



**GROWTHZONE**

# Exhibitors and Sessions

Expo Module Add-On

2026



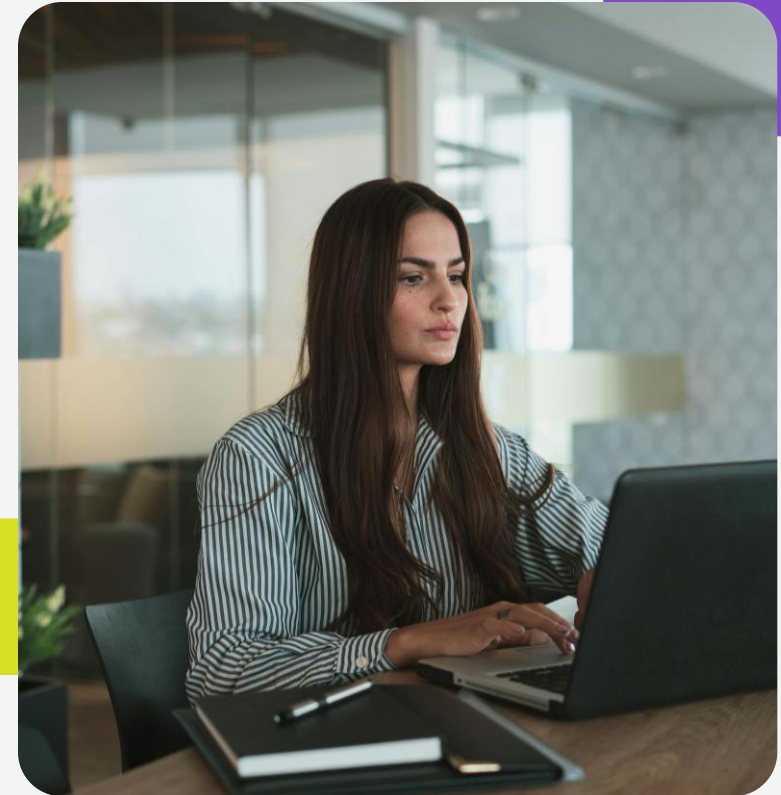
# Introduction

The Expo module is an add-on to your GrowthZone subscription and is a feature-packed enhancement to the Events module. With it, you can create, sell, and track exhibitors for events, and set up sessions for attendees to select from when registering.

If you're interested in adding this module to your GrowthZone subscription, please contact [the training team](#).

## TODAY'S AGENDA

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- Default Settings
  - Terminology
  - Sponsor Display Options
- Registration Types and Options
  - Sponsor/Exhibitor Only Registration Type
  - Sponsors vs Exhibitors vs Attendees
  - Setting Up Sponsor Registrations and Messaging
  - Approving Sponsors
  - Setting Up Exhibitor Registrations and Messaging
- Working with Registrations



# Agenda

## Exhibitors

- Registration Options
  - Start Screen Options
  - Display Options
  - Invoicing
- Registration Types
  - Included Attendees
- Discounts
- Custom Fields
- Additional Items
- Exhibitor Messaging
- Registering Exhibitors

## Sessions

- Set Up Timeslots
- Set Up Sessions
- Sync a Session with Zoom
- Manage Session Attendees
  - View an Individual Registrant's Sessions
  - Resend Event Itinerary
  - View All Session Attendees
  - Check-in Session Attendees



Section One:

# Exhibitors

# Registration Options

Once your event has been created and the “Event has Exhibitors” option is enabled, you will be able to set up the Exhibitor Registration options.

The screenshot shows the 'Exhibitor Setup' page for a 'Training Event'. The page has a top navigation bar with a back arrow, a calendar icon, the event title 'Training Event', a 'VIEW EVENT PAGE' button, and a 'REGISTER' button. Below this is a secondary navigation bar with tabs for 'Overview', 'Attendees', 'Attendee Purchases', 'Sponsors', 'Exhibitors', 'Attendee Setup' (with a green checkmark), 'Sponsor Setup' (with a green checkmark), 'Exhibitor Setup' (with a green checkmark and underlined), and 'Sessions' (with a right arrow). The main content area is divided into sections: 'Exhibitor Registration Link' with a public registration URL, 'Exhibitor Registration Options' with a list of settings (Enable Registration, Registration Start Date, Registration End Date, Show Registration Link on Event Page, Allow Invoicing) all set to 'Yes', and 'Exhibitor Types'. A vertical 'Need Help?' button is on the right side.

