

THESE INSTRUCTIONS COVER:

1. Starting a new registration ([page 4](#))
2. Purchasing additional items during a later transaction ([page 4](#))
3. Making a substitution/name change ([page 5](#))
4. Assigning shared booth partner delegate registrations to booth partners ([page 6](#))
5. Making a substitution/name change on an assigned shared booth partner delegate registration ([page 8](#))

DIFFERENCE BETWEEN ORGANIZATION AND INDIVIDUAL LOGIN CODES:

IPW online registration requires a user ID and password. With the introduction in 2018 of the My IPW portal, which provides a personalized experience for all *registered* delegates, there is now a second set of login codes. *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, 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](#).

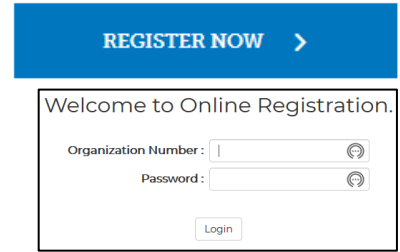
REGISTRATION TIPS:

- 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.
- Additional delegate registrations, advertising, PR or marketing opportunities can be purchased through the My IPW portal at any time after you complete the initial registration (see page 4).
- The member discount will apply to current members at the time of registration. To become a member of the U.S. Travel Association visit [ustravel.org/member-services/join-us-travel](#). Same day membership processing is available. Please contact our Membership team to discuss (membership@ustravel.org, 202.408.8422).
- 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, 202.408.8422).

STARTING A NEW REGISTRATION:

1. Click on any **REGISTER NOW** button or link on ipw.com (home page, [IPW Action Center](#), [Exhibitor](#) pages, etc.)
2. Enter your *organization* login codes (organization number and password) and click the **Login** button.



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*):



4. Read and agree to the terms and conditions and you will proceed automatically to **Organization**.
5. Verify that all of 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) and then click on the Booth, Delegate Registrations, etc. package category headings to expand each section. Select items for purchase by clicking in the quantity box to either type or adjust using the up/down arrows; then click “Add”.

You must select a **Registration Contact** from the drop-down list at the top of the page.

Note: Individual exhibitor delegate registration fees are not included in the booth rental fee. You must register and designate at least the key contact delegate to continue.



Where do I find...?

ADVERTISING OPPORTUNITIES

- Official Program Ads
- Hanging Booth Banners
- ipw.com Ads and Enhanced Listings

PR OPPORTUNITIES

- Media Package (Media Marketplace and Online Press Room)
- Online Press Room Only

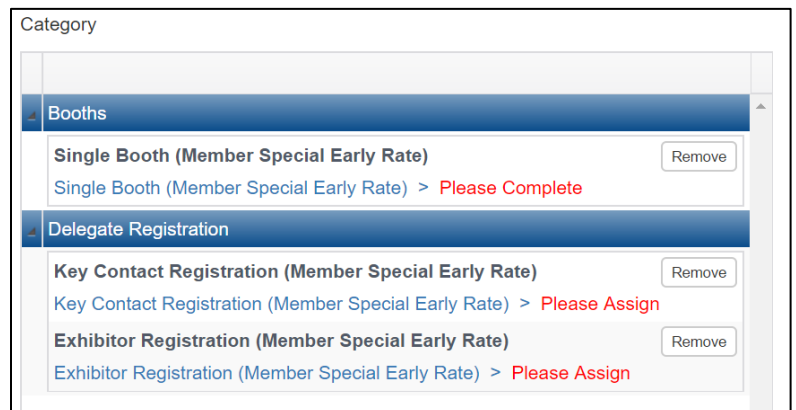
MARKETING OPPORTUNITIES

- Reserved Luncheon Tables
- Contact Lists

8. Once you have added your items to your shopping cart (added to the right-hand side of your screen under “Category”), enter your booth location (region and state) and any 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 add a TBD delegate).



9. 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.

10. The **Summary** tab will show a summary of purchases. Be sure to click the **Submit Registration** button to complete your online registration.

Review all registration information carefully.

Submit Registration

11. Click OK when the pop-up message appears and then, once your proof sheet finishes loading in your browser window, print a copy of your proof sheet for your records.

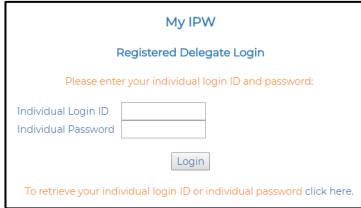
12. After printing your proof sheet, be sure to click the Finish Online Registration button to complete the process and close out of your record.



