

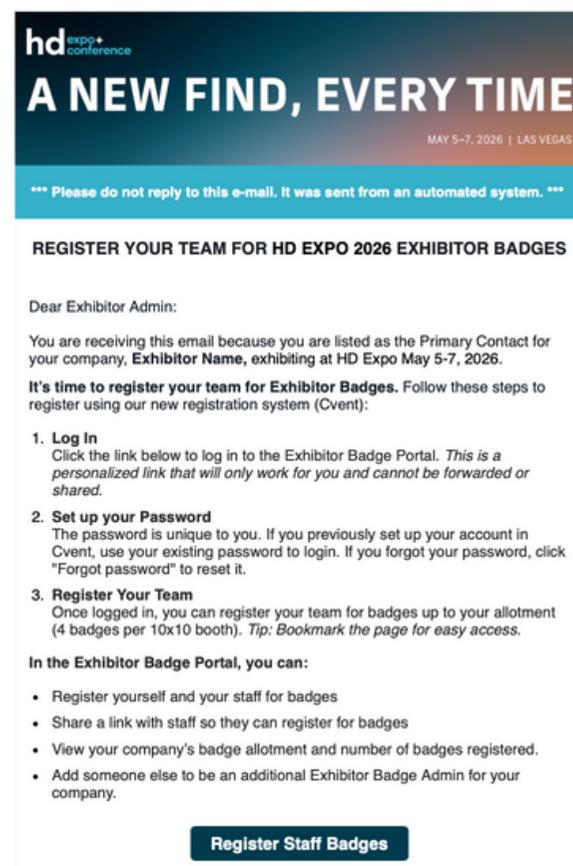
Using Cvent: the NEW HD Expo Registration Platform

Registering for HD Expo

Upon booking your booth for the upcoming show, the primary contact for your account will receive an automated email, pictured below, from HDExpoShowTeam@hdexpo.com.

Click the "Register Staff Badges" button to access registration.

Only the primary contact will receive this email. To resend or change the recipient, contact your Customer Success Manager.



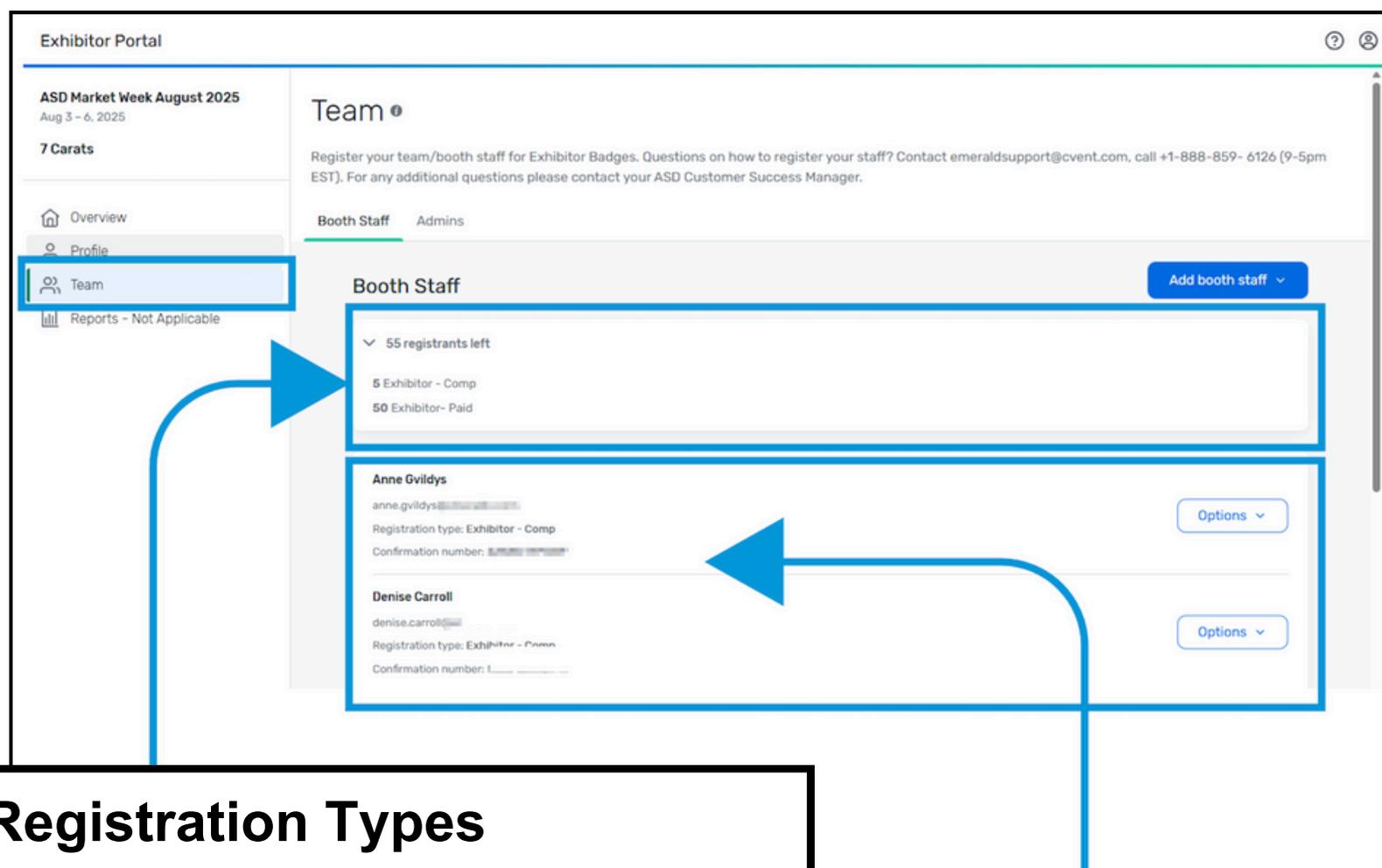
There are many facets of the Cvent Exhibitor Registration Portal that HD Expo is not utilizing. These instructions focus solely on the areas exhibitors need to register for the show. Information entered in any other area of the Cvent portal will not be used by HD Expo.

