

# Guide to SIC codes

## Clients Invitation System

# 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](mailto:espositori.ipackima@fieramilano.it) and has the following subject: **“HERE IS YOUR LINK TO USE THE SIC (Code Invitation System)”**.

Ecco il tuo link per utilizzare il SIC - Here is your link to use the SIC

E [espositori.ipackima@fieramilano.it](mailto:espositori.ipackima@fieramilano.it)  
A chiara.pugliesi@libero.it

INDIETRO

**27-30 MAY 2025**  
**FIERA MILANO RHO - ITALY**  
THE ART OF INNOVATION

Co-located with  
**Pharmintech**

Dear Chiara Pugliesi - DONDAKE CENTER,  
just a few days to **IPACK-IMA 2025**, don't forget to **INVITE YOUR CUSTOMERS!**  
Follow these simple tips:

1. Enter your reserved area <https://ticketonline.fieramilano.it/SIC/exp/home.do?authCode=22a6d681b0122765e12db298618a009d&formId=545251&id=id7>
2. Send them the invitation codes
3. Remind your customers to use them to **pre-register for free**

Take advantage of this tool to increase your business during the fair!  
We are waiting for you!  
Best regards,  
**IPACK-IMA 2025 Team**  
For further information, PLEASE CONTACT OUR CALL CENTER on +39 02.4997.6822  
From Monday to Friday  
From 09.00 a.m. to 06.00 p.m.  
During the Exhibitions days, the call center will be available also on Saturday and Sunday

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.**

The screenshot shows the website interface for Fiera Milano Rho - Italy. At the top, there is a navigation bar with language options (Inglese, Italiano) and a home icon. The main header features the event dates "27-30 MAY 2025", the location "FIERA MILANO RHO - ITALY", and the slogan "THE ART OF INNOVATION". A call center contact box is visible on the right. The central content area displays a welcome message and a scrollable box containing the "Condizioni per l'accesso ed utilizzo del Servizio 'Sistema Inviti Clientela'". Below this box, a green button with a checkmark and the text "Ho letto e accetto le condizioni di utilizzo del servizio" is visible.

Responsabile nei confronti del Titolare, ove applicabili e pertinenti rispetto alle attività attribuite agli ulteriori responsabili;

2. custodire copia dei predetti contratti, accordi o documenti disciplinanti gli obblighi in materia di protezione dei dati personali, sottoscritti per presa visione ed accettazione da parte degli ulteriori responsabili e fornire copia al Titolare, se lo richiede;

iii. assumere nei confronti del Titolare ogni responsabilità in ordine al rispetto dei predetti obblighi da parte degli ulteriori responsabili.

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.

ROSSI SPA  
DONDAKE CENTER

Change

Ticket logo upload

Ticket preview

LOGO

+ Select logo... Delete

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CONTACT THE CALL CENTER  
+39 02 4997 8822  
From Monday to Friday  
9:00 - 18:00  
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Or send an email to:  
espositori.ipackima@fieramilano.it

Select one type of code to send a new invitation to your customers.

Code type	Assigned	Sent	Remaining	Statistics	Sending list / resend	
Ridotto associazione	5	0	5			New sending

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

# Step 1: recipient 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:** importing 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

The screenshot shows the Ipackma website interface for Step 1: Recipient list. The page features a green header with navigation links for 'Inglese', 'Italiano', and 'Return to exhibitors list'. The main content area includes the event details: 'ROSSI SPA DONDAKE CENTER', '27-30 MAY 2025', 'FIERA MILANO RHO - ITALY', and 'THE ART OF INNOVATION'. A progress bar indicates the current step is '1 STEP Recipient list'. Below the progress bar, there are two main sections. The left section is titled 'Add your invitees one by one' and contains input fields for 'Recipient name' (SERGIO VERDI), 'Email address' (carma@italymail.com), and 'Codes amount' (1). There is an 'Add invitee' button below these fields. The right section is titled 'Upload a list' and contains a 'Scegli il file' button and a list of sample files: 'Sample excel file, only email', 'Sample, complete excel file', 'Sample text file, only email', and 'Sample, complete text file'. There is an 'Upload recipient' button below the list. At the bottom of the page, there is a table with one entry: 'SERGIO ROSSI' with email 'carma@italymail.com' and 'Codes quantity' of 1. Below the table, there is a 'Continue' button. A red arrow points from the 'Continue' button to the text 'Click on CONTINUE to go to Step 2'.

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'.

