



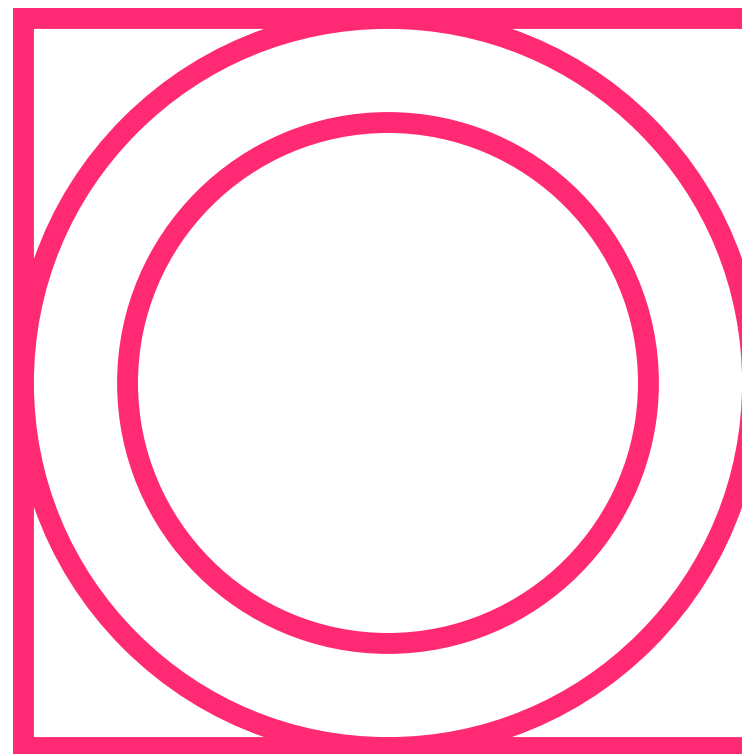
Your Guide to

INBOUND

23

September 5–8, 2023

Boston Convention &
Exhibition Center (BCEC)
415 Summer Street
Boston, MA 02210



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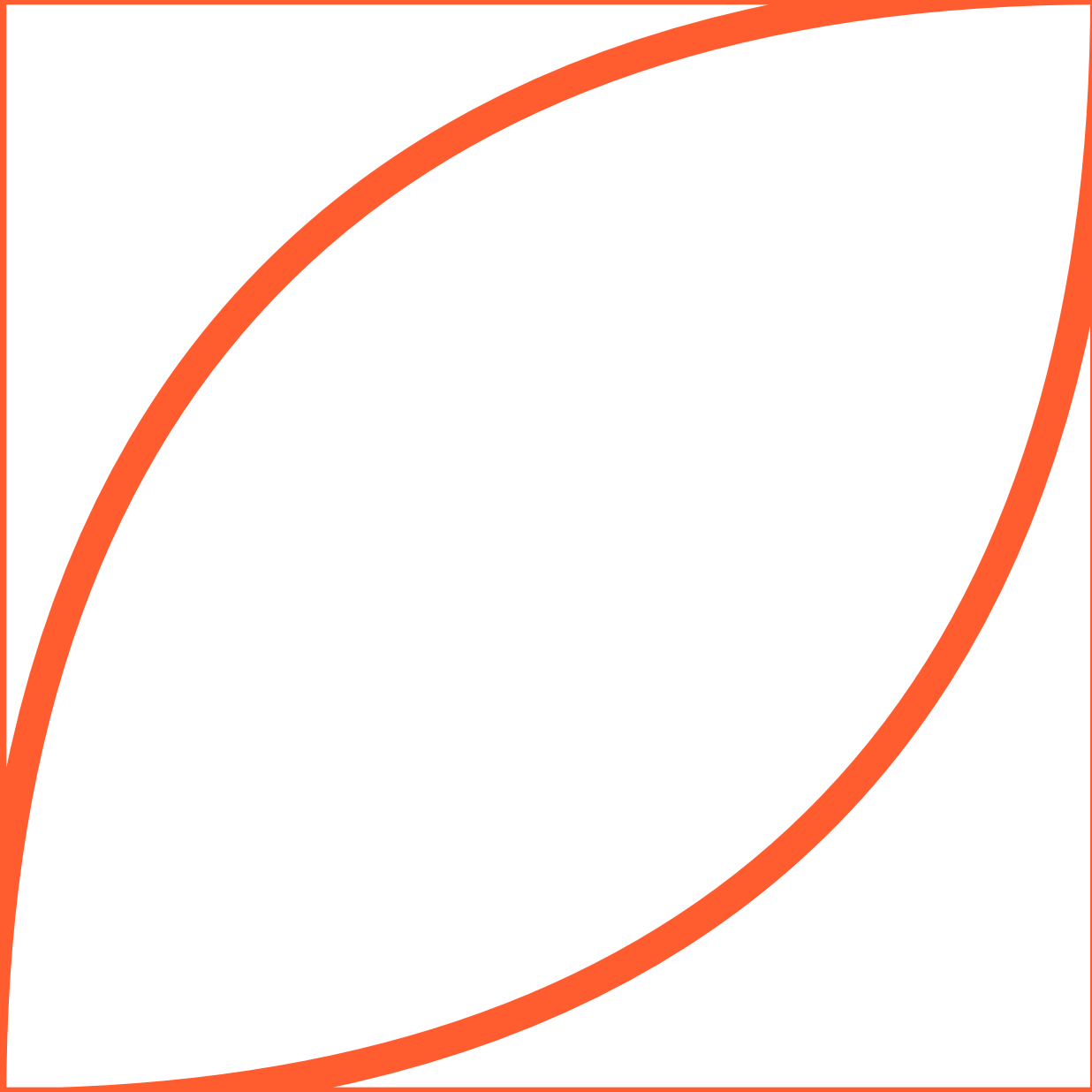
Welcome to INBOUND

WE'RE SO GLAD YOU'RE HERE!

We can't wait for you to experience the learning, the inspiration, the fun, and the energy of the week. From Deep Dive Workshops to Networking Meetups to Education Sessions (back this year!) and more, we've got a lineup of hard-hitting content waiting for you in Boston. Iconic entrepreneurs Reese Witherspoon, Derek Jeter, Andrew Huberman, and other industry-leading speakers are ready to share their expertise with you! In addition, there will be unparalleled networking and community-building opportunities, surprise food and beverage moments, and fun entertainment features that will keep you on your toes.

Check out all the things that will help you navigate the entire week at INBOUND, right here. See you in Boston!

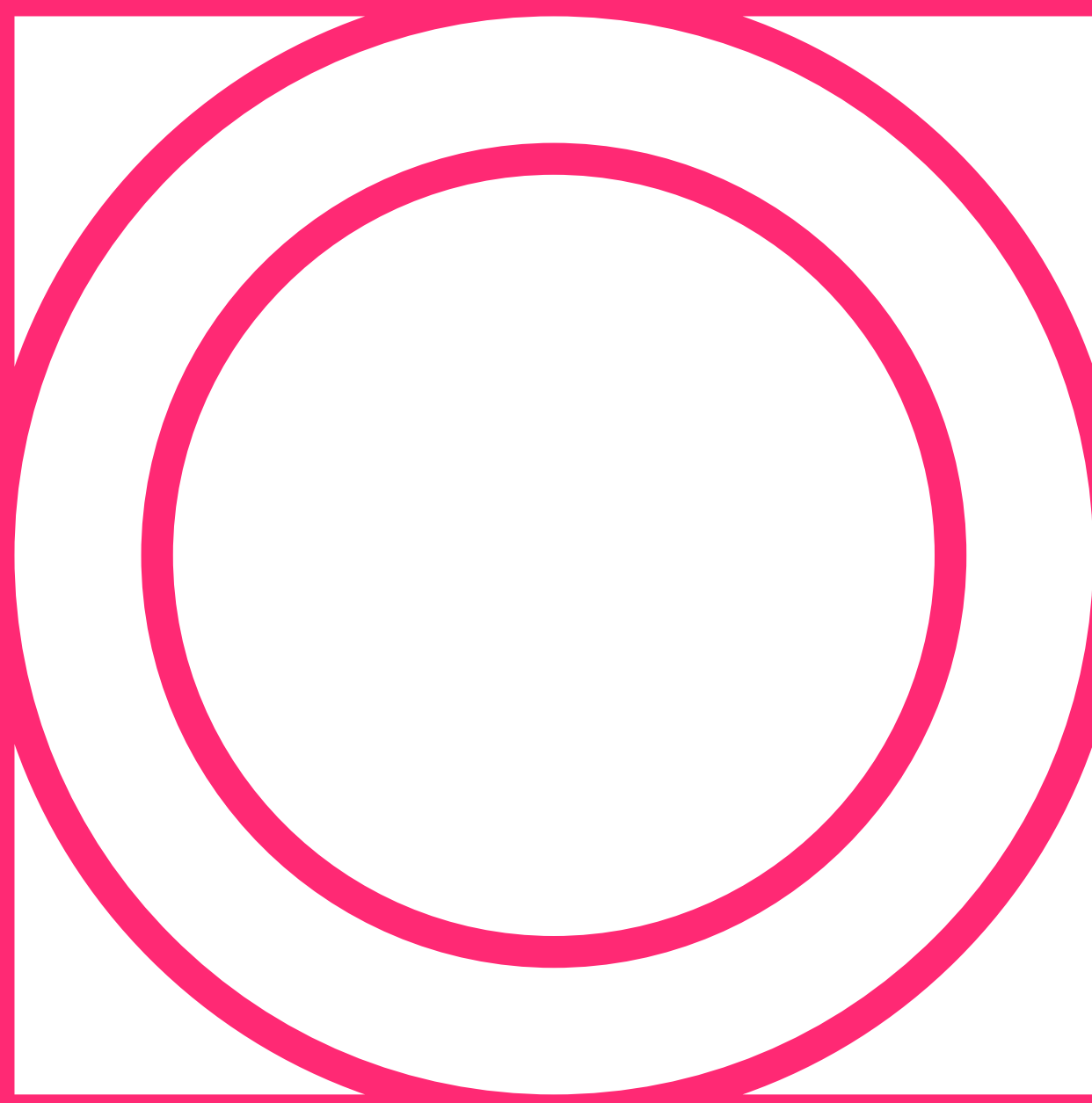
Note: If your question is not answered in this guide, please email us at help@inbound.com.



