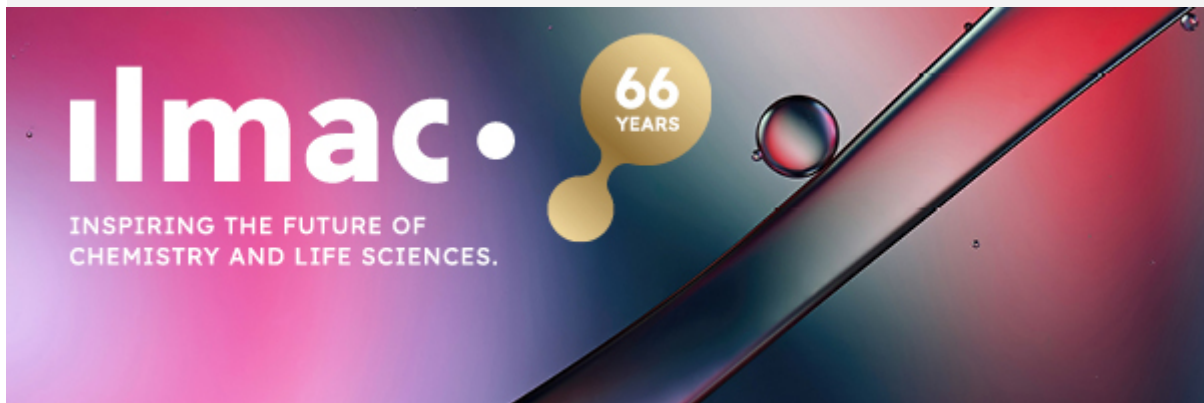


From: Ilmac <ilmac@mch-events.ch>
Sent: Donnerstag, 15. Mai 2025 12:49
To: Anne Klipfel
Subject: Event planner 2 - Important information about Ilmac 2025

Information for exhibitors at Ilmac 2025

[Display in browser](#)



Dear Sir or Madam

We are pleased to inform you that the Ilmac **Ticketshop has been open since the beginning of April!** From now on you have the possibility to invite your guests, customers or partners to Ilmac 2025 with your personal Prio Code (voucher code). Find out all the details about **visitor marketing** below.

Tickets/visitor marketing

There are no additional costs for you if you generate or redeem a ticket via Prio Code. On the contrary, we reward your commitment: take part and win a lunch or dinner for your team in a restaurant of your choice. All visitors who pass through the turnstile will be counted. The company with the most visitors will receive a restaurant voucher of their choice worth CHF 500.

Submission of stand sketch

Please remember to submit your stand sketch for exhibitors with **individual stands** of 9 m² or more. This deadline ends on 20.06.2025. Exhibitors with **system stands** will receive the stand sketches from SYMA in mid-May. You can find all important information at any time at www.ilmac.ch/eventplanner.



Active visitor marketing - individual steps to your Prio Code

1. m-manager registration - digital portal for orders:

M-manager offers you the opportunity to order services, furniture and installations for Ilmac 2025 online.

You will need your booking confirmation to access m-manager. If you still have your login details from a previous Ilmac (e.g. 2023), you can log in directly with this user account. If not, please register at www.m-manager.com under the menu item “Order services / New registration”. After your login has been activated within 24 hours, log in to m-manager with your chosen access data and select “Ilmac 2025”.

Due to increased security measures during the Eurovision Song Contest in Basel, m-manager will be deactivated from **May 5 to May 19**. No registration or ordering will be possible during this time. Registration will be available again from **May 19** so that you can then place orders for your participation in the show. If you need to place orders urgently or have any questions, please do not hesitate to contact us.