Create a Password for Your Account

Upon following the link in the email, you will be brought to the Exhibitor Registration Portal to create your password.

Accessing Your Company Registration

Click the Team tab on the left hand side of the Exhibitor Portal.



Registration Types

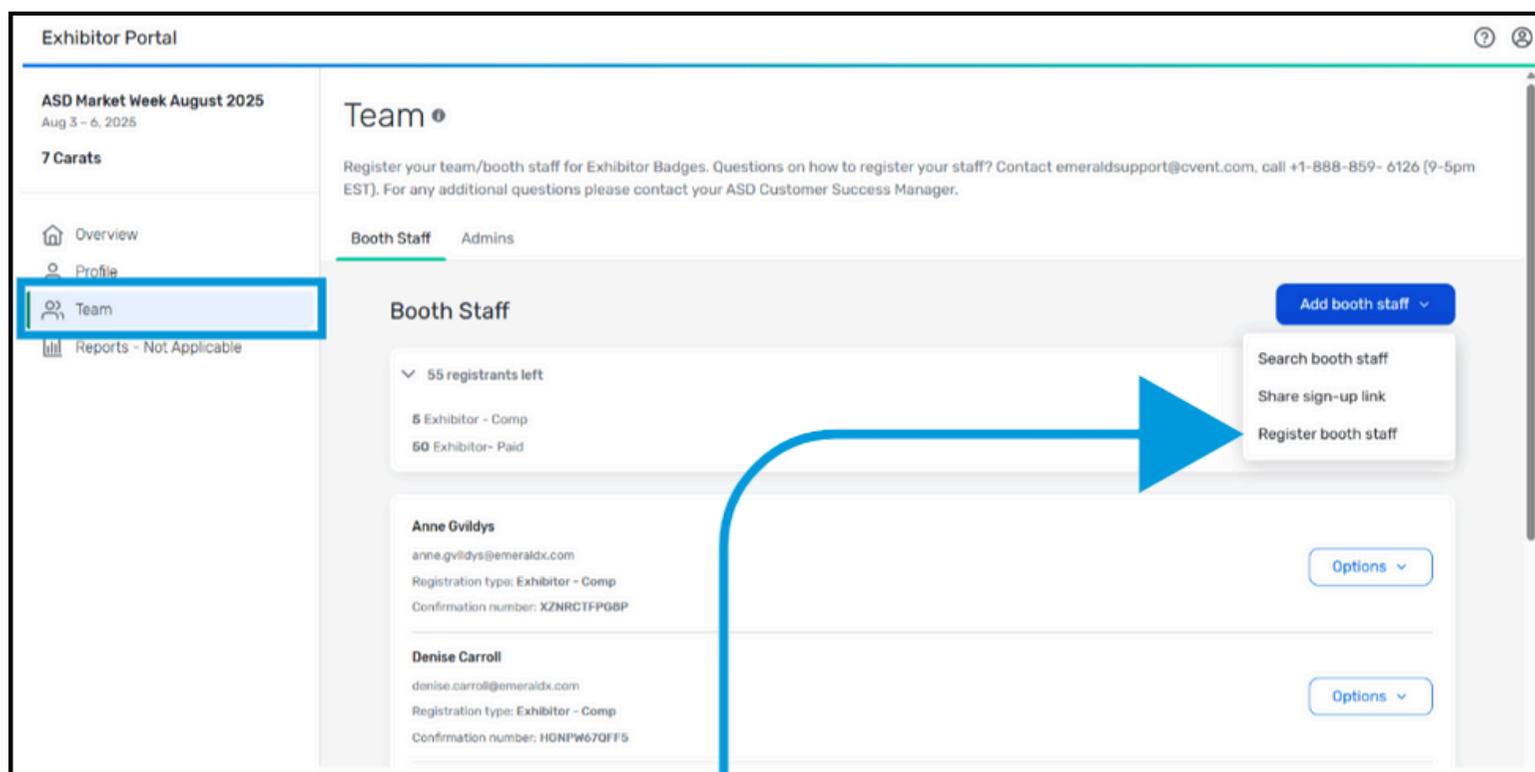
- Exhibitor - Comp: your free allotment of badges.
- Exhibitor - Paid: additional badges for purchase beyond your allotment.
- Total available registrations remaining.