Section	Field	Value
Exhibitor Registration Link	Public Registration Url	<a href="https://thearchive.growthzoneapp.com/ap/Events/Register/7IH6WXQfzfQCd">https://thearchive.growthzoneapp.com/ap/Events/Register/7IH6WXQfzfQCd</a>
	Enable Registration	Yes
Exhibitor Registration Options	Registration Start Date	
	Registration End Date	
	Show Registration Link on Event Page	Yes
	Allow Invoicing	Yes
SHOW MORE		
Exhibitor Types		

# Registration Options

Registration Start/End Dates

Default Start Screen

Enable Registration

Display Registration Types

Show Button

Allow Invoicing/Invoice Link

Exhibitor Directory



Terms

Venue Floor Plan

Article: [Exhibitors Registration Options](#)

### Exhibitor Registration Options

General Settings

Registration Start Date   Registration End Date   Default Start Screen

Enable Registration

Display All Attendee Registration Types

Display Sponsor Registration Types



Show Registration Link on Event Page

Billing and Checkout


Allow Invoicing

Include Invoice Link in Confirmation Email

Advanced

Exhibitor Directory <sup>ⓘ</sup>   Terms/Conditions  

Venue Floor Plan



# Registration Types


Once the registration options have been set, you'll need to create the Exhibitor Registration types. Find the Exhibitor Types section and click the small plus icon.

Registration End Date

Show Registration Link on Event Page Yes

Allow Invoicing Yes

SHOW MORE

**Exhibitor Types** 

Name	Fee	Max Available	Registered	Included Attendees	
Exhibitor- 8' Booths	\$1,000.00	20	0	4	...
Exhibitor- 16' Booth	\$2,000.00	10	1	4	...
Exhibitor- Endcap	\$1,000.00	0	0	4	...

Exhibitor Discounts

Global	Name	Promo Code	Start Date	End Date	Applies To	Ex. Types	Value	
Yes	Early Registration		3/27/2024	3/29/2024			10% off	...



# Discounts

Like Attendee Registration, you can set up [discounts for your Exhibitor registrations](#).

The screenshot displays the 'Training Event' management interface. At the top, there is a navigation bar with a back arrow, a calendar icon, the event title 'Training Event', and buttons for 'VIEW EVENT PAGE' and 'REGISTER'. Below this is a table listing exhibitor items:

Item Name	Price	Quantity	Count	Count	Count	Actions
Exhibitor- 16' Booth	\$2,000.00	10	1	4	4	...
Exhibitor- Endcap	\$1,000.00	0	0	4	4	...

Below the exhibitor items is the 'Exhibitor Discounts' section, which includes a table with columns for Global, Name, Promo Code, Start Date, End Date, and Applies To. A dropdown menu is open, showing options to add various discount types:

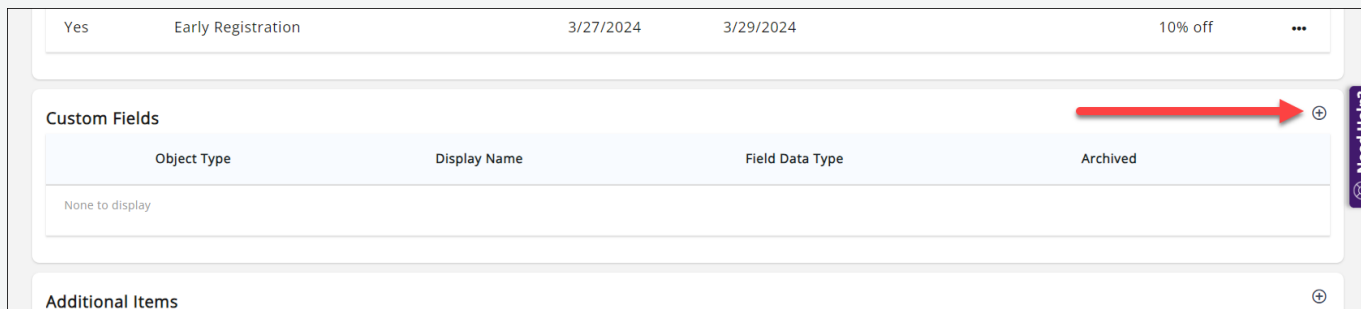
- Add Early Registration Discount
- Add Promo Code Discount
- Add Discount for Membership Type
- Add Volume Discount

