

AUTHORISED RESELLER B2B PLATFORM USER GUIDE

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1. B2B PLATFORM SYSTEM REQUIREMENTS

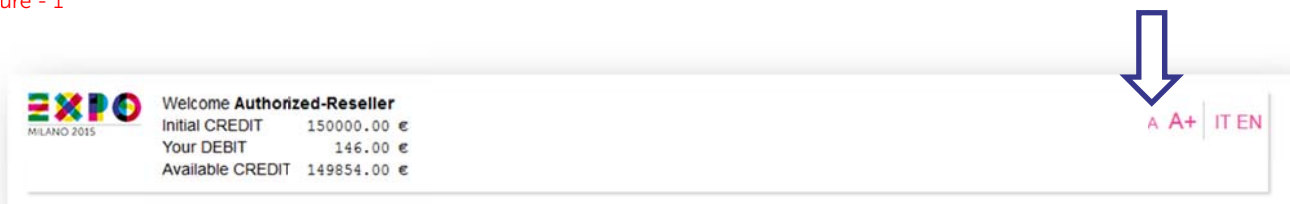
The B2B platform can be accessed from any computer, with high speed internet connection and a the following minimum configuration :

1.1 MINIMUM HARDWARE REQUIREMENTS

COMPUTER

- 2GHz Pentium processor equivalent or more
- 2 GB RAM or more,
- Windows7 Pro / Windows8
- 56kbps/mbps internet connection____
- Screen resolution : if you experience difficulty with the display of screens and pop-ups, you can change the screen resolution by using the set up buttons **A A+** as shown below :

Figure - 1



PRINTER

A high level quality Laser printer / 300 dpi

An ink jet or a dot matrix printer under 300 dpi are not recommended

1.2 SUPPORTED BROWSERS

- Internet Explorer (version 8 or higher)
- Chrome (version 27 or higher)
- FireFox (version 21 or higher)
- Safari (version 6 or higher)

2. B2B PLATFORM USER MANUAL

The B2B platform address is <https://b2b.tickets.expo2015.org>

2.1 LOGIN

The login page contains fields to be completed to access the system.

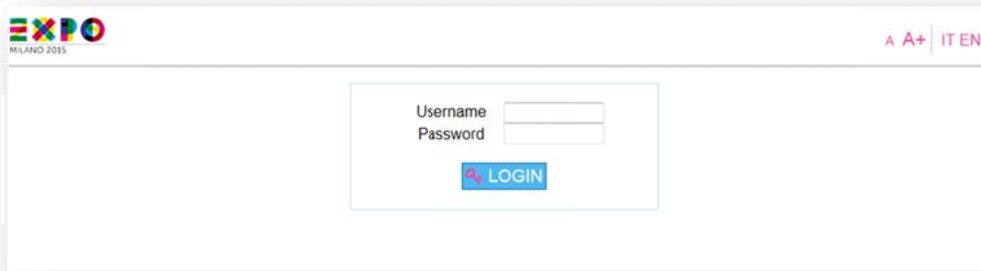
To log into the system, please use the access credentials given by EXPO

Please refer to the email that you were sent with your completed **Information form** that will contain your Username and Password for your sales point.

If you cannot find your login credentials or have forgotten your password, please send us an email at support-b2b@expo2015.org

Automatic Time-Out: Please note that for security reasons, the systems times out automatically after 20 minutes of inactivity. After a timeout, it will be necessary to re-enter your username and password.

Figure - 2



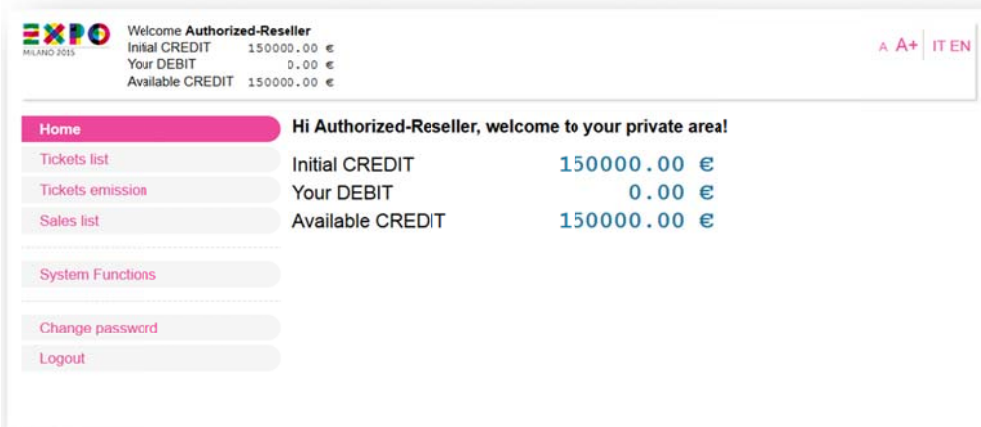
2.2 HOME PAGE

The home menu contains a direct link to the main functionalities.

HOME

After login, your user name will be visible on the top left of the home page. The initial account credit plafond, the current debit (value of tickets issued against on account) and the remaining available credit is shown on this screen.

Figure - 3



Note : this information is always visible from any page of the B2B platform on the top left side of the screen under the user name.

Initial Credit: This refers to your provided bank guarantee or direct deposit to Expo.

Your Debit: This refers to total value of tickets issued on your account (purchased from Expo) since the moment of your first login onto the B2B platform.

Available Credit: This refers to your Initial Credit less all purchases. The amount is a running total for your full Expo cycle and is not reset monthly after payments are made.

TICKETS LIST

Gives you all the information on ticket sales by period. The default period corresponds to the last week activity.

TICKET EMISSION

Corresponds to the Sale functionality which is detailed later in this document.

