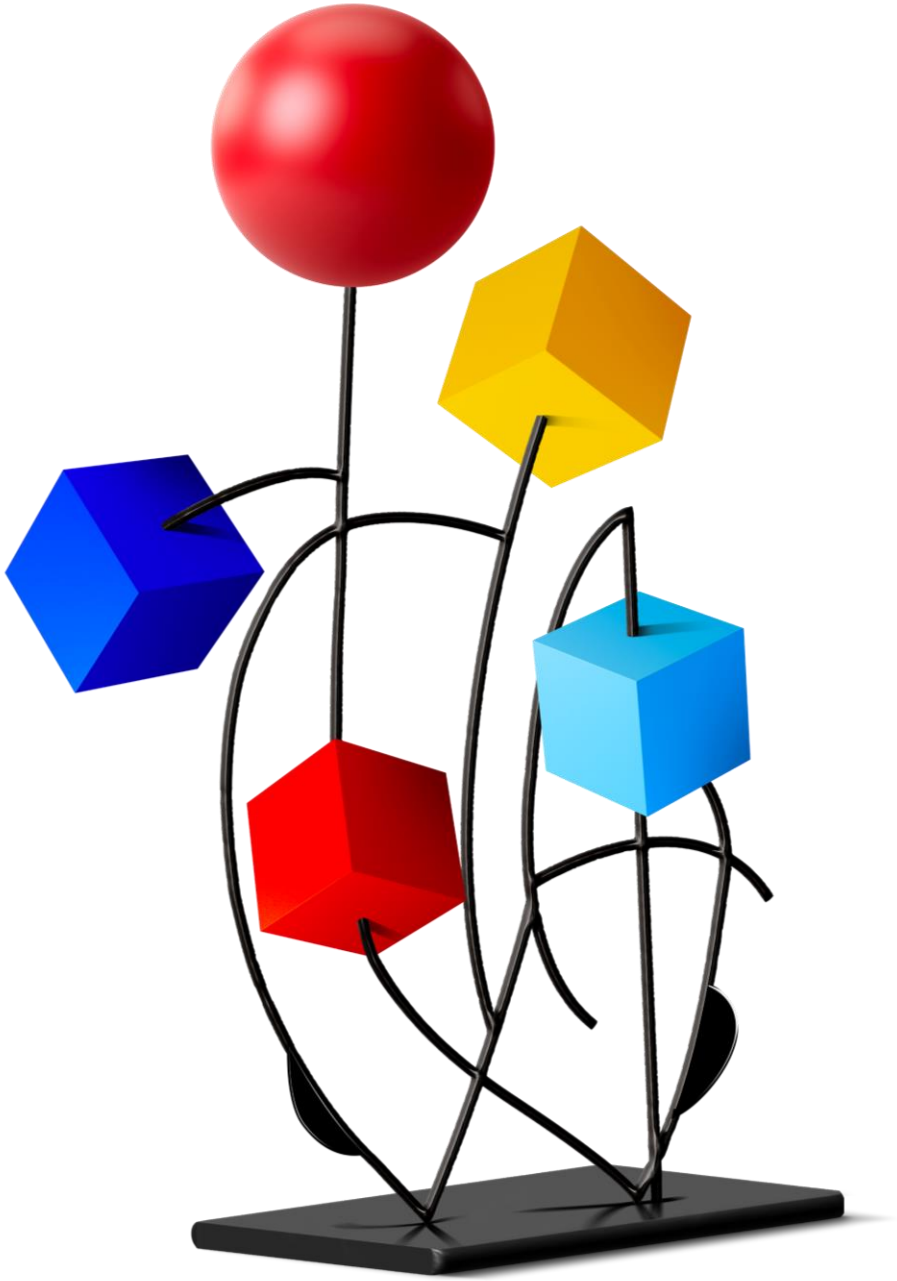


Guide to SIC codes

Clients Invitation System

IPACK IMA SRL
(A JOINT VENTURE BETWEEN
UCIMA AND FIERA MILANO)

UCIMA

FIERA MILANO

SIC – CLIENTS INVITATION SYSTEMS

IPACK-IMA provides exhibitors with a digital tool for self-managing the sending of invitation codes, allowing customers to register for free at the show: **SIC - Clients Invitation System**.

