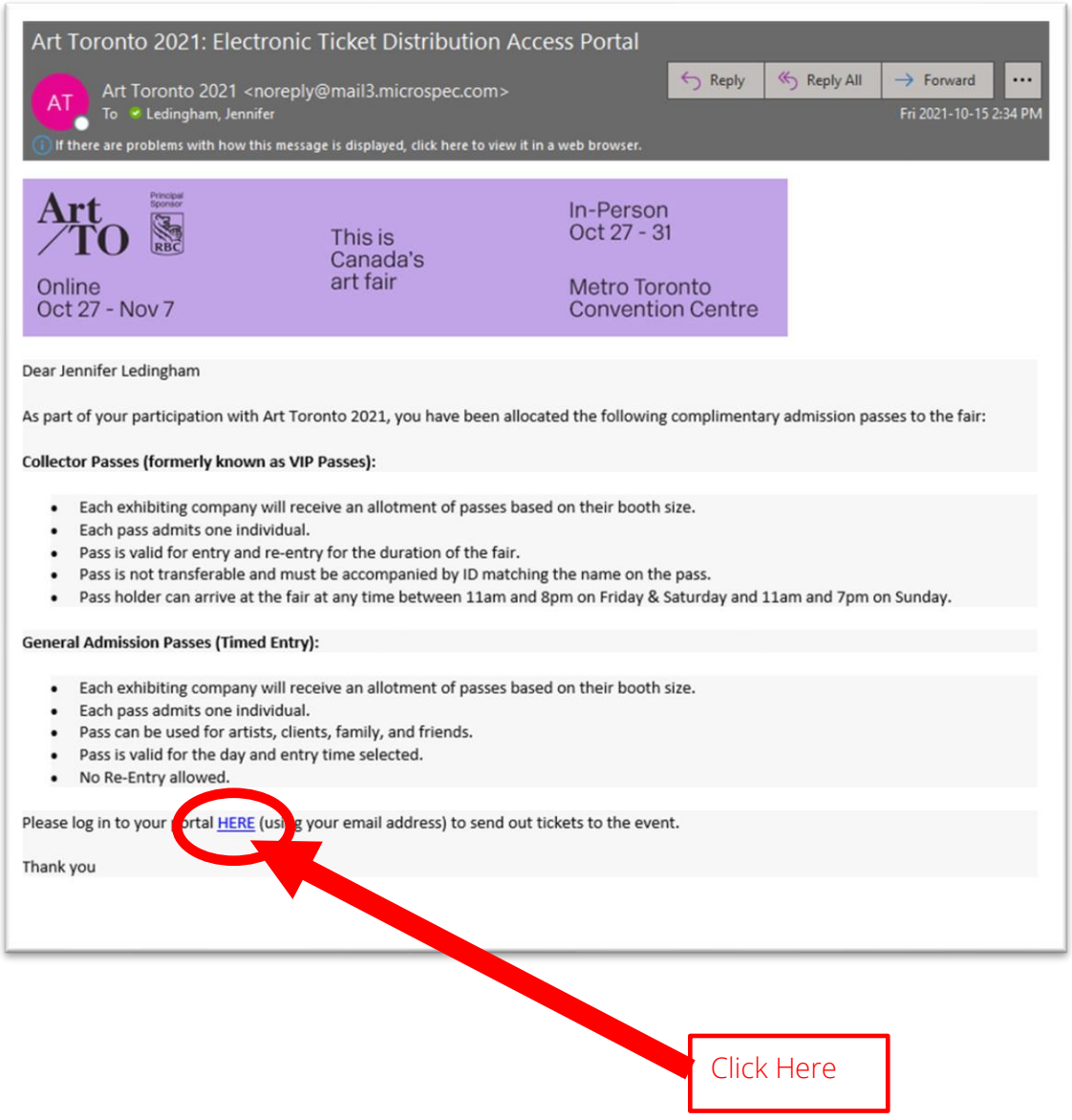
How to Use the Electronic Ticket Distribution Portal

Current as of October 15, 2021 (V1)

