



EXHIBITOR BADGES

THINGS TO KNOW BEFORE GETTING STARTED:

- Each person must have an account in the Gen Con registration system to obtain a badge.
- There can only be one badge per account, per person.
- Only the *Primary Contact* can login and reserve badges.
- To expedite the process, be sure you know the names and email addresses of each person you are reserving a badge for, and that they are on your friends list. This can be done ahead of time on your “My Friends and Family” page.
- The name listed on your PROFILE page is the name that will be displayed on the badge. It will be displayed as entered ... typos and all! To update this information, log in to your account and click the “My Profile” link.
- Everyone **must have** a badge to participate in the show.
- Your badge(s) will be available for pick-up onsite at Exhibitor HQ, located outside of Hall J. **They will not be mailed.**
- Only the *Primary Contact* is eligible to pick-up badge(s) unless you reach out to exhibitors@gencon.com to arrange to have them picked up by someone else.
- Badge(s) should be reserved by **June 14, 2024** to ensure a smooth check-in process onsite. Badges procured after this date may not be ready for pick-up and long lines may be experienced onsite while badges are being created/printed.

HOW TO REDEEM EXHIBITOR BADGES

1. Go to the Gen Con website – <https://gencon.com>
2. The Primary Contact must sign in in order to reserve exhibitor badges. Anyone who is NOT the Primary Contact will NOT see the option to purchase exhibitor badges when they sign in.
3. To sign in to your Gen Con account, mouse over the profile icon in the upper-right section of the screen and click “Sign In”. **Be sure you are signing-in to the account that is connected to your Exhibitor Profile**

If you do not know your login name, please contact customerservice@gencon.com.

If you do not know your password, try using the “Forgot Your Password?” feature.

4. Click the “Buy A Badge” button in the upper-right section of the screen.

A list of badge types will appear and you will see two different Exhibitor badge options:

“Exhibitor - \$0.00”

“Exhibitor - \$143.00”

YOU DO NOT NEED AN AUTHORIZATION CODE FOR EXHIBITOR BADGES.

The “Exhibitor – \$0.00” option represents the *complimentary* badges that are part of your booth purchase. Use this option to obtain your complimentary badges.

The “Exhibitor - \$143.00” option can be used to purchase additional badges.

5. Click “Select” next to the zero-cost badge.

Your name will be listed, along with anyone who is on your friends list or anyone you have created badges for in the past.

There is also a link for “Someone else” at the bottom. This is where you will add the email address of those who will be receiving your other badge(s), but do not appear on the above list. See the “Assigning badges to people who are not on your list” section below for additional info.

6. Click the check box next to your name.

Your name, along with the badge, should appear in the “Cart” section in the upper-right section of the screen.

Now click the checkbox next to the name of any others in the list you’d like to get badges for.

NOTE: When choosing the “Exhibitor - \$0.00” option, you will only be able to select the quantity of names equal to your allocated number of free Exhibitor badges. Once you’ve reached your allocated number, the system will not let you choose additional names.

If you need to **purchase** additional badges, use the “Exhibitor - \$143.00” option with the same steps above.

Skip to Step 9 if you are only getting a badge for yourself.

Assigning badges to people who are not on your list

7. If you would like to assign a badge to someone who is not on your list, click the “Someone else” link and enter the email address of the person you are assigning or purchasing a badge for.
8. Click “Find”.

If the system doesn’t recognize the email you entered, it will notify you and display a First Name and Last Name text boxes. Be sure there are no typos in the email.

If you don’t know the email address of a member in your group, click the “Don’t Know” link and enter their name. Then click the “Find” button below the email box.

If the system finds matches, it will list the matches and ask you to either choose the correct account or choose “None of the above”. If you choose “None of the above”, the system will automatically add the name to your list for you to select.

Note: If you are creating a badge for someone that wants to participate in events or someone who might already have an account in the system, please check with them first to get their account email address and/or have them create an account.

9. Continue steps 6 and 7 until all the emails/names of the people you are getting badges for are entered.

The names you entered, along with the badge, should appear in the “Cart” section on the right side of the screen.

10. If you need to purchase badges above your complimentary allotment, you can do so in the same transaction. Just click “Select” next to the “Exhibitor - \$143 option” and follow the steps above.

REMINDER: You may purchase additional Exhibitor badges up to the quantity equal to the number of free badges allotted.

All complimentary and purchased badges will show up in your cart.

11. Click the “Checkout” button in the “Cart” section.

This will take you to the “SHOPPING CART” page.

IMPORTANT: EXHIBITOR BADGES WILL NOT BE MAILED. In the “Shipping Options” section, choose the “Will Call: \$0.00” option so that you are not charged for shipping. This does NOT mean your badges will be available for pick up at Will Call onsite, as all Exhibitor badges will be picked up at Exhibitor HQ onsite.

12. Follow the remaining prompted steps to complete your transaction.

Note: On the receipt page, you can ignore the Will Call and Housing sections, as that messaging does not apply to Exhibitors.

You will have successfully obtained a badge (or badges) when you land on the RECEIPT page. An email will be sent to you and the individuals you obtained badges for, confirming the badge procurement.