

The Meetings Program Guidelines

Sponsor Organization Admins & Meeting Reps

8-minute read

The Lead Summit's Meetings Program is facilitating 2,000+ lead gen meetings between VIP Brands and Solution Providers, and your organization will be part of it!

The Meetings Program provides complimentary The Lead Summit tickets and expense reimbursements to qualified VIP Brands who buy or influence the purchase of technology or other solutions. In return, these VIP Brands have each agreed to join up to 8 15-minute Meetings with our sponsors. Your organization has purchased meetings in the The Meetings Program!

If you're an Organization Admin, you can complete The Meetings Program tasks for your organization.

If you're a Meetings Rep, your Meetings Program tasks start on Fri, May 15 with accepting calendar invites. You can read the full guidelines, or click [here](#) to jump to the details of the stages that apply to you.

Here's what Org Admins and Meetings Reps need to do, and when. Don't worry, we'll help you each step of the way with reminders. **If you don't get an email, check spam (from donotreply.thelead2026@eventpt.com), then let us know at events@the-lead.co.**

You must	Takes you	We'll email you on		Your deadline is	
1. Complete Your Organization Profile	30-45 mins	Mon, Apr 6	9 am ET	Tue, Apr 21	6 pm ET
2. Request Meetings	60-90 mins	Wed, Apr 22	9 am ET	Tue, Apr 28	6 pm ET
VIP Brands opt in to your requests and select who they want to meet	-	-	-	-	-
3. Opt In to Requests from Buyers (say YES!) Meeting Rep Availability Deadline	<30 mins	Wed, May 6	9 am ET	Fri, May 8	6 pm ET
4. Assign Meetings Reps to Meetings	<15 mins	Mon, May 11	9 am ET	Thu, May 14	6 pm ET
5. Meetings Reps Accept Calendar Invites	<5 mins	Fri, May 15	9 am ET	Fri, May 15	6 pm ET
6. The Lead Summit! Meetings Reps: Attend Meetings	--	Wed, May 20	-	Thu, May 21	-
7. Provide Feedback	-	Fri, May 22	9 am ET	Tue, Jun 2	6 pm ET

TIMING OF Meetings

All the action takes place on Wed, May 20 and Thu, May 21 and your organization will be in the room where it happens! You'll assign meetings to individual Meetings Reps from your company beforehand. ***For now, please ensure your Meetings Reps will be available during all time slots.***

Start (ET)	End (ET)	Mins	Wed, May 20
10:40 am	10:55 am	0:15	Meeting Slot #1
10:55 am	10:58 am	0:03	Transition time
10:58 am	11:13 am	0:15	Meeting Slot #2
11:13 am	11:16 am	0:03	Transition time
11:16 am	11:31 am	0:15	Meeting Slot #3
11:31 am	11:34 am	0:03	Transition time
11:34 am	11:49 am	0:15	Meeting Slot #4
			BREAK
3:00 pm	3:15 pm	0:15	Meeting Slot #5
3:15 pm	3:18 pm	0:03	Transition time
3:18 pm	3:33 pm	0:15	Meeting Slot #6
3:33 pm	3:36 pm	0:03	Transition time
3:36 pm	3:51 pm	0:15	Meeting Slot #7
3:51 pm	3:54 pm	0:03	Transition time
3:54 pm	4:09 pm	0:15	Meeting Slot #8

Start (ET)	End (ET)	Mins	Thu, May 21
10:20 am	10:35 am	0:15	Meeting Slot #9
10:35 am	10:38 am	0:03	Transition time
10:38 am	10:53 am	0:15	Meeting Slot #10
10:53 am	10:56 am	0:03	Transition time
10:56 am	11:11 am	0:15	Meeting Slot #11
11:11am	11:14 am	0:03	Transition time
11:14 am	11:29 am	0:15	Meeting Slot #12
			BREAK
12:10 pm	12:25 pm	0:15	Meeting Slot #13
12:25 pm	12:28 pm	0:03	Transition time
12:28 pm	12:43 pm	0:15	Meeting Slot #14
12:43 pm	12:46 pm	0:03	Transition time
12:46 pm	1:01 pm	0:15	Meeting Slot #15
1:01 pm	1:04 pm	0:03	Transition time
1:04 pm	1:19 pm	0:15	Meeting Slot #16

