

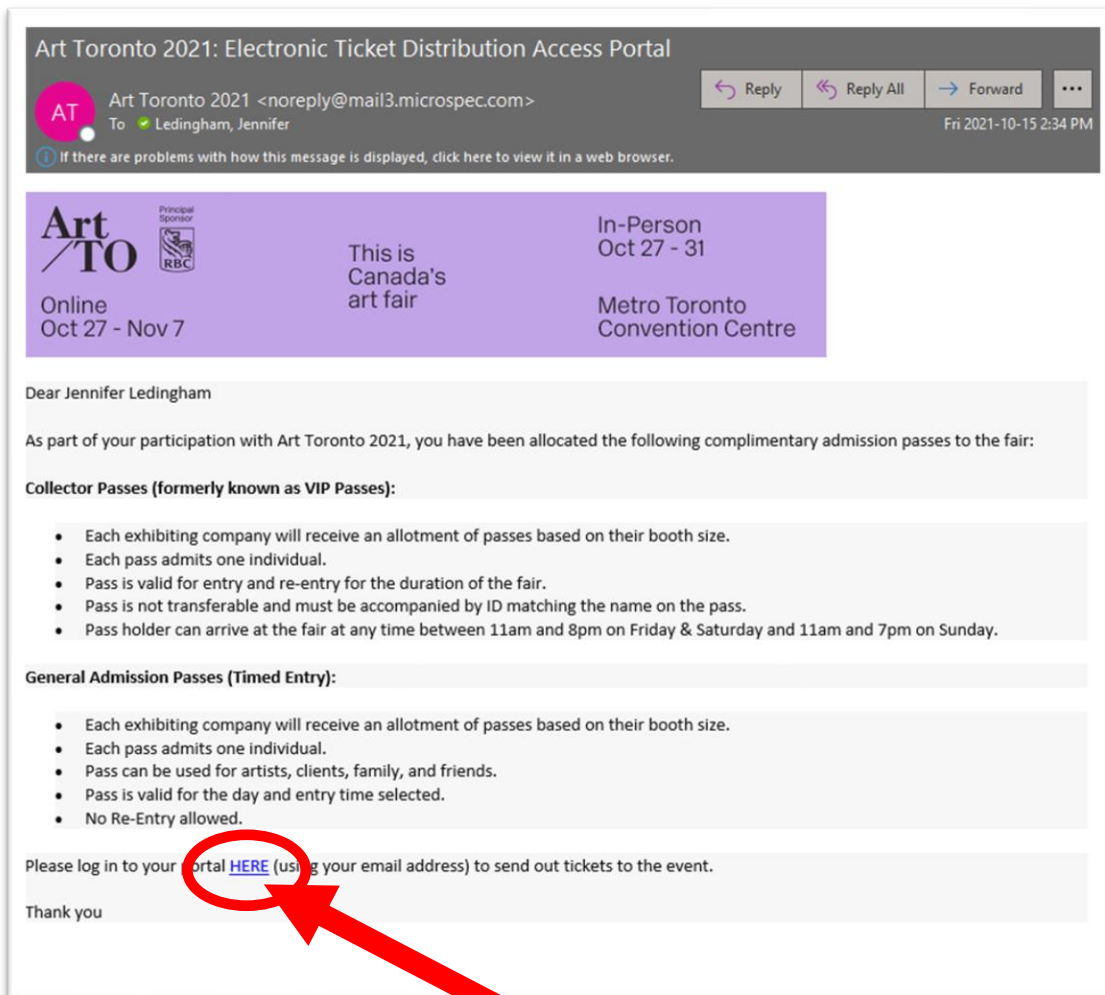
How to Use the Electronic Ticket Distribution Portal

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":

The screenshot shows the Art Toronto 2021 registration page. At the top, there is a purple header with the Art Toronto logo, the RBC logo as the Principal Sponsor, and the text "This is Canada's art fair". The event dates are listed as "Online Oct 27 - Nov 7" and "In-Person Oct 27 - 31" at the "Metro Toronto Convention Centre". Below the header, a white box contains the following text:

As part of your participation with Art Toronto 2021, you have been allocated the following complimentary admission passes to the fair:

Collector Passes (formerly known as VIP Passes):

- Each exhibiting company will receive an allotment of passes based on their booth size.
- Each pass admits one individual.
- Pass is valid for entry and re-entry for the duration of the fair.
- Pass is not transferable and must be accompanied by ID matching the name on the pass.
- 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 exhibiting company will receive an allotment of passes based on their booth size.
- Each pass admits one individual.
- Pass can be used for artists, clients, family, and friends.
- Pass is valid for the day and entry time selected.
- No Re-Entry allowed.