Step 1

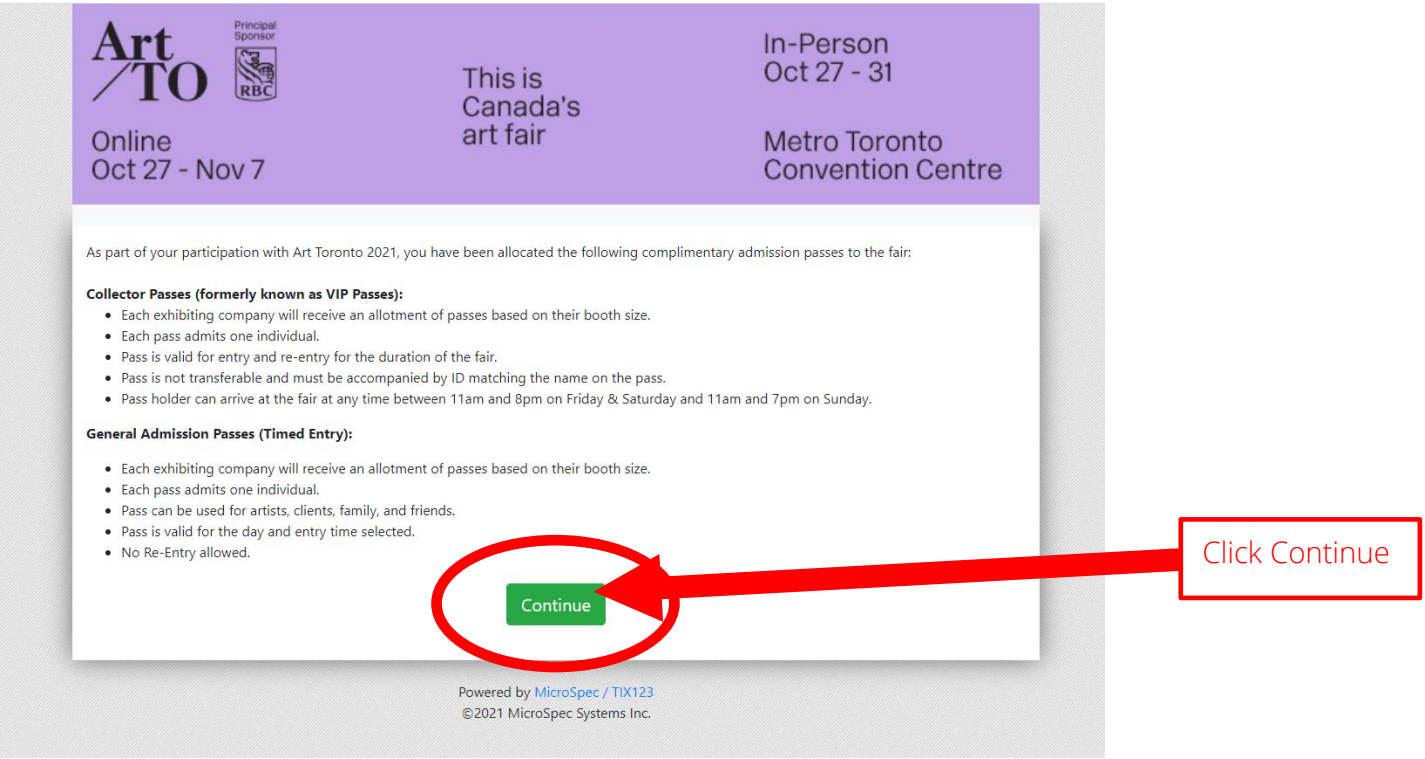
To access your electronic ticket distribution portal, click the link in the email you received from Art Toronto 2021 (noreply@mail3.microspec.com). If you need this email re-sent to you, please contact Emma.Fried@informa.com or Jennifer.Ledingham@informa.com.

Here is an example of what your email invitation looks like:



