



SUBSUMMIT 2024 NETWORKING & SOCIAL ACTIVITIES PROGRAM GUIDELINES



3-minute read

The Networking & Social Activities Program allows your organization to co-locate your own events and activities (Activities)—from receptions and dinners to any kind of experience—alongside SubSummit 2024.

The Networking & Social Activities Program increases the success/ROI and reduces the costs/admin of your Activity by enabling you to:

1. Reach and engage all or a subset of SubSummit attendees—you can select everyone, handpick individual attendees or define specific segments you want at your Activity!
2. Efficiently manage invites, requests, prioritization, calendar invites, attendance tracking and feedback, all done on a single platform and seamlessly with our other programs, the Hosted Merchants Meetings Program and Tabletalks.

As an Activity Admin for your organization, here’s what you need to do, and when you need to do it. We’ll send you emails at each stage so you can take action.

You must	It'll take	We'll email you on*		Your deadline is	
1. Complete Your Activity Profile	15-30 mins	Wed, Apr 24	8 am CT	Fri, May 3	5 pm CT
Attendees Select Activities	–	Wed, May 5	N/A (Attendee stage)	Wed, Jun 5	N/A (Attendee stage)
2. Prioritize Attendees Who've Selected Your Activity	<60 mins	Thu, Jun 6	8 am CT	Mon, Jun 10	5 pm CT
Attendees Receive Calendar Invites	–	Fri, Jun 14	N/A (Attendee stage)	Fri, Jun 14	N/A (Attendee stage)
3. Hold Your Activity at SubSummit	–	Sun, Jun 16	-	Wed, Jun 19	-
Attendees Provide Feedback on Activities	–	Thu, Jun 20	N/A (Attendee stage)	Fri, Jul 5	N/A (Attendee stage)

**If you don't get an email, check spam (from donotreply.subsummit24@eventpt.com), then let us know at info@subsummit.com.*

Apr 24 - May 3 Complete Your Activity Profile *(takes Activity Admin 15-30 minutes)*

Activity Admin can do this on: Desktop

1. **Start Your Activity Profile on Wed, Apr 24 at 8 am CT, and complete it by Fri, May 3 at 5 pm CT.**
We'll share all Activities at the same time with attendees on Wed, May 8 at 8 am CT.
 - **Configuration:** The SubSummit team will configure your Activity listing before Wed, Apr 24 at 8 am CT, including the name, location, timing, attendance limit, whether attendees can select other Activities held at the same time as yours and the eligibility criteria to

define which attendees can view and select your Activity (all attendees, handpicked individuals or defined segments).

- For some Activities, the SubSummit team will have configured the banner image on your behalf.
- **Customize your Activity:** You can customize the description and banner image (file types jpg or png, recommended aspect ratio 2:1 or 3:2, min. recommended resolution 600 x 300, max. file size 2 MB). SubSummit will collect and share any attendee dietary or access requirements in advance.
- **Handpick Attendees:** Once your Activity Profile is approved, for Activities which are not open-to-all, you can handpick attendees to view and select your Activity, including as an optional supplement to any previously defined segments.
 - To find attendees to handpick, you can search through the entire SubSummit attendee list by name, job title and organization name, and can filter by ticket type.
- If you are sponsoring more than one Activity, each of your Activities will have a separate Activity Profile

Jun 6 - Jun 10

Prioritize Attendees Who've Selected Your Activity

(takes Activity Admin up to 60 minutes)

Activity Admin can do this on: Desktop 

1. **Prioritize attendees who've selected your activity, starting on Thu, Jun 6 at 8 am CT and complete by Mon, Jun 10 at 5 pm CT.**

- You can now review and Prioritize (High Interest/Medium Interest) or Reject attendees, enabling us to optimize for your Activity as well as all other Activities. The prioritization options available to you depend on the Activity configuration and if the attendee has selected any other Activities at the same time slot. Options available may include:
 - **Accept:** attendees you definitely want to be scheduled for your Activity. We will schedule this attendee for your Activity, subject to your Activity's attendance limit.
 - **High Interest:** attendees you strongly want to be scheduled for your Activity
 - **Medium Interest:** attendees you want to be scheduled for your Activity
 - **Reject:** use for attendees you definitely do not want to be scheduled for your Activity. We will not schedule this attendee for your Activity.
- If an attendee has only selected your event (no other co-located events or activities at the same time), they'll be flagged as "Exclusive" to your event.
- We recommend you mark as "Accept", "High Interest" or "Medium Interest" approximately 3x (or more) the configured attendance limit for your Activity.
 - For example, if your Activity has configured attendance limit = 20, we recommend 20 x 3 = 60+ "Accept", "High Interest" or "Medium Interest" attendees.
 - Note that your Activity's configured attendance limit may be higher than the venue attendance limit, to include a buffer in case of any cancellations.
- Once we know which Activities attendees are interested in and which attendees sponsors have prioritized, we run a scheduling algorithm to optimize attendance across all Activities.