A green "Continue" button is highlighted with a red circle, and a red arrow points from a box labeled "Click Continue" to the button. At the bottom of the page, it says "Powered by MicroSpec / TIX123 ©2021 MicroSpec Systems Inc."

Step 3

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

The screenshot shows the Art Toronto 2021 registration page with a "Privacy Policy" modal dialog box open. The dialog box contains the following text:

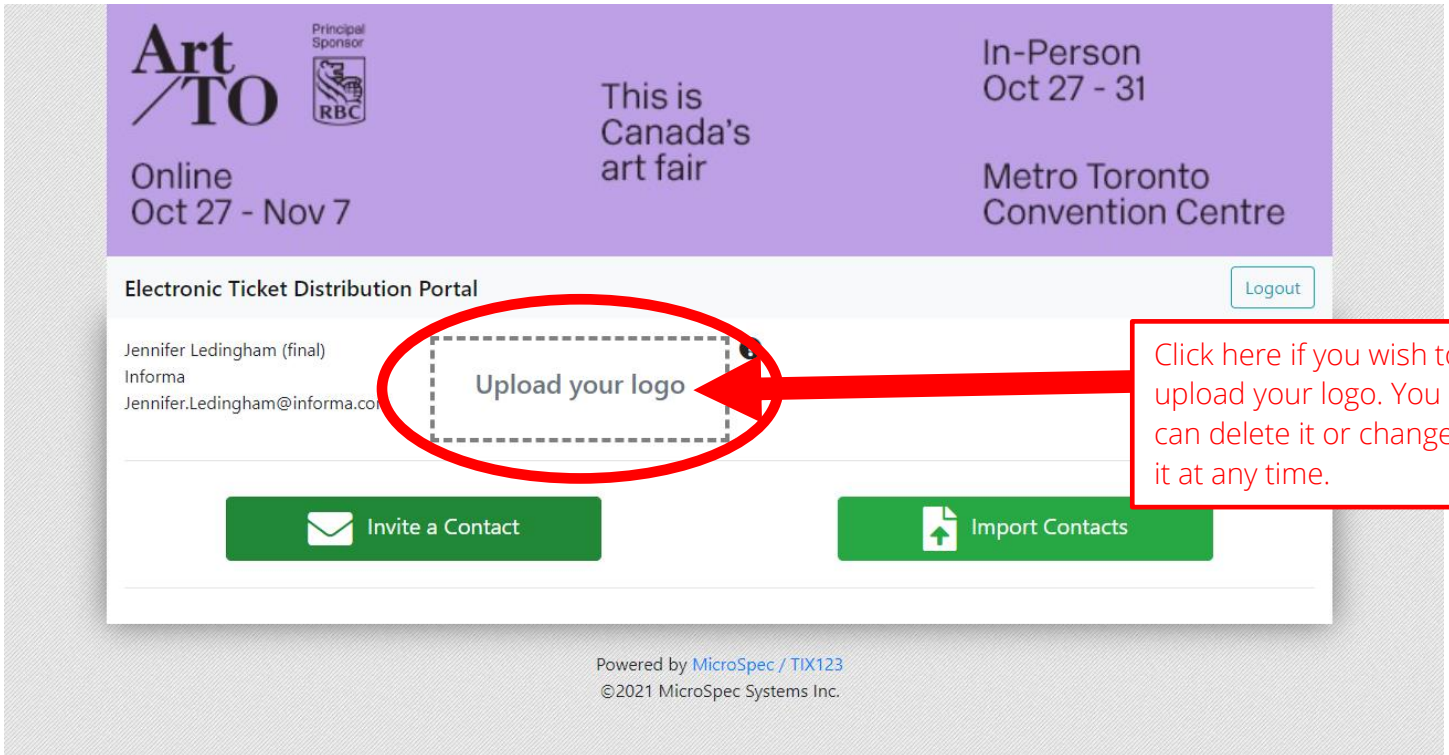
Privacy Policy

MicroSpec/Tix123 agree that it/they hold in confidence and do not share or use any confidential or non-public information submitted via the Exhibitor Portal, including but not limited to, names, addresses, and email addresses of actual or potential attendees which come within the knowledge of MicroSpec/Tix123 in the performance of, or as a result of its services, except as authorized by the Exhibitor, or state or federal law and regulations.