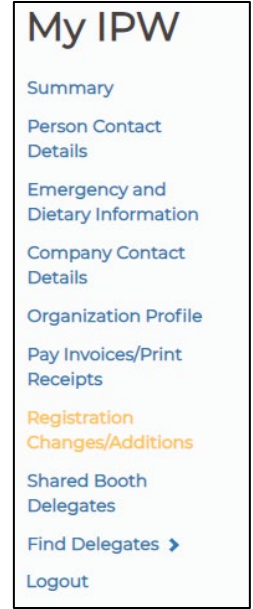
PURCHASING ADDITIONAL REGISTRATIONS OR OTHER ITEMS

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

1. Click on any **LOG INTO MY IPW** button or link on ipw.com (home page, [IPW Action Center](#), [Exhibitor](#) 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. Select **Registration Changes/Additions** from the **My IPW** menu on the left side of the next screen.

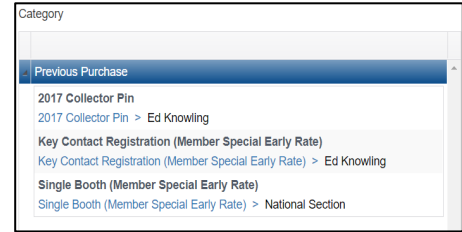
Note: “Shared Booth Delegates” only appears as a menu item to those exhibitors that qualify for the shared booth option.

4. 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*):



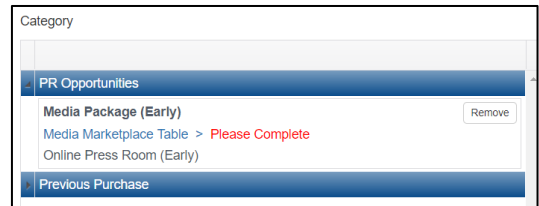
5. Navigate through each of the links until you reach the **Shopping Cart** link.

When you first arrive on the Shopping Cart page, you will see your **Previous Purchases** displayed on the right side of the screen under **Category**:

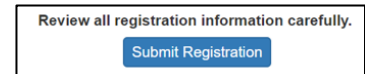


Click on a package category heading on the left side menu to expand that category, select the new item you wish to purchase, and click “Add”. Once you have added your items to your shopping cart (added to the right-hand side of your screen under “Category”), you can either assign those packages (if applicable)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

Notice that the Previous Purchases section collapses once you have added any new items to your shopping cart:



6. 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.
7. The **Summary** tab will show a summary of purchases. Be sure to click the **Submit Registration** button to complete your online registration.
8. Click **OK** when the pop-up message appears and then, once your proof sheet finishes loading in your browser window, print a copy of your proof sheet for your records.
9. After printing your proof sheet, be sure to click the **Finish Online Registration** button to complete the process and close out of your record.



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, [IPW Action Center](#), [Exhibitor](#) pages, etc.) to access the online portal.
2. Enter your **individual** login codes (individual number and password) and click the **Login** button.

My IPW
Registered Delegate Login

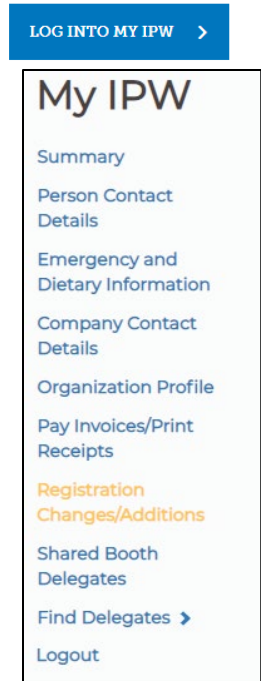
Please enter your individual login ID and password:

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.



3. Select **Registration Changes/Additions** from the **My IPW** menu on the left side of the next screen.

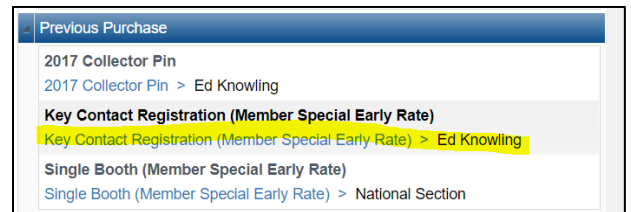
Note: “Shared Booth Delegates” only appears as a menu item to those exhibitors that qualify for the shared booth option.

4. 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*):



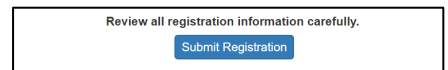
5. Navigate through each of the links until you reach the **Shopping Cart**.

