

Using Digital Dealers' Registration Platform

CVENT is the registration platform for Digital Dealer Conference & Expo - September 22- 23, 2026 in Detroit, Michigan. Please review the instructions below.

Registering for Digital Dealer Conference & Expo

Upon booking your booth for the upcoming show, the contract contact for your account will receive an automated email, pictured below, from the email address DigitalDealerShowTeam@DigitalDealer.com



**REGISTER YOUR COMPANY FOR DIGITAL DEALER
CONFERENCE & EXPO 2025 EXHIBITOR BADGES**

Dear Exhibitor Admin

You are receiving this email because you are listed as the Contract Contact for your company, Exhibitor Name, exhibiting at Digital Dealer Conference & Expo 2025 October 14-15, 2025.

It's time to register your team for Exhibitor Badges. We have a new registration system (CVENT), and wanted to outline the easy steps for getting your team registered 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 up your Password

The password is unique to you.

3. Register Your Team

Once you are logged in, you can register your team for badges up to your badge allotment (3 badges per 10x10 booth). *Tip: Bookmark the page for easy access.*

Follow the LOG IN call to action button to access registration.

Only the contract contact will receive this email, to resend or adjust the recipient of this automated email, please contact **Joe Valentino** - Joe.Valentino@emeraldtx.com.

Create a Password for your Account

Upon following the link in the email, you will be brought to the Exhibitor Registration Portal to create your password.



Finish setting up your account.

First Name

Last Name

Create a Password

Required

- Minimum 8 characters
- One number
- One special character
- One uppercase letter
- One lowercase letter
- Maximum 20 characters

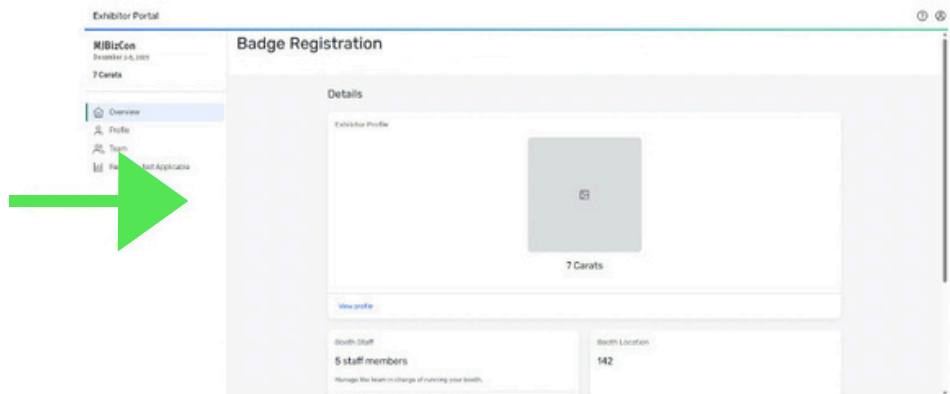
*Note: Your new password can't be the same as your last five passwords.

Confirm Password

Required

Join

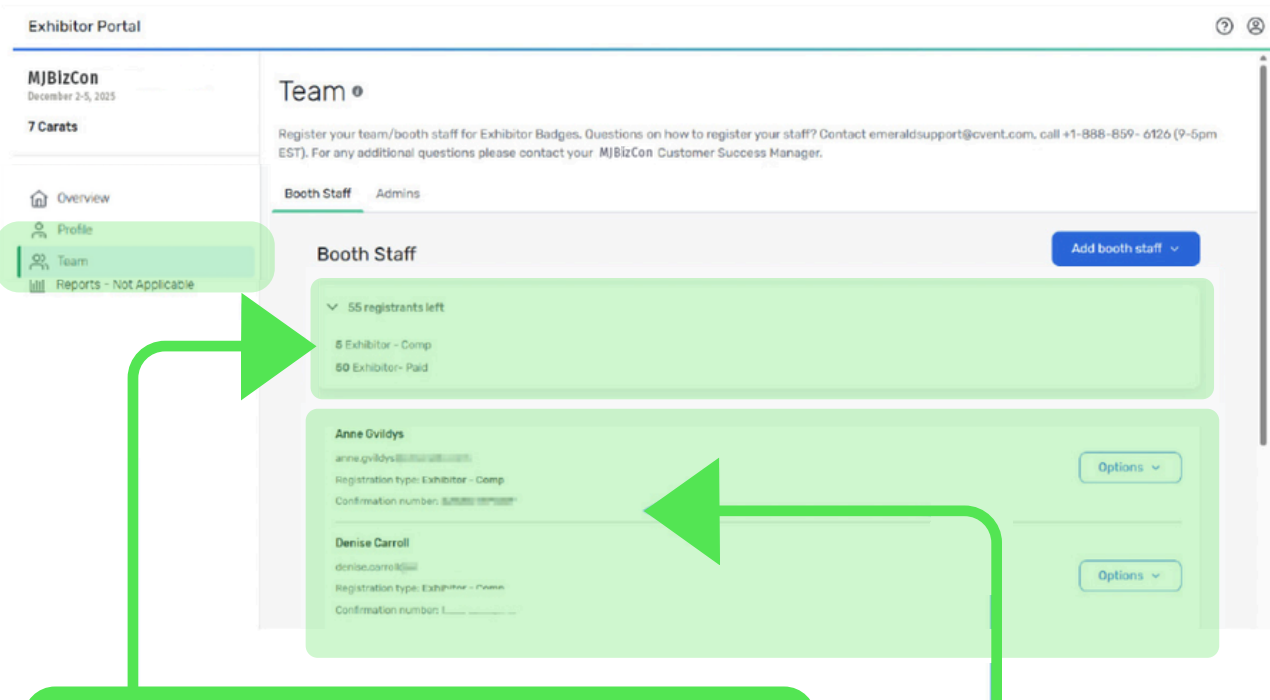
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There are many different facets of the Cvent Exhibitor Registration Portal that Digital Dealer Conference & Expo is not utilizing. These instructions will focus solely on the areas exhibitors need to register for the upcoming show. Information you enter in any other area of the Cvent portal will not be tracked or used by Digital Dealer Conference & Expo.