At the bottom of the dialog box, there are two buttons: "Accept" (highlighted with a red circle) and "Decline". A red arrow points from a box labeled "Click Accept" to the "Accept" button. The background of the page is dimmed, showing the "Electronic Ticket Distribution Portal" interface with a "Logout" button and several action buttons: "Invite a Contact", "Import Contacts", and "Change Allotments". At the bottom of the page, it says "Powered by MicroSpec / TIX123 ©2021 MicroSpec Systems Inc."

Step 4 (optional)

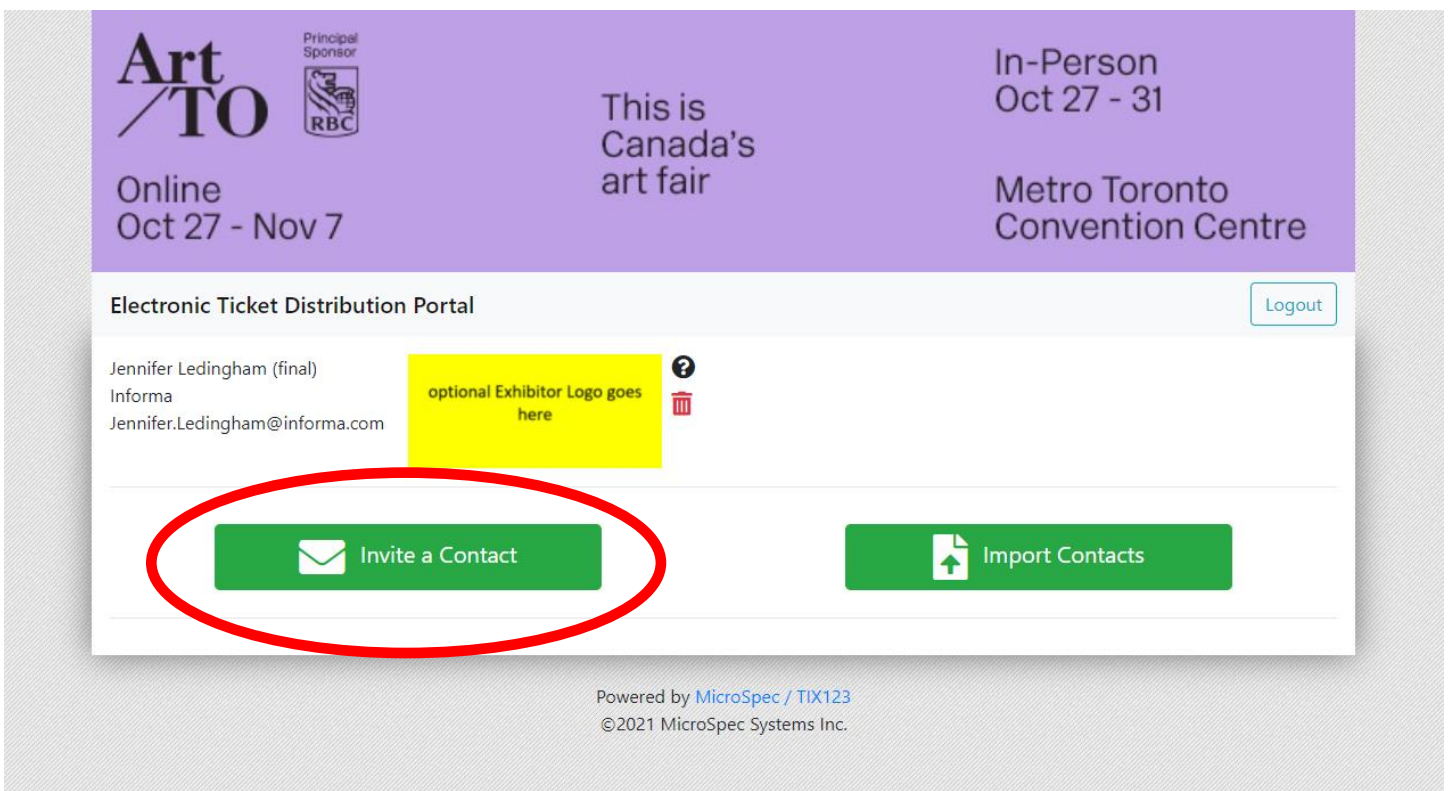
You have the option of uploading your logo which will appear in the invitation emails sent out to your guests.