Simply click on the applicable package displayed under **Previous Purchases** on the right side of the screen and reassign the item 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 add a TBD delegate).

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. The **Summary** tab will show a summary of purchases. Be sure to click the **Submit Registration** button to complete your online registration.
9. Click OK when the pop-up message appears and then, once your proof sheet finishes loading in your browser window, print a copy of your proof sheet for your records.
10. After printing your proof sheet, be sure to click the **Finish Online Registration** button to complete the process and close out of your record.



ASSIGNING SHARED BOOTH PARTNER DELEGATE REGISTRATIONS TO BOOTH SHARE PARTNERS

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



My IPW

Registered Delegate Login

Please enter your individual login ID and password:

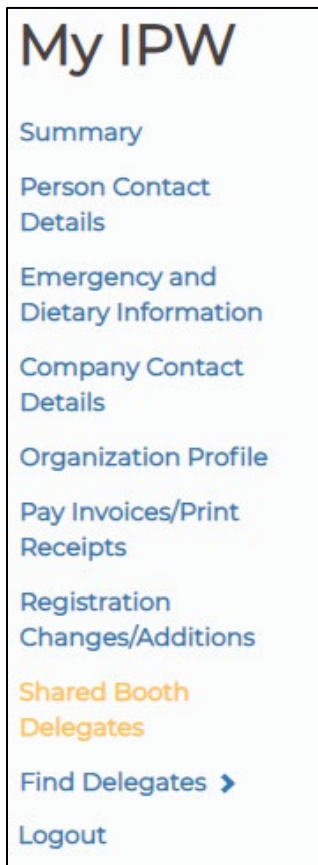
Individual Login ID

Individual Password

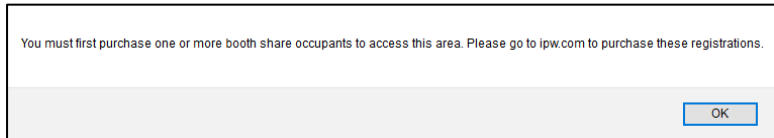
To retrieve your individual login ID or individual password [click here](#).

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

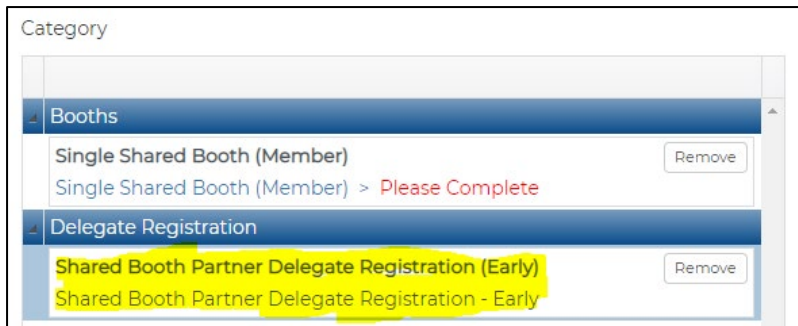
3. Select **Shared Booth Delegates** from the **My IPW** menu on the left side of the next screen.



*Note: if you have not yet purchased any Shared Booth Partner Delegate registrations, you will be prompted to do so. Click OK to close the message and then select **Registration Changes/Additions** from the menu instead. (See page 4 for instructions.)*



When you return to the shopping cart, you would select a registration package similar to the one highlighted below. (Only purchase "exhibitor delegate" registrations for booth delegates from your own company.)



*Once you have completed the purchase, you can then return to the **Shared Booth Delegates** menu item and proceed with steps 5-8.*

- Once you have clicked through the Shared Booth Delegates link on the My IPW menu, and the system is finished loading, you will see your **booth share management page**, which displays a list of companies with whom you have shared in the past as well as indications of how many shared booth partner delegate registrations have been purchased and assigned or are available for assigning. For assigned registrations, the page now also indicates the name of the person to whom the registration was assigned.

My IPW HELP

Summary
Person Contact Details
Emergency and Dietary Information
Company Contact Details
Organization Profile
Pay Invoices/Print Receipts
Registration Changes/Additions
Shared Booth Delegates
Find Delegates >
Logout

Virginia Tourism Corporation

Available Booth Share companies from past years' registrations listed below:

If you wish to purchase a booth share for a company that does not appear on this list, please contact U.S. Travel Association at ipwreg@ustravel.org or by phone at 202.408.8422.