Registered Staff

Summary of your company's registered staff members

Registering Staff

To register booth staff select Add Booth Staff from the Team page on the Cvent Exhibitor Registration Portal.



Select How You Are Registering Your Staff

- *Share sign-up link* will generate a link that you can share with your team to register on their own.
- *Register booth staff* will bring you to the registration portal to register yourself or the entire team.

After selecting how you will register your staff, a pop up will ask what type of registration you would like to use (comp or paid). It will then open a new window with the registration form. You can not switch between comp/paid in the registration form, you must go back to the Team Portal to do so. If using a shared link, you must generate a new link.

Registration Form

Complete all required fields throughout the registration form.

The registration form consists of three steps: 1. Personal Information, 2. Opt-In/Privacy Policy, and 3. Registration Summary.

Step 1: Personal Information
Fill out the information below, then click Next to continue.

- * First Name: test
- * Last Name: test
- * Email Address: [redacted]
- * Re-enter Email Address: [redacted]
- * Company: test

Work Address

- * Country/Region: United States
- * State/Province: Connecticut
- * City: test

Mobile
333-333-3333

Step 2: Terms and Conditions

- * I acknowledge that registrant must be 16 years old or above to attend event. No one under the age of 16 will be allowed to enter show floor. IDs will be checked onsite. I agree
- * I have read and fully agree to the [Terms & Conditions](#) of the ASD Market Week Show Policies. I agree
- * I agree to the Emerald [Privacy Policy](#). I agree

Buttons: Previous, Cancel, Next

Callout Box: Already registered?
Enter your confirmation number or return to the event website to register.

- * Email Address: [redacted]
- * Confirmation Number: [redacted]

Buttons: Log in, Next

Unique Email Address Required

Unique email addresses are required for each individual registering for HD Expo. If the email address you entered has already been used, you will receive the displayed message. Reach out to your Customer Success Manager for assistance on how to proceed.

Registration Form

Complete all required fields throughout the registration form.

