

# GrowthZone - Exhibitors and Sessions (Expo module)



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.

## Exhibitors Version 2

- Switching to Version 2
- Setup Options
- Exhibitor Types
- Exhibitor Discounts
- Custom Fields
- Additional Items
- Exhibitor Messaging

## Sessions

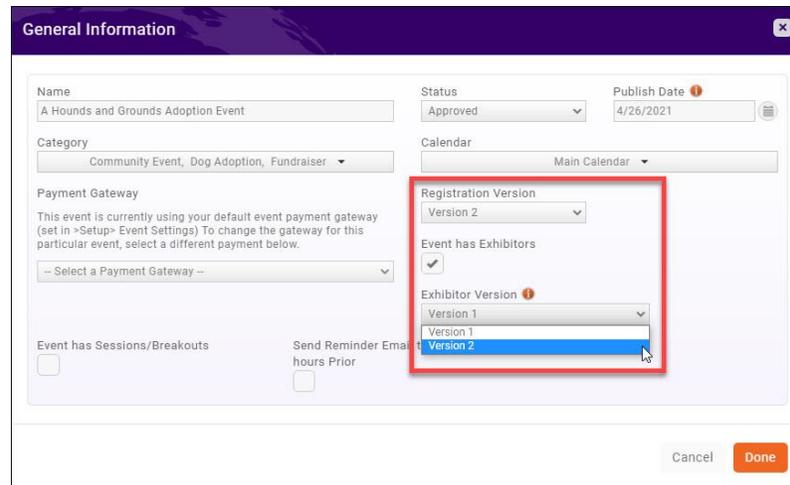
- Add Session Timeslots
- Create Sessions
- Sync a Session with Zoom
- Manage Session Attendees
  - View an Individual Registrant's Sessions
  - Resend Event Itinerary
  - View All Session Attendees
  - Check-in Session Attendees

# Exhibitors Version 2



With the release of Exhibitors Version 2, we have greatly simplified the process of setting up exhibitors in an event. By default, any new event will automatically use Exhibitors Version 2.

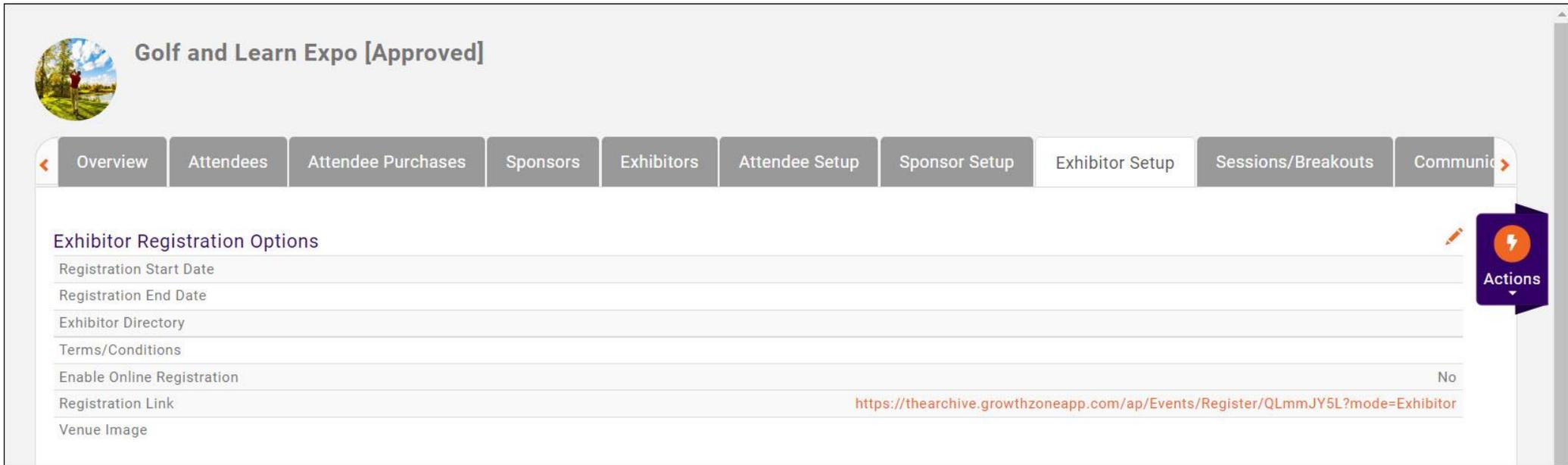
Existing events can be switched from Version 1 to Version 2. Switching will update the Exhibitor Setup tab and options to the new version.



The screenshot shows a 'General Information' form for an event. The form includes fields for Name, Status, Publish Date, Category, Calendar, Payment Gateway, and checkboxes for 'Event has Sessions/Breakouts' and 'Send Reminder Email'. A red box highlights the 'Exhibitor Version' dropdown menu, which is currently set to 'Version 2'. The dropdown menu also shows 'Version 1' as an option.