SALES LIST

Allows you to view the list of sales for a period. The default period corresponds to the last seven days.

Click on the pink arrow button on the top-right of the screen (Figure 4) to display the report

The report is on csv/Excel format (Figure 5)

Figure - 4

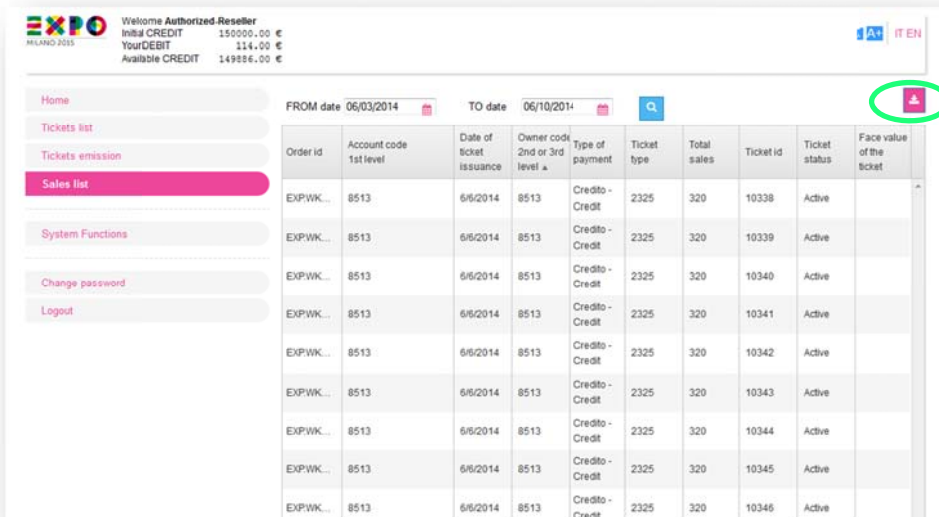


Figure - 5

BillingAccountCode	FenCodeDate	Orderid	OwnerAccountCode	PaymentType	ProductCode	SaleTotalAmount	TicketId	TicketStatus	UnitPrice
8513	06/04/2014	EXP.WKS1	8514	Credito - Credit	2325	114	10239	Active	32
8513	06/04/2014	EXP.WKS1	8514	Credito - Credit	2325	114	10240	Active	32
8513	06/04/2014	EXP.WKS1	8514	Credito - Credit	2325	114	10241	Active	25
8513	06/04/2014	EXP.WKS1	8514	Credito - Credit	2325	114	10242	Active	25
8513	06/04/2014	EXP.WKS1	8514	Credito - Credit	2325	57	10243	Active	32
8513	06/04/2014	EXP.WKS1	8514	Credito - Credit	2325	57	10244	Active	25
8513	06/04/2014	EXP.WKS1	8514	Credito - Credit	3631	102	10257	Active	28
8513	06/04/2014	EXP.WKS1	8514	Credito - Credit	3620	102	10258	Active	10
8513	06/04/2014	EXP.WKS1	8514	Credito - Credit	3620	102	10259	Active	10
8513	06/04/2014	EXP.WKS1	8514	Credito - Credit	3631	102	10260	Active	28
8513	06/04/2014	EXP.WKS1	8514	Credito - Credit	3627	102	10261	Active	13
8513	06/04/2014	EXP.WKS1	8514	Credito - Credit	3627	102	10262	Active	13
8513	06/04/2014	EXP.WKS1	8514	Credito - Credit	3611	216	10265	Active	27
8513	06/04/2014	EXP.WKS1	8514	Credito - Credit	3611	216	10266	Active	27
8513	06/04/2014	EXP.WKS1	8514	Credito - Credit	3611	216	10267	Active	27
8513	06/04/2014	EXP.WKS1	8514	Credito - Credit	3611	216	10268	Active	27
8513	06/04/2014	EXP.WKS1	8514	Credito - Credit	3611	216	10269	Active	27
8513	06/04/2014	EXP.WKS1	8514	Credito - Credit	3611	216	10270	Active	27

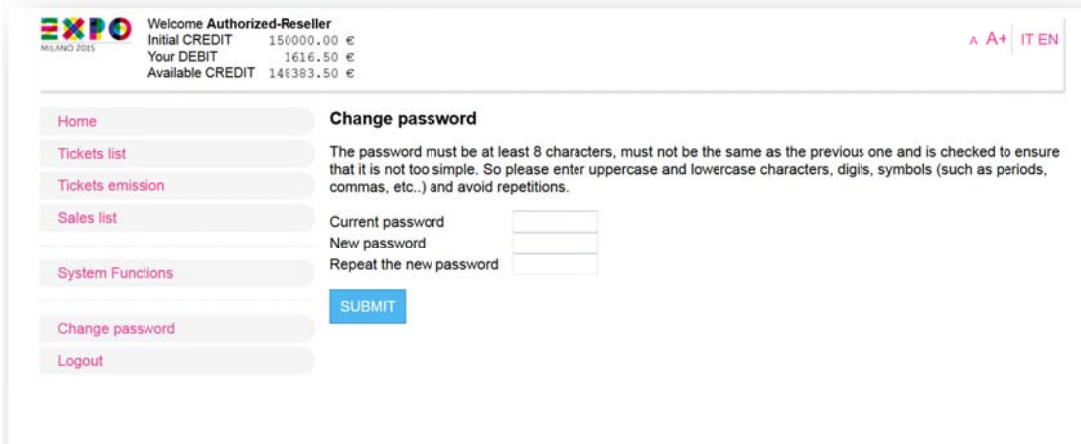
SYSTEM FUNCTIONS

This section generates a fiscal report used by SIAE (the Italian Fiscal Authority), with required data for all tickets issued in case of fiscal control.

CHANGE PASSWORD

Gives you the possibility to modify your initial password (strongly recommended).

