



GBTA Convention
2026

Chicago
August 3-5

Know Before You Go: GBTA Convention 2026

Your Guide to Making the Most of Convention

The Basics

GBTA Convention 2026 Overview

What: GBTA Convention 2026 — the 57th annual Convention and the premier global business travel event

When: Monday, August 3 – Wednesday, August 5, 2026

Where: McCormick Place, 2301 S Martin Luther King Dr, Chicago, IL 60616

Who: 5,500+ business travel professionals — buyers, suppliers, exhibitors, and industry leaders from around the world

Resources

Website:

convention.gbta.org

Hashtag:

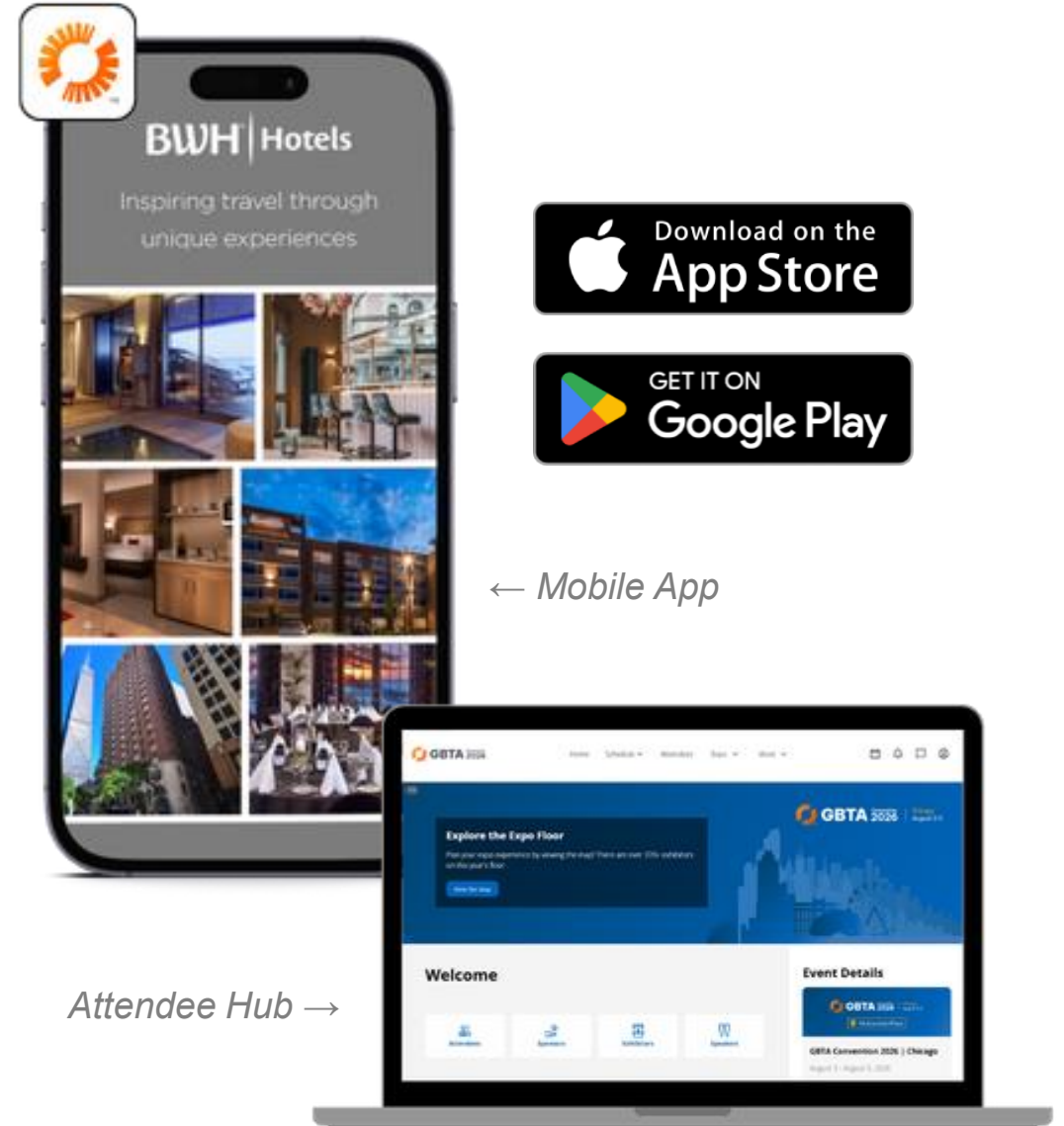
#GBTA2026

Questions?

conventionhelp@gbta.org

Registration & Attendee Tools

- Confirm your registration at convention.gbta.org
- Download the **GBTA Convention Mobile App**
- Log in to the **Attendee Hub** (web-based) to start building your schedule
- Your app and the Attendee Hub sync — saved sessions and appointments carry across both
- **Update your profile** with a photo, a headline, and social media links, as well as adjust your visibility preferences
- Have your **QR code or full email** handy for badge pickup



Agenda at a Glance

Monday, August 3		Tuesday, August 4		Wednesday, August 5	
6:45 – 8:00 AM	5K Run/Walk	8:00 – 8:45 AM	Education Sessions	8:00 – 8:45 AM	Education Sessions
9:30 – 10:15 AM	Connect First Orientation	9:15 – 10:00 AM	Education Sessions	9:15 – 10:00 AM	Education Sessions
12:00 – 1:00 PM	Buyer Buzz <i>(Buyers Only)</i>	10:15 – 11:00 AM	Education Sessions	10:15 – 11:00 AM	Education Sessions