Accessing Your Company Registration

To access exhibitor registration, go to the Team tab on the left hand side of the Cvent Exhibitor Portal.



The screenshot shows the 'Exhibitor Portal' interface. On the left, a navigation menu includes 'Overview', 'Profile', 'Team', and 'Reports - Not Applicable'. The 'Team' tab is selected. The main content area is titled 'Team' and contains a sub-section for 'Booth Staff'. A green box highlights the 'Team' menu item and the 'Booth Staff' section. A blue button labeled 'Add booth staff' is visible. Below the 'Booth Staff' header, there is a summary card showing '55 registrants left' with a breakdown of '5 Exhibitor - Comp' and '60 Exhibitor - Paid'. Below this, two staff members are listed: 'Anne Ovidys' and 'Denise Carroll', each with their email, registration type, and confirmation number, and an 'Options' dropdown menu.

Registration Type

- Exhibitor - Comp: your free allotment of Expo Badges (3 per 10x10 space); plus the opportunity to purchase additional booth staff badges for your team.

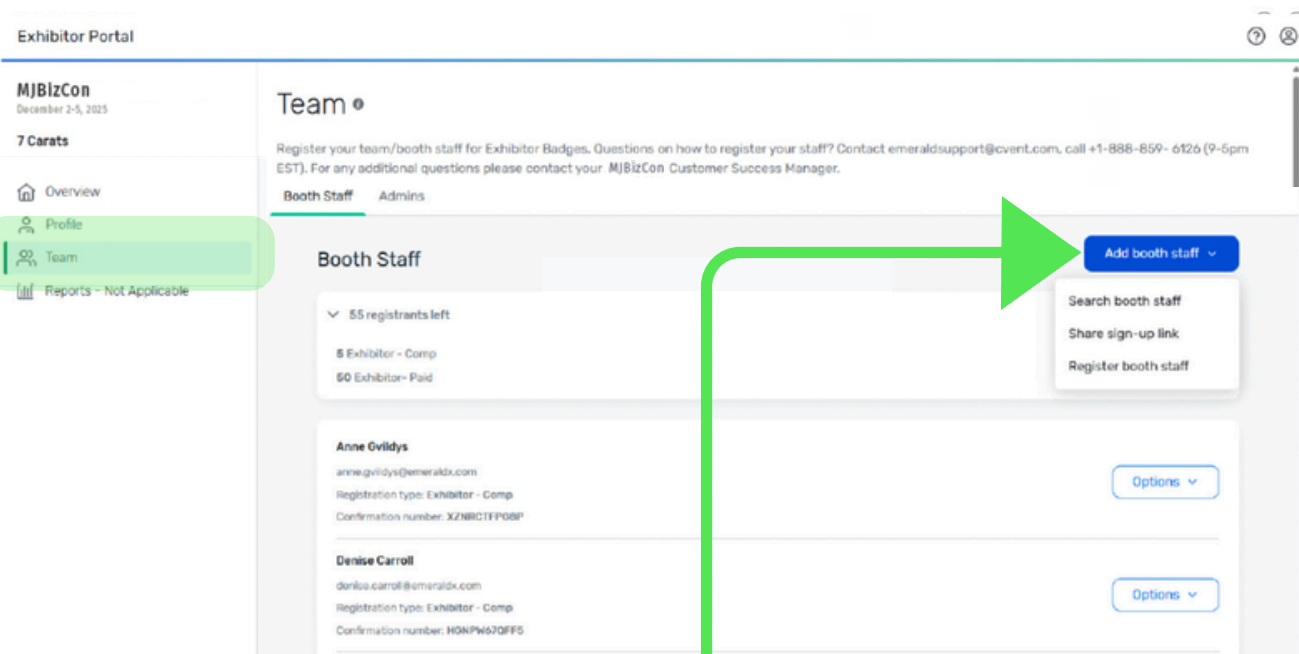
This section will show your total remaining registrations remaining.