The screenshot shows the 'Electronic Ticket Distribution Portal' interface. At the top, there is a purple header with the 'Art TO' logo, 'Principal Sponsor RBC', and event details: 'This is Canada's art fair' and 'In-Person Oct 27 - 31' at the 'Metro Toronto Convention Centre'. Below the header, the user's name 'Jennifer Ledingham (final)' and email 'Jennifer.Ledingham@informa.com' are displayed. A red circle highlights the 'Upload your logo' button, which is a dashed box with a small trash icon. A red arrow points from a text box to this button. The text box contains the instruction: 'Click here if you wish to upload your logo. You can delete it or change it at any time.' Below the button are two green buttons: 'Invite a Contact' and 'Import Contacts'. At the bottom, it says 'Powered by MicroSpec / TIX123 ©2021 MicroSpec Systems Inc.' and a 'Logout' button is in the top right.

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":



The screenshot shows the same 'Electronic Ticket Distribution Portal' interface. A yellow box with the text 'optional Exhibitor Logo goes here' and a trash icon is positioned above the 'Invite a Contact' button. The 'Invite a Contact' button is circled in red. The rest of the interface, including the header, user information, and 'Import Contacts' button, remains the same as in Step 4.

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.

Click the drop-down menu to select the type of ticket you want to send.

Art TO
Principal Sponsor
RBC
Online
Oct 27 - Nov 7
Electronic Ticket Distribution Po
Jennifer Ledingham (final)
Informa
Jennifer.Ledingham@informa.com
Logout
Support Contacts
Powered by MicroSpec / TIX123
©2021 MicroSpec Systems Inc.

Step 7

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

The screenshot shows a mobile application interface for Art Toronto. The form is divided into two main sections: 'Enter Tickets' and 'Enter Invite Info'. In the 'Enter Tickets' section, the 'Ticket' dropdown is set to 'Collector's Passes' and the 'Ticket Qty' is '1'. A callout points to the '0 of 6 sent' text below the ticket type. The 'Enter Invite Info' section has 'Contact Name' as 'Jordan Smith' and 'Contact Email' as 'jordan.smith234@gmail.com'. An 'Optional Note' field contains the text 'I hope you have a great time at the fair!'. At the bottom, there are 'Cancel' and 'Continue' buttons. A callout points to the 'Continue' button. The background shows event details for 'Art Toronto Online Oct 27 - Nov 7' and 'Electronic Ticket Distribution Point'.

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:

The screenshot shows the 'Email Preview' screen. The email content is as follows: 'Dear Jordan Smith', 'Please find below a link to your 1 complimentary tickets for Art Toronto 2021 from <your name> at <your company>', 'You must click on the "Get My Tickets" button below, complete the form, and then bring your tickets to the event (you can either show your tickets on your phone or bring a hard copy).', 'The Ontario government has mandated that all visitors to Art Toronto will be required to show proof of vaccination. Click here to learn more about this requirement and all of the health and safety measures that will be in place for the fair.', 'If you have any questions about your tickets, please contact me at <your email address>.' Below the email content is a 'Note' field with the text 'I hope you have a great time at the fair!'. There is a 'CC me on invite' toggle switch and a 'Send Invitation' button. A callout points to the 'Send Invitation' button. The background shows the same event details as in Step 7.

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:

Art TO Principal Sponsor RBC

This is Canada's art fair

In-Person Oct 27 - 31

Online Oct 27 - Nov 7

Metro Toronto Convention Centre

Electronic Ticket Distribution Portal Logout

<your name>
<your company>
<your email address>

optional Exhibitor Logo goes here

Invite a Contact

You have distributed the following electronic tickets:

Sent: 1 Fulfilled: 0 Redeemed: 0

Contact	Ticket Type	Sent	Qty	Ful. ?	Rdm. ?	
Jordan Smith jordan.smith234@gmail.com	Collector's Passes	1	1	0	0	

Show 1 of 1 rows

"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.