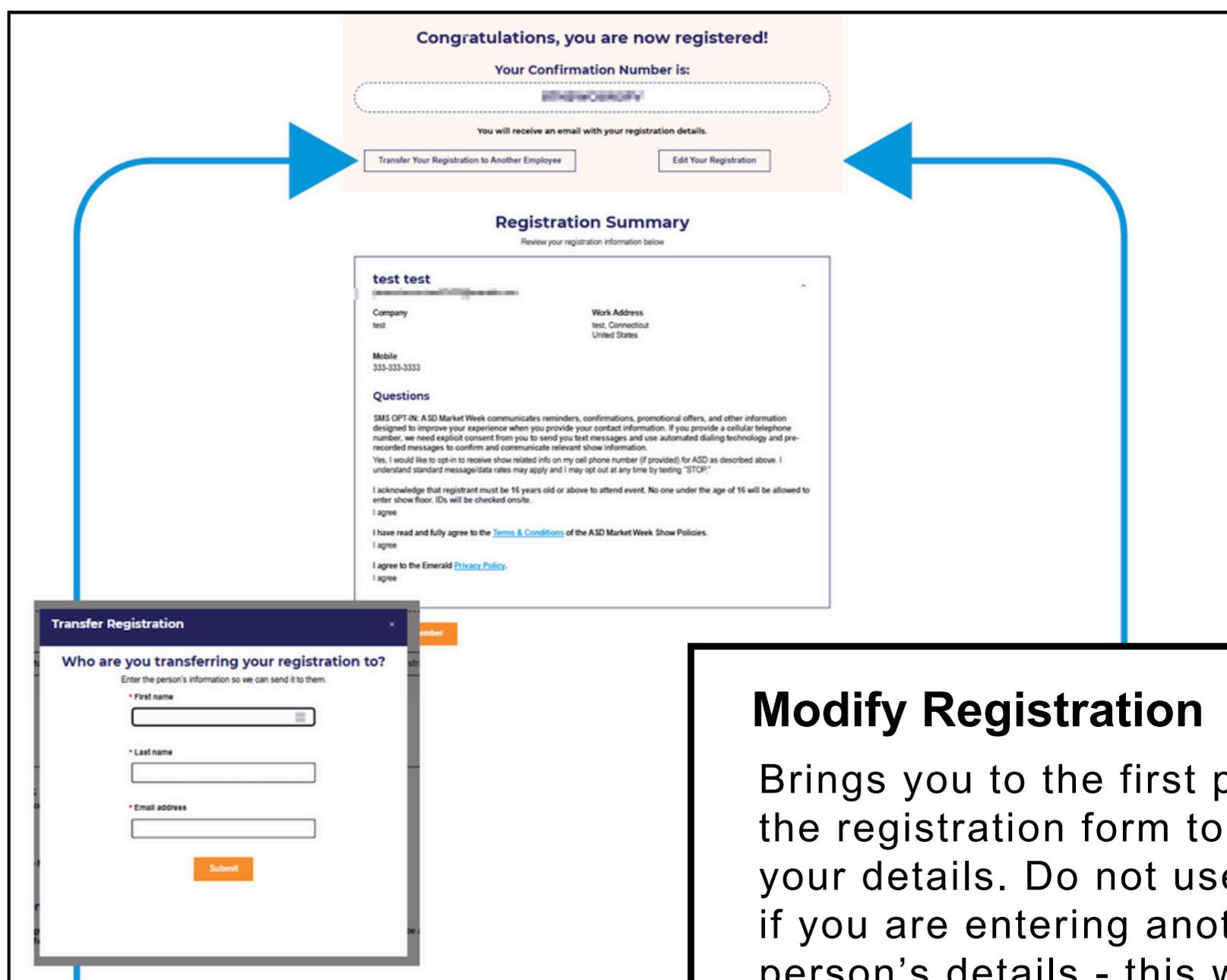
Registration For Additional Staff

Follow either button to register additional staff members. You will then be brought to the beginning of the registration form to register additional team members.

Your Registration is not complete until you see this confirmation screen. If you exit the registration form prior to receiving this screen, none of your information will be saved.

Adjusting Registration from Confirmation Page

From the Confirmation Page you can transfer your registration to another staff member or make changes to your existing registration.



