

Boats Afloat Show Digital Ticket Guide

There are two methods to share complimentary digital show tickets with your customers – choose the one that works best for you or try them both! You will only be charged for tickets that are scanned at the entry. Both types of tickets are charged back at \$9/redeemed ticket. You will only be charged for tickets if you exceed the free tickets you're allowed (10 each VIP and General Admission).

Option 1: Sending Digital Tickets to Your Client – From the Ticket Site

Best For: Sending 1-3 tickets to each customer.

1. Gather your list of client names and email addresses that you want to send complimentary tickets to.
2. Go to your unique exhibitor page link, provided to you by the Boats Afloat Show office (not the public-facing ticket site) **(do NOT share this link with clients or the general public)**
3. To keep things easy, we suggest doing your ticket ordering in blocks of ten tickets or fewer. (You can order max 25 tickets per transaction, but you can do as many transactions as you want)
4. Select the quantity of tickets you want. You can repeat this process as many times as you want.
Example: If you have a list of 5 clients, and want to send 2 tickets to each client, then select (10) from the dropdown of each ticket type you want to send to the client.
5. Enter the recipient's name for each ticket (required). This is important, in case you need to re-send tickets to a client.
6. Check "I've read the terms and conditions"
7. Under "Almost Done, Where Should we Send the Confirmation?"
 1. Enter YOUR email address
 2. **In the "Name" fields, enter either your company's name, and/or your name or salesperson's name.** (Example: If you just want to include the company name, you can type First Name: "Ricky's" and Last Name: "Boat Sales", and your customer will receive an email that says "Ricky's Boat Sales has reserved 2025 Boats Afloat Show tickets". (If your company name is a single word, you can cheat by entering a period in the Last Name field)
 3. Want to include your name AND company? Use the First Name field for your name (or the salesperson's name), and the Last Name field for the company name. (Example: First Name: "Jim Gaffigan" Last Name: "at Ricky's Boat Sales". When your client receives the ticket, it will read "Jim Gaffigan at Ricky's Boat Sales has reserved tickets for the 2025 Spring Boats Afloat Show")
 4. **Whatever you write in the First Name and Last Name fields, is the only way your client will know who sent them the tickets (if you're sending from within the ticket ordering system).**
8. Enter your mobile number
9. Submit the order by clicking "Complete Purchase" button

10. A confirmation page will open. **This is where you will now send the tickets to your clients. You have to do this for each individual ticket.**
11. The Client's name will appear on the left hand column
12. Click the "email" button and enter YOUR CLIENT'S email address in the pop-up box, and hit Send. Repeat for each ticket in the order.
13. Your client will receive a separate email for each ticket you send (e.g. if you send them four tickets, they will receive four emails, each with one ticket).
14. Note: you can text the tickets to the client, but the text message they receive will NOT include any info about who is sending the ticket. However, the ticket itself will include whatever you included in the First Name and Last Name fields when you ordered the tickets. *Would highly recommend you follow up with a personal text so they (easily) know who sent the tickets!*
15. For every order you place, you will receive an email confirmation at your email address. Save this email! You can click the "View Receipt" button in the email – this will take you back to the page where you can see all the tickets and email/text them to the clients, if you need to re-send.

Option 2: Sending Digital Tickets to Your Client – From Your Own Email Address

Best For: More Personalized Messaging and/or For Sending 4+ Tickets to One Person

If you want to include a personalized message (beyond your name and company name) with the tickets, you will need to create a new order for every client you want to send tickets to. This is also the cleanest option, if you are sending 4+ tickets to a single client.

1. Gather your list of client names and email addresses that you want to send complimentary tickets to.
2. Go to your unique exhibitor page link, provided to you by the Boats Afloat Show office (not the public-facing ticket site) **(do NOT share this link with clients or the general public)**
3. Select a quantity and type of tickets you want to send to the client.
4. Enter the recipient's name for each ticket (required). This is important, in case you need to re-send tickets to a client.
5. Check "I've read the terms and conditions"
6. Under "Almost Done, Where Should we Send the Confirmation?"
 1. Enter YOUR email address
 2. **In the "Name" fields, enter either your company's name, and/or your name or salesperson's name.** (Example: If you just want to include the company name, you can type First Name: "Ricky's" and Last Name: "Boat Sales", and your customer's ticket will show "Ricky's Boat Sales" as the purchaser. (If your company name is a single word, you can enter a period in the Last Name field)

3. Want to include your name AND company? Use the First Name field for your name (or the salesperson's name), and the Last Name field for the company name. (Example: First Name: "Jim Gaffigan" Last Name: "at Ricky's Boat Sales". The ticket will say "Jim Gaffigan at Ricky's Boat Sales" as the purchaser.
4. **Whatever you write in the First Name and Last Name fields will be printed on the ticket – so your client will definitely know who sent them!**
7. Enter your mobile number
8. Click the "Complete Purchase" button. A confirmation page will appear.
9. Check your email – you will have an email with the tickets.
10. **Forward that email to your client (from within your email system).** You can include whatever personal message you want, within your email.
11. Go back to step 2 and repeat the ordering process above, for each client.
12. Keep all of the email confirmations you receive, in case you need to re-send them to a client.

Alternative: PDF Style Tickets

Best For: To Give a Customer a Printed Ticket

If you want to have printed tickets on hand, to easily give out to customers in your office, or to prospects you meet at the show that plan to come back, you can print tickets in advance:

1. Go to your unique exhibitor page link, provided to you by the Boats Afloat Show office (not the public-facing ticket site) **(do NOT share this link with clients or the general public)**
2. Select a quantity of "generic" tickets you want, for each ticket type
3. In the "Recipient's Name" fields, enter your company name (e.g. First Name: "Ricky's" Last Name: "Boat Sales"). If your company is one word, enter a period in the Last Name field. Repeat for all tickets. (Whatever you include here will be printed on the ticket)
4. Check "I've read the terms and conditions"
5. Under "Almost Done, Where Should we Send the Confirmation?"
 1. Enter YOUR email address
 2. In the "Name" fields, enter your company's name (Example: First Name: "Ricky's" and Last Name: "Boat Sales". If your company name is a single word, you can cheat by entering a period in the Last Name field)
 3. **Whatever you write in the First Name and Last Name fields will appear printed on the ticket – so the person who receives it will know which company provided the ticket.**
6. Enter your mobile number

7. Click the "Complete Purchase" button. A confirmation page will open.
8. Scroll to the bottom of the order and click the gray button "PRINT ALL TICKETS".
9. Your printer pop up will appear; select the correct printer, **update the formatting as needed so that each ticket is a single page**, and then print.
10. You can hand these out to prospects at the show (if they are coming back another day), keep a stack at your office, etc.
11. Reminder: There is **no Will Call** at the show, any tickets you print you will be responsible for distributing.