ROSSI SPA  
Chiara Pugliesi

**IPACK-IMA 2025** FIERA MILANO RHO - ITALY **Pharmintech**  
THE ART OF INNOVATION

During the Exhibitions days, the call center will be available also on Saturday and Sunday  
Or send an email to: [espositori.ipackima@fieramilano.it](mailto:espositori.ipackima@fieramilano.it)

1 STEP Recipient list 2 STEP Message 3 STEP Review & Sending 4 FINISHED! Completed

Code type: Ridotto associazione Assigned: 7, To be sent: 2, Sent 5  
To be sent codes: 1 Email to send: 1

Return to message [Back to HOME](#)

Review and send

Your invitees list

Email	Codes quantity
carma@italymail.com	1

Preview email

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Gentile MARIA CALLAS,  
ROSSI SPA ti invia questa e-mail per invitarti alla prossima edizione di IPACK-IMA 2025, che si terrà dal 27 - 30 Maggio a fieramilano Rho.

COME AND VISIT US ! BOOTH B54 - HALL 3  
YOU WILL RECEIVE A SPECIAL GIFT

\* Clicca su questo link o su uno dei codici per inserirli automaticamente:  
[https://ticketonline.fieramilano.it/ipackima/2025/oo/index\\_iso?type=inv&lang=it](https://ticketonline.fieramilano.it/ipackima/2025/oo/index_iso?type=inv&lang=it)  
\* preregistrati compilando il form  
\* al termine della compilazione inserisci il codice invito sotto riportato

Ecco i codici invito a tua disposizione, clicca su uno di essi per inserirlo nel form:

- 2xxxxxx01

Ti verrà inviata una mail con un pdf che ti consentirà di entrare GRATUITAMENTE in manifestazione!

**ATTENZIONE: per accedere a IPACK-IMA 2025 è necessario pre-registrarsi, la presentazione del solo codice invito non dà diritto all'ingresso in manifestazione.**

Buona visita.

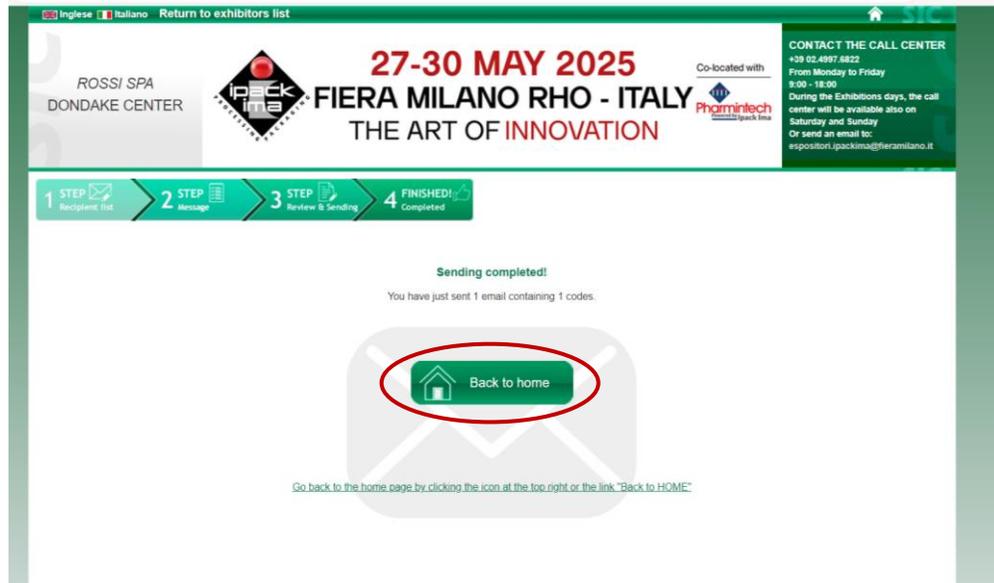
[Send 1 codes](#)

