



Industry Educational Events (IEEs)

Overview

Industry Educational Events (IEEs) are satellite symposia, presentation theaters, or industry-supported educational programs conducted outside the Expo Hall during **IDWeek**. These sessions provide industry partners with a premium opportunity to engage attendees in a dedicated educational setting at an official **IDWeek** hotel.

IEEs are offered in one-hour time slots, with the option to secure an additional 30-minute or 60-minute extension, subject to availability. Both CME-certified and non-CME industry programs may be conducted concurrently.

2026 Standard Time Slot

The Standard Time Slot includes reserved meeting space only.

Industry partners are responsible for:

- Contracting and coordinating all audio-visual services
- Arranging and funding food and beverages
- Managing all venue logistics

This option is ideal for partners seeking full production control and customization.

2026 Enhanced Time Slot

The Enhanced Time Slot includes:

- Standard audio-visual package (as determined by **IDWeek**)
- Standard food and beverage package (as determined by **IDWeek**)

IDWeek will place the initial A/V and F&B order and invoice the master account. Any upgrades or additional services beyond the standard package are the responsibility of the industry partner.

While core services are included, the industry partner remains responsible for coordinating directly with the venue on all logistics before, during, and after the event.

This option is designed for partners seeking streamlined planning and bundled services.

Optional Accreditation Requirement

Industry Partners can choose whether they want their (IEEs) to offer CME credit(s) or not.

- Industry partners can obtain accreditation through an approved CME or CE provider.
 - IDWeek does not provide CME/CE credit for Industry Educational Events.
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Promotional Benefits

IEE participation includes:

- Listing in the official Info Guide
 - Placement in the IDWeek mobile app and online program
 - Prominent digital signage displayed onsite
 - Opportunity to purchase sponsored social media posts
 - Inclusion in official attendee email promotions
 - On-demand session placement (if submitted by deadline)
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Optional On-Demand Recording

Industry Partner sessions may be recorded and included in the **IDWeek On-Demand Session Library** at no additional cost, if presentation files are submitted **no later than November 6**. Presentations received after this deadline cannot be posted.

- Industry partners are **solely** responsible for all logistical and associated costs pertaining to filming their session whether for on-demand use or live streaming.
- Recordings include **slides and audio only**

- **Video of speakers or presenters is not recorded**
- Industry partners may review and request edits to slides and audio

Compliance & Meeting Space Requirements

Industry partners must vacate and restore meeting spaces within one hour of session conclusion. Failure to remove materials, signage, or third-party equipment will result in a \$5,000 fee. All spaces will be inspected by IDWeek representatives.

IEE Pricing with Extension Totals

*A/V and F/B are included with the capacity of 150 rounds

** Option to ADD 1/2 Hour or an Hour increment pre-7:00 a.m.

Orange text: The session will have A/V and F/B included with the capacity of 150 rounds and the option to ADD 1/2 Hour or an Hour increment pre-7:00 a.m.

Please note that each IEE slot that does not contain an asterisk (*) will have a capacity of 320 rounds.

IEE #	Day	Time	Base Cost	+ ½ Hour Total	+ 1 Hour Total
1	WEDS	7–8 a.m.	\$35,000	\$42,500	\$45,000
2	WEDS	7–8 a.m.	\$35,000	\$42,500	\$45,000
3	WEDS	9–10 a.m.	\$35,000	\$45,000	\$52,500
4	WEDS	9–10 a.m.	\$35,000	\$45,000	\$52,500
5	WEDS	11 a.m.–12 p.m.	\$40,000	\$55,000	\$67,500
*6	WEDS	11 a.m.–12 p.m.	\$70,000	\$85,000	\$97,500
7	WEDS	11 a.m.–12 p.m.	\$40,000	\$55,000	\$67,500
8	WEDS	7–8 p.m.	\$45,000	\$62,500	\$75,000
*9	WEDS	7–8 p.m.	\$85,000	\$102,500	\$115,000

IEE #	Day	Time	Base Cost	+ ½ Hour Total	+ 1 Hour Total
10	WEDS	7–8 p.m.	\$50,000	\$67,500	\$80,000
**11	THURS	7–8 a.m.	\$30,000	\$40,000	\$50,000
12	THURS	7–8 a.m.	\$65,000	\$75,000	\$85,000
13	THURS	6:30–7:30 p.m.	\$40,000	\$55,000	\$70,000
*14	THURS	6:30–7:30 p.m.	\$85,000	\$100,000	\$115,000
15	THURS	6:30–7:30 p.m.	\$50,000	\$65,000	\$80,000
**16	FRI	7–8 a.m.	\$20,000	\$25,000	\$30,000
17	FRI	7–8 a.m.	\$55,000	\$60,000	\$65,000
18	FRI	6:30–7:30 p.m.	\$30,000	\$40,000	\$50,000
*19	FRI	6:30–7:30 p.m.	\$60,000	\$70,000	\$80,000

Attendance, Logistics & Responsibilities

- **IDWeek is not responsible for** capturing attendance data or guaranteeing attendance at Industry Partner sessions
- Driving attendance is the responsibility of the industry partner company
- Industry partners are responsible for their presentations, demonstrations, or educational discussions, including speaker staffing, and for any associated costs beyond what is provided by IDWeek.
- Industry partners are responsible for all logistics, staffing, production, and associated costs
- Industry partners are responsible for all logistics and associated costs related to filming their session, whether for on-demand use or live streaming

Food & Experience Strategy (If Applicable)

- For morning sessions, light breakfast or coffee can encourage early attendance.

- For evening sessions, create a welcoming reception-style atmosphere.
- Allow time for networking before and after the formal presentation.

A comfortable environment supports stronger engagement.

Helpful Tips for Industry Partners to Drive Attendance

To maximize visibility and engagement at your Industry Educational Event (IEE) during IDWeek, industry partners are encouraged to implement a comprehensive promotional strategy before, during, and after the meeting.

Pre-Meeting Promotion (4–6 Weeks Out)

- Leverage your CRM and email lists to invite customers and prospects directly.
- Promote through social media channels, highlighting speakers, learning objectives, and key discussion topics.
- Encourage faculty to promote the session via their professional networks.
- Add the IEE to email signatures and sales outreach messaging.

Early awareness significantly increases attendance.

Strategic Scheduling & Competitive Awareness

- Review the meeting program to avoid scheduling conflicts with similar therapeutic areas.
- Indicate competitors you prefer not to be scheduled against (when applicable).
- Consider extending your time slot to deepen engagement and increase session visibility.

Onsite Visibility & Signage

- Utilize the full allowance of three 22" x 28" signs in high-traffic areas.
- Ensure signage is clear, bold, and easy to read from a distance.
- Align branding across your booth, signage, and presentation slides for consistency.
- Direct booth visitors to your IEE and provide reminder cards or QR codes.

Speaker Engagement

- Select respected and diverse faculty who reflect the attendee base.
- Provide speakers with promotional language and graphics for sharing.
- Encourage faculty to reference the session during other professional engagements at the meeting.

Recognized thought leaders can significantly increase attendance.

Real-Time Promotion During the Meeting

- Remind booth visitors daily about the session time and location.
- Post reminders on social media the morning of the event.
- Encourage sales teams to personally invite key accounts onsite.

Post-Event Visibility

- Submit your recording by the required deadline for inclusion in the On-Demand Library.
- Send follow-up emails within 48 hours to attendees and non-attendees.
- Repurpose presentation content into digital assets for continued engagement.

Extending the lifecycle of your IEE transforms a one-hour program into ongoing brand visibility.