

SCHEDULE OF EVENTS



Unless otherwise noted, all events will take place at the Birmingham Jefferson Convention Complex.

- National Congress of State Games
- USOPC National Governing Bodies
- USA Triathlon
- Sports ETA Young Professionals Community
- Event organizers / exhibitors / sponsors

MONDAY, OCTOBER 26

6:15
a.m.

Bus Loading and Transportation to the TEAMS Invitational Golf Tournament

6:15 a.m. – 6:30 a.m. | Circle Drive, BJCC

Buses will depart from the BJCC at 6:30 a.m. for the TEAMS Invitational Golf Tournament.

8:00
a.m.

INVITE ONLY NCSG Symposium

8:00 a.m. – 5:00 p.m. | BJCC East Meeting Room IHGM

Open to National Congress of State Games members only.

8:30
a.m.

TEAMS Invitational Golf Tournament

8:30 a.m. – 4:30 p.m. | Oxmoor Valley Golf Club

The TEAMS '26 Invitational Golf Tournament brings together sports-event organizers, national governing bodies, destinations, venues and supplier partners for a day of friendly competition and meaningful connection.

Hosted at Oxmoor Valley Golf Club's Ridge Course, part of the renowned Robert Trent Jones Golf Trail, the tournament offers a spectacular setting just minutes from downtown Birmingham. Built on former mining land owned by U.S. Steel and carved through the peaks and valleys of the Appalachian foothills, the course features dramatic elevation changes, scenic forests and winding creeks that create one of the region's most memorable golf experiences.

More than a tournament, this is an opportunity to build relationships with industry leaders before the TEAMS conference begins.

Reserve your spot today and get ready to tee off! Transportation to and from the golf course, green fees, breakfast, lunch, and prizes are all included. Golf club rentals are available if needed.

Sponsored by:



MONDAY, OCTOBER 26

**12:00
p.m.**

TEAMS Registration Center

12:00 p.m. – 5:00 p.m.
BJCC East Hall Lobby

All attendees are required to visit the TEAMS '26 Registration Center to pick up their credentials, which must be shown for all TEAMS sessions, transportation and social functions.

Sponsored by:



TEAMS Welcome Center

12:00 p.m. – 5:00 p.m.
BJCC East Hall 1

Need a place to meet up? Connect with business colleagues old and new in a relaxed setting at the TEAMS Welcome Center.

Sponsored by:



INVITE ONLY

NGB Hospitality Lounge

12:00 p.m. – 5:00 p.m.
BJCC North Hall Bar 1

Open to USOPC National Governing Bodies only. Enjoy this private space to recharge, grab refreshments, enjoy snacks and catch up on work.

Sponsored by:



**1:00
p.m.**

INVITE ONLY

USA Triathlon Race Directors Meeting

1:00 p.m. – 3:45 p.m. | BJCC East Meeting Room O

Open to USA Triathlon invitees only.

**4:00
p.m.**

TEAMS Rookie Reception

4:00 p.m. – 5:00 p.m. | Protective Stadium Club

First time at TEAMS? Don't stress! We've designed this session for all first-time attendees to learn what's in store over the week ahead and for you to meet other attendees who are joining us for the first time as well. Plan to join us at this informal reception where you can meet your future lifetime friends in the industry.

Sponsored by:



**5:00
p.m.**

INVITE ONLY

Happy Hour for Event Rights Holders

5:00 p.m. – 6:30 p.m. | Uptown Cantina

Open to NGB representatives and other event rights holders only. This happy hour will be an opportunity for sports-organization representatives to connect with each other in a relaxed, informal setting. Enjoy your time as you settle in for some early networking before the big week ahead.

Sponsored by:



**6:00
p.m.**

INVITE ONLY

Sports ETA Young Professionals Happy Hour

6:00 p.m. – 7:30 p.m. | Up Down Birmingham

Open to members of the Sports ETA Young Professionals Community only.

TUESDAY, OCTOBER 27

**7:00
a.m.**

TEAMS Registration Center

7:00 a.m. – 5:00 p.m.
BJCC East Hall Lobby

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TEAMS Welcome Center

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Sponsored by:



**8:00
a.m.**

Exhibitor Set-Up

8:00 a.m. – 2:00 p.m.
BJCC North Hall 1-2-3

INVITE ONLY

NCSG Symposium

8:00 a.m. – 12:00 p.m.
BJCC East Meeting Room IHGM

Open to National Congress of State Games members only.

