

LitAg Ticket Portal

# Tutorial for Agents & Scouts

2023

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# Registering in MyBookFair

# Registering in MyBookFair



You can register in MyBookFair  
in three easy steps.

Please enter the following URL  
into your browser:  
<https://services.buchmesse.de>


Click on "Register now".

## My Book Fair Login

Please log in here to use our services.

**E-mail**

**Password**

Login  Register now Password forgotten

**Register to...**

- buy a trade visitor ticket,
- redeem a ticket code or link,
- request a visa invitation letter,
- update your company profile in the Exhibitor Catalogue,
- gain access to the exhibitor ticket portal,
- settle your invoices via credit card,
- to obtain a press ticket,
- publish your events in the Calendar of Events.

# Registering MyBookFair



My Book Fair Registration  
\* Marked fields are mandatory fields.

The screenshot shows a registration form with the following sections and fields:

- Login**
  - E-mail (unique address for login) \*
  - Password (at least 7 characters) \*
  - Password, repeat to confirm \*
- Personal data**
  - Salutation: Prefer not to say
  - Academic title: Please choose
  - First name \*
  - Last name \*
  - Company
  - Language: English
- Address**
  - Street / Street No. \*
  - Post code
  - City / Town \*
  - Country \*
  - Please choose
- Information on Frankfurt Book Fair offers \***
  - Yes, I would like to receive information about the products and services of the Frankfurt Book Fair and to a design office in New York, New Delhi, Moscow and Beijing by e-mail.
  - No, I do not wish to receive information.
- Privacy Statement \***
  - Yes, I have read the Privacy Statement \*

At the bottom, there is a checkbox for "Ich bin kein Roboter" (I am not a robot) with a CAPTCHA image, and two buttons: "Register now" and "Cancel".

Fill in the registration form.  
Any field with an asterisk (\*) is mandatory,  
the rest is optional.

After clicking "Register now" and saving your  
data, you will receive an e-mail with an  
**activation link**. Please click the link to finish  
registration and validate your account.  
Please check your spam folder if you can't  
find the e-mail in your inbox.

If the link can't be clicked, you can also copy  
and paste it into your browser.

# Registering in MyBookFair



Now you can  
log in using  
your e-mail  
address and  
password.

## My Book Fair Login

Please log in here to use our services.

E-mail

Password

Login



Register now

Password forgotten

### Register to...

- buy a trade visitor ticket,
- redeem a ticket code or link,
- request a visa invitation letter,
- update your company profile in the Exhibitor Catalogue,
- gain access to the exhibitor ticket portal,
- settle your invoices via credit card,
- to obtain a press ticket,
- publish your events in the Calendar of Events.



# Creating and sending LitAg ticket codes and ticket links

# Creating **LitAg** ticket codes and ticket links



If you are the **ticket manager** for your company, you have access to the LitAg Ticket Portal.

If you don't have access to the LitAg Ticket Portal, please get in touch with the LitAg team: [litag@buchmesse.de](mailto:litag@buchmesse.de)

Log in to your MyBookFair account and go to "LitAg Ticket Portal" under "Tickets".

The screenshot shows a navigation menu titled "Tickets" with a red arrow icon. Below the title is a dark grey bar containing the following links: "Personal Data", "Job Profile", "Matchmaking Data", and "Masterclasses Application". The main content area lists several options, each with a red "Continue" button:

- Purchase trade visitor ticket**: For trade visitors. [Continue >](#)
- Redeem ticket code**: Exhibitors and trade visitors can redeem ticket codes and create fair tickets here. [Continue >](#)
- Redeem ticket code (LitAg)**: Agents and guests of LitAg on Tuesday can redeem ticket codes and create fair tickets here. [Continue >](#)
- Retrieve ticket**: Here you will find tickets that have already been issued. [Continue >](#)
- Retrieve invoice**: For exhibitors/trade visitors. [Continue >](#)
- Exhibitor ticket portal**: Ticket managers of exhibiting companies can create fair tickets here, as well as distribute and manage them. [Continue >](#)
- LitAg ticket portal**: LitAg customers can create, distribute, and manage their fair tickets here. [Continue >](#)

A large red arrow points to the "LitAg ticket portal" option.



