

2026 MSBO ANNUAL CONFERENCE & EXHIBIT SHOW SCHEDULE-AT-A-GLANCE

Amway Grand Plaza Hotel

DeVos Place

Tuesday, April 21, 2026

7:00 a.m. – 7:00 p.m.
Pre-Conference Registration

12:00 noon – 5:00 p.m.
Exhibit Setup

8:30 a.m. – 4:30 p.m.
Pre-Conference & Certification Workshops

Wednesday, April 22, 2026

7:00 a.m. – 5:00 p.m.
Participant Registration

9:30 a.m. – 5:00 p.m.
Exhibitor Registration

8:00 a.m. – 1:00 p.m.
Exhibit Set Up

8:00 a.m. – 9:00 a.m.
Opening General Session
(DeVos Ballroom)

9:20 – 11:40 a.m.
Clinic Sessions

12:00 – 2:15 p.m.
Lunch, Business Meeting &
Keynoter (DeVos Ballroom)

5:15 – 6:30 p.m.
Welcome Reception
(Ambassador Ballroom)

2:15 p.m. – 5:00 p.m.
Visit the Exhibits

Thursday, April 23, 2026

7:00 a.m.
SET SEG Fun Run/Walk

7:00 a.m. – 3:30 p.m.
Participant Registration

9:00 a.m. – 1:00 p.m.
Exhibitor Registration

8:20 a.m. – 10:40 a.m.
Clinic Sessions

11:00 a.m. – 1:00 p.m.
Visit the Exhibits

1:15 p.m. – 2:30 p.m.
Clinic Sessions

1:00 p.m. – 6:00 p.m.
Exhibitor Breakdown

2:45 p.m. – 4:00 p.m.
Closing General Session