

Qualified Distributor Program for IWF 2024

Highlights:

- **To participate in the Qualified Distributor Program, distributing companies MUST be invited by a contracted IWF 2024 Exhibitor.**
- **Exhibitors can begin inviting Distributors to the program via their Exhibitor Registration and Housing Portal on November 1, 2023** when Exhibitor and Qualified Distributor registration opens.
- **WMIA and WMMA Member companies will automatically be invited to the program on November 1st, but must register to participate.**
- Qualified Distributors can register and book hotel rooms starting November 1st, 2023
- Qualified Distributor companies have access to a distinct block of hotel rooms reserved specifically for them.
- WMIA and WMMA Qualified Distributor member companies can register all personnel for free; receive 5 free Guest Passes to invite their top customers to the show; and purchase additional Guest Passes for \$5 each.
- Non-member distributor companies may register up to 6 company personnel for free; purchase Guest Passes for their top customers at \$10.00 each.
- (Guest Pass allows one free registration for an attendee.)
- Guest Pass invitations will be activated after January 9th when Attendee Registration opens.
- The Qualified Distributor invitation system has been improved for IWF 2024 with additional management tools so that emails can be updated, and invitations resent. Exhibitors will also have the option to copy themselves on invitations for ease of forwarding to avoid spam filters.
- Qualified distributor companies are allowed access to the exhibit floor on the Monday prior to the show opening and during all exhibitor hours on show days.

The Qualified Distributor Program will once again be in place for IWF 2024. Qualified Distributors **MUST** be invited by contracted IWF 2024 Exhibitors. **Exhibitors can begin inviting distributors to the program via their Registration and Housing Portal on November 1, 2023.** Please be sure to invite your distributors EARLY so they can take advantage of the program!

WMIA and WMMA Member companies will automatically be invited to the program, but must register to participate. Member companies will receive their invitation by email on November 1. It will contain a unique link allowing them to register and create their own Qualified Distributor Registration & Housing portal. If you are a WMIA / WMMA distributor member and have not received your invitation, please email LCH@iwfatlanta.com to request one.

After Group registration, Qualified Distributor contacts can re-access their portal from the IWF website iwfatlanta.com under "IWF Registration & Housing" on the "Attend" dropdown menu.

Exhibitors who have distributors who are not members of WMIA and WMMA, but want to participate in the program **must invite them starting November 1.** To invite distributors, Exhibitors must log into their Exhibitor Registration & Housing portal through their IWF ERC. From the IWF website (www.iwfatlanta.com) choose "Exhibit" in the yellow menu bar. Next, click on "Exhibitor Resource Center" in the drop-down menu. Once logged in, click on the Registration & Housing Tile to reach your Registration & Housing portal. Then, simply click on the "Manage Qualified Distributors" tab from the portal dashboard and enter the contact name, company name, and email of the distributor you wish to invite.

Once the invited distributor has been approved by IWF staff, an email will be sent to the distributor describing the program and providing the link allowing them to register their company for the program.

Qualified distributor companies are allowed access to the exhibit floor on the Monday prior to the show opening and during all exhibitor hours on show days. Qualified Distributor companies will have access to a distinct block of hotel rooms reserved specifically for them.

WMIA and WMMA Qualified Distributor member companies can register all of their company personnel for free and also receive 5 free Guest Passes to invite their top customers to the show. Additional Guest Passes can be purchased by WMIA and WMMA members for \$5 each. Non-member distributor companies may register up to 6 company personnel for free and can purchase Guest Passes for their top customers at \$10.00 each. (Guest Pass allows one free registration for an attendee.)

Qualified Distributors can register and book hotel rooms starting November 1 when Exhibitor and Qualified Distributor registration opens. (Guest Pass invitations will be activated after January 9th when Attendee Registration opens.)

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Onsite:

Qualified Distributors can register onsite, but their company must be invited online and approved prior to registration. Qualified Distributors can reach out to Liz Hosp at LCH@iwfatlanta.com for assistance in facilitating onsite approvals.