# Creating LitAg ticket codes and ticket links



You are now in the general overview of the LitAg Ticket Portal.

If you need additional LitAg tickets beyond your free tickets, you can order directly in the shop and receive a separate invoice for the additional tickets after the fair (137€/ticket).

You can see here how many tickets are available in your free quota. If you want to create a LitAg ticket, click on "Issue LitAg tickets".

**LitAg Tickets** ⓘ

[Show assigned tickets](#)

You have issued 9 LitAg ticket(s).

Please note: If required, each ticket manager also needs to create a LitAg pass for himself or herself.

[Terms and conditions of ordering and details of prices, GTC](#)

9	4	0	0	2
Issued	Registered	Used	With costs	Free of charge

[ISSUE LITAG TICKETS](#)

# Creating LitAg ticket codes and ticket links



You can also issue tickets by selecting the tab "LitAg Tickets" and then clicking on "Issue LitAg Tickets"

# Creating LitAg ticket codes and ticket links



For your guests who you would like to meet at the Agents & Scouts Centre (LitAg) on Tuesday, you can create the free Tuesday Tickets.

Every person invited to the Centre on Tuesday needs a Tuesday Ticket!

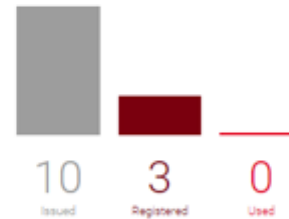
On the following slides we show you how to invite visitors via ticket links and ticket codes.

### Tuesday Tickets ⓘ

[Show your invitations](#)

Provide your customers and guests with a Tuesday Ticket, in order for them to access the fairgrounds and LitAg (free of charge). Anyone with an exhibitor pass/LitAg ticket can already access the fairgrounds on Tuesday.

[Terms and conditions and details of prices, GTC](#)



 INVITE CUSTOMERS

# Sending LitAg ticket links





If you want to send individual ticket links, please click on "Ticket link".

Ticket links can be sent directly to your colleagues' e-mail address.




How would you like to create exhibitor passes?

Would you like us to take care of it for you?

 Ticket link →	 Send ticket links using an Excel list →
---	---

Would you like to send the ticket code yourself?

 Ticket code →
---

# Sending LitAg ticket links



**Who would you like to send a ticket link to?**

The recipient can use the ticket link to create their own LitAg Ticket online.

- 1**  
Enter your contact's email address. Click on "Next + send ticket link".  
[Show e-mail preview](#)
- 2**  
Your contact will receive an e-mail with a ticket link.
- 3**  
Your contact can then register in My Book Fair and download his or her own tickets.

E-Mail address

+ OTHER E-MAIL ADDRESS

**NEXT + SEND TICKET LINK**



Please enter the e-mail address of the recipient of the ticket link. Further e-mail addresses can be added (click on "Add E-Mail Address").

# Sending LitAg ticket links



## LitAg Tickets ⓘ

You have issued 2 LitAG ticket(s).

ISSUE LITAG TICKETS

SEARCH

Show	all tickets	Action	please select	Entries	50				
<input type="checkbox"/>	Name	Company	Ticket no.	Creation type	Type	Created	E-Mail	Used	Status
<input type="checkbox"/>			1 3098 6235 1800		Literary Agent € 155...	06/04/2019 01:03 PM			<input checked="" type="checkbox"/>
<input type="checkbox"/>			1 3098 6234 1004		Literary Agent € 155...	06/04/2019 12:51 PM			<input checked="" type="checkbox"/>

After sending the link(s), you are taken to an **overview page** where you can see all the tickets you have sent, to whom, and whether they've been claimed or not.

The recipient of the link will receive an e-mail. Clicking on the link will take the user to their ticket, after they log in to MyBookFair.

ATTENTION: In order to personalize a ticket for yourself, each person needs their own a separate MyBookFair account.





# Sending LitAg ticket codes

If you want to send ticket codes only, simply click on "Ticket code".


Ticket codes will be sent to your e-mail address and can be sent individually afterwards.