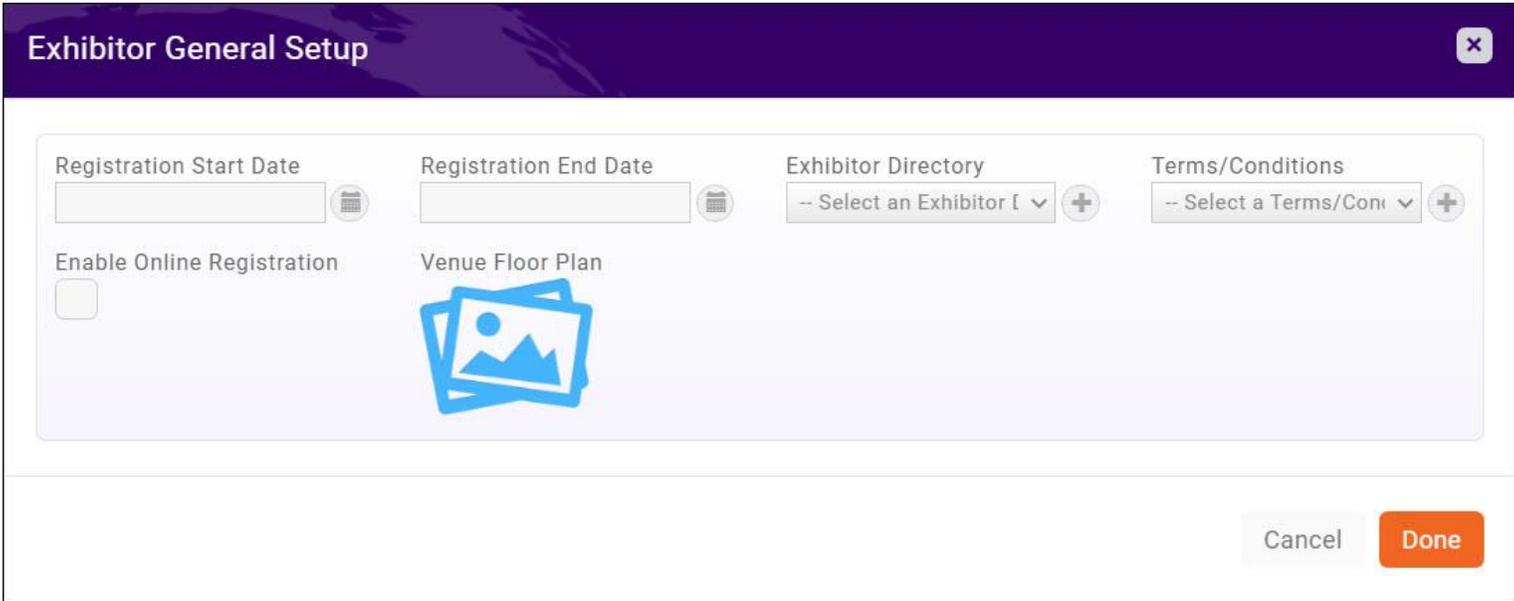
**NOTE:** The event must be using Registration Form Version 2; you will not see the option to switch if the Registration Form setting is set to Version 1.

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 Registration Options' page for the 'Golf and Learn Expo [Approved]' event. The page features a navigation bar with tabs for Overview, Attendees, Attendee Purchases, Sponsors, Exhibitors, Attendee Setup, Sponsor Setup, Exhibitor Setup, Sessions/Breakouts, and Communications. The 'Exhibitor Setup' tab is active. Below the navigation bar, the 'Exhibitor Registration Options' section includes several input fields: Registration Start Date, Registration End Date, Exhibitor Directory, Terms/Conditions, Enable Online Registration (set to No), Registration Link (https://thearchive.growthzoneapp.com/ap/Events/Register/QLmmJY5L?mode=Exhibitor), and Venue Image. An 'Actions' button is visible on the right side of the page.

On the Exhibitor Setup tab, click the orange pencil icon in the Exhibitor Registrations Options section. These selections are optional; if no options are set, exhibitor registrations will use the Overall Registration Options on the Attendee Setup tab.



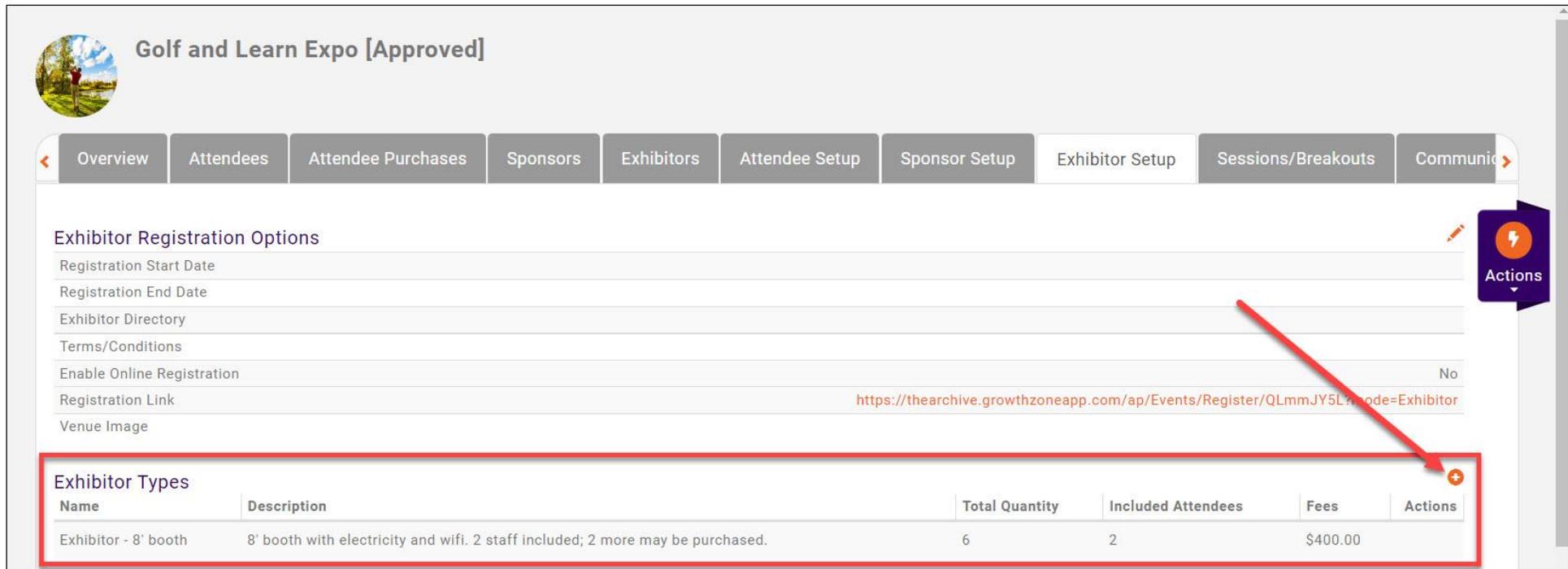
The screenshot shows a dialog box titled "Exhibitor General Setup" with a close button (X) in the top right corner. The dialog contains several fields and controls:

