

## Exhibitor Registration Information

Exhibitor Online registration opens January 27, 2026.

Save time by registering for Exhibitor badges in advance. There are two ways of registering:

1. Register online by logging into your Exhibitor Dashboard and clicking on Registration and Housing. For help logging into the Exhibitor Portal email [debbie@iwfatlanta.com](mailto:debbie@iwfatlanta.com). Add names to be registered and assign hotel rooms if needed.
2. Fill out the following form for your company's badges. If you wish to have your badges mailed to you before the show, you must complete the exhibitor badge registration form by July 8, 2026.

Exhibitors (Housing and Registration Manager Only) can access their Registration and Housing portal from their [Exhibitor Resource Center](#).

Need help using the Registration and Housing portal? [ExhibitorServices@iwfatlanta.com](mailto:ExhibitorServices@iwfatlanta.com) contact for assistance.

Need assistance with registration or housing? Maritz Global Events Customer Contact info for IWF participants:

- Exhibitor: [iwf.exhibitor@maritz.com](mailto:iwf.exhibitor@maritz.com)
- Phone: (864)-641-1550

### Onsite Pre-Registered Exhibitor Badge Pick-Up International Blvd

Pre-Registered Exhibitors can pick up their badges in the International Entrance Lobby between buildings A & B. (**PRE-REGISTERED PICK-UP ONLY**) Exhibitor and Qualified Distributor Badge new registrations must go to one of the designated desks in the Main Registration areas in

Building A and C Lobby.

Sunday August 23<sup>rd</sup> from 12:00 pm – 4:30pm

Monday August 24<sup>th</sup> from 7:30 – 4:30

### Onsite Exhibitor Registration Hours

Monday, August 24 – Thursday, August 27– 7:30 am – 4:30 pm

Friday, August 28 – 7:30 am – 1:30 pm.

**Exhibitor Deadlines:**

Early Names Due for drawing for perks: April 20, 2026

Final Names Due for names assigned to blocked rooms: June 22, 2026

Last day to choose “Mailing” on badge delivery in portal - July 8, 2026

Last day to register or change badge names online if “Mail badges” was chosen during registration: July 8, 2026

Badges begin mailing on July 13, 2026. End July 15, 2026.

Housing closes: July 24, 2025.

Exhibitor badge names can be changed/substituted if badges have not been printed.

Otherwise, badge must be turned in to change the name.

**Qualified Distributor Program**

The IWF Qualified Distributor Program will once again be in place for distributors attending IWF 2026. Distributors who wish to participate MUST contact their exhibiting supplier(s) for an invitation before registering.

[Learn about IWF 2026 Qualified Distributor Program](#)

**Guest Passes**

In addition to the complimentary exhibitor badges for booth personnel, every contracted exhibitor will receive complimentary customer guest passes according to the following schedule. Additional guest passes will be available for purchase for \$5.00 each.

Size of Booth (sq. ft.)	Number of Guest Passes per booth
100-500	15
501-999	25
1,000-2,999	50
3,000-9,999	100
>10,000	200

**Beware of Housing Pirates**

Maritz Global Events is the only official housing partner for IWF. Housing companies contacting you pretending or implying to represent IWF with “too good to be true” deals may not be legitimate and/or may carry hidden risks and fees. Please see this [limited list of unauthorized housing companies.](#)

## Important Information Regarding Exhibitor Badges and Registering Using This Form

### Allotment

As a contracted exhibiting company you are allotted a certain number of complimentary Exhibitor Badges based on the square footage of your exhibit space: 6 badges for the first 100 square feet plus 1 badge for each additional 100 square feet. For example:

100 square feet .....	6 badges	600 square feet.....	11 badges
200 square feet .....	7 badges	700 square feet.....	12 badges
300 square feet .....	8 badges	800 square feet.....	13 badges
400 square feet .....	9 badges	900 square feet.....	14 badges
500 square feet .....	10 badges	1000 square feet.....	15 badges

Badges over your complimentary allotment will cost \$50.00 per badge.

You can request your badges be mailed to you OR you can pick up your badges onsite at the show. Badges are mailed mid-July 2026 in bulk to the contact person on the online or printed order form. Onsite registration for exhibitors is free as long as there are badges remaining in your allotment.

For security and liability reasons, exhibitor badges are produced showing only first and last name, city and state as indicated on the Exhibitor Registration Form, and the company name which appears on the IWF 2026 exhibit space contract. Exhibiting personnel may complete their full mailing information on site at Exhibitor Registration if they need a lead inquiry enabled badge. There is no charge for this service.