INVITE ONLY

Exclusive NGB Breakfast

8:00 a.m. – 9:00 a.m.
BJCC East Meeting Room FED

Open to USOPC National Governing Bodies only.

Sponsored by:



**8:30
a.m.**

Sports ETA STS Education — Change the Rules: Win More Events. Drive More Revenue.

8:30 a.m. – 10:30 a.m. | BJCC North Meeting Room A

In partnership with the Sports Events & Tourism Association, take the next step toward earning your Sports Tourism Strategist (STS) designation while gaining practical insights from industry leaders and peers.

Your destination has great facilities, hotels, restaurants and attractions. The question is: Why should the event organizer or rights holder choose you?

In this interactive Sandler session, you'll discover how to move beyond pitching your destination and uncover the business problems, priorities and motivations driving the decision. You'll learn how to ask strategic questions that differentiate you, create stronger sales conversations and help you get into the W column more often—while generating greater economic impact for your community.

You'll leave with a practical Sandler Questioning Plan you can apply immediately in your next conversation with an event decision-maker.

This course requires separate registration and costs \$399 for Sports ETA members and \$499 for non-members. You will be able to register on-site; however, payment must be received at the time of registration.

For more information, email info@SportsETA.org.

Kristine Sizemore / Sandler



**9:00
a.m.**

INVITE ONLY USA Triathlon Race Directors Meeting

9:00 a.m. – 1:00 p.m. | BJCC East Meeting Room O

Open to USA Triathlon invitees only.

10:30
a.m.

TEAMS Education Session — Beyond Race Day: Building Endurance Events That Work for Destinations

10:30 a.m. – 11:15 a.m. | BJCC East Ballroom A

The best endurance events are more than a course, a finish line and a race weekend. They are partnerships built around a clear understanding of the event, the destination, the community and what success should look like for everyone involved. This interactive conversation brings together perspectives from event development, destination strategy and the global mass participation industry to explore how destinations and rights holders can build stronger, more sustainable endurance event partnerships.

The discussion will begin with “The Discovery Gap,” examining the initial questions destinations and event owners should be asking before a deal is signed. From there, the conversation will move “Beyond Race Day,” exploring how destinations and event organizers can responsibly build experiences around an event to encourage athletes and their supporters to arrive earlier, stay longer, explore the community and create greater value without losing the authenticity that made the event attractive in the first place.

Micah Rice / MPR Consulting

Chris Robb / Mass Participation World

Moderator: Casey Taker / The Collective Best

Sponsored by:



TEAMS Education Session — Leading When You’re the Only One in the Room

10:30 a.m. – 11:15 a.m. | BJCC East Ballroom B

As one of the few women leading a men’s professional hockey franchise, Toni Will, the general manager and governor of the ECHL Kalamazoo Wings, shares candid lessons on building credibility, navigating self-doubt, and leading with confidence in spaces where women are still underrepresented. Through personal stories from the front office and beyond, she explores why the most effective leaders don’t try to fit the mold – they redefine it. Also, get information about the Women in Sports Tourism group and how you can get involved in their efforts across the industry.

Toni Will / Kalamazoo Wings

Sponsored by:



11:15
a.m.

TEAMS Learning Lab — Simplifying the Bid: Rights Holders + Destinations

11:15 a.m. – 12:00 p.m. | BJCC East Ballroom A

What if bidding on sports events were simpler for everyone involved? Brandon Esler of EventConnect and Angel Natal of Perfect Game explore how rights holders, CVBs and sports commissions can reduce the manual work and friction in the bid process using new tools, connected data and automation.

From event requirements and hotel performance to economic impact and shared measures of success, they’ll look at how technology is making the entire process faster, smarter and easier for both sides.

Brandon Esler / EventConnect

Angel Natal / Perfect Game

Sponsored by:



TEAMS Education Session — Becoming a Destination of Choice for Disability-Inclusive Sporting Events

11:15 a.m. – 12:00 p.m. | BJCC East Ballroom B

Sports tourism destinations increasingly recognize the opportunity to host disability-inclusive sporting events—but true readiness goes far beyond ramps, parking and accessible bathrooms. From the athlete and fan journey to transportation, hotels, venues, communications, staff training and event operations, every touchpoint can determine whether an experience is simply accessible or genuinely welcoming. This interactive panel brings together experts to share real-world lessons and challenge common assumptions about what it takes to host inclusive events.