- Registration Start Date:** A date input field with a calendar icon.
- Registration End Date:** A date input field with a calendar icon.
- Exhibitor Directory:** A dropdown menu with the text "-- Select an Exhibitor [ ]" and a plus sign (+) to the right.
- Terms/Conditions:** A dropdown menu with the text "-- Select a Terms/Condi [ ]" and a plus sign (+) to the right.
- Enable Online Registration:** A checkbox that is currently unchecked.
- Venue Floor Plan:** A blue icon representing a floor plan or image.

At the bottom right of the dialog, there are two buttons: "Cancel" and "Done".

# Exhibitors Version 2

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



Golf and Learn Expo [Approved]

Overview Attendees Attendee Purchases Sponsors Exhibitors Attendee Setup Sponsor Setup Exhibitor Setup Sessions/Breakouts Communications

Exhibitor Registration Options

Registration Start Date

Registration End Date

Exhibitor Directory

Terms/Conditions

Enable Online Registration No

Registration Link <https://thearchive.growthzoneapp.com/ap/Events/Register/QLmmJY5L?mode=Exhibitor>

Venue Image

Exhibitor Types

Name	Description	Total Quantity	Included Attendees	Fees	Actions
Exhibitor - 8' booth	8' booth with electricity and wifi. 2 staff included; 2 more may be purchased.	6	2	\$400.00	+