Figure - 6



The screenshot shows the B2B Expo 2015 platform interface. At the top, there is a header with the EXPO MILANO 2015 logo and a welcome message for an Authorized-Reseller. Below the header, there is a navigation menu on the left with links: Home, Tickets list, Tickets emission, Sales list, System Functions, Change password, and Logout. The main content area is titled 'Change password' and contains a form with three input fields: 'Current password', 'New password', and 'Repeat the new password'. A 'SUBMIT' button is located below the form. To the right of the form, there is a text box explaining the password requirements: 'The password must be at least 8 characters, must not be the same as the previous one and is checked to ensure that it is not too simple. So please enter uppercase and lowercase characters, digits, symbols (such as periods, commas, etc..) and avoid repetitions.'

LOGOUT

Gives you the possibility to exit the platform or change user.

2.3 TICKET EMISSION - SALES FLOW

CUSTOMER INFO

The sale process starts with the entry of information required to indicate where the tickets are to be delivered electronically.

First Name and Last Name: enter the name of the actual ticket user (single point of reference for the whole transaction).

Email address: entry of an email address is mandatory since the Tickets purchased will be sent to the email as an attachment in a PDF format.

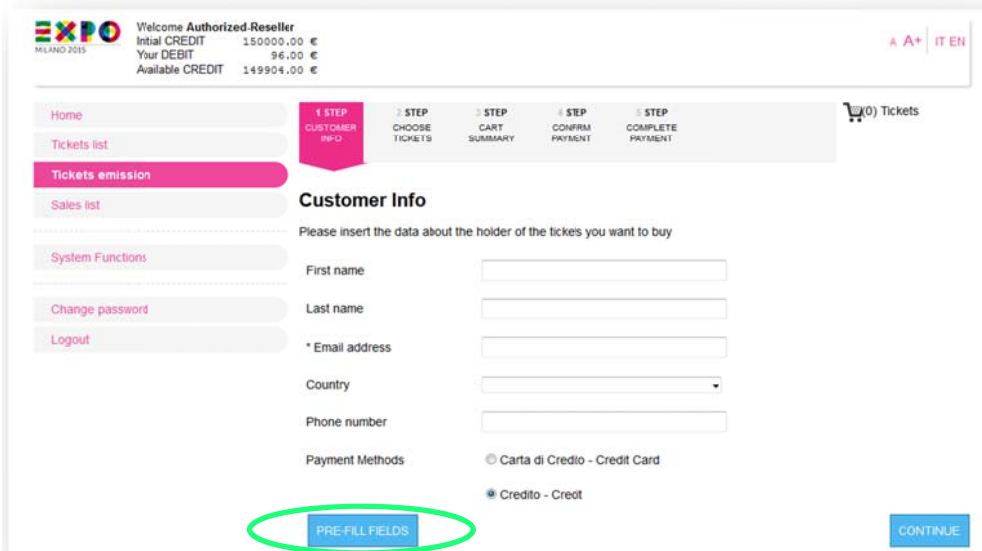
If the customer cannot provide an e-mail, or if the reseller/agency will be printing and delivering the tickets, the reseller/agency e-mail must be entered to receive the tickets.

To do so click on the **PRE-FILL FIELDS** button (the Last Name and *Email address fields will be automatically filled-in).

Payment method : choose Credit Card or Credit .

Please refer to your Authorised Reseller Contract and the 'B2B Expo 2015 Tickets Authorised Reseller Guide' for more information about payments.

Figure - 7



EXPO 2015 MILANO

Welcome Authorized-Reseller

Initial CREDIT 150000.00 €

Your DEBIT 96.00 €

Available CREDIT 149904.00 €

Home

Tickets list

Tickets emission

Sales list

System Functions

Change password

Logout

1 STEP CUSTOMER INFO

2 STEP CHOOSE TICKETS

3 STEP CART SUMMARY

4 STEP CONFIRM PAYMENT

5 STEP COMPLETE PAYMENT

0 Tickets

Customer Info

Please insert the data about the holder of the tickets you want to buy

First name

Last name

* Email address

Country

Phone number

Payment Methods

☐ Carta di Credito - Credit Card

☒ Credito - Credit

PRE-FILL FIELDS

CONTINUE

CHOOSE YOUR TICKET – INITIAL TICKET SELECTION

This is the core ticket selection screen.

CHOOSING AN 'OPEN DATE' TICKET

- Select the **TICKET TYPE** : Fixed date or Open date (any day)
The **(i)** pop-ups provide additional information.

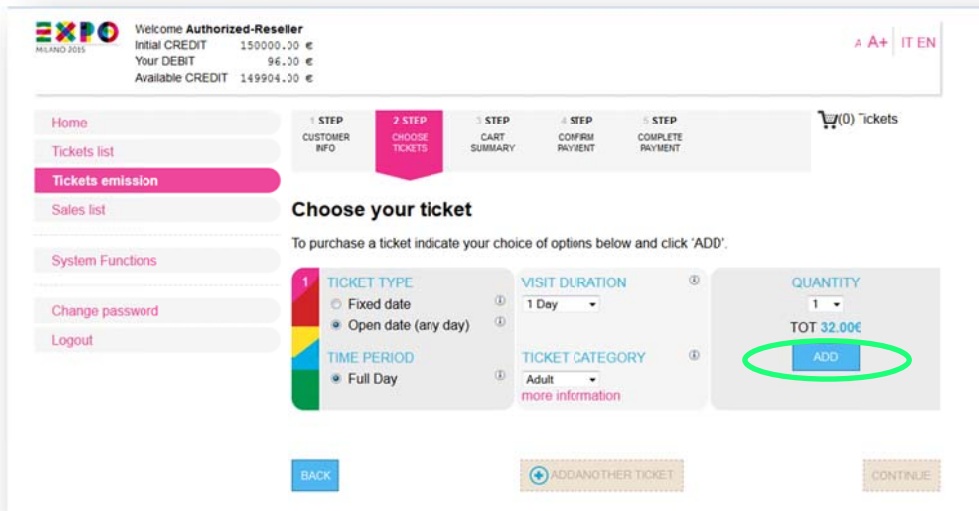
When the Open date (any day) Ticket Type is chosen, then