Drawing from the Blueprint for Hosting Disability Inclusive Sporting Events, developed by Lakeshore Foundation and All In Sport Consulting, we will explore practical strategies for preparing destinations before the bid, during event operations and beyond. The goal: Don’t just make your event accessible. Make your destination ready.

Joe Delagrave / USA Wheelchair Rugby

Tiffany Meehan / Full Circle Access

Joslynn Bigelow / United Adaptive Soccer Association

Katy Tigchelaar / West Michigan Sports Commission

Moderator: Dawna Callahan / All in Sports Consulting

Sponsored by:



12:00 p.m.	INVITE ONLY NCSG Professional Awards Luncheon 12:00 p.m. – 1:15 p.m. BJCC East Meeting Room JKL <i>Open to National Congress of State Games members only.</i>	INVITE ONLY Exclusive NGB Luncheon 12:00 p.m. – 1:00 p.m. BJCC East Meeting Room FED <i>Open to USOPC National Governing Bodies and other invitees.</i> Sponsored by: 
1:00 p.m.	TEAMS Education Session — Birmingham's Playbook to Honor the Past and Build for Prime Time 1:00 p.m. – 1:45 p.m. BJCC East Ballroom A How can a volunteer-run venue collaborate with the right stakeholders to attract major event producers? This panel shares the story behind bringing America's oldest professional ballpark to a nationally broadcast, major-league stage for MLB at Rickwood Field, a tribute to the Negro Leagues. To meet modern code, the entire project had to preserve its historic resonance while rebuilding almost everything underneath it. Hear from the people who bridged history for modern baseball audiences, working on the ground in Birmingham to set the conditions needed to convince the League that MLB at Rickwood Field was possible. This session is a playbook for anyone trying to bring a marquee event to a non-traditional location. Chaz Mitchell / City of Birmingham Gary Myers / BaAM Annemarie Roe / BaAM Gerald Watkins / Friends of Rickwood Field Moderator: Ted Keith / SportsTravel Sponsored by: 	TEAMS Attendee Training — Maximize Your Conference Experience 1:00 p.m. – 1:45 p.m. BJCC East Ballroom B New to TEAMS—or returning after a few years? This session is your insider's guide to making the most of every moment. Learn how to navigate the expo floor, get the most from your appointments, pace yourself through a busy week, and turn your attendance into measurable attendance success. Hear firsthand from event organizers, destination representatives and Northstar Meetings Group organizers as they share practical tips, proven strategies and real-world examples of how to thrive at TEAMS. Walk away confident, prepared and ready to make your investment in the conference pay off. Amanda Ford / Greater Miami Convention and Visitors Bureau Kayla Wygal / Deep South Spirit Nicole Goddeyne / Northstar Meetings Group Sponsored by: 
1:45 p.m.	Networking Break 1:45 p.m. – 2:15 p.m.	
2:15 p.m.	TEAMS/SportsLink Opening General Session 2:15 p.m. – 3:15 p.m. BJCC East Hall 2 Welcome to TEAMS '26! In this Opening Session that serves as a kickoff for TEAMS and the Olympic and Paralympic SportsLink program, receive welcomes from Jason Gewirtz from the Northstar Meeting Group Sports Division, local Birmingham dignitaries and the USOPC as we get the conference off to an energetic start. Then settle in for a discussion with some of the heroes of the 2026 Olympic and Paralympic Games as we reflect on the key moments and lessons learned from one of the most memorable Games in history. Jason Gewirtz / Northstar Meetings Group Dan Williams / Greater Birmingham CVB Kassidi Gilgenast / U.S. Olympic & Paralympic Committee Oksana Masters / Paralympian Moderator: Ted Keith / SportsTravel Anthony Williams / Negro Southern League Museum Declan Farmer / Paralympian Madison Chock and Evan Bates / Olympians Sponsored by: 	
3:15 p.m.	Networking Break 3:15 p.m. – 3:30 p.m.	

TUESDAY, OCTOBER 27

3:30
p.m.

INVITE ONLY Event Organizer Marketplace

3:30 p.m. – 5:00 p.m. | BJCC East Hall 3

Open to event organizers, exhibitors and sponsors only. During this fast-paced reverse trade show, meet with event organizers to fill available spots on your appointment schedule or discuss other times to meet during TEAMS. The marketplace is designed for quick check-ins so make sure you are not depriving others of their time to meet with event organizers, who will be stationed at designated tables.

