Here are the step-by-step instructions for how to apply the coupons on the website.
Click on the "Register Now" button
Add 1 ticket to your cart
Click "Checkout"
This takes you to a page where you will enter the name and email of the person who will be attending the conference.

On the top right of this page you will see a field that says "Enter Coupon Code"
Enter the coupon code and then press RETURN or ENTER on your keyboard
Once you hit enter you will immediately see the total price update to show the coupon discount.

