



FRANKFURTER  
BUCHMESSE

Tutorial

# Exhibitor Ticket Portal

Frankfurter Buchmesse 2026

# Contents

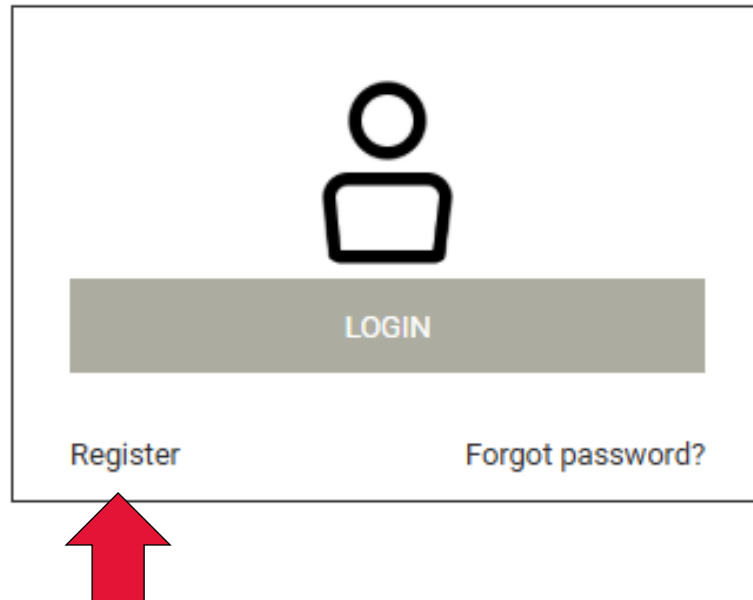


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# Registration in the Exhibitor Ticket Portal

# Registration in the Exhibitor Ticket Portal



You register with Messe Frankfurt to retrieve your tickets for Frankfurter Buchmesse in the [Exhibitor Ticket Portal](#).

For registration please use the e-mail address provided as ticket manager under

"05 Contacts – Admin for the Exhibitor Ticket Portal" on the stand registration form.



# Creating Exhibitor Passes

# Creating Exhibitor Passes



**FRANKFURTER BUCHMESSE** FBM Aussteller A... Hall 4.2, FBM26 07. - 11.10.26 Frankfurt am Main

Overview Exhibitor Passes Trade Visitor Tickets Private Visitor Tickets Set-up and dismantling pas...

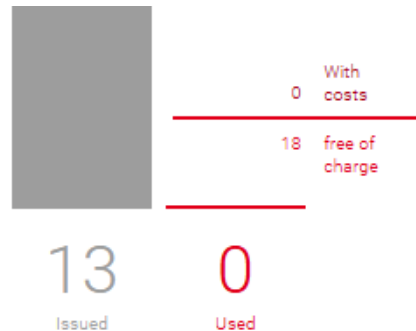
## Exhibitor Passes ⓘ

> Show issued tickets

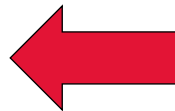
You have issued 13 Exhibitor Pass(es).

Please note: If required, each ticket manager also needs to create an Exhibitor Pass for himself or herself.

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



ISSUE EXHIBITOR PASSES



## Trade Visitor Tickets ⓘ

> Show your invitations

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

Total issued tickets

Trade visitor 5-day ticket € 165.00	4	
Trade visitor day ticket € 91.00	5	
.	0	

As a ticket manager, you can create Exhibitor Passes for yourself and your team directly in the portal.