Sponsored by:



5:00
p.m.

TEAMS Expo Happy Hour

5:00 p.m. – 6:00 p.m. | BJCC North Hall 1-2-3

Enjoy a relaxing, unstructured hour on the TEAMS Expo Floor, getting to know key contacts in the sports-event industry whom you haven't met and reintroducing yourself to the people you do know.

Sponsored by:



6:30
p.m.

INVITE ONLY Bus Loading for NGB Welcome Reception

6:30 p.m. – 7:00 p.m. | Circle Drive, BJCC

Open to USOPC National Governing Bodies and by invite only.

7:00
p.m.

INVITE ONLY Exclusive NGB Welcome Reception

7:00 p.m. – 8:00 p.m. | Pearl Club at Regions Field

Open to USOPC National Governing Bodies and by invite only. This pre-celebration reception is for members of the USOPC family as an opportunity to network informally before the TEAMS '26 Opening Party.

Sponsored by:



7:30
p.m.

Bus Loading to/from TEAMS '26 Opening Celebration

7:30 p.m. – 10:30 p.m. | Circle Drive, BJCC

Buses will run on a loop to and from the TEAMS '26 Opening Celebration.

8:00
p.m.

TEAMS '26 Opening Celebration

8:00 p.m. – 10:00 p.m. | Regions Field

Baseball has been part of Birmingham for more than 125 seasons. And since 2013, the home of the Birmingham Barons has been downtown's Regions Field. The Barons have been home to such players as Bo Jackson, Frank Thomas and Michael Jordan. And now the team's stadium will serve as host to our Opening Celebration, where you'll be able to explore history and take the field for some fun interactive experiences. Meet new people, learn about Birmingham's rich past, and enjoy our home run of a celebration with your fellow TEAMS '26 attendees!

Sponsored by:



The TEAMS '26 Opening Celebration will be held at Regions Field, home to the Birmingham Barons.

WEDNESDAY, OCTOBER 28

6:30
a.m.

Mississippi Mornings Fitness Session

6:30 a.m. – 7:30 a.m. | Westin Birmingham Pool Terrace

Start the morning off with sunrise yoga before the busy day ahead.

Sponsored by:



WEDNESDAY, OCTOBER 28

7:00 a.m.	TEAMS Registration Center 7:00 a.m. – 5:30 p.m. BJCC East Hall Lobby All attendees are required to visit the TEAMS '26 Registration Center to pick up their credentials, which must be shown for all TEAMS sessions, transportation and social functions. Sponsored by: 	TEAMS Welcome Center 7:00 a.m. – 5:30 p.m. BJCC East Hall 1 Need a place to meet up? Connect with business colleagues old and new in a relaxed setting at the TEAMS Welcome Center. Sponsored by: 	INVITE ONLY NGB Hospitality Lounge 7:00 a.m. – 5:30 p.m. BJCC North Hall 1 Bar <i>Open to USOPC National Governing Bodies only.</i> Enjoy this private space to recharge, grab refreshments, enjoy snacks and catch up on work. Sponsored by: 
8:00 a.m.	Morning Hospitality 8:00 a.m. – 9:00 a.m. BJCC East Hall Lobby Sponsored by: 		
8:15 a.m.	SportsLink/TEAMS Session — Rapid-Fire Insights from NGBs 8:15 a.m. – 9:00 a.m. BJCC East Hall 2 Start your day with a fast-paced, information-packed session unlike any other at SportsLink. Leaders from multiple Olympic and Paralympic national governing bodies will deliver rapid-fire updates on upcoming events, membership initiatives and strategic priorities. Speaking for a few minutes each, they'll share the key insights and opportunities your organization needs to know to plan future events, build partnerships and stay connected to the Olympic and Paralympic Movement. Walk away with a wealth of knowledge across a variety of sports—and what your destination can do to attract more events. SportsLink sessions are open to all TEAMS attendees. Emcee: Nick Baumgartner / Team USA Dean Gemmell / USA Curling Scott Cole / USA Gymnastics Mick Hogan / World Rugby Katie Cleveland / USA Taekwondo Jamie Davis / USA Water Polo Taryn Cass / USA Hockey Erich Groezinger / National Wheelchair Basketball Association Michael Rechter / USA Diving Sponsored by: 		
9:00 a.m.	TEAMS Exhibit Hall Open 9:00 a.m. – 11:30 a.m. BJCC North Hall 1-2-3 One-on-one appