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## Happening Today at IDDBA 2022

Including General Session, What's In Store, and Food Bank Collection



- Registration – 7:00 am - 2:00 pm
- General Session Speakers – 8:00 am - 10:00 am
- Expo Floor Open – 10:00 am - 2:00 pm
- What's in Store Live & Workshops – 10:00 am - 2:00 pm
- New Product Showcase – 10:00 am - 2:00 pm
- Mel Robbins Book Signing – 10:15 am - 11:00 am
- Dale Earnhardt Jr. Photo Op – 11:00 am - 12:00 pm
- Food Bank Collection – 2:00 pm - 5:00 pm



Media Room is available from 8:00am to 4:00pm, Sunday through Tuesday in room B218. [Full media list can be found here.](#)

## Monday Highlights



For the best experience, don't forget to update your IDDBA app to the latest version.



### Education Live in What's in Store Live!

- Tuesday – Brandy Gosselin - Artist's Choice Theme
- Tuesday – Cake Artist of the Year Award Presentation



### What's in Store Live

Our interactive marketplace showcases innovative and aspirational merchandising.

[Explore Workshops](#)

[Click Here for the Full Know Before You Go](#)

Includes travel information, FAQs, daily emails, and videos.

### COVID-19 Vaccination and Masking Policy

Considering changes to COVID-19 mitigation measures, the IDDBA will not require individuals participating at IDDBA 2022 to provide proof of vaccination or a negative COVID-19 test to attend. IDDBA 2022 is following CDC guidance and will not require masks be worn by individuals attending; however, individuals are welcome to make their own decision and wear a mask. IDDBA will make masks available onsite.

[Click Here for Full Policy](#)



Empowering people is a key principle for success and it involves thinking deeply about all of the people who walk through your doors, whether they are your customers, the team you've built who work directly with them, or those behind the scenes who make that team thrive.

[Read More](#)



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