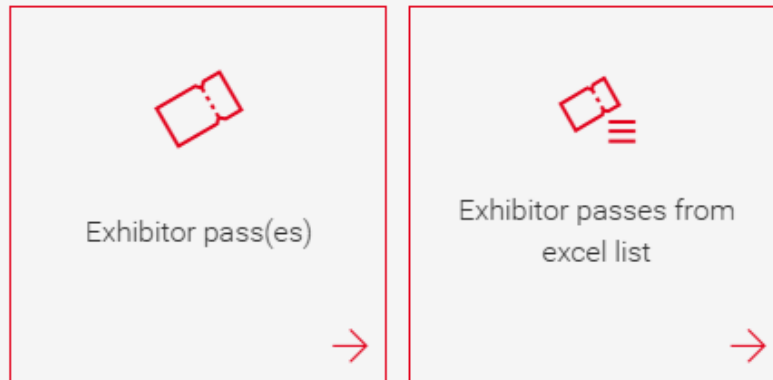
To do this, click on "Issue Exhibitor Passes".

# Creating Exhibitor Passes



## How would you like to create exhibitor passes?

You create exhibitor passes online and print them directly or send them by e-mail.  
You can create them single as well as in large numbers.

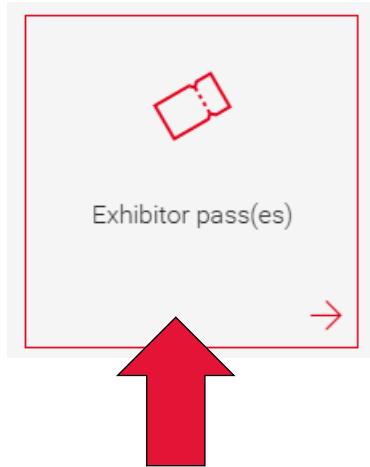


Messe Frankfurt Exhibition GmbH collects and processes the data you provide here to process your ticket request on behalf of Frankfurter Buchmesse GmbH. Please find further information in the [Privacy Policy](#).

Select how you would like to create the Exhibitor Passes:

- You can create the passes individually.
- Or you can enter the ticket users' data in an Excel list and upload it. This allows you to easily create several passes at once. You can download an Excel template when selecting this option.

# Creating Exhibitor Passes



Create a new ticket.

Form of address\* ▼

Title ✕ ▼

First name\*

Last name\*

FBM Aussteller ATP Ticketing

Germany ▼

E-mail address of ticket holder

Please select if you wish to have your ticket sent per e-mail. It will be sent to the e-mail address of the ticket holder.

**TICKET PREVIEW + NEXT**

To create the Exhibitor Passes individually, click on “Exhibitor pass(es)”.

Then enter the required details and click on “Ticket preview + next”.

If the ticket is also to be sent to the person for whom you are creating it, please tick the corresponding box.

# Creating Exhibitor Passes



**FRANKFURTER BUCHMESSE** | FBM Aussteller A... Hall 4.2, FBM26 | 07. - 11.10.26 Frankfurt am Main

Overview | **Exhibitor Passes** | Trade Visitor Tickets | Private Visitor Tickets | Set-up and dismantling pas...

## Exhibitor Passes ⓘ

(05.10. until 12.10.2026)

You have issued 13 exhibitor pass(es).

ISSUE EXHIBITOR PASSES

If you have not received the ticket by e-mail, you can download it from the Exhibitor Ticket Portal under "Exhibitor Passes", print it out or send it on.

 SEARCH

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

<input type="checkbox"/>	Name	Company	E-Mail	Ticket no.	Type	Creation type	Created	Status	Used	Download
<input type="checkbox"/>		FBM Aussteller		1 9015 7819 4492	Exhibitor Pass		06/09/2026 12:49 PM	✓		





# Creating and sending ticket codes and ticket links

For Trade and Private Visitor Tickets

# Creating ticket codes and ticket links

## For Trade and Private Visitor Tickets



The screenshot shows a red navigation bar for the FRANKFURTER BUCHMESSE. On the left is the logo. In the center, there is a dropdown menu showing 'FBM Aussteller A...' and 'Hall 4.2, FBM26' with a pencil icon for editing. On the right, the dates '07. - 11.10.26' and location 'Frankfurt am Main' are displayed. Below the bar is a horizontal menu with five items: 'Overview', 'Exhibitor Passes', 'Trade Visitor Tickets', 'Private Visitor Tickets', and 'Set-up and dismantling pas...'. The 'Trade Visitor Tickets' and 'Private Visitor Tickets' items are highlighted with red arrows pointing upwards.

