



ACE 2026 – SCHEDULE OF EVENTS

Thursday, Oct 8, 2026

7:00am - 3:00pm	Contractor Setup	All Exhibit Space
11:00am - 3:00pm	ACE Best Ball Golf Tournament Various Sponsors	BEACHWOOD GOLF CLUB
3:00pm - 9:00pm	Exhibitor Move-In	All Exhibit Space
2:00pm - 6:00pm	The Welcome Terminal – ACE Registration	Cambridge Hall Pre-function
5:00pm - 6:00pm	ACE Planning Committee Meeting	Windsor C
9:00pm – 11:00pm	The Arrival Lounge LIVE with Andy Velo Sponsor: Monster Energy	Embassy Bar

Friday, Oct. 9, 2026

7:30am - 5:00pm	The Welcome Terminal – ACE Registration	Cambridge Hall Pre-Function
8:00am - 11:30am	Exhibit Move-In	All Exhibit Space
9:00am - 12:20pm	ACE 2026 EDUCATION SESSIONS Sponsor:	Windsor Ballroom
9:00am - 9:50am	FEDERAL & STATE LEGISLATIVE UPDATE – Drill Down	Windsor Ballroom – Embassy
	Political Landscapes & Local Issues Sponsor: NCVA, SCVA, VAMA & NAMA	

Speakers: Lobbyists from NC – Dick Carlton; SC – Annie Wilson, VA – Jeff Smith, IV; NAMA

10:00am - 10:50am	NAVIGATING COST PRESSURES	Windsor Ballroom – Embassy
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A Panel of Experts Discussing Strategies to Manage, Adapt & Optimize for Success

Speakers: Becky Day, Ellis Coffee; Geoff Cook, Trolley House Refreshments; Tammy Fox, Canteen

*Moderator: Lexi Kiser-Morris (Kwik Kafe) **Sponsor:***

11:00am - 12:20pm	COMMUNICATION & TECHNOLOGY SESSION	Windsor Ballroom – Embassy
	The Human Side of AI: Interactive Workshop with the Human Advantage	

*Speakers: Jake & Page Fehling **Sponsor:***

"AI won't replace you—but someone using AI will." But what does that actually look like in practice? In this high-energy session, Movement Mortgage CMO (and Carolina Panthers hypeman) Jake Fehling and communications expert Page Fehling break down how to use AI effectively—without losing the human touch. Blending industry data, brand strategy, and real-world insights, they'll show you how to combine smart technology with authentic communication to connect more efficiently and meaningfully.

11:30am - 12:30pm	Session Attendees' Box Lunch Pickup	Windsor Ballroom Pre-Function
	Sponsor: Grand Strand Sandwich Company	
12:25pm - 12:30pm	ACE PARADE OF NATIONS RIBBON CUTTING	Cambridge Hall Main Entrance
12:30pm - 5:30pm	SHOW HOURS	All Exhibit Space
1:30pm - 5:30pm	The Layover Lounge	Westminster Hall
	Sponsors: Red Bull & Van Products Commercial Upfit	
6:30pm - 9:00pm	Lei'd Back & Elevate ACE Party	Black Drum By the Pool
	Dinner, Drinks, Music & Entertainment	
	Sponsors: Pepsi Bottling Ventures & Vendors Supply	

Saturday, Oct. 10, 2026

7:30am - 1:00pm	The Welcome Terminal – ACE Registration	Cambridge Hall Pre-Function
7:30am - 8:00am	Exhibitor's Meeting	Somerset
8:00am - 9:45am	First Class ACE Honors Breakfast Sponsors: VE Solutions, Vistar	Windsor Ballroom – Embassy
	<i>Keynote: Jake Fehling – Hype is Not Just for Halftime</i>	
10:00am - 1:00pm	All Exhibit Space Open	All Exhibit Space
	The Layover Lounge	Westminster Hall
	Sponsors: Red Bull & Van Products Commercial Upfit	
1:00pm - 8:00pm	Exhibit Move-Out	
2:00pm - 5:00pm	Continental Corn Hole Cup - Music & Games	The Landing (at Fitness Center)
	Sponsors: Coca-Cola Consolidated, Monster Energy	