



21-23 NOVEMBER 2025
MANCHESTER CENTRAL

Ticket Portal Guidelines

Portals revolutionise the way exhibitors and partners invite guests to events.

The key features:

1. Protect your clients' data
2. Give you control over who can book
3. Let you know when your guests book
4. Let you know when your guests arrive at the event

Protecting data

No data is ever shared directly with you to the event organiser. Only when the guest who has been invited responds to the invite is the event organiser able to see who can attend.

You control who can book

You will either have an allocation of invites or links (or both) that are linked to your portal. You can distribute these invites to your clients or share the links with your audience to book.

Letting you know who is coming and when they arrive

When a booking is made with one of your invites you will be notified. You will also be notified when the guest is checked in or scanned in on entrance to the fair.

You can turn off these notifications from your settings.

Invites allow selected guests to book certain events and access to events. You will have an allocation of invites that you can create to distribute to your guests.

Each invite is locked to an individual and can't be transferred.

Set Up

You will be sent an email allowing you to activate your portal. Within this you will have an allocated number of invites for preview and 2 day tickets.

Creating invites

1. Navigate to the invites tab.
2. Click on one of the create invite buttons (these show how many you have left to create from your allocation)
3. You can either:
 - Create a single invite
 - Upload a csv file of names and emails (there is a template you can download when you do this option)
4. Add the *Name* and *Email* of the guest

Sending individual invites

All invites sent through the portal will appear to be sent from your name. This is so it is clear who is sending the invite.

1. Click on the send icon next to each invite
2. You can then edit the message that will be sent to the guest with their invite.
3. You will also have the option to simply copy the invite link if you'd like to send it from either your email or another service like Whatsapp

Bulk sending invites

You can send and resend invites easily in bulk.

1. Select one or all invites with the checkboxes situated to the left of the invites you have created
2. Click the actions button
3. Click send invites
4. Edit the message that will be sent with the invite

NB. Please note you can use variables like name wrapped in double curly braces '{{' which will be replaced with the name attached to each invite.

Resending invites

Any invites you have created can be sent multiple times as many people might forget to respond to the initial contact.

Any invites that are showing in the invite tab have not been accepted so it is worth sending them multiple times.

To view the bookings made with your invites simply view the Bookings view. You can find a helpful guide to the booking view on that tab.

Any questions please get in touch.

Clare Tams
01457 851151
clare.tams@easelprojects.com