- Select the **VISIT DURATION** : 1 Day or multiple days
(The selection will vary based on the Ticket Types that have been enabled for your resale. if 1 Day is the only option, it will be automatically selected by default.)
The **(i)** pop-up provides additional information.
- Select the **TIME PERIOD** : Full Day
Currently, Full Day is the only option and will be automatically selected by default. (Evening entry tickets may be added during the period of Expo, however TBC.)
The **(i)** pop-up provides additional information.
- Select the **TICKET CATEGORY** : Adult, Sr. Citizen, Family pack
The **(i)** pop-up provides additional information.
- Select the **QUANTITY** : Maximum 15 per Ticket Type
In the case that more tickets are required for the same Ticket Type it will be necessary to do another purchase transaction. The limit has been placed to minimize problems that may arise with printing PDF files with a high number of pages.
In all cases, it is advised to do more transactions for smaller numbers of tickets each, rather than fewer transactions with larger ticket numbers.

Please refer to the B2B Guide for more information about the ticket types on sale.

Once all the selections have been made, click on the **ADD** button to proceed.

Figure - 8



CHOOSING A 'FIXED DATE' TICKET

- Select the **TICKET TYPE** : Fixed date or Open date
The (i) pop-up provides additional information.

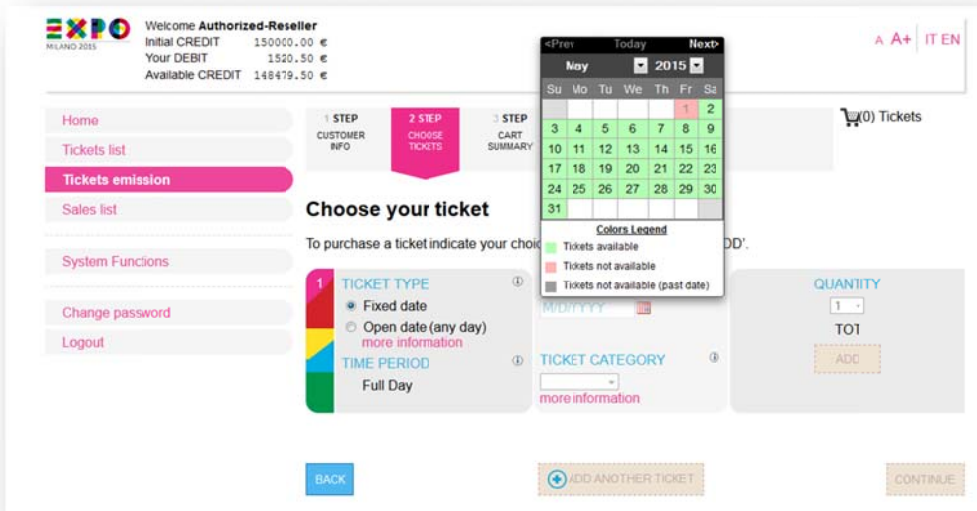
When the Fixed Date Ticket Type is chosen, then:

- Select the **CHOOSE THE DATE** : choose from the dates on the pop-up calendar whereby available dates are in green, not available dates in light pink and passed dates in grey.
The (i) pop-up provides additional information.
- Select the **TIME PERIOD** : Full Day
Currently, Full Day is the only option and will be automatically selected by default.
(Evening entry tickets may be added during the period of Expo, however TBC.)
The (i) pop-up provides additional information.
- Select the **TICKET CATEGORY** : Adult, Sr. Citizen, Family pack
The (i) pop-up provides additional information.
- Select the **QUANTITY** : Maximum 15 per Ticket Type
In the case that more tickets are required for the same Ticket Type it will be necessary to do another purchase transaction. The limit has been placed to minimize problems that may arise with printing PDF files with a high number of pages.
In all cases, it is advised to do more transactions for smaller numbers of tickets each, rather than fewer transactions with larger ticket numbers.

Please refer to the B2B Guide for more information about the ticket types on sale.

Once all the selections have been made, click on the **ADD** button to confirm.

Figure - 9

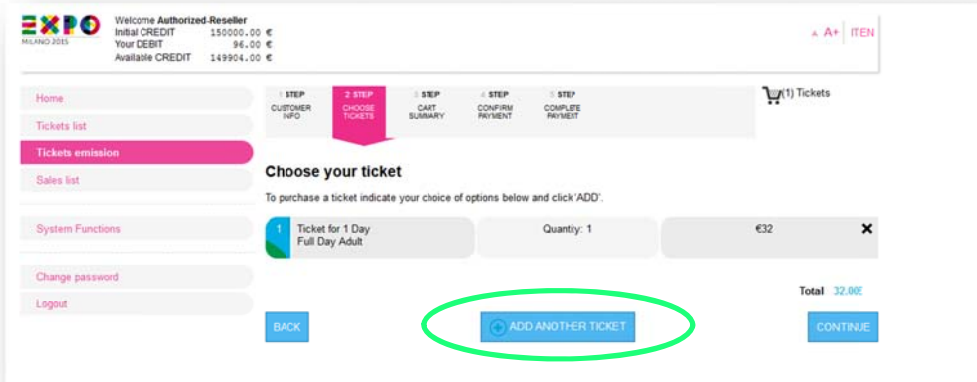


CHOOSE YOUR TICKET – ADD MORE TICKETS

NEWTICKET TYPE

To add a new Ticket Type to the basket click on the **ADD ANOTHER TICKET** button in the central bottom part of the screen (here circled in green).