1:00 – 4:00 PM	Official Opening: Expo	11:30 AM – 12:45 PM	Main Stage	11:30 AM – 12:45 PM	Main Stage
4:30 – 5:45 PM	Main Stage	1:00 – 1:45 PM	Chapter Day Lunch	1:00 – 1:45 PM	Networking Lunch
5:45 – 7:30 PM	Welcome Reception	1:45 – 6:15 PM	Expo	1:45 – 6:15 PM	Expo



MAIN STAGE KEYNOTES



Monday, August 3

Jia Jiang

Embracing Rejection



Tuesday, August 4

Anne Morriss & Frances Frei

Move Fast and Fix Things



Wednesday, August 5

Chef José Andrés

Fireside Chat

Education Sessions

- **When:** Tuesday and Wednesday mornings, three rounds each day (8:00, 9:15, and 10:15 AM)
- **What:** 85+ sessions designed by industry peers through a rigorous peer-review process featuring real-world, practitioner-led content
- **Topics span:** Operational efficiency, technology & AI, supplier strategy, risk & compliance, sustainability, leadership, and more
- **How to choose:** Browse sessions in the mobile app or Attendee Hub and add them to your personal schedule

Pro Tip:

Up to 15 sessions run in parallel — review your options in advance so you don't miss the ones that matter most to you

Buyer Access+ Highlights

Exclusively for Travel Buyers

- **Braindates**

Monday 10:00–11:45 AM

Tuesday & Wednesday 8:00–11:00 AM

Sign up via the mobile app. Located on the 400 level near Education Sessions.

- **Buyer Buzz**

Monday, 12:00–1:00 PM

An exclusive buyer-only lunch with fast-paced, interactive programming hosted by CEO Suzanne Neufang.



Expo

10.5 hours across three days!

