

## EDUCAUSE Annual Conference 2021

### Exhibitor Registration Overview and Common Registration Scenarios

As the primary logistics contact designated to coordinate your company's participation at this year's EDUCAUSE Annual Conference, you play an important role in managing your staff registration and housing.

To help you do so, we've put together the following step-by-step guide based on some common registration scenarios that you may encounter.

**Please note: If you plan to attend this year's event, you will need to complete your own event registration. Primary logistics contacts are not automatically registered.**

### The Basics

- You should have received an email from EDUCAUSE staff with a unique link to your company's [Exhibitor eConsole](#) for accessing the Maritz Registration Dashboard, which is where you will manage your staff registration and housing.
- When you first log in to your Maritz Registration Dashboard, you will need to select one of the following options to indicate your hotel needs:
  - "Individual Reservations" if you are booking 9 rooms or less or don't need a hotel room block.
  - "Group Room Block" if you want to request a block of hotel rooms (10-room minimum; your block must be managed by you, the primary logistics contact).
  - **Reminder:** If you request a room block, each individual—whether attending as booth staff or for professional development—will only be presented with rooms within your organization's block during registration. **This means rooms could be reserved by staff who are not working the event before your booth staff have had a chance to register, and you could run out of rooms for your booth staff.** Please keep this in mind when requesting the quantity of rooms required. **Learn more about [Housing here](#).**

- When adding personnel to the Maritz Registration Dashboard (found in your [Exhibitor eConsole](#)), you only need to designate a registration type for those who are part of your **complimentary exhibit staff allotment**. You will not designate a registration type for any other registration types.
- You will need to send unique registration invites to your personnel from the Maritz Registration Dashboard, so they can complete their own event registration. Everyone attending must complete their own event registration and will be prompted to log in or create an [EDUCAUSE Profile](#) before doing so.
- As the primary logistics (booth) contact, you can pay for additional exhibit staff or exhibitor full conference registrations, as well as provide a credit card guarantee, for any hotel rooms *from* the Maritz Registration Dashboard.

## Your Exhibitor eConsole

Each exhibiting organization has a unique [Exhibitor eConsole](#) (password required) where you can access your staff registration and housing, along with other logistical details.

Within your Exhibitor eConsole, you will find the Maritz Registration Dashboard, which is where you will manage and monitor your staff registration and housing. **Below is an example of what your registration dashboard looks like.**

EDUCAUSE 2021 booths include **five complimentary exhibitor** registrations per 10'x10' of space. The number of complimentary exhibit staff registrations provided to your company will display in your dashboard (**outlined in red in the image below**).

### Dashboard

Welcome to your Dashboard for the EDUCAUSE Annual Conference 2021. From here you may manage your group and review financials.

Complimentary exhibitor badge registrations are determined based on your participation as communicated separately. Exhibitor badges beyond the allotted amount will cost \$119.00 for each additional registration.

Note: The complimentary exhibitor badge registration must be processed in advance by October 21, 2021 at 11:59 PM ET in order to receive important event information. Any exhibitor badge registration completed after this date and time will be charged at the \$119.00 rate, even if all of your allotment hasn't been used. Unfortunately, there are administrative costs to process these registrations after this date.

If purchasing a full conference registration, note that early-bird registration ends September 30, 2021. After this date the registration rate increases.

**Manage Group** Add/Edit Personnel →

Registration Type(s)	Allotment Total	Total Registered	Allotment Available
Exhibit Hall Staff	5	0	5

**Contact Profile** View →  
*Lexie Nevels*

[Click here to view Participant List](#)

**Group Financial Summary**

Registration Total	\$0.00
Room Total	\$0.00
Booking Total	\$0.00
Payments	\$0.00

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If your company has received **complimentary full conference** registrations as a benefit of other participation beyond your booth, **those will not display in your dashboard.**

Please refer to the email that you received from EDUCAUSE staff when your company secured an additional opportunity (i.e. a sponsorship or presentation), which includes a promo code that allows you to fulfill this benefit.

