

## 1. WHAT IS IPW ONLINE MARKETPLACE?

The Online Marketplace, launched at IPW 2013, enables buyers and suppliers to connect and follow one another, view, share and download brochures, rates, press releases and images, in advance, during and after IPW. The Daily Summary email feature prompts buyers to view the latest materials to: better prepare them for appointments; learn more about travel products offered in the United States; and provide them both the tools and the assets, to sell and promote your destination, attraction or service well after the conclusion of each IPW event.

## 2. IS IT SIMILAR TO THE CURRENT IPW ONLINE PRESS ROOM FOR JOURNALISTS?

Yes, if a supplier's company has attended the Brand USA Media Marketplace at IPW in the past, their PR representative has already used the platform, which is called the Online Press Room for journalists and PR attendees. PR representatives upload their news, photos, videos, and their company profile along with their photo and details to the Online Press Room site, powered by TravMedia, the largest travel news distribution portal in the world. The registered journalists for IPW begin receiving a summary of what's new at the Marketplace about three weeks before IPW. This helps them determine which tables they want to visit and which companies they will seek out on the trade show floor during the show. (For example, if they only write about cruises and islands, journalists can research which companies will be available for interviews.).

## 3. HOW DOES IT WORK FOR BUYERS AND SUPPLIERS?

Just like journalists, buyers see a headline or title, a summary, a company logo, photo, and contact details. Clicking any of those pieces of information will take the buyer to the Supplier's Showcase where their own "Info Center" or "virtual booth of information" is available. From there they may read, save, download, print, share, and connect with the exhibitor. Suppliers will also receive the Daily Summary email. In 2019, the email open rate was 90% and over 16,500 brochures and press releases were viewed by IPW delegates.

After the show, buyers can return to the Online Marketplace as often as they like, using the keyword search capability to find travel services they are interested in, access high-resolution photos, download videos for their own websites, communicate with suppliers about their travel plans to a U.S. destination, and more.

Suppliers who attend other shows, such as the Brand USA Pavilions at International trade shows; JATA, WTM, ITB or Visit USA Australia, will have all of the materials they have uploaded simply moved over to those platforms for the same experience in reaching buyers.

## 4. WHAT IS THE COST?

The service is included in your registration costs for buyers and suppliers, and for journalists and PR representatives attending IPW. The Online Marketplace is funded through Sponsorships, which will appear online, on the Daily Summary emails and in various key branding locations during the show.

## 5. WHAT SHOULD I DO TO GET STARTED?

To access the Online Marketplace, go to [ipw.travtrade.com](http://ipw.travtrade.com). The first time you log in, you will use your email address for your user name as well as your password in both fields. You will be prompted to create your own private password. (After you have logged in once, you may begin to use the login with Facebook feature if you prefer.) You may also access the site through the Daily Summary emails that will commence three weeks before IPW, simply by clicking any link which will bypass the login requirement. Questions? Contact the TravTrade team via email at [ipw@travtrade.com](mailto:ipw@travtrade.com).

## 6. HOW DO I RETRIEVE A FORGOTTEN PASSWORD?

To be sent your password, click on the forgotten password area on the home page when logged out of your profile, enter your email address (your username) and your password will be sent to the email address we have on file.

## 7. IF I UPDATE MY DETAILS MORE THAN ONCE, WILL THEY AGAIN BE DISPLAYED IN THE MOVERS & SHAKERS FEED ON THE DAILY SUMMARY?

No, with the number of buyers and suppliers using the site, profiles are only shown once during the duration of the Online Marketplace.

### 8. WHAT DOES “CONNECTED” DO?

The individual will be displayed in your network. You will be notified when they update their travel plans, bio, add photos, queries for material for articles (for media only) or when they add their own company brochure, video or press release to their company profile. In short, it keeps you up-to-date on their activities, and vice versa. They will not have access to your contacts.

### 9. IF SOMEONE FOLLOWS ME, CAN I IGNORE THEM?

Yes, or you may choose the “privately ignore” button and they’ll be moved to your ignored file. In case you change your mind, they can be recovered.

Each year the network will be refreshed, so if someone doesn’t attend next year, they’ll be removed from the trade show network, however they’ll still appear in your TravTrade network.

### 10. HOW DO I SEARCH FOR SOMEONE?

Type in the first letters of their name in the search box located on the top menu of the site. Anyone in your region or at the trade show will be displayed.

### 11. HOW DO I VIEW A BROCHURE?

To view a brochure either click through from the Daily Summary email or on the thumbnail. Wait for the brochure to download. This can take a few seconds or a minute depending on your internet speed and the size of the brochure.

### 12. CAN I SAVE THE BROCHURE FOR OFFLINE VIEWING?

Yes. Once you have viewed the brochure, you may save to a PDF or choose to print.

### 13. HOW DO I UPLOAD A BROCHURE?

Click on the “Submit” button on the upper right-hand side of the page.

### 14. WHAT DOES “UPLOAD PERSONAL ITEM” MEAN?

You may add any number of photo images to your own personal profile. These are images that you might post into any social media platform. They’re not necessarily company photos, as these reside in your company profile photo library. When you upload images, your network is notified.

### 15. HOW DO I CHANGE THE ALERT FREQUENCIES?

Click on the account settings icon and the pop-up window will show your account settings. You may choose to receive alerts hourly, daily, twice daily, twice weekly and weekly. For IPW, the Summary emails will appear daily, with twice daily as an option, should the amount of supplier content dictate.

### 16. WHO CAN I CONTACT FOR ASSISTANCE?

You may email [ipw@travtrade.com](mailto:ipw@travtrade.com) and a member of the TravTrade team will respond or put you in touch with someone in your region.