



INDUSTRY AFFILIATE (GUEST) PASS INFORMATION

Industry Affiliate (Guest) Passes

Invite your top prospects and customers to see you at E3 June 9-11, 2020

As an Exhibitor at E3 2020, you have the unique opportunity to provide your top clients in the industry with COMPLIMENTARY admission to E3. Invite your most valuable customers to visit you at the industry's most important event!

All Exhibitors are entitled to 8 Industry Affiliate (Guest) Passes per 100 square feet of booth space. There is a maximum of 400 passes allotted.

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

We urge you to issue your Industry Affiliate (Guest) Passes early so that recipients will have adequate time to pre-register for the event.

Do NOT issue an Industry Affiliate (Guest) Pass to:

Minors under the age of 17

Booth staff

Anyone who is not a member of the interactive entertainment industry