Map Your Show®

Unlock Greater Flexibility with New Sponsorship Features

Our latest enhancements are designed to give organizers more control, streamline the sales process, and create a seamless experience for applicants. With new application types, flexible data fields, and expanded admin tools, managing sponsorships has never been easier.

Three Application Types to Fit Your Sales Process

You can now utilize separate application experiences tailored to different customer needs:

- **Exhibit Application –** The traditional option for exhibitors that includes booth/space selection, sponsorship items, and enhanced listings. *(Booth/space selection required to submit)*
- **Sponsorship Application –** A new path for non-exhibiting companies to purchase sponsorships and sign your terms. Includes sponsorship items and enhanced listings.
- **Booth Share Application –** Designed for co-exhibitors sharing a booth. Also supports sponsorship items and enhanced listings.

Use the updated options in the customer record to invite each customer to apply for the appropriate application type – Exhibit, Sponsorship, or Booth Share – based on their eligibility or prior engagement.

Send invitation to apply:
Exhibit Application | Sponsorship Application | Booth Share Application

Field-Level Flexibility

Customize the application experience with advanced field settings:

- **By Application Type** – Set whether each field is visible, required, or editable based on the specific application type.

  Example: Hide "Competitors - list of who I do not want to be located near" from Sponsorship Application.

- **By Application Type** – Apply different rules for returning customers (with booking codes) vs. new applicants.

  Example: Set "Company Name" to read-only for returning customers.

Custom Terms & Conditions

- Include separate Terms & Conditions for each application type.
- Now accepted in PDF format to simplify material collection for set up.

Adapt Email Communication to Your Process

Fine-tune your communication at every step:

- **Invitation Email –** templates available for each application type; messaging can reflect the application link you're providing. Updated templates include:
  - Invite to apply (Exhibit Application)
  - Invite to apply (Sponsorship Application)
  - Invite to apply (Booth Share Application)
- **Confirmation Email -** the template sent after an application will be based on the application type submitted. Updated templates include:
  - Application Confirmation (Exhibit Application)
  - Application Confirmation (Sponsorship Application)
  - Application Confirmation (Booth Share Application)
- **Approval Emails -** the version sent after a customer is approved will be based on the line item types they have purchased at the time of approval. Updated templates include:
  - Exhibiting Customer Approval: *Sent if the customer being approved has a booth or space line item (and is listed as primary or private for the booth.)*
  - Sponsor Customer Approval: *Sent if the customer being approved has sponsorship line item(s) and no booth/space line item(s).*

- Booth Share Customer Approval: *Sent if the customer being approved has a booth share line item and is not listed as a primary/private exhibitor for any other booths/spaces.*
- Generic Customer Approval: *Sent if the customer being approved does not have any line items.*

- **Invoice Emails -** Default language updated to apply across all product types.
- **New Variables -** Include specific application links in custom sales emails.

Application Confirmation (Booth Share Application)	Confirmation	Automatically sent to the booth share's primary contact when the booth share application is submitted. By default, includes contract as an attachment. *Template: MYS Default*	Yes	**No** (Publish)
Application Confirmation (Exhibit Application)	Confirmation	Automatically sent to the exhibitor's primary contact when the exhibit application is submitted. By default, includes contract as an attachment. *Template: MYS Default*	Yes	**No** (Publish)
Application Confirmation (Sponsorship Application)	Confirmation	Automatically sent to the sponsor's primary contact when the sponsorship application is submitted. By default, includes contract as an attachment. *Template: MYS Default*	Yes	**No** (Publish)

Expanded Digital Signature Collection

Capture more details from your authorized signers. In addition to name and title, you can now collect Company Name, Phone Number, and Email address.

For signature-required events, sponsorship orders from the Exhibitor Resource Center will now require customers to sign off on the terms and conditions.

Upgraded Sponsorship Display & Admin Tools

- **Marketing Page Display** – Publicly showcase sponsorship items without requiring login.
- **Improved Item Admin -** Greater control over item visibility and settings.
- **New Import Template -** <u>Updated format</u> provides guidance on importing sponsorship inventory into MYS.

Sales Application - Purchase Settings: *

- ◯ Allow any company to purchase in sales application
- ◯ Only allow customers with a booking code to purchase in sales application
- ● Admin Only

* If set to Admin Only, a customer cannot purchase in the sales application. The item can only be added to an order by show mgmt.

Purchase Settings: *

- ● Display in Public Marketing Page and ERC - purchase from either page
- ◯ Display in Public Marketing Page and ERC - purchase only in ERC
- ◯ Display & purchase only in ERC
- ◯ Admin Only