



How to Build Your Prospect List

March 2020

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.

Getting Started

1. Go to the [My IPW](#) section of the **IPW Action Center** on www.ipw.com.
2. Click on the **LOG INTO MY IPW** button to access the online portal.
3. Enter your **individual** login codes (individual number and password) and click the **Login** button.

LOG INTO MY IPW >

My IPW
Registered Delegate Login
Please enter your individual login ID and password:
Individual Login ID
Individual Password

[To retrieve your individual login ID or individual password click here.](#)

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

4. 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.

Find Delegates >

- U.S. Suppliers/Exhibitors
- International Leisure Buyers
- International Meeting and Incentive Buyers
- Domestic Buyers
- Marketing and Technology Providers
- Journalists
- Other International Delegates
- My Prospects

Searching for Companies

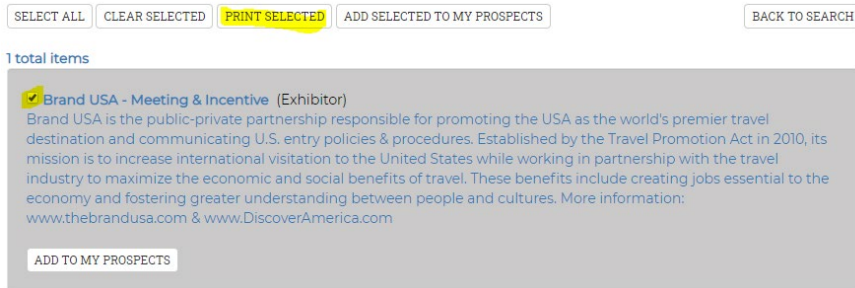
1. Select your targeted company type from the menu to display the search parameters for that category.
2. Then, to define your search criteria, **click on the profile heading to expand the options**. For example, if you are interested in exhibitors who are destination promotion bureaus, click on the Organization's Classification heading and then choose "Destination Promotion Bureau."
3. After setting your search criteria, **click the Search button in the lower right corner of the screen**.
4. To see more detail about a company on your search results list, **click on the company name**. Scroll to the bottom of the profile screen to click the Close button and return to the search results.

Special Note to Exhibitors/Marketing and Technology Partners

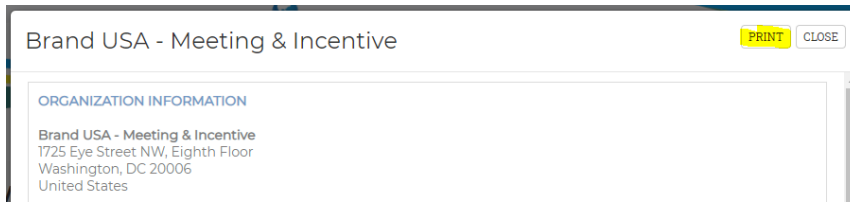
The prospect list is a **company-level list** and is "owned" by the key contact just like the appointment schedule. All registered booth delegates have the ability to add prospects to, and remove prospects from, the company list. Please be very cautious when removing prospects as they may have been added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

Printing Company Profiles

1. To print company profiles, simply **check the box** next to the company listing and then **click the Print Selected button** at the top of the screen. You can select and print as many profiles as you wish.

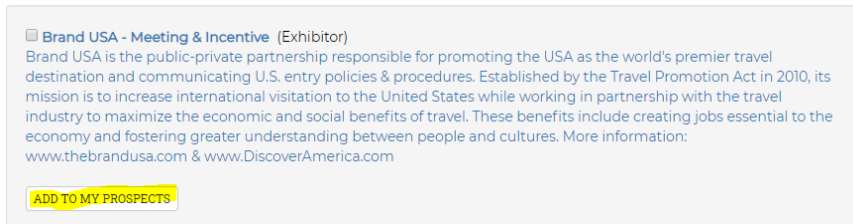


2. If you are viewing the expanded profile for a particular company on your search results, simply click on the print button in the upper right corner.



Adding a Company to your Prospect List

1. To add a company to your Prospect List, click the **Add to My Prospects** button in the company listing.

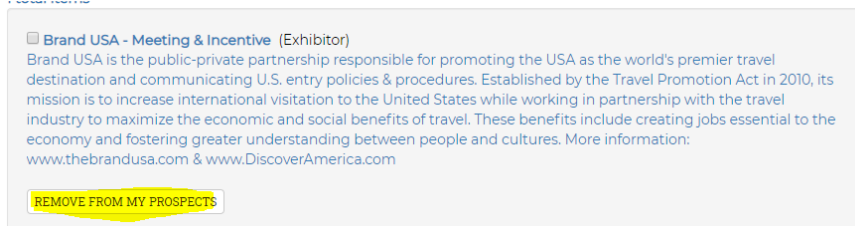


Viewing your Prospect List

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 My Prospects** button for the company listing you wish to remove.



If you need further assistance, please email ipwreg@ustravel.org (U.S. delegates) or intlreg@ustravel.org (international delegates) or call 1.202.408.8422.