Please select in the Exhibitor Ticket Portal whether you would like to create ticket codes for trade visitors or private visitors.

A red rectangular button with a white person icon and the text 'INVITE CUSTOMERS'. A red arrow points upwards from below the button.

Then click on "Invite customers".

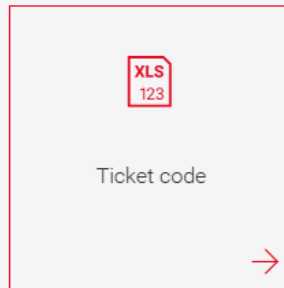
# Creating ticket codes and ticket links

## For Trade and Private Visitor Tickets

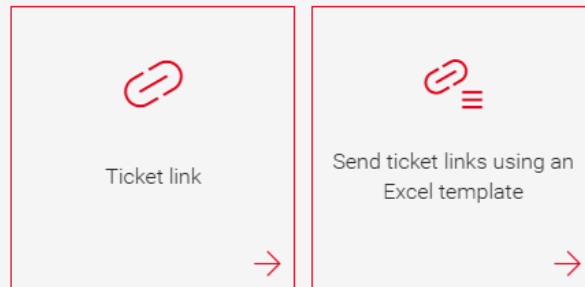


How would you like to invite your customers or guests?

Would you like to send the ticket code yourself?



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



You can now choose whether you want to use ticket links or ticket codes.

Ticket codes are sent to you only in an Excel file. You can then distribute them individually or redeem them yourself.

Ticket links are sent directly to the contacts you have entered by e-mail.

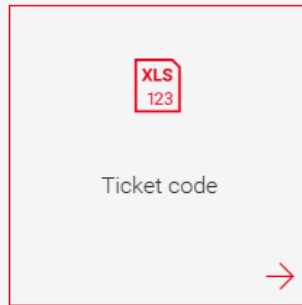
To send a large number of ticket links, you can also upload an Excel file with the e-mail addresses of the recipients.

# Sending ticket link

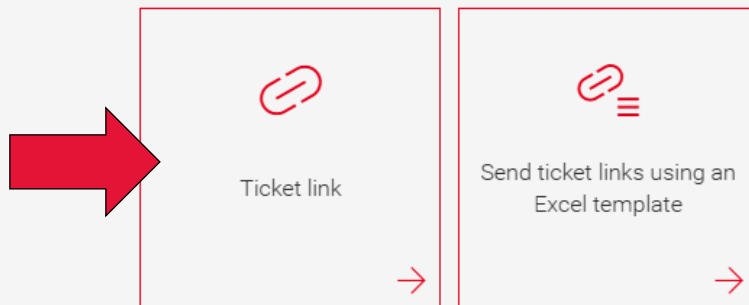


How would you like to invite your customers or guests?

Would you like to send the ticket code yourself?



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



If you wish to send individual ticket links by e-mail, please click on "Ticket link".

# Sending ticket link



**Who would you like to invite to Frankfurter Buchmesse?**

Please enter the e-mail address of the person whom you want to receive an e-mail in your name with a ticket link. The recipient can register in the ticket shop to redeem and print out their personalised ticket.

- 1**  
Enter the recipient's e-mail address. Click on "Next + send ticket link".  
[Show e-mail preview](#)
- 2**  
The recipient will receive an e-mail with a ticket link.
- 3**  
The recipient registers and downloads his or her ticket independently.

Trade visitor 5-day ticket € 165.00  
 Trade visitor day ticket € 91.00

E-mail-address\*

[+ ADD E-MAIL ADDRESS](#)

**NEXT + SEND TICKET LINK**

Choose between a day or 5-day ticket.