If you have questions regarding registration or housing or if you experience system difficulties, please contact Maritz Global Events (formerly Experient):

[educauseexh@maritz.com](mailto:educauseexh@maritz.com)

864-641-6856

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## Common Registration Scenarios

The following are common registration scenarios you may encounter for either:

- Individuals affiliated with your company
- Individuals affiliated with an institution

### Individuals Affiliated with Your Company

Individuals affiliated with your company may register as one of the following:

- Complimentary Booth Staff (no payment required)
- (Fee-Based) Additional Booth Staff
- Complimentary Full Conference (no payment required)
- (Fee-Based) Full Conference

### Complimentary Booth Staff (no payment required)

This option is recommended for anyone who will work your booth and who will use one of your complimentary exhibitor registrations. To add these individuals to your roster and send them a unique invite to register:

1. Log in to your [Exhibitor eConsole](#) to access the Maritz Registration Dashboard.
2. Select the “Exhibitor Registration and Housing” tile.
3. Click “Add/Edit Personnel” to add them to your group.

## Dashboard

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Contact Profile View →  
*Lexie Nevels*

Click here to view Participant List

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4. Insert their first name, last name, and email address (you must use either the email address associated with their EDUCAUSE Profile or an email that they can access to receive their unique invite).
5. Set "Have a promo code?" to "No."
6. Under "View Allotment Summary," click the "Please Select" button.

\* Indicates required fields.

\* First Name

Lois

\* Last Name

Lane

\* Email

zzllane2@test.comzz

▶ ✓ Have a promo code?

No

view Allotment Summary

Please Select ▶

Please select the registration type if you are assigning a complimentary staff badge.

Cancel

Add

7. In the pop-up window, click the radio button to designate them as "Exhibit Hall Staff."
8. Click "Continue."
9. Click "Add" to add them to your roster.

### Select a Registration Type

Exhibit Hall Staff - \$0.00

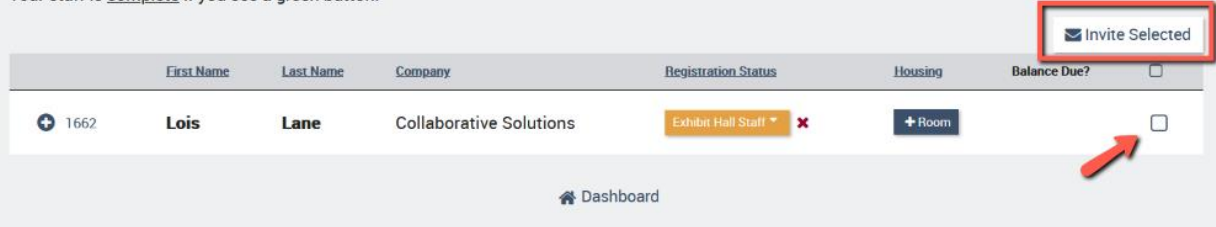
Should the person you are inviting receive one of your complimentary allotments? If so, please select "Exhibit Hall Staff" above. Anyone that does not have this selected will pay the \$119 staff badge fee or the appropriate fee for the badge type they select, even if you have badge allotment available. If you are applying a promo code please leave this blank.

Continue

10. If they have been added, you will see them on your roster when you scroll down to the bottom of this page.
11. Click the checkbox next to their name.
12. Select the "Invite Selected" button. This will send an email invitation to each staff member, asking them to register for the event.

**To help you understand if your staff is registered:**

Your staff is not registered if you see a blue "Update Invite Type" box. They either need to be invited or we are just waiting for your staff to complete. If you are assigning a **complimentary** "Exhibit Hall Staff" badge you must select that category for them. Otherwise, do not select a registration category and simply send their invite. If they are assigned a promo code, do not assign a registration category. Your staff is not yet complete if you see an orange button. Your staff is complete if you see a green button.



13. Each individual will receive an email invitation to complete their event registration. If they have been designated correctly, they will not be prompted for payment.
14. When they have completed their registration, the orange button in your dashboard (under Registration Status) will turn green.
15. If you would like to upload a group of names into your roster rather than adding each person individually, you may utilize the template provided under "Import Personnel" in step 3 above.

### **(Fee-Based) Additional Booth Staff**

This option is recommended for anyone who will work your booth but **will not** use one of your complimentary exhibitor registrations. To add these individuals to your roster and send them a unique invite to register:

1. Log in to your [Exhibitor eConsole](#) to access the Maritz Registration Dashboard.
2. Select the "Exhibitor Registration and Housing" tile.
3. Click "Add/Edit Personnel" to add them to your group.

## Dashboard

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Contact Profile View →  
*Lexie Nevels*

[Click here to view Participant List](#)

Group Financial Summary

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Payments	\$0.00

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4. Insert their first name, last name, and email address (you must use either the email address associated with their EDUCAUSE Profile or an email that they can access to receive their unique invite).
5. Set "Have a promo code?" to "No."
6. Under "View Allotment Summary," **do not click the "Please Select" button**, so these individuals are not designated as "Exhibit Hall Staff."

