



## FREQUENTLY ASKED QUESTIONS:

### **How does the registration process work?**

We know how much you value the relationships with your clients and our goal is to make registration secure and efficient. We also want to make sure we obtain the information you need to follow up with your customers and hopefully make a sale. We hire non-industry people to work registration at the show. At no point do other distributors or suppliers have access to the end user registration list. When a distributor registers online, they can manually register or invite their clients. Distributors can also request a custom registration link for each show to give their customers. If your clients register in advance they will be associated with your company from that point forward. They will receive a confirmation email and their badge will be pre-printed and ready to pick up at the show. If your clients have not pre-registered, then we will get their information and register them onsite under the distributor who they say invited them.

### **How can I find out who has pre-registered as my guests?**

We will send all distributors a list of their pre-registered periodically or upon request leading up to the show.

### **Do I need to pre-register?**

Yes, you can register on our website.

**Do my customers need to bring bags?**

No, we will furnish bags. We will also give each end-user instructions on what information to get about products they are interested in.

**How do I find out about items that my customers are interested in?**

The best way is to follow up with your customers right after the show and ask them. PPAMS registration staff will ask if your customers would like a clipboard and form to make notes on the products they're interested in. Most clients these days use their mobile devices to take pictures, but we will instruct them to get the supplier and item number. Clients can give the sheets directly to their distributors or turn them in to the registration desk. Suppliers will also sometimes use lead sheets that will be collected and sent to distributors after the show.

**Do I need to walk with my customers on the show floor?**

It's great if you can, but we understand that you may have several customers at one time and you need to be available. Between the notebooks and lead sheets, we hope that we have a system in place for you to receive leads even if you can't escort your customer.

**What if one of my customers is also invited by another distributor?**

Chances are many people have more than one source for promotional products. You need to make sure that your customers know that you have invited them to this event. If they register onsite, end-users will be asked who invited them to the show and that individual is who pays the fee and gets the any leads collected from suppliers or PPAMS.

**Will my customers see pricing information?**

No. We forbid suppliers to have anything in their booth that includes non-coded pricing and contact information. Volunteers from the PPAMS Board of Directors walk the show floor before it opens to scrutinize what is in each supplier's booth. If you see inappropriate information being distributed, please report it immediately to show management.

**Is there a chance my customer will try to place an order directly with a supplier?**

In our show environment, suppliers are held to a Code of Conduct that prohibits them from exchanging contact information and/or accepting orders from end-users. Please inform show management of any inappropriate conduct on the show floor. The situation will be addressed immediately and turned over to the PPAMS Board of Directors for review.

FOR MORE INFORMATION:

616-469-4040 phone • [rocky@ppams.com](mailto:rocky@ppams.com) [www.ppams.com](http://www.ppams.com)