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

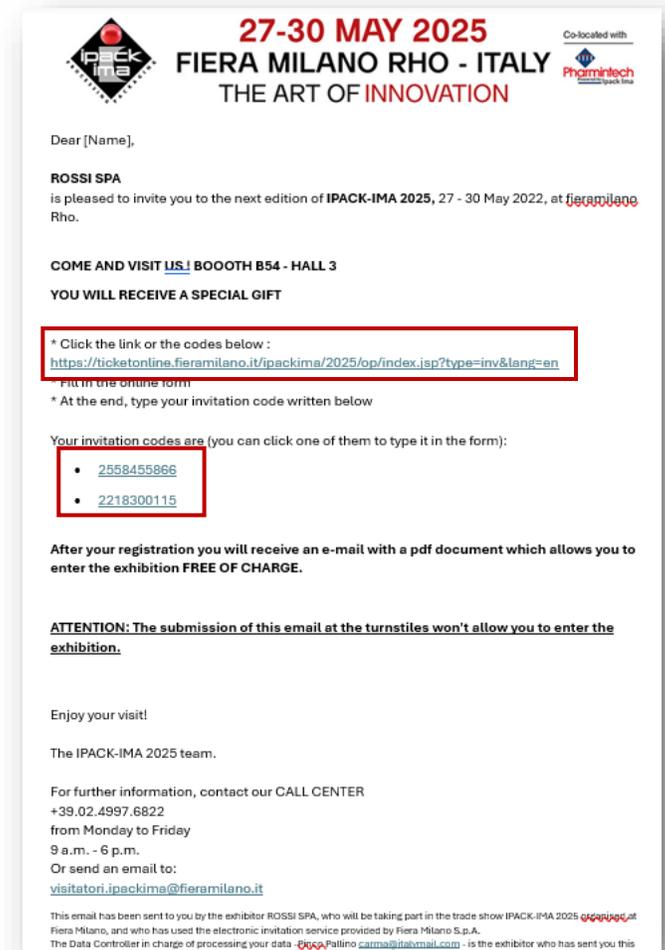
# Step 4: sending completed

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.



# Statistics

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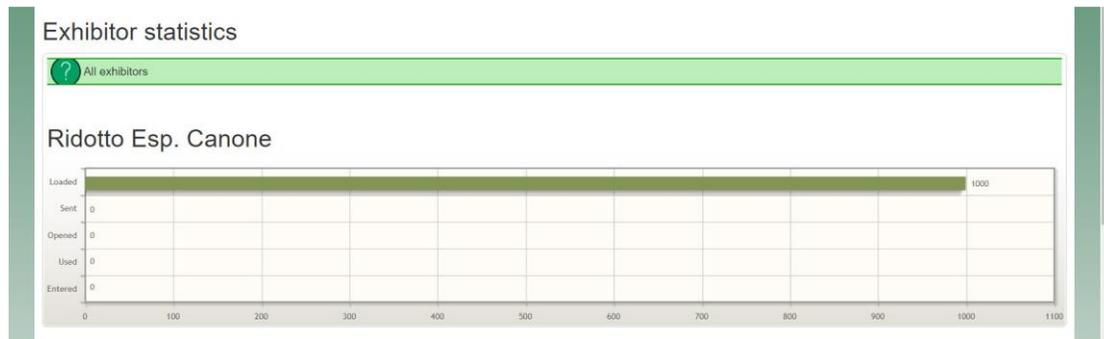
CONTACT THE CALL CENTER  
+39 02.4897.8822  
From Monday to Friday  
9:00 - 18:00  
During the Exhibitions days, the call center will be available also on Saturday and Sunday  
Or send an email to:  
espositori.ipackima@fieramilano.it

Select one type of code to send a new invitation to your customers.

Code type	Assigned	Sent	Remaining	Statistics	Sending list / resend
Ridotto associazione	5	0	5		New sending

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

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CONTACT THE CALL CENTER  
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9:00 - 18:00  
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Or send an email to: espositori.ipackima@fieramilano.it

Select one type of code to send a new invitation to your customers

Code type	Assigned	Sent	Remaining	Statistics	Sending list / resend
Ridotto associazione	5	0	5		

LOGO

+ Select logo... Delete

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

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Back to HOME

Sending list - resend unused codes

Number of codes to resend

Tipo	Sent	used	Unused
Ridotto associazione	6	0	6

+ Add a customized message to resend

Status : Email open : Email sent

Search by email Search Reset

Show 50 entries

Status	Sent on	Last sent	Code type	Recipient	Email	Used / total codes	Single mail resend
	16/02/2025 13:16		Ridotto associazione	Pinco Pallino	carma@italymail.com	0/2	carma@italymail.com
	16/02/2025 16:50		Ridotto associazione	SERGIO ROSSI	carma@italymail.com	0/1	carma@italymail.com
	16/02/2025 16:25		Ridotto associazione	Carlo Rossi	carma@italymail.com	0/1	carma@italymail.com

- 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

For technical support:  
Call Center Fiera Milano  
**+39 02 4997 6822**

**ipackima.com**

Ipack Ima Srl - Tel. +39.02.3191091 - [ipackima@ipackima.it](mailto:ipackima@ipackima.it)

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