2023 EDUCAUSE Annual Conference: Step-by-Step Guide to Exhibitor Registration and Housing

EDUCAUSE 2023 primary logistics contacts are responsible for managing staff registration and housing for the event.

The following is a step-by-step guide to:

- Your Exhibitor eConsole and Maritz Registration Dashboard, including:
  - Details on logging into your Martiz Registration Dashboard for the first time
  - Housing information
- Common registration scenarios
- Important reminders

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.
Your Exhibitor eConsole and Maritz Registration Dashboard

Each exhibiting organization has a unique Exhibitor eConsole where you can access your staff registration and housing, along with other logistical details. You should have received an email from EDUCAUSE staff with a unique link and password to your company’s Exhibitor eConsole.

Within your console, you will find the Maritz Registration Dashboard, which is where you will:

- Determine who will staff your booth during the event.
- Determine which staff member(s) will receive your complimentary exhibitor and exhibitor full-conference registration(s).
- Upload or enter your staff’s contact information.
- Invite staff to register for the event. (Each attendee will be prompted to log in or create an EDUCAUSE Profile as part of the registration process.)

Below, you will find an example of what your registration dashboard looks like. As a benefit of exhibiting, you receive:

- A set number of complimentary exhibit staff badges for those working your booth.
- **New for 2023**: A set amount of complimentary exhibitor full-conference registrations for access to the complete conference experience (based on your booth size; available for your staff only). These complimentary badges will display in your dashboard and are outlined in red in the example to follow.

If your company purchased an opportunity beyond your booth that included complimentary full-conference registrations, they will not display in your dashboard. Please refer to the email from EDUCAUSE when your company secured the additional opportunity (i.e. a sponsorship or presentation), which includes a promo code that allows you to fulfill this benefit.
First Time Logging in to the Maritz Registration Dashboard

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:

- “9 or less.”
  If you are booking 9 rooms or less, they will need to be booked individually. You will not be able to request a room block for this amount.

- “10 or more.”
  If you want to request a block of hotel rooms, there is a 10-room minimum (your block must be managed by you, the primary logistics contact).

Housing Information

- Registration and housing can be completed independently.

- 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.

- If you request a room block, all rooms require name assignments by **5:00 p.m. ET on August 25**. Please work with Maritz directly if you would like to submit a rooming list.

- You can pay for additional exhibit staff or exhibitor full-conference registrations as well as reserve any hotel rooms from the Maritz Registration Dashboard. Credit card guarantee is required for hotel rooms.

- Cancellation of your conference registration does not mean cancellation of your hotel reservation. You must cancel each separately. Registrations and hotel reservations canceled after certain dates are subject to processing or other fees.

If you have questions regarding registration or housing or if you experience system difficulties, please contact Maritz Global Events by email at educauseexh@maritz.com or call 864-641-6856.

---

**Common Registration Scenarios**

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

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

**Registration Scenarios for Individuals Who Are Affiliated with Your Company**

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

- Complimentary Booth Staff (no payment required, booth allotment)
- Complimentary Exhibitor Full-Conference (no payment required, booth allotment)
- Additional Booth Staff (fee-based)
- Complimentary Full-Conference (no payment required; promo code)
- Full-Conference (fee-based)
Complimentary Booth Staff
(No payment required)
EDUCAUSE 2023 booths include a designated number of complimentary exhibitor registrations per 100 sq. feet of exhibit space (a 10’ x 10’ booth is 100 sq. ft). The number of complimentary exhibitor staff registrations provided to your company will display in your dashboard.

Please note: 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 booth allotment (either exhibit staff or exhibitor full-conference). You will not designate a registration type for any other registration types.

If your company has received complimentary full-conference registrations as a benefit of participation beyond your booth, they 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.

This option is recommended for anyone who will work at 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.
4. Insert their first name, last name, and email address (you must use the email address associated with their EDUCAUSE Profile, if they already have one).

5. Set “Have a promo code?” to “No.”

6. Under “View Allotment Summary,” click the “Please Select” button.
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.
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.

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 or to select a registration location or type.

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.

**Complimentary Exhibitor Full-Conference**
(No payment required)

**New for 2023:** Exhibitors also receive a designated number of complimentary exhibitor full-conference registrations for access to the complete conference experience (based on your booth size; available for your staff only). These complimentary badges will display in your dashboard.

This option is recommended for anyone from your company who would like to attend the event for professional development (i.e. access all event activities, including sessions and networking opportunities).
To add these individuals to your roster and send them a unique invite to register:

1. Login 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.
4. Insert their first name, last name, and email address (you must use the email address associated with their EDUCAUSE Profile, if they already have one).

5. Set “Have a promo code?” to “No.”

6. Under “View Allotment Summary,” click the “Please Select” button.
7. In the pop-up window, click the radio button to designate them as “Exhibitor Full Conference Staff.”

8. Click “Continue.”

9. Click “Add” to add them to your roster.

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.
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 or to select a registration location or type.

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.