3 DAYS + VIP
Opening
Party

11,000+
Attendees
In Person

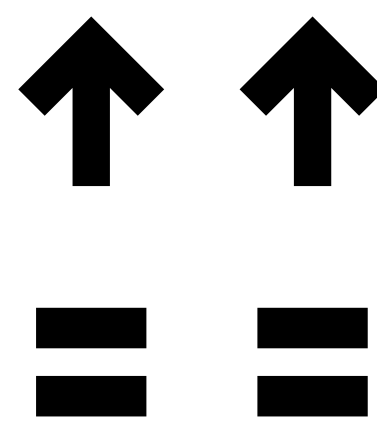
100,000+
Online Views



72
Countries
Represented

200+
Speakers

180+
Sessions

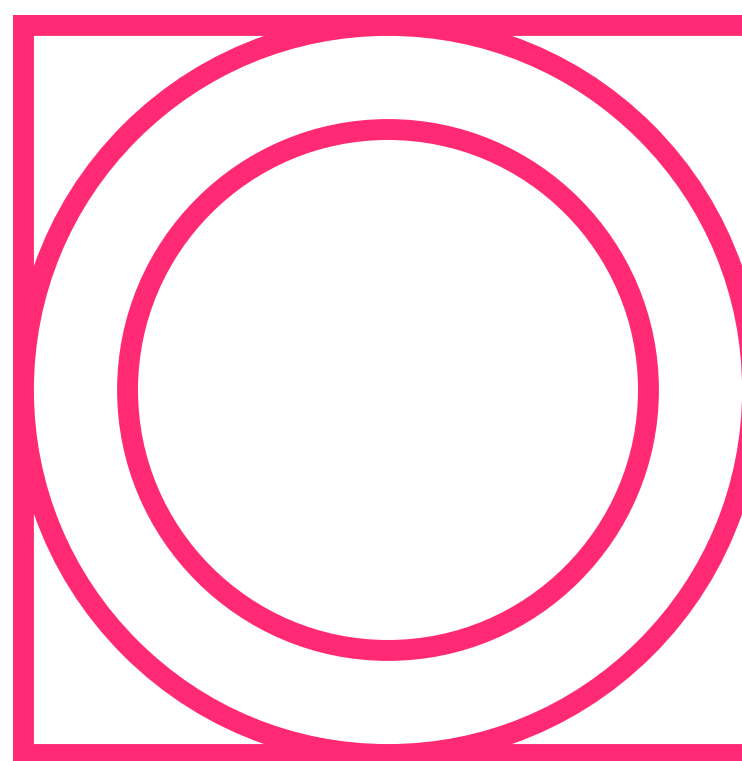


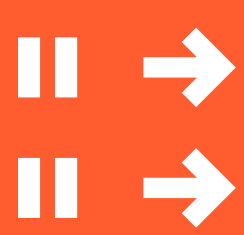
82
Sponsors





Key Things to Know





INBOUND At A Glance

**Tuesday,
Sept. 5**

1:30 PM – 9:00 PM
Registration open

7:00 PM – 9:00 PM
VIP Party
VIP Pass Holders Only.

**Wednesday,
Sept. 6**

7:00 AM – 5:30 PM
Registration open

10:00 AM – 5:30 PM
All day sessions

**Thursday,
Sept. 7**

8:00 AM – 7:30 PM
Registration open

9:00 AM – 5:30 PM
All day sessions

4:30 PM – 7:15 PM
INBOUND After Hours

**Friday,
Sept. 8**

8:00 AM – 2:30 PM
Registration open

9:00 AM – 3:00 PM
All day sessions

Reference section, Build Your Agenda,
on page **21** for more details.

1. Download the INBOUND 2023 App

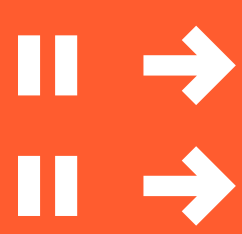
This is your source for all information while you’re onsite at INBOUND and your key to saving a seat in our limited-capacity controlled sessions. Curate your agenda, locate Meetups and networking opportunities, connect with sponsors and navigate the BCEC using the map, all in one place in real time!

Reference page **20** for additional guidance on downloading the app, logging in, and building your agenda.

2. Session Attendance

Given the high demand of our Deep Dive and Education Session programming, we will be using a session reservation system through the app. Sessions that require reservations will have the option to ‘Save a seat’ on their Agenda Card. Sessions that are open to everyone and do not require reservation can be added to your agenda using the “Favorite” option.

Session full? We will have a standby line available onsite for each capacity controlled session. We recommend that you arrive early for this line as we are limited in the number of seats that open up.



IMPORTANT NOTE: If you have saved a seat, you **MUST** arrive 5+ minutes prior to the session start time. At the 5 minute mark, we will release all remaining seats to the standby line.

3. Baggage Policy

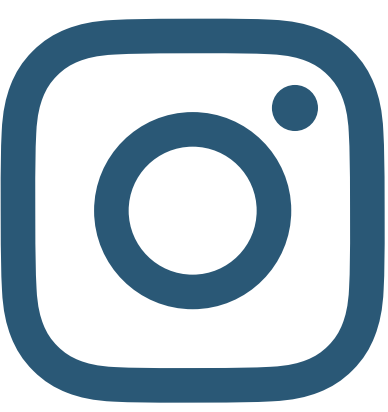
Bags larger than a backpack are not allowed at the BCEC and there is no bag check onsite. Please leave your bags at your hotel (you can check them into luggage storage at the front desk after you check-out).

4. Free Main Stage Livestream

Know someone who isn’t able to attend INBOUND in person? Our 3-day livestream will feature over 20+ sessions (Main Stage Spotlights and What’s Next Sessions), English closed captioning, and ASL interpretation. No registration is needed. Visit the [HubSpot YouTube channel](#).

5. INBOUND on Social

Follow us on social for official INsider updates and looks behind the scenes. Join the conversation with the #INBOUND23.



VIP Perks

Our Very Important People get (more) Very Impressive Perks. We've upped the ante this year for our VIP pass holders!

Early Session Reservations: Secure your spot early to Deep Dives and Education Sessions through the INBOUND mobile app.

Exclusive Booking to INBOUND's Priority Hotels: Two favorites – the Omni Seaport and Westin Seaport are available exclusively for our VIP ticket holders.

Dedicated Registration Line: Pick up your badge early and jump right into all the action.



Exclusive Opening VIP Party invite: Join Tuesday night's kick off party with live music, a variety of food trucks, drinks, and more.

VIP Lounge Entertainment: Enjoy complimentary happy hours, wine tastings and lessons from a sommelier, and an opportunity to create your own IN23 keepsake at our personalization station, to name a few.

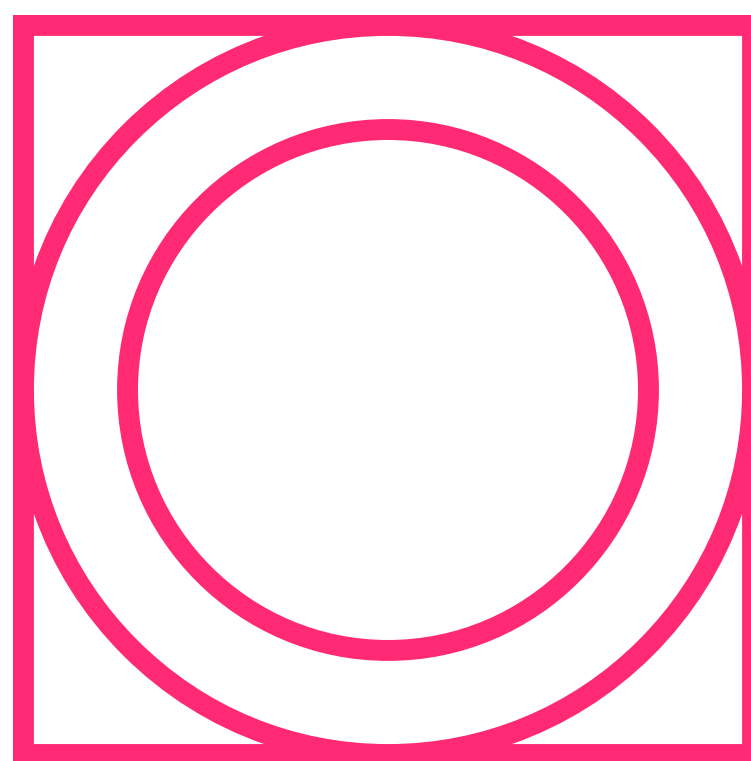
Free Lunch: Grab a meal from our fan-favorite food trucks, the Lunch Spot, or Wicked Good Market.

Reserved Seating: Beat the lines and enjoy early seating for all Main Stage Spotlight sessions.





INBOUND **Code of** **Conduct**



We want to ensure that everyone at INBOUND feels safe and welcome. All attendees are expected to abide by our Code of Conduct:

INBOUND is where business, marketing, and sales leaders connect and network with a diverse and inclusive community to learn new and proven tactics and strategies they can apply to their work today while setting the trends for tomorrow. INBOUND is a place for thought-provoking conversations, but we can't have those conversations unless everyone feels included, safe, and respected.