\* Indicates required fields.

\* First Name

Lois

\* Last Name

Lane

\* Email

zzllane2@test.comzz

▶ ✓ Have a promo code?

No

View Assignment Summary

Please select

Please select the registration type if you are assigning a complimentary staff badge.

Cancel

Add

7. Click "Add."
8. If they have been added, you will see them on your roster when you scroll down to the bottom of this page.
9. Click the checkbox next to their name.
10. Select the "Invite Selected" button. This will send an email invitation to each staff member, asking them to register for the event.

**To help you understand if your staff is registered:**

Your staff is not registered if you see a blue "Update Invite Type" box. They either need to be invited or we are just waiting for your staff to complete.

If you are assigning a **complimentary** "Exhibit Hall Staff" badge you must select that category for them. Otherwise, do not select a registration category and simply send their invite. If they are assigned a promo code, do not assign a registration category.

Your staff is not yet complete if you see an orange button.

Your staff is complete if you see a green button.

	First Name	Last Name	Company	Registration Status	Housing	Balance Due?	
1662	Lois	Lane	Collaborative Solutions	Exhibit Hall Staff ✖	+ Room		<input type="checkbox"/>

Invite Selected

Dashboard



11. When these individuals go to complete their registration, they will be prompted with registration options and should select “EP – Exhibit Hall Staff Paid.”

- I. If *they* are paying, they will be prompted for payment at the end of their registration.
- II. If *you* are paying, have them complete the registration all the way through until they get to the payment screen and then close out. You will be able to pay for their registration from your dashboard.

### Complimentary Full Conference (no payment required)

If your organization has secured an additional sponsorship and/or presentation opportunity beyond your booth, you may also have complimentary full conference registrations as part of your benefits, which can be used for either the online or both online and in-person experience. (Only booth staff badge allotments will display in your Maritz Registration Dashboard.)

EDUCAUSE staff will send your organization’s primary logistics contact a confirmation email when an opportunity has been secured. This email will include a promo code for the logistics contact to share with applicable personnel. These promo codes can be used by your company’s personnel or you may share them with your institutional clients or presenters.

Full conference registrations are recommended for anyone who would like to attend the event for professional development. To add these individuals to your roster and send them a unique invite to register:

- 1. Log in to your [Exhibitor eConsole](#) to access the Maritz Registration Dashboard.
- 2. Select the “Exhibitor Registration and Housing” tile.
- 3. Click “Add/Edit Personnel” to add them to your group.

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Contact Profile View →  
*Lexie Nevels*

[Click here to view Participant List](#)

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Registration Total	\$0.00
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4. Insert their first name, last name, and email address (you must use either the email address associated with their EDUCAUSE Profile or an email that they can access to receive their unique invite).
5. Set "Have a promo code?" to "Yes" and enter the promo code provided in your confirmation email from EDUCAUSE.

▼ Add New Person

Please complete the following fields.

\* Indicates required fields.

\* First Name

\* Last Name

\* Email

▶  Have a promo code?  
Yes

Promotional Code

- Under “View Allotment Summary,” **do not click the “Please Select” button**, so these individuals are not designated as *any* registration type.

\* Indicates required fields.

\* First Name

Lois

\* Last Name

Lane

\* Email

zzllane2@test.comzz

▶ ✓ Have a promo code?

No

View Allotment Summary

Please Select ▶

Please select the registration type if you are assigning a complimentary staff badge.

Cancel

Add

- Click “Add.”
- If they have been added, you will see them on your roster when you scroll down to the bottom of this page.
- Click the checkbox next to their name.
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First Name	Last Name	Company	Registration Status	Housing	Balance Due?	
1662	Lois	Lane	Collaborative Solutions	Exhibit Hall Staff	+ Room	<input type="checkbox"/>

11. When these individuals go to complete their registration, they will be prompted with registration options and should select **“Exhibitor Full Conference”** and **“Yes”** that they will attend the in-person event in Philadelphia. They will then add the applicable onsite experience to their online registration.
12. If the promo code has been applied correctly, they will not be prompted for payment.

## Registration

Please select your registration type.

