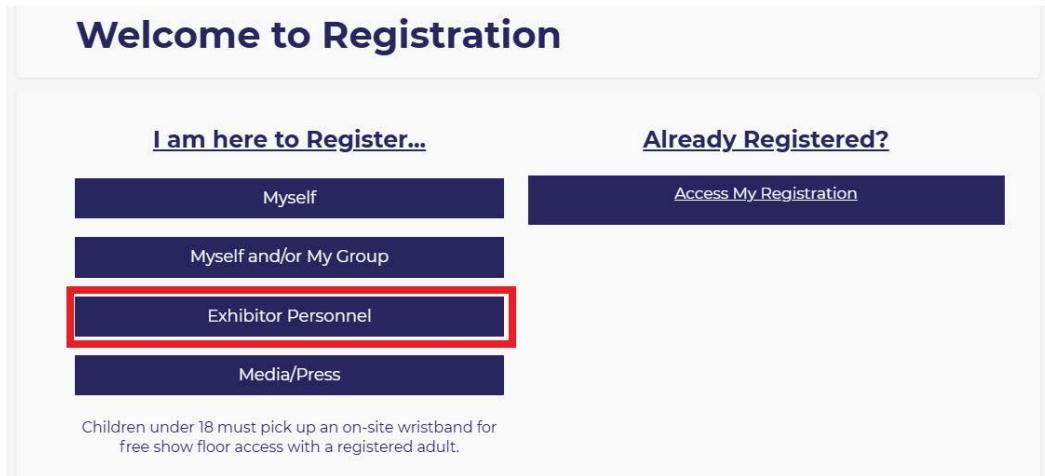


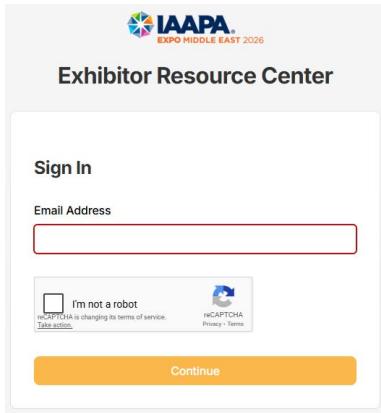
STEP-BY-STEP GUIDE: HOW INVITE CLIENTS AND PROSPECTS USING MY EXHIBITOR GUEST PASSES

Step 1: Click on Exhibitor Personnel button on the IAAPA Expo Middle East registration home page



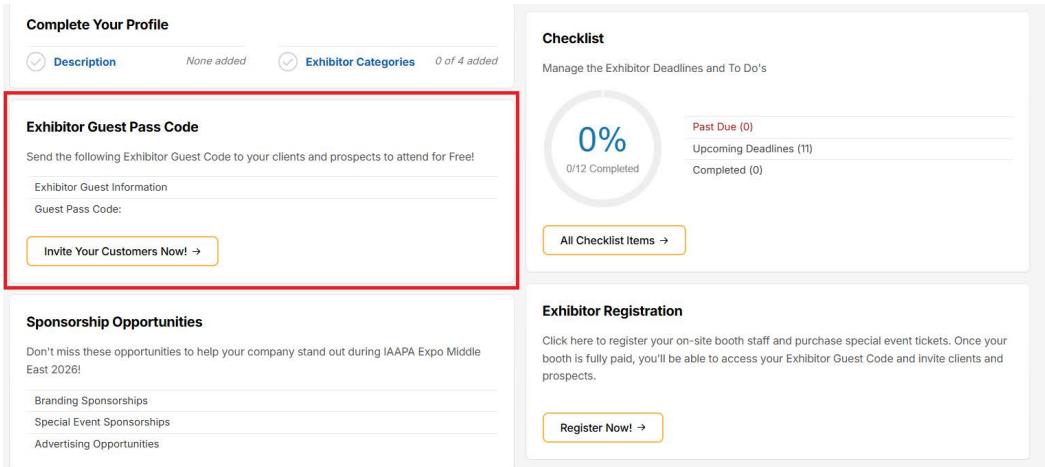
The screenshot shows the 'Welcome to Registration' page. On the left, under 'I am here to Register...', there are four options: 'Myself', 'Myself and/or My Group', 'Exhibitor Personnel' (which is highlighted with a red box), and 'Media/Press'. On the right, under 'Already Registered?', is a button labeled 'Access My Registration'. Below the registration buttons, a note states: 'Children under 18 must pick up an on-site wristband for free show floor access with a registered adult.'

Step 2: It will take you to the Exhibitor Resource Center. **Login using your email.** If you have trouble logging in, follow instructions [here](#).



The screenshot shows the 'Exhibitor Resource Center' sign-in page. It features a 'Sign In' section with an 'Email Address' input field, a 'reCAPTCHA' verification box, and a 'Continue' button.

Step 3: On the dashboard you will see the Exhibitor Guest code section. In this tile you can see your guest code. Click on the “Invite Your Customers Now!” button.



The screenshot shows the exhibitor dashboard with several sections:

- Complete Your Profile:** Includes 'Description' (None added), 'Exhibitor Categories' (0 of 4 added), and a 'Checklist' section.
- Exhibitor Guest Pass Code:** A box containing the text: 'Send the following Exhibitor Guest Code to your clients and prospects to attend for Free!' followed by 'Exhibitor Guest Information' and 'Guest Pass Code'. A red box highlights the 'Invite Your Customers Now!' button.
- Checklist:** Shows a 0% completion rate with 0/12 items completed. It includes sections for 'Past Due (0)', 'Upcoming Deadlines (11)', and 'Completed (0)'. A red box highlights the 'All Checklist Items →' button.
- Sponsorship Opportunities:** Lists 'Branding Sponsorships', 'Special Event Sponsorships', and 'Advertising Opportunities'.
- Exhibitor Registration:** A box with the text: 'Click here to register your on-site booth staff and purchase special event tickets. Once your booth is fully paid, you'll be able to access your Exhibitor Guest Code and invite clients and prospects.' and a 'Register Now! →' button.

STEP-BY-STEP GUIDE: HOW INVITE CLIENTS AND PROSPECTS USING MY EXHIBITOR GUEST PASSES

Step 4: This logs you into the Exhibitor Registration site. Now, click on the Exhibitor Guest Invite button on the top of the page.

Welcome

Step 5: Here is all of the information about your exhibitor guest code:

- **You can invite clients doing either of these three options:**
 - On the left, you are able to send an automated invite to your clients and prospects
 - On the right you are able to copy your code it to send directly to clients
 - On the right you are able to copy a link with your code embedded within it to send directly to clients
- Also on the right, you are able to view how many times your code has been used along with the individuals who have registered using your code.

Welcome

Important Note:

If sharing the code directly with your customers, please remind them that the code only includes their base admission ticket. If they are IAAPA members, the invite includes access to show floor with education conference, if nonmember, the invite is show floor only.

Your guests will need to insert the discount code box on the checkout page of registration.