



### **VIP Pass – Registration Instructions**

Invite your customers and prospects to attend BUILD25 for FREE!

Your guests can redeem this free pass by visiting - [BUILD25 - AWCI's Convention + Expo](#) and entering the promo code: **VIP25**

In order for your guest to redeem their VIP trade show pass, **they must register by Tuesday, April 1, 2025**. Your customers and prospects will NOT be able to register for the VIP pass onsite. After the cut-off date, the cost for a two-day trade show pass will be \$289.

***This VIP pass may not be used for Exhibitor  
Personnel of exhibiting companies!***

***If your staff is registered using this pass, their  
registration will be automatically cancelled!***