

# eenergy decentral<sup>DLG</sup>

POWERING NEW IDEAS

15–18 November 2022 | Hanover, Germany



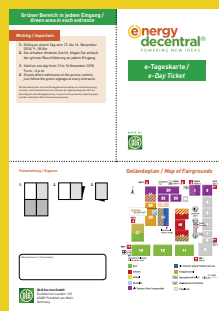
## INVITATION SERVICE AND TICKETS

With a direct approach and personal invitation, you can reach the right customers for your stand.

Invite your existing customers, new customers and partners to EnergyDecentral 2022 and use vouchers as effective and inexpensive advertising to draw attention to your stand.

### E-VOUCHER

Send the individual e-vouchers to your customers by e-mail or use them for your digital marketing campaigns.



- Valid for one day between 15 – 18 November 2022
- Price (net): 16.81 EUR  
After the fair, however, you will receive a double discount on all e-vouchers that are used by visitors with a German address  
E-vouchers used by foreign visitors are even free of charge.
- Available as of 1 July 2022 until the last day of the trade fair
- Your company name and stand number is already printed on the e-ticket

### PAPER VOUCHER

Send the paper vouchers by post or hand them over personally to your customers. The paper vouchers have to be redeemed online before the trade fair.



- Valid for one day between 15–18 November 2022
- Price (net): 13.50 EUR  
After the fair, however, you will receive a discount on all paper vouchers.
- There is a processing and shipping time for your order of approx. 6 – 14 days
- Available as of 1 August until 28 October 2022



# HOW IT WORKS

- Order the desired number of vouchers in the Ticket Service Center, where you can also invite your visitors directly and manage quotas.
- You can access the Ticket Service Center via the Exhibitor Service Portal, under Service Orders - Invite Visitors.
- Under "Order Vouchers", you can order both paper and e-vouchers.
- The e-vouchers are added directly to your account and under "Invite visitors" you have the option of downloading an Excel file with links and associated 14-digit registration codes or inviting your guests directly via the portal, with an e-mail customized by you.
- You will receive the paper vouchers by mail within 6 - 14 days from 01 August 2022 (only available until 28 October).
- Paper as well as e-vouchers must be registered online before the start of the fair.
- After successful online registration, your customers will receive their e-tickets by e-mail as PDF or mobile tickets for smartphones.
- After the trade show, you will only be billed for the vouchers used on site.



## YOUR ADVANTAGES DUE TO ONLINE REGISTRATION

- Due to online registration, the visitor data is directly available to you in the Ticket Service Center. You know immediately who has redeemed your vouchers.
- During and after the trade fair you will also see in the portal who has used your vouchers on-site.
- You can use the visitor data for the direct approach of your customers before, during and after the trade fair, thus following the success of your marketing campaigns.

### ORDER THROUGH THE ESP

<https://portalenergydecentral.dlg.org>

### ANY QUESTIONS?

E-mail: [ticketing@dlg.org](mailto:ticketing@dlg.org)

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## HOW IS THE DISCOUNT GENERATED AND HOWMUCH IS IT WORTH?

- All exhibitors benefit when visitors are actively encouraged to attend. They all contribute to the discount fund as they pay the fee for their stand.
- The money that goes into the discount fund pays back in full as it is used to reduce the costs for the vouchers redeemed.
- The discount is therefore calculated on the basis of stand size in square metres and the number of vouchers redeemed. For this reason, discounts cannot be granted until after the fair.
- Furthermore, the level of discount depends on the type of voucher and where your guests come from. Consequently, there are three different levels of discount:  
 Level 1: for all paper vouchers, you receive the standard discount  
 Level 2: all e-vouchers redeemed by visitors with a Germany address qualify for a double discount  
 Level 3: all e-vouchers redeemed by visitors with a non-German address are free of charge

### CALCULATE YOUR DISCOUNT\*:

| Settling your voucher         |                                    |                                |  |                         |
|-------------------------------|------------------------------------|--------------------------------|--|-------------------------|
| E-Voucher                     |                                    | Paper Voucher                  |  |                         |
| International users           | Users from Germany                 |                                |  |                         |
| Discount Level 3<br>16.81 EUR | Discount Level 2<br>e.g. 2 x 4 EUR | Discount Level 1<br>e.g. 4 EUR |  | Discount                |
| Free                          | $16.81 - 2 \times 4$<br>= 8.81 EUR | $19,33 - 4$<br>= 15.33 EUR     |  | Costs for the exhibitor |

\* example calculation