Figure - 10



The selection flow will take you back to the base CHOOSE YOUR TICKET selection screen. Repeating the selection process as described above for other tickets and clicking ADD, the full basket list appears.

MORE TICKETS OF A TYPE ALREADY SELECTED

If you wish to add more of the same Ticket Types you have already selected you may simply **CONTINUE** to the Cart Summary screen where the quantity can be modified, or you may REMOVE the Ticket Type line, click on **ADD ANOTHER TICKET** and then proceed to select again the required Ticket Type with the correct quantity.

Figure - 11

Welcome **Authorized-Reseller**
Initial CREDIT 150000.00 €
Your DEBIT 96.00 €
Available CREDIT 149904.00 €

Home
Tickets list
Tickets emission
Sales list

System Functions
Change password
Logout

1 STEP CUSTOMER INFO 2 STEP **CHOOSE TICKETS** 3 STEP CART SUMMARY 4 STEP CONFIRM PAYMENT 5 STEP COMPLETE PAYMENT

Choose your ticket

To purchase a ticket indicate your choice of options below and click 'ADD'.

1	Ticket for 1 Day Full Day Adult	Quantity: 1	€32	X
2	Ticket for 1 Day Full Day Sr. Citizen	Quantity: 1	€25	X

Total 57.00€

BACK ADD ANOTHER TICKET CONTINUE

CHOOSE YOUR TICKET – TIPS

- When initially filling your basket, assure that you are correctly choosing all the Ticket Types you will need, whereby the quantities are easily adjusted in the Cart Summary screen. If instead, you are missing a ticket type (i.e. a Sr. Citizen ticket), it will be necessary to use the Add Another Ticket function.
- When you choose the number of tickets, be aware that the system will produce a single file with the total amount of tickets to be printed, consequently, large number transactions are not advisable.
- Each ticket must be printed on a single sheet of A4 paper. Assure that your printer is not set for two-sided printing.
- For optimal production and delivery, make sure that the printer is not accessible by other back office operations to prevent the unintentional, random mix of printed pages which are not tickets or the unintentional pick-up of ticket pages by operators not involved in ticket printing and distribution.
- At any time you may view your cart contents by hovering over the cart image on the top right of the screen.

Figure - 12

Welcome **Authorized-Reseller**
Initial CREDIT 150000.00 €
Your DEBIT 388.00 €
Available CREDIT 149612.00 €

Home
Tickets list
Tickets emission
Sales list

System Functions
Change password
Logout

1 STEP CUSTOMER INFO 2 STEP **CHOOSE TICKETS** 3 STEP CART SUMMARY

Choose your ticket

To purchase a ticket indicate your choice of options below and click 'ADD'.

1	Ticket for 1 Day Full Day Adult	Quantity: 1	€32	X
2	Ticket for 1 Day Full Day Sr. Citizen	Quantity: 1	€25	X

Total 57.00€

BACK ADD ANOTHER TICKET CONTINUE

N. 1 Ticket Open date (any day) Full Day 32.00€
N. 1 Ticket Open date (any day) Full Day 25.00€
Total 57.00€

CART SUMMARY

The Cart Summary shows your selected tickets.

TICKET QUANTITY revision function

It is possible to increase or decrease the number of tickets required for each ticket type, with a maximum allowed of 15 per Ticket Type.

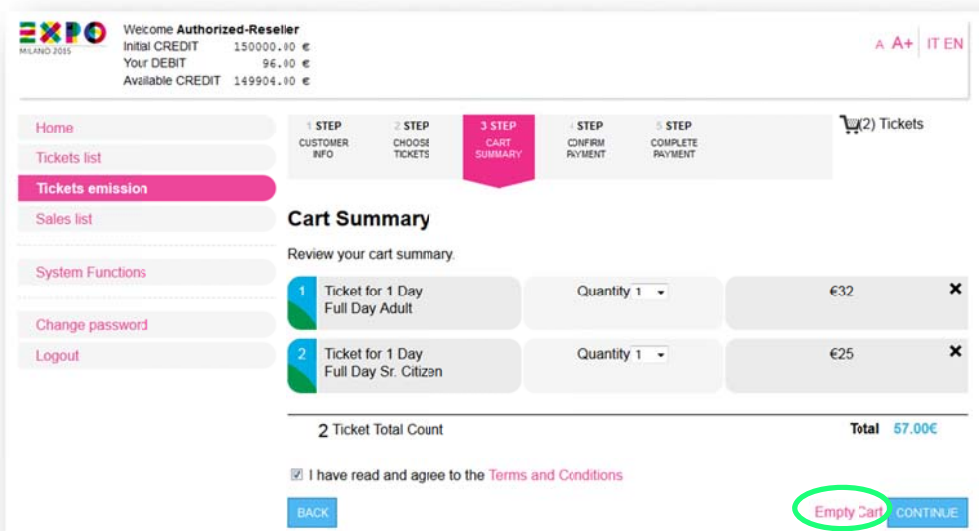
To remove Ticket from the basket click on the **x** (on the right side of the screen)

TERMS AND CONDITIONS ACCEPTANCE

Acceptance of the 'Expo 2015 Ticket Terms and Conditions – Visitor Rules' has already been confirmed in your organization's contractual agreement with Expo as well as your Reseller commitment to assure that the ticket users have been appropriately notified regarding the Terms and Conditions. Consequently, the Terms and Conditions acceptance box in the B2B Ticketing Platform has been automatically pre-checked as the default setting. It is not possible to uncheck the Terms and Conditions acceptance box.

Please refer to the B2B Guide for Appendix for the full "Ticket Terms and Conditions – Visitor Rules".

