

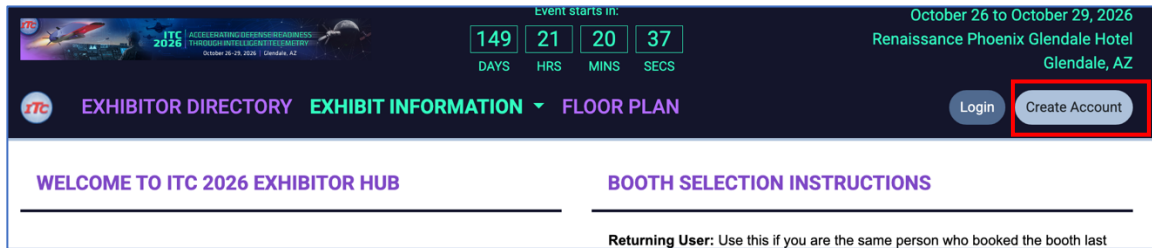
ITC Booth Selection Instructions (A2Z Platform)

The A2Z software has been updated for this year. Please follow the specific scenario below that applies to you to ensure your booth selection is processed correctly.

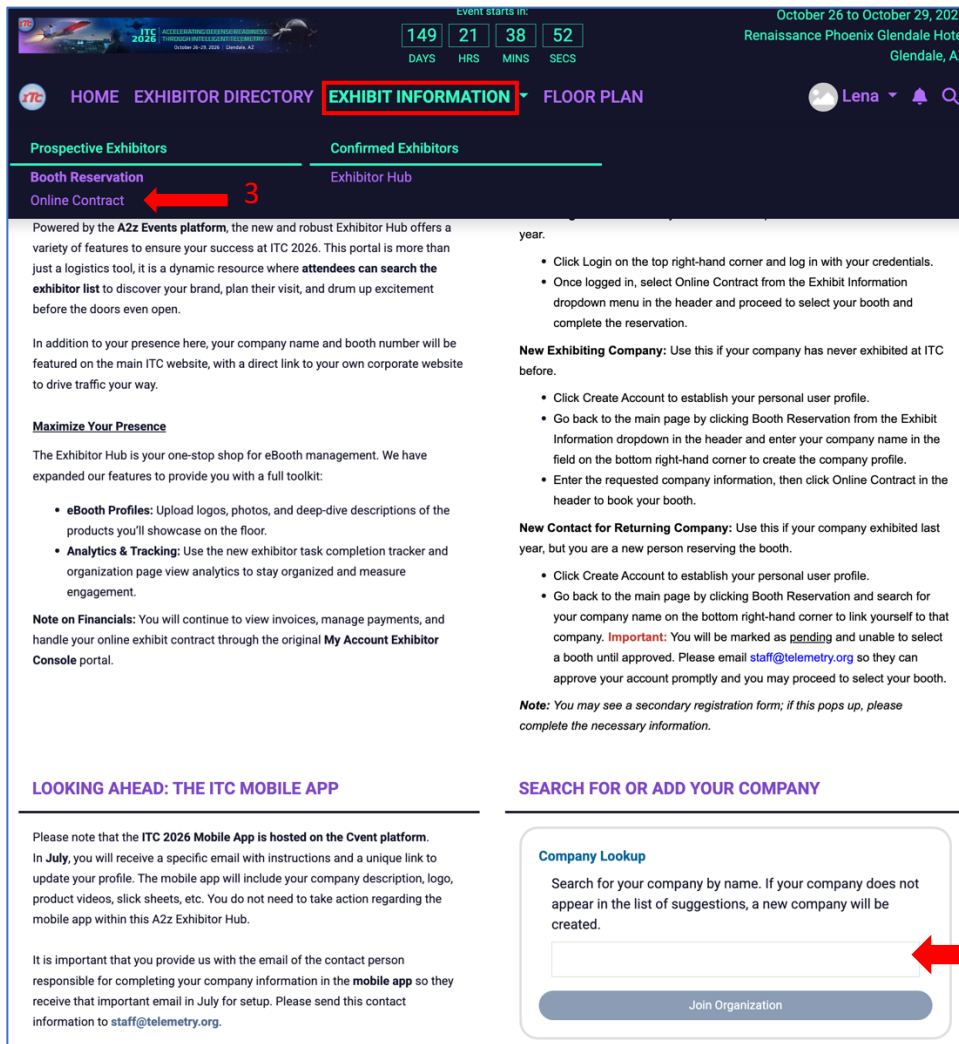
Scenario 1: New Contact for a Returning Company

If your company exhibited last year, but you are a **new person** taking over the reservation, you must link yourself to the existing company profile:

1. Click **Create Account** and enter the requested information to establish your personal profile.




2. **Link to Company:** Go back to the main page by clicking **Booth Reservation**. Search for your company name on the **bottom right-hand corner** and add yourself to that company.



