



ONLINE REGISTRATION INSTRUCTIONS FOR MARKETING AND TECHNOLOGY PAVILION (MTP) EXHIBITORS

THESE INSTRUCTIONS COVER:

1. Starting a new registration ([page 2](#))
2. Purchasing additional items during a later transaction ([page 3](#))
3. Making a substitution/name change ([page 3](#))

DIFFERENCE BETWEEN ORGANIZATION AND INDIVIDUAL LOGIN CODES:

IPW online registration requires the *organization* ID and password. The My IPW portal, which provides a personalized experience for all *registered* delegates, requires the *individual* ID and password. *It is important to use the correct set for each access point.*

Once you have submitted your initial registration, you will go through the My IPW portal to make any changes, purchase additional items, update the organization profile, make appointments, pay invoices, etc.

- **Initial Online Registration** – Requires the *organization* login codes (5-digit org ID and an alpha-numeric password). You will generally access the online registration site through “Register Now” links on ipw.com and in promotional emails. If you have not received your *organization* login codes, please complete a short login request form: ipw.com/request-login-codes.
- **My IPW portal** (and the mobile app) – Requires the *individual* login codes (7-digit individual ID and a *different* alpha-numeric password). The individual ID number is your 5-digit company number (e.g., 12345) followed by a period and 1-2 additional digits, e.g. 12345.12. Note: Only delegates registered for the current year’s trade show will have access to the [My IPW portal](#).

REGISTRATION TIPS:

- Allow a minimum of 10 minutes to complete online registration. If system is idle for approximately 20 minutes, the session may timeout, and you will have to re-register.
- After submitting the initial registration, Key Contacts can purchase additional items (delegate registrations, ipw.com button ads, reserved lunch tables, triangle hanging banners, etc.) through the My IPW portal at any time (see page 4).
- Package pricing is based on U.S. Travel’s new membership model. If you have questions about the pricing displayed to you in the shopping cart, please email membership@ustravel.org to discuss this with our Membership team.
- U.S. Travel Association must receive payment in full in order to be considered registered and have access to My IPW, appointment scheduling (once active) and buyer contact information.
- Cancellations cannot be made online. Email details of the cancellation request to ipwreg@ustravel.org.

QUESTIONS? Contact the IPW Registrar (ipwreg@ustravel.org, 202.218.3621).

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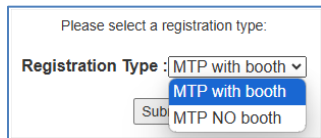
2025 Hosts



STARTING A NEW REGISTRATION:

1. Click on any **REGISTER NOW** button or link on ipw.com.
2. Enter your *organization* login codes (organization number and password) and click the **Login** button.

When the welcome screen loads, you will see a drop-down menu that will determine your path through the shopping cart. **Please review the MTP registration fees carefully before making your selection.**



NOTE: We are beta testing the “no booth” option for IPW 2025. This option allows one person (only) from an MTP company to attend and take appointments only with U.S. Suppliers/exhibitors (in their booths). Companies selecting the “no booth” package cannot purchase any additional delegates or also purchase a booth package.

If you proceed into the cart and realize you needed to select the other path from the drop-down menu, please log out and begin again.

3. When the system is finished loading, you will see the following links at the top of the screen (*you must work through each one sequentially by clicking the “Next” button at the bottom of the screen*):



4. Enter your information in the Prepare Name & Email Address field, Read and accept the Marketing and Technology Pavilion Rules and Regulations, and click Next to proceed to the **Organization** Tab.
5. Verify that your organization contact information is accurate.
6. Click on the **Profile** link (or click Next at the bottom of your screen) and enter or edit your organization's profile information.
7. Click on the **Shopping Cart** link (or click Next at the bottom of your screen).

You must select a **Registration Contact** from the drop-down list at the top of the page. The Registration Contact is often the same person as the Key Contact but occasionally can be an unregistered staff person responsible for managing event registrations/trade show participation.

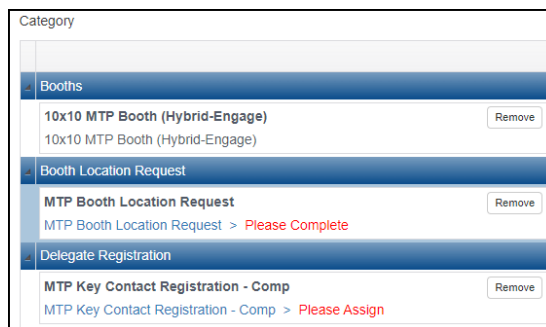
Click on the Booth, Booth Location Request, Delegate Registrations, etc. package category headings to expand each section. (Note: Some sections do not display to those following the “no booth” path.)

