GBTA Convention 2026 | Chicago August 3-5

Know Before You Go: GBTA Convention 2026

Your Guide to Making the Most Out 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:

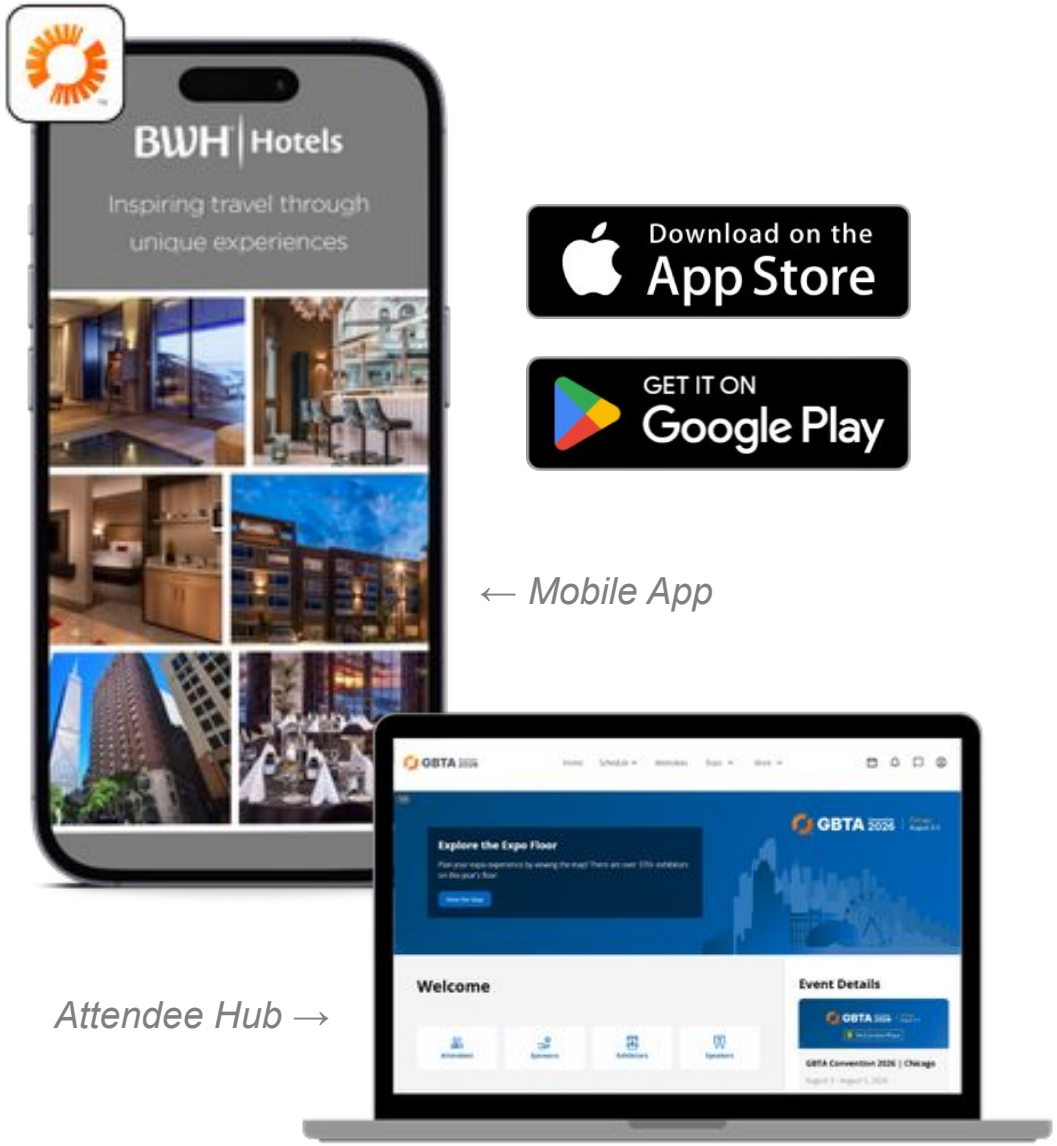
#GBTA2026

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 *(Buyers Only)*	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

