**Two Ways To Register for Exhibitor Badges**

Save time by registering for Exhibitor badges in advance. The exhibitor pre-registration deadline date is **July 27, 2020**. There are two ways of registering:

1. Register online by logging into your Exhibitor Dashboard and clicking on the Registration and Housing tile. For help logging into the Exhibitor Portal email debbie@iwfatlanta.com. Add names to be registered and assign hotel rooms if needed.
2. Fill out the following form for your company’s badges. To ensure that you receive your badges before the show, we must receive the exhibitor badge registration form by **July 27, 2020**.

**Important Information Regarding Exhibitor Badges**

**Allotment - THE EXHIBITOR ALLOTMENT HAS CHANGED FOR IWF 2020**

As a contracted exhibiting company you are allotted a certain number of complimentary Exhibitor Badges based on the square footage of your exhibit space. In an effort to minimize exhibitors registering their customers using exhibitor badges, the allotment for exhibitor badges has been changed for IWF 2020. The new allotment is: 6 badges for the first 100 square feet and 1 badge for each additional 100 square feet capped at 100 complimentary exhibitor badges per contracted exhibitor. For example:

- 100 square feet........ 6 badges
- 200 square feet........ 7 badges
- 300 square feet........ 8 badges
- 400 square feet........ 9 badges
- 500 square feet........ 10 badges
- 600 square feet........ 11 badges
- 700 square feet........ 12 badges
- 800 square feet........ 13 badges
- 900 square feet........ 14 badges
- 1000 square feet...... 15 badges

Badges over your complimentary allotment will cost $50.00 per badge.

We will begin mailing the badges in July 2020. They will be mailed in bulk to the contact person shown online or listed on the printed order form. If you have not used all of the badges allotted to your company, badges produced on-site will be at no cost.

For security and liability reasons, exhibitor badges will be produced showing only first and last name, city and state as indicated on the Exhibitor Registration Form and the company name which appears on the IWF 2020 exhibit space contract. If any exhibiting personnel would like a lead inquiry enabled badge, they may complete their full mailing information by registering for Exhibitor Badges online at the IWF 2020 website or on site at Exhibitor Registration. There is no charge for this service.

**Changes, Additions and Replacements**

Before July 27, 2020, you can make changes to your badge order online by logging-in to your Exhibitor Registration & Housing Portal at www.iwfatlanta.com under "Login". Enter your Company name and Password found on your invoice and select "Manage Group". Click on the name you wish to edit. If you would like to make changes in writing, please include a contact person name, company name, booth number, and mailing address as it is shown on the Exhibitor Portal with a typed or printed list of names for those personnel requiring exhibitor badges. At the top of the page indicate in large bold letters the word "NEW" or "UPDATED".

After badges have been mailed, you must make name changes, corrections or register additional personnel onsite at Exhibitor Registration when you arrive at IWF 2020. You will need to bring the incorrect badge for a replacement badge to be generated.

**Who should you register for Exhibitor Badges?**

Exhibitor badges need to be ordered for individuals that will be staffing or working in your booth during show days. If you will be using models, demonstrators, interpreters, or other personnel from a temporary service provider during show days, you must order Exhibitor Badges for them. Ask your service provider for the names.
of the individuals who will be working. The security guards will not allow anyone in the exhibit area without a badge, therefore you must make arrangements for the distribution of badges before the show opens.

**Who should you not register for Exhibitor Badges?**
If you have company employees, technicians or an Exhibitor Appointed Contractor (EAC) setting up or dismantling your booth during days other than show days, you do not have to order badges for those individuals. They will need to register onsite for temporary work badges that will allow them access in the exhibit area during the set-up and move-out days only. See Exhibitor Appointed Contractor Registration for instructions on registering your EAC company.

**Do not use the Exhibitor Registration to order badges for your customers.** Each contracted exhibiting company will receive an allotment of free registration Guest Passes. Additional guest pass registrations can be purchased from your Exhibitor Registration Portal for $5.00 each.

**Do not use Exhibitor Registration for your Distributing Company employees.** IWF has a Qualified Distributor Program that allows nominated distributor companies to register their personnel for free and gives them the ability to purchase guest pass registrations at $5.00 or $10.00 each. Nominate your distributing companies using the "Invite Qualified Distributors" tab on your Exhibitor Registration Portal. All WMIA and WMMA member distributors are automatically approved for the program and should have received an invitation to participate in early November 2019. If your distributor is a member of either association and did not receive an invitation, please have them contact Liz Hosp at LCH@iwfatlanta.com.

**Do not use the Exhibitor Registration Form to order badges for spouses** if they will not be working in the booth during show days. Please register them as buyers for the duration of the show. You can pre-register them as a buyer at www.iwfatlanta.com after January 7, 2020 using a Guest Pass for complimentary registration.
Exhibitor Badge Order Form
Deadline: July 27, 2020

Each Exhibiting Company is allotted complimentary Exhibitor badges based on the size of your booth square footage:
6 badges for the first 100 square feet plus 1 badges for each additional 100 square feet. For example:
- 100 square feet......... 6 badges
- 200 square feet......... 7 badges
- 300 square feet......... 8 badges
- 400 square feet......... 9 badges
- 500 square feet......... 10 badges
- 600 square feet......... 11 badges
- 700 square feet......... 12 badges
- 800 square feet......... 13 badges
- 900 square feet......... 14 badges
- 1000 square feet......... 15 badges

Register by logging into your Exhibitor Portal and clicking on the Exhibitor Registration & Housing tile OR fill out the form below. Please clearly print or type the names of all personnel designated to work in your booth during IWF 2020 in the spaces below. If you need to register more than 24 Exhibiting personnel, please attach a separate sheet and include all information as shown below. Each badge will list the company name as shown on the space contract for IWF 2020. If any exhibiting personnel would like lead inquiry capabilities, they may complete their information by registering for Exhibitor Badges online at the IWF 2020 website or on site at Exhibitor Registration.

Exhibiting Company Name ____________________________ Booth # ___________

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Badges will be mailed in bulk to:
Company ____________________________________________
Address ____________________________
City ____________________________ State ____________ Zip ____________
Country ____________________________
Contact ____________________________ Title ____________________________
Signature ____________________________ Phone ____________________________
Email ____________________________

Payment for badges over the allotted amount:
Number of additional badges _____ x $50.00 = $__________ Total Amount Due.

Method of Payment:
☐ Check payable to: IWF Registration 5202 Presidents Court, Suite G100, Frederick, MD 21703
☐ Credit Card ☐ Amex ☐ MC ☐ Visa

Expiration Date ____________________________
Name on Card: ____________________________ Signature ____________________________

Return Form by Fax or Mail to:
Fax: 301-694-5124     Mail: IWF 2020 c/o Experient
5202 President's Court, Suite G100
Frederick, MD 21703-4088

Important: Exhibitor badges ordered by July 27, 2020 will be mailed by the week of August 3, 2020. After July 27 be prepared to pick up badges or register onsite. No one under the age of 16 will be permitted on the show floor.

Register online at www.iwfatlanta.com/Exhibitors/ExhibitorsHome