Thanks to SIC you can:

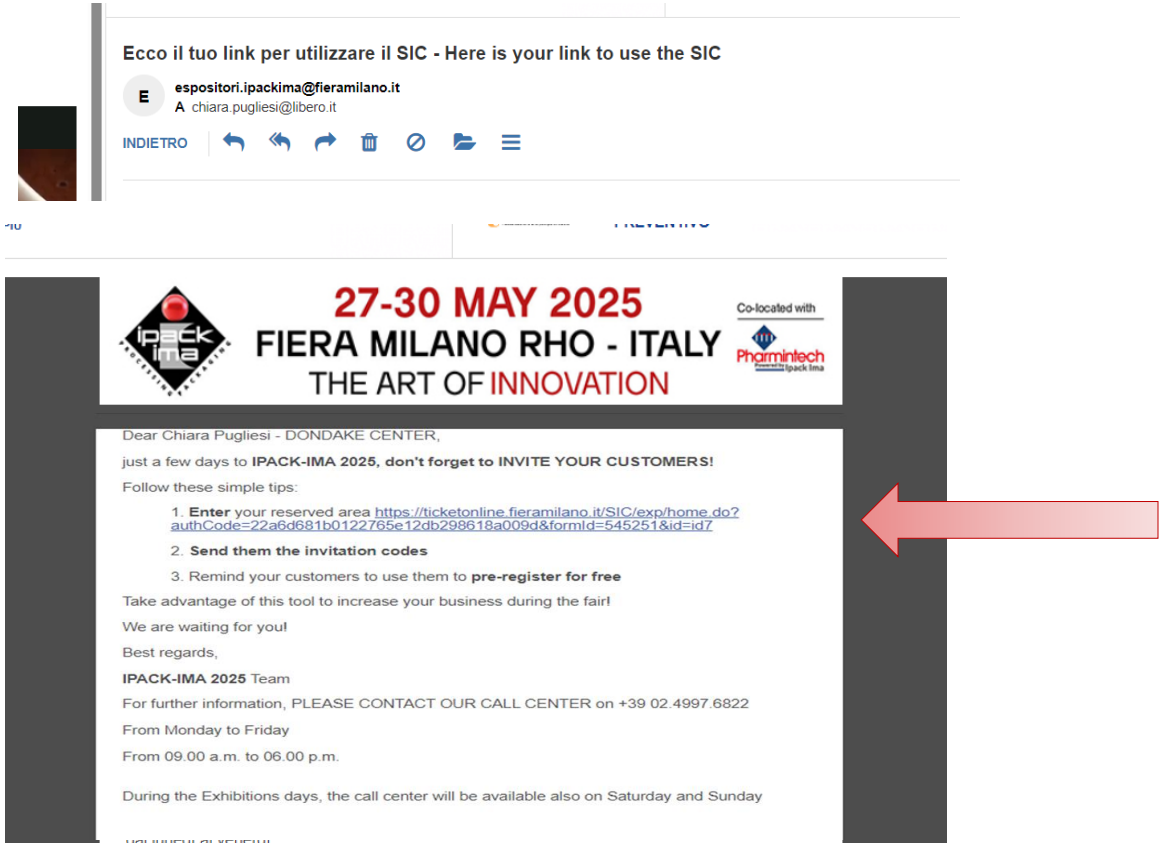
- ✓ Send one or more invitation codes via customised messages
- ✓ Monitor registered customers
- ✓ Resend codes to those who have not yet registered for the fair

This guide will show you how to use this promotional tool easily and effectively.

Follow the steps and discover all the benefits of SIC!

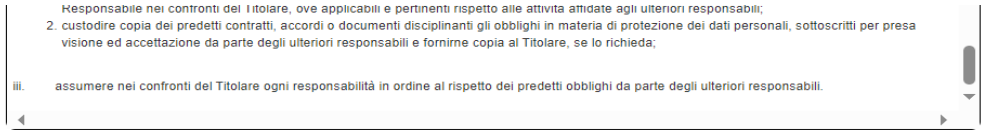
NB: before the final sending, we recommend you to do a test by sending a single code to your e-mail address to check all the steps.

Exhibitors will receive an e-mail with the assigned invitation codes, that they can send to their customers for registration. The e-mail comes from **espositori.ipackima@fieramilano.it** and has the following subject: **“HERE IS YOUR LINK TO USE THE SIC (Code Invitation System)”.**



By clicking on the **link** received by e-mail, the exhibitor logs directly into the **SIC platform** without username or password.

Once you have entered the platform, you must read and accept the **Terms of Use of the service**.