# Exhibitors Version 2

### Add Exhibitor Type ✕

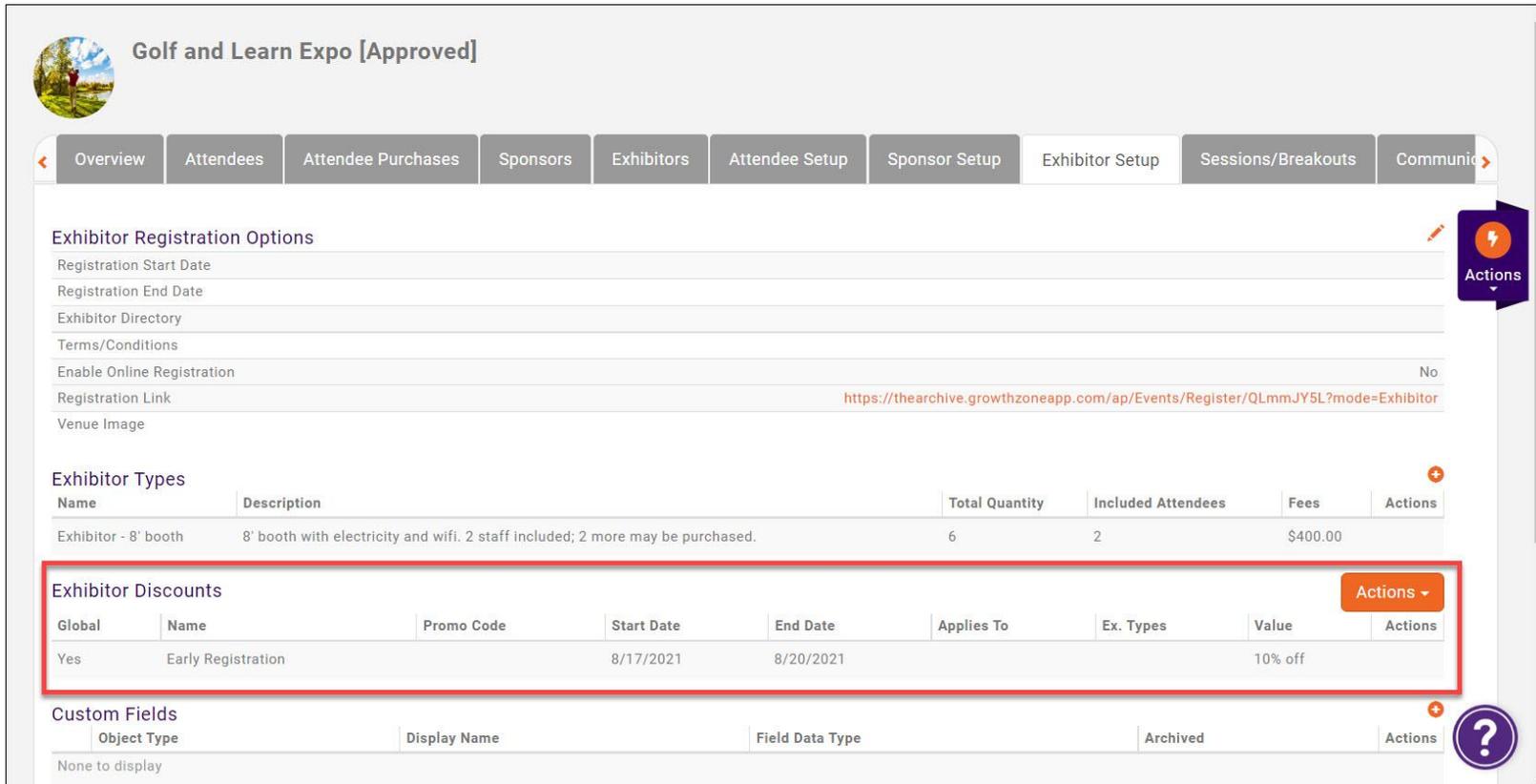
Name  Total Quantity of this Type

Description

**B** *I* U ~~S~~ ~~X~~ ~~X~~ **A** **T**                                          

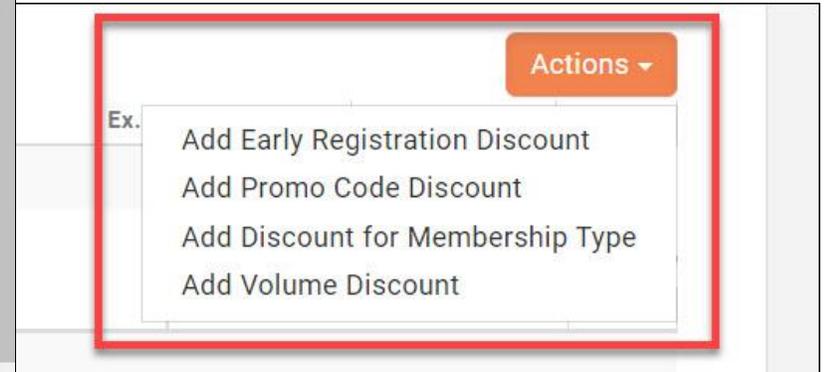
# Exhibitors Version 2

Similar to Attendee Registration, you can set up discounts for your Exhibitor registrations.



The screenshot shows the 'Exhibitor Setup' page for the 'Golf and Learn Expo [Approved]'. The page has a navigation bar with tabs: Overview, Attendees, Attendee Purchases, Sponsors, Exhibitors, Attendee Setup, Sponsor Setup, Exhibitor Setup (active), Sessions/Breakouts, and Communicate. Below the navigation bar, there are sections for 'Exhibitor Registration Options' (with fields for start/end dates, directory, terms, online registration, and link) and 'Exhibitor Types' (a table with columns for Name, Description, Total Quantity, Included Attendees, Fees, and Actions). A red box highlights the 'Exhibitor Discounts' section, which contains a table with columns for Global, Name, Promo Code, Start Date, End Date, Applies To, Ex. Types, Value, and Actions. A red box also highlights the 'Actions' dropdown menu in the top right of the page.

Global	Name	Promo Code	Start Date	End Date	Applies To	Ex. Types	Value	Actions
Yes	Early Registration		8/17/2021	8/20/2021			10% off	



The screenshot shows the 'Actions' dropdown menu, which is highlighted with a red box. The menu items are: Add Early Registration Discount, Add Promo Code Discount, Add Discount for Membership Type, and Add Volume Discount. The word 'Ex.' is visible to the left of the menu items.

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

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.

Exhibitor Types						
Name	Description	Total Quantity	Included Attendees	Fees	Actions	
Exhibitor - 8' booth	8' booth with electricity and wifi. 2 staff included; 2 more may be purchased.	6	2	\$400.00		

Exhibitor Discounts								
Global	Name	Promo Code	Start Date	End Date	Applies To	Ex. Types	Value	Actions
Yes	Early Registration		8/17/2021	8/20/2021			10% off	

Custom Fields				
Object Type	Display Name	Field Data Type	Archived	Actions
None to display				

### Add Event Exhibitor Custom Field

Field Area:  Existing Custom Field:

Name:  Display Name:

Description: 

**B** *I* U

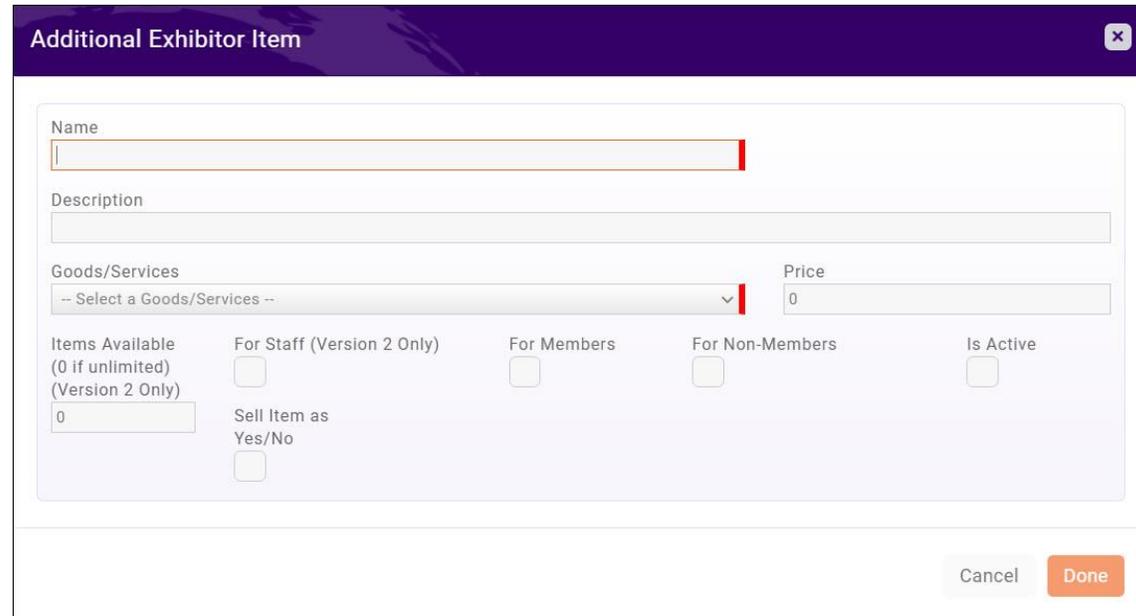
Custom Field Data Type:  Characters Allowed:

**Properties**

Show on Exhibitor Registration:  Required for Registrants:  Required for Staff:  Archived:

Advanced Options  Cancel

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.