How would you like to create exhibitor passes?

Would you like us to take care of it for you?

 Ticket link →	 Send ticket links using an Excel list →
---	---

Would you like to send the ticket code yourself?

 Ticket code →
---





# Sending LitAg ticket codes

**Would you like to download multiple registration codes?**

The ticket codes you download can be sent by e-mail or given to your contacts by other means. The recipients must register on My Book Fair and redeem their individualised codes themselves.

- 1**  
Please enter the number of ticket codes required below. Click on "Order now".
- 2**  
You will receive an email with a download link for an Excel file containing the requested ticket codes.
- 3**  
You can send your contact a ticket code by e-mail yourself. The recipient can use it to get a valid LitAg ticket by registering online.

- 1 +

**ORDER NOW**





Indicate here how many ticket codes you would like to order and click "order now".





# Sending LitAg ticket codes



**LitAg Tickets** ⓘ  
You have issued 2 LitAG ticket(s).

Show **all tickets** Action **please select** Entries **50**

<input type="checkbox"/>	Name	Company	Ticket no.	Creation type	Type	Created	E-Mail	Used	Status
<input type="checkbox"/>			1 3098 6235 1800		Literary Agent € 155...	06/04/2019 01:03 PM			



You are now back to the **overview**.

The column **"Ticket no."** shows you the code of each ticket. These can be give to other users to be redeemed in their accounts.

# Sending LitAg ticket codes



After ordering the ticket codes, you will receive an e-mail with a **download link**.

Click on the link to download the excel sheet containing the codes.

**Please note:** The download is available two weeks upon receipt. After that date, you can copy the ticket codes from your overview in the LitAg Ticket Portal.



FBM LitAg ATP (DE): Your requested ticket codes for LitAg tickets for Frankfurter Buchmesse 2023



etickets@messefrankfurt.com

An

↩ Antworten   ↶ Allen antworten   → Weiterleiten    

Mi 28.06.2023 16:27

Aufbewahrungsrichtlinie MailboxRetentionFor12YearsThenDeletion (12 Jahre)   Lläuft ab 25.06.2035

Dear ,

If table 6.2 46X, 46Y at Frankfurter Buchmesse 2023, you have requested one or more ticket codes to generate LitAg tickets.

To start the download, please click the following link:

[https://exhibitor tickets.messefrankfurt.com/atp/en/download\\_link.html?download\\_link=mf\\_tap20160620\\_231570&download\\_link\\_code=MWRmNThiNzQ0ZTA0ZGU0OTQyZjAxNzRjNzg1ZTZiYWVM3ZmE3ZDkyNzU3ZDk3D](https://exhibitor tickets.messefrankfurt.com/atp/en/download_link.html?download_link=mf_tap20160620_231570&download_link_code=MWRmNThiNzQ0ZTA0ZGU0OTQyZjAxNzRjNzg1ZTZiYWVM3ZmE3ZDkyNzU3ZDk3D)

Please note that this download will only be available until 07/12/2023 04:27 PM.

The download provides the ticket codes as URL links and as ticket codes.

If you have any questions, please call Messe Frankfurt team at: +49 69 7575 5151; or write an e-mail to: [etickets@messefrankfurt.com](mailto:etickets@messefrankfurt.com).

This tutorial shows you how to take advantage of the LitAg Ticket Portal:

<https://www.buchmesse.de/files/media/pdf/service-exhibitor-litag-portal.pdf>

This mail was sent from on behalf of FBM LitAg ATP (DE) via the Messe Frankfurt ticketing system.



# Redeeming and retrieving tickets

# Creating **LitAg** ticket codes and ticket links



If you would like to redeem a ticket code for the LitAg, please click on "Redeem ticket code (LitAg)".



The screenshot shows a web interface for 'Tickets'. At the top, there is a navigation bar with the following items: Personal Data, Job Profile, Matchmaking Data, and Masterclasses Application. Below this, the 'Tickets' section is displayed with a list of options, each with a red 'Continue >' button. A red arrow from the text on the left points to the 'Redeem ticket code (LitAg)' option.