3. **Request Approval:** You will be marked as **Pending** and will be unable to select a booth until you are approved. Please email staff@telemetry.org so they can approve your account promptly and you can proceed to select your booth via the online contract.





Note: If at any point a secondary registration form appears, please ensure all necessary information is completed to avoid delays in your booth selection.



Event starts in:

149	23	03	17
DAYS	HRS	MINS	SECS

October 26 to October 29, 2026
Renaissance Phoenix Glendale Hotel
Glendale, AZ

 [HOME](#) [EXHIBITOR DIRECTORY](#) [EXHIBIT INFORMATION](#) [FLOOR PLAN](#)   

SECONDARY REGISTRATION FORM

Secondary Registration Form

Contact Title is required.

Contact Title *

Contact Company is required.

Contact Company *

Contact Address is required.

Contact Address *

Line 1 *

This field is required

Line 2

City *

This field is required

Postal Code *

This field is required

State/Province/Region *

This field is required

Country *

Choose Country:

This field is required

Contact Phone is required.

Contact Phone *

Save

Scenario 2: New Exhibiting Company (Never exhibited before)

If your company is new to ITC, you must create both a user and a company profile:

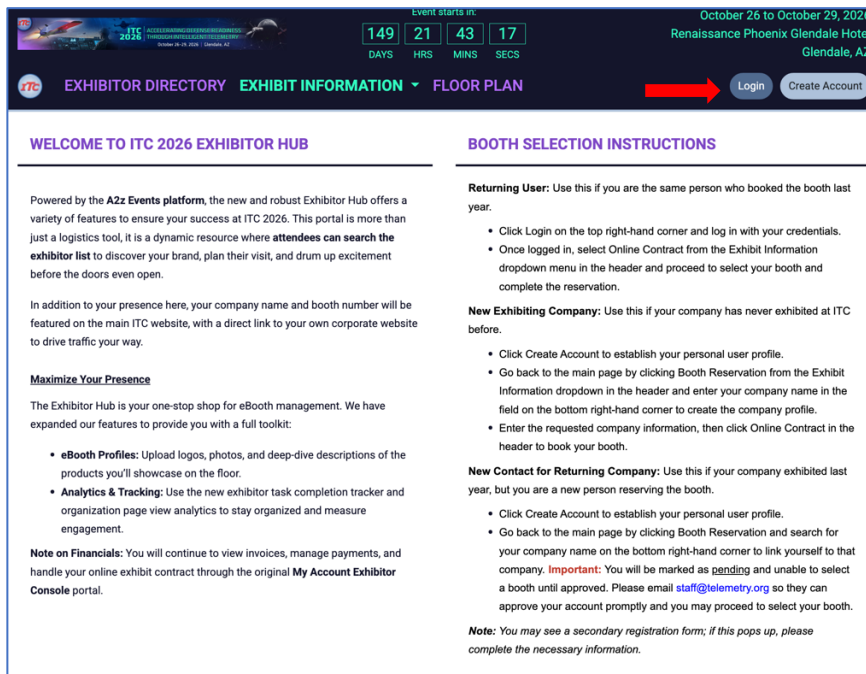
1. Click **Create an Account** to set up your personal user profile. Enter all requested information.
2. Go back to the main page by clicking **Booth Reservation** from the **Exhibit Information** dropdown in the header.
3. **Create Company Profile:** Locate the section on the **bottom right-hand corner** of the page. Add your company name here to create the formal company profile and enter the requested info.