Apr 6 - Apr 21

Complete Your Organization's Profile (takes 30-45 minutes)


You can do this on: Desktop 

1. **Start Your Organization Profile on Mon, Apr 6, and complete it by Tue, Apr 21 at 6 pm ET.**
 - Your Organization Profile will help VIP Brands decide if they're interested in meeting with you.
 - Tell us how many Meeting Reps you'll have available to meet with Buyers during each time slot.
 - The more meeting representatives you make available concurrently, the more likely we will be to schedule all of the meetings you have purchased.
 - You can change this at any time until **Fri, May 8 at 6 pm ET.**
 - **Consider making an Announcement:** Tell VIP Brands about your newly announced products, partnerships, funding, acquisitions, research and anything else!
2. **You can also:**
 - Register individuals from your organization as who will be Meetings Reps (taking meetings with VIP Brands) until Thu, May 14.
 - There is no limit to the number of Meetings Reps your organization can have. To calculate the minimum number of Meetings Reps you'll need, divide the number of meetings you purchased by 16 and round up to the nearest whole number.
 - We recommend you don't leave registering Meetings Reps to the last minute.

Apr 22 - Apr 28

Request Meetings with VIP Brands (takes 60-90 minutes)

You can do this on: Desktop  The Lead Summit Mobile App 

1. It's time to request Meetings for your organization (there are **[X00+]** qualified VIP Brands to choose from!).
 - Start requesting Meetings on **Wed, Apr 22** and complete by **Tue, Apr 28 at 6 pm ET**.
 - **You should select ALL VIP Brands you would like to meet. At a minimum, we recommend you request Meetings equal to 5x the number of Meetings your organization has purchased.**
 - You can request to meet >1 individual from an organization, but you won't have >1 Meeting scheduled with the same organization.
 - You should consult others in your company, such as your sales teams, when requesting your meetings.
 - Just click 'Very Interested' or 'Interested' to request a meeting. Meeting requests are saved automatically as you go.
 - 'Very Interested' meeting requests get scheduled first, before 'Interested' ones.
 - You can provide a reason why your organization wants to meet a VIP Brand – they'll be able to see this when they're opting in to Meeting requests.
 - You can view summary information about each VIP Brands, as well as a detailed Profile (click .
 - Use **Filters** and **Predefined Lists** to zero in on the most interesting **VIP Brands** for your company.
 - Don't wait til the last minute to request meetings! With tools like **Bookmarks** and **Saved Lists**, you can start requesting meetings and come back, if needed, to finish them.

May 6 - May 8

Opt In to Requests from VIP Brands (takes up to 30 minutes)

You can do this on: Desktop  The Lead Summit Mobile App 

1. **Opt In to Meeting Requests From VIP Brands You Didn't Previously Request:**
 - Opt in to Meeting Requests on **Wed, May 6** and complete by **Fri, May 8 at 6 pm ET**.
 - We facilitate meetings based **only** on the requests your organization opts in to (and your organization's own requests if there is a mutual match), so you should opt in to **every request from a VIP Brands your organization would meet with**.
 - Some of these requests may be from newly added individuals that joined the The Meetings Program after you completed your initial meeting requests.
 - The more requests you opt in to, the more likely we will be to schedule all of the meetings you've purchased.
 - **Not all of your meeting requests will convert into scheduled meetings, so we recommend you opt in to all requests you received from VIP Brands you would want to meet onsite at The Lead Summit**
 - You won't have >1 Meeting scheduled with the same organization.

May 11 - May 14

Assign Meetings Reps to Meetings (takes less than 15 minutes)

You can do this on: Desktop  The Lead Summit Mobile App 

1. **Assign Meetings Reps to your Meetings starting on Mon, May 11 but no later than Thu, May 14 at 6 pm ET.**

- A Meetings Rep must be assigned to each Meeting, otherwise it won't get scheduled.
- If you haven't registered a team member who will be taking meetings with VIP Brands, you can do this until **Thu, May 14 at 6 pm ET**. As soon as you've registered a colleague, you can assign meetings to them.
- You should assign the most appropriate Meetings Rep for each VIP Brand, based on the characteristics of the VIP Brand, their (or your) reason for meeting, which products, solutions or services they're interested in, Meetings Rep availability and other factors.
- As a reminder, you will **not receive refunds** for Meetings you don't assign Meetings Reps to, since those meetings could have been scheduled.