Registered Staff

Summary of your company's registered staff members

Registering Staff

To register booth staff, select Add Booth Staff from the Team page on the Cvent Exhibitor Registration Portal.



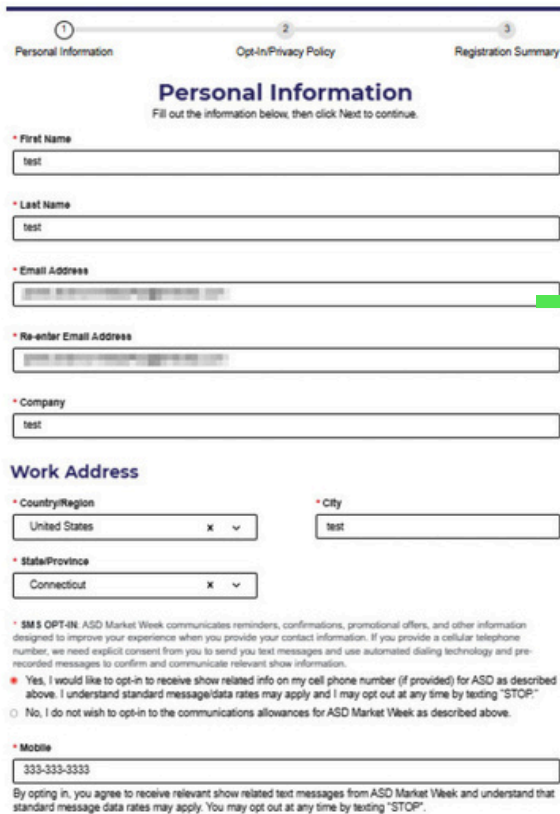
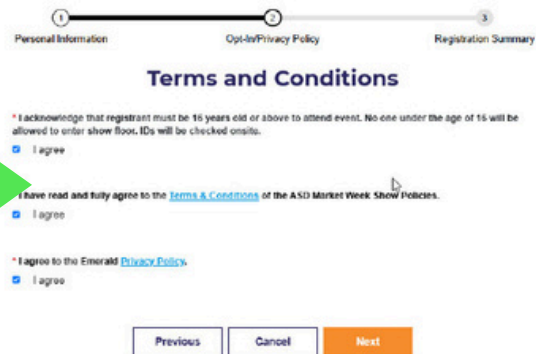
The screenshot shows the 'Exhibitor Portal' interface. On the left, a navigation menu includes 'Overview', 'Profile', 'Team' (highlighted), and 'Reports - Not Applicable'. The main content area is titled 'Team' and contains a 'Booth Staff' section. A green arrow points from the 'Add booth staff' button to a dropdown menu with three options: 'Search booth staff', 'Share sign-up link', and 'Register booth staff'. Below the menu, two staff members are listed: Anne Gvildys and Denise Carroll, each with an 'Options' dropdown.

Select How You Are Registering Your Staff

- Share sign-up link will generate a unique link that you can share with your team to register on their own.
- Register booth staff will bring you to the registration portal to register yourself or the entire team

Registration Form

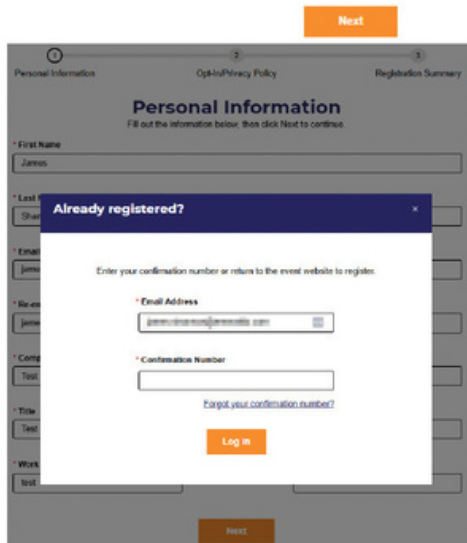
Complete all required fields throughout the registration form.

