

THE LEAD SUMMIT 2026

THE MEETINGS PROGRAM GUIDELINES

8-minute read

The Lead Summit's Meetings Program is facilitating 2,000+ double opt-in meetings between VIP Brands and Solution Providers and you'll be part of it!

You'll get:

- Free registration to The Lead Summit
- Up to \$1,000 Cash Reimbursement*
- 4 to 8, 1:1 double opt-in meetings
- VIP Brand Lounge access

**- Up to \$1000 reimbursement is available for VIP Brands who commit to up to 8 meetings. You must be attending both days of The Lead Summit to qualify. VIP Brands who commit to up to 4 meetings are eligible for up to \$500 reimbursement.*

Here's what you need to do, and when you need to do it. 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 Profile VIP Brands Registration Deadline	10-15 mins	Mon, Apr 6	9 am ET	Tue, Apr 21	6 pm ET
2. Opt In to Meeting Requests and Request Meetings	30-90 mins	Wed, Apr 29	9 am ET	Tue, May 5	6 pm ET
3. Accept Your Meetings	<5 mins	Mon, May 11	9 am ET	Thu, May 14	6 pm ET
4. Accept Calendar Invites for Meetings	<10 mins	Fri, May 15	9 am ET	Fri, May 15	6 pm ET
5. Attend The Lead Summit and Join Your Meetings	--	Wed, May 20	-	Thu, May 21	-
6. Provide Feedback 7. Claim Reimbursement	<15 mins	Fri, May 22 onwards			

TIMING OF MEETINGS

All the action takes place on Wed, May 20 and Thu, May 21 and you'll be in the room where it happens! If you're a **VIP Brand** doing up to 4 Meetings, you must be available for at least 8 time slots. If you're doing up to 8 Meetings, you must be available for all 16 time slots. We'll send you calendar holds for your time slots when you complete your Profile.

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
11:11 am	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 Profile *(takes 10-15 minutes)*

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

1. **Start Your Profile on Mon, Apr 6, and complete it by Tue, Apr 21 at 6 pm ET.**
 - **Tell us about yourself--select from 100+ data points!** This information will help participating Solution Providers determine if they want to meet with you.
 - **Confirm your availability** and we'll send you invites to block your calendar. As a VIP Brand doing up to 4 Meetings, you must be available for at least 8 time slots. If you're doing up to 8 Meetings, you must be available for all 16 time slots.
 - You can change your availability at any time from Mon, Apr 6 to **Tue, May 5.**
 - **Share the love!** Click **Post on Social** to tell your Twitter followers and LinkedIn contacts that you're participating in The Lead Summit! While you're there, add your profile photo!
 - **If you're an Organization Admin** you can edit and complete profiles on behalf of VIP Brands from your organization (they can thank you later!).
 - Check out the [Org Admin Pro Tips](#) at the end of these guidelines for more info.
2. **VIP Brands Registration Deadline!** To qualify for the The Meetings Program, VIP Brands must register before **Tue, Apr 21 at 6 pm ET.** Make sure any of your colleagues who want to get a free VIP Brand ticket for The Lead Summit register before the deadline.

Wed, Apr 29 – Tue, May 5

Opt In to Meeting Requests and Request Meetings! *(takes 30-90 minutes)*

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

1. Start opting in to Meeting requests and requesting meetings on **Wed, Apr 29** and complete by **Tue, May 5 at 6 pm ET.**
 - **You must opt in to Meeting requests from (or request meetings with) at least 16 organizations.**
 - We'll schedule only 4 Meetings max. (or 8 max., if you've indicated you want to)
 - **Opt In to Meeting Requests:**
 - Meeting requests you've received from participating Solution Providers will be displayed at the top of the screen when you log in.
 - Just click 'Very Interested' or 'Interested' to opt in. Opt-ins are saved automatically as you go.
 - 'Very Interested' opt-ins (and meeting requests) get scheduled first, before 'Interested' ones.
 - **Request Meetings with Solution Provider Organizations:**
 - You should request to meet every organization you're interested in meeting with. You won't have >1 Meeting with the same organization.
 - Just click 'Very Interested' or 'Interested' to request a meeting. Meeting requests are saved automatically as you go.
 - You can provide a specific reason why you want to meet an organization.
 - Don't wait until the last minute to request meetings! Tools like **Bookmarks** allow you to start requesting meetings and come back if needed to finish them.
2. **Org Admins:** You can opt in to Meeting requests and request meetings on behalf of **VIP Brands** from your organization.