Expo Hours

Monday 1:00–4:00 PM

Tuesday 1:45–6:15 PM

Wednesday 1:45–4:45 PM

Quick Facts

300+ exhibitors and 130,000+ sq ft of exhibit space

Schedule appointments in advance via the app to make the most of your time

Explore the latest tools, technologies, and solutions for business travel

Pro Tips:

- Wear comfortable shoes!
- Earmark Wednesday afternoon for quality conversations
- Use the exhibitor directory to identify your "must-visit" booths

Networking & Social Events

- **5K Run/Walk**
Monday, 6:45 AM
Start your Convention with a lakeside run along Chicago's beautiful lakefront
- **Welcome Reception**
Monday, 5:45–7:30 PM
A high-energy celebration with live music, Chicago-themed food, and custom cocktails/mocktails
- **Networking Lunches**
Tuesday & Wednesday, 1:00–1:45 PM
Buffet-style lunch between Main Stage and Expo — a great time to connect with fellow attendees



What to Wear

- **Convention days (Mon–Wed):** Business casual is the standard. Think smart but comfortable — you'll be on your feet and moving between sessions, Expo, and networking events.
- **Welcome Reception (Monday evening):** Business casual — you may want to layer as it's partially taking place outdoors on the terrace.
- **5K Run/Walk:** Athletic wear and good running/walking shoes

Pro Tip:

Wear comfortable shoes — McCormick Place is large and you'll be walking a lot. Layers are also smart since convention center temperatures can vary.

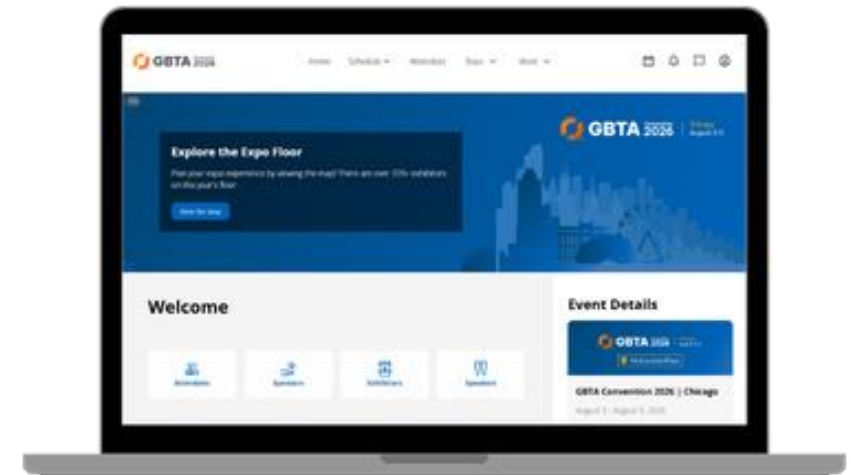


Tips for First Timers

- 1 Attend Connect First** on Monday morning — it's designed specifically for you and includes venue tours so you know where everything is
- 2 Build your schedule in advance** using the mobile app and **set Expo appointments** before you arrive
- 3 Bring plenty of business cards** (or have your digital contact info ready to share)
- 4 Pace yourself** — it's a marathon, not a sprint. Take breaks, hydrate, and recharge when you need to
- 5 Use the hashtag #GBTA2026** on social media to join the conversation and connect with fellow attendees
- 6 Ask Convention Ambassadors** for help — they're GBTA member volunteers stationed throughout the venue to help you navigate

Stay Connected

- **Website:** convention.gbta.org
- **Mobile App:** Download the GBTA App → Search "Convention"
- **Social Media:** Follow GBTA on LinkedIn, Instagram, YouTube, Facebook
- **Hashtag:** #GBTA2026
- **Questions?** conventionhelp@gbta.org
- **Social Hub:** convention.gbta.org/social-media



PACIFIC NORTHWEST MEET UP

Join GBTA Oregon and GBTA Puget Sound for a moment of calm and connection before the craziness of Convention!

SPONSORED BY OUR FRIENDS at the PORT OF PORTLAND
More information to come, stay tuned!

STAY IN TOUCH DURING CONVENTION, join our WhatsApp Channel here:

WHATSAPP #:

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SWAGBTA26

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See you in Chicago!

Download the app. Build your schedule.
Come ready to connect, learn, and grow.