Unique Email Address Required

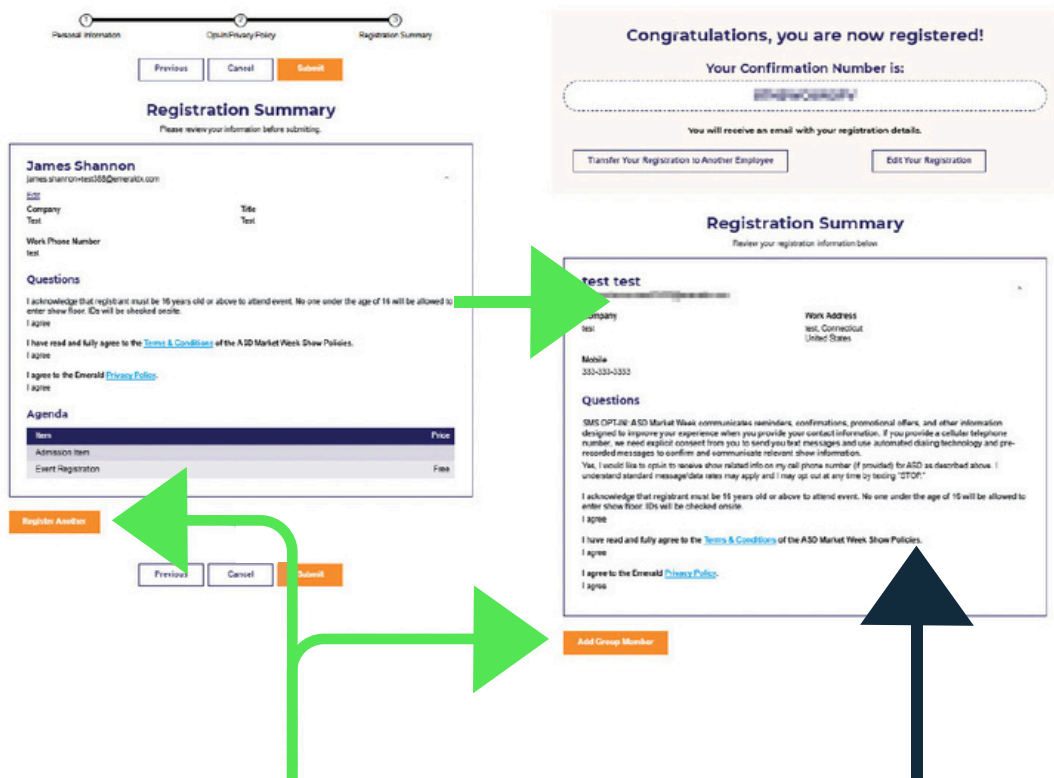
Unique email addresses are required for each individual registering for Digital Dealer Conference & Expo. If the email address you entered has already been used, you will receive the following message.

Reach out to **Joe Valentino**-
Joe.Valentino@EmeraldX.com.



Registration Form

Complete all required fields throughout the registration form.