Jun 14


Attendees Receive Calendar Invites; Activity Admins Invite Reps

Activity Admin can do this on: Desktop 

1. Attendees will receive calendar invites for Activities they've been scheduled for on **Fri, Jun 14.**

- They can also view all details in the SubSummit platform (desktop and mobile app).
- You'll be able to view the attendees scheduled for your Activity in the SubSummit platform starting Fri, Jun 14.
 - You can view any accessibility or dietary requirements (if applicable to your Activity) provided by attendees, to help you prepare.
- If Attendees cancel their attendance at your Activity, you can invite new participants to replace them using the SubSummit Platform.
- You can invite any SubSummit attendee who is available at the time of your Activity. Once they accept the invite, they will be scheduled for your Activity.

2. Invite individuals from your organization who will attend your Activity.


You can send calendar invites to any registered attendee from your organization who you want to attend your Activity. Click the  **calendar** icon next to the name of your Activity.

Jun 16 - Jun 19

Host Your Activity at SubSummit!

Activity Admin can do this on: Desktop  SubSummit Mobile App 

1. It's SubSummit time...and time to host your Activity!

- **Tracking Attendance:** Activity Admins can track attendance at your Activity using the Mobile App (recommended) or desktop. If you mark someone as "Checked In", you'll receive their contact details after SubSummit.
 - **Mobile App:** To mark someone as "Checked In" to your Activity, you can (1) scan their badge (recommended), or (2) tap "Check In" next to their name.
 - **Scan their badge:** Tap the QR code icon, and then use your phone's camera to scan their badge.
 - You may need to enable camera access for the SubSummit app.
 - If you scan the badge of someone who is not scheduled for your Activity, you can add them to your activity as a "Walk-In" (see below).
 - **Tap "Check In" next to their name:** you can search by name, and you can filter to see Checked In and Not Checked In attendees.
- **Managing Cancellations & Adding Participants:**
 - If your Activity has fewer scheduled attendees than its capacity (for example, if some attendees have canceled), you can Add Participants using the SubSummit Platform.
 - You can invite any SubSummit attendee who is available at the time of your Activity. Click  **Manage** then **Add Participant** to invite attendees. Once they accept the invite, they will be scheduled for your Activity.
 - If you need to remove an attendee from your Activity (for example, if they have let you know they can no longer attend) you can do this until the start of your Activity
- **Walk-Ins:** Starting 30 minutes before your Activity, you can add unscheduled individuals who arrive at your Activity ("Walk-Ins") by scanning their badge.

- Walk-Ins do not count towards any attendance limit configured for your Activity, so take care with any venue capacity limits.
- **Managing Onsite:** You are responsible for managing your Activity onsite, including greeting attendees, managing logistics, controlling entry to your Activity, etc.
- **If you are sponsoring a SubSummit Networking Dinner:**
 - Sponsors should greet everyone and ensure that they are on the guest list for their dinner (or add them as Walk-Ins).
 - We recommend having a designated “Greeter” and another person checking attendees in. Both people should wear company branded apparel to make it easy for attendees to recognize them.
 - SubSummit will provide entrance signage.
 - Sponsors should make sure restaurant hosts know where to guide attendees to in the venue.
 - We recommend Sponsors have 15-30 minutes of welcome drinks before sitting down for dinner to facilitate attendee networking and to manage any attendees running late.
 - Sponsors can do a short welcome to kick off the dinner.
 - Do not be ‘salesy’ during dinner. Instead, use this opportunity to make personal connections and have a high level dialogue with dinner guests.
 - SubSummit will have shared any attendee dietary or access requirements with the restaurant beforehand.
- **Contact Details:** We’ll share contact details of your Activity’s attendees by Fri, Jun 28.

SOME FINE PRINT: Our participant list is confidential, and shouldn't be (1) shared with anyone else, (2) downloaded or (3) used other than as described by us. Based on information you receive as part of the Networking & Social Activities Program, you can't solicit participants (including individuals who either selected your co-located event or activity, you handpicked for your co-located event or activity or were scheduled for your co-located event or activity) outside of the event other than as we permit. If you breach this provision, you may be eliminated from further participation and barred from future programs. Do not assume that any of the aforementioned actions indicate any interest in meeting with you outside of the Networking & Social Activities Program.

SUBSUMMIT

Sheraton Hotel | Dallas | June 17-19