The 'Custom Fields' section is currently empty, showing a table with columns for Object Type, Display Name, Field Data Type, and Archived, with the text 'None to display' below it.



# Custom Fields

Just like your attendee registration, if you have additional questions or options for your exhibitors to select, you can set up custom fields to include in their registration.



The 'Add Event Exhibitor Custom Field' dialog box contains the following fields and sections:

- Field Area**: A dropdown menu.
- Existing Custom Field**: A dropdown menu.
- Name\***: A text input field with a red border.
- Display Name\***: A text input field with a red border.
- Description**: A rich text editor with a toolbar containing icons for bold, italic, underline, link, unlink, list, and code.
- Custom Field Data Type**: A dropdown menu with 'Text' selected.
- Characters Allowed**: A text input field.
- Properties**: A list of checkboxes:
  - Show on Exhibitor Registration
  - Required for Registrants
  - Required for Staff
  - Archived
- Advanced Options**: A checkbox.
- Buttons**: 'Cancel' and 'Done' buttons.



# Additional Items

Additional Exhibitor Item ✕

**Name\***  
Hardwired Internet

**Description**  
A hardwired network connection for your booth

**Fee Item\*** Network Connection **Class Name** **Price\*** 50

**Items Available**  
0

**Options**

- For Staff
- For Members
- For Non-Members
- Is Active
- Sell Item as Yes/No

**Delete** **Cancel** **Done**

If you wish to [sell additional items during the event registration process](#) (for example, you may want to charge for hardwired internet drops to a booth), these items may be added in the Additional Items section on the event's Exhibitor Setup tab.



# Exhibitor Messaging

If you have exhibitor-specific registration instructions or confirmation messages, you can click the pencil icon to [customize those messages.](#)



The screenshot shows a user interface for managing exhibitor messages. It features a title 'Exhibitor Messaging' and two sections: 'Confirmation Message' with the text 'This is my custom exhibitor confirmation message.' and 'Registration Instructions' with the text 'These are my exhibitor registration instructions.'. A red arrow points from the right side of the interface to a small pencil icon, indicating the edit function.

# Registering Exhibitors

Overview tab, Exhibitors section:

The screenshot shows the 'Training Event' overview page. The 'Exhibitors' section contains a table with the following data:

Name	Availat	
Platinum Level		1
Gold Level- All Pages	15	1
Exhibitor- 16' Booth	10	1

Below the table, there are two buttons: 'Register Exhibitor (As Staff)' and 'Register Exhibitor (As Non-staff)'. A red arrow points to the 'Register Exhibitor (As Non-staff)' button. The right sidebar shows event details: Hours (Start/End Date/Time: 3/30/2024, All Day Event: Yes), Location (Rumbly Hall, 707 Laurel Street Brainerd MN 56401), and a 'Need Help?' button.

Exhibitor Setup tab, Exhibitor Registration URL section:

The screenshot shows the 'Exhibitor Setup' page. The 'Exhibitor Registration Link' section displays the 'Public Registration Url' as <https://thearchive.growthzoneapp.com/ap/Events/Register/7IH6WXQZfQCd>. Below this, the 'Exhibitor Registration Options' section shows 'Enable Registration' set to 'Yes'. A red arrow points to the 'Register Exhibitor (As Non-staff)' button. The top navigation bar includes 'Overview', 'Attendees', 'Attendee Purchases', 'Sponsors', 'Exhibitors', 'Attendee Setup', 'Sponsor Setup', 'Exhibitor Setup', and 'Sessions'. A 'Help?' button is visible in the bottom right corner.