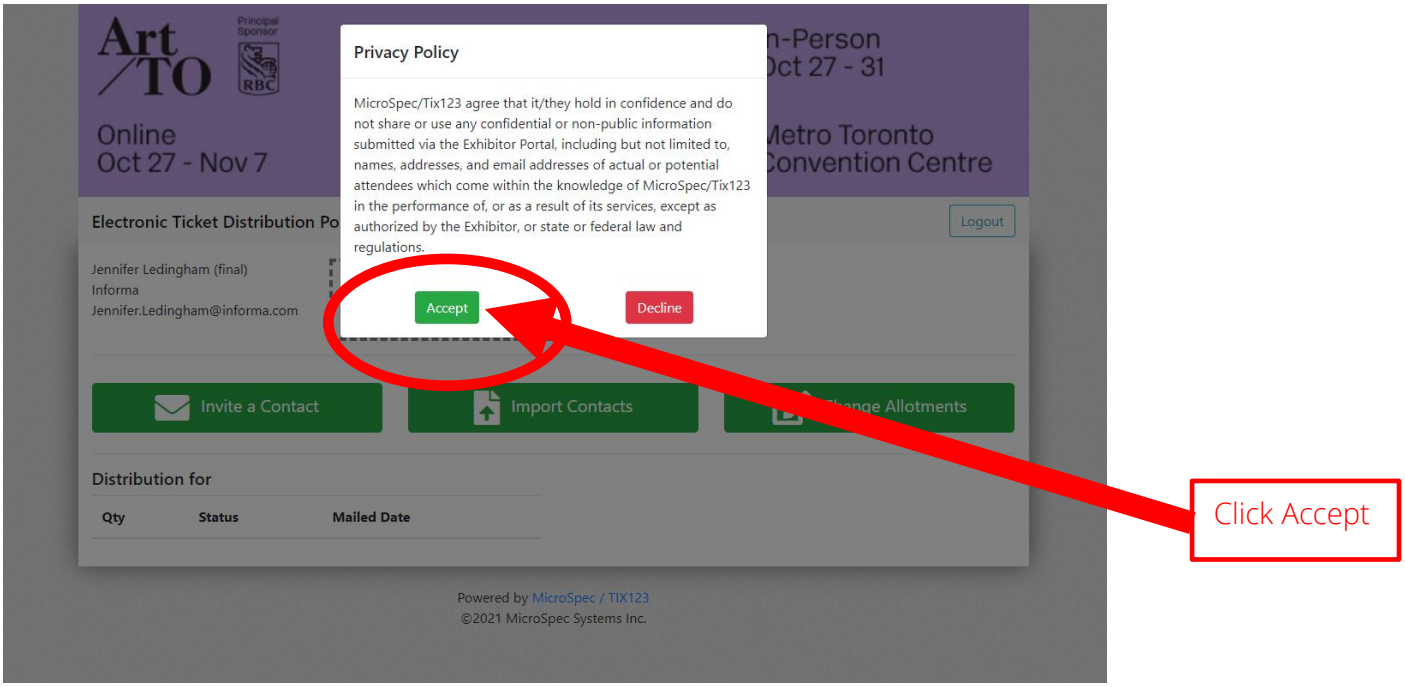
Step 2

Clicking the link in the email will take you to this web page; click “Continue”:



