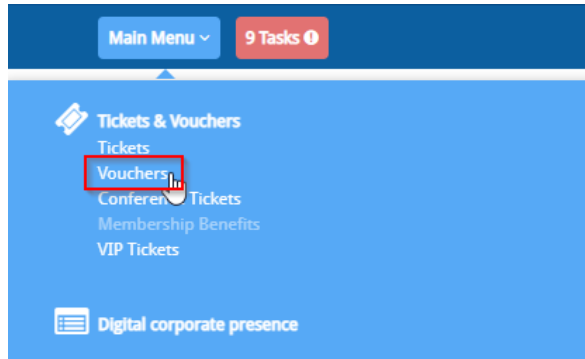
E-Mail \*

I hereby accept the [terms and conditions](#) of The smarter E Europe organizers.

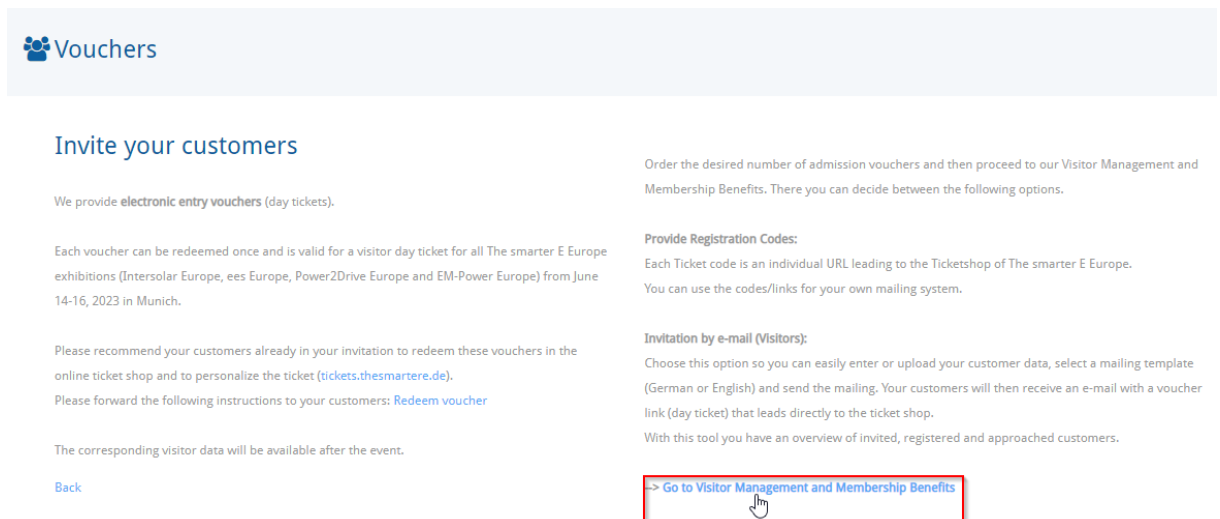
Comments

[Place order](#)

11. Now, go back to “Vouchers”. By using the button “Main Menu” in the top left corner you can go directly to the correct option.



12. Click “Go to Visitor Management and Membership Benefits”. You will be forwarded to another website.

A screenshot of the 'Vouchers' page. The page title is 'Vouchers' with a group icon. The main heading is 'Invite your customers'. The text describes electronic entry vouchers for Intersolar Europe, ees Europe, Power2Drive Europe, and EM-Power Europe. It provides instructions on how to recommend and redeem these vouchers. On the right side, there are sections for 'Provide Registration Codes' and 'Invitation by e-mail (Visitors)'. At the bottom right, a button labeled '> Go to Visitor Management and Membership Benefits' is highlighted with a red box and a mouse cursor.






13. You will now see the following overview

The smarter E Europe 2023 - Exhibitor Service Center

Here you have the possibility to register your exhibitor tickets, to invite your customers via voucher, to access Membership Benefits, to view orders and to manage your Branding Package.

