

# ACTIVATE 18

POWERED BY: 

## FAQs

### Location and Date

#### What is Activate?

A conference, by Iterable, taking omni-channel marketing to the next level.

#### Where will Activate take place?

At the St. Regis in San Francisco, CA

#### When is Activate?

April 2-3, 2018

The pre-conference workshop will begin at 1pm on April 2, 2018.

The regular conference programming will begin at 5pm on April 2, 2018.

### Registration

#### How much does Activate cost?

Early Bird pricing is \$199 and increases on March 1st to a standard price of \$299.

#### When does online registration open?

Online registration opens on January 16, 2018

#### When does online registration close?

Online registration closes on March 23, 2018

#### Are Activate tickets limited?

Yes, there are limited spaces so be sure to sign up today!

#### How do I register?

Click the 'Register Now' button on [activate.iterable.com](https://activate.iterable.com)

I have completed my registration and want to make a change, how do I do this?

Email [activate18@iterable.com](mailto:activate18@iterable.com) with your registration code and the change you would like to make

#### How do I apply a promotion code?

Type it in under Promo Code before check out.

If you have further questions please email [activate18@iterable.com](mailto:activate18@iterable.com).

### **What is the cancellation policy?**

Unfortunately, tickets are non-refundable. However, you may request a substitution until March 23, 2018 by emailing [activate18@iterable.com](mailto:activate18@iterable.com).

### **Are substitutions permitted?**

Yes, substitutions are permitted until March 23, 2018 by emailing [activate18@iterable.com](mailto:activate18@iterable.com).

### **Can I bring a guest?**

If you would like to invite a colleague to the event, please feel free to forward the invite. For groups of 5 or more, we are able to provide a group discount.

## **Accommodations**

### **Are there special hotel rates?**

Yes, \$375 + tax at the St. Regis in San Francisco

### **How do I book my hotel for Activate?**

You can book your hotel at the group rate using [this link](#).

## **At Event**

### **Will meals be provided?**

Yes, breakfast, lunch and dinner will be provided on April 3, 2018 at the St. Regis.

## **Travel**

### **What is the weather like in San Francisco in April?**

High's run from 60-70 degrees

Low's run from 54-49 degrees

It is always best to bring some warm clothes with you as the weather in San Francisco can be unpredictable.

### **Which airports are closest to San Francisco?**

San Francisco International Airport (SFO) is the closest major airport, an easy BART ride or a 25-minute drive from downtown. Alternatively, the Oakland International Airport (OAK) is a 35-minute drive over the Bay Bridge and is also accessible by BART.

## **Dress Code**

### **What is the dress code for Activate?**

Business casual attire is appropriate for all functions related to Activate. A jacket or sweater is recommended for air-conditioned rooms at the St. Regis.