Our Commitment:

At INBOUND, we are committed to being a safe and inclusive space for all our attendees, regardless of any protected characteristic, such as sex (including pregnancy, gender identity, or sexual orientation); age; race; nationality; ethnicity; disability; religion or belief; veteran or marital status; as well as other individual characteristics such as physical appearance, politics, or ideology. Our Code of Conduct is here to provide a clear set of guidelines to everyone in the INBOUND community about the standards to which we hold you—and ourselves.

Your Commitment:

With that in mind, we ask that all attendees, speakers, sponsors, and other guests be considerate and respectful. Be kind to others. Do not insult or put down others. Do not engage in any illegal activity.

Discrimination and harassment are never tolerated at INBOUND, at satellite events, via the INBOUND mobile app, through social media or any other online platforms for the event. Unacceptable behaviors can be many things, such as sexist, racist, derogatory, or exclusionary jokes or comments based on someone's protected characteristic; unwanted personal contact (physical or virtual); or disrupting talks or other events. If you're asked to stop unacceptable behavior, you are expected to do so immediately.

Reporting an Incident:

If you experience or witness a life safety emergency, please contact your local authorities, in North America dial 911, immediately.

If you have a complaint or concern about harassment or discrimination, or otherwise experience or witness a violation of this Code of Conduct, we encourage you to speak to an event staff (you can find them in the INBOUND blue shirt) immediately and they will connect you with the appropriate parties. You can also email conduct@inbound.com if you prefer to address an issue anonymously.

We take all reports seriously, and will take appropriate action to address violations of this policy, such as by revoking access without notice or refund or contacting venue/event security or local law enforcement.

Please reference the “Getting Help” section in the Additional Support & Services on page 33 for when at the BCEC.

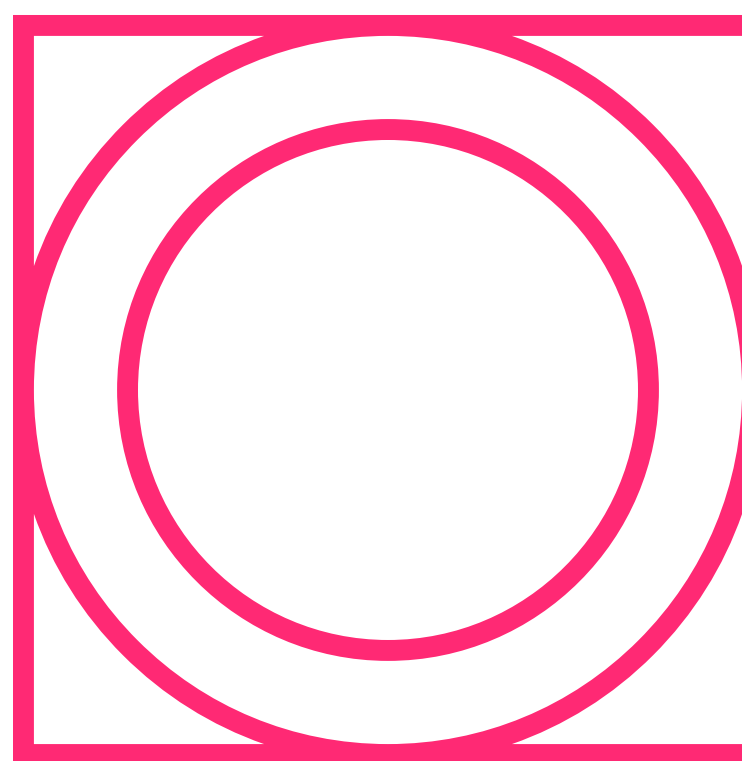
Accessibility and Inclusivity

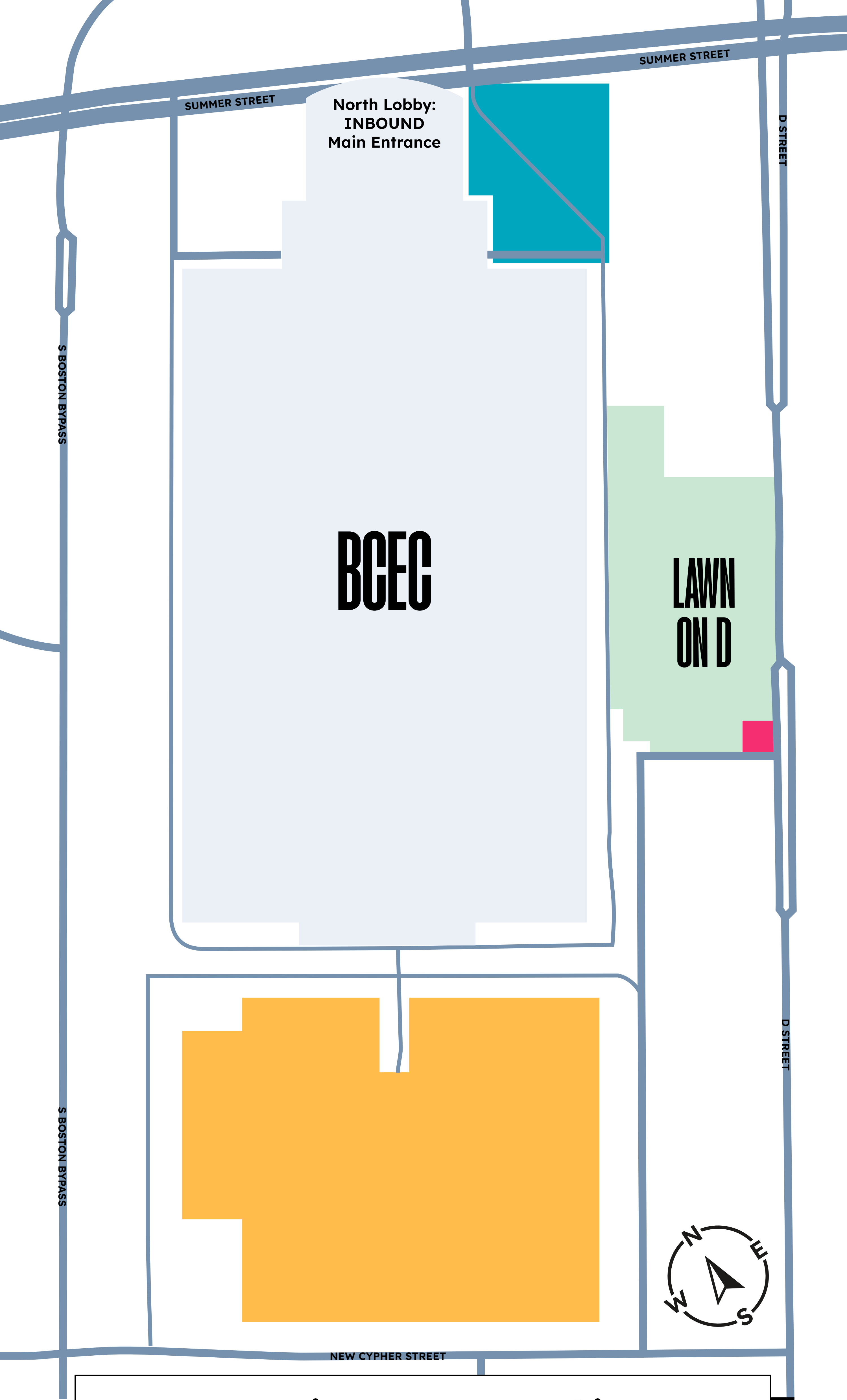
INBOUND is committed to providing a quality experience for everyone. To learn more about our offerings please download our [Accessibility Guide](#). Throughout this guide, you will see several areas that are available by request only. For additional support, email us at help@inbound.com.








Getting to the BCEC





Transportation

-  North Lobby Rideshare Drop Off Zone
-  Lawn on D Rideshare Pickup Zone
-  South Parking Lot (Lower Level)*

*Complimentary BCEE shuttle service provided to North Lobby.

Parking

Daily Rate:

\$25 per vehicle
\$50, oversized

Regulations:

No overnight parking
No in and out privileges

Boston is a very busy city and the week of INBOUND is no exception; we recommend you leave extra time in your commute, in case of traffic or road closures.

The North Lobby will be the primary entry point to the BCEC. Skip to page 20 for guidance on registering and picking up your badge.

Local Transportation



Shuttle buses to/from Boston Logan Airport or any other Boston locations will not be provided by INBOUND. Please consider using public transportation such as the MBTA or rideshares.



Boston Blue Bikes is a bike share system available throughout the city for a more sustainable (and often quicker!) way to travel. Blue Bike offers a 24 hour rate or per trip hire and you can sign up [here](#).



Electric car charging stations are available at the BCEC and the surrounding Seaport District.

Rideshare Pickup and Drop Off Location

The Lawn on D Rideshare Zone will only be set for outbound/pickup in Uber & Lyft. Any person selected to be dropped at this location will be required to enter BCEC through the North Lobby.

Parking

Parking is available at the South Parking Lot, adjacent to the BCEC. There is a complimentary shuttle available to take attendees between the North Lobby and the South Parking Lot. The BCEC Daily Rate: \$25 per vehicle, \$50 oversized.*

No truck parking, no overnight parking, and no in and out privileges.

To self-park from Summer Street, turn onto East Side Drive.

1. Drive past the valet area and continue straight along the side of the building.
2. At the end of the building, make a right and go down the ramp.
3. At the bottom of the ramp, turn left and you will see the entrance to the South Parking lot in front of you.
4. Accessible parking spaces are also located in this lot, closest to the building (the same parking rates apply).

*Please note there will not be parking validation and all costs are at the expense of the attendee.

Entering INBOUND

The North Lobby will be the primary entry point to the BCEC. You can access it straight through the front of the venue, or through two additional entry points below that lead you directly inside the BCEC.

Westin Sky Bridge: If you're coming from the Westin Hotel, this bridge leads you to L2, east side. It will be closed on Tuesday, but open the rest of the week. You will need your badge prior to crossing the bridge. If you do not have your badge, please head to the North Lobby.

Omni Tunnel: New this year! If you're coming from the Omni hotel, there is now an underground tunnel that connects you to the North Lobby.