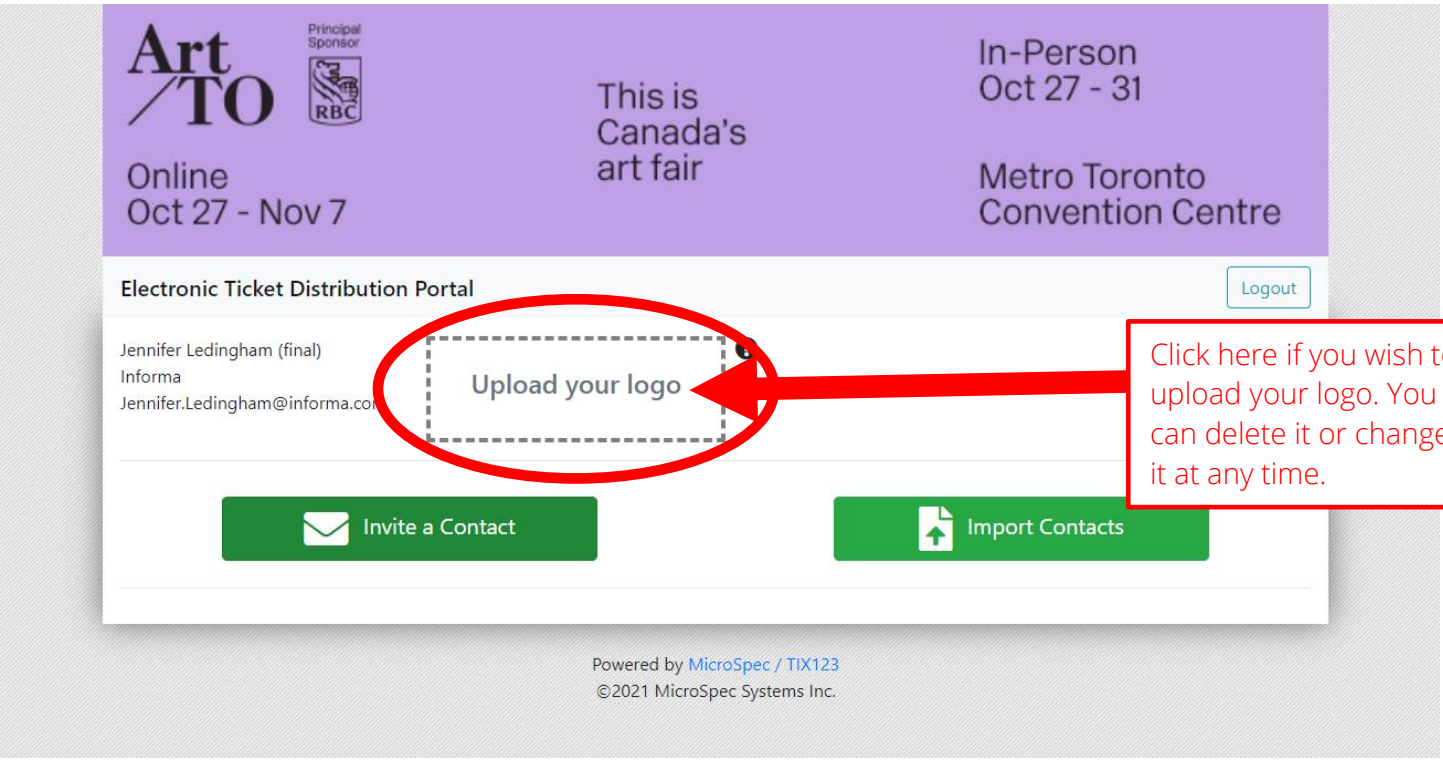
Step 3

Next, read and accept the portal’s privacy policy:



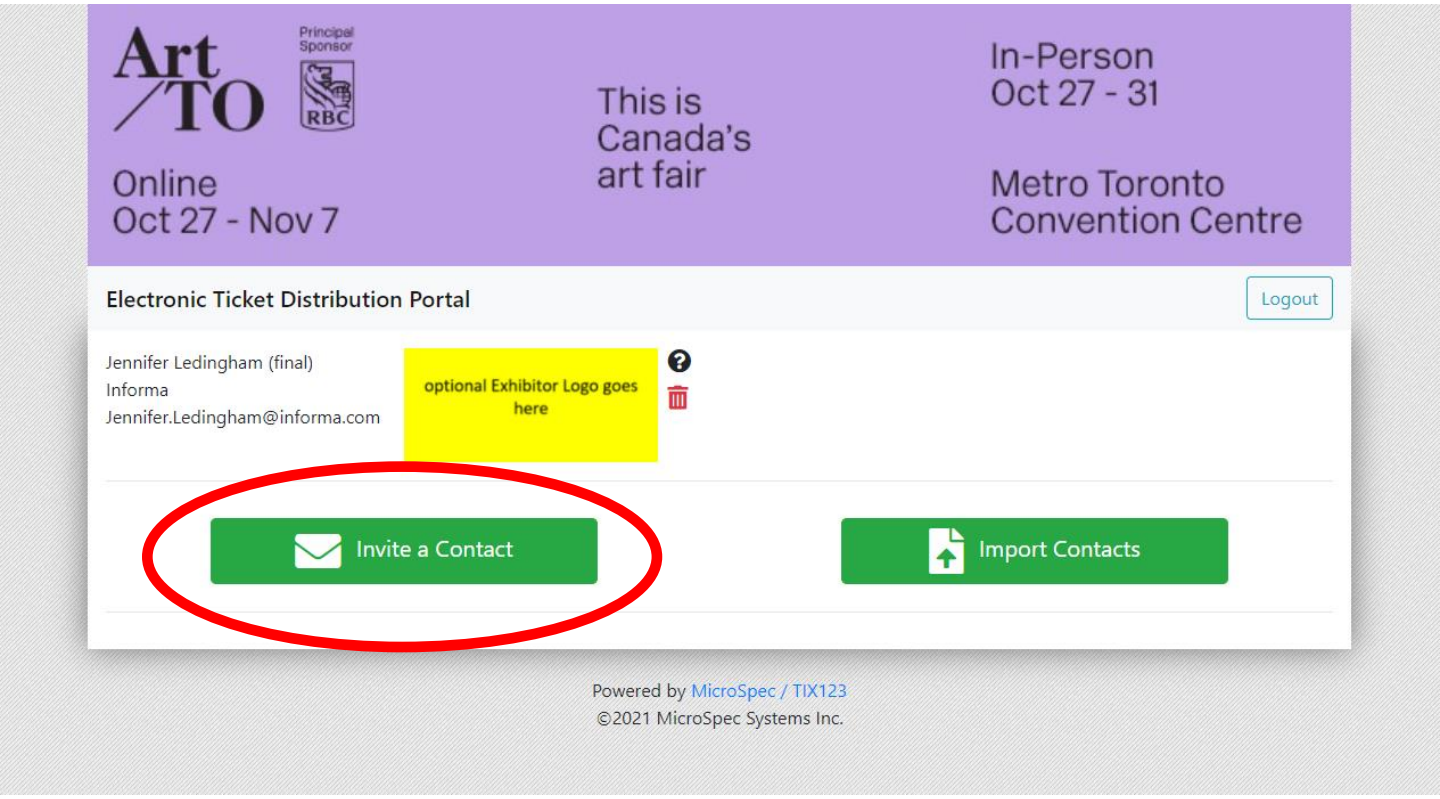
Step 4 (optional)