# Registering Exhibitors

Select Registration Options

Exhibitor Opportunities

Just like sponsors, these registration instructions will appear right above the exhibitor registration options.

Name	Price	Included Attendees	Quantity
8' Booth	\$1,000	∞	<input type="text" value="1"/> <input type="button" value="-"/> <input type="button" value="+"/> 7 Remaining
16' Booth	\$1,800	4	<input type="text" value="0"/> <input type="button" value="-"/> <input type="button" value="+"/> 9 Remaining

Attendee Registration Options

Name	Price	Quantity
Single Attendee (Morning Golf) (Members Only) <small>Limit: 4</small> ▼ Morning Golf/Afternoon Educations Sessions.	\$25	<input type="text" value="0"/> <input type="button" value="-"/> <input type="button" value="+"/>
Team of 4 <small>Included Attendees: 4</small>	\$100	<input type="text" value="0"/> <input type="button" value="-"/> <input type="button" value="+"/>
Single Attendee (Afternoon Golf) (Members Only)	\$25	<input type="text" value="0"/> <input type="button" value="-"/> <input type="button" value="+"/>

[Both locations offer Register Exhibitor \(As Staff\) and Register Exhibitor \(As Non-Staff\) options](#), and both open the full exhibitor registration page.

Using the (As Staff) option overrides many settings such as invoicing, attendee and sponsor display options, etc.



# Registering Exhibitors

You can now [register](#) and [cancel](#) exhibitors from the back office and use any of the other event-specific actions to communicate [individually](#) or [in bulk](#), [send invoices](#), or [print badges](#) as needed.

If you have enabled “Show Registration Link on Event Page”, potential exhibitors can simply visit the event details page and [they will be able to register themselves](#).





Section Two:

# Sessions

# Sessions

Sessions are used when there are different “classes” going on at the same time and attendees must choose which “class” to attend.

The screenshot shows a registration form with several sections. At the top, there is a 'Handicap \*' field with the instruction 'Please include your handicap'. Below that is an 'Additional Information' section with a text input field and the question 'Front 9 or Back 9?' followed by the instruction 'Please tell us if you prefer to golf the front 9 or the back 9. Preferences will be assigned in the or'. The main section is 'Event Sessions', which is highlighted with a red border. It contains two rows of session options. The first row is 'Morning Session 1, 800am - 945am' with a dropdown menu showing 'Select a session from the list' and a trash icon. The second row is 'Morning Session 2, 1000am - 1145am' with a dropdown menu showing 'Select a session from the list' and a trash icon. The dropdown menu for the second session is open, showing a list of options: 'Extraordinary Events Made Easy' (highlighted in blue), 'Social Media 101', 'Value vs Discounts', and 'Websites and Content and Sharing, Oh My!'. Below the sessions is an 'Additional Items' section with a table. The table has three columns: 'Name', 'Description', and 'Price'. The first row in the table is 'Cart Rental (Members Only) (Remaining: 9)', 'Do you need a golf cart?', and '\$50'. At the bottom of the form is a section for 'Payment Information'.

Handicap \*  
Please include your handicap

Additional Information  
Front 9 or Back 9?  
Please tell us if you prefer to golf the front 9 or the back 9. Preferences will be assigned in the or

Event Sessions

Morning Session 1, 800am - 945am

Select a session from the list

Morning Session 2, 1000am - 1145am

Select a session from the list

- Extraordinary Events Made Easy
- Social Media 101
- Value vs Discounts
- Websites and Content and Sharing, Oh My!

Additional Items

Name	Description	Price
Cart Rental (Members Only) (Remaining: 9)	Do you need a golf cart?	\$50

Payment Information

# Set Up Timeslots

The first step in setting up sessions for an event is to define timeslots.

Once timeslots have been created you will setup your sessions and assign sessions to the timeslots.

