



Online ticketing: How to redeem tickets as an exhibitor or trade visitor

Your tickets – digitally simplified

My Book Fair offers convenient online access to your tickets. Say goodbye to searching for paper tickets before the fair.

How to redeem a ticket link

1. Click on the link
2. Register or sign-in to My Book Fair
3. Indicate your field of business
4. Review the order and submit
5. Receive your ticket via e-mail OR download it from My Book Fair
6. Print your ticket
7. Fill in the extended contact form for the health authorities – done!

Redeem a ticket code

1. Register or sign-in to My Book Fair
2. Under **Tickets** go to **Redeem a ticket code**
3. Enter your e-mail and ticket code
4. Review your information and select the day of your visit.
5. Receive your ticket via e-mail OR download it from My Book Fair
6. Print your ticket
7. Fill in the extended contact form for the health authorities – done!

What is My Book Fair?

My Book Fair is your direct service portal for visiting the fair. It's convenient and easy to navigate, and always available for whenever you need to book our fair services – so you'll never miss an opportunity.

Your benefits with My Book Fair:

As a trade visitor, you can:

- redeem ticket codes and ticket links,
- register as a trade visitor and take advantage of all relevant services,
- search the Exhibitor Catalogue, create watch lists and download them as PDFs,
- create favourites in My Book Fair, which will automatically be updated in your Buchmesse app for easy access, and
- participate in matchmaking based on the details you provide about your interests and the countries where you are looking for contacts.

Online ticketing for the general public at Frankfurter Buchmesse

20-24 October 2021
**FRANKFURTER
BUCHMESSE**
Guest of Honour Canada



Your tickets – digitally simplified

Frankfurter Buchmesse offers convenient online access for general public tickets. Say goodbye to searching for paper tickets before the fair.

How to redeem a ticket link

1. Click on the link
2. Sign-up/register
3. Personalise the ticket
4. Review the order and submit
5. Receive your ticket via e-mail OR print your ticket
6. Fill in the extended contact form for the health authorities – done!

Redeem a ticket code

1. Go to buchmesse.de/en/visit/private-visitors/tickets
2. Select **Buy ticket**
3. Enter your ticket code, then hit **Continue**
4. Select the day of the visit and click **Next**
5. Sign-up/register
6. Personalise the ticket
7. Review the order and submit
8. Receive your ticket via e-mail
9. Print your ticket
10. Fill in the extended contact form for the health authorities – done!