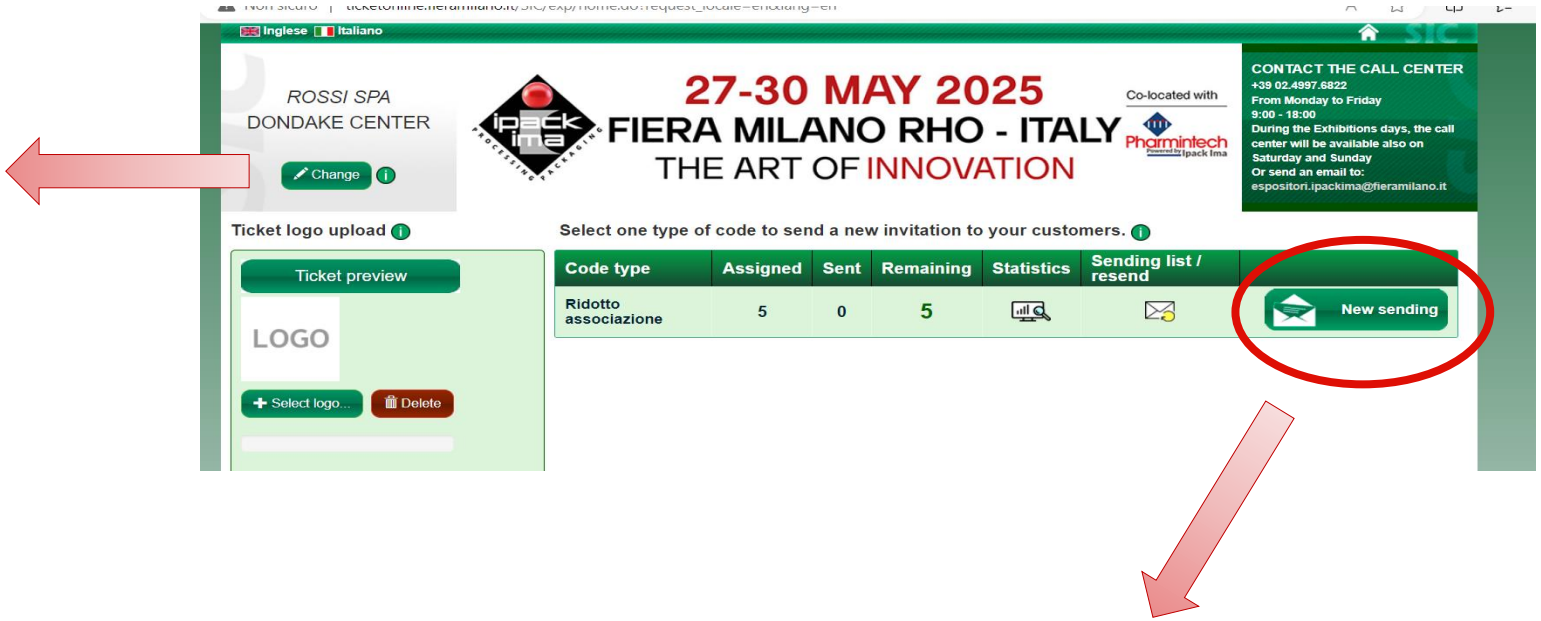
Ho letto e accetto le condizioni di utilizzo del servizio

Click on **CONTINUE**

HOME PAGE SIC: In this screen, the exhibitor can see the **number of invitation codes** assigned by the secretariat and monitor the status of the mailings once they have been made.

By clicking on **CHANGE**, you can:

- Change the **Exhibitor's company name** that will appear on the email sending the invitation codes;
- Upload the **Exhibitor's logo** to personalise the communication. The maximum size allowed is 300 x 200 pixels, the minimum is 20 x 20 pixels.



To start sending e-mails to customers, click on the button **NEW SENDING**.

Step 1: recipent list

In **STEP 1**, you can customise the sending of codes to customers..

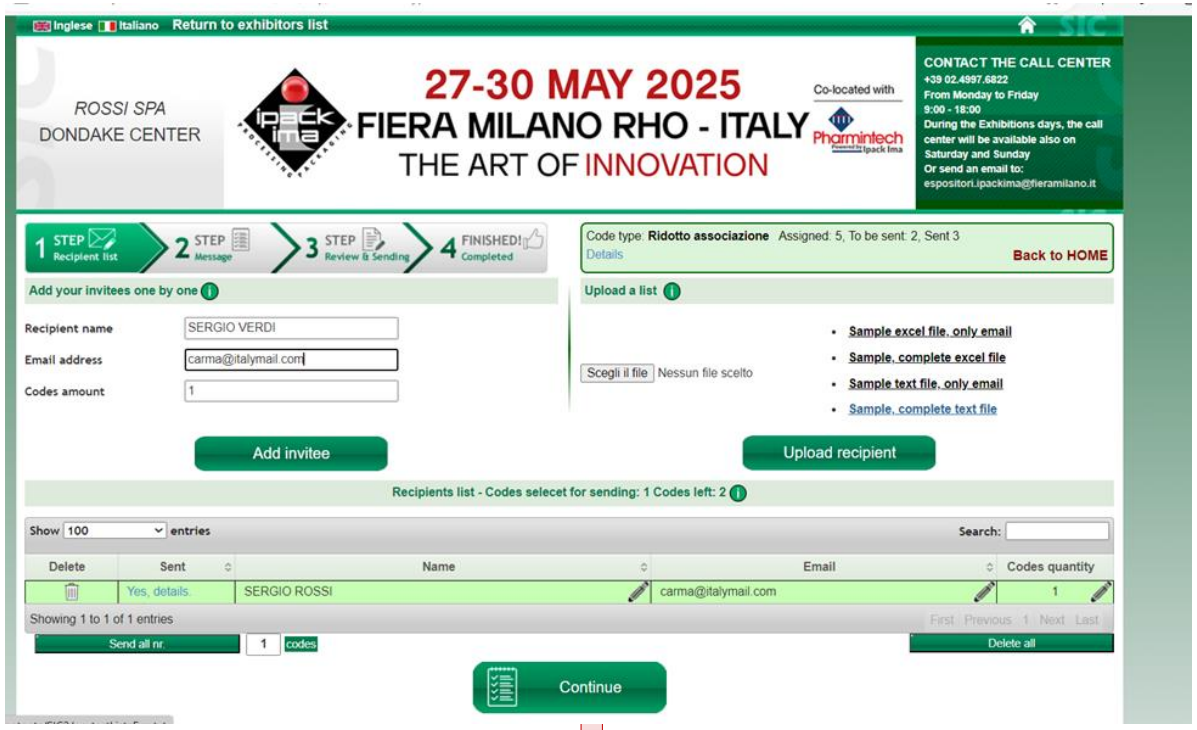
Names can be added in two ways:

