

FAQS ABOUT TRAFFIC BOOST GUEST INVITATION PROGRAM

1. How does an exhibitor invite customers to OTC?

Exhibitors invite their guests through the TrafficBoost guest invitation program.

2. How many guest card invitations can I send to my customers?

There is no limit to the number of guests each exhibitor can invite.

3. What is the cost to exhibitors for guest invitations?

Exhibitors are **only charged for guests that have registered** through the TrafficBoost guest invitation program. There is **no charge to exhibitors to invite** their customers.

4. How much will an exhibitor be charged for each guest registration?

Each Single Day registration is 15USD. Each Multi-Day registration is 50USD. No exhibitor will be charged more than 3,000USD for their guest registrations.

5. When does an exhibitor pay for the guest registrations?

After OTC 2016 is over, the show management team will send guest invitation invoices to each exhibitor.

6. How are co-exhibitors invoiced for their guest registrations?

As a co-exhibitor, you are exhibiting through either an International Pavilion organizer or contracted company. The contracted company or Pavilion organizer gets billed with a breakdown of charges for their co-exhibitors. They will then bill those charges to their co-exhibitors.

7. Do the exhibitor's customers have to register online?

To make the OTC guest card registration experience seamless for the exhibitors' customers, OTC strongly recommends that these invited guests register online beforehand. This online process will ensure that exhibitors and their guests are able to spend more time on the show floor, rather than standing in long registration lines on-site. On-site registration is still an option.

8. How does the TrafficBoost guest invitation program work?

The TrafficBoost program is set up for exhibitors to invite their customers in a customized HTML email invitation. There is a team of TrafficBoost specialists available to help each exhibitor through the process.

9. My sales team sometimes needs to visit their customers in person and will want to hand them a guest invitation. Is this possible?

Yes, a PDF of the invitation is available upon request.

10. As an exhibitor, can I use the TrafficBoost program to register my own staff?

No, the program is only for inviting customers and guests, not staff. You would register your staff through the OTC exhibitor registration site.

11. Does the guest registration include access to the Technical Sessions?

Yes, the guest registration will allow the exhibitors' customer access into all the OTC Technical Sessions.

12. How do exhibitors register a guest on-site?

On your Traffic Boost tab within the Exhibitor Registration/Housing/TrafficBoost portal you will find your guest number. This guest number can be provided to your guests. Your guest can then visit a staffed or self-reg counter; they will need to provide this number while registering.

13. How do we make the registration process easy for my guests?

Exhibitors should encourage their guests to register online as early as possible. You do this by getting your Guest Invitation emails scheduled now. Any guest registrations that are completed by 4 April 2016 will receive their badge in the mail (US registrants only) such that they can walk right onto the show floor.

14. Is online registration open when on-site registration is open?

Yes, online registration is open all the way through the event. Exhibitors should encourage their guests to register online prior to showing up on-site to make their on-site registration process easier and quicker.

15. How do I know my email list is not being used for purposes other than inviting my guests?

All customer lists are kept confidential and will not be used for any purpose other than TrafficBoost.