The screenshot shows a web form titled "Additional Exhibitor Item" with a close button in the top right corner. The form contains the following fields and options:

- Name:** A text input field.
- Description:** A text input field.
- Goods/Services:** A dropdown menu with the placeholder text "-- Select a Goods/Services --".
- Price:** A text input field containing the value "0".
- Items Available (0 if unlimited) (Version 2 Only):** A text input field containing the value "0".
- For Staff (Version 2 Only):** A checkbox.
- For Members:** A checkbox.
- For Non-Members:** A checkbox.
- Is Active:** A checkbox.
- Sell Item as Yes/No:** A checkbox.

At the bottom right of the form, there are two buttons: "Cancel" and "Done".

If you have exhibitor-specific registration instructions, you can click the orange pencil icon to customize those messages.

Name	Price	Actions
None to display		
<b>Instructions and Confirmation Messaging</b>		
Exhibitor Registration Instructions		
Exhibitor Confirmation Message		



**NOTE:** The **Exhibitor Confirmation Message** is only used for Version 1 exhibitor registrations. If you are using version 2 exhibitor registrations, all attendees and exhibitors will receive the attendee confirmation from the Attendee Setup tab.

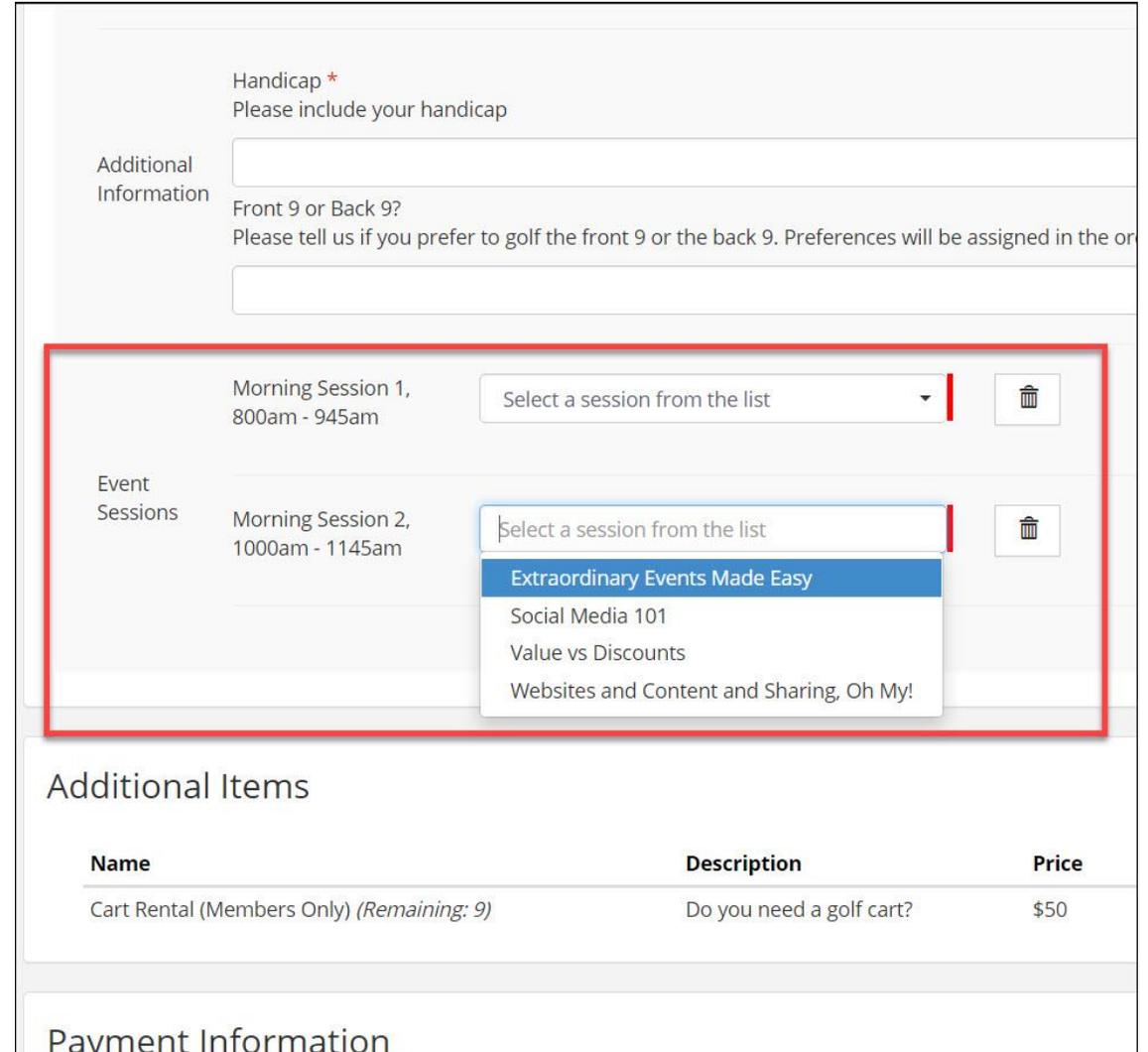
You can now register and cancel exhibitors from the back office and use any of the other event-specific actions to communicate individually or in bulk, send invoices, or print badges as needed.

