**Action Lab**

Companies will be able to collaborate with attendees to address issues or gaps in the field. The goal of these sessions would **not** be sales or promotionally focused but rather to help expand knowledge, brainstorm solutions and share experiences.

The supporting companies will be allowed to introduce themselves for 1 minute or so in the beginning, explain how their service or product relates to the issue or topic, then pose questions to attendees on what their experience has been, or present engaging education content.

**Format:**
- The session will be 45 minutes long
- Attendees will rotate twice and will be in the room for 20 minutes.
- Companies are allowed up to 2 representatives in their roundtable room.
- Companies will have 1 minute to introduce their representatives and company in the beginning of each group to kick off the session. Depending on the size of the room, they may also opt in to introduce the attendees to one another as well.
- It will be up to the company representatives to facilitate conversation around the topic. We recommend having 3-4 questions prepared, and to focus on the topic.
- There will be a staff person in the room for any technical issues.
- Two time slots will be available for Virtual Exhibitors to choose from. You can participate in 1 of the below:
  - Action Lab Slot 1 Wednesday 4:15-5:00 pm CST
  - Action Lab Slot 2 Friday 7:30-8:15 am CST

**Material Requirements:**
- Topic Name
- Topic Description
- Please provide these Materials **by January 15th**, to Allison Whitley awhitley@aaahpm.org