The screenshot displays the 'Training Event' management interface. At the top, there are navigation tabs for 'Sponsors', 'Exhibitors', 'Attendee Setup', 'Sponsor Setup', 'Exhibitor Setup', 'Sessions/Breakouts', 'Communication', 'Files', and 'Tasks'. The 'Sessions/Breakouts' tab is active. A red arrow points to the 'ADD SESSION' dropdown menu, which has 'Timeslots' selected and highlighted with a red box. Below this, a 'Time Slots Management' modal is open, showing a table with columns for 'Name', 'Start Time', and 'End Time'. The table is currently empty, displaying 'None to display'. A red arrow points to a plus sign icon in the top right corner of the modal, indicating the option to add a new timeslot. An 'Add Timeslot' modal is also open, showing the following fields:

- Name:** Session 1
- Start Time:** 3/30/2024 8:00 AM
- End Time:** 3/30/2024 8:45 AM

At the bottom of the 'Add Timeslot' modal, there are 'Cancel' and 'Done' buttons. A vertical 'Need Help?' button is visible on the right side of the interface.

# Set Up Sessions

### Add Session

**Name\***  
Session 1 Topic A

**Description**  
Topic A will be discussed in this session.

**Timeslot\*** Session 1    **Location**    **Attendee Limit\*** 0

**Event Registration Types\***

- Attendee
- All Items
- Free Exhibitor/Sponsor Regtype
- Exhibitor or Sponsor Attendee

1 Selected

Speaker    Title    Details

When creating a session, you will select the registration type that a registrant must select in order to be eligible for the session, so attendee registration types must be set up first.

# Sync a Session with Zoom

If you [enable the integration with Zoom](#), and have the Expo module, you will be able to sync individual sessions with Zoom. Each registrant will receive their own link for the session.

**IMPORTANT:** Pro subscription to Zoom is required to enable a Zoom integration with GrowthZone.

### Add Session ✕

**Name \***

**Description**

**Timeslot \***  **Location**  **Attendee Limit \***

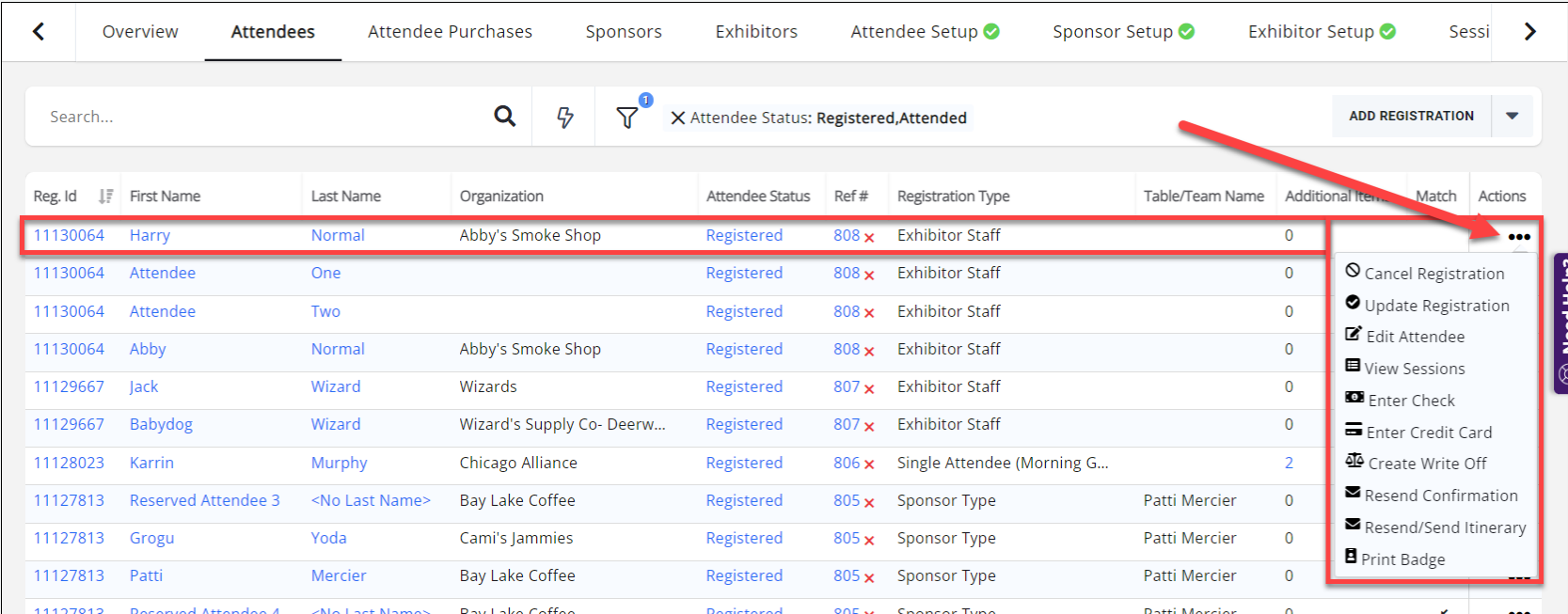
**Event Registration Types \***   Sync with Zoom