- **Manual entry**: by adding contacts one at a time (screen shot on the left)..
- **Uploading an Excel file**: mporting an already compiled list (right screen).

It is possible to combine both modes.

NB: if you want to assign a different number of codes to different customers, we recommend you to use the file '**Complete excel file example**', **downloadable here**, which allows you to manage the quantity of invitations assigned.
The correct format is as follows:

Contact email	Number of codes	Contact name
contatto1@dominio.it	1	Mario Rossi
contatto2@dominio.it	2	Marina Verdi
contatto3@dominio.it	1	Luigi Bianchi
contatto4@dominio.it	4	Fabio Ferrari
contatto5@dominio.it	1	Dario Sacchi

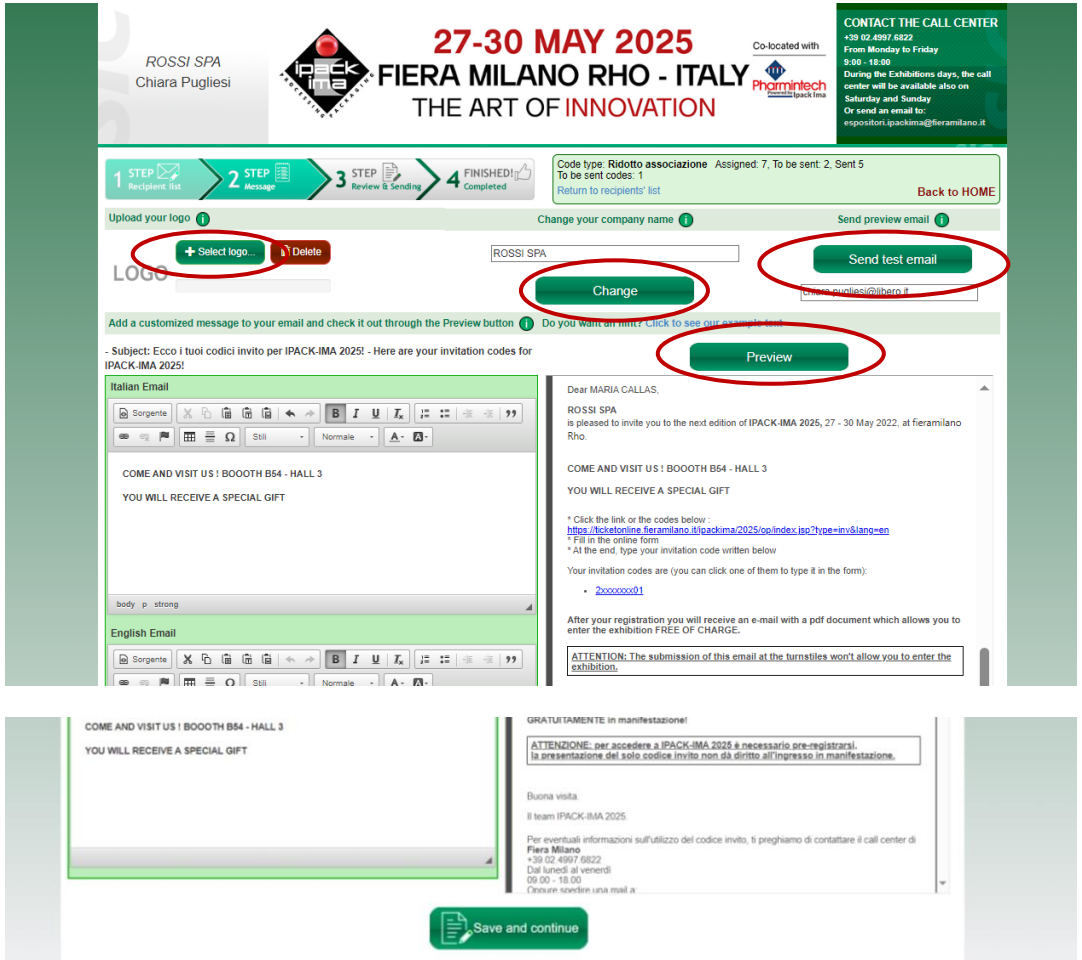


Click on **CONTINUE** to go to Step 2

Step 2: personalize your message

In **STEP 2**, you can customise the email message for customers.