Please enter the e-mail address to which the ticket link is to be sent.

You can also enter additional e-mail addresses.

Each person you invite will receive an e-mail with their personal ticket link, which will take them to the Frankfurter Buchmesse 2026 ticket shop.

There, the person registers and creates a personalised ticket.

# Sending ticket link



**FRANKFURTER BUCHMESSE** FBM Aussteller A... Hall 4.2, FBM26 07. - 11.10.26 Frankfurt am Main

Overview Exhibitor Passes **Trade Visitor Tickets** Private Visitor Tickets Set-up and dismantling pas...



## Trade Visitor Tickets ⓘ

You have issued 9 ticket(s).

INVITE CUSTOMERS

all products

SEARCH

Show all tickets Action please select Entries 50

<input type="checkbox"/>	Name	Company	E-Mail	Ticket no.	Type	Creation type	Created	Status
<input type="checkbox"/>	Mr test test			1 9015 3804 6169	Trade visitor day ticket € 91...		06/09/2026 12:50 PM	
<input type="checkbox"/>				1 9044 2917 4449	Trade visitor 5-day ticket € 1...		06/02/2026 10:58 AM	

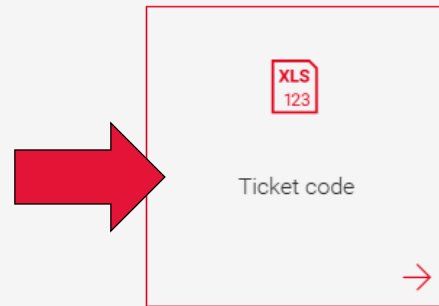
After the link has been sent, all tickets sent will be displayed in the "Trade Visitor Tickets" section.

# Ordering ticket codes

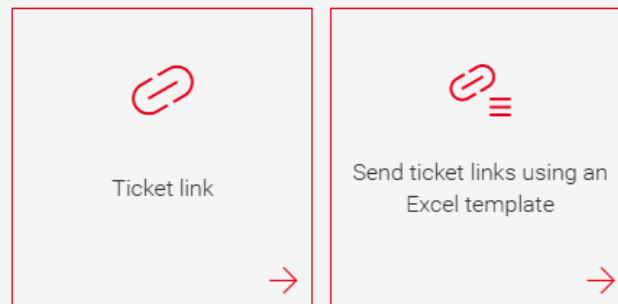


How would you like to invite your customers or guests?

Would you like to send the ticket code yourself?



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



If you want to send ticket codes yourself, please click on "Ticket code".

# Ordering ticket codes



## How many ticket codes would you like to send out?

The ticket codes you download can be sent by e-mail or given to your contacts by other means. The recipients must register and redeem their individualised codes themselves. Then they can print out their tickets. Here's how it works:

1

Please enter the number of ticket codes required below. Click on "Order now".

2

You will receive an e-mail with a download link for an Excel file containing the requested ticket codes.

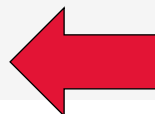
3

You can include the ticket codes in a newsletter campaign, for example, or mail your customers individually.

- Trade visitor 5-day ticket € 165.00
- Trade visitor day ticket € 91.00

- 1 +

ORDER NOW



Choose between a day or 5-day ticket.

Specify how many ticket codes you would like to issue and click on "Order Now".

# Ordering ticket codes



Hello

For stand 4.2 FBM26 at Frankfurter Buchmesse 2026 you have requested one or more ticket codes to generate trade visitor/private visitor tickets.