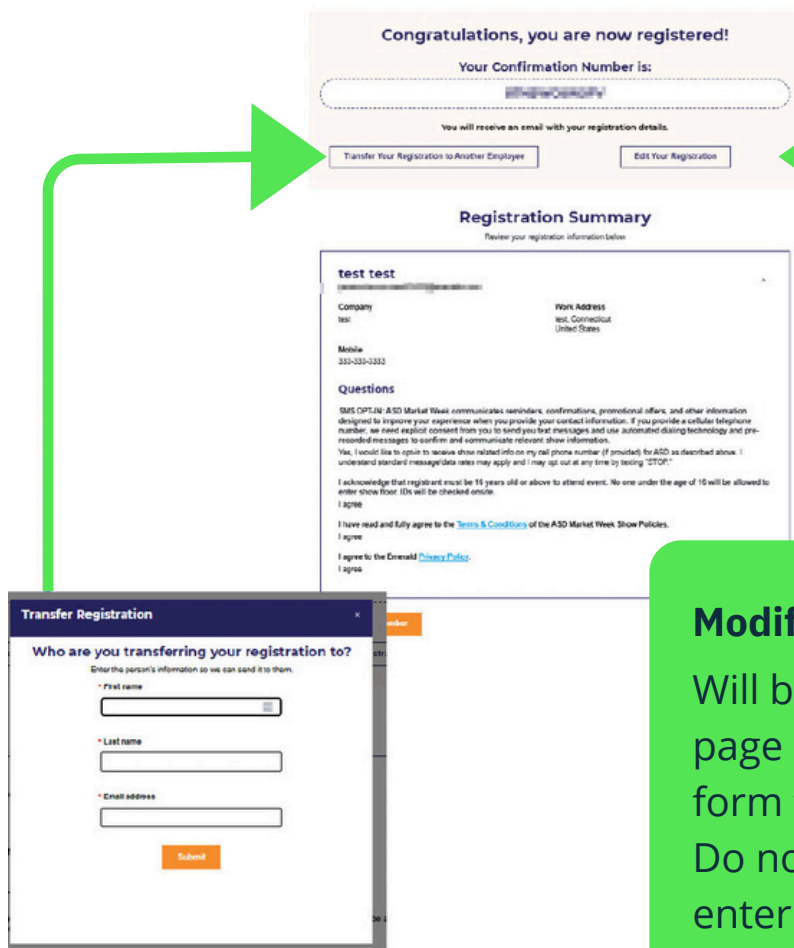
Register Additional Staff Members

Follow either button to register additional staff members. You will then be brought to the beginning of the registration form to register additional team members.

Your Registration is not complete until you see this confirmation screen. If you exit the registration form prior to receiving this screen, none of your information will be saved.

Adjusting Registration from Confirmation Page

From the Confirmation Page you can transfer your registration to another staff member or make changes to your existing registration.



Transfer Registration

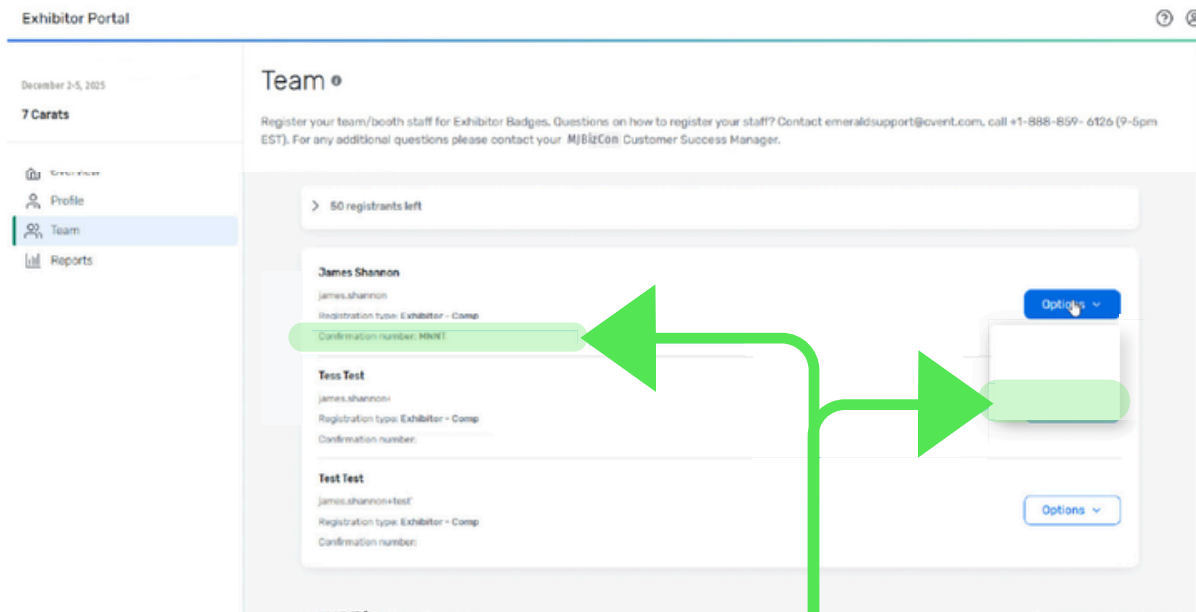
Follow the prompt to transfer your exhibitor registration to another staff member.

Modify Registration

Will bring you to the first page of the registration form to edit your details. Do not use this if you are entering another person's details - this will impact your team's access to the Mobile App. If sending to another team member use the Transfer feature.

Modifying Existing Registrations

From the Team page on the Cvent Exhibitor Portal you can modify existing staff registrations.



Modify Registration

Copy or write down the Confirmation Number Associated with the staff member you are modifying, then select Option and Modify Registration, this will open the Exhibitor Registration form in a new window, where you will enter the Confirmation Number to proceed.

Note: Do not exit the Confirmation Number pop-up on the registration form. This will bring you to the attendee registration flow. You will not be able to access the exhibitor tools in the Mobile App or the show floor, during set-up, with a attendee registration type.