You have the option of uploading your logo which will appear in the invitation emails sent out to your guests.



Step 5

You can send out your tickets to one person at a time or you can upload a list of contact names. To send a ticket to one person click on “Invite a Contact”:



Step 6

From the Ticket drop-down menu, select the type of ticket you would like to send.

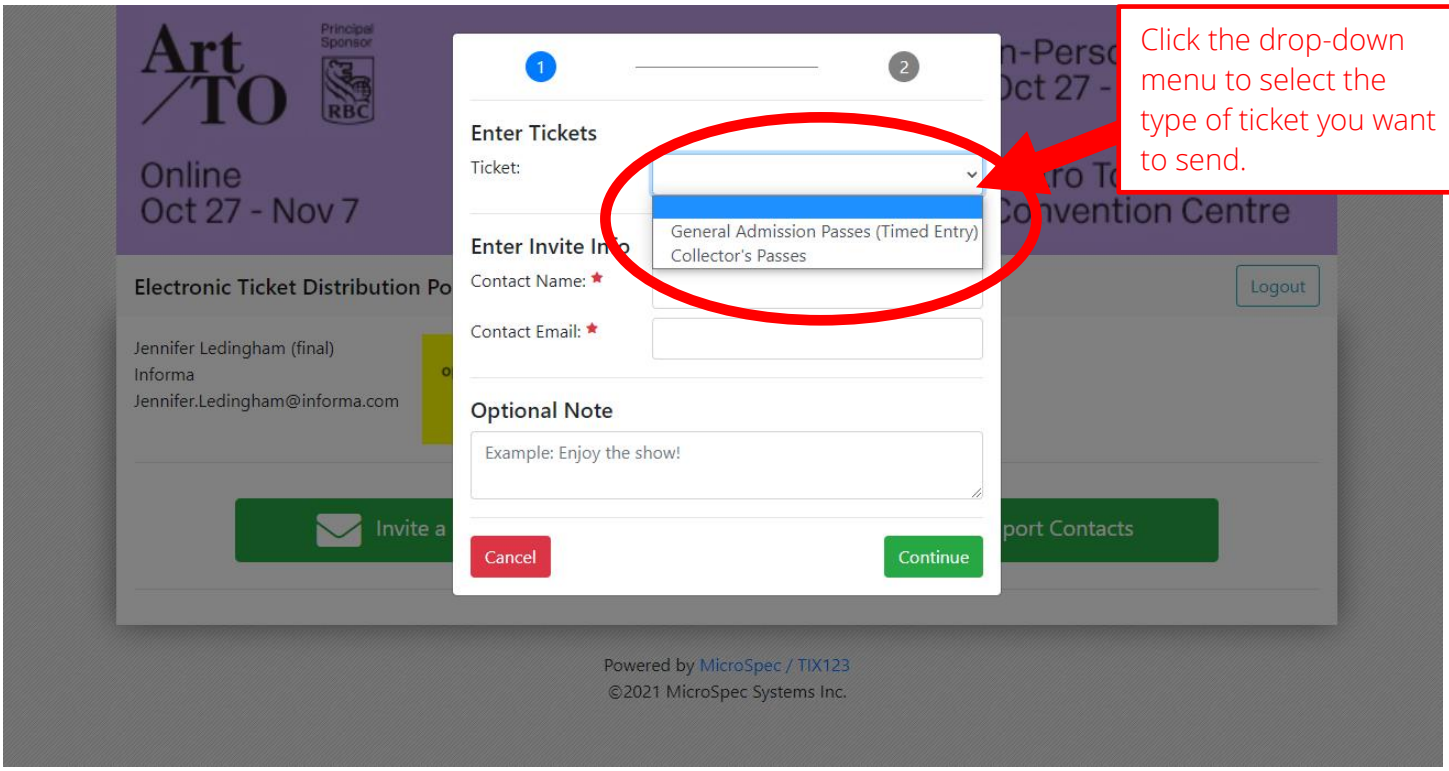
Reminders about the two types of admission passes:

