



IPW Online Marketplace Frequently Asked Questions (FAQs)

ipw.travtrade.com

1. What is the IPW Online Marketplace?

Launched in 2013, the IPW Online Marketplace connects buyers and suppliers, allowing them to view, share, and download brochures, rates, press releases, images, and more. It helps buyers prepare for appointments and provides tools to promote destinations and services after IPW.

2. Is it similar to the current IPW Online Press Room for Journalists?

Yes, the Online Marketplace is similar to the Online Press Room used by journalists, where PR representatives upload news, photos, and videos. Journalists can preview content before IPW to plan interviews with exhibitors.

3. How does it work for Buyers and Suppliers?

Buyers can browse suppliers' "Info Center" or "virtual booth of information" including company details, logos, brochures, and contact info. After IPW, buyers can revisit the site to search for information, download assets, and communicate with suppliers. Suppliers also receive a Daily Summary email with updates.

4. What is the cost?

There is no additional cost for buyers, suppliers, journalists, or PR representatives. The service is funded through sponsorships featured on the site and in emails.

5. What should I do to get started?

Visit ipw.travtrade.com to log in using your email address for both fields. You will then be prompted to create a private password. You can also access the site through Daily Summary emails starting three weeks before IPW. For support, contact ipw@travtrade.com.

6. How do I retrieve a forgotten password?

Click "Forgot Password" on the login page, enter your email, and you'll receive a reset link.

7. If I update my details, will they appear again in the Daily Summary?

No, profiles only appear once during the event to avoid repetition.

8. What does "Connected" mean?

When you connect with someone, their updates, such as new brochures or travel plans, will appear in your network feed, keeping you informed.

9. Can I ignore someone who follows me?

Yes, you can ignore or "privately ignore" them, and they'll be removed from your network. If they don't attend next year's IPW, they'll be removed but stay in your TravTrade network..

10. How do I search for someone?

Use the search bar at the top to find people by name or organization, and you'll see those attending the show or in your region.

11. How do I view a brochure?

Click the brochure thumbnail or link in the Daily Summary email. It may take a few moments to load.

12. Can I save a brochure for offline viewing?

Yes, you can download brochures as PDFs or print them.

13. How do I upload a brochure?

Click the "Submit" button in the top-right corner of the page to upload your brochure.

14. What does "Upload Personal Item" mean?

You can upload personal photos to your profile, which are shared with your network but not part of your company profile.

15. How do I change alert frequencies?

Go to your account settings to adjust how often you receive alerts, with options ranging from hourly to weekly.

16. Who can I contact for assistance?

Email ipw@travtrade.com for help or to be directed to the appropriate contact in your region.