Booth Share Delegate(s) : 4 / 8

Organization Number	Company	Booth Share Delegate(s)	# of Booth Share Delegate(s)	
12874	Jamestown-Yorktown Foundation	Joan Heikens	1	Edit Registration View Proof Sheet
12887	Luray Caverns	John Shaffer	1	Edit Registration View Proof Sheet
12978	Virginia Beach Convention and Visitor Bureau	Kelli Norman	1	Edit Registration View Proof Sheet
13494	Visit Loudoun	Hannah Oliver	1	Edit Registration View Proof Sheet
27382	2019 Commemoration		0	New Registration
25977	Arlington, Virginia - Arlington Convention and Visitors Service		0	Already registered.

- If the desired booth partner company does not appear on the list, you must first email ipwreg@ustravel.org so the Registrar can link your two company records.
 - To assign an available shared booth partner delegate registration to a booth partner company that appears on the list and has a zero in the “# of Booth Share Delegate(s)” column, click on **New Registration** to access the booth partner company’s shopping cart.
 - To assign an available shared booth partner delegate registration to a booth partner company that is on the list *and already has one or more registrations assigned*, click **Edit Registration** to access the booth partner company’s shopping cart.
- Navigate to the **Cart** tab and click on the **Add** button to “purchase” one or more “Assigned Shared Booth Partner Registration” packages. Note: This is a complimentary package that enables the system to display the booth partner’s company name in the delegate registry, booth list in the Official **Program**, and on the booth partner delegate’s badge; the actual purchase fee resides on the *booth holder’s* company record.

Delegate Registration

Assigned Shared Booth Partner Registration 1 Add \$0.00

- Scroll down to the Category section of the page to assign the Assigned Shared Booth Partner Registration package to someone on the booth partner’s company representatives list.

Delegate Registration

Assigned Shared Booth Partner Registration Remove

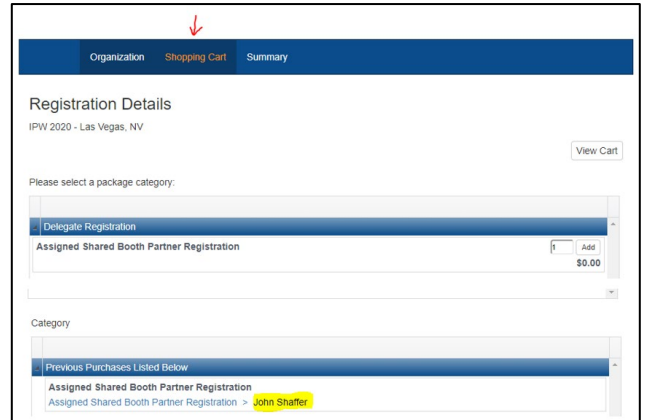
[Assigned Shared Booth Partner Registration](#) > **Please Assign**

- When finished assigning the registrations, be sure to navigate through all tabs and click **Submit** on the **Summary** tab.

MAKING A SUBSTITUTION/NAME CHANGE ON AN ASSIGNED SHARED BOOTH PARTNER DELGATE REGISTRATION

A. Transferring to a **substitute from the same booth share partner company**:

- 1) Navigate to the **Booth Share Management Screen**.
- 2) Click the **Edit Registration** link and navigate to the **Shopping Cart** screen.
- 3) Click on the person's name under the **Previous Purchases** section.



- 4) Click on the Delegate drop down menu to either select another person or add a new person

Delegate Information

- **To assign a registration:** Click on the drop down arrow in the Delegate field and select from the list of available company representatives or select the option to create a new person record.
- **To transfer an assigned registration to an unregistered representative:** Click on the drop down arrow next to the name of the currently registered delegate you wish to transfer and select a new person from the list of available company representatives or select the option to create a new person record.
- **To edit/update details of a currently registered delegate:** Type in any active (not grayed out) field below.

Delegate Opt In to 3rd Party Emails First Time

- 5) When finished re-assigning the registration, be sure to navigate through all tabs and click **Submit** on the **Summary** tab.

- B. Transferring to a **substitute from a different booth share partner company** is considered a cancellation and must be completed on the admin side. (Note: The shared booth partner delegate registration purchase itself is not cancelled, only the assignment of the badge to the partner company.)
- 1) Email ipwreg@ustravel.org with instructions to cancel Person XYZ so that you can assign the Shared Booth Partner Delegate registration to someone else at a different company.
 - 2) Once IPW staff make the cancellation, the number under the “# of Booth Share Delegate(s)” column will revert to zero and the inventory of booth share registrations *available for assignment* will increase by one.
 - 3) Follow the steps on pages 6-7 to assign the registration to a new partner company.