If you have decided to Enable Online Registration, the registration link can be emailed to potential exhibitors and they will be able to register themselves.

# Sessions



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

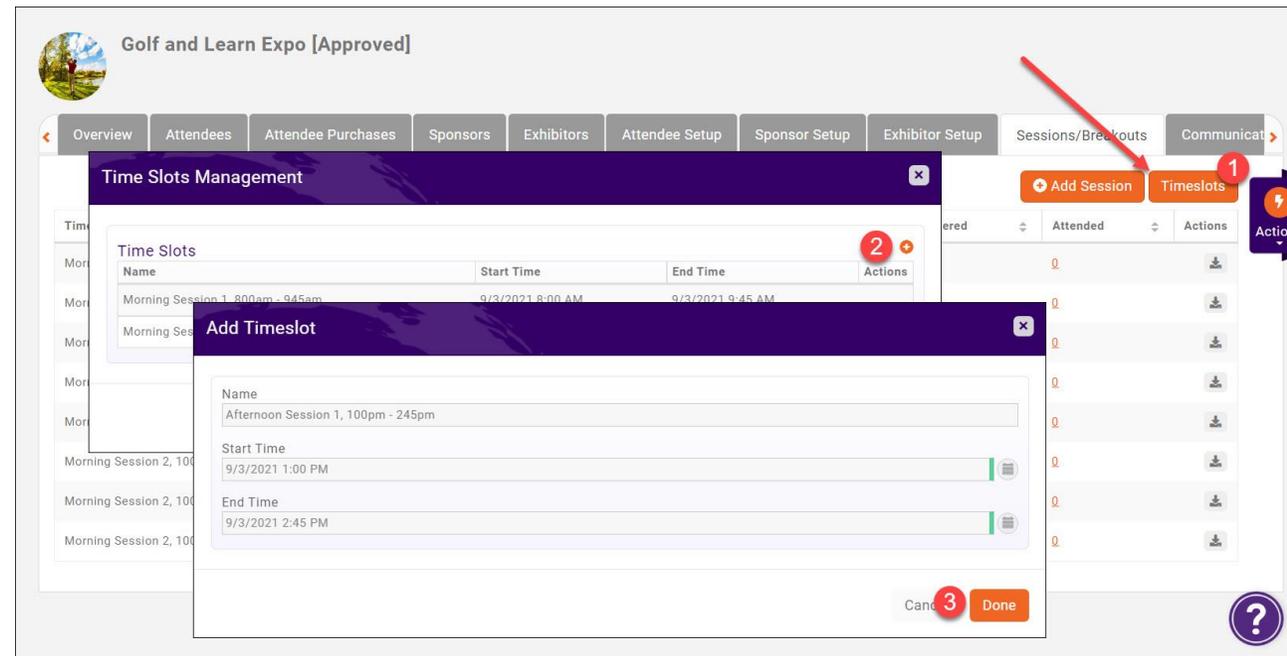


The screenshot displays a registration form with several sections:

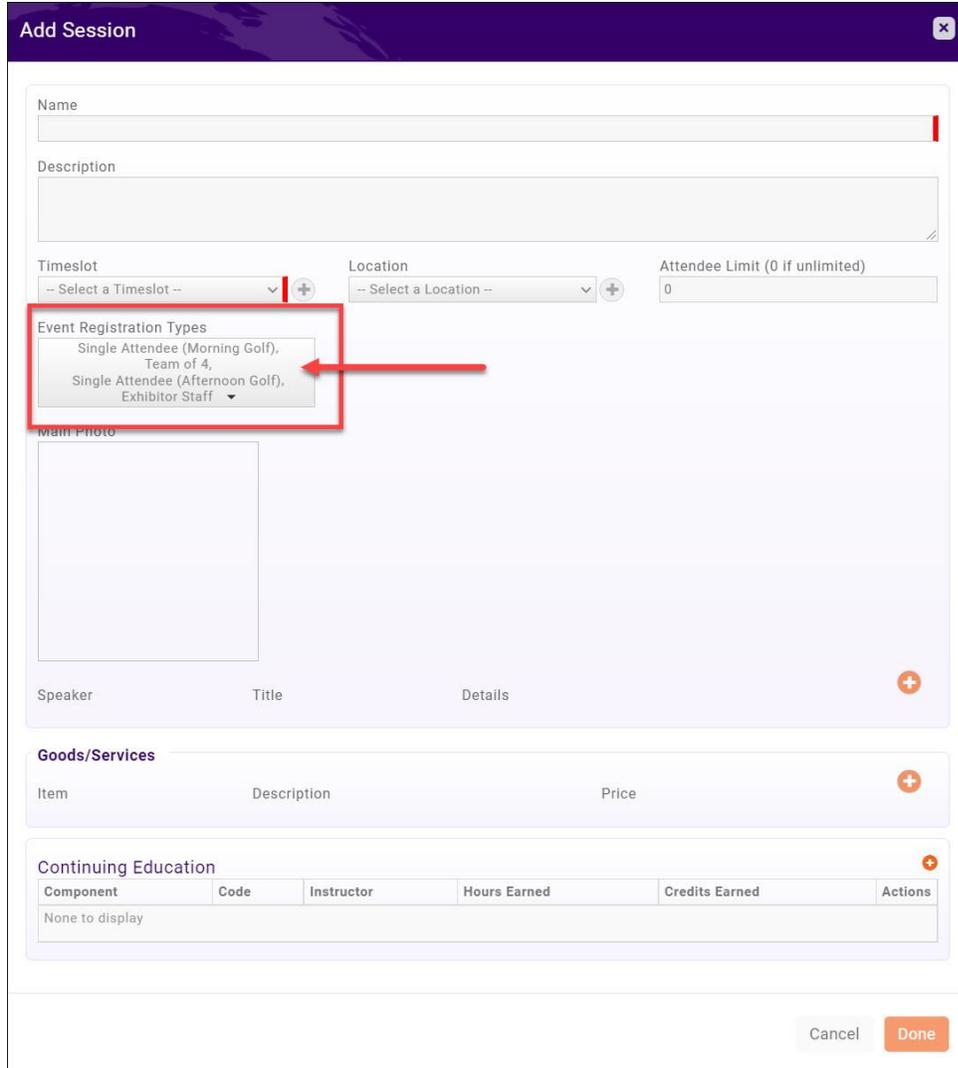
- Handicap \***: A field with the instruction "Please include your handicap".
- Additional Information**: A section containing a "Front 9 or Back 9?" field with the instruction "Please tell us if you prefer to golf the front 9 or the back 9. Preferences will be assigned in the or".
- Event Sessions**: A list of sessions with a dropdown menu for selection. The dropdown is open, showing options: "Extraordinary Events Made Easy" (highlighted), "Social Media 101", "Value vs Discounts", and "Websites and Content and Sharing, Oh My!".
- Additional Items**: A table listing items for purchase.
- Payment Information**: A section at the bottom of the form.

