

## Seniority Housing Process – IWF 2024 – Opens October 17, 2023

For smoother and more timely reservations of hotel room blocks with less frustration and fewer delays, IWF opens housing for exhibitors in stages. By booking your hotel rooms through IWF and our official housing provider Maritz, you ensure that your company will have personalized customer service to assist you with your hotel needs, special requests, and on-site support during the Show. In addition, reserving your hotel rooms within the Official IWF Hotel Block strengthens our hotel negotiations, ensuring low hotel rates for all IWF participants in the future. Please “book-in-the-block” and help IWF stay strong.

**Please be alert!** - There are a number of companies who may contact you by telephone, email, or fax, pretending or implying to represent IWF Housing. Additionally, several Web sites offer rates “too good to be true.” They often employ “bait and switch” tactics by offering a prime hotel but not delivering what is promised. IWF cannot assist you in the event you should have trouble with reservations made outside of the block or with companies other than Maritz. A list of companies that exhibitors have alerted us to in the past can be found [here](#).

**Please add @iwfatlanta.com and @confmail.experient-inc.com to your safe senders list to help ensure you receive important information from IWF Show Management and our official housing partner, Maritz Global Events (MGE).**



### **Seniority Housing Request Process Explanation**

The Seniority Housing Process is based on an exhibiting company's IWF Seniority. IWF Seniority is calculated by assigning one point for each show (IWF or WWE) the exhibitor has participated in starting in 1970 for a maximum of 27 points for IWF 2024. If an exhibitor has missed two or more shows in a row, all seniority is lost.

Each day, starting October 17, 2023, a group of exhibitors will be ‘activated’ on the housing site based on their seniority level until all groups have been activated. (See the activation schedule below)

On the day your Seniority Group is activated, log in using the link and credentials provided. (Credentials will be sent on the day before and the day of your activation.) The website will guide you through your hotel selection and block request. Note – this is a request for rooms only, not a booking. Availability is not guaranteed. It is best to have several choices of hotels in the event your first choice is fully booked.

**IMPORTANT!** - You will be notified of the status of your online request by email within 72 business hours of submitting it. Upon receiving the status email from Maritz with your pending hotel assignment, you **MUST** log back in using the link

provided and **CONFIRM** your block to secure your rooms. Please add [@confmail.experient-inc.com](mailto:@confmail.experient-inc.com) to your safe senders list to help ensure you receive important information regarding your hotel requests.

Highlights of IWF 2024 Seniority Housing Process:

- **October 11<sup>th</sup>** – IWF sends an email to the official contact on file with seniority housing instructions, your company’s seniority number, and your login ID and password.
- **The day before your company’s activation** – Maritz sends the official contact for your company a reminder email with your company’s login information and password and a direct link to the online request process. **This email is resent the morning of your company’s activation.**
- **October 17<sup>th</sup>** – 9:00 am EST - Seniority Groups 27 through 19 are activated and can request hotel rooms online using the link in the email sent by Maritz.
- **October 18<sup>th</sup> – 25<sup>th</sup>** – 9:00 am EST - Subsequent seniority groups open each day until all groups are activated on October 25<sup>th</sup>. (See schedule below)
- **October 26<sup>th</sup>** – 5:00 pm EST - Seniority Housing Process Closes
- **November 1<sup>st</sup>** – Exhibitor Registration opens and exhibiting companies can now access their registration and housing portal to assign names, invite Qualified Distributors, and manage guest passes. New room reservations will be accepted by phone or through the portal from all exhibitors.

The schedule for seniority activation is as follows:

Day	Date / Time	Seniority Groups
Tuesday	October 17, 2023, 9:00 am EST	27 through 19
Wednesday	October 18, 2023, 9:00 am EST	18 through 14
Thursday	October 19, 2023, 9:00 am EST	13 through 9
Friday	October 20, 2023, 9:00 am EST	8 through 5
Monday	October 23, 2023, 9:00 am EST	4 through 3
Tuesday	October 24, 2023, 9:00 am EST	2 through 1
Wednesday	October 25, 2023, 9:00 am EST	New Companies (seniority 0)

#### **BEFORE YOUR ACTIVATION DAY:**

- **Pick your hotel – then pick several more.**  
It is helpful to have several acceptable hotels selected in the event your first or second choice is unavailable. You can view a map of our official hotels and their addresses [here](#).
- **Know your company’s travel schedule.**  
Knowing the rough arrival and departure schedule and the number of rooms needed **each** night for your booth staff and set-up crew will help you find availability. Booking straight blocks (the same number of rooms for every night of your company’s stay) **can reduce the number of hotels showing**

**availability.** The housing site provides the actual number of rooms and patterns your company used at the last show to help you estimate your needs.

**Please note – Exhibitor room blocks have been capped at 10% over your actual IWF 2022 pick-up. If you require more rooms than allowed, please contact Liz Hosp at [LCH@iwfatlanta.com](mailto:LCH@iwfatlanta.com) with a valid reason for the increase. Please understand that reserving rooms in straight blocks, without regard to your actual travel schedule, and then releasing unused room nights next summer hurts IWF's standing with our hotel partners. To ensure IWF has all the rooms needed and maintains some of the lowest room rates in the industry, please work with us by reserving rooms to your best projection of need.**

Questions about the Seniority Process for housing? Call us at 404-693-8333 or email us at [LCH@iwfatlanta.com](mailto:LCH@iwfatlanta.com).

If you have questions or need assistance with the online process, the Maritz IWF Customer Service desk is open from 9:00 a.m. – 5:00 p.m. EST. You can call (864) 208-2953 or email to [iwf.exhibitors@maritz.com](mailto:iwf.exhibitors@maritz.com)