



INDUSTRY AFFILIATE PASS INFORMATION

Invite your top prospects and customers to see you at E3 June 14-16, 2016

As an Exhibitor at E3 2016, you have the unique opportunity to provide your top clients in the industry with COMPLIMENTARY admission to the E3 exhibit halls. Invite your most valuable customers to visit your booth at the industry's most important event!

All Exhibitors are entitled to 10 Industry Affiliate Passes per 100 square feet of booth space. There is a maximum of 500 passes allotted,

You have the ability to issue your Industry Affiliate Passes via email from your company's online Exhibitor Registration Exhibitor Portal. Each qualified invitee will receive a complimentary three-day exhibit floor pass.

Please note: E3 is a trade event, and Industry Affiliate Passes should be distributed only to your clients who are members of interactive entertainment industry. Keep in mind that each invitee will be required to submit two forms of industry ID in order to document their position within the Interactive Entertainment Industry. Show Management will issue a confirmation to your guest when their registration has been finalized. Registrants should print the confirmation and bring it with them to the Los Angeles Convention Center where their barcode will be scanned and they will receive their printed badge and badge holder. Confirmation barcodes can also be scanned from mobile devices.

Do NOT issue an Industry Affiliate Pass to:

- ◆ Minors under the age of 17
- ◆ Booth staff
- ◆ Anyone who is not a member of the interactive entertainment industry

We urge you to issue your Industry Affiliate Passes early so that recipients will have adequate time to pre-register for the event. If they choose NOT to register in advance, your guests should print their Industry Affiliate Pass email and bring it with them along with their industry credentials to the LACC Attendee Self-Registration Registration counters, located in the South Hall Lobby of the Los Angeles Convention Center. If your guests plan to register onsite and arrive at the show without their industry ID, payment will be required.

E3 2016 Industry Affiliate Pass Policies:

- ◆ Industry Affiliate Passes should not be used to register booth personnel.
- ◆ E3 is a trade-only event; therefore, Industry Affiliate Passes should be used exclusively to invite guests from the industry, not the general public.
- ◆ Industry Affiliate Passes are for guests age 17 and over.
- ◆ All guests who intend to use an Industry Affiliate Pass issued by an E3 Exhibitor and do not register in advance, must print their Industry Affiliate Pass email and bring it along with their industry credentials with them to register onsite in the South Hall Lobby of the Los Angeles Convention Center. Photo ID will be checked on-site.