



Exhibitor Success Webinar

Deadlines, Tools & Lead Retrieval

January 28, 2026

Agenda

- The Foundation: Where to Find Everything
 - Exhibitor Toolkit: Your “Source of Truth”
 - Exhibitor Dashboard: Help Attendees Find You
- Team Logistics: Register Your Booth Staff
- Drive Traffic to Your Booth
 - Free Tools for Exhibitors
 - Sponsorship Opportunities
- Official Show App:
 - How to access the app
 - Powerful lead retrieval through your own device
- Tools for Your Success:
 - Important Dates & Deadlines
 - Checklist and Resources
- Q&A

Exhibitor Toolkit: Your “Source of Truth”

www.PizzaExpo.PizzaToday.com > Show Details > Exhibit > Exhibitor Toolkit

<https://pizzaexpo.pizzatoday.com/exhibitor-toolkit/>

Find access to all information you need:

- Exhibitor Service Manual (includes important operational deadlines, links to forms, and answers to frequently asked questions)
- Direct links to the Exhibitor Dashboard, hotel booking page and the mobile app
- Videos to help you login and set up your Exhibitor Dashboard account
- Webinar recordings

Exhibitor Dashboard: Help Attendees Find You

www.PizzaExpo.PizzaToday.com > Show Details > Exhibit > Exhibitor Toolkit

<https://pizzaexpo2026.smallworldlabs.com/home>

In the Exhibitor Dashboard, you can:

- Update your company profile and contact info !!!
- Select product categories
- Upload press releases, videos, show specials
- Add NEW PRODUCTS

IMPORTANT:

- Only Contract Contacts and Marketing Contacts can access the Exhibitor Dashboard
- Password must be set up on first login
- Need help with your password? Reach out to marketing@pizzaexpo.com

Event starts in: 55 DAYS 07 HRS 04 MINS 36 SECS

March 24 to March 26, 2026
Las Vegas Convention Center
Las Vegas, NV

HOME EXHIBITOR DASHBOARD EXHIBITOR LIST FLOORPLAN PRODUCTS OTHERS PIZZAEXPO.COM

Karishma

Kickstart Your Exhibitor Experience

- 1**
Update Your Profile
Please update your company information in the exhibitor dashboard, including your website and product categories.
- 2**
Complete Exhibitor Tasks
Take a few minutes to review all the important dates and information in the Exhibitor Service Manual. This is also where you will find information for ordering services at the show, including electrical, WA-FL furniture, and more.
- 3**
Manage Your Payments & Contacts
Manage your payments and contacts from your exhibitor dashboard. View payment details and update exhibitor contact information as needed.

[Click Here to Get Started](#)

Team Logistics: Register Your Booth Staff

www.PizzaExpo.com > Show Details > Exhibit > Exhibitor Staff Registration

<https://pizzaexpo.pizzatoday.com/exhibitor-staff-registration/>

Your company's CONTRACT CONTACT will receive an email to create an account to register staff. The email will come from

PizzaExpoShowTeam@PizzaExpo.com

Register all booth staff as soon as possible so they can get access to matchmaking in the official show app. **Unregistered staff will not be able to access the show app, i.e. the primary tool for lead retrieval.**

Staff badge allotment of 5 complimentary passes per 10x10 booth. Additional can be purchased.

IMPORTANT:

- Only CONTRACT CONTACT can create an account and register their booth staff through our new system.
- New admins can be added to your account by your CONTRACT CONTACT; details on how to do this and how to register staff are in the user guide on the page link provided above.
- Need help? Email marketing@pizzaexpo.com



*** Please do not reply to this e-mail. It was sent from an automated system. ***

REGISTER YOUR COMPANY FOR INTERNATIONAL PIZZA EXPO 2026 EXHIBITOR BADGES

Hello Karishma Lulla,

You are receiving this email because you are listed as the **Contract Contact** for your company, Emerald Reserved, exhibiting at International Pizza Expo 2026 happening March 24-26, 2026. Please note, only the **Contract Contact** will receive this email.

It's time to register your team for Exhibitor Badges. We have a new registration system (CVENT), and here are easy steps to register your team for badges.

