

EXHIBITOR PERSONNEL REGISTRATION

Exhibitor badge registration is used to register your booth personnel. Your company is entitled to 5 free badges per 10' x 10' booth if your total square footage is less than 2000 sq. ft. If your total square footage is 2000 sq. ft. or greater your company is entitled to 4 free badges per 10' x 10' booth. Additional badges over your allotment will cost \$49 each. Only the name of the exhibiting company as shown on the space contract will appear on the badge. There will be a \$49 charge for every exhibitor badge typed at the event over your allotment. This applies to new badges and substitutions. There is no cost for corrections. See the Exhibitor Badge Order Form in this tab section.

Example Exhibitor Badge Allotment:

10' x 10' = 100 sq. ft. total = 5 badges (5 x 1)
30' x 50' = 1500 sq. ft. total = 75 badges (5 x 15)
40' x 50' = 2000 sq. ft. total = 80 badges (4 x 20)
80' x 100' = 8000 sq. ft. total = 320 badges (4 x 80)

FREE! Customer Registration

Don't miss this opportunity to host your best customers and prospects as YOUR guest with a FREE PRINT 19 Exhibit pass.

HOW: Log in to your Exhibitor Dashboard PRINT19.exh.mapyourshow.com to find your company's unique Customer Promo Code to send to your customers – or you can register them yourself. There are no refunds for attendees who have already registered and paid.

There is no limit to how many times you may distribute your Customer Promo Code, and there is NO COST to you.

1. **Distribute your unique Customer Promo Code** to your clients, which they enter in the "Promo Code" box when they self-register online.
2. **Distribute your unique Registration Link to your clients** (it's just a click away for them).
3. **Invite a group of customers** by copying and pasting your unique Registration Link into your own broadcast e-mail.

Note: You may only register **customers**. All names will be checked prior to badge production to ensure that exhibitor staff and manufacturers/suppliers are not included.

Want to Make a Bigger Impression?

Turn the page to learn about our **VIP Guest Invites program** – your personal VIP Dashboard will provide you with customized invite tools, banner graphics, buttons, HTML emails, and social media sharing tools—all with the sole purpose of bringing your customers and prospects to PRINT 19.

Questions?

Please contact Kaitlyn Greene at kgreene@aptech.org or (703) 264-7200, ext. 270

INVITE YOUR CUSTOMERS AND PROSPECTS TO JOIN YOU AT PRINT® 19 WITH A FREE EXPO PASS!

VIP Guest Invites provides you with all of the marketing tools needed to effectively promote your presence at PRINT® 19.

This is a great way to ensure you connect with as many of your key industry contacts as possible.

Plus, it's 100% complimentary!

We've made sharing your promo code easy!

Simply visit your VIP Guest Invites Dashboard to see all of your customized invite tools and marketing materials.

HTML Email & Landing Page



Social Media Sharing



Banner Graphics



82% of exhibitors report an increase in booth traffic from pre-show marketing

- Exhibitor Magazine

1

Banner Graphics Already Customized

Use your customized "See us at PRINT® 19" banner graphics on your web site, emails, email signatures, and anywhere else your customers will be looking between now and the show.

These are great ways to promote your presence at PRINT® 19 with all of the customers and prospects your company is already communicating with on a daily basis.

2

Email & Landing Page Ready-to-Send HTML

We have already customized a ready-to-broadcast HTML email invite for every exhibitor. Simply copy & paste the code into any Email Service Provider, test and send. It's as easy as that!

You may also use the link provided as a Landing Page to direct customers to, from anywhere you wish.

3

Social Media Sharing Tools

Your VIP Guest Invites dashboard has automated social media sharing tools for LinkedIn, Facebook and Twitter.

Social media is a great place to post your "Come see us at PRINT® 19" message to share your exclusive promo code with all of your contacts and followers!

How to get started!

Simply visit your VIP Guest Invites online dashboard to review, download and use your customized marketing materials.

If you would like your dashboard link resent to you, please email us at: support@vipguestinvites.com.

Need assistance?

Please contact us via email anytime:

support@vipguestinvites.com

Or by phone 10 AM - 6 PM EDT at:

800-211-6570

FIVE GOOD REASONS TO REGISTER YOUR CUSTOMERS AS ATTENDEES AND NOT EXHIBIT STAFF

1. FREE AND EASY!

Each exhibitor may register customers for free Exhibits-Only registration online. All registrations will be manually reviewed to ensure that only customers are registered. You will be asked to re-register any staff within your staff allotment.

2. EXHIBITOR ATTENTION

Your customer could be ignored by booth personnel if their badge says “Exhibitor.”

3. ACCURATE CORPORATE IDENTITY

Your customers would have the wrong address and company name. Demographic information will not be encoded on exhibitor badges and, therefore, your customer will not receive any information they may request when badge is run through Lead Management System, nor will they receive any post show attendee mailings.

4. SAVE TIME ON-SITE

To obtain a corrected badge with encoded demographics, your customer must turn in the “Exhibitor” badge and pay a \$49 on-site registration fee for an attendee badge.

5. COMPLETE ATTENDANCE DATA

Critical demographic information regarding PRINT 19 is lost if attendees are registered as exhibitors (demographic information that you may need).