To start the download, please click the following link:



[https://exhibitortickets.messefrankfurt.com/atp/en/download\\_link.html?\\_download\\_link=mf\\_tap20160620\\_388406&\\_download\\_link\\_code=NWJINjFjOGFkZmVlMTg0MjRhY2UyMGVlZjY1YjlmZjhjY2JiNzVhN2NlNWRlM2EyMjFk3D%3D](https://exhibitortickets.messefrankfurt.com/atp/en/download_link.html?_download_link=mf_tap20160620_388406&_download_link_code=NWJINjFjOGFkZmVlMTg0MjRhY2UyMGVlZjY1YjlmZjhjY2JiNzVhN2NlNWRlM2EyMjFk3D%3D)

Please note that this download will only be available until 08/09/2026 12:37 PM

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

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

This tutorial shows how to redeem ticket codes into a valid ticket in the trade visitor ticket shop.

<https://www.buchmesse.de/files/media/pdf/ticket-portal-trade-visitors-registration-ticket-purchase-ticket-code.pdf>

This tutorial shows how to redeem ticket codes into a valid ticket in the private ticket shop.

<https://www.buchmesse.de/files/media/pdf/general-public-ticketshop-tutorial-redeeming-ticket-code.pdf>

You will now receive a download link by e-mail. You can use this to call up an Excel table with the ticket codes.

**Please note: The download is only available for up to two weeks after receiving the link!**

If the deadline expires, you can copy the ticket codes from your overview in the Exhibitor Ticket Portal.

# Sending ticket codes



**FRANKFURTER BUCHMESSE** FBM Aussteller A.. Hall 4.2, FBM26 07. - 11.10.26 Frankfurt am Main

Overview Exhibitor Passes **Trade Visitor Tickets** Private Visitor Tickets Set-up and dismantling pas...

**Trade Visitor Tickets** ⓘ  
You have issued 12 ticket(s).

INVITE CUSTOMERS

all products

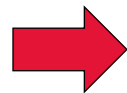
SEARCH

Show all tickets Action please select Entries 50

<input type="checkbox"/>	Name	Company	E-Mail	Ticket no.	Type	Creation type	Created	Status
<input type="checkbox"/>				1 9015 3805 5524	Trade visitor day ticket € 91...		06/10/2026 12:37 PM	
<input type="checkbox"/>				1 9015 3807 4689	Trade visitor day ticket € 91...		06/10/2026 12:37 PM	

Alternatively, you can copy the ticket codes from the overview in the Exhibitor Ticket Portal.

You can see the ticket codes created under Ticket no.



# Sending ticket codes



## Please note:

- Each code can only be redeemed once. Therefore, please document exactly which codes you have forwarded.
- Your guests must register in the Frankfurter Buchmesse 2026 Ticket Shop in order to convert the codes into a valid ticket.
- There are two separate shops, please give your guests the correct link:

[Ticket Shop for trade visitors](#)

[Ticket Shop for private visitors](#)

- Detailed instructions on how to redeem the codes in the ticket shops can be found here:

[Tutorial "Ticket purchase and ticket code redemption for trade visitors"](#)

[Tutorial "Redeeming ticket codes for private visitors"](#)



# Free contingent and managing further tickets

As an exhibitor, you have usually received or ordered a free quota of Exhibitor Passes or other tickets.

How and where to see your contingent and how additional tickets are billed will be explained on the following pages.

# Free contingent



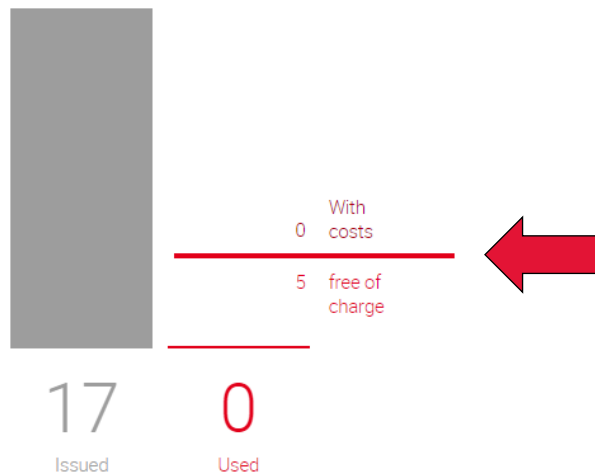
## Exhibitor Passes ⓘ

> [Show issued tickets](#)

You have issued 17 Exhibitor Pass(es).

