



EXHIBITOR REGISTRATION INFORMATION

E3 Registration for Booth Personnel is available online through the E3 website www.E3Expo.com.

The E3 Exhibitor Registration site will allow you to continuously manage your allotment, and your staff list will always be available for you to review and make changes.

Exhibitor badges will NOT be mailed pre-show. All Exhibitor staff badges can be picked up at any badge pickup counter on both the South and West side of the Los Angeles Convention Center. Exhibitor badges can also be picked up in Exhibitor Registration located in Kentia Foyer on the South side of the Los Angeles Convention Center. Onsite Registration opens Sunday, June 11 at 1pm.

Who should receive an Exhibitor Badge?

Exhibitor Badges should be used only for personnel who will staff your booth during show days. Exhibitors can pick up their Exhibitor badges onsite beginning Sunday June 11 at 1 pm. Exhibitors requiring access to the show floor before this time should pick up a wristband at any one of the E3 Security offices located on both the South and West side of the Los Angeles Convention Center.

Do not register non-employees and clients as booth staff. Providing non-employees or clients with exhibitor badges allows them access to the show during set-up and tear down as well as during non-show hours. In turn, this creates both security and safety issues for your exhibit space as well as other exhibitors. Your company will be responsible for the actions of all persons included on your exhibitor registration list. ***DO NOT INCLUDE CHILDREN UNDER THE AGE OF 17 ON THIS LIST, AS THEY WILL NOT BE ALLOWED TO PICK UP AN E3 BADGE ONSITE.***

Non-employees should be registered as general attendees via the E3 website www.E3Expo.com.

Your important clients should be issued Industry Affiliate Passes via email from your company's exhibitor online Dashboard. Industry Affiliate invitations 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. Each qualified invitee will receive a complimentary three-day pass.

All Exhibitors should be prepared to provide proper **company** ID when collecting their badge at badge pickup counters. If you have questions concerning Exhibitor registration, please contact [Stephen Galeotalanza](mailto:Stephen.Galeotalanza@irl-events.com) at sgaleotalanza@irl-events.com.

EXHIBITOR REGISTRATION INFORMATION (cont'd)



How does our company receive our Exhibitor Badges?

Exhibitor badges will NOT be mailed pre-show. Exhibitor staff badges can be picked up at any badge pickup counter on both the South and West side of the Los Angeles Convention Center. Exhibitor badges can also be picked up in Exhibitor Registration located in Kentia Foyer on the South side of the Los Angeles Convention Center. A government-issued photo ID will be required for badge pickup. Exhibitor badges will be printed with the name of the company as stated on the Exhibit Space Contract. Exhibitor badges will **NOT** be issued to Exhibitor staff from Exhibiting companies who have failed to file their liability insurance certificate with Show Management.

What if our Exhibitor badge list is not complete prior to the Show Dates?

If you would like to make additions to your Exhibitor badge list, you may do so throughout the event by logging onto the E3 website, www.e3expo.com.

How many Exhibitor Badges are allotted to our company?

Your company's badge allotments are listed on your Exhibitor Registration Dashboard. The number of Exhibitor badges allotted to your company is based on your booth's square footage. Four Exhibitor badges are allotted per 100 square feet of exhibit space with a maximum of 600 Exhibitor Staff Badges. The badge allotment table is listed below:

SQUARE FEET	# of BADGES
100	4
200	8
400	16
600	24
800	32
1000	40
1200	48
1500	60
3000	120
5000	200
10,000	400
12,000	480
15,000	600

If our booth staff changes daily, can our staff share badges?

All E3 badges, exhibitor and attendee, are not transferable and *badge swapping or badge sharing is strictly prohibited*. Show Management continuously monitors the transfer of badges and any person found using another person's badge will have their badge confiscated and will be asked to leave the premises. In order to avoid this frustrating consequence, please make certain that your employees and booth staff are aware of this policy.



EXHIBITOR REGISTRATION INFORMATION (cont'd)

We are an international exhibitor; how do we request Visa Letters?

Please contact [Mariella Ley](#) or [Alida Roberts](#) to request your visa letter(s). Exhibitor visa letters are issued only to the booth staff of a contracted E3 exhibiting company. The number of visa letters is limited to the exhibiting company's badge allotment. (For example: if your company's allotment is ten exhibitor badges, you can request ten Visa Letters). When requesting a Visa Letter please include the following information for each person:

Name:

Date of Birth:

Gender:

Passport Number:

Company Name: *The company name must be the name that appears on the signed Exhibitor Contract.*

Address: *The address provided should be the same as the company address that appears on the signed Exhibitor Contract.*

Telephone: *The company telephone number should be the same as the company phone number that is provided on the signed Exhibitor Contract.*

How will our company's Exhibitor-Appointed Contractors (EACs) gain access to the Los Angeles Convention Center?

All EAC workers will be issued EAC wristbands for Move-In and Move-Out. Exhibitors should NOT order Exhibitor or Attendee badges for EAC personnel; as they will not be allowed access to the show floor with these badges. EAC workers must display the official EAC wristband in order to enter the show floor daily. Workers can pickup their wristbands daily at security desks located in both the South and West Hall Lobbies. Security desks will be open from June 3, 2017 through June 19, 2017.

The following forms must be submitted to Show Management before any EAC wristbands will be distributed onsite:

- Notice of Intent to use an EAC to GES (provided in the GES Section of the Exhibitor Manual)
- Notice of Intent to use an EAC to Show Management (provided in the Booth Construction & Set-Up Section of the Exhibitor Manual)
- EAC Contractor Information Form (provided in the Booth Construction & Set-Up Section of the Exhibitor Manual)
- An original Certificate of Insurance from both the EAC and the exhibiting company.

If you have any questions concerning this policy, please contact the E3 Exhibitor Hotline at 508-834-6201

Does our company have the opportunity to invite our important clients to E3?

All exhibiting companies are entitled to 8 Industry Affiliate Passes per 100 square feet of booth space. There is a maximum of 400 passes allotted.

You will have the ability to issue your important clients Industry Affiliate Passes via email from your company's exhibitor registration Dashboard. Each qualified invitee will receive a complimentary three-day exhibit floor pass. Please note: 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.





EXHIBITOR REGISTRATION INFORMATION (cont'd)

Does our company have the opportunity to invite our important clients to E3? (continued)

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 or if their credentials are not acceptable, payment will be required. Please refer to the industry Affiliate Pass Information in the **Registration Section** of the Exhibitor Manual.

Our company uses children to demonstrate our products at E3. How will they receive badges?

E3 strongly discourages anyone under 17 on the exhibit hall floor. If you have minors under the age of 17 demonstrating products in your booth, then you must obtain prior approval from Show Management. Upon approval, each minor will receive a special Underage badge. All underage badge requests must be submitted to Stephen Galeotalanza (sgaleotalanza@irl-events.com) prior to show dates. Only a limited number of Underage Badges will be available and Show Management reserves the right to refuse admission to underage attendees.

Can Meetings Be Held in our Booth Pre- or Post Show Hours?

For security and safety reasons, unauthorized personnel and/or events will not be permitted on the show floor before show hours. For after hour events, please complete and submit the After-Hours Reception/ Special Events Form located in the **Show Information and Forms Section** of the Exhibitor Manual.