- In the box on the left, you can enter a **text**, which will be displayed in the highlighted part of the box on the right. The email text proposed in the box on the right is standard and does not require any customisation;
- By clicking on **SELECT LOGO**, you can insert your company logo. The file must have a maximum size of 300x200 pixels and 300kB (recommended formats .jpeg and .png). You can upload a different logo for each mailing, so as to further customise the communication if necessary;
- By clicking on **CHANGE** you can change the displayed company name;
- Clicking on **SEND TEST EMAIL** to check the changes made to the message before final sending;
- Clicking on **PREVIEW** displays the facsimile of the personalised email that will be sent to the selected recipients.

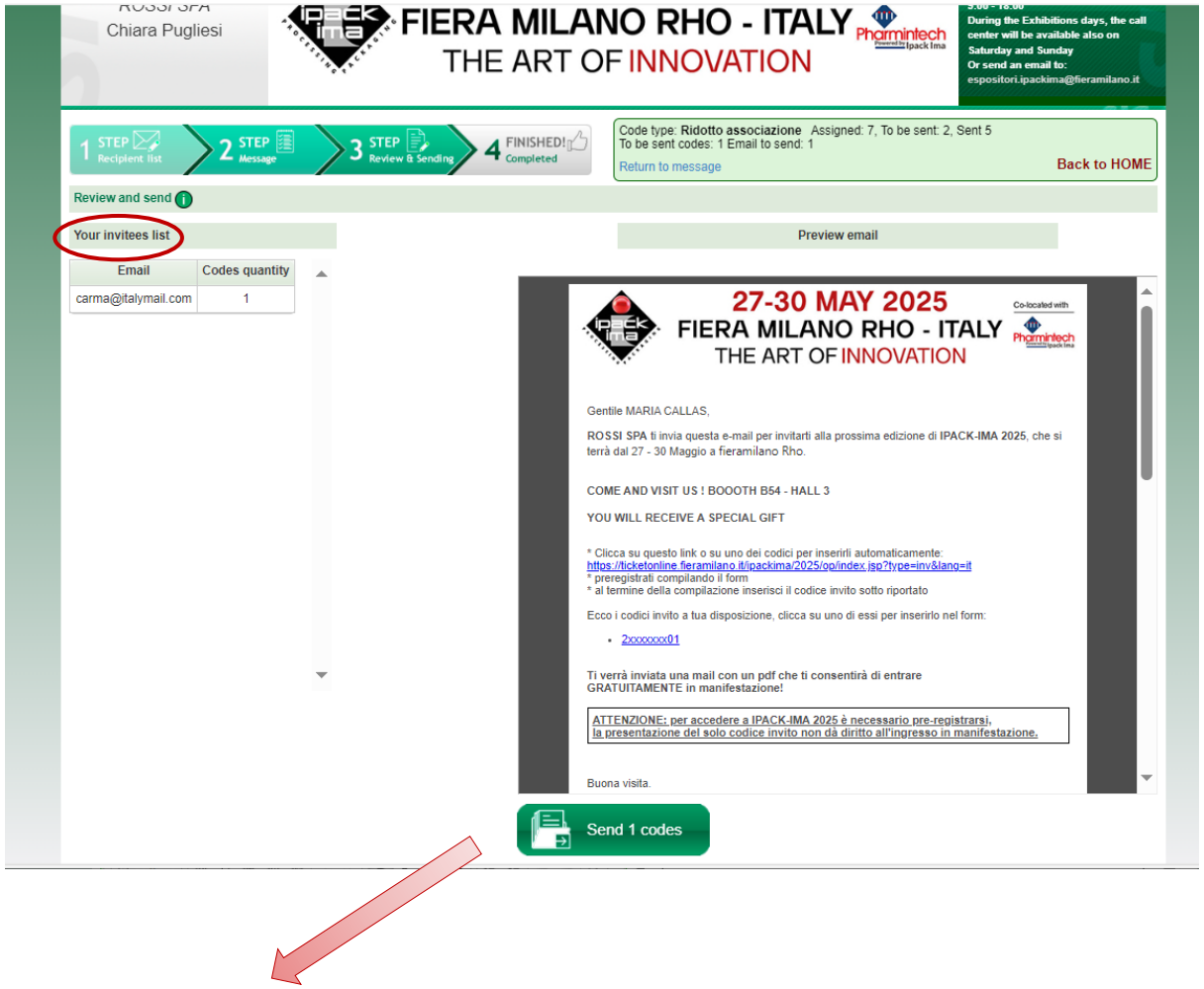


When the message is complete, click on
SAVE AND CONTINUE

Step 3: review and sending

Before the definitive sending, it is possible to:

- Check the **list of recipients** and the number of codes assigned to each (box on the left);
- **Modify the sending** by returning to the previous steps by clicking on ‘Return to Message Composition’.

