Opt-In channel message

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Deliverables list - allowing attendees to opt-in for partners

Other than brand awareness and engagement, your event partners can enjoy quality lists of leads who showed interest and visited their booth or watched their event content.

Attendees have the option to opt-in to share their information with the event partners during registration, or when visiting one of the partners' booths.

Below, you can learn about the user journey to opt-in via the partners' booths and the deliverables required.

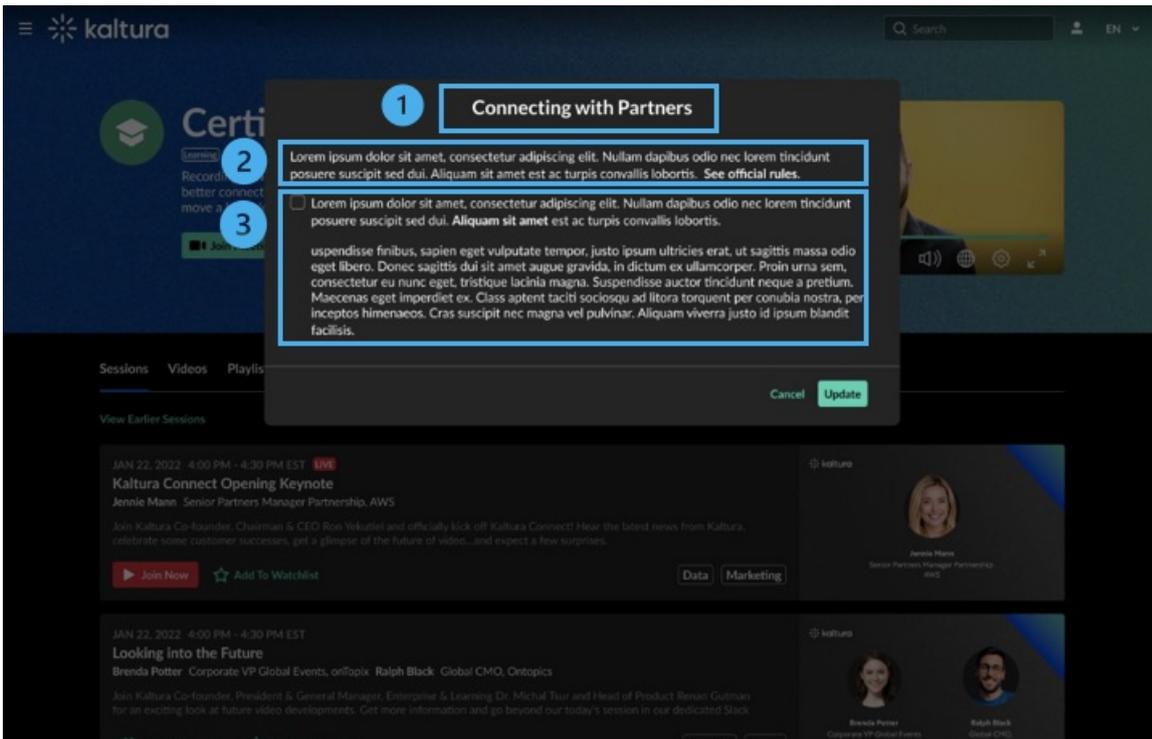## Opt-in in booth (channel), opt-out (or in) in edit registration in profile