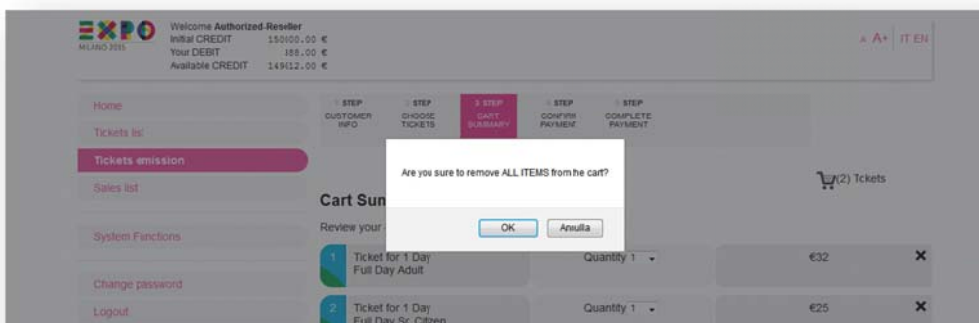
Figure -13



EMPTY CART function

It is possible to cancel all the tickets in your cart to allow you the possibility to start over again to build your order.

Figure - 14



CONFIRM ORDER

Verify the tickets selected and select CONFIRM ORDER to proceed with concluding the transaction.

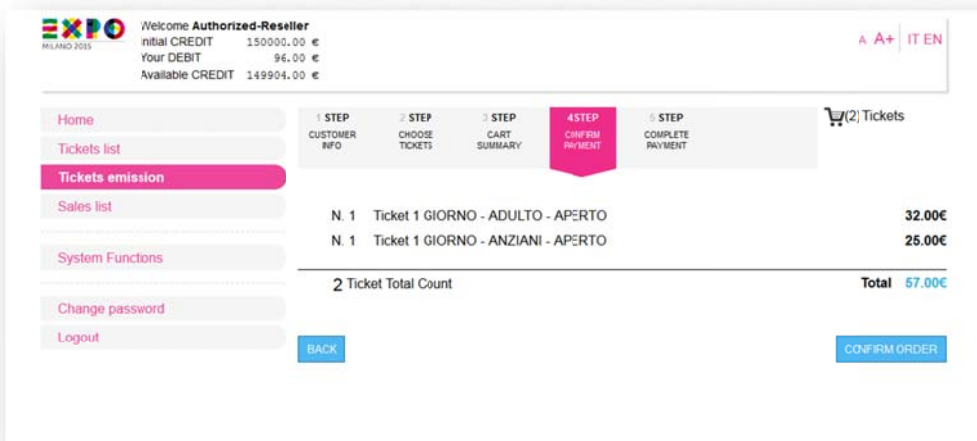
PAYMENT

With the payment choice already provided Customer Info section, the system will proceed accordingly.

Payment method : Credit

If CREDIT was selected in the Customer Info section or is set up as the default Payment Method, transactions are charged to the Authorised Reseller account subject to a monthly billing and payment cycle. Refer to the B2B Guide – Finance Cycle and Policies chapter for more detail.

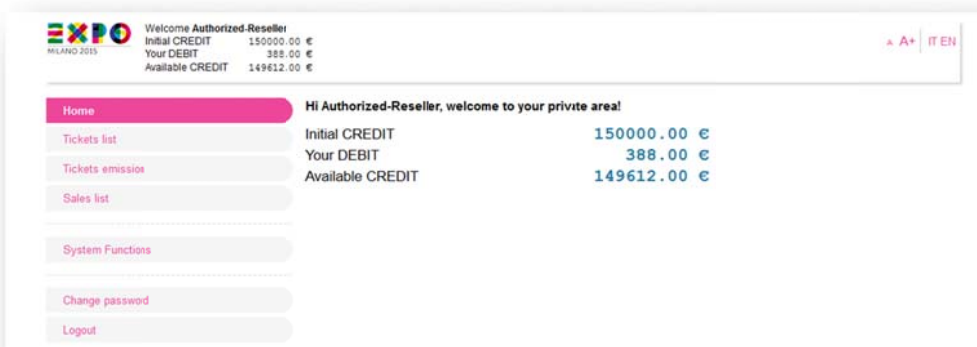
Figure - 15



The portal home page in Fig. 16 always shows purchase information with respect to your initial credit line. The Available Credit is updated at the end of a transaction charged against the account. If a transaction is paid by credit card, there will be no change of Available Credit.

If any additional purchase exceeds the Available Credit amount, the additional purchase will be denied until the credit amount is increased by Expo upon Reseller request in accordance with payments having been made appropriately. Refer to the B2B Guide – Finance Cycle and Policies chapter for more detail.

Figure - 16



Payment method : Credit CARD

If CREDIT CARD was selected in the Customer Info section or is set up as the default Payment Method, credit card details must be entered for payment. Credit cards accepted are Visa, Mastercard and American Express. The Intesa San Paolo Bank Setefi secure payment portal is activated and all credit card details are required.

With credit card payment, this direct method of payment will not be applied against any monthly plafond for purchases on account credit subject to a monthly billing and payment cycle.