**Main Photo**



# Manage Session Attendees

You can [view an attendee's selected sessions](#); [resend an itinerary of an attendee's sessions](#); [view all attendees that have signed up for a session](#); and [check in attendees to the session they are attending](#).



The screenshot shows a web application interface for managing attendees. At the top, there are navigation tabs: Overview, Attendees (selected), Attendee Purchases, Sponsors, Exhibitors, Attendee Setup (with a green checkmark), Sponsor Setup (with a green checkmark), Exhibitor Setup (with a green checkmark), and Sessi. Below the tabs is a search bar with a search icon, a filter icon, and a filter dropdown showing 'Attendee Status: Registered, Attended'. To the right of the search bar is an 'ADD REGISTRATION' button with a dropdown arrow. Below the search bar is a table with the following columns: Reg. Id, First Name, Last Name, Organization, Attendee Status, Ref #, Registration Type, Table/Team Name, Additional Items, Match, and Actions. The table contains several rows of attendee data. A red box highlights the first row, and a red arrow points from the 'Actions' column of this row to a dropdown menu. The dropdown menu contains the following options: Cancel Registration, Update Registration, Edit Attendee, View Sessions, Enter Check, Enter Credit Card, Create Write Off, Resend Confirmation, Resend/Send Itinerary, and Print Badge. A 'Need Help?' button is visible on the right side of the table.

Reg. Id	First Name	Last Name	Organization	Attendee Status	Ref #	Registration Type	Table/Team Name	Additional Items	Match	Actions
11130064	Harry	Normal	Abby's Smoke Shop	Registered	808 x	Exhibitor Staff		0		...
11130064	Attendee	One		Registered	808 x	Exhibitor Staff		0		
11130064	Attendee	Two		Registered	808 x	Exhibitor Staff		0		
11130064	Abby	Normal	Abby's Smoke Shop	Registered	808 x	Exhibitor Staff		0		
11129667	Jack	Wizard	Wizards	Registered	807 x	Exhibitor Staff		0		
11129667	Babydog	Wizard	Wizard's Supply Co- Deerw...	Registered	807 x	Exhibitor Staff		0		
11128023	Karrin	Murphy	Chicago Alliance	Registered	806 x	Single Attendee (Morning G...		2		
11127813	Reserved Attendee 3	<No Last Name>	Bay Lake Coffee	Registered	805 x	Sponsor Type	Patti Mercier	0		
11127813	Grogu	Yoda	Cami's Jammies	Registered	805 x	Sponsor Type	Patti Mercier	0		
11127813	Patti	Mercier	Bay Lake Coffee	Registered	805 x	Sponsor Type	Patti Mercier	0		
11127813	Reserved Attendee 4	<No Last Name>	Bay Lake Coffee	Registered	805 x	Sponsor Type	Patti Mercier	0		

# Conclusion

The Expo module is an add-on to your GrowthZone subscription and is a feature-packed enhancement to the Events module. With it, you can create, sell, and track exhibitors for events, and set up sessions for attendees to select from when registering.

If you're interested in adding this module to your GrowthZone subscription, please contact [the training team](#).



Thank you.



**GROWTHZONE**