May 15

Meetings Reps Accept Calendar Invites (takes them less than 5 minutes)

1. **Accept Meetings Calendar Invites:** On **Fri, May 15**, Meetings Reps will receive a calendar invite for each scheduled Meeting they have. **THEY MUST ACCEPT** all calendar invites **THE SAME DAY by 6 pm ET**. This is a quick turnaround, *but it won't take more than 5 minutes*.
 - a. **Important note: If your Meetings Rep cannot attend the meeting, they must email us at events@the-lead.co to let us know. Neither we nor the VIP Brand will be notified if your Meetings Rep declines a calendar invite!**
 - b. We can't change *any* meeting times (fun fact: The Meetings Program is enabling 2,000+ meetings!).
 - c. If a VIP Brand who one of your Meetings Reps is scheduled to meet is no longer available, we'll let your Meetings Rep know and you'll be refunded for the meeting after the show. People have emergencies, so this does happen once in a while!
 - d. We will communicate with Meetings Reps directly on accepting their Meetings.

May 20 – May 21

The Lead Summit TIME! Meetings Reps Attend Meetings!

1. **Meetings Reps Join Your Organization's Meetings.**

Your Meetings Reps **must** join all your scheduled Meetings. Here's what you and they need to know:

- a. **Where are the meetings?** All meetings are held in a dedicated Meetings Program area and each meeting is assigned a table number.
- b. **How do Meetings Reps know where to go?** They should check the The Lead Summit mobile app or their calendar invites for the assigned table number for each meeting, and at the start of each scheduled meeting proceed directly to the assigned table.
- c. **When should Meetings Reps arrive?** They should arrive at the Meetings Program area a few minutes before their first scheduled meeting. There is no check-in required. If they have any questions, there will be a Q&A desk.
- d. **What happens if the person they're meeting doesn't show up? Meetings Reps should** give them 5 minutes and if they've still not joined, click the "Mark as No Show" button in the The Lead Summit mobile app.
- e. **What other Do's and Don'ts are there for Meetings Reps?**
 - i. **Meetings Reps should:**
 1. Join each meeting on time and don't exceed the allotted 15 minutes for each scheduled meeting.

2. Check the table number for each scheduled meeting--each meeting will be at a different table. There is a 3 minutes-minute transition time between each meeting.
 3. Download the The Lead Summit mobile app ahead of meetings. Meetings Reps can take notes and request follow-ups in the app.
- ii. **Meetings Reps should not:**
1. Contact any individual VIP Brands prior to The Meetings Program meetings in relation to The Meetings Program meetings, or use the confidential information we have provided at any stage of The Meetings Program to reach out to participating individuals using non-program channels.
 2. Approach anyone in the The Meetings Program area with whom they do not have a Meetings Program meeting.
 3. Enter the The Meetings Program area at any time they do not have a The Meetings Program program meeting.
 4. Assume the VIP Brands they are meeting have prepared for the meeting. These individuals may have agreed to meet based solely on categories or search filters rather than any specific understanding of your organization or solutions. Meetings Reps must assume the VIP Brands have no knowledge of your organization or your products, and should be prepared to give a complete sales pitch during their 15-minute meeting as well as leave time for any Q&A.
 5. Bring any materials that cannot fit on the table (e.g., free standing structures and pop-up signage is not allowed) or leave any materials at the table after the meeting concludes.

May 22 - Jun 2

Provide Feedback

1. **Help us to help you!** On **Fri, May 22**, each Meetings Rep will receive an email to provide feedback on their Meetings, the meetings program and the event to help us improve The Lead Summit--please share your thoughts by **Tue, Jun 2**.
 - a. Once Meetings Reps provide feedback, they can download a summary of their meetings, including their notes and contact details of who they met.

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 Meetings Program, you can't solicit participants (including individuals you're scheduled to meet prior to your meetings) 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 requests (or opt-ins) to meet with you as part of The Meetings Program indicate any interest in meeting with you outside of The Meetings Program.