

Thank you for your interest in Arizona's 2025 IDEA Conference, held August 21–22, 2025, at the JW Marriott Desert Ridge in Phoenix.

Registration

Professional registration for the 2025 IDEA Conference will be available from **May through July 25, 2025**, or until the conference has reached capacity; the cost is \$400 per participant, and registration involves two steps:

Step 1: [Submit a seat request by or before July 25, 2025.](#)

Step 2: Approved attendees will be emailed instructions to complete payment through the Arizona Professional Learning & Development (APLD) application by purchase order, check, credit card (only Visa or Mastercard are accepted), or interagency transfer (Internal Exchange Transaction or IET).

To ensure equal access to the conference, we may reduce the group size per district or charter organization to accommodate the attendance of more districts/charters; therefore, a seat request must be made by or before **July 25, 2025**.

Payment instructions will be emailed to each approved attendee to submit payment by purchase order, check, credit card (only Visa or Mastercard are accepted), or interagency transfer (Internal Exchange Transaction or IET). **If payment is submitted through APLD without first making a seat request via Survey Monkey, the payment will be canceled, and you will be directed to submit a seat request.**

For an improved registration experience, please log into the Arizona Professional Learning & Development (APLD) application to confirm you have an active account under your correct email address. For assistance accessing APLD, [please visit the ADE support page](#).

Lodging

The conference room block rate for Arizona's 2025 IDEA Conference is \$199/night (not including taxes and fees) for the nights of the conference (Wednesday, August 21, 2025–Thursday, August 22, 2025; *rooms are not available Friday, August 22, 2025*). [Make your reservation at the JW Marriott Desert Ridge Resort's conference website](#) or call the Reservations Center at 1-888-236-2427. The last day to book at the conference rate is **July 30, 2025**.

The conference room block rate for Arizona's 2025 IDEA Conference is \$199/night (not including taxes and fees), which exceeds the State rate of \$113/night. This price may mean that your organization will not reimburse the full amount of your lodging expenses unless you request an exception prior to the conference. Participants are encouraged to clarify any lodging reimbursement policies with their respective employer.

Typically, when rooms at a conference hotel are contracted at a higher rate than the State allowable nightly rate, supplemental documentation may be necessary to request an exception. [Please use this document to support an exception.](#)

Frequently Asked Questions

Welcome to the FAQ section for the 2025 IDEA Conference, held on August 21–22, 2025, at the JW Marriott Desert Ridge in Phoenix, Arizona.

To ensure your experience is seamless and enjoyable, we've compiled this FAQ section to address common questions regarding registration, lodging, and other essential details. Whether you're a first-time attendee or a returning participant, we hope this guide helps you navigate the registration process and make the most of your time at the conference.

Conference Registration

How do I register for the conference?

Professional Registration:

Professional registration for the 2025 IDEA Conference will be available from **May 06, 2025 through July 25, 2025**, or until the conference has reached capacity. The cost is \$400 per participant, and registration involves two steps:

Step 1: [Submit a seat request by or before July 25, 2025.](#)

Step 2: Approved attendees will be emailed instructions to complete payment through the Arizona Professional Learning & Development (APLD) application by purchase order, check, credit card (only Visa or Mastercard are accepted), or interagency transfer (Internal Exchange Transaction or IET).

Please note: Immediately after paying through APLD, you will receive an email stating that your registration is "PENDING" verification of the purchase order or check. Once the verification process is complete, you will receive another email stating that your registration is "CONFIRMED." This confirmation email secures your spot for the conference.

Interested participants must have an ADEConnect account to complete registration. For more information about APLD, including frequently asked questions, please [visit the ADE Professional Learning & Development web page](#). [See the APLD Learner Guide](#) for detailed steps to complete registration.

Save My Seat:

Save My Seat requests are being accepted through the general seat request form and will be issued to those districts and agencies that will not be able to submit payment until after **July 1, 2025**. For those seats you wish to secure without having the learner's name and unique email address, nameless seats may be purchased. The cost per participant is \$400. Please submit all seat requests before the form closes on **July 25, 2025**.

Upon seat approval, additional instructions will be emailed to complete attendee information and/or to submit payment through the Arizona Professional Learning & Development (APLD) application by

purchase order, check, credit card (only Visa or Mastercard are accepted), or interagency transfer (Internal Exchange Transaction or IET).

Vendors/Exhibitors:

Vendors/Exhibitors must [apply for a booth at the conference](#) by **May 19, 2025**. A limited number of in-person tables will be available. Space is not guaranteed, and table selections will be based on agency priority. Booth fees are either \$825 (without electricity) or \$1400 (with electricity) and cover the attendance of two (2) booth staff, including meals.

Once applications have been reviewed, a supplemental form will be due by **July 25, 2025** for those vendors/exhibitors who have been accepted. Finally, instructions for submitting payment by **July 25, 2025**, through the Arizona Professional Learning & Development (APLD) application, will be emailed to the designated contact person.

Presenters:

Presenters were selected through the Call for Papers application, which closed March 30, 2025. The primary contact for the selected presentations will be emailed instructions to finalize registration and payment, due by **July 25, 2025**, through the Arizona Professional Learning & Development (APLD) application. Fees vary based on each presenter's attendance and participation on each conference day; the fees range from free to \$375.

How do I pay for conference registration?

Professional Registration and Save My Seat:

Please do not submit payment before reading the process outlined below:

Professional registration for the 2025 IDEA Conference will be available from **May 06, 2025 through July 25, 2025**, or until the conference has reached capacity. The cost is \$400 per participant, and registration involves two steps:

Step 1: Submit a seat request by or before **July 25, 2025**.