**Additional Booth Staff**
*(Fee-based; pricing will increase after July 24)*
This option is recommended for anyone who will work at 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.
4. Insert their first name, last name, and email address (you must use the email address associated with their EDUCAUSE Profile, if they already have one).

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.”

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 black "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.

<table>
<thead>
<tr>
<th>First Name</th>
<th>Last Name</th>
<th>Company</th>
<th>Registration Status</th>
<th>Housing</th>
<th>Balance Due?</th>
</tr>
</thead>
<tbody>
<tr>
<td>1394</td>
<td>Jimmy</td>
<td>Mcgill</td>
<td>Splunk</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
11. When these individuals go to complete their registration, first they will be prompted to enter some profile information and agree to event policies and terms of use. Click next and they will select an attendance location of Chicago, IL or Online Only. They should select Chicago, IL.

**Profile**

Please complete the following fields.

* Indicates required fields.

<table>
<thead>
<tr>
<th>First Name</th>
<th>Last Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nancy</td>
<td>Russell</td>
</tr>
</tbody>
</table>

* I have carefully read the event policies (code of conduct, age restrictions, photography, recording, cancellations) and I affirm I understand and will adhere to them. By clicking “yes”, I understand that I am assigning my electronic signature.

- [ ] YES

* I understand that attending a conference has risks (including contracting COVID-19) and I hereby agree that I am assuming that risk. I agree to hold EDUCAUSE and its employees and agents harmless and waive my right to sue EDUCAUSE for any liability resulting from any damages which may occur. By clicking “yes”, I understand that I am assigning my electronic signature.

- [ ] YES

---

**Maritz Global Events Terms Of Use**

* [ ] I AGREE TO THE Terms of Use

*If you have any questions about information requested on this page, please contact EDUCAUSE at membership@educause.edu or 303-449-4430.*
Attendance

Please complete the following question.

Where or how will you attend?

- [ ] CHICAGO, IL
- [ ] ONLINE ONLY

12. They will then be prompted with registration options and should select “EP – Exhibit Hall Staff Paid.”

Please select your registration type.

<table>
<thead>
<tr>
<th>Option</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>EP - EXHIBIT HALL STAFF PAID (MEMBER)</td>
<td>$159.00</td>
</tr>
<tr>
<td>EFC - EXHIBITOR FULL CONFERENCE (MEMBER)</td>
<td>$979.00</td>
</tr>
<tr>
<td>ETUES - EXHIBITOR TUESDAY ONLY (MEMBER)</td>
<td>$599.00</td>
</tr>
<tr>
<td>EWED - EXHIBITOR WEDNESDAY ONLY (MEMBER)</td>
<td>$599.00</td>
</tr>
<tr>
<td>ETHUR - EXHIBITOR THURSDAY ONLY (MEMBER)</td>
<td>$299.00</td>
</tr>
</tbody>
</table>
If *they* are paying, they will be prompted for payment at the end of their registration.

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**  
(*not part of allotment*)  
(*No payment required, promo code*)

Some sponsorship and presentation opportunities include complimentary full-conference registrations as part of package benefits, which can be used for either the online or both online and in-person experience (based on your purchased opportunity).

Full-conference registrations are recommended for anyone who would like to attend the event for professional development (i.e. access all event activities, including sessions and networking opportunities).

**If your organization has secured an additional opportunity beyond your booth:**

- EDUCAUSE staff will send you (the primary logistics contact) a confirmation email when an opportunity has been secured. These complimentary full-conference registrations **will not** display in your dashboard allotment.
The confirmation email will include a promo code for you 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.

To add to your roster (and send a unique invite to register) to individuals from your organization who want to attend the event with full-conference access, follow the steps below.

**Please note:** If you share your complimentary full-conference promo code with someone outside of your organization, please review the “Individuals Affiliated with an Institution” section. Do not register institutional attendees under your booth.

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.
4. Insert their first name, last name, and email address (you must use the email address associated with their EDUCAUSE Profile, if they already have one).

5. Set “Have a promo code?” to “Yes” and enter the promo code provided in your confirmation email from EDUCAUSE.

6. Under “View Allotment Summary,” **do not click the “Please Select” button**, so these individuals are not designated as any registration type.
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 individual, asking them to register for the event.
11. When these individuals go to complete their registration, first they will be prompted to enter some profile information and agree to event policies and terms of use. They will also notice the promo code field is pre-populated with the code you entered. Click next and they will select an attendance location of Chicago, IL or Online Only. They should select Chicago, IL.
I have carefully read the **event policies** (code of conduct, age restrictions, photography, recording, cancellations) and I affirm I understand and will adhere to them. By clicking "yes", I understand that I am assigning my electronic signature.

- **YES**

I understand that attending a conference has risks (including contracting COVID-19) and I hereby agree that I am assuming that risk. I agree to hold EDUCAUSE and its employees and agents harmless and waive my right to sue EDUCAUSE for any liability resulting from any damages which may occur. By clicking "yes", I understand that I am assigning my electronic signature.

- **YES**

---

**Maritz Global Events Terms Of Use**

- I AGREE TO THE [Terms of Use](#)

*If you have any questions about information requested on this page, please contact EDUCAUSE at membership@educause.edu or 303-449-4430.*

---

**Attendance**

Please complete the following question.

Where or how will you attend?

- **CHICAGO, IL**
- **ONLINE ONLY**
12. They will then be prompted with registration options and should select “EFC - Exhibitor Full Conference”.

13. If the promo code has been applied correctly, they will not be prompted for payment.

Please select your registration type.

<table>
<thead>
<tr>
<th>Option</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>EP - EXHIBIT HALL STAFF PAID (MEMBER)</td>
<td>$159.00</td>
</tr>
<tr>
<td>EFC - EXHIBITOR FULL CONFERENCE (MEMBER)</td>
<td>$0.00</td>
</tr>
<tr>
<td>ETUES - EXHIBITOR TUESDAY ONLY (MEMBER)</td>
<td>$599.00</td>
</tr>
<tr>
<td>EWED - EXHIBITOR WEDNESDAY ONLY (MEMBER)</td>
<td>$599.00</td>
</tr>
<tr>
<td>ETHUR - EXHIBITOR THURSDAY ONLY (MEMBER)</td>
<td>$299.00</td>
</tr>
</tbody>
</table>

**Full-Conference**  
(Fee-based; pricing will increase after July 24)  
This option is recommended for anyone who would like to attend the event for professional development (i.e. access all event activities, including sessions and networking opportunities), but will need to provide payment.

To add to your roster (and send a unique invite to register) to individuals from your organization who want to attend the event with full-conference access:

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.
4. Insert their first name, last name, and email address (you must use the email address associated with their EDUCAUSE Profile, if they already have one).

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 any registration type.
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 individual, 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 black “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.

---

<table>
<thead>
<tr>
<th>First Name</th>
<th>Last Name</th>
<th>Company</th>
<th>Registration Status</th>
<th>Housing</th>
<th>Balance Due?</th>
</tr>
</thead>
<tbody>
<tr>
<td>1354</td>
<td>Jimmy</td>
<td>Mcgill</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

---

SEND ALL CONFIRMATIONS  INCLUDE CONTACT  INVITE SELECTED
11. When these individuals go to complete their registration, first they will be prompted to enter some profile information and agree to event policies and terms of use. Click next and they will select an attendance location of Chicago, IL or Online Only. They should select Chicago, IL.

Profile

Please complete the following fields.

* Indicates required fields.

** First Name
Nancy

** Last Name
Russell

* I have carefully read the event policies (code of conduct, age restrictions, photography, recording, cancellations) and I affirm I understand and will adhere to them. By clicking “yes”, I understand that I am assigning my electronic signature.

☐ YES

* I understand that attending a conference has risks (including contracting COVID-19) and I hereby agree that I am assuming that risk. I agree to hold EDUCAUSE and its employees and agents harmless and waive my right to sue EDUCAUSE for any liability resulting from any damages which may occur. By clicking “yes”, I understand that I am assigning my electronic signature.

☐ YES

Maritz Global Events Terms Of Use

* ☐ I AGREE TO THE Terms of Use

If you have any questions about information requested on this page, please contact EDUCAUSE at membership@educause.edu or 303-449-4430.
12. They will then be prompted with registration options and should select “EFC - Exhibitor Full Conference”.

**Registration**

Please select your registration type.

<table>
<thead>
<tr>
<th>Option</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>EP - Exhibit Hall Staff Paid (Member)</td>
<td>$159.00</td>
</tr>
<tr>
<td>EFC - Exhibitor Full Conference (Member)</td>
<td>$979.00</td>
</tr>
<tr>
<td>ETUES - Exhibitor Tuesday Only (Member)</td>
<td>$599.00</td>
</tr>
<tr>
<td>EWED - Exhibitor Wednesday Only (Member)</td>
<td>$599.00</td>
</tr>
<tr>
<td>ETHUR - Exhibitor Thursday Only (Member)</td>
<td>$299.00</td>
</tr>
</tbody>
</table>
If *they* are paying, they will be prompted for payment at the end of their registration.

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**

*Please do not register anyone affiliated with an institution under your booth unless they are actually going to be staffing your booth onsite.*

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 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 22 in order to receive
necessary communications in advance of the event.

- **Complimentary exhibit staff registrations must be processed in advance, by 11:59 p.m. ET on October 5.** Any exhibitor registrations completed after this date and time (including on-site registrations) will be charged the $199 registration rate, even if your allotment hasn’t been used. There are administrative costs to process registrations after October 5.

- **Complimentary exhibitor full-conference registrations** can be used anytime. Please be sure to use all of your complimentary exhibitor full-conference registrations, as they are non-refundable.

- **Any additional exhibit staff registrations over your complimentary allotment will cost $159 prior to July 24.** After this date, the rates will continue to increase as we get closer to the show date.

- **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 by [email](mailto:) or call 864-641-6856.