1. Log In

Click the link below to log in to the Exhibitor Badge Portal. *Note: this is a personalized link that will only work for you and cannot be forwarded or shared.*

2. Set Your Password

The password is unique to you. If you previously set up your account in Cvent, use your existing password to login. If you forgot your password, click "Forgot password" to reset it.

3. Register Your Team

Once you are logged in, you can register your team for badges up to your badge allotment (5 badges per 10x10 booth). *Tip: Bookmark the page for easy access.*

In the Exhibitor Badge Portal, you can:

1. Register your team
2. Register yourself
3. You can register themselves for a badge allotment (comp. badges) and number of badges
4. Register additional Exhibitor Badge Admin for your company, Exhibitor Badge Portal.

[Log In](#)

EXHIBITOR REGISTRATION USER GUIDE



Introducing International Pizza Expo's new registration partner - Cvent.

This guide provides step-by-step instructions for our 2026 exhibitors to register their staff for the show this March.

Registering for International Pizza Expo

Upon booking your booth for the upcoming show, the Contract Contact for your account will receive an automated email, pictured below.

The email will come from: PizzaExpoShowTeam@pizzaexpo.com



*** Please do not reply to this e-mail. It was sent from an automated system. ***

REGISTER YOUR COMPANY FOR INTERNATIONAL PIZZA EXPO 2026 EXHIBITOR BADGES

Promote Your Participation



www.PizzaExpo.com > Show Details > Exhibit > Exhibitor Toolkit
<https://pizzaexpo.pizzatoday.com/exhibitor-toolkit/>

Use your two unique promo codes to invite buyers to the show.



Limit of 10 passes for your VIP guests



Unlimited

All promo codes expire on **March 21** and cannot be claimed once onsite registration opens. Additional rules and regulations are on the show website.

Take advantage of custom-designed graphics to invite customers to the show. Find these in your customized Feathr dashboard.

INTERNATIONAL PIZZA EXPO & CONFERENCE
MARCH 24-26, 2026
LAS VEGAS CONVENTION CENTER

Join us and the pizza industry at International Pizza Expo 2026!
Emerald Reserved 1
Booth #3400

What will you discover at Pizza Expo?
Meet with current vendors and search for new suppliers on the largest Pizza Expo exhibit floor ever. Network with fellow pizzeria owners and managers, facing similar challenges. Learn from successful peers, who will be giving pizza-making demonstrations and offering advice on business-related topics. Join the fun at the special events hosted by Pizza Today Magazine and International Pizza Expo. See for yourself what's new and next in 2026!

EDUCATION COMPETITIONS EXHIBITORS

Use our code **FTHR123** to get 50% off your attendee ticket!*

We'll see you in Las Vegas at International Pizza Expo March 24-26, 2026!

REGISTER NOW WITH 50% OFF!*

*Terms and conditions apply. [Click for more details.](#)

See us at Pizza Expo!
Emerald Reserved 1

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REGISTER NOW

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INTERNATIONAL PIZZA EXPO & CONFERENCE
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LAS VEGAS CONVENTION CENTER

Promote Your Participation

Paid Opportunities

www.PizzaExpo.com > Show Details > Exhibit > Sponsorship & Advertising
<https://pizzaexpo.pizzatoday.com/exhibitor/sponsorship-advertising/>

A few sponsorship opportunities are still available to help maximize your presence at the show.

Sponsors generate an incredible
82%
MORE LEADS
than exhibitors who don't sponsor



Official Show App: Your Ultimate Lead Retrieval Tool

www.PizzaExpo.com > Show Details > Exhibit > Exhibitor Toolkit
<https://pizzaexpo.pizzatoday.com/exhibitor-toolkit/>

All registered exhibitor staff will receive an email to access the Official Show App to begin making connections with buyers on **Thursday, January 29**.

The mobile app is your primary lead retrieval device onsite. Note that attendees will not have access to the app until one month before the show and will not be able to see any connection requests you send before this time.

