



HOW TO BUILD YOUR PROSPECT LIST

FEBRUARY 2025

The Prospect List is a group of companies that you wish to target. By flagging these companies as prospects, you can quickly and easily locate them in the IPW.com database of delegates.

Once the appointment requesting opens, when searching for companies you can filter the list of all eligible companies to show only those that are on your Prospect List. Doing your research in advance and creating a Prospect List saves you time during the appointment requesting process.

SOFTWARE REQUIREMENTS

1. Google Chrome is the preferred browser; however, Mozilla Firefox can be used if necessary.
2. Disable all pop-up blockers.

GETTING STARTED

1. Click on the LOG INTO MY IPW button to access the online portal. (Look for the button on the ipw.com home page or the [My IPW Action Center](#) page.)
2. Enter your *individual* login codes (individual number and password) and click the Login button.

LOG INTO MY IPW >

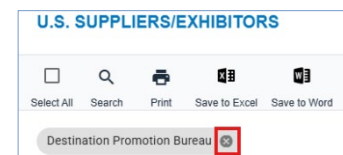
If you do not know your individual login codes, you may request them via the retrieval link below the login button.

Note: The individual ID number is your 5-digit company number (e.g., 12345) followed by a period and additional digits, e.g. 12345.12. The password is not the same as your company password. Learn more about the difference between organization and individual login codes [here](#).

3. Select [Find Delegates](#) from the **My IPW** menu on the left side of the next screen. Once you click the link, the menu will expand to display the various registration categories.

SEARCHING FOR COMPANIES

1. Select your targeted company type from the menu to display the search parameters for that category.
2. Then, to refine your search criteria, **click the “Search” icon and select your criteria on the right side of the screen.** For example, if you are interested in exhibitors who are destination promotion bureaus, click on the Organization’s Classification heading and then choose “Destination Promotion Bureau.”
3. Your search criteria will be shown at the top of the companies’ list. To delete any filters, simply click the X in the filter you wish to delete.
4. To see more details about a company on your search results list, **click on the company name.** Scroll to the bottom of the profile screen to click Close to return to the search results.



SPECIAL NOTE TO EXHIBITORS/MARKETING AND TECHNOLOGY PROVIDERS

The prospect list is a **company-level list** and is “owned” by the key contact, just like the appointment schedule. All registered booth delegates have the ability to add prospects to, and remove prospects from, the company list. Please be very cautious when removing prospects, as they may have been added by one of your colleagues targeting a different market or industry segment.

Premier Sponsor



Official Card



U.S. TRAVEL
ASSOCIATION®

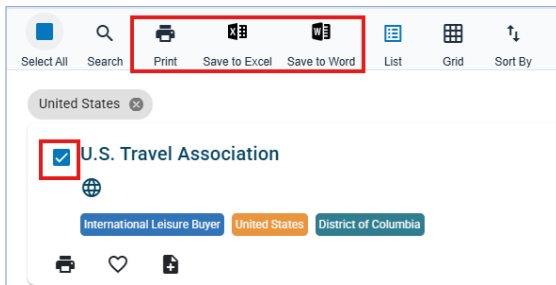
2025 Hosts



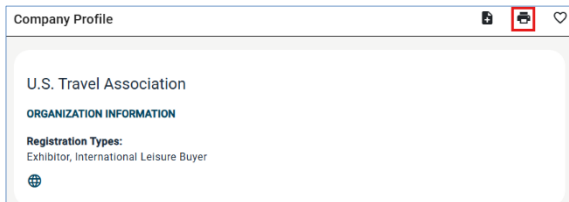
IPW TUTORIAL: HOW TO BUILD YOUR PROSPECT LIST

SAVING COMPANY PROFILES

1. To download company profiles, simply **check the box** next to the company listing and then **click the Print, Save to Excel, or Save to Word icons** at the top of the screen. You can select and download as many profiles as you wish.

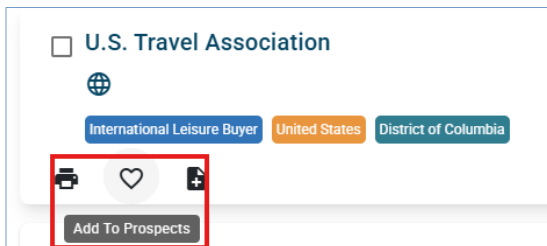


2. If you are viewing the expanded profile for a particular company on your search results, you can also click on the print icon in the upper right corner.



ADDING A COMPANY TO YOUR PROSPECT LIST

1. To add a company to your Prospect List, click the **Add to My Prospects** heart-shaped icon in the company listing.

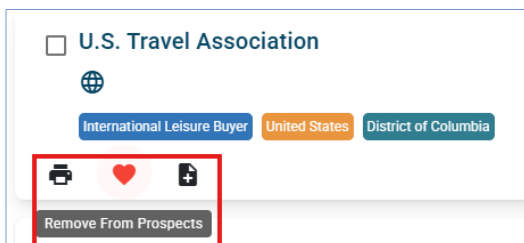


VIEWING YOUR PROSPECT LIST

1. You can view your Prospect List at any time by selecting **My Prospects** on the Find Delegates menu.

REMOVING A COMPANY FROM YOUR PROSPECT LIST

1. Select My Prospects on the Find Delegates menu.
2. Click the **Remove From Prospects** heart-shaped icon for the company listing you wish to remove.



QUESTIONS? Email ipwreg@ustravel.org (U.S. delegates) or intlreg@ustravel.org (international delegates).