The screenshot shows the ITC 2026 Exhibitor Hub website. At the top, there is a navigation bar with 'HOME', 'EXHIBITOR DIRECTORY', 'EXHIBIT INFORMATION' (highlighted with a red box), and 'FLOOR PLAN'. Below this, there are two tabs: 'Prospective Exhibitors' and 'Confirmed Exhibitors'. Under 'Prospective Exhibitors', there are links for 'Booth Reservation' (pointed to by a red arrow labeled '2') and 'Online Contract' (pointed to by a red arrow labeled '4'). The main content area is divided into two columns. The left column contains text about the A2z Events platform and a 'Maximize Your Presence' section. The right column contains instructions for 'New Exhibiting Company' and 'New Contact for Returning Company'. At the bottom, there are two sections: 'LOOKING AHEAD: THE ITC MOBILE APP' and 'SEARCH FOR OR ADD YOUR COMPANY'. The 'SEARCH FOR OR ADD YOUR COMPANY' section has a 'Company Lookup' form with a search input field (pointed to by a red arrow labeled '3') and a 'Join Organization' button.

4. Click **Online Contract** in the header to proceed and book your booth.

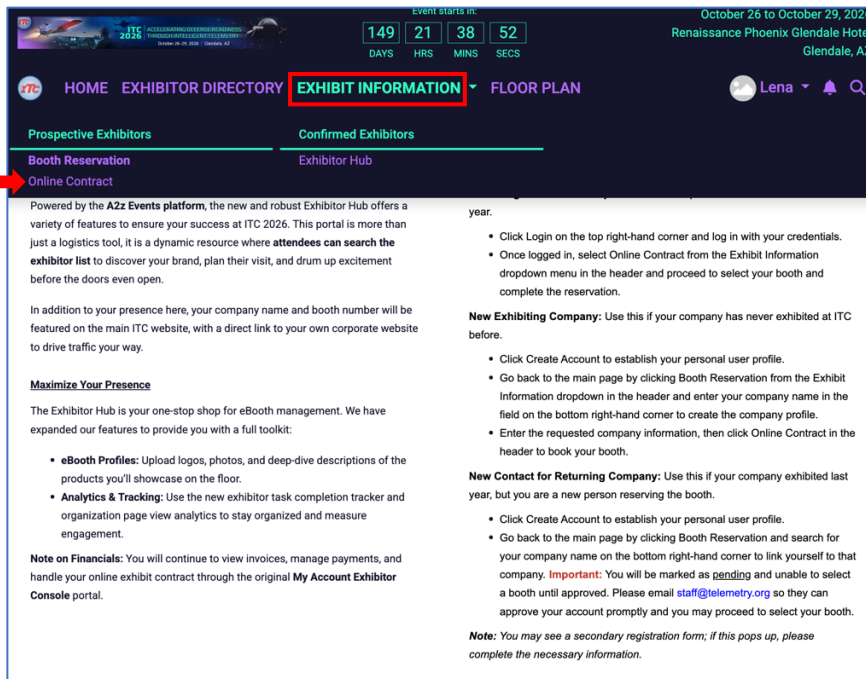
Scenario 3: Returning Individual (Same person who booked last year)

1. Click **Login** on the top right-hand corner of the page and enter your credentials.



The screenshot shows the top navigation bar of the ITC 2026 Exhibitor Hub. The event start date is October 26 to October 29, 2026, at the Renaissance Phoenix Glendale Hotel in Glendale, AZ. The navigation menu includes EXHIBITOR DIRECTORY, EXHIBIT INFORMATION, and FLOOR PLAN. A red arrow points to the Login button in the top right corner, next to the Create Account button. The main content area is divided into two columns: WELCOME TO ITC 2026 EXHIBITOR HUB and BOOTH SELECTION INSTRUCTIONS.

2. Once logged in, select **Online Contract** from the **Exhibit Information** dropdown menu in the header. Proceed to select your booth and complete the reservation.



The screenshot shows the ITC 2026 Exhibitor Hub website after logging in. The user is identified as Lena. The navigation menu is expanded, and the EXHIBIT INFORMATION dropdown menu is open, showing options for Prospective Exhibitors and Confirmed Exhibitors. Under Prospective Exhibitors, the Online Contract option is highlighted with a red arrow. The main content area is divided into two columns: Prospective Exhibitors and Confirmed Exhibitors. The content is identical to the previous screenshot, but the Online Contract option is now selected.