



EXHIBITOR GUEST PROGRAM

EXHIBITOR EXPERIENT DASHBOARD

Exhibitors will login to the Experient dashboard where many components for the Expo are in one location. This includes:

- Registering and editing on-site [exhibit staff badges](#)
- **Inviting customers to attend the show through the Exhibitor Guest Program, see below**
- Request a Visa letter invitation
- Request [wristbands](#) for move-in
- Making [Hotel Reservations](#)
- Ordering [Lead Retrieval](#)
- [Exhibitor Appointed-Contractor Management](#)

Invite your customers to attend IAAPA Attractions Expo for FREE!

WHAT IT IS

NEW! The Exhibitor Guest Program ensures your customers and prospects can attend the show—as your guest—for free. This is an excellent way for you to provide a personalized benefit to customers, increase your visibility, and strengthen your relationship with them at IAAPA Attractions Expo. Persons registering with an Exhibitor Guest Registration Code will receive free admission to the trade show floor (Tuesday – Friday) when they register online by **Friday, November 10**. After November 10, up to 10 of your unused allotment can be used on-site for any last minute customers. IAAPA Members will also have access to the [education program](#) for free. Non-members can purchase this package for US\$329.

WHO YOU CAN INVITE

NEW! Exhibitors can invite an unlimited number of customers and prospects to attend. Typically only a small number of invited guests use the invitation so IAAPA encourages exhibitors to invite anyone who could benefit from attending IAAPA Attractions Expo.

While the invitations are limitless; each booth has a maximum number of registrations available. Each 100 square feet receives 10 Exhibitor Guest Registrations. Outdoor booths receive 5 registration per 100 square feet. The max allotment is 250 per booth. See the [Allotments Chart](#) for details. If you require additional guest registrations beyond your allotment, please contact exhibitors@IAAPA.org and IAAPA will evaluate on a case-by-case basis if your allotment can be increased.

INVITE A CUSTOMER

NEW! Traffic Boost™ is no longer available, but exhibitors can still use a template to quickly send customers and prospects an invitation to the show using the Invite a Customer feature. Login to [Exhibitor Registration](#) and click the “Exhibitor Guest” tab to get started.

REGISTER YOUR GUESTS DIRECTLY OR USE YOUR OWN INVITATION

Exhibitors can invite their customers and prospects to attend the show by providing them the Exhibitor Guest Registration link with their designate Exhibitor Guest Code (sent mid-August, after your booth is fully paid). You can also view your code and the link through the [Exhibitor Registration](#) site by logging in with your IAAPA Company ID and clicking the Exhibitor Guest Registration tab.

You can either send the information to your customers or you can register them yourself. If you are registering your guests, be sure you have their **full** contact information before you begin or you will not be able to complete the registration process. In addition, be sure you register your guests with **their** contact information (not your company and address) or they will not be able to collect their badges on-site (see [Verification Process](#) below for details).

EXHIBITOR GUESTS ALREADY REGISTERED

If an attendee receives an Exhibitor Guest invitation but already registered and paid, they can cancel their paid registration by **Monday, October 16** and receive a full refund less a US\$25 processing fee by contacting convention@IAAPA.org and then re-register with the Exhibitor Guest invitation. There are no refunds after October 16.

BADGE PICK-UP

All Exhibitor Guest Registrants must collect their badges, purchased tickets, and badge holders on-site. By bringing their e-mail confirmation with them, as well as a picture ID and business card, they can quickly pick-up their credentials at the Already Registered counters in Registration. Exhibitors are not permitted to collect Exhibitor Guest badges. On-site registration hours and locations will be posted on the show [On-Site FAQ](#) page.

VERIFICATION PROCESS

A verification process will be in place on-site in Orlando to ensure the registrant information is accurate. **Attendees and Exhibitor Guests must provide a picture ID AND business card on-site to receive their badge and/or badge holder.** Exhibitors are exempt from the verification process. If the exhibitor chooses to register their Exhibitor Guests directly then they need to receive accurate information from their guests. Any incorrect information will be corrected on-site before the badges credentials are distributed. Exhibitors can only pick-up their guest badges and/or holders on-site if they have the registrant’s business card to verify accurate contact information.

SEE WHO REGISTERED WITH YOUR CODE

Exhibitors can login to [Exhibitor Registration](#) and click the View Completed tab to view a list of staff registered as well as those who have used their Exhibitor Guest code. **It is the exhibitor’s responsibility to ensure only the invited guest uses the code provided.** IAAPA will not be held responsible for unauthorized attendees registering with an Exhibitor Guest code. Should an unauthorized registrant register in an exhibitor’s allotment, please contact IAAPA at exhibitors@IAAPA.org and the registrant will be canceled.

EXHIBIT STAFF USE OF INVITATIONS

Exhibitor Guest Invitations not used to register customers and prospects, may be used to register additional Exhibit Staff beyond the allotment of complimentary [Exhibitor Staff Badges](#). Exhibitor

Staff Badges obtained in this manner will also be complimentary, but these registrants will only have access to the trade show floor during open, published hours. These registrants will also be subjected to the verification process on-site.

Exhibitor Guest Invitations may only be used for the purposes set forth in this document; any other uses, including but not limited to, sale to members/attendees, are prohibited.

Exhibitor Guest Registration site:

<https://registration.experientevent.com/showiaa171/?flowcode=exhguest>

Step-by-Step Instructions:

<https://webfiles.experientevent.com/showiaa171/instructions-exhibitor%20guest.pdf>

BADGE ALLOTMENTS

Booth Size	Staff Badge Allotment	Exhibitor Guest Allotment (indoor)	Exhibitor Guest Allotment (outdoor)
100 (10'x10')	5	10	5
200 (10'x20')	7	20	10
300 (10'x30')	9	30	15
400 (10'x40' or 20'x20')	11	40	20
500 (10'x50')	13	50	25
600 (20'x30' or 10'x60')	15	60	30
800 (20'x40' or 10'x80')	19	80	40
900 (30'x30' or 10'x90')	21	90	45
1000 (20'x50' or 10'x100')	23	100	50
1200 (30'x40' or 20'x60')	27	120	60
1500 (30'x50')	33	150	75
1600 (20'x80')	35	160	80
1800 (30'x60' or 20'x90')	39	180	90
2000 (40'x50' or 20'x100')	43	200	100
2100 (30'x70')	45	210	105
2400	50	240	120
2700 (30'x90')	50	250	135
3000	50	250	150
4500	50	250	225
5000	50	250	250