Select items for purchase by clicking in the quantity box to either type or adjust using the up/down arrows; then click “Add”.

You can purchase reserved lunch tables, triangle hanging banners, IPW.com button ads, and collector pins under the “Other Items” section.

NOTE: If you do not want to take appointments with a particular category of *buyer* companies, you must add the appropriate “Opt Out” package in the shopping cart. These options are located under the “Appointment Options” section.

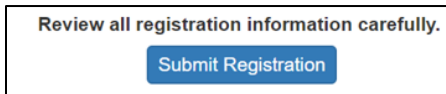
8. Once you have added your items to your shopping cart (displayed on the right-hand side of your screen under “Category”), enter your booth preferences/special requests (near to/across from, not near, etc.) by clicking on the **“Please Complete”** link (in red).



Assign company representatives to each purchased delegate registration by clicking on the **“Please Assign”** link (in red) and selecting a name from the drop-down list.

If the individual's name is not listed, select the <New Person> option at the bottom of the list to create a person record in our system and assign it to this registration (If you do not know who will be attending, you can create a TBD person record and then reassign it later).

9. Click **Next** (at the bottom of your screen) or **Payment** (at the top of your screen) and select invoice or enter your credit card number.
10. Click **Next** (at the bottom of your screen) or **Summary** (at the top of your screen) to see a summary of your purchases. Be sure to click the **Submit Registration** button to complete your online registration.



PURCHASING ADDITIONAL REGISTRATIONS OR OTHER ITEMS

(NOTE: THESE ACTIONS ARE RESTRICTED TO KEY CONTACT/REGISTRATION CONTACT.)

1. Click on any **LOG INTO MY IPW** button or link on ipw.com.
2. Enter your *individual* login codes (individual number and password) and click the **Login** button.
If you do not know your individual login codes, you may request them via the retrieval link below the login button.
3. Expand the **Registration** link in the **My IPW** menu and then select **Registration Changes/Additions**.
4. The **Shopping Cart** will open in a new browser tab. **You must click through all the tabs (Next button at the bottom) to complete this process.** Once you click Submit Registration, this browser tab will close and you return to the main My IPW screen.

You will see your **Previous Purchases** displayed on the right side of the screen under Category:

Click on a package category heading on the left side menu to expand that category, select the new item you wish to purchase, and click "Add". Once you have added your items to your shopping cart (added to the right-hand side of your screen under "Category"), you can either assign those packages (if applicable) or proceed to Payment.

Note: The Previous Purchases section collapses once you have added any new items to your shopping cart.

5. Click **Next** (at the bottom of your screen) or **Payment** (at the top of your screen) and enter your credit card number or select Invoice (if you made any new purchases that were not complimentary).
6. Regardless of whether a payment was due, click **Next** (at the bottom of your screen) or **Summary** (at the top of your screen) to see a summary of your purchases. Be sure to click the **Submit Registration** button to complete your online registration.

Review all registration information carefully.

Submit Registration

MAKING A NAME CHANGE/SUBSTITUTION

(NOTE: THESE ACTIONS ARE RESTRICTED TO KEY CONTACT/REGISTRATION CONTACT.)

1. Click on any **LOG INTO MY IPW** button or link on ipw.com (home page, [My IPW Action Center](#), [MTP pages](#), etc.) to access the online portal.
2. Enter your *individual* login codes (individual number and password) and click the **Login** button.
If you do not know your individual login codes, you may request them via the retrieval link below the login button.
3. Expand the **Registration** link in the **My IPW** menu and then select **Registration Changes/Additions**.
4. When the system is finished loading, you will be in the **Shopping Cart**.

Simply click on the applicable registration package displayed under **Previous Purchases** on the right side of the screen and reassign the item to the substitute staff person via the drop-down menu of available company representatives.

If the individual's name is not in the drop-down list, select the <New Person> option at the bottom of the list to create a person record in our system and assign it to this registration (If you do not know who will be attending, you can create a TBD person record and then reassign it later).

7. Click **Next** (at the bottom of your screen) or **Payment** (at the top of your screen) and enter your credit card number or select Invoice (if you made any new purchases in addition to making the name change).
8. Regardless of whether a payment was due, click **Next** (at the bottom of your screen) or **Summary** (at the top of your screen) to see a summary of your purchases. Be sure to click the **Submit Registration** button to complete your online registration.

Review all registration information carefully.

Submit Registration