Each time you come to the BCEC you will need to go through the Evolv security machines, bag check, and be scanned into the building via our Fast Track lanes.

Keep your badge on and head to the North Lobby or Westin Sky Bridge Fast Track lanes. Our staff will quickly scan your badge and you'll be on your way! You are required to wear your badge at all times while onsite during the event.

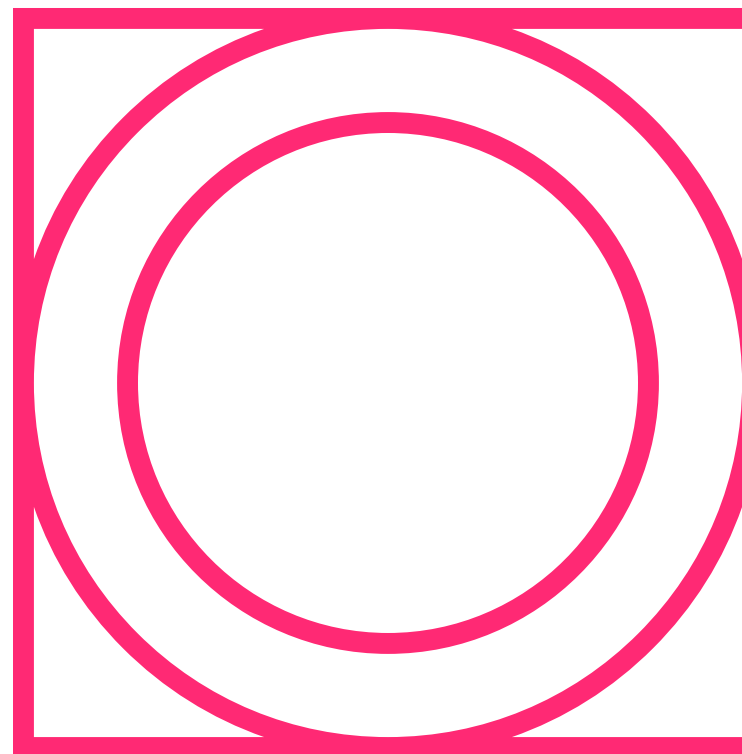
Please note the following items are prohibited at INBOUND:

- Outside food and beverage
- Pets or animals
- Balloons
- Glitter, confetti, sand, simulated snow, and popcorn.
- Caution Tape: Yellow or red plastic tape with black stripes, or printed with 'Caution', 'Do Not Enter' or other warning messages
- Smoking or Vaping materials, CBD based or cannabis containing substances
- Fog machines
- Adhesive backed decals
- Drones
- RC Cars, motorized equipment, or anything with a combustion/gas engine.





Registration & Badge Pickup



Badge Pickup

In order to enjoy all things INBOUND, you must pick up your badge at Registration in the North Lobby. We highly encourage you to pick up on Tuesday or early Wednesday morning to avoid lines and wait times prior to the first session on Wednesday.

You must use a government issued ID in order to receive your badge. For security purposes, your badge must be worn at all times while inside the BCEC.

Registration will be open to all attendees during the following times:

Tuesday, Sept. 5: 1:30 PM – 9:00 PM

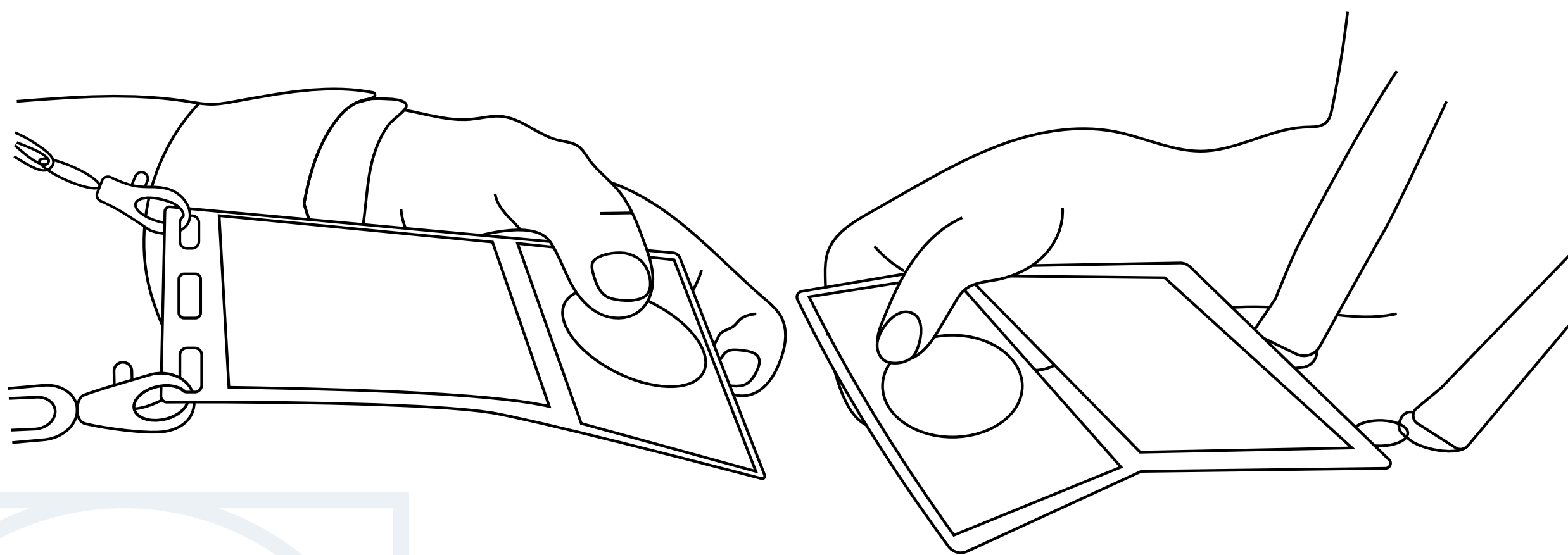
Wednesday, Sept. 6: 7:00 AM – 5:30 PM

Thursday, Sept. 7: 8:00 AM – 7:30 PM

Friday, Sept. 8: 8:00 AM – 2:30 PM

About Badges

Attendees will be provided with a SmartBadge™ powered by Klik Experiential for a seamless and unified event experience with just one tap.



Don't Miss a Beat

Your badge will be paired with your registration profile so you're set for INBOUND success from the start. LED buttons provide a clear visual cue when interacting with access points such as RSVP-only sessions and Fast Track venue entrances.

Important Note: There may be select times throughout the event where your badge will light up. Don't be alarmed, it's all part of the show! Please note, if you are located outside of the BCEC but within the range of our beacons, your badge may light up as well.

Connect With Just a Tap

With badge-to-badge contact exchanges, focus on building connections and community with fellow attendees and peers while your badge collects all of the essential information — creating a digital business card of sorts. Simply hold your badges close together, click the button on the badge at the same time, and receive confirmation of the information exchange when both badges light up. All contact information will be stored in the INBOUND app so you can keep the conversation going post-event. From there, you can initiate 1:1 messaging with contact exchange cards.

Run into a fellow attendee outside of the BCEC? You can still bump badges for contact exchanges. Their contact info may not populate in the app right away. However, upon returning to the BCEC, their contact info will come through after your badge has connected to one of the onsite beacons.

All attendees will have the opportunity to opt-out of syncing their contact info to their badge at initial check-in/badge pickup. Please be aware, opting out may limit some of the badge-to-badge contact exchange functionality.

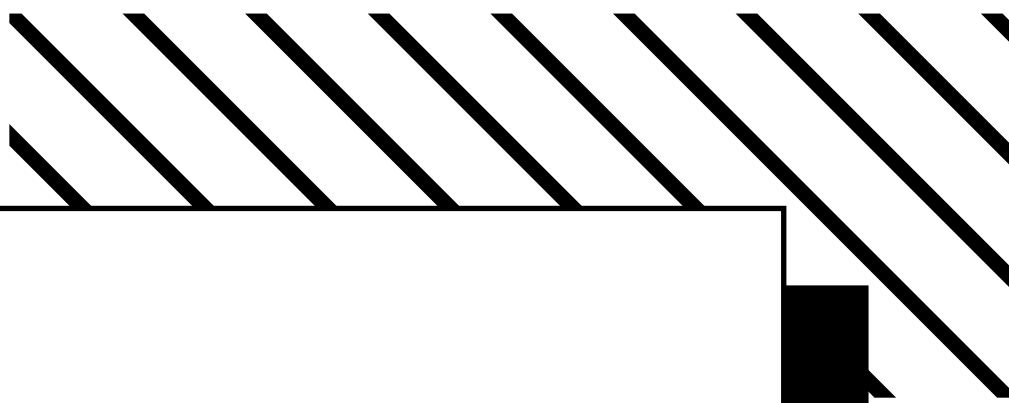
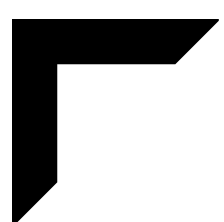
Badge Help

Lost your badge? Think it's broken? Head back to Registration Support in the North Lobby and we'll work with you to solve the problem. FYI, replacement badges are available on a case-by-case basis and may be subject to a \$50 fee.