Collector's Passes (formerly known as VIP Passes):

- Each pass admits one individual. To send a pair of tickets to one individual, you will need to select 2 tickets in the quantity field.
- The Pass is valid for entry and re-entry for the duration of the fair.
- The Pass is not transferable and must be accompanied by ID matching the name on the pass.
- The Pass holder can arrive at the fair at any time between 11am and 8pm on Friday & Saturday and 11am and 7pm on Sunday.

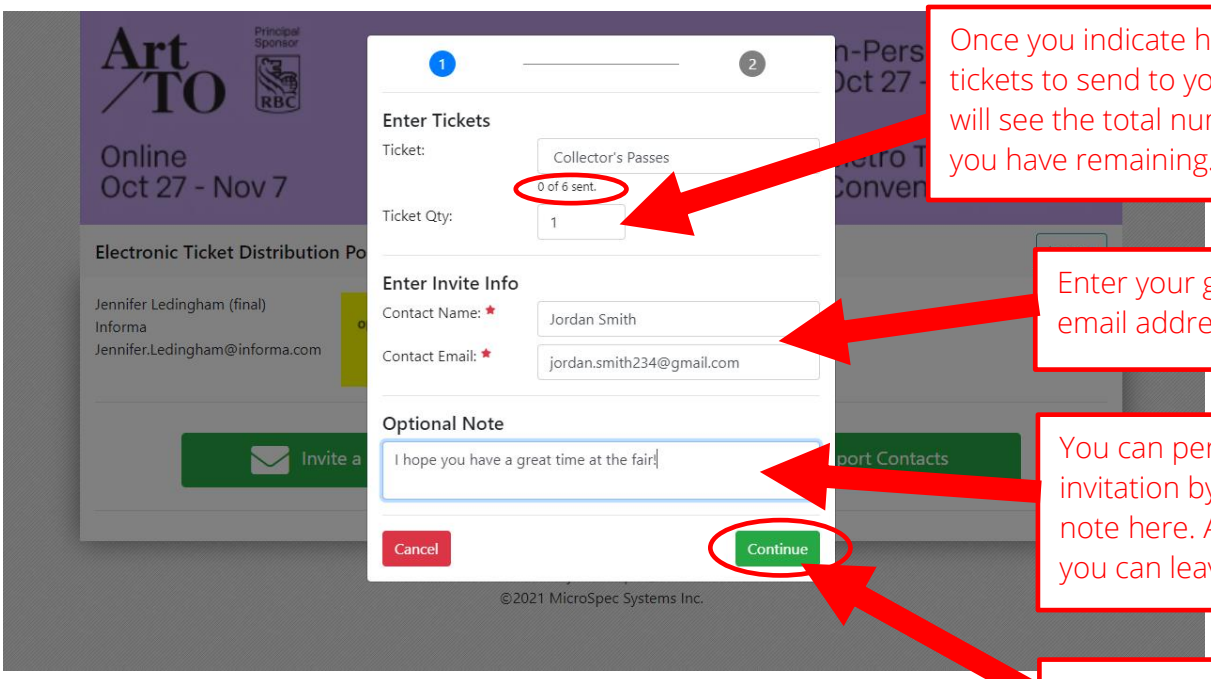
General Admission Passes (Timed Entry):

