

Registration (Paper) Form Guidelines

Provide Information

Notes

Design a form that includes the following details:

- Exact dates and times of the event
- Clearly identified fees (including member/non-member, full event/one day, early registration discounts, guest rates, and special event fees)
- Cancellation/refund policy (including cutoff dates and fees)
- Meeting hotels, rates and reservation methods
- Pre- and post-meeting dates available at the group hotel rate
- Description of seminars that require advance registration and additional fees, if applicable
- Optional activities that require registration (such as golf, tours), along with fees for each activity
- URL where online registration can be completed
- Address or fax to which completed form should be returned

Request Information

The registration form should require participants to provide the following details:

- Attendee profile including all contact information
- Company affiliation and title
- Badge information (nickname or preferred badge name)
- Emergency contact information
- Member status (exhibitor, supplier, nonmember, guest, media, complimentary, etc.)
- Americans With Disabilities Act requirements or special needs, if applicable
- If managing a rooming list, ask for room preference (suite, double, smoking/nonsmoking, ADA accessible)
- Arrival/departure dates
- Payment information (for credit cards: require expiration date, cardholder name and billing address, and cardholder signature. Indicate how the charge will appear on the customer's statement)

Never use shaded areas on the form where you want registrants to write information. These are very difficult to read if the form is returned via fax.