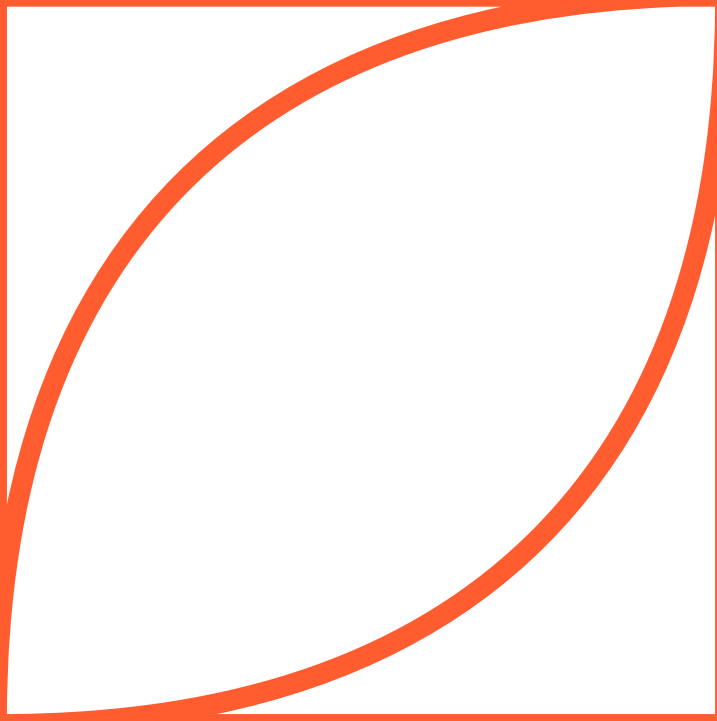
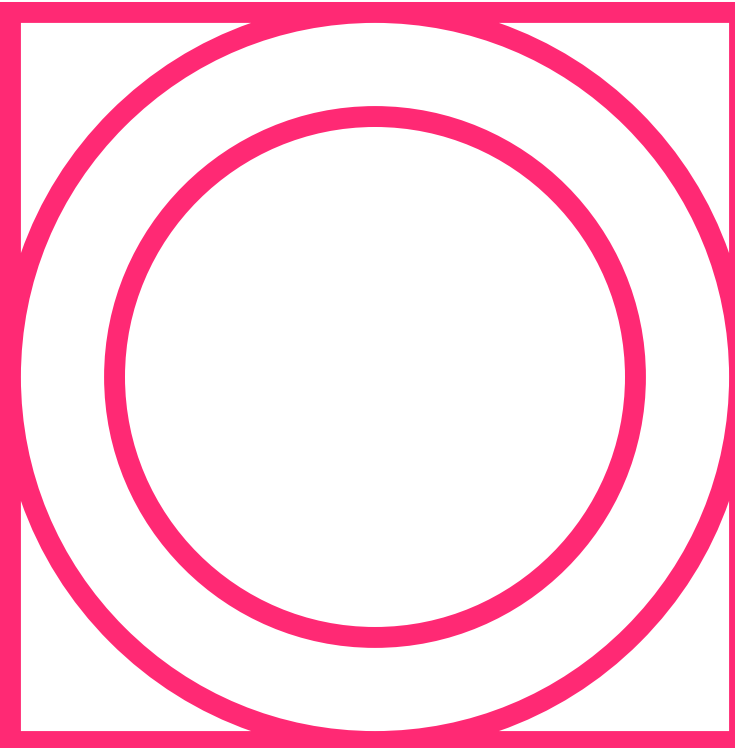
Returning Your Badge

As sad as it is, INBOUND will eventually end. As part of our sustainability efforts, we are recycling the badges and lanyards to keep them out of landfills. Before you leave, please return your badge back to us. On Friday, there will be boxes for you to drop your badge in as you depart.





Mobile App



Session reservations for INBOUND 2023 opened based on pass type and are only accessible through the INBOUND mobile app. Friendly reminder that session reservations are only required for Deep Dive and Education Sessions.

Download and Log into the App

Get excited! Downloading the mobile app means you'll have everything you need for INBOUND at hand. Visit the app store ([Apple](#)/[Google Play](#)) to download the INBOUND mobile app.

Log into the app with the same email you registered for INBOUND with and click on the magic link or enter the ticket number from your INBOUND 2023 confirmation email.

If you're having issues logging in, it's likely because you're using the incorrect email address. Check out our Help article, [Downloading and Logging into the App](#) for additional troubleshooting.

Intro to the App

Consider the Home page your INBOUND home base. View your upcoming sessions, engage with the Community, explore venue maps, and save event dates using the **Add to Calendar** button.

Toggle between the main features of the app by tapping the bottom of the screen to flip through the Agenda, Timeline, Speakers, Community, Social Feed, Sponsors, and Help Center.

To make changes to your profile (like adding a photo!), update your privacy settings, or logout, simply click on the burger menu icon located in the top left corner.

Easily access other helpful info specific to your account, including:



Build Your Agenda

Explore the full INBOUND programming schedule and build your own personal agenda to help keep track of the sessions you want to attend and save a seat for limited-capacity sessions. Click on any session card to view additional details, such as a session description, speakers, sponsors, and downloadable takeaways (if applicable).

You can view **All Days** or click on the different days listed at the top of the Agenda to only see sessions occurring on a particular date. Use the global search bar to look up a session by keyword. To refine your search, select the filter icon and apply tags to narrow your results by time, session type, festival stage, content focus, and location. For more details on searching and filtering sessions, check out our Help article, [Building Your Agenda in the App](#).

Choose your own INBOUND adventure and fully curate your agenda within the app with a quick tap: click the **Favorite** button in the bottom left corner of the session block, and boom, it's been added to your personal agenda. A few notes:

- Every session has a **Favorite** button.
- You can **Favorite** multiple sessions, even if they are happening simultaneously.

Go to the **My Favorites** tab at the top of the screen to view your fully curated schedule. Note: favoriting a session does not save a seat (more on that below).

Save a Seat to Limited-Capacity Sessions

Only Education Sessions and Deep Dives require you to save a seat! These sessions will be marked with a “Limited” tag and a **Save a Seat** button on the session card. Click that button to officially book your spot. This can only be done via the app. **Pro tip:** Save those seats as soon as session reservations become available to you. The **Save a Seat** button will only appear to VIP pass holders on Aug. 15 and GA pass holders on Aug. 22.

A few notes:

- Saving a seat will automatically add that session to your **My Favorites** tab. However, favoriting a session that requires registration will NOT save your seat.
- You **can't** save a seat for two sessions happening at the same time.
- To view all the sessions you've saved seats for, head to the **Registered** tab at the top of your screen.

IMPORTANT NOTE: You must arrive 5+ minutes before your session to claim your saved seat. After the 5 minute mark, we will release seats to our standby line. For more information, please see our Help article on [Onsite Admission for Limited-Capacity Sessions](#).

Export Sessions to Your Calendar

If you're looking to sync up your INBOUND sessions with your work or personal calendars, you can easily export single

sessions by clicking on a session card from the Agenda page and tapping the **Add** (“calendar” icon) button.

You can also view, share, or download a PDF of the agenda by heading to the Home page and clicking the **AGENDA PDF** button.

Rate Sessions

Don’t forget to leave a rating! Click on the session card on the Agenda page, and tap the **Rate** (“star” icon) towards the bottom of the screen. Submit your rating and any additional feedback you’d like to share about the session via the comment section.

Networking and Community

Community-building is at the center of INBOUND and attendees can network and get to know fellow event-goers IRL and online through the app! Browse the Community page to search for contacts and start 1:1 chatting. You can see all your 1:1 chats by clicking on the “chat bubble” icon in the top right-hand corner of the navigation bar. To learn more, visit our Help article, [Networking and Community in the App](#).

These Meetups are for networking on common areas of interest, as it relates to your life inside and/or outside the workplace. Take this opportunity to make new connections, and gather new insights.

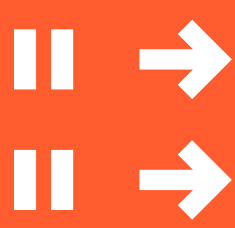
Meetups are 45 minutes in length. Check out the agenda in the mobile app, and filter by ‘Networking Meetup’, for all scheduled programming.

Make Connections Onsite

New this year, the Timeline feature is where your badge-to-badge contact exchanges will appear as well as your session attendance cards. From the Timeline, you can rate sessions you’ve attended and view all of your connections.

Exchange information with other attendees by clicking your badges together. This will trigger a contact exchange card to appear in the Timeline feature of the app.

You can also store notes and start a 1:1 Chat with anyone you exchanged contact information with by clicking on the chat bubble icon in the lower right-hand corner of the contact card. Come back to this page at any time to download a full list of your contact exchanges.



There are so many great features to explore in the app, such as navigating our interactive map, discovering our speaker lineup, connecting with sponsors, and getting featured in the mobile app social feed. To learn more, please visit our dedicated [Mobile App Knowledge Base](#).



Stages & Programming



This year, we're excited to host a variety of programming formats on our festival stages. The festival stages are open-air stages on our show floor amidst the exciting backdrop of our must-see activations, sponsor booths, and networking spots.

As part of our sustainability efforts, we are avoiding paper agendas to reduce waste and minimize resource consumption. Instead, make sure to check the mobile app or visit [INBOUND.com](https://inbound.com) for the latest updates on sessions and speakers!

Our INBOUND 2023 Stages

Main Stage: Here you'll find two of our most exciting session types: Spotlight and What's Next. Spotlight sessions are where you'll find inspirational talks from the icons, legends, and thought leaders of our time. And if you're looking for insight into what's coming in the world of tech, business, and culture, then make sure to stop by a What's Next session to hear from speakers who will cut through the noise and speak incisively on the emerging macro trends shaping the world around us.

HubSpot Heroes Stage in HubSpot HQ: All things HubSpot! Get a behind the scenes look into the product from our developers, meet Academy Professors, learn from HubSpot customers as they share their success stories, and connect with other superfans about their experiences, best practices, tips, and tricks.

Discovery Stage, Powered by Chase Ink: New for 2023, you'll gain strategic insights and fresh perspectives on the trending topics and challenges facing leaders. Learn from industry thought leaders as they share their first-hand experience to help you tackle some of the toughest strategic questions facing your business today.