Cardholder name:

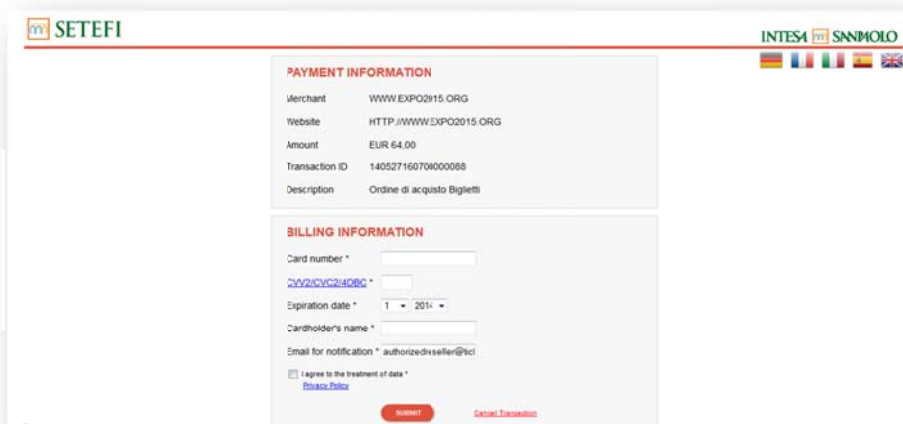
The name must be entered exactly as it is on the credit card.

Confirmation email:

The email address to be entered on this screen is relative to payment. It can be the same or different from the email entered in the Customer Info screen as the destination for the e-tickets.

Agreement for personal data processing: To proceed with the transaction, it is obligatory to accept the terms for personal data processing. For the complete Intesa San Paolo Bank Setefi secure payment portal privacy policy you may view the detail by clicking on the link or refer to the B2B Guide Appendix.

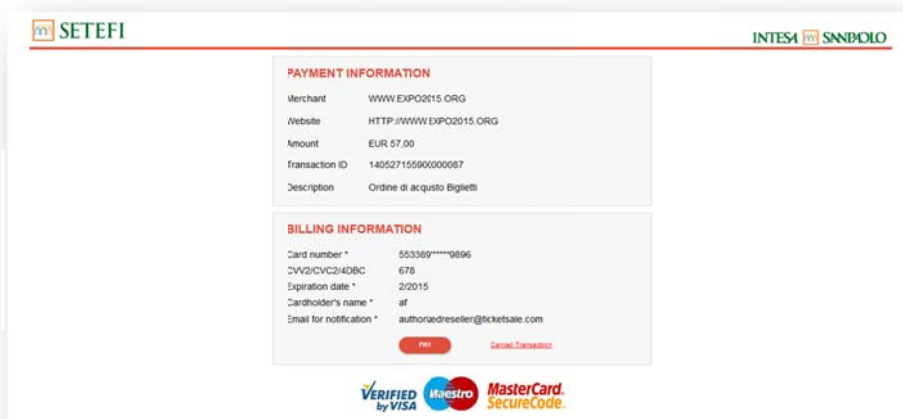
Figure - 17



The screenshot shows the SETEFI payment portal interface. At the top, there are logos for SETEFI, INTESA, and SANPAOLO. The main content area is divided into two sections: PAYMENT INFORMATION and BILLING INFORMATION. The PAYMENT INFORMATION section displays the following details: Merchant (WWW.EXPO2015.ORG), Website (HTTP://WWW.EXPO2015.ORG), Amount (EUR 64.00), Transaction ID (14052716070000008), and Description (Ordine di acquisto Biglietti). The BILLING INFORMATION section contains input fields for Card number, CVC2/CVC24/CVC, Expiration date (set to 1 - 2011), Cardholder's name, and Email for notification (authorizedreseller@ticketsale.com). There is a checkbox for 'I agree to the treatment of data' with a link to the Privacy Policy. At the bottom of the form, there are buttons for 'Submit' and 'Cancel Transaction'.

The secure payment portal provides payment summary details for a final confirmation. Choose PAY at the bottom of the page to finalize your transaction (Figure – 18)

Figure - 18



This screenshot shows the SETEFI payment portal interface, similar to Figure 17 but with updated payment details. The PAYMENT INFORMATION section shows: Merchant (WWW.EXPO2015.ORG), Website (HTTP://WWW.EXPO2015.ORG), Amount (EUR 57.00), Transaction ID (140527155900000087), and Description (Ordine di acquisto Biglietti). The BILLING INFORMATION section shows: Card number (553389****9896), CVC2/CVC24/CVC (678), Expiration date (2/2015), Cardholder's name (af), and Email for notification (authorizedreseller@ticketsale.com). At the bottom of the form, there is a red button labeled 'PAY' and a 'Cancel Transaction' link. Below the form, there are logos for VERIFIED by VISA, Maestro, and MasterCard SecureCode.

END OF SALE – DOWNLOAD TICKET

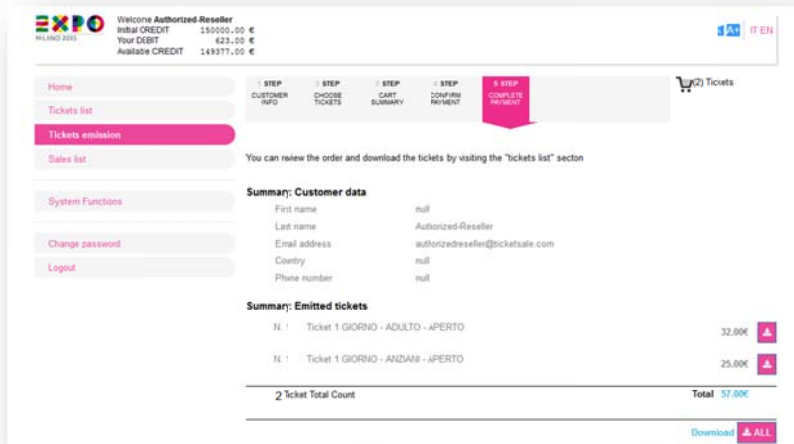
The end of sale page contains the details of the purchase and gives you the ability to download and print the tickets.

You can print the e-tickets individually by clicking on the pink 'send to printer' image button to the right of each ticket for each of the tickets or you can download print the complete order clicking on the ALL button in the bottom right corner.

If you have entered the customer e-mail, you may not print the tickets to avoid ticket's duplication: The customer will receive the tickets to his mail address.

