

# 2024 MSBO ANNUAL CONFERENCE & EXHIBIT SHOW

## SCHEDULE-AT-A-GLANCE

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### Amway Grand Plaza Hotel

### DeVos Place

#### Tuesday, April 23, 2024

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 24, 2024

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 – 7:00 p.m.  
Welcome Reception  
(Ambassador Ballroom)

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

#### Thursday, April 25, 2024

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