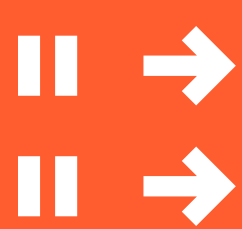
Development Stage: New for 2023, learn from INBOUND's most popular breakout speakers and leading members of the HubSpot community as they debut original content that's relevant to your life and business right now. This is essential content for anyone looking to develop new skills to help them grow in their role.

Lawn on D Stage: We're taking full advantage of the side lawn this year, and debuting an exciting mix of scheduled and spontaneous programming. Both a stage and a gathering place where you can exchange ideas and make connections, stop by to experience everything from a guided group meditation to watching your fellow attendees take the stage!

How to Find Our Programming

Stages: The Main Stage; HubSpot Heroes Stage; Discovery Stage, Powered by Chase Ink, and the Development Stage are located in The Hub on Level 0 (head down the escalators after you pass through registration). Open the mobile app for maps and additional directions to each stage. You can use the search feature to narrow down your options.

Breakout Sessions: Breakout programming including our Deep Dive and Education Sessions will be in various rooms throughout the convention center. Please use the INBOUND mobile app agenda and map to locate each session's assigned room. When in doubt, ask any staff member in the INBOUND blue shirt for directions. Remember to save a seat through the app! Reference page [21](#) for more information.



If you weren't able to save a seat and the session is full, please note that we will have a standby line available onsite. Arrive early as we may only be able to let a few attendees in for each session.

***IMPORTANT NOTE:** If you saved your seat for a Deep Dive or Education session, please remember to arrive at the room at least 5 minutes before the session begins. 5 minutes before the session begins, we will open the room to the standby line and you will forfeit your saved seat.

LAWN ON D: This year, we're taking full advantage of the beautiful Boston weather and hosting programming out on the Lawn on D. Join us for a mix of scheduled and spontaneous programming. Experience everything from a guided meditation to watching your fellow attendees take the stage!

Be sure to check the mobile app or visit [INBOUND.com](https://inbound.com) for the latest updates on all programming. Additional questions? You can always flag down a staff member wearing the INBOUND blue shirt and they can guide you in the right direction.

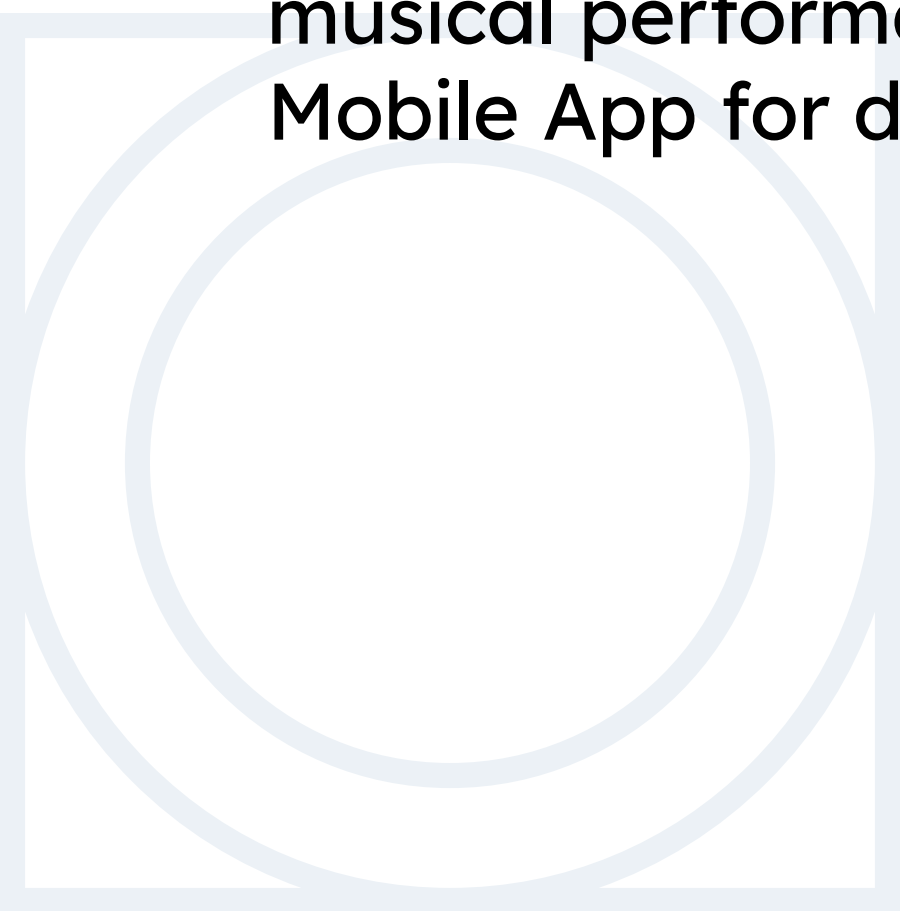
Agenda At A Glance

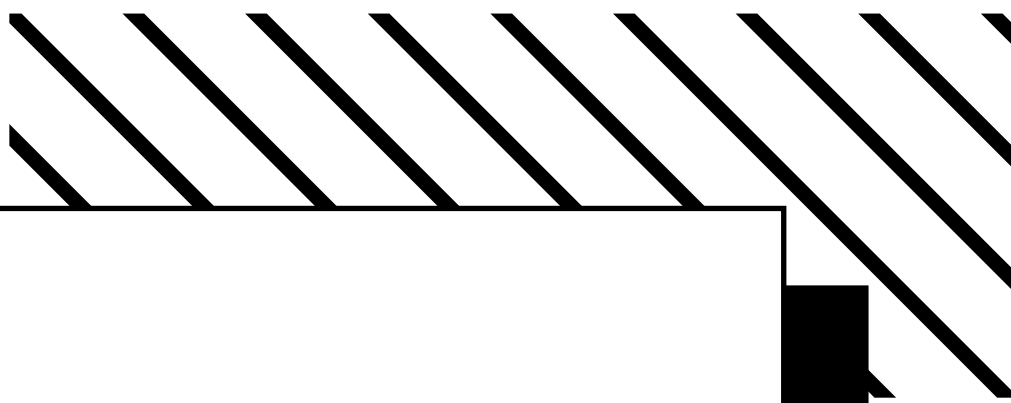
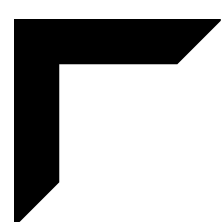
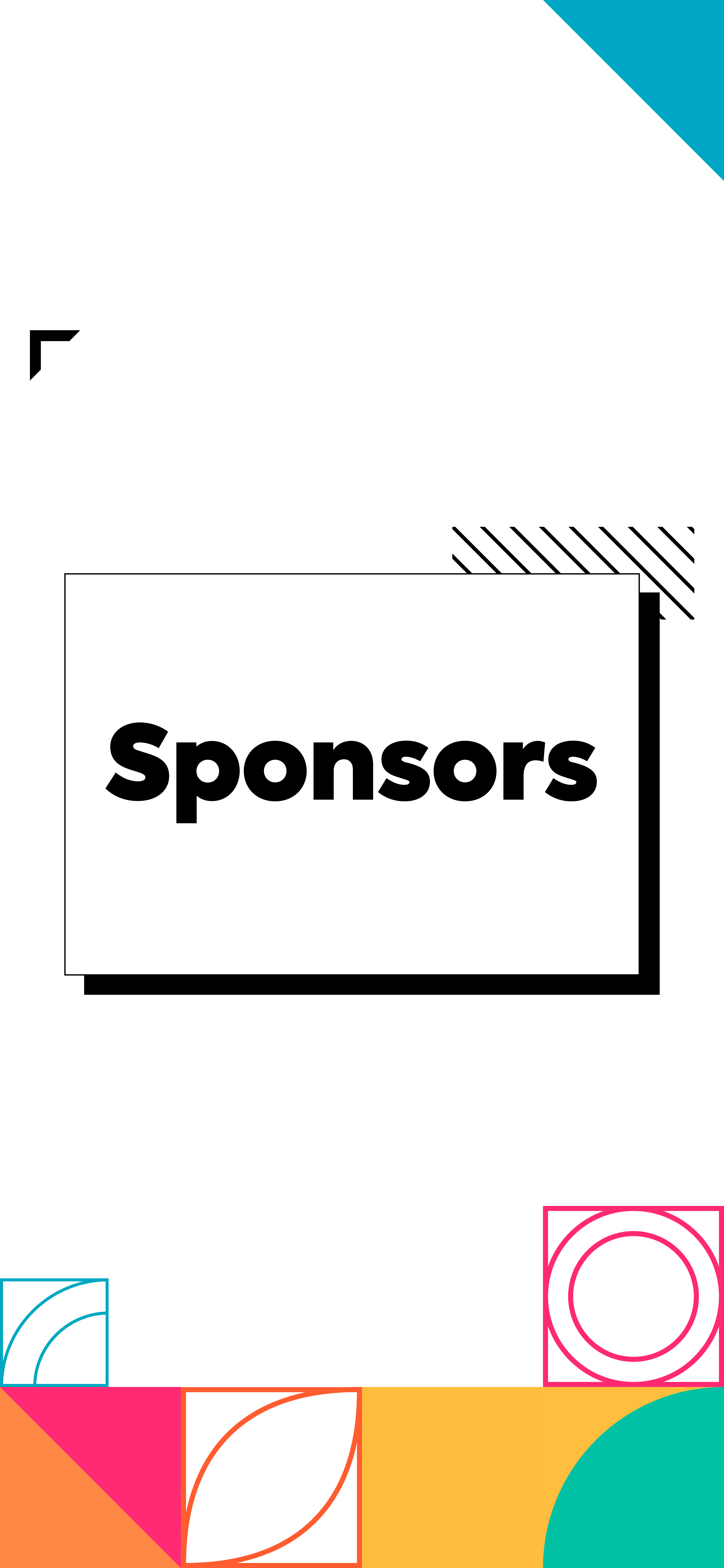
You can browse and search the entire agenda anytime in the INBOUND 2023 mobile app or directly on the website. Note that you can only add sessions to your personal agenda from the app. For a full detailed agenda with all sessions, activations, and events, please visit the INBOUND mobile app.

