



APRIL 2–5, 2020
MINNEAPOLIS CONVENTION CENTER

'Be My Guest' Tickets — Invite Your best customers and prospects to the Show

You will be sent your unique link on November 11th via newsletter. **Please do not share your link with anyone.**

To ensure a more efficient and improved experience at the Northwest Sportshow please note the following policy changes for Be My Guest Tickets

1. Redeemed **Electronic Be My Guest tickets** will continue to be 50% off the general admission price.
2. Redeemed **Hard Stock Be My Guest tickets** will be 35% off the general admission price.

Create, design and manage your electronic Be My Guest Tickets. The BMG site allows you to:

1. Request e-tickets
2. Customize your e-ticket at an additional cost
 - a. Bold your **Company Name - FREE**
 - b. Include a company logo
 - c. Add text to your e-ticket—25 words or less (i.e. Visit us in space A1)
 - d. Add your brand logo to the footer
 - e. Attach a preferred e-ticket (Your company campaign/flyer, etc.)
3. Upload a spreadsheet of your customer base and email in a few easy steps
 - a. Email customers one at a time—whenever you wan
 - b. You are now able to send multiple tickets to your customer at one time – Simply input the quantity you would like to send. They will receive one email with multiple PDF's attached.
4. Order tickets for another NMMA Shows you are exhibiting in without logging out
5. Pay a \$50.00 non-refundable deposit via credit card and order as many tickets as you like
 - a. A minimum of 10 tickets is required with the deposit.
 - b. Orders of 9 tickets or less are paid in full at the time of checkout
6. Your credit card will be charged for the total redeemed tickets, less your deposit, within 30 days of the show's closing date
7. New orders originating on site will be charged a \$50 non-refundable deposit.
8. The ability to order and send e-tickets is open throughout the show.

If you have any questions or concerns, please contact us at northwesttickets@nmma.org.