2. Exhibitor Service Center Portal (ESC):

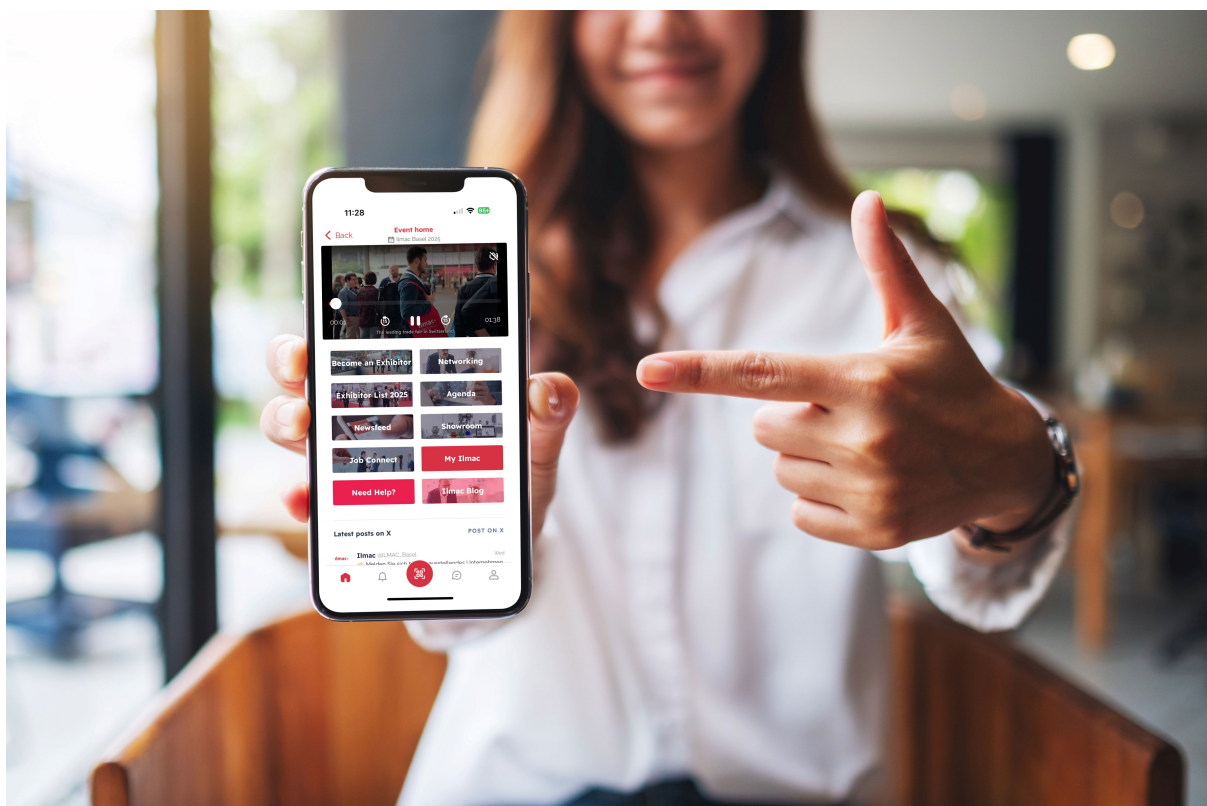
Click on "Exhibitor Service Portal (ESC)" in m-manager to access the Exhibitor Service Center Portal (ESC). There you will find your Prio Code under Exhibit/Order History. You can distribute the Prio Code together with the link to the ticket store to an unlimited number of contacts: <https://ticket.ilmac.ch/MCH/1156-shop/Register>

Place a slash (/) in the URL after Register and the Prio Code directly after it and it will be easy for your potential visitors to register for a ticket. Here is an application example with the code welcome-ilmac25: <https://ticket.ilmac.ch/MCH/1156-shop/Register/welcome-ilmac25>

In the ESC you can view the visitor registrations, the contingent of Ilmac Party tickets and also register the stand personnel for the exhibitor tickets. Find out more at a later date.

3. Ilmac banner generator

Use the banner generator to generate an individual banner with the Prio code for your signature to draw attention to Ilmac, e.g. in your signature. Click [here](#) to go to our banner generator.



Ilmac 365 - included in your participation at no extra cost

With **Ilmac 365**, our digital platform, we are creating an exclusive space for networking, matchmaking, product presentations and knowledge sharing within the chemical and life science industry. Globally, 365 days a year - and all in one community network. Download the **Ilmac app** for optimal preparation.

THE BEST: The digital media package “Starter” is already included in your Ilmac participation. To use the package, if you have not already done so, please register at <https://365.ilmac.ch/c/swiss-events>. We will then grant you access to your company website - just send us an e-mail with the name of the desired user(s) to 365@ilmac.ch. From then on, you can add your colleagues to your company page yourself after they have created a personal profile for the platform. Our Ilmac 365 team will contact all exhibiting companies at Ilmac 2025 from mid-April 2025 and will be happy to answer any questions you may have. You can find an overview of the package [here!](#)

There are two options for the switch. Use your existing MCH login if you have already purchased a ticket for another MCH event:

A) Ilmac 365 without MCH login

Log in to **Ilmac 365**, select Ilmac Basel 2025 and click on “Register now”. You will then be automatically redirected to the ticket store. There, select “Registration Ilmac 365” and complete the registration for the MCH login. After the registration process, you will automatically be taken to Ilmac365. Click on “Join the event” -> Log in -> MCH Login Service. You are now part of the Ilmac365 community and can take advantage of all the benefits, such as the chat function in the networking area, a tour of the showroom and Job Connect.

Video without MCH login

B) Ilmac 365 with existing MCH login

Log in to **Ilmac 365** and select the event “Ilmac Basel 2025”. Click on “Log in” -> MCH Login Service at the top right. You are now part of the Ilmac365 community and can take advantage of all the benefits, such as the chat function in the networking area, a tour of the showroom and Job Connect.

Video with MCH login



Lead management

We have implemented a new, simpler lead management system that allows you to scan your leads directly on site. All you need is our **Ilmac 365 app** for scanning and access to the platform as an exhibitor. You can find the details of the application via the following link: <https://www.ilmac.ch/en/basel/exhibit/event-planner/leadmanagement/>

The lead capture package is already included in the All-in Classic, All-in Lux, Association Package, Future of Life Sciences, Job Connect, Startup and Pharma Logistics Days packages.



Webinar for registered exhibitors

In our webinars, you will learn useful information about the event in a live stream with the Ilmac team. Among other things, you will receive tips on visitor marketing and stand optimization. You can find all the dates in the **agenda** on Ilmac 365. Save the date directly in your calendar. The webinars will take place from May to September 2025.

To the dates

We look forward to a successful event with you.

Please do not hesitate to contact us if you have any questions or suggestions. We will be happy to help you.

Kind regards

Your Ilmac Team



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