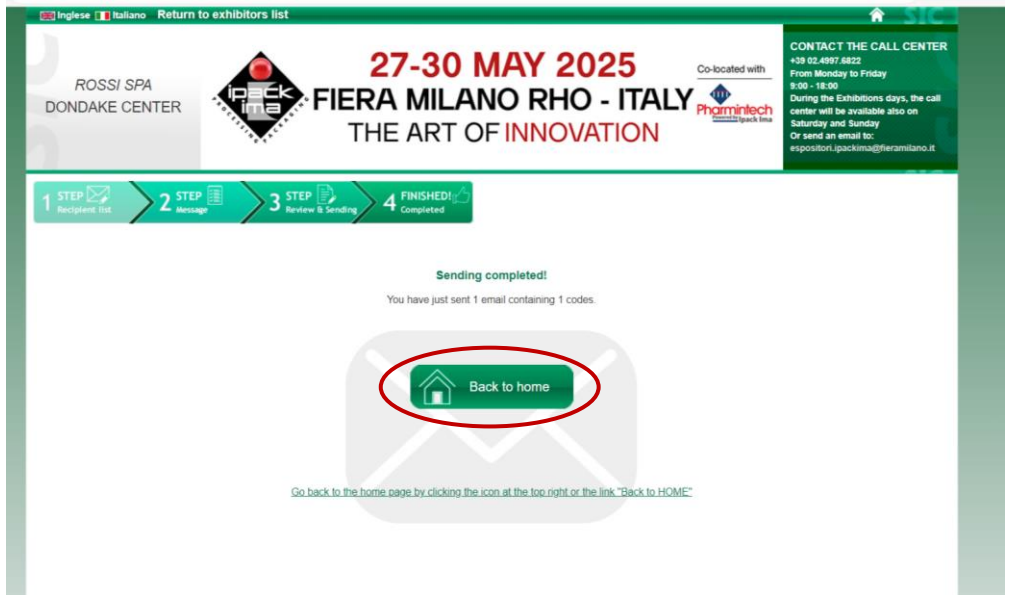


To proceed with sending, click on **SEND INVITATIONS**

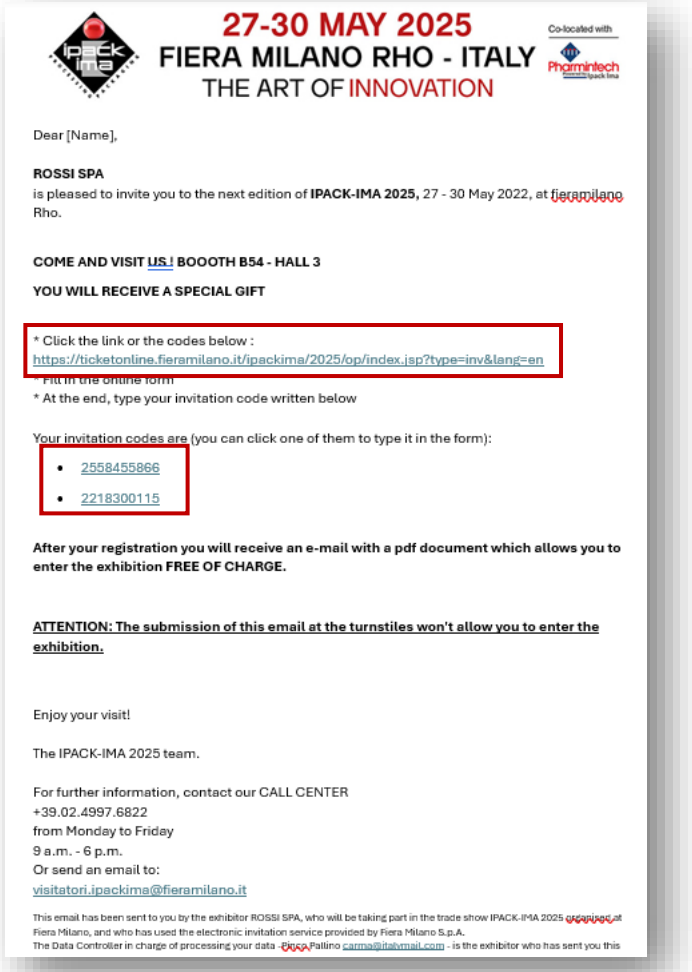
Step 4: sending completed

E-mails are processed by the system, which sends approximately **30-40 e-mails per minute**.