INBOUND After Hours

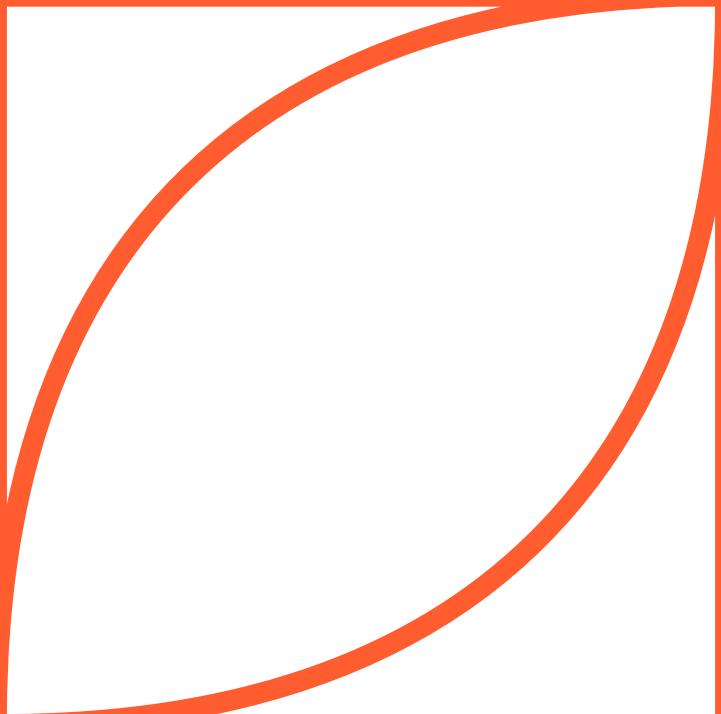
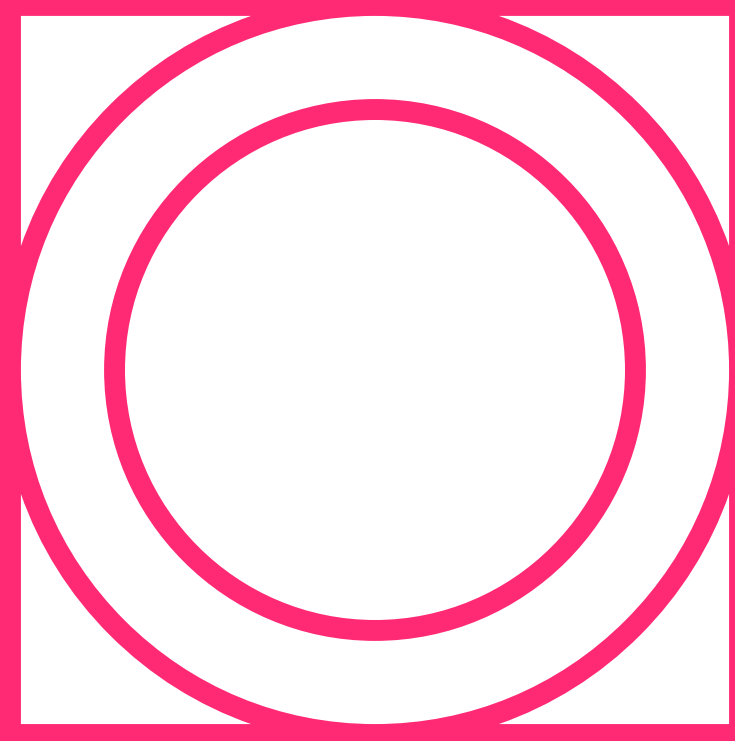
Thursday, September 7, 4:30 PM – 7:15 PM

As Thursday's programming winds down, we're ramping up the fun with entertainment, food, drinks and more. Plus, an exciting musical performance from a special guest. Be sure to visit our Mobile App for details.





Sponsors



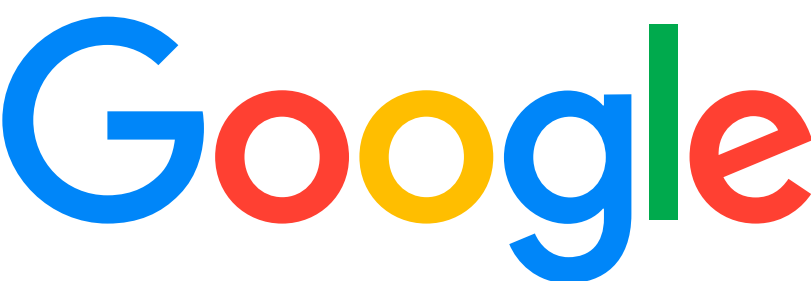
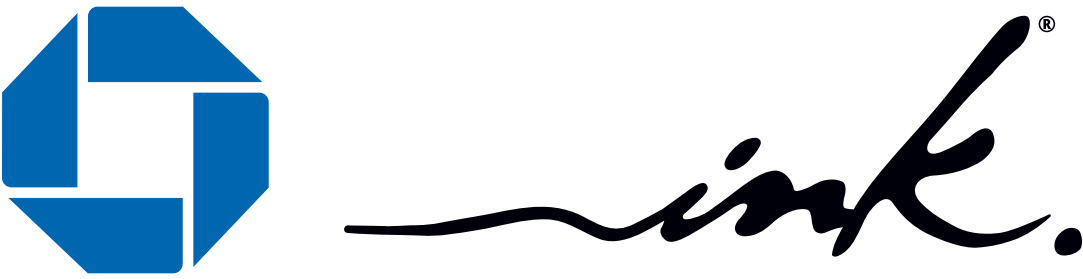
Grab some face time with INBOUND’s sponsors, where you’ll not only connect with some great people, but you’ll also learn a thing or two about how to do business in a better way.

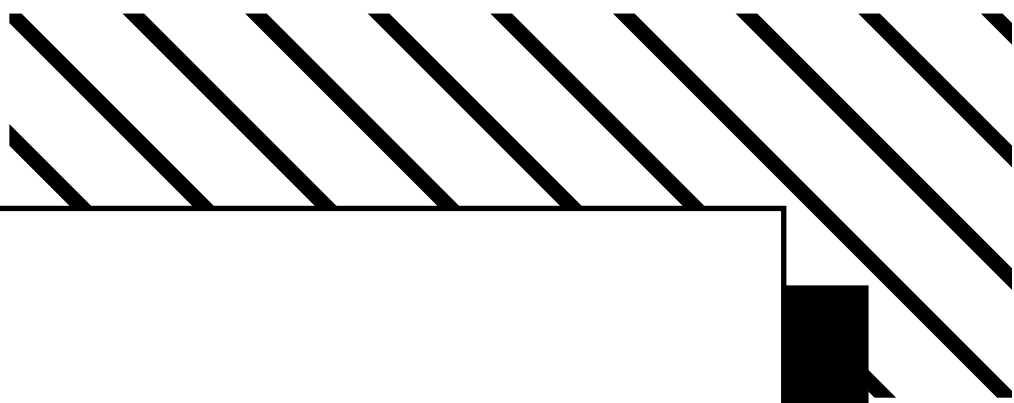
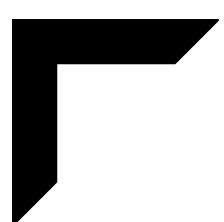
Interested in being a sponsor for 2024? Visit www.INBOUND.com/sponsor.

You can find additional information on all INBOUND sponsors in our mobile app!

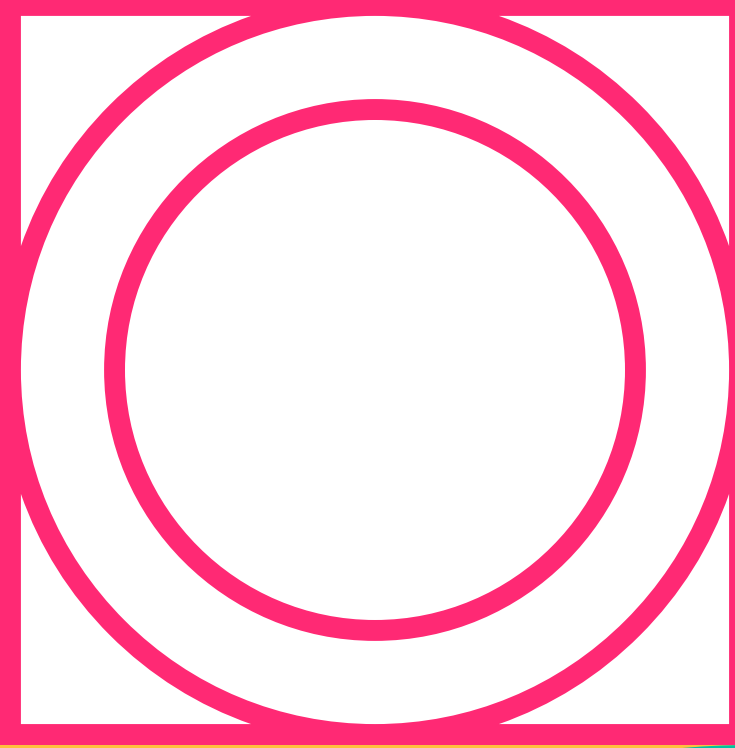
- Browse our attending sponsors in the Sponsor directory feature by clicking the **More** button in the bottom right-hand corner of the screen.
- Learn more about each sponsor (Company bio, special offers, social media accounts, contact info)
- Locate sponsors on the Interactive Map feature
- Connect directly with sponsors and exchange messages
- Redeem special offers provided by our sponsors

Premium Sponsors





Food & Coffee



Lunch is served from 11:00 AM – 2:00 PM Wednesday through Friday. Lunch is included in VIP Passes and available for purchase by GA pass holders.

