



FAQs

November 3-5, 2021 | Scottsdale, Arizona, USA

What is IKON?

IKON is Keap's exclusive annual hybrid event (attend in-person or virtually) for customers. It provides an opportunity to network and join presentations with Keap's founders and product leaders, as well as experienced customers, partners, influencers, and entrepreneurial experts that can guide you to greater growth.

Who should attend IKON?

An invitation only event for Keap customers.

This event is ideal for both new Keap customers and experienced customers.

- **For newer customers**, IKON is an opportunity for you to get hands on, workshop style product training taught by product leaders, partners and experienced customers. It's a place to learn sales and marketing strategies designed to accelerate your growth. It's also a great place to network and make new connections.
- **For experienced customers**, the dedicated time spent stepping away from the daily grind to work on your business is important. IKON provides opportunities to work alongside other entrepreneurs to learn and create scalable strategies, systems and processes designed to help you scale.

When is IKON? Where will it be held?

IKON will be held the evening of November 3rd through the 5th. It will be held live at the [Scottsdale Hilton Resort & Villa's](#) and will also be live streamed to a virtual event platform for those preferring to join remote.

What is the schedule for IKON?

Day one kicks off the Customer Welcoming Party. The remaining two-day schedule is packed with keynote presentations, educational sessions, and implementation workshops. Breakout sessions generally begin each day at 8:30 AM and last until 5:00 PM. The final evening event will include a Keap Customer Awards Celebration.

How much does it cost to attend IKON and what does my ticket include?

Your IKON ticket provides access to two days of content-rich sessions including business development and implementation. If you attend live breakfast, lunch, break refreshments and all special evening events are also included in the conference fee.



Recorded main stage and breakout sessions will also be made available to ALL attendees. These can be accessed in the Session Archives tab of the virtual event platform.

Please visit the homepage of the event website for ticket fees.

When will I get my badge and conference materials?

Attendees will receive their conference badge and other conference materials upon check-in onsite at the IKON Registration Desk located within the main lobby of the hotel.

All live and virtual registrants will receive an activation link from noreply@bigredvirtual.com. Please check your junk box if you haven't seen it. The activation link allows access to the livestreamed main stage and virtual breakout session along with the recordings (located in the Session Archives tab).

IKON's live check-in begins at 3:00 PM on Wednesday, November 3rd. Please see the Agenda tab of the event website for special event and session times and locations. cConference badges must be worn in order to attend any of the conference sessions.

Can I bring a guest to attend the opening night event?

Yes you are welcome to bring one guest to the Wednesday night reception.

What is your refund policy?

All tickets are refundable. Please contact your Regional Partner Manager, Partner Support Manager or Events Manager at devlyn.parsons@keap.com to get the process started. It generally takes five business days for the money to be reflected back in your account.

I registered for IKON but cannot attend. Can I transfer my registration to another colleague within my company?

Yes, if you purchase a ticket and are unable to attend IKON, you may transfer your registration to a colleague from your company as long as they are eligible to attend (see [*Who should attend IKON?*](#)). The deadline to transfer your tickets is Friday, October 29th, 2021. Please submit all transfer requests to devlyn.parsons@keap.com.

Is there a discounted hotel room block for attendees?

Yes, please visit the events page for a link to book your stay at the discounted room rate.

Is there parking available at the hotel?

Yes, complimentary self parking is available at the Scottsdale Hilton Resort & Villas.



What amenities are available nearby the conference venue?

The Scottsdale Hilton Resort & Villas is located just outside of Old Town Scottsdale.

This hotel features everything you would expect of a beautiful getaway; a beautiful pool with bar, cabanas, delicious onsite restaurants, and close to offsite shopping and dining.

Discover Old Town Scottsdale [here](#).

What should I bring to the conference?

IKON is an incredible opportunity for you to work ON your business and network with fellow Keap customers. You'll definitely want your laptop or tablet; Wi-Fi will be provided for conference attendees. We also recommend you bring plenty of business cards and a desire to learn, grow, and network!

What is the dress code?

The dress code is business casual. This includes the conference sessions as well as the networking events.

The conference rooms tend to be cool so please be sure to bring a sweater or jacket.

What will the weather be like?

November is one of the best months to visit the Phoenix Metro area! Average highs are in the 80s (Fahrenheit), and evenings will dip down in the 50s. Cooler or warmer weather is sometimes a possibility, however, so be sure to check the [weather forecast](#) as your trip approaches.

Who should I contact if I have a question?

For questions about event logistics, the hotel, or registration, contact Dev Parsons at devlyn.parsons@keap.com or for immediate assistance contact your Regional Partner Manager.