Option	Description
<b>Purchase trade visitor ticket</b>	For trade visitors.
<b>Redeem ticket code</b>	Exhibitors and trade visitors can redeem ticket codes and create fair tickets here.
<b>Redeem ticket code (LitAg)</b>	Agents and guests of LitAg on Tuesday can redeem ticket codes and create fair tickets here.
<b>Retrieve ticket</b>	Here you will find tickets that have already been issued.
<b>Retrieve invoice</b>	For exhibitors/trade visitors.
<b>Exhibitor ticket portal</b>	Ticket managers of exhibiting companies can create fair tickets here, as well as distribute and manage them.
<b>LitAg ticket portal</b>	LitAg customers can create, distribute, and manage their fair tickets here.

# Redeeming a ticket code



1 Selection

2 3

## Redeem a voucher

Please enter your voucher or registration code here. ⓘ

Voucher / registration code	REDEEM A VOUCHER
-----------------------------	------------------

Supply by Messe Frankfurt Venue GmbH on behalf and for the account of Frankfurter Buchmesse GmbH.  
All prices including statutory VAT.

Total
NEXT



Now you can enter the code and redeem your ticket.

You can also redeem several codes at once.

If the ticket is for another person, they do not need their own MyBookFair account, just their own e-mail address.

# Redeeming a ticket code



1 Selection 2 3 4

## Redeem a voucher

Please enter your voucher or registration code here. ⓘ

REDEEM A VOUCHER

Literary Agent  
0 €  
presented by TM - Frankfurter Buchmesse

Literary Agent  
0 €  
presented by IM - Frankfurter Buchmesse

Supply by Messe Frankfurt Venue GmbH on behalf and for the account of Frankfurter Buchmesse GmbH.  
All prices including statutory VAT.

**Total**  
2 x Literary Agent

NEXT



In this example, 2 codes have been redeemed.

# Redeeming a ticket code



1 **2 Personalize** 3 4

[< back to Selection](#)

Please choose for whom you are ordering tickets.

Ticket	For myself	For others
1 x Literary Agent (1692418396768)	<input checked="" type="radio"/>	<input type="radio"/>
1 x Literary Agent (1692418402571)	<input type="radio"/>	<input checked="" type="radio"/>



NEXT

You can personalize the ticket for yourself, but also for others.

If the ticket is for another person, they **do not** need their own MyBookFair account, just their own e-mail address.

# Redeeming a ticket code




1 2 Personalize 3 4

Please personalize the tickets you have selected.

Ticket - Literary Agent

Abby  
Cidee

Frankfurter Buchmesse



FURTHER TO THE NEXT STEP

EDIT DATA

If you need to edit your data (name, company name,...), click on "Edit data"



Once you have checked your data, click on "Further to the next step"






# Redeeming a ticket code





1 2 **3 Overview and payment** 4

Please check the following information before sending your order:

**My order data** 

Abby Cidee  
Frankfurter Buchmesse  
Happy Street 5  
Nice City W34 DF3  
abby@cidee.com

**My Tickets**

<b>1 x Literary Agent</b>	 
	0 €

**Total**  
1 x Literary Agent

I accept to receive the invoice via e-mail and accept the [General Terms and Conditions](#)

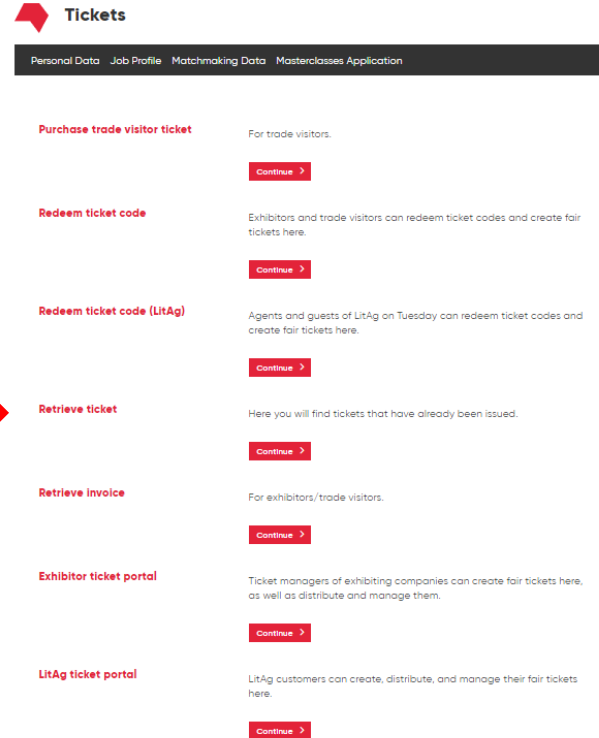
**SEND ORDER**

Tick the box and accept the General Terms and Conditions, then click on "Send your order".



# Retrieving your ticket

To retrieve your ticket, please click on "Retrieve ticket".



The screenshot shows a navigation menu with the following items:

- Personal Data
- Job Profile
- Matchmaking Data
- Masterclasses Application

The main content area lists several ticket-related options, each with a description and a "Continue" button:

- Purchase trade visitor ticket**: For trade visitors. [Continue](#)
- Redeem ticket code**: Exhibitors and trade visitors can redeem ticket codes and create fair tickets here. [Continue](#)
- Redeem ticket code (LitAg)**: Agents and guests of LitAg on Tuesday can redeem ticket codes and create fair tickets here. [Continue](#)
- Retrieve ticket**: Here you will find tickets that have already been issued. [Continue](#)
- Retrieve invoice**: For exhibitors/trade visitors. [Continue](#)
- Exhibitor ticket portal**: Ticket managers of exhibiting companies can create fair tickets here, as well as distribute and manage them. [Continue](#)
- LitAg ticket portal**: LitAg customers can create, distribute, and manage their fair tickets here. [Continue](#)

# Retrieving your ticket

You will find an overview of all the ticket issued for this year's fair and can download them.



## Your orders

LitAg 2022

Order number
1 x Literary Agent
presented by TM - Frankfurter Buchmesse
0,00 €
DOWNLOAD ALL

Order number
1 x Literary Agent
presented by TM - Frankfurter Buchmesse
0,00 €
DOWNLOAD ALL

Order number
1 x Literary Agent
presented by Literary Agents & Scouts Centre - Frankfurter Buchmesse
0,00 €
DOWNLOAD ALL





# Free contingent and management of further tickets

# Free contingent and managing further tickets

In the screenshot 12 tickets have already been issued and 5 users have already registered and personalised their tickets.

Should one of these 5 tickets be used to enter the fair, this ticket will be offset against the free contingent (2 tickets).

Should you need additional LitAg Tickets, you will be charged 137€/ticket.

This overview shows issued, registered and used tickets, as well as the amount of allotted tickets (free of charge).

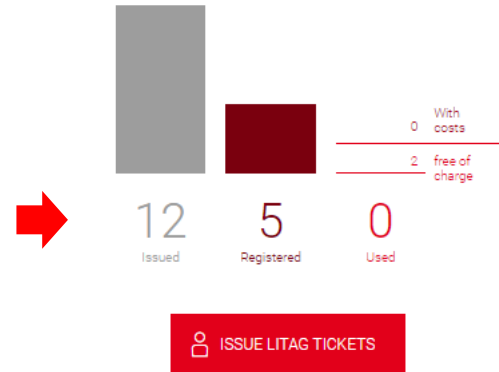
## LitAg Tickets ⓘ

> [Show assigned tickets](#)

You have issued 12 LitAg ticket(s).

Please note: If required, each ticket manager also needs to create a LitAg pass for himself or herself.

[Terms and conditions of ordering and details of prices, GTC](#)



# LitAg ticket code overview



LitAg Tickets ⓘ  
You have issued 2 LitAG ticket(s).

ISSUE LITAG TICKETS

SEARCH

Name	Company	Ticket no.	Creation type	Type	Created	E-Mail	Used	Status
		1.3098.6235.1800		Litrary Agent € 195...	06/04/2019 01:03 PM			
		1.3098.6234.1004		Litrary Agent € 195...	06/04/2019 12:51			

TO TOP

ISSUE LITAG TICKETS

Type: Ticket-PDF, Printticket, Registration link, Registration code, Invitation PDF

Status: Valid ticket, Ticket used, Ticket provided, Ticket blocked, Ticket error, Ticket invalid, Ticket processing, Ticket re-issued

This **overview** shows you how many ticket codes and links you have created.