		<b>Advance</b> Through Sept. 30	<b>Regular</b> Through Oct. 29
<input type="radio"/>	EP - Exhibit Hall Staff Paid (Member) <a href="#">+ More Info</a>	<b>\$119.00</b>	<i>\$119.00</i>
<input checked="" type="radio"/>	EFCO - Exhibitor Full Conference Online (Member) <a href="#">+ More Info</a>	<b>\$0.00</b> <del><i>\$499.00</i></del>	<i>\$0.00</i> <del><i>\$599.00</i></del>
<input checked="" type="checkbox"/> <b>Will you attend onsite in Philadelphia?</b> Yes			

## Conference Experience

	<a href="#">Exhibitor Full Conference In-Person Experience</a>	\$0.00 <del>\$200.00</del>	\$0.00 <del>\$200.00</del>
<a href="#">Add</a>	<a href="#">Exhibitor Wednesday Only In-Person Experience</a>	\$0.00 <del>\$50.00</del>	\$0.00 <del>\$50.00</del>
<a href="#">Add</a>	<a href="#">Exhibitor Thursday Only In-Person Experience</a>	\$0.00 <del>\$50.00</del>	\$0.00 <del>\$50.00</del>
<a href="#">Add</a>	<a href="#">Exhibitor Friday Only In-Person Experience</a>	\$0.00 <del>\$50.00</del>	\$0.00 <del>\$50.00</del>

Next →

### (Fee-Based) Full Conference

This option is recommended for anyone who would like to attend the event for professional development but will need to provide payment. (Only booth staff badge allotments will display in your Maritz Registration Dashboard.)

1. Log in to your [Exhibitor eConsole](#) to access the Maritz Registration Dashboard.
2. Select the “Exhibitor Registration and Housing” tile.
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\* Indicates required fields.

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\* Last Name

Lane

\* Email

zzllane2@test.comzz

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Please Select ▶

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Cancel

Add

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  - II. If *you* are paying, have them complete the registration all the way through until they get to the payment screen and then close out. You will be able to pay for their registration from your dashboard.

## Individuals Affiliated with an Institution

**If you are sharing one of your complimentary full conference registrations with an institutional client or presenter:**

- Include your promo code—provided in your confirmation email from EDUCAUSE staff when you secured your opportunity (i.e. a sponsorship or presentation)—and the link to [EDUCAUSE Annual Conference Registration](#) in your message, so invitees can register themselves as an attendee.
- Ask your invitees to enter the promo code at the beginning of their registration. This will \$0 their full conference, in-person registration fee.

Your invitees may redeem your promotional code during their event registration at any time. Please be sure to use all of your complimentary registrations, as they are non-refundable.

**If you are paying for an institutional client or presenter’s registration:**

- Include the link to [EDUCAUSE Annual Conference Registration](#) in your message, so invitees can register themselves as an attendee.

- Have them complete their registration all the way through until they get to the payment screen and then close out. Then, contact Maritz Global Events (formerly Experient) at 864-641-6856 to provide credit card payment for this registration over the phone.

**If you have purchased a registration bundle through our Corporate Give-Back opportunity to share with an institutional client or presenter:**

- Include your promo code—provided in your confirmation email from EDUCAUSE staff when you secured your opportunity—and the link to [EDUCAUSE Annual Conference Registration](#) in your message, so invitees can register themselves as an attendee.
- Ask your invitees to enter the promo code at the beginning of their registration. This will \$0 their full conference, in-person registration fee.

Your invitees may redeem your promotional code during their event registration at any time. Please be sure to use all of your complimentary registrations, as they are non-refundable.

## Important Reminders

- We highly recommend that all staff and presenters who are attending the event register as soon as possible and **no later than September 24** in order to receive necessary communications in advance of the event.
- **Complimentary exhibitor registrations must be processed in advance, by 11:59 p.m. ET on October 21.** Any exhibitor registrations completed after this date and time (including on-site registrations) will be charged \$119, even if your allotment hasn't been used. This includes additional exhibitor badges beyond the complimentary number. (There are administrative costs to process registrations after October 21.)
- In order to provide lower registration fees, **lunch will not be provided on-site** for any registration type. There are several local food outlets available nearby.
- We are unable to accommodate complimentary registrations over what was included with your purchased opportunity. You are welcome to register additional attendees at the [designated registration fee](#).
- To check the status of your staff's registrations, log in to your [Exhibitor eConsole](#) at any time and select the Exhibitor Registration and Housing tile. If you have [questions](#) regarding registration or housing or if you experience system difficulties, please contact Maritz Global Events (formerly Experient) by [email](#) or call 864-641-6856.