For this option, you may provide one sentence to display in all event channels, or you may provide different sentences for each channel.
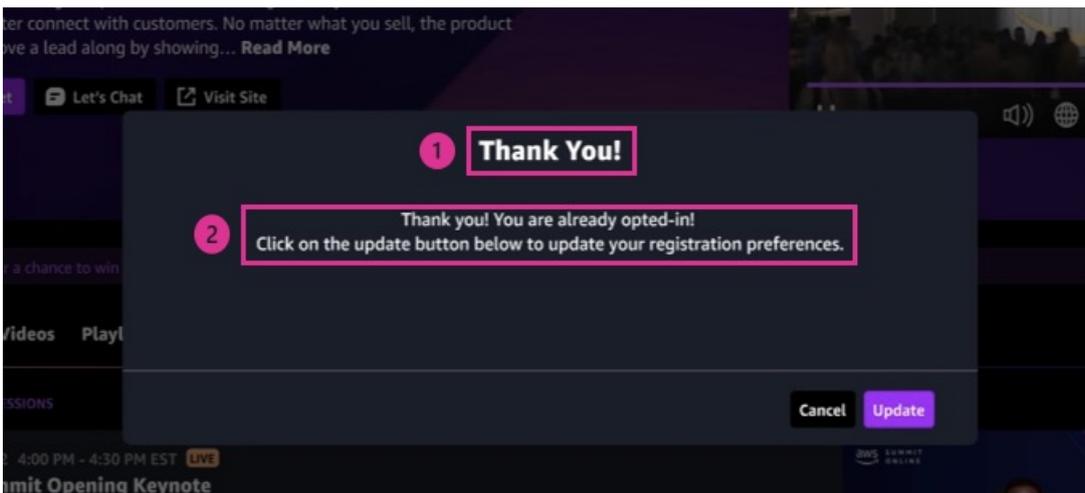
Channel message board text:
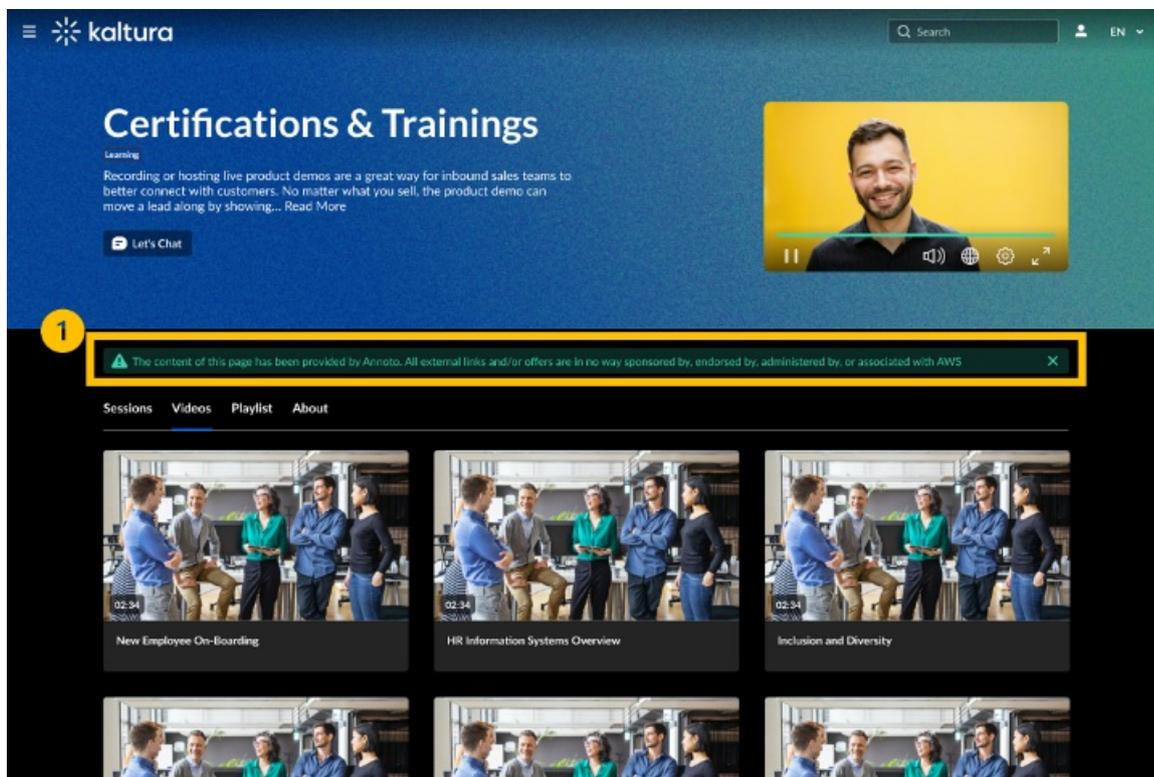
① Will also include a clickable text to allow the users to open the pop-up message (e.g., "**_Learn More_**").

Pop-up message for opt-out users:

1 Header (e.g., **"Connecting with Partners"**)

2 SubText

3 Check-box Description

Pop-up message for opt-in users:

1 Title (e.g., **"Thank you!"**)

2 Description