



## Overview

A **Learning Lounge** is a 45-minute educational session hosted by an industry partner and located within the exhibit hall. Sessions may include presentations, demonstrations, or educational discussions designed to engage **IDWeek** attendees.

Four Learning Lounges will be built in the exhibit hall, allowing **four concurrent sessions** to take place daily on **October 22-23**.

---

## Benefits

- **45-minute educational time slot** in the exhibit hall
  - **A/V included** – if additional A/V is requested the industry partner is responsible for the additional cost
  - **Risers/stage provided** within the Learning Lounge for presenters
  - Opportunity to **purchase sponsored social media posts** on IDWeek channels
  - Learning Lounges scheduled **within the exhibit hall** at the convention center
  - **Listing in the official IDWeek Info Guide, app, and online program**
  - Space for **up to three signs**, no larger than **22" x 28"**
    - Sponsoring company to produce signage and provide easels
  - **IDWeek-produced digital signage** prominently displayed listing all industry partner educational events
- 

## Time Slot & Pricing

- **Learning Lounge (1–4)** refers to the physical location on the Exhibit Floor where your session will take place. The number simply identifies which lounge space you will be assigned.
- **Slot (1–4) and (5–8)** refer to the scheduled time blocks on each day.
  - Slots 1–4 correspond to the four time options on Day 1.
  - Slots 5–8 correspond to the four time options on Day 2.

Each time slot can accommodate up to four exhibitors, as there are four Learning Lounges operating simultaneously during each session time.

#### Thursday, October 22, 2026

Slot	Time	Learning Lounge 1	Learning Lounge 2	Learning Lounge 3	Learning Lounge 4
Slot 1	10:15 AM	\$20,000	\$20,000	\$20,000	\$20,000
Slot 2	11:15 AM	\$25,000	\$25,000	\$25,000	\$25,000
Slot 3	12:15 PM	\$25,000	\$25,000	\$25,000	\$25,000
Slot 4	1:15 PM	\$18,000	\$18,000	\$18,000	\$18,000

#### Friday, October 23, 2026

Slot	Time	Learning Lounge 1	Learning Lounge 2	Learning Lounge 3	Learning Lounge 4
Slot 5	10:15 AM	\$20,000	\$20,000	\$20,000	\$20,000
Slot 6	11:15 AM	\$25,000	\$25,000	\$25,000	\$25,000
Slot 7	12:15 PM	\$25,000	\$25,000	\$25,000	\$25,000
Slot 8	1:15 PM	\$18,000	\$18,000	\$18,000	\$18,000

**Note: We will be downsizing our learning lounges to 100 seats, with no high tables**

## Format & Timing

- **Session length:** 45 minutes
- **Concurrent sessions:** Four per time slot
- **Transition time:** 15 minutes between sessions

Due to the limited transition window, the outgoing presenter must fully vacate the space, and the incoming presenter must complete setup within 15 minutes. **Elaborate sets, custom staging, or complex setup requirements are not permitted.**

**Food and beverage service is not allowed** in Learning Lounges. The short transition time does not allow for proper setup or service.

---

## Speaker Considerations

Industry partners are encouraged to incorporate **speaker diversity**, including diversity in **gender, age, and ethnicity**. Speakers who reflect the diversity of the IDWeek attendee base are strongly encouraged.

---

## Optional On-Demand Recording

Learning Lounge 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
- 

## Attendance, Logistics & Responsibilities

- **IDWeek is not responsible for** capturing attendance data or guaranteeing attendance at Learning Lounge 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
- 

### **Helpful Tips for Industry Partners to Drive Attendance**

To maximize visibility and engagement, industry partners are encouraged to:

- Leverage company websites and social media channels
- Create clear, compelling session titles and learning objectives
- Select engaging, knowledgeable speakers
- Promote the session at your exhibit booth before and during the meeting