The columns for **"Name"** and **"Company"** will show you if a ticket has been personalised or not.



"Under **"Creation type"** you can see whether you have sent a ticket code or a ticket link."

Under the item **"E-mail"** you can see to whom you have sent links and who has converted the codes.

Under the item **"Used"**, you can see afterwards whether the person came to the Frankfurter Buchmesse.

# LitAg ticket code overview



	Action	
	please select	
	please select	
Creation type		Created
1800		06/04/2019 01:03 PM
1004		Literary Agent € 155,... 06/04/2019 12:51 PM

By selecting an action from the "Action" menu, you can download a list of the contacts you define.



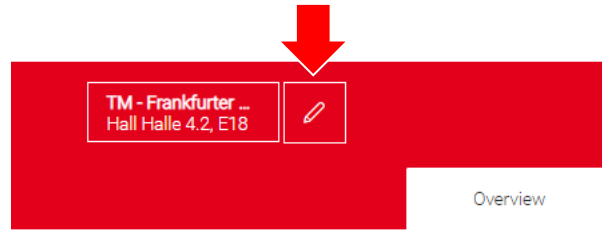
# Naming LitAg representatives



# Naming a representative LitAg

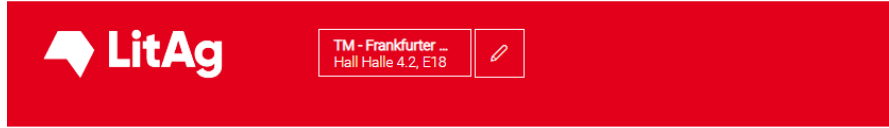


Click on the "edit" symbol (pencil) on the red banner of the overview page



# Naming a representative






## LitAg



[← back to ticket management](#)

### Name representative

The following users are currently managing tickets for this table:

Ms Abby Cidee	 
Mr Colleague	
Second Colleague	 

 NAME REPRESENTATIVE



To name a representative, click on the "Name Representative" button.

# Naming a representative

## LitAg



### Name representative

Form of address	▼
Title	▼
First name	
Last name	
Company	
E-Mail	

**SEND INVITATION** ←

On this page, fill in the information and send the invitation. It is important that the user account has the same e-mail address as specified in this entry. Once completed, the representative can carry out the same tasks as a ticket manager.


# Naming a representative

## LitAg






### Name representative

The following users are currently managing tickets for this stand:

Ms Abby Cidee 

---

Ms Maxine Test  

 NAME REPRESENTATIVE



To remove a representative, click the pencil icon again. In the overview you can then remove any representatives by clicking on the X next to their name.



# Blocking LitAg tickets

# Blocking LitAg tickets




<input type="checkbox"/>	Name	Company	Ticket no.	Creation type	Type	Created	E-Mail	Used	Status
<input type="checkbox"/>			1 3098 6235 1800		Literary Agent € 155...	06/04/2019 01:03 PM			




If you want to block a LitAg ticket, please click on the corresponding ticket code you want to block in the overview.

# Blocking LitAg tickets



 Ticket 1 6924 1839

Frankfurter Buchmesse  
Germany; Halle 4.2 E18



**Name**

**Company**  
Frankfurter Buchmesse

**Hall/Stand**  
Halle 4.2 E18


**E-mail**

**Ticket type**  
Literary Agent

**Ticketnumber**  
1 6924 1839

**Created / by**  
08/03/2022

**Registered / by**  
08/04/2022



**ADD NOTE**

Click on the lock icon



# Blocking LitAg tickets



Do you really want to block the ticket? It cannot be re-used!

Note relating to ticket

**YES** **NO**

Created / by  
06/04/2019 / Ms Sales Support

ADD NOTE

To definitely block the ticket, click on **“yes”** after writing a short note about the block.

Please mind that the ticket cannot be reactivated afterwards.



**#fbm23**