### Changes, Additions and Replacements

You can make changes to badges online by logging-in to your Exhibitor Resource Center at [www.iwfatlanta.com](http://www.iwfatlanta.com) or by email to [iwf.exhibitor@maritz.com](mailto:iwf.exhibitor@maritz.com). Include the contact name, company name, booth number, and mailing address as it is shown on the Exhibitor Registration Form with a list of names of those personnel requiring exhibitor badges. At the top of the page indicate in large bold letters the word "NEW". (Only the designated Registration & Housing contact can access the online registration portal.)

If you have chosen to have your badges mailed, you must make all changes prior to July 8, 2026. After that, you must make changes onsite. After badges have been printed, you must make name changes, corrections or register additional personnel at Exhibitor Registration when you arrive at IWF 2026. **You will need to bring the incorrect badge for a replacement badge to be generated.**

### Who should you register for Exhibitor Badges?

Exhibitor badges should be ordered for individuals that will be staffing or working in your booth during show days. If you will be using models, demonstrators, interpreters, or other personnel from a temporary service provider during show days, you must order Exhibitor Badges for them. The security guards will not allow anyone on the exhibit floor without a badge, therefore you must make arrangements for the distribution of badges before the show opens.

### Who should you not register for Exhibitor Badges?

Do not register company employees, technicians or Exhibitor Appointed Contractor (EAC) who will only be setting up or dismantling your booth during days other than show days. These individuals must check in at the Exhibitor Appointed Contractor wristband desks for a wristband that will allow them access to the exhibit floor during the set-up and move-out days only. See Exhibitor Appointed Contractor Registration for instructions on registering your EAC company.

Do not use the Exhibitor Registration Form to order badges for your customers. Each contracted exhibiting company receives an allotment of free registration Guest Passes for your VIP customers. Additional guest pass registrations can be purchased from your Exhibitor Registration Portal for \$5.00 each.

**Do not use Exhibitor Registration for your Distributing Company employees.** IWF has a Qualified Distributor Program that allows nominated distributor companies to register their personnel for free and gives them the ability to purchase guest pass registrations at \$5.00 or \$10.00 each. Nominate your distributing companies using the "Invite Qualified Distributors" tab on your Exhibitor Registration Portal. All WIA member distributors are automatically approved for the program and should have received an invitation to participate in January 2026. If your distributor is a member of the association and did not receive an invitation, please have them contact Liz Hosp at [LCH@iwfatlanta.com](mailto:LCH@iwfatlanta.com).

# Exhibitor Badge Order Form

Register by logging into your Exhibitor Resource Center and clicking on the Exhibitor Registration & Housing tile (designated Registration & Housing Contact only) OR fill out the form below. Please clearly print or type the names of all personnel designated to work in your booth during IWF 2026 in the spaces below. If you need to register more personnel than will fit on this form, please attach a separate sheet and include all information as shown below. Each badge will list the company name as shown on the space contract for IWF 2026. If any exhibiting personnel would like lead inquiry capabilities, they may complete their information by registering for Exhibitor Badges on site at Exhibitor Registration.

Exhibiting Company Name \_\_\_\_\_ Booth # \_\_\_\_\_  
(Company name can only be 30 characters long. Abbreviate when necessary.)

First and Last Name	City / State
1. _____	_____
2. _____	_____
3. _____	_____
4. _____	_____
5. _____	_____
6. _____	_____
7. _____	_____
8. _____	_____
9. _____	_____
10. _____	_____
11. _____	_____
12. _____	_____
13. _____	_____
14. _____	_____
15. _____	_____
16. _____	_____

**Badges over the allotted amount:**

Number of additional badges \_\_\_\_\_ x \$50.00 = \$\_\_\_\_\_ Total Amount Due.

*Due to CPI rules, credit card information cannot be collected on this form. Request for online payment will be emailed to you.*

**Important: Exhibitor badges ordered after July 8, 2026 must be picked-up onsite. No one under the age of 16 will be permitted on the show floor.**

- Badges will be mailed in bulk to:**
- I will pick up our badges in bulk onsite:** \_\_\_\_\_
- Each registrant will pick up their own badge onsite**

Company _____	Contact _____
Address _____	Title _____
City _____	Phone _____
State _____ Zip _____	Fax _____
Country _____	Email _____

**Register online via your ERC at [www.iwfatlanta.com](http://www.iwfatlanta.com) or Return Form by Email or Mail to:**

Email: [iwf.exhibitor@maritz.com](mailto:iwf.exhibitor@maritz.com) Mail: IWF 2026  
c/o Maritz  
5202 President's Court,  
Suite G100  
Frederick, MD 21705-4088

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