

**Orlando, FL**

Conference: Nov. 15 – 18, 2021  
Trade Show: Nov. 16 – 19, 2021

[www.IAAPA.org/IAAPAE expo](http://www.IAAPA.org/IAAPAE expo)



The Global Attractions Industry's Premier Event

## EXHIBITOR GUEST PROGRAM

### EXPERIENT DASHBOARD

Exhibitors will login to the Maritz dashboard ([Exhibitor Registration](#)) where many components for the Expo are in one location. This includes:

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

## Invite your customers to attend IAAPA Expo for FREE!

### WHAT IS EXHIBITOR GUEST?

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 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 12**. After November 12, 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 conference program](#) for free. Non-members can purchase this package for \$379.

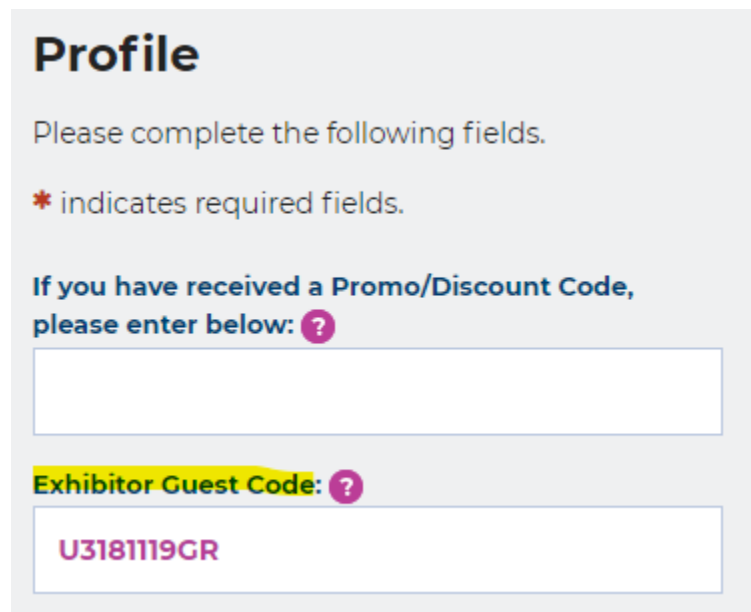
### WHO CAN BE INVITED?

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 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 below for details. If you require additional guest registrations beyond your allotment, please contact [exhibitors@IAAPA.org](mailto:exhibitors@IAAPA.org) and IAAPA will evaluate on a case-by-case basis if your allotment can be increased. **The last day to request an increase to your allotment is Nov. 5.**

## OTHER WAYS TO INVITE GUESTS

Exhibitors can invite their customers and prospects to attend the show by providing them the [Attendee Registration](#) link with their assigned Exhibitor Guest Code. The code is entered on the Profile page in the “Exhibitor Guest Code” field as shown here:



The screenshot shows a web form titled "Profile". Below the title, it says "Please complete the following fields." and "\* indicates required fields." There is a section for a "Promo/Discount Code" with a question mark icon and an empty input field. Below that is the "Exhibitor Guest Code" section, also with a question mark icon, containing the code "U3181119GR" in red text.

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). If your guests are IAAPA members, be sure to register them that way so they receive the full member benefits (free education sessions and discounted ticket rates).

## EXHIBITOR INFLUENCER CAMPAIGN

Become a social media influencer for your booth at IAAPA Expo! Early September IAAPA will send an email with information for how to access free IAAPA Expo exhibitor promotion and social sharing tools to spread the words to your clients and prospects. You can fully customize emails with your logo and send to your customers to build buzz about IAAPA Expo. Stay tuned!

## WHAT IF MY GUEST HAS ALREADY REGISTERED AND PAID TO ATTEND?

If an attendee receives an Exhibitor Guest invitation but already registered and paid, they can cancel their paid registration by **October 15** and receive a full refund less a \$25 processing fee by contacting [convention@IAAPA.org](mailto:convention@IAAPA.org) and then re-register with the Exhibitor Guest invitation. There are no refunds after October 15.

## BADGE PICK-UP

All Exhibitor Guest Registrants must collect their own badges and purchased tickets on-site. They should bring their confirmation and be prepared to show a picture ID to collect their badge. They may need to also show a business card to confirm their industry affiliation. Badge pick-up is located at the “Already Registered” counters in Registration. Exhibitors are not permitted to collect Exhibitor Guest badges.

## REGISTRATION VERIFICATION

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 identification on-site to receive their badge.** Exhibitors are exempt from the verification process but should be prepared to show a business card if collecting badges for their whole team. 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 are distributed.

## HOW DO I TRACK WHO REGISTERED WITH MY CODE?

Exhibitors can login to [Exhibitor Registration](#) and click the Exhibitor Guest tab to view a list of 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](mailto:exhibitors@IAAPA.org) and the registrant will be canceled.

## EXHIBIT STAFF USE OF GUEST BADGES

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.*

## BADGE ALLOTMENTS

Booth Size	Staff Badge Allotment	Exhibitor Guest Allotment (indoor booths)	Exhibitor Guest Allotment (outdoor booths)
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' or 40'x40')	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 (30'x80')	50	240	120
2700 (30'x90')	50	250	135
2800 (40'x70')	50	250	140

<b>Booth Size</b>	<b>Staff Badge Allotment</b>	<b>Exhibitor Guest Allotment (indoor booths)</b>	<b>Exhibitor Guest Allotment (outdoor booths)</b>
3000	50	250	150
3600 (40'x80')	50	250	180
4500	50	250	225
4800 (60'x80')	50	250	240
5000	50	250	250