



## ONLINE REGISTRATION INSTRUCTIONS FOR U.S. EXHIBITORS

### THESE INSTRUCTIONS COVER:

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2. Purchasing additional items during a later transaction ([page 3](#))
3. Making a substitution/name change ([page 4](#))
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### 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.
- 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](mailto: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](mailto:ipwreg@ustravel.org).

**QUESTIONS?** Contact the IPW Registrar ([ipwreg@ustravel.org](mailto:ipwreg@ustravel.org), 202.218.3621).

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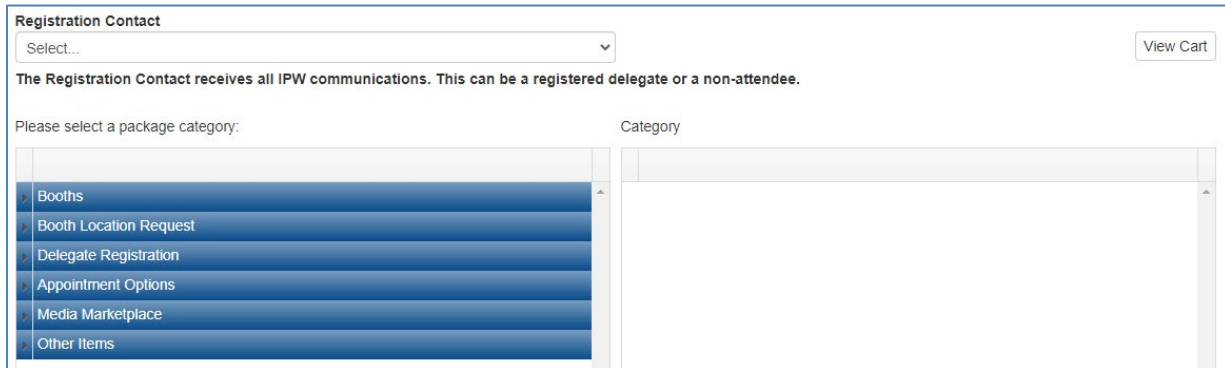
**STARTING A NEW REGISTRATION:**

1. Click on any **REGISTER NOW** button or link on [ipw.com](http://ipw.com) (home page, [My 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 by clicking the “Next” button at the bottom of the screen*):



4. Read and agree to the Marketplace Hall Rules and Regulations (“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, Booth Location Request, 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”.

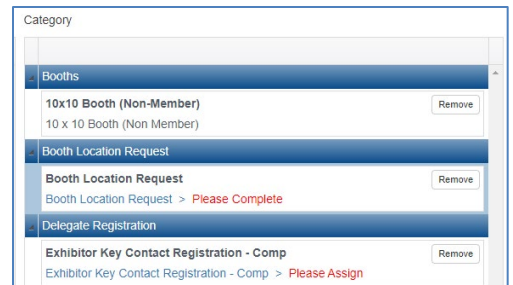
You must select a **Registration Contact** from the drop-down list at the top of the page.



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 location (region and state) and any special requests (near to/across from, not near, etc.) by clicking on the **“Please Complete”** link (in red).

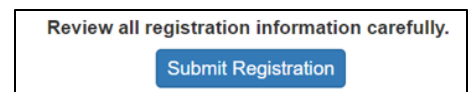
Assign company representatives to each purchased delegate registration by clicking on the **“Please Assign”** link (in red) and selecting a name from the drop-down list.

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 select invoice or enter your credit card number.

10. The **Summary** tab will show a summary of 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](http://ipw.com) (home page, [My IPW Action Center](#), 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**.

Note: The Registration sub-menu will only display the “Shared Booth Delegate Assignments” item to those exhibitors that purchased the shared booth option.

4. The **Shopping Cart** will open in a new browser tab. **You must click through all of 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.
6. The **Summary** tab will show a summary of purchases. Be sure to click the **Submit Registration** button to complete your online registration. As mentioned above, the shopping cart browser tab will then close and you return to the main My IPW screen.

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](http://ipw.com) (home page, [My 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. Expand the **Registration** link in the **My IPW** menu and then select **Registration Changes/Additions**.  
Note: The Registration sub-menu will only display the “Shared Booth Delegate Assignments” item to those exhibitors that purchased the shared booth option.
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 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.

Review all registration information carefully.