Transfer Registration

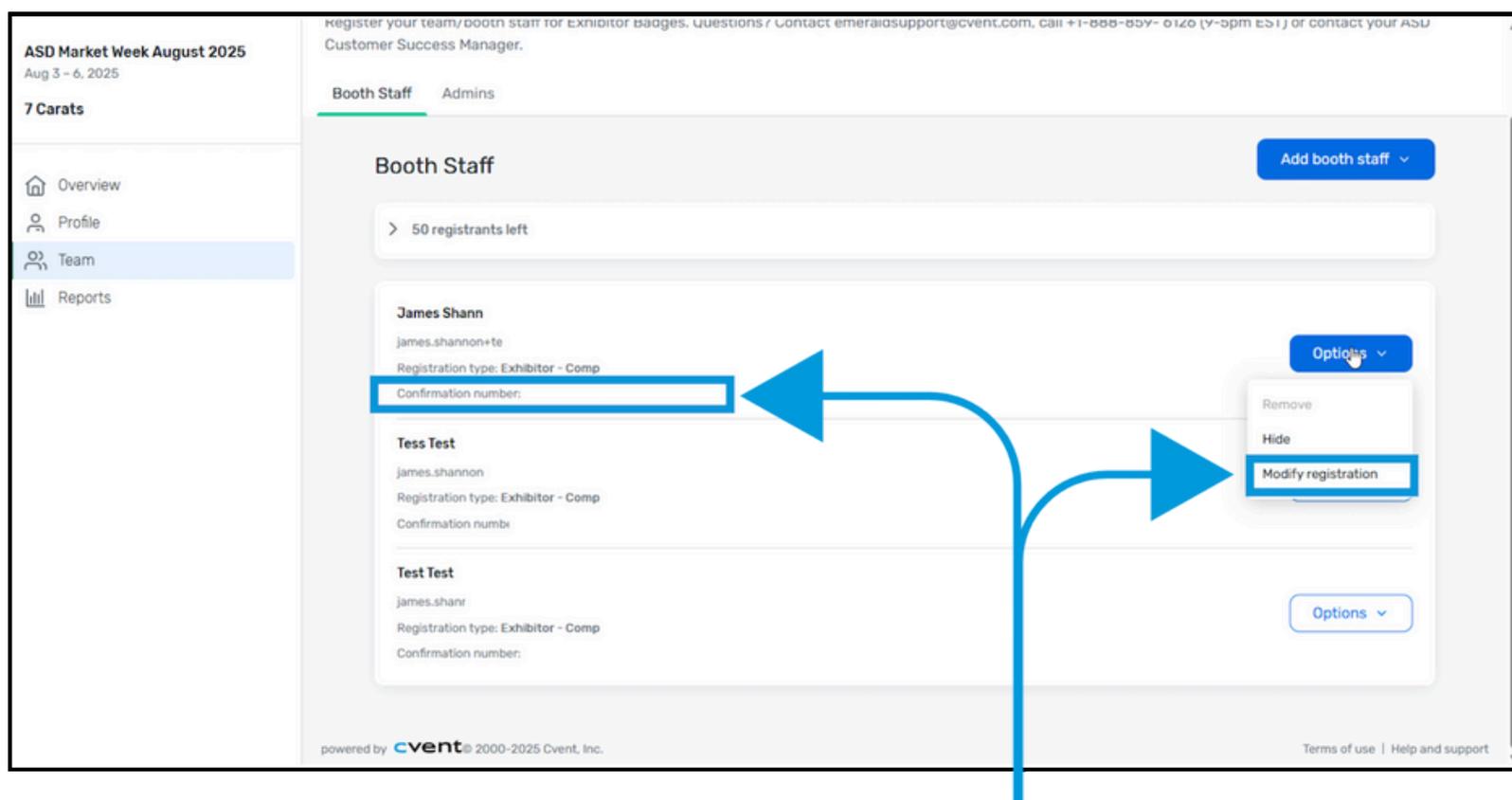
Follow the prompt to transfer your exhibitor registration to another staff member.

Modify Registration

Brings you to the first page of the registration form to edit your details. Do not use this if you are entering another person's details - this will impact your team's access to the mobile app. If sending to another team member use the Transfer feature.

Modifying Existing Registrations

From the Team page on the Cvent Exhibitor Portal you can modify existing staff registrations.



Modify Registration

Copy or record the Confirmation Number associated with the staff member you are modifying, then select Option and Modify Registration. This will open the Exhibitor Registration form in a new window, where you will enter the Confirmation Number to proceed.

Do not exit the Confirmation Number pop-up on the registration form. This will bring you to the buyer registration flow. You will not be able to access the exhibitor tools in the Mobile App or the show floor, during set-up, with a buyer registration type.

Additional Support

As we adjust to this new registration program, we're here to support you and your team with any registration inquiries. Below you'll find contact information for additional support.

Modify Registration

Email: emeraldsupport@cvent.com

Phone: (883) 859-6126

Available 9AM - 5PM EST

Customer Success Manager

Nicole Panzeca

Email: nicole.panzeca@emeraldx.com

Phone: 513-964-1789