Please note: If required, each ticket manager also needs to create an Exhibitor Pass for himself or herself.

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



The statistics on the overview page show you the Exhibitor Passes issued and used as well as your free quota.

In the screenshot, 17 Exhibitor Passes have already been issued, i.e. personalised and created in the ticket portal.

This means that 12 Exhibitor Passes would be subject to a charge.

However, billing will only take place after the trade fair. Only the tickets that have actually been used to enter the book fair are taken into account.

### Example:

If 11 of the 17 tickets issued were used, this would mean that 5 of the 11 tickets used would be deducted as a free quota. You will receive an invoice for 6 additional Exhibitor Passes.

# Free contingent



## Trade Visitor Tickets ⓘ

> Show your invitations

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

Total issued tickets

Trade visitor 5-day ticket € 165.00

Trade visitor day ticket € 91.00

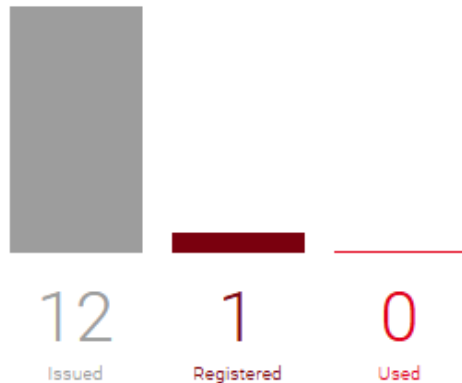
4



8



0



INVITE CUSTOMERS

The statistics on **Visitor Tickets** additionally show how many of the ticket codes or links issued have already been registered by the recipients, i.e. converted into valid tickets.

Here, too, you will only be charged after the book fair for the tickets actually used to enter the book fair.

If your stand booking already includes free tickets for trade visitors, or if you have ordered and paid for Ticket Bundles, this will be displayed when you mouse over the gift symbol.

You will only be invoiced after the book fair for tickets used in excess of this quota.



# Naming a deputy ticket manager

One e-mail address per exhibitor is stored as a ticket manager in the Exhibitor Ticket Portal.

The e-mail address was specified during stand registration under "05 Contacts – Admin for the Exhibitor Ticket Portal" . You only have access to the Exhibitor Ticket Portal with this e-mail address.

In order to let several people use the Exhibitor Ticket Portal, the ticket manager must appoint deputy ticket managers.

They can then perform the same tasks as the ticket manager.

# Naming a deputy ticket manager



Ticket Services for Exhibitors

English messe frankfurt

FRANKFURTER BUCHMESSE

FBM Aussteller A...  
Hall 4.2, FBM26



07. - 11.10.26  
Frankfurt am Main

Overview Exhibitor Passes Trade Visitor Tickets Private Visitor Tickets Set-up and dismantling pas...

On the overview page for your stand, please click the “edit symbol” (pencil) in the top row of the page.

# Naming a deputy ticket manager



 **FRANKFURTER BUCHMESSE** FBM Aussteller A...  
Hall 4.2, FBM26  07. - 11.10.26  
Frankfurt am Main


[back to ticket management](#)

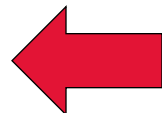
## Name deputy ticket manager

The following users are currently managing tickets for this stand:

Mr Max Mustermann



 NAME DEPUTY TICKET MANAGER



Then click on the “Name deputy ticket manager” button at the bottom of the page.

# Naming a deputy ticket manager



**Name deputy ticket manager**

Form of address\*

Title

First name\*

Last name\*

Company\*



E-mail\*

**SEND INVITATION**

Fill in the required information  
and send the invitation.