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

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.



**Add Session**

Name

Description

Timeslot -- Select a Timeslot -- + Location -- Select a Location -- + Attendee Limit (0 if unlimited) 0

**Event Registration Types**

- Single Attendee (Morning Golf), Team of 4,
- Single Attendee (Afternoon Golf), Exhibitor Staff

Main Photo

Speaker	Title	Details
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**Goods/Services**

Item	Description	Price
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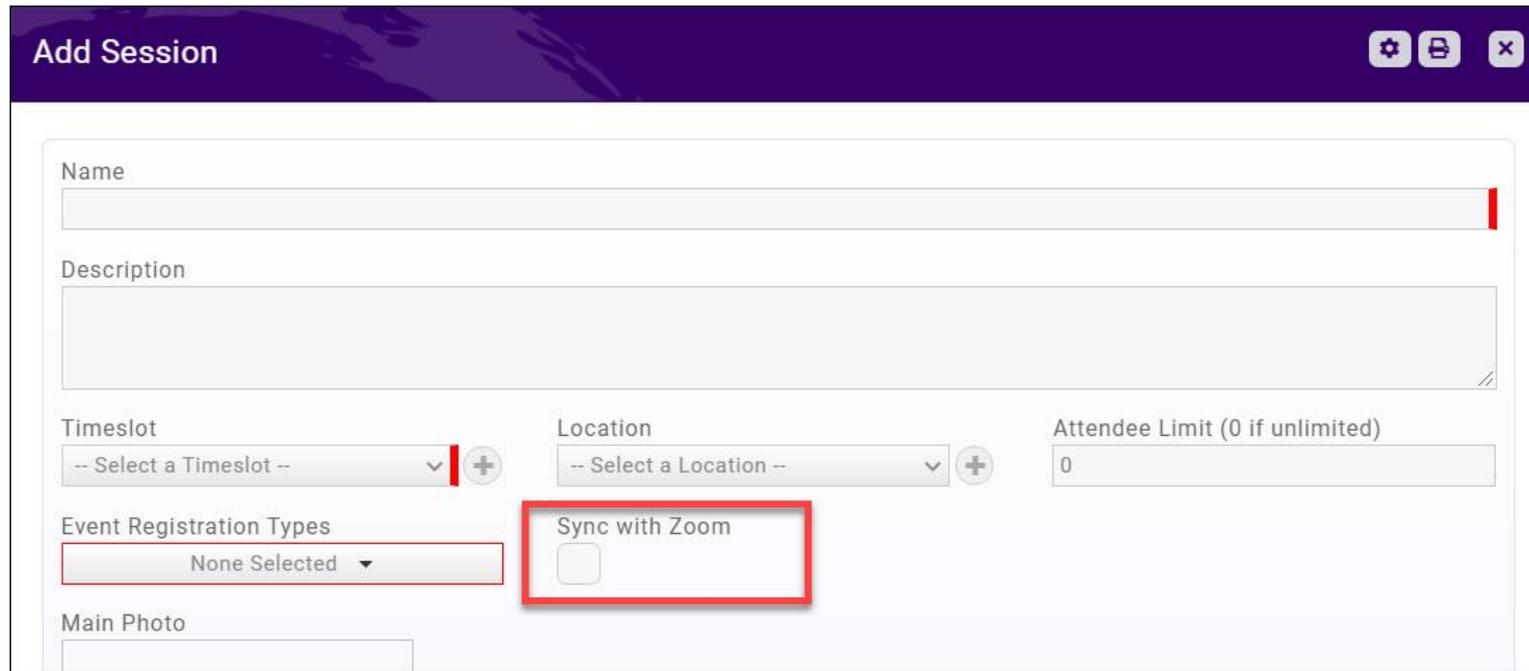
**Continuing Education**

Component	Code	Instructor	Hours Earned	Credits Earned	Actions
None to display					

Cancel Done

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.