**Voucher:** If you have already ordered voucher codes and generated them via "Invite customers", you will find the download list via the header under "Exhibitors" - "Document overview".

**Visitor Management and Membership Benefits**  
Vouchers, promo codes and visitor tracking; Membership benefits

 <b>9,255</b> VOUCHERS ORDERED	 <b>28</b> VOUCHERS SENT
 <b>23</b> VOUCHERS REGISTERED	 <b>0</b> SCANNED AT STAND
 <b>0</b> VOUCHERS ENTERED	

**Invite customers**  
Easily invite your customers to the exhibition

**Orders**  
Overview of the ordered vouchers via Exhibitor Cockpit (electronic vouchers and branding package)

**Redeemed Vouchers**  
Overview of redeemed vouchers

**Membership Benefits (Promo Codes)**  
Overview of Membership Benefits (Promo Codes)

**Exhibitor Tickets**  
Purchase and edit exhibitor tickets

14. Insert a campaign name and use either "Invitation by e-mail" or "Provide Registration Codes".

**Campaigns**

Create a new campaign or select an existing one.

**Campaign select**

**New Campaign**  
Create a new invitation campaign.

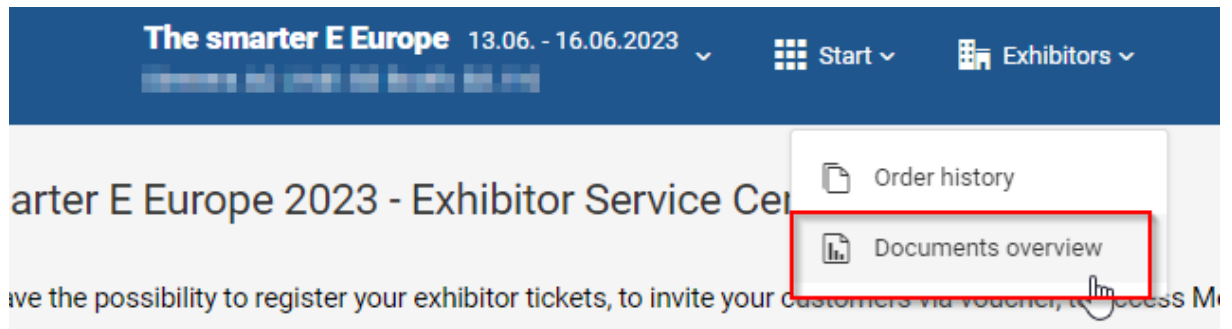
**Campaign name**

**Campaign type**

**Invitation by e-mail (Visitors)**  
You only provide the name and an e-mail address. Your visitor then must complete the registration in the visitor portal. The visitor receives the ticket only after a successful registration.

**Provide Registration Codes**  
Choose an amount from your contingent and receive registration codes to redeem in the visitor portal. The list of codes will be provided as download on the documents overview page.

- 14.1. If you choose to have the Registration Codes provided, you will receive an email containing the list of codes. If you do not receive this email, you can find it in the “Documents overview”.



- 14.2. We recommend using the Invitation by email option as you can then manage the Voucher via the “Redeemed Vouchers” button on the start page. There, you can see for example who has already redeemed the Voucher.

14.2.1. If desired, you now have the possibility to customize the email template.

14.2.2. Add the personal data of the recipients. You can either do this manually or use the Excel-Import.

To use the Excel-Import, please click the tab “Excel-Import”. You can then download the Excel Template, fill it with all information and then upload the list.

Personal data

Enter the data of the staff members you want to register here. Please note that due to tracking, each staff member must be registered with their own e-mail address. After registration you can download all exhibitor passes in a bundle (Exhibitor Tickets -> Review Exhibitor Tickets).

Manual Input **Excel-Import**

#	Salutation *	Title	Firstname *	Last Name *	Home address	Company	Street	Postcode
1						FWTM Freiburg Wirtschaft To	Neuer Messplatz 3	79108

- 14.3. At the end, verify the data you entered and send the invitations to your customers.