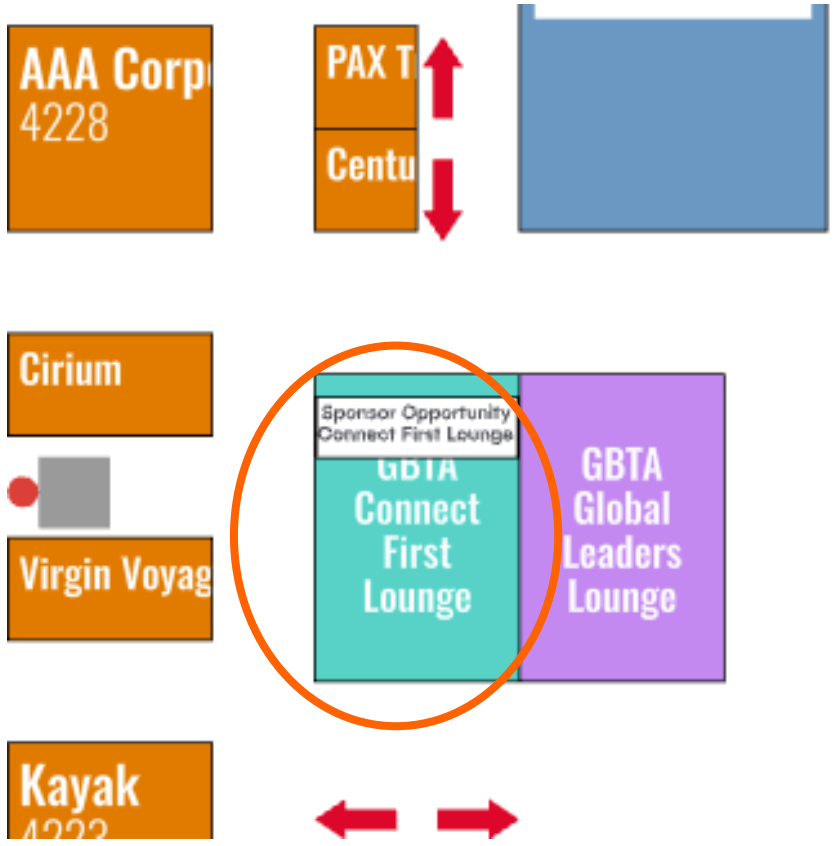
- **Networking Lunches**

  Tuesday & Wednesday, 1:00–1:45 PM

  Buffet-style lunch between Main Stage and Expo — a great time to connect with fellow attendees



GBTA Connect First Lounge
Meet the Chapters





GBTA Connect First Lounge - Meet the Chapters

Monday 8/3		Tuesday 8/4		Wednesday 8/5	
1:15 - 1:30	Wisconsin	2:00 - 2:15	San Diego	2:00 - 2:15	Las Vegas
1:30 - 1:14	Virginia	2:15 - 2:30	San Antonio	2:15-2:30	Kansas City
1:45 - 2:00	Utah	2:30 - 2:45	Rocky Mountain	2:30-2:45	Greater DC Metro
2:00 - 2:15	Upstate New York	2:45 - 3:00	Puget Sound	2:45-3:00	Georgia
2:15 - 2:30	Texas	3:00 - 3:15	Philadelphia	3:00-3:15	Dallas/Ft. Worth
2:30 - 2:45	Tennessee	3:15 - 3:30	Oregon	3:15-3:30	Connecticut/Westchester
2:45 - 3:00	Tampa Bay	3:30 - 3:45	Oklahoma	3:30-3:45	Chicago
3:00 - 3:15	St. Louis	3:45 - 4:00	Ohio Valley	3:45-4:00	Central & North Florida
3:15 - 3:30	South Florida	4:00 - 4:15	North Central	4:00-4:15	Bay Area
3:30 - 3:45	South Carolina	4:15 - 4:30	North Carolina	4:15-4:30	Austin
3:45 - 4:00	Silicon Valley	4:30 - 4:45	New York City	4:30-4:45	Arizona
		4:45 - 5:00	New Jersey		
		5:00 - 5:15	New England		
		5:15 - 5:30	Mid-South Area		
		5:30 - 5:45	Michigan		
		5:45 - 6:00	Los Angeles		

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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

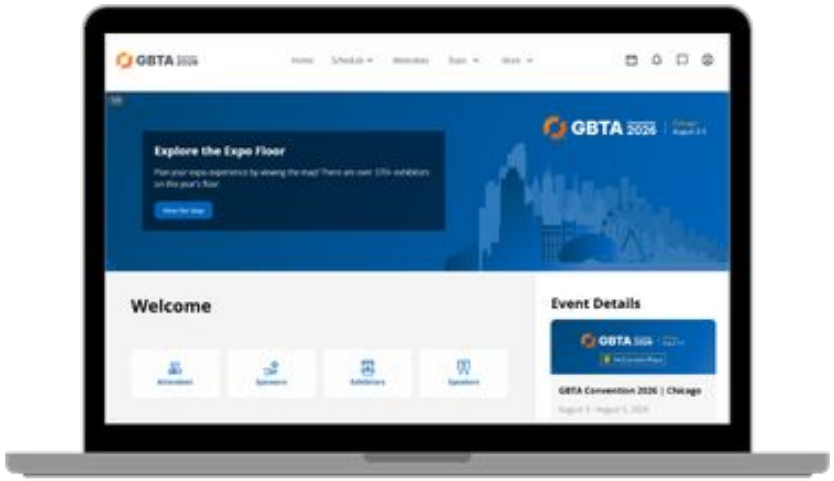
Stay Connected

- **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









See you in Chicago!

1. Download the App

Get the official convention companion on your mobile device.

2. Build Your Schedule

Personalize your daily agenda and bookmark must-attend sessions.

3. Connect, Learn & Grow

Arrive ready to network, discover insights, and take your business forward.

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