Step 2: Approved attendees will be emailed instructions to complete payment through the Arizona Professional Learning & Development (APLD) application by purchase order, check, credit card (only Visa or Mastercard are accepted), or interagency transfer (Internal Exchange Transaction or IET) by or before July 25, 2025.

Please do not submit payment until you receive emailed instructions.

Please note: Immediately after submitting payment in APLD, you will receive an email stating that your registration is "PENDING" verification of the purchase order or check. Once the verification process is complete, you will receive another email stating that your registration is "CONFIRMED." This confirmation email secures your spot for the conference.

Save My Seat:

The conference registration fee for professionals on the Save My Seat list is \$400 per person. There is not a separate Save My Seat Request form this year. All registrants are required to make a seat request for us to determine availability and equal access to the conference. Each request will be considered individually to determine eligibility for Save My Seat. Only those organizations unable to pay by or before June 30, 2025 will qualify for Save My Seat.

The primary contact for the Save My Seat request will be emailed **after July 1, 2025**, with instructions for finalizing registration with payment through the Arizona Professional Learning & Development (APLD) application by purchase order, check, credit card (only Visa or Mastercard are accepted), or interagency transfer (Internal Exchange Transaction or IET) by or before July 25, 2025. **Please refrain from submitting payment prior to receiving the emailed instructions**, as this can disrupt and delay processing.

Vendors/Exhibitors:

The vendor/exhibitor booth fee is either \$825 (without electricity) or \$1400 (with electricity) and covers the attendance of two (2) booth staff, including meals. Instructions for submitting payment through the Arizona Professional Learning & Development (APLD) application will be emailed to the primary contact, with payment due by **July 25, 2025**.

Presenters:

Fees vary based on each presenter's attendance and participation on each day of the conference and range from free to \$375. Each presenter will be emailed instructions on submitting payment. Payment will be collected through the Arizona Professional Learning & Development (APLD) application and is due by July 25, 2025.

How do I access the Arizona Professional Learning & Development (APLD) application?

Interested participants must have an ADE Connect account to access the Arizona Professional Learning & Development (APLD) application. Please visit the [ADE Professional Learning and Development Resource Links page](#) for instructions on accessing APLD.

How do I reserve slots for the conference if I cannot get a Purchase Order (PO) until after July 1?

We understand that some districts and agencies will not be able to pay or create purchase orders (POs) until after July 1, 2025. Please use the [general attendee seat request](#) to submit Save My Seat requests. The form will determine eligibility for Save My Seat requests based on your responses to the form. The primary contact for the Save My Seat request will be emailed with instructions on how to submit payment for both named and nameless seats. Registration is a two-part process, starting with a seat request and finalized with payment submitted in APLD by **July 25, 2025**. Any unclaimed seats will be released by this date.

Each participant must have an ADEConnect account to be able to complete registration and submit payment in APLD. We encourage you to be proactive and prepare the accounts for those not already in the ADEConnect and APLD systems. Please [see the APLD Learner Guide](#) for detailed steps on setting up a new user in ADEConnect.

Please refrain from paying for seats, as premature payments can disrupt and delay processing.

[Email the IDEA Conference inbox](#) if you have any questions about this process.

How do I reserve a slot for the conference if I do not have an employee hired at this time?

We understand that some districts and agencies will not be able to name each attendee they wish to attend before the start of the conference. [Please use the general attendee seat request](#) to submit a seat request for any unnamed seats. The primary contact will be emailed with instructions on how to submit payment for nameless seats. Registration is a two-part process, starting with a seat request and finalized with payment submitted in APLD by **July 25, 2025**. Any unclaimed seats will be released by this date.

Each participant must have an ADEConnect account to be able to complete registration and to submit payment in APLD. We encourage you to be proactive and to prepare the accounts for those not already in the ADEConnect and APLD systems. Please [see the APLD Learner Guide](#) for detailed steps on setting up a new user in ADEConnect.

Please refrain from paying for seats until you receive emailed instructions to do so, as premature payments can disrupt and delay processing.

[Email the IDEA Conference inbox](#) if you have any questions about this process.

Will you offer bulk registration?

Yes, school/agency staff can complete bulk registration. Each registered participant must have a unique email and an ADEConnect account. Use the Bulk Nominate feature in APLD. [See the APLD Learner Guide](#) for detailed steps.

How do I request ADA accommodations and identify special dietary requirements in APLD?

Before registering for the conference, please update your APLD Learner Profile to ensure that accommodation requests are included in all future APLD course registrations. To update your APLD Learner Profile, [visit the APLD website](#) and log into your account. On your Learner Dashboard, click Edit Account, respond to the Special Accommodations and Dietary Requirements questions, and click Save. Please visit the [ADE Professional Learning and Development page](#) for more information about APLD, including frequently asked questions.

Hotel Reservations

How do I reserve a hotel room for the conference rate?

The conference room block rate for the 2025 IDEA Conference is \$199/night (not including taxes and fees) for the nights of the conference (Wednesday–Thursday nights). To make your reservation, [visit the hotel's reservations web page](#) or call the Reservations Center at 1-888-236-2427. **The last day to book at the conference rate is July 30, 2025.**

What is the difference between using a debit or credit card upon arrival?

They would both be authorized for the same amount (room nights + incidentals); the debit card would be charged, whereas the credit card would only be approved. If there were no charges beyond authorization, the funds on the debit card would take longer to return than the credit card.

What is the deadline for canceling my hotel reservation?

Any cancellations must be made **seven days** prior to the scheduled arrival date.

How do I make a name change for a room reservation?

Resort will accept name changes until 72 hours prior to arrival without any cancellation fees.

Revised 4/30/2025