- Each pass admits one individual. To send a pair of tickets to one individual, you will need to select 2 tickets in the quantity field.
- The Pass is valid for the day and entry time selected by your guest once they receive your invitation.
- The Pass is not transferable and must be accompanied by ID matching the name on the pass.
- No re-entry allowed.



Step 7

Fill out the rest of the fields including the number of tickets and your guest's contact details.



Once you indicate how many tickets to send to your guest you will see the total number of tickets you have remaining.

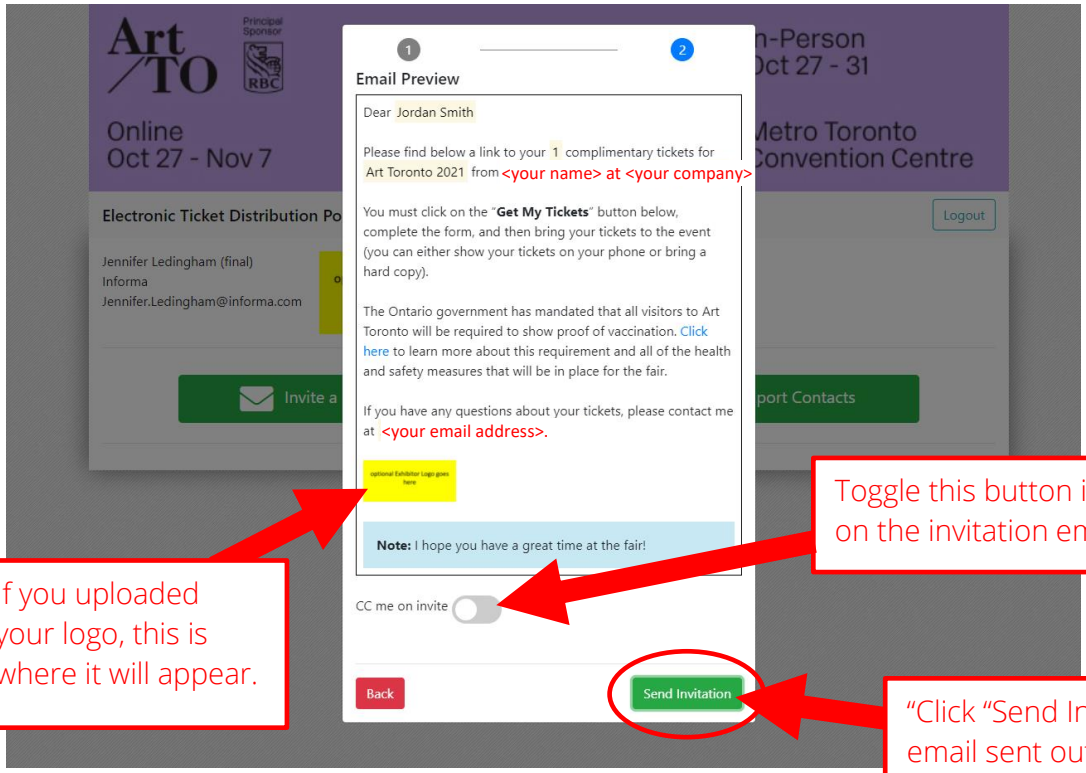
Enter your guest's name & email address.

You can personalize the invitation by adding a note here. Alternatively, you can leave this blank.

Click "Continue" to see a preview of the email invitation.