Once you have finished sending, you can return to the **HOME PAGE**.



This is the **e-mail** the customer receives from the exhibitor. To pre-register, the customer has to **click directly on the invitation code** or link contained in the e-mail and use the indicated code.


27-30 MAY 2025
FIERA MILANO RHO - ITALY
THE ART OF INNOVATION
Co-located with

Dear [Name],

ROSSI SPA
is pleased to invite you to the next edition of **IPACK-IMA 2025,** 27 - 30 May 2022, at fieramilano Rho.

COME AND VISIT US! BOOOTH B54 - HALL 3

YOU WILL RECEIVE A SPECIAL GIFT

* Click the link or the codes below :
https://ticketonline.fieramilano.it/ipackima/2025/op/index.jsp?type=inv&lang=en
* Fill in the online form
* At the end, type your invitation code written below

Your invitation codes are (you can click one of them to type it in the form):

- 2558455866
- 2218300115

After your registration you will receive an e-mail with a pdf document which allows you to enter the exhibition FREE OF CHARGE.

ATTENTION: The submission of this email at the turnstiles won't allow you to enter the exhibition.

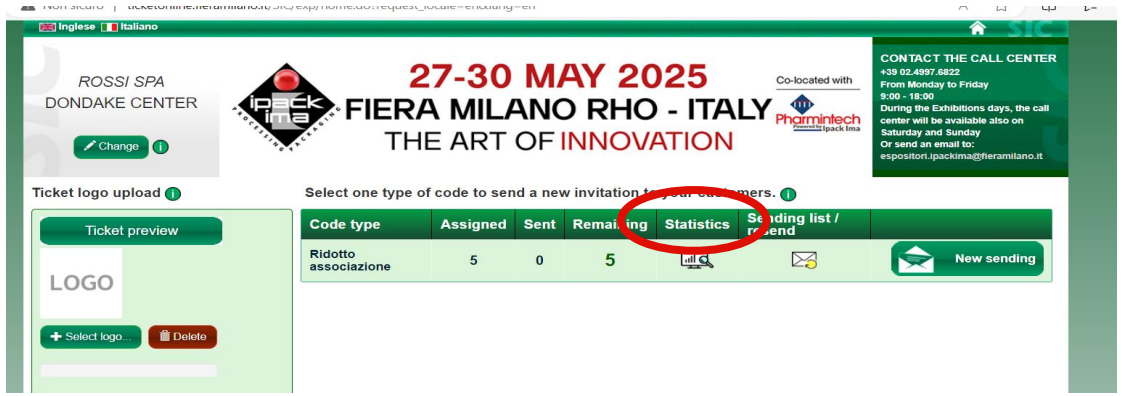
Enjoy your visit!

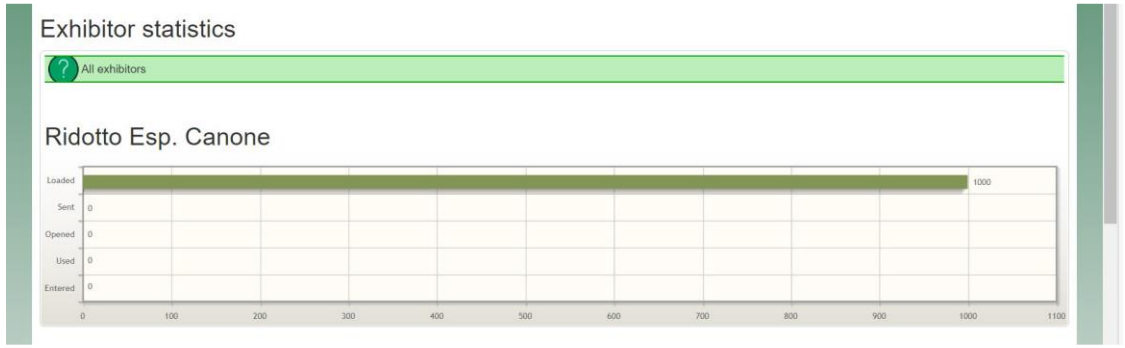
The IPACK-IMA 2025 team.