IMPORTANT:

- All users must setup their own unique login and password.
- To access the app, booth staff must be registered. Once registered, each user can access the App using their email (provided at the time of staff registration) and Badge ID.
- Lead retrieval is available only through the official Mobile App onsite. No other lead retrieval solutions are being offered.
- Need help? Email marketing@pizzaexpo.com



Important Dates & Deadlines: February

February						
SUN	MON	TUE	WED	THU	FRI	SAT
1	2 Request for Exhibitor Appointed Contractor (EAC) Approval	3 Booth & Hanging Sign Variance Form Due	4	5 Operations Essentials Webinar at 1:00 PM EST	6	7
8	9	10 Food Sampling Approval Form Due	11	12	13	14
15	16	17	18	19	20 New Product submissions due [New Exhibitors] Treasure Hunt commitment due Certificate of Insurance Due	21
22	23 Freeman Early Bird Deadline (Booth Furnishing, Utilities/Electrical, Labor, Flooring, Signs & Graphics)	24	25 Promo Code Contest Deadline Top 10 exhibitors get free marketing! Cox Business Early Bird Deadline	26 Advance Warehouse Shipping Begins Accepted through Tuesday, 3/18 without surcharge	27	28

Important Dates & Deadlines: March

March						
SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5 Oscar & Associates Photo/Video Services Discount rate ends	6	7
8	9	10	11	12	13	14
15	16	17	18 Advance Shipping ends Must ship direct to show after this date.	19	20	21
22 Show Site Shipping Begins	23	24 Show Floor Open	25 Show Floor Open	26 Show Floor Open	27	28
29	30	31				

Checklist

- Update company profile in the Exhibitor Dashboard
- Register booth staff
- Invite customers
- Order booth furnishings, electrical, and other essentials
- Download the Official Show App and start connecting with attendees
- Schedule meetings with buyers before show opens
- Submit new products and press releases
- Book hotels through Pizza Expo's official housing partner, EvolveCon powered by HotelMap, and flights

Resources

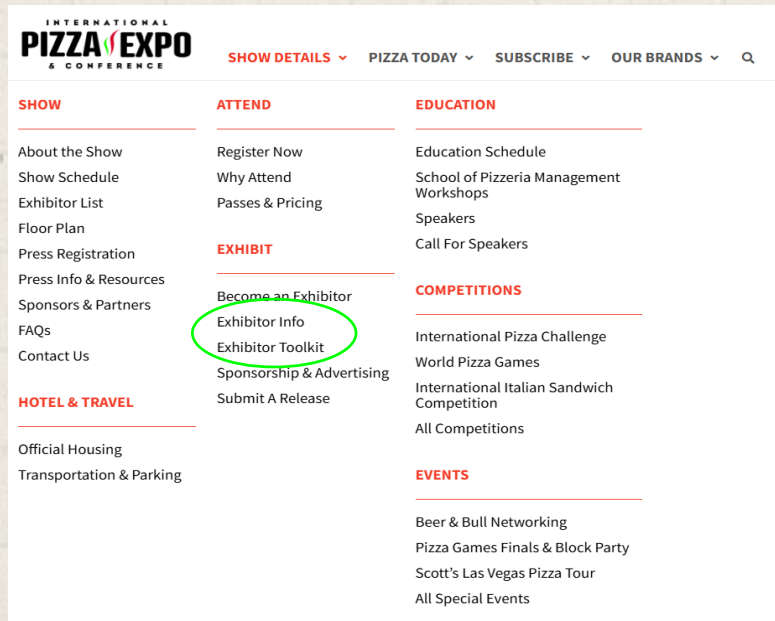
Find answers to all your questions on the website > [Show Details](#) > [Exhibit](#)

Exhibitor Information: show times, move-in/move-out times, operational requirements, Exhibitor Service Manual

Exhibitor Toolkit: access Exhibitor Dashboard, register booth staff, free marketing resources

For questions, reach out to marketing@pizzaexpo.com

For questions related to booth build and furnishing, electrical, food sampling, and move-in/move-out, reach out to pizzaoperations@emeraldx.com



Say hello to Pep!

Meet Pep, our new AI chat assistant. Pep can answer any questions around important information on our website. Find Pep on the bottom-right corner of our website and say hello and get your questions answered instantly!



[Visit website](#)

Save the Date

Get set up success with our **Operations Essentials Webinar** to learn about critical deadlines, operational requirements, food sampling guidelines, and much more.

This webinar is recommended for new and seasoned exhibitors responsible for on-show-site operations and will help you get caught up on key changes and deadlines.

Join us on **Thursday, February 5, at 1:00 PM EST / 10:00 AM PST**

[Click here to register now.](#)



Questions?

See you at the show!

March 24-26, 2026 | Las Vegas Convention Center