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.



**Add Session**

Name

Description

Timeslot: -- Select a Timeslot --

Location: -- Select a Location --

Attendee Limit (0 if unlimited): 0

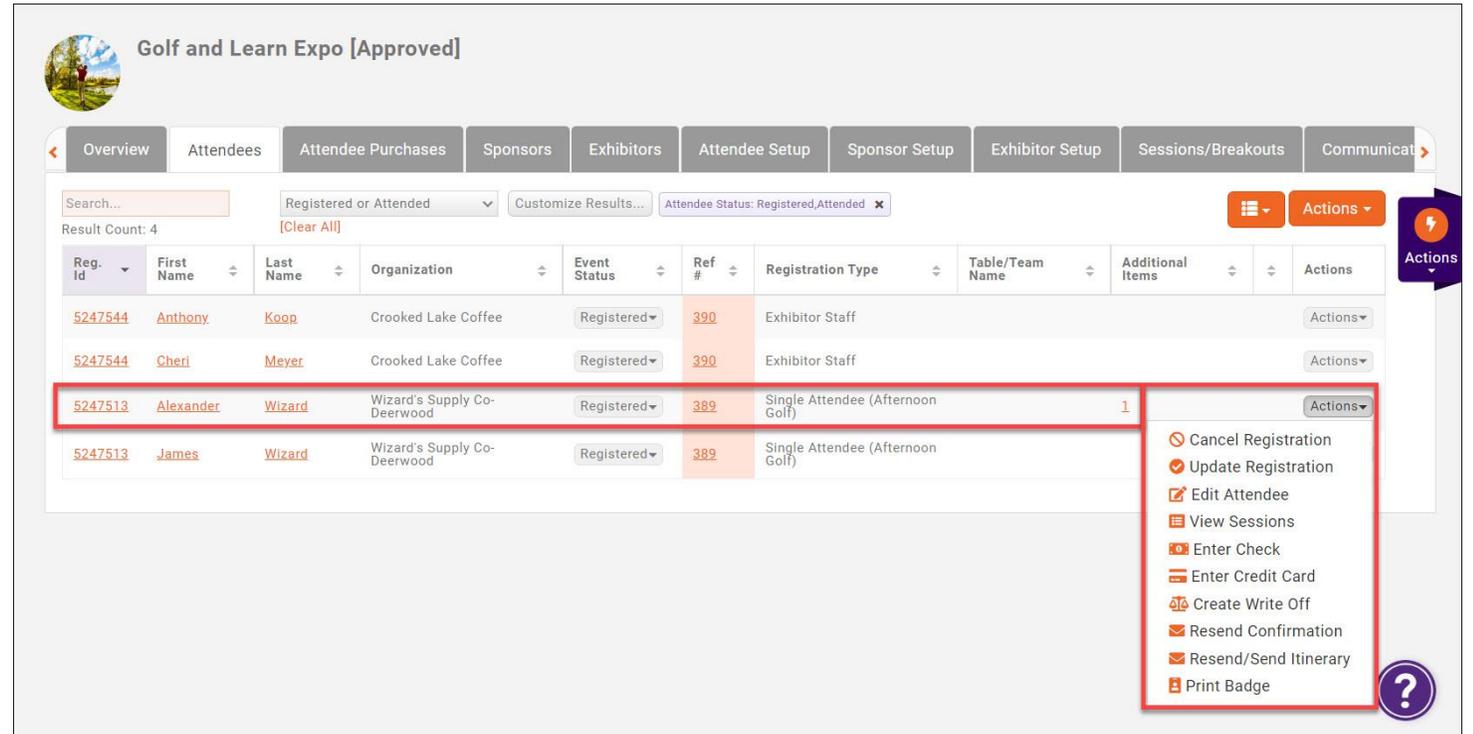
Event Registration Types: None Selected

Main Photo

**Sync with Zoom**

# Sessions

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.



Golf and Learn Expo [Approved]

Overview Attendees Attendee Purchases Sponsors Exhibitors Attendee Setup Sponsor Setup Exhibitor Setup Sessions/Breakouts Communication

Search... Registered or Attended Customize Results... Attendee Status: Registered, Attended

Result Count: 4 [Clear All]

Reg. Id	First Name	Last Name	Organization	Event Status	Ref #	Registration Type	Table/Team Name	Additional Items	Actions
5247544	Anthony	Koop	Crooked Lake Coffee	Registered	390	Exhibitor Staff			Actions
5247544	Cheri	Meyer	Crooked Lake Coffee	Registered	390	Exhibitor Staff			Actions
5247513	Alexander	Wizard	Wizard's Supply Co-Deerwood	Registered	389	Single Attendee (Afternoon Golf)		1	Actions
5247513	James	Wizard	Wizard's Supply Co-Deerwood	Registered	389	Single Attendee (Afternoon Golf)			Actions

- Cancel Registration
- Update Registration
- Edit Attendee
- View Sessions
- Enter Check
- Enter Credit Card
- Create Write Off
- Resend Confirmation
- Resend/Send Itinerary
- Print Badge

Now that we have everything set up, let's look at both an exhibitor registration and an attendee registration.

# Want more info?

If you're a current GrowthZone subscriber and would like more information on the Expo module, you can reach out directly to the Engagement Team and they will be happy to schedule a demo and answer any questions you may have.

[Meet the Engagement Team and set up a consultation!](#)

Questions?



## **Customer Service Hours:**

Monday-Friday: 8am to 5pm (Central)  
[GZSupport@growthzone.com](mailto:GZSupport@growthzone.com)  
800.825.9171, Option 4, then 2

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