May 11 – May 14

Accept Your Meetings *(takes less than 10 minutes)*

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

1. On **Mon, May 11**, you'll receive an email to review and accept each of your Meetings. Please do this by **Thu, May 14 at 6 pm ET** (takes <10 minutes).
 - **As a VIP Brand, you must accept all of your Meetings** (max. of 4 or 8, depending on your commitment when you registered) by **Thu, May 14 at 6 pm ET (takes <10 minutes)**.
 - Failure to do this by the deadline will mean you cannot participate in The Meetings Program and you won't be eligible to attend The Lead Summit as a VIP Brand.

May 15

Accept Calendar Invites for Meetings

1. **Accept Your Meetings Calendar Invites:** On **Fri, May 15**, you'll receive a calendar invite for each Meeting, including details of precisely who you'll meet from each Solution Provider. YOU 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. We can't change **any** meeting times (fun fact: The Meetings Program is enabling 2,000+ meetings!) and cannot reschedule meetings.
 - b. If a person you're scheduled to meet is no longer available, we'll let you know--people have emergencies, so this does happen once in a while!
 - c. If you're no longer planning on attending The Lead Summit, let us know at events@the-lead.co.

May 20 – May 21

The Lead Summit **TIME!** Join Your Meetings!

1. Join Your Meetings: As a VIP Brand, you **must** join all your scheduled meetings (you will be scheduled for up to 4 or 8, depending on your commitment when you registered).

Know Before You Go:

- **Where are the meetings?** All meetings are held in a dedicated Meetings area, and each meeting is assigned a table number.
- **How do I know where to go?** Check The Lead Summit mobile app or your calendar invites for the assigned table number for each meeting. At the start of each scheduled meeting proceed directly to the assigned table.
- **When should I arrive?** You should arrive at the Meetings area a few minutes before your first scheduled meeting. There is no check-in required. If you have any questions, there will be a Q&A desk.
- **What happens if the person I'm meeting doesn't show up?** Give them 5 minutes and if they've still not joined, click the "Mark as No Show" button in the mobile app.
- **What can I do on the mobile app?** You can take notes, request follow-ups, view the contact details of people you met and "Mark as No Show" in the app.

Fri, May 22 Onwards (& Upwards Too!)

Provide Feedback and Claim Reimbursement

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

1. **Help us to help you!** On **Fri, May 22**, you will receive an email to provide feedback on your meetings, the meetings program and the event to help us improve The Lead Summit--please share your thoughts!
 - a. Once you provide feedback, you can download a summary of your meetings, including your notes and contact details of who you met.
2. **Show me the money!** Starting **Wed, Jun 3** submit your expenses via The Lead Summit platform (desktop or mobile app) to claim your reimbursement (\$500 / \$1,000 depending on your meeting commitment). We provide reimbursements on a rolling basis and no later than **Fri, Jul 10**
 - a. You must have provided feedback to claim your reimbursement.

That's all Folks!

Organization Admins: Pro Tips

If you're an Org Admin, here's some some more helpful info:

- **Completing Org Admin tasks:** To help complete The Meetings Program action items for VIP Brands from your organization, you'll need to use your desktop (the mobile app does not support Org Admin activities). If you're a VIP Brand just completing action items for yourself, you can use the mobile app.
- **'Manage Participants & Roles' screen:** From this screen you can:
 - **Select who you want to manage:** Go to 'Manage Participants & Roles' and select the VIP Brands from your organization that you want to 'Manage As Org Admin'. Voilà—you can help complete action items for them.
 - **Add or Assign Org Admins:** Need some Org Admin backup? Click 'Add New Org Admin' to add unregistered individuals as Org Admins, or click 'Assign' to assign registered attendees as Org Admins.
- **Opt In to Meeting Requests and Request Meetings stage:**
 - **'Manage Organization's Participants' Requests & Opt-ins' screen:** If you want to help opt in to Meeting requests or request meetings for some or all of the VIP Brands you're managing, check the boxes next to their names.
 - **Collaboration & Efficiency tools:** Just like regular program participants, Org Admins can use the full range of collaboration and time-saving features:
 - **Bookmarks:** If you're not sure you want to request to meet someone (for the VIP Brands you're requesting meetings for, or yourself if you're a VIP Brand), simply Bookmark them and decide later (they'll be under 'Bookmarks').
 - **Saved Lists:** Click 'Save List' to name and save a specific search/filter result so you can come back to it later (it'll be under 'My Lists').
 - **Meeting Requests Progress:** Click the tooltip at the top of the screen to track the progress of VIP Brands you're helping manage against their recommended minimum number of opt-ins to Meeting requests and their own meeting requests.
- **Accept Meetings onwards:** From the Accept Your Meetings stage onwards, you may view the ongoing progress and status of the VIP Brands you want to manage, including:
 - View if they have accepted their meetings
 - View their scheduled meetings
 - View if they have provided feedback

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.