Step 8

Review and send the email invitation:



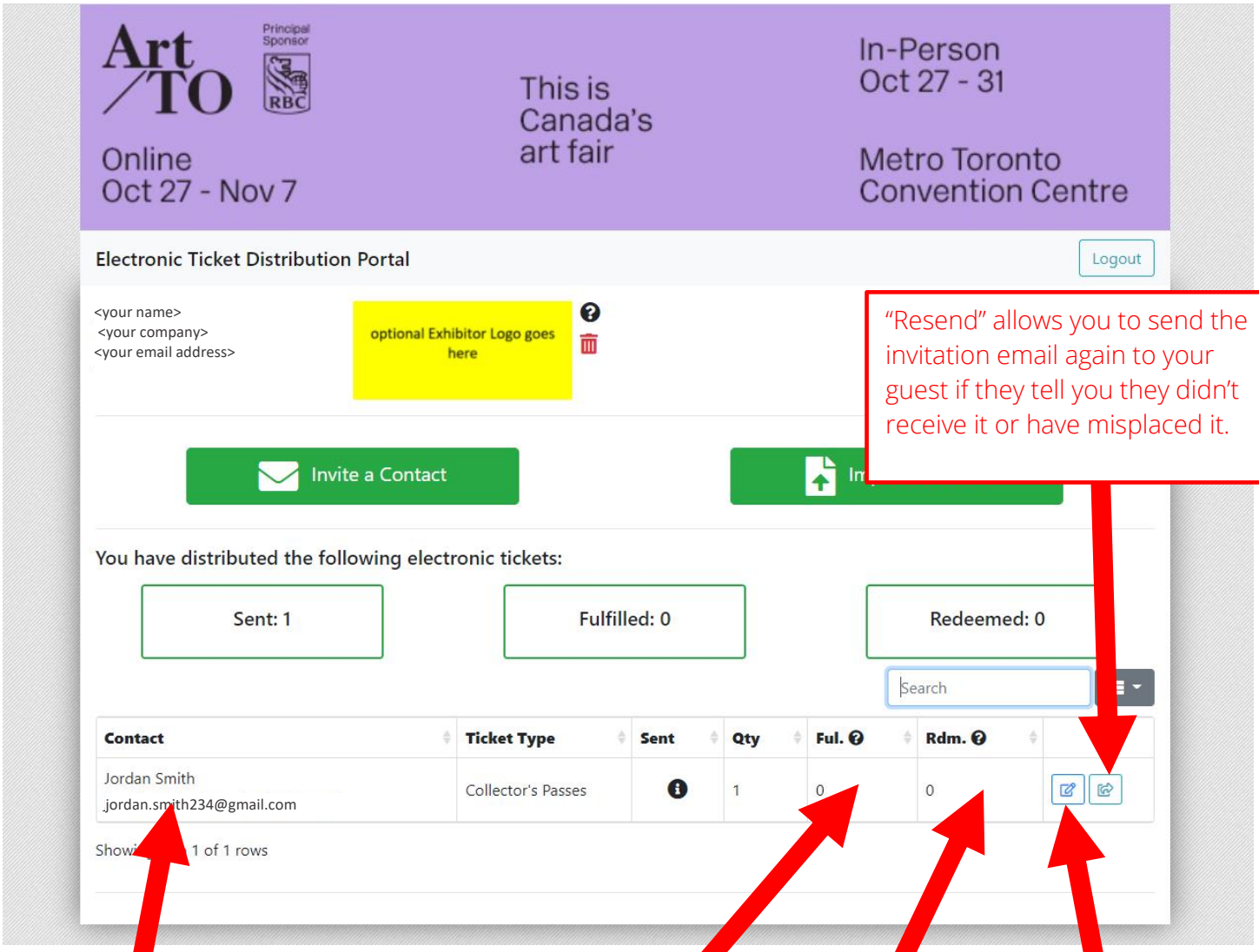
If you uploaded your logo, this is where it will appear.

Toggle this button if you wish to be cc'd on the invitation email to your guest.

"Click "Send Invitation" to have the email sent out to your guest. Your guest will receive the email within minutes.

Step 9

Track your invitations:



"Resend" allows you to send the invitation email again to your guest if they tell you they didn't receive it or have misplaced it.

Here you'll see a list of all the tickets you've sent out.

"Fulfilled" means your guest received your invitation **and** clicked the "Get Tickets" button in the message and completed the ticket selection and acknowledgement process.

"Redeemed" means your guest went to the fair and had their ticket scanned at the door.

"Edit" allows you to re-issue the ticket(s) to a different guest if the original guest won't be able to attend the fair. Note, the ticket can only be re-issued if it hasn't already been scanned at the door.