SUBSUMMIT 2025
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 2025.

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 or define specific segments you want at your Activity!
2. Efficiently manage 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. Review Your Activity Profile	5-10 mins	Mon, Apr 14	8 am CT	Fri, Apr 18	6 pm CT
Attendees Select Activities	–	Mon, Apr 21	N/A (Attendee stage)	Tue, May 13	N/A (Attendee stage)
2. Prioritize Attendees Who've Selected Your Activity	<60 mins	Wed, May 14	8 am CT	Fri, May 16	6 pm CT
Attendees Receive Calendar Invites	–	Thu, May 22	N/A (Attendee stage)	Thu, May 22	N/A (Attendee stage)
3. Hold Your Activity at SubSummit	**–**	**Tue, May 27**	**-**	**Fri, May 30**	**-**
Attendees Provide Feedback on Activities	–	Mon, Jun 2	N/A (Attendee stage)	Wed, Jun 11	N/A (Attendee stage)

**If you don't get an email, check spam (from donotreply.subsummit25@eventpt.com), then let us know at hosted@subsummit.com.*

Apr 14 - Apr 18
Review Your Activity Profile
(takes Activity Admin 5-10 minutes)

Activity Admin can do this on: Desktop ✅

1. **Review Your Activity Profile, starting on Mon, Apr 14 at 8 am CT, and complete it by Fri, Apr 18 at 6 pm CT.** *We'll share all Activities at the same time with attendees on Mon, Apr 21 at 8 am CT.*

- **Configuration:** The SubSummit team will configure your Activity listing before Mon, Apr 14 at 8 am CT, including the banner image, 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 or defined segments).
- **Customize your Description or Add Additional Information:** You can customize the description, add any 'Additional Information for Participants' such as directions, dress codes and add PDFs such as menus to your activity profile
- If you are sponsoring more than one Activity, each of your Activities will have a separate Activity Profile

May 14 - May 16
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 Wed, May 14 and complete by Fri, May 16 at 6 pm CT.**

    - If applicable, you can now review the attendees who have selected your Activity, so that you achieve the best possible scale and attendee mix.
    - You can Prioritize (High/Medium) or Reject attendees, enabling us to optimize for your Activity as well as all others.
    - If an attendee has <u>not</u> selected any other Activities at the same time as your Activity, they will be flagged as "Exclusive" to your event, allowing you to "Accept" them. If you accept an attendee, they will be scheduled for your Activity (subject to any capacity restrictions).
    - **We recommend you mark as "Accept", "High Interest" or "Medium Interest" approximately 3x (or more) the configured attendance limit for your Activity. This will give the best chance of scheduling your Activity to the attendance limit.**
        - 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.
    - Attendees will receive a calendar invite on Thu, May 22 for the Networking & Social Activities they have been scheduled for. They can also view all details in the SubSummit platform (desktop and mobile app).
    - You will be able to view the attendees scheduled for your Activity in the SubSummit platform starting Thu, May 22.

May 22
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 Thu, May 22.**

- 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 Thu, May 22.
- 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 from Thu, May 22. 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.
  - **Mobile App:** To mark someone as "Checked In", you can (1) scan their badge (recommended), or (2) mark them manually
    - **Scan their badge:** Tap the Scan Badge button, 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 as a "Walk-In" (see below).
    - **Mark Manually:** 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 (desktop only).
  - 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.
  - Removed attendees will receive a calendar invite cancellation.
- **Adding Participants from your Company:**
  - If you want individuals from your company to attend your Activity who have not been scheduled through your activity listing, you can send an invitation via the platform using the Invite Colleague functionality.
- **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.
- **Access or Dietary Requirements:** If any of your Activity's scheduled attendees have let us know about any dietary requirements or access needs, you can view this information using the SubSummit platform (desktop and mobile app), and plan accordingly.
- **If you are sponsoring a SubSummit Networking Dinner:**
    - You are responsible for managing your Dinner onsite, including greeting attendees, managing logistics, controlling entry to your Activity, etc.
    - You 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.
        - Sponsors should track attendance (see above)
        - SubSummit will provide entrance signage (if venue permits).
        - You should make sure restaurant hosts know where to guide attendees to the venue.
        - You should have 15-30 minutes of welcome drinks before sitting down for dinner to facilitate attendee networking and to manage any attendees running late.
        - You 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.
        - The SubSummit team 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 6.

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 | Dallas | May 28-30