For further information, contact our CALL CENTER
+39.02.4997.6822
from Monday to Friday
9 a.m. - 6 p.m.
Or send an email to:
visitatori.ipackima@fieramilano.it

This email has been sent to you by the exhibitor ROSSI SPA, who will be taking part in the trade show IPACK-IMA 2025 organised at Fiera Milano, and who has used the electronic invitation service provided by Fiera Milano S.p.A.
The Data Controller in charge of processing your data - Paillino carma@italymail.com - is the exhibitor who has sent you this

Statistics

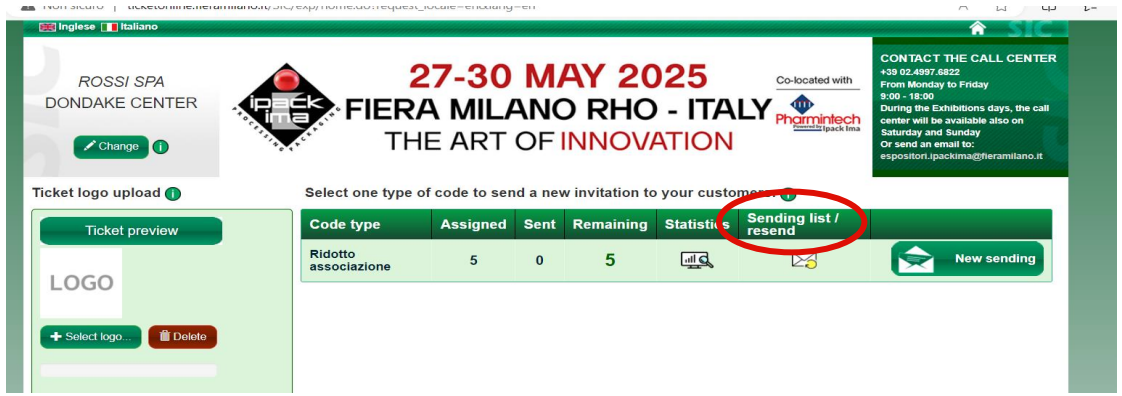


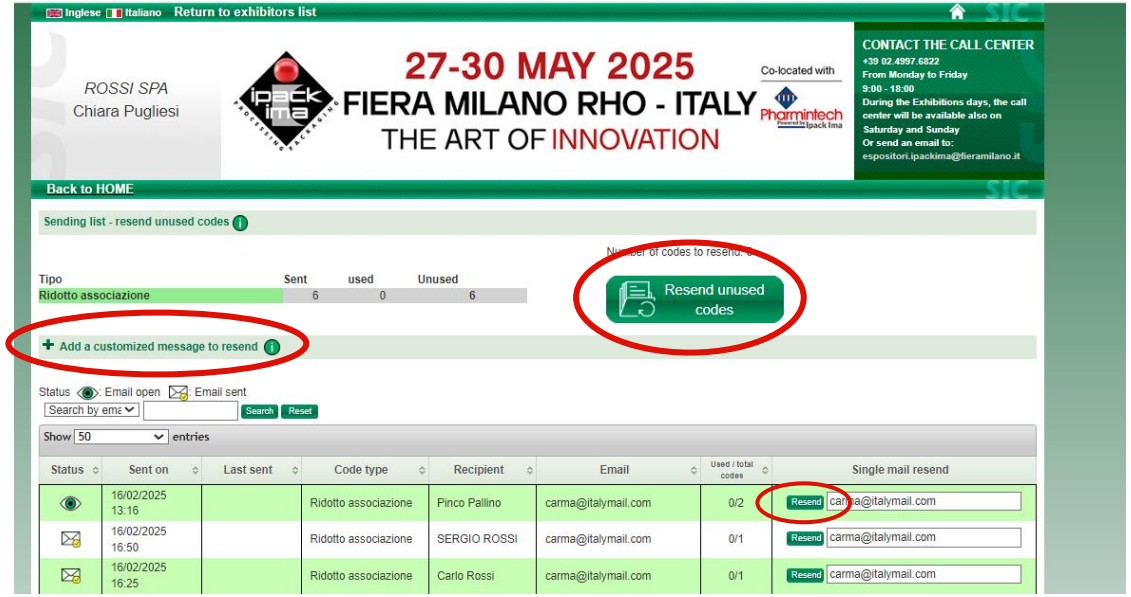


By clicking on **STATISTICS** you can view the following data on invitation codes:

- Uploaded
- Sent recipients
- Opened (these are the mails read)
- Used
- Entered: these are the visitors who entered the event (the data will be updated after the exhibition)

Sending list / Resend





In this section, **all sendings are summarised**, with an indication of the codes that have not yet been used.

You can view the status of each **sending**.

Status : Email open : Email sent

- Codes can be resent individually, even to a different e-mail address than the one used for the first sending. Click on RE-SEND (button to the right of the e-mail address)
- RE-SEND ALL UNUSED CODES: indicates the total number of codes that will be resent.
- SPECIFY A MESSAGE FOR SUBMISSION (optional): allows a customised message to be added to the resend e-mail.

SEE YOU

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Call Center Fiera Milano
+39 02 4997 6822

ipackima.com

Ipack Ima Srl - Tel. +39.02.3191091 - ipackima@ipackima.it

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