If you have entered your company e-mail (using the PRE-FILLS FIELD button) you may print the tickets and deliver them to the customer.

Figure - 20



TICKET LIST

The Ticket List provides a list of purchase transactions made within the timeframe as indicated in the FROM / TO windows. Note that the date format is MM/DD/YY.

The default timeframe is the last seven days. You may change the timeframe as desired from one day to another period of your choice.

COMPLETED: refers to completed transactions whereby payment has been the e-tickets have been generated

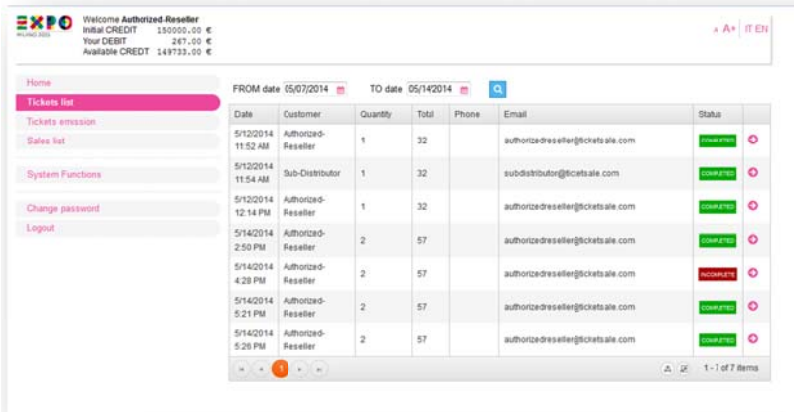
INCOMPLETE: refers to a transaction that correctly conclude (i.e. for a declined credit card payment or insufficient credit)

Paging arrows for forward, back, first and last are to be found on the bottom left side of the grid.

Screen formatting buttons are to be found on the bottom right of the grid:

-  Optimize grid columns width by content
-  Show grid in Full Screen

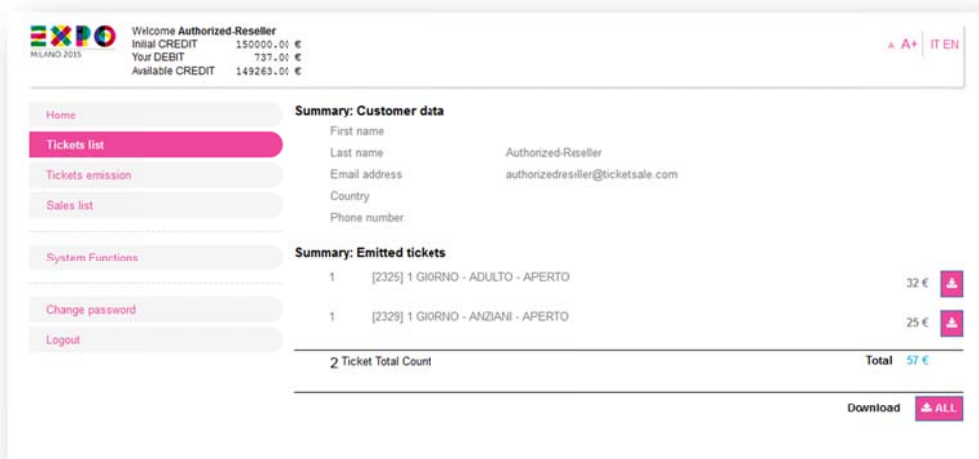
Figure - 21



Date	Customer	Quantity	Total	Phone	Email	Status
5/12/2014 11:52 AM	Authorized-Reseller	1	32		authorizedreseller@ticketsale.com	OK
5/12/2014 11:54 AM	Sub-Distributor	1	32		subdistributor@ticketsale.com	OK
5/12/2014 12:14 PM	Authorized-Reseller	1	32		authorizedreseller@ticketsale.com	OK
5/14/2014 2:50 PM	Authorized-Reseller	2	57		authorizedreseller@ticketsale.com	OK
5/14/2014 4:28 PM	Authorized-Reseller	2	57		authorizedreseller@ticketsale.com	OK
5/14/2014 5:21 PM	Authorized-Reseller	2	57		authorizedreseller@ticketsale.com	OK
5/14/2014 5:26 PM	Authorized-Reseller	2	57		authorizedreseller@ticketsale.com	OK

View transaction detail: You can select a transaction to review the detail. Click on the pink arrow button on the right for additional information. This page correspond exactly to the End of Sale – Download tickets page

Figure - 22



Summary: Customer data			
First name			
Last name	Authorized-Reseller		
Email address	authorizedreseller@ticketsale.com		
Country			
Phone number			

Summary: Emitted tickets			
1	[2325] 1 GIORNO - ADULTO - APERTO	32 €	
1	[2329] 1 GIORNO - ANZIANI - APERTO	25 €	
2 Ticket Total Count		Total	57 €

Download 

3. REPORTS

Daily and monthly Reports will be sent automatically from the B2B platform to your company e-mail address in PDF and Excel format.

4. TECHNICAL SUPPORT

Expo has provided a dedicated and qualified support team to the Resellers and Sub-distributors, operating from Monday to Friday from 9am to 6pm and Saturday from 9am to 2pm.

The technical assistance will respond to any issues related to the use of the B2B ticketing platform and will be provided to the Resellers:

- By phone at the following number:
- By email at support-b2b@expo2015.org
- By filling in a pre-filled form on the B2B ticketing platform (available at a future date)

At any time, the Resellers could address any other issues to their reference Ticketing Account.

Sub-distributors may receive assistance only:

- By email at support-b2b@expo2015.org
- By filling in a pre-filled form on the B2B ticketing platform (available at a future date)

Any other issues could be address from the Sub-distributors to their reference Reseller.