

# UNLIMITED Complimentary Visitor Registration

Reward your customers AND gain free exposure for your business with our free customer registration program. You can share customized e-invites or printed paper forms with ANYONE who may be interested in coming to see you at the show!

EMAIL [REGISTRATION@MPLTD.CA](mailto:REGISTRATION@MPLTD.CA) WITH:

- E-INVITE and/or PAPER forms
- Company name (as you would like it to appear) OR logo (jpg)
- For paper forms, indicate quantity as well as address and contact name.

## **OPTION A: E-INVITES**

We will send you a customized email invite with a direct link to our secure registration site, with a promo code for free registration. Share the email your customers and encourage them to pass it on!

## **OPTION B: PAPER FORMS**

We will mail you customized, complimentary registration forms to circulate to customers, colleagues, friends and family, so they can register for free online or by mailing in the form.

## ***MAKE THE MOST OF COMPLIMENTARY REGISTRATIONS:***

**Encourage customers to share the promo code with their colleagues, friends and family for unlimited free registrations! This will get your company name in front of lots of new potential customers. Plus:**

- Have your sales team send out the e-invite or paper forms to leads & existing customers.
- Place paper forms in a high traffic area – i.e. your service desk or reception area.
- Attach the e-invite or paper forms to your quotes, invoices or follow-up messages.
- **Include your promo code on your social media sites, on your website, or in your newsletter.**

## ***IMPORTANT NOTES:***

- **REPORT** available after the show - Discover how many times your promo code was used, and which customers took advantage of your offer! Contact [registration@mpltd.ca](mailto:registration@mpltd.ca) to request your report.
- The e-invites and paper forms can be used by anyone, but are not for registering staff working in your booth. **Register your booth staff using the link in the Exhibitor Manual.**
- When time permits, pre-registered visitors will receive their badge in the mail; otherwise they can pick it up in person at the event. Show badges are valid for all show days.