Please know that the BCEC is a cashless venue – only credit cards, debit cards, or Apple Pay will be accepted.

Food options are available on the Lawn on D, at the Wicked Good Market, and at the Lunch Spot. There will not be formal breakfasts or dinners provided, but there are plenty of options in the area – we recommend you explore the Seaport! We are also having special F&B moments sprinkled throughout the week, so be on the lookout for notifications from the mobile app when available.

→	Lawn on D	Food Trucks
→	Level 1 West	Wicked Good Market
	Level 0	The Lunch Spot The Beer Garden

Lawn on D

Featuring Boston’s best, join us on the Lawn on D and grab lunch from one of our many food trucks (between 11:00 AM – 2:00 PM). Food is available for purchase, and complimentary for VIP pass holders. Food trucks accept cards and Apple Pay; they do not accept cash.

- Menus will vary by truck. With so many food trucks available, you can choose a different lunch each day! Many trucks offer vegan, vegetarian, and gluten-free options. Grab lunch and spend some time enjoying the fresh air.
- The Lawn on D Bar will be open daily with a variety of alcoholic and other beverages available for purchase.

Wicked Good Market

The Wicked Good Market is located on the west side of the BCEC on Level 1. Explore our menu options and grab a seat!

The Lunch Spot

The Lunch Spot is another great option for a bite to eat. Located in the Hub, it’s easily accessible and a quick way to get some grub!

The Beer Garden

The Beer Garden is located in the Hub and will be open at 11:30 AM each day. Swing by and grab a drink! Not a beer lover? We’ll also serve soft drinks, wine, and water! This is a great place for a casual meeting or meet up with a friend at INBOUND.

Coffee

We know coffee is just as important as food and there’s plenty of it available throughout and around INBOUND. You can find

drip coffee and tea in our Power-Up Lounges and in stations across The Hub.

Looking for a fancy coffee? Many of our sponsors offer specialized coffee. Review the mobile app to find out more!

Sponsor Beverage Offerings

A few of our sponsors will offer special treats for attendees – visit their booths for coffee or beer & wine pop ups at the following times:

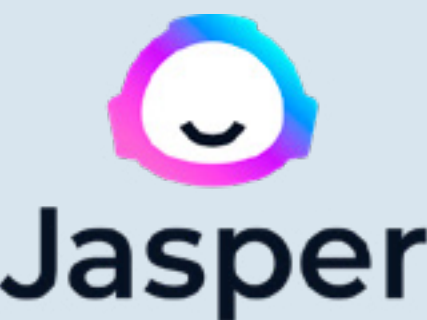
Visit the sponsor lounges throughout INBOUND located on the show floor, East Lobby and outside the ballroom on the third floor for coffee, happy hours, snacks, and more.



WebEx: Beer & Wine:
Sept 6 at 3:00 PM



MNTN: Coffee/Tea:
Sept 7 at 9:30 AM



Jasper: Beer & Wine:
Sept 7 at 3:00 PM



Chase Ink Hangout (Lawn on D):
Sept 6–7, 9:00 AM & 2:00 PM
Sept 8, 9:00 AM

Chase Ink Marketplace:
Sept 6, 10:00 AM – 5:30 PM
Sept 7, 9:00 AM – 5:30 PM
Sept 8, 9:00 AM – 3:00 PM



LinkedIn Lounge Espresso Bar:
Sept 6–7, 8:30 AM – 5:00 PM
Sept 8, 8:30 AM – 2:30 PM



Rollworks Espresso Bar:
Sept 6–7, 8:30 AM – 5:00 PM
Sept 8, 8:30 AM – 2:30 PM



Sprocketeer Espresso Bar:
Sept 6–7, 8:30 AM – 5:00 PM

INBOUND After Hours Bites

When Thursday's programming winds down, the party's just getting started. Head to our Main Stage on Level 0 for exclusive After Hours food and beverage options. Open to all attendees. What to look forward to:

- A few Boston favorites: Mini lobster rolls, clam chowder, roasted prime rib and cheddar sliders
- Empanadas stuffed peppadews
- Edible cookie dough
- Beer and wine bar

In addition, step outside to Lawn on D, as we're opening a few food trucks and hosting an open bar from 4:00 PM – 6:30 PM.

Bring Your Reusables

Reduce your waste! INBOUND will offer free water dispensers throughout the BCEC for you to fill up your water bottles. Don't forget your reusable coffee cups too!

Special Meals

At INBOUND, we are happy to provide many meal accommodations. Dairy Free, Halal certified, Gluten Free, Vegan, and Vegetarian options are available at a variety of food trucks and locations inside the BCEC.

Where to find:

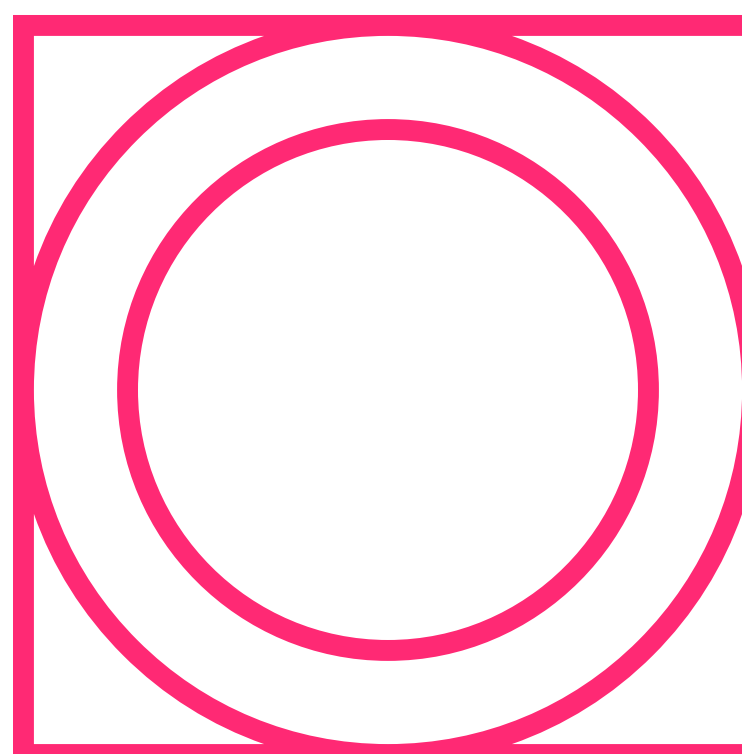
- Halal meals (Chicken & Rice Truck)
- Kosher meals, available by request only (Lunch Spot)
- Vegan meals (All lunch locations)
- Vegetarian meals (All lunch locations)

For support, please email help@inbound.com and we will work with you on current options.





Additional Support & Services



Safety & Security

Getting Help: If you need help or see something that’s not right, speak up! You can always flag down a staff member wearing the INBOUND blue shirt, the INBOUND security team, or our venues’ public safety teams. If you need to get help over the phone, here’s how:

In the BCEC: Call (617) 954-2222 or dial x2222 from any black house phone to reach the public safety command center. They should be your first call—they’ll coordinate with 911 if outside resources are needed.

Anywhere Else: Call 911 directly. (If you’re visiting, 911 is the number for all emergency services in the United States).

Emergency Medical Services Room: We will have an emergency medical services room onsite, located on Level 1 in BCEC room 101. There is a first aid station here as well as a refrigerator to store medications if needed. If you need assistance with this room, please let any INBOUND staff representative know.

Support & Services

Power-Up Lounges: Are you low on energy? Is your laptop or phone about to die? Head to one of our four Power-Up Lounges to recharge yourself, or your devices. There is plenty of coffee to go around while you stay.

Merch Spot: This year, we hosted an online merch store for attendees to pre-order items. These orders will be available for pick up in the North Lobby of the BCEC. We have reduced our merch offering to only include sustainable items made to order so that there are no leftovers and nothing goes to waste.

Lost & Found: If you’ve lost (or found) something, Lost & Found is located at the North Lobby Info Desk. Items are turned into BCEC Public Safety each night. Outside of event hours, visit the security desk in North Lobby or call them at (617) 954-2222.

WiFi: We are happy to provide WiFi to our attendees. There will be signs throughout the space sharing the login information.

→	WiFi Network Name	INBOUND
→	Password	builtbyyou

The Quiet Spot: The Quiet Spot is a place to escape the hustle and bustle of INBOUND. Take a few minutes to relax and recenter before jumping back into the action. Located in room 102A.

The Lactation Room, Powered by Mamava: The Lactation Room, Powered by Mamava, is a safe space for our attendees to pump and safely store milk during INBOUND. There will be a fridge and microwave available with water in the nearest restroom. Please bring your own pump (you may store it in the room during conference hours). Located in room 102B.

The Prayer Room: The Prayer Room is a quiet and peaceful space for prayer or meditation during INBOUND. All are welcome here! Located in room 103.

Restrooms: In addition to shared men’s and women’s rooms, there are single-occupancy all gender restrooms throughout the BCEC. Of course, you are welcome to use the restroom where you feel most comfortable. To view locations, please visit the map in the INBOUND mobile app.





Sustainability Efforts



We're on a mission at HubSpot to decarbonize our operations and become Net Zero. This year we have taken several steps to reduce the impact of INBOUND. In addition to avoiding physical advertising and paper agendas, we have reduced our merch offering to only include sustainable items made to order so that there are no leftovers.

We are building, storing, and reusing more and more of our structures, decor, and booths to minimize post-event waste; and will collaborate with the BCEC to donate any materials we can't reuse post-event. We are also engaging with all our vendors, including our partner hotels, to assess their sustainable and environmental commitments.

And we are planning to do much more going forward! So look out for our Sustainability Evaluation post-INBOUND. We appreciate your cooperation and feedback in helping make INBOUND a creative, innovative, and sustainable gathering. If you have ideas, please email us at help@inbound.com.



We Can't Wait to See You in Boston!

For any additional questions, please
contact us at help@inbound.com.



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