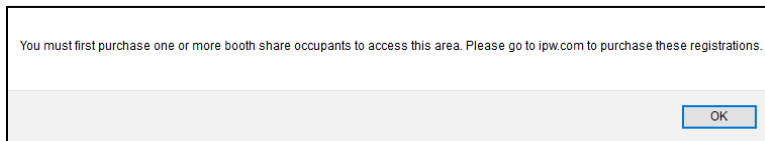
[Submit Registration](#)

## ASSIGNING SHARED BOOTH PARTNER DELEGATE REGISTRATIONS TO BOOTH SHARE PARTNERS

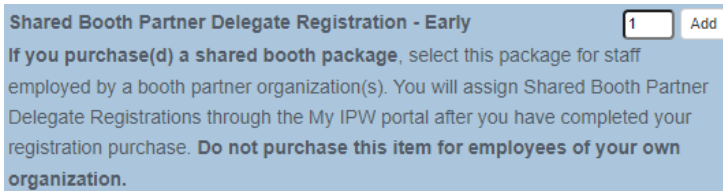
(NOTE: THESE ACTIONS ARE RESTRICTED TO KEY CONTACT/REGISTRATION CONTACT.)

1. Click on any **LOG INTO MY IPW** button or link on [ipw.com](http://ipw.com) (home page, [My 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. Expand the **Registration** link in the **My IPW** menu and select **Shared Booth Delegate Assignments**.

*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 select one or more Shared Booth Partner Delegate Registration packages like the one 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 Delegate Assignments menu item and proceed with steps 5-8.*

- Once you have clicked through the Shared Booth Delegate Assignments link on the My IPW menu, the **Booth Share Management page** will open in a new browser. This page 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 also indicates the name of the person to whom the registration was assigned.

**My IPW** HELP

Summary

- Registration
- View My Company Registration Details
- Registration Changes/Additions
- Shared Booth Delegate Assignments**
- Person Contact Details
- Emergency and Dietary Information
- Company Contact Details
- Organization Profile
- Pay Invoices/Print Receipts
- Find Delegates
- Logout

**Virginia Tourism Corporation**

Available Booth Share companies from past years' registrations are listed below the instructions.  
Number of Booth Share Delegate(s) Assigned vs. Purchased: 4 / 8

Instructions:  
(Instructions omitted for the purposes of this image.)

| 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](mailto:ipwreg@ustravel.org) so the Registrar can link your 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 on the booth partner’s company record that enables the system to pull the booth partner’s company name for the delegate registry, booth list in the mobile app, and the booth partner delegate’s badge; the actual purchase fee resides on the *booth holder’s* company record as a generic Shared Booth Partner Delegate registration.

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

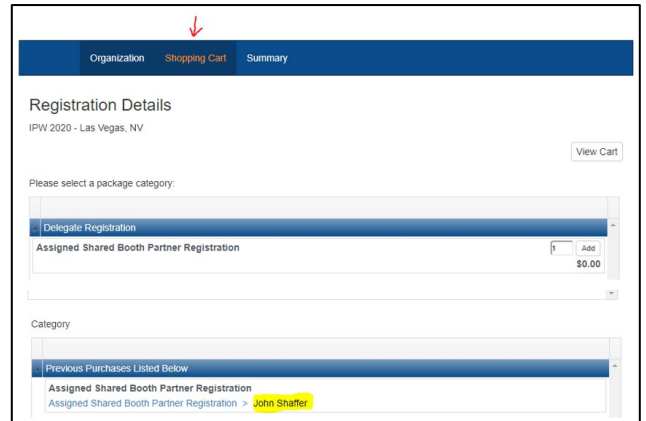
- When finished assigning the registrations, be sure to navigate through all tabs and click **Submit** on the **Summary** tab.

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

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

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

- 1) Once logged in, expand the **Registration** link in the **My IPW** menu and select **Shared Booth Delegate Assignments**.
- 2) Once the **Booth Share Management Screen** loads, click the **Edit Registration** link for the partner company you wish to edit 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                          |
| Jane Smith <input type="button" value="v"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |

- 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 by IPW staff on the admin side. (Note: The Shared Booth Partner Delegate registration purchase itself is not cancelled, only the assignment of the badge to the specific partner company.)

- 1) Email [ipwreg@ustravel.org](mailto:ipwreg@ustravel.org) with instructions to cancel Person XYZ so that you can assign the Assigned 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.