

2026 STATE CONFERENCE OVERVIEW

Below is a general timeline of our 55th State Conference, May 31-June 3 at Kalahari Resorts & Conventions outside Austin, in Round Rock.

Our four tradeshow segments are a combined eight hours of exclusive attendee engagement. *Schedule below is subject to minor change.

SUNDAY, MAY 31

Noon-6 PM

Exhibitor Registration, Reg 7 outside *Kilimanjaro Ballroom*

Noon-6 PM

Sponsor Move-In ONLY (red areas in diagram), *Kilimanjaro Ballroom*; *badges required inside tradeshow*

2:30 PM-4:15 PM

Hall of Honor Celebration, *Kalahari Ballroom*; requires separate registration if not in 2026 agreement

8PM-11 PM

THSADA Kickoff Reception, *Kalahari Event Barn*; *N/A for tradeshow exhibitors – conference attendees only*

MONDAY, JUNE 1

7:30 AM-11:30 AM

Exhibitor Registration Continues, Reg 7 outside *Kilimanjaro Ballroom*

7:30 AM-Noon

Exhibitor Move-In (all areas in diagram), *Kilimanjaro Ballroom*; *badges required inside tradeshow*

Noon-2 PM

Tradeshow #1 (includes lunch + drinks for attendees/exhibitors as provided by the THSADA), *Kilimanjaro Ballroom*

4 PM-6 PM*

Tradeshow #2 (Festival; includes snacks + drinks for attendees/exhibitors as provided by the THSADA), *Kilimanjaro Ballroom*; digital comp drink tickets included with each all-access badge

TUESDAY, JUNE 2

8 AM-10 AM

Tradeshow #3 (includes Taco Tuesday breakfast + coffee for attendees/exhibitors as provided by the THSADA), *Kilimanjaro Ballroom*

8:30 AM-

Benny Carter Memorial Golf Tournament, *The Golf Club at Star Ranch*; requires separate registration

12 PM-1:15 PM*

Innovative Showcase Live!; open to max 25** exhibitors speaking to +/-200 attendees @ VIP lunch (**must reserve)

4 PM-6 PM*

Tradeshow #4 (Festival; includes snacks + drinks for attendees/exhibitors as provided by the THSADA), *Kilimanjaro Ballroom*; digital comp drink tickets included with each all-access badge

6:15 PM-8 PM

Exhibitor Teardown, *Kilimanjaro Ballroom*

WEDNESDAY, JUNE 3

8 AM-Noon

Exhibitor Teardown Continues, *Kilimanjaro Ballroom*



Graphics from 2025 promos