# Naming a deputy ticket manager



 **FRANKFURTER BUCHMESSE** FBM Aussteller A...  
Hall 4.2, FBM26  07. - 11.10.26  
Frankfurt am Main

[back to ticket management](#)

## Name deputy ticket manager

The following users are currently managing tickets for this stand:

Mr Max Mustermann



Ms Marie Mustermann



 NAME DEPUTY TICKET MANAGER



To remove a deputy ticket manager, click the pencil icon again.


In the overview you can then remove any deputy ticket manager by clicking on the “x” next to their name.



# Blocking Exhibitor Passes

# Blocking Exhibitor Passes





FBM Aussteller A...  
Hall 4.2, FBM26

07. - 11.10.26  
Frankfurt am Main

Overview Exhibitor Passes Trade Visitor Tickets Private Visitor Tickets Set-up and dismantling pas...

### Exhibitor Passes ⓘ

> Show issued tickets

You have issued 13 Exhibitor Pass(es).

Please note: If required, each ticket manager also needs to create an Exhibitor Pass for himself or herself.



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

### Trade Visitor Tickets ⓘ

> Show your invitations

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

Total issued tickets ^

Trade visitor 5-day ticket € 165.00	4	
Trade visitor day ticket € 91.00	8	
.	0	

To block an Exhibitor Pass please click on the corresponding tab in the overview.

# Blocking Exhibitor Passes



**FRANKFURTER BUCHMESSE** FBM Aussteller A... Hall 4.2, FBM26 07. - 11.10.26 Frankfurt am Main

Overview **Exhibitor Passes** Trade Visitor Tickets Private Visitor Tickets Set-up and dismantling pas...

## Exhibitor Passes ⓘ

(05.10. until 12.10.2026)

You have issued 13 exhibitor pass(es).

ISSUE EXHIBITOR PASSES

Click on the Exhibitor Pass you want to block.

 SEARCH


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


<input type="checkbox"/>	Name	Company	E-Mail	Ticket no.	Type	Creation type	Created	Status
<input type="checkbox"/>		FBM Aussteller		1 9015 7819 4492	Exhibitor Pass		06/09/2026 12:49 PM	✓



# Blocking Exhibitor Passes



 Ticket 1 9015 7815 7417

 **FRANKFURTER BUCHMESSE**

---

Max  
**Muster**

---

Musterfirma  
4.2 FBM26

*Vorschau / Preview*

**Name**  
Max Muster

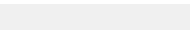
**Company**  
Musterfirma

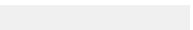
**Hall/Stand**  
4.2 FBM26



---


**Ticket type**  
Exhibitor Pass

**Ticket number**  
1 9015 7815 7417

**Created on / by**  
06/01/2026 / 

**Registered on / by**  
06/01/2026 / 



Click on the **lock icon**.

# Blocking Exhibitor Passes



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

Note relating to ticket (mandatory)\*

YES NO

Max  
**Muster**  
Musterfirma  
4.2 FBM26

Vorschau / Preview

Hall/Stand  
4.2 FBM26

Ticket type  
Exhibitor Pass

Ticket number  
1 9015 7815 7417

Created on / by  
06/01/2026 / Ms

Registered on / by  
06/01/2026 / Ms

EDIT TICKET

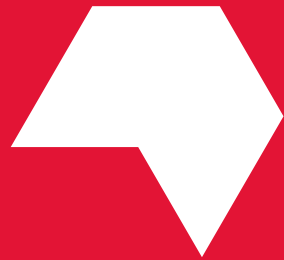
LOCK

To definitely block the Exhibitor Pass, click on “yes“ after writing a short note about reasons for the blocking.

Please mind that the ticket cannot be reactivated afterwards.

## Please note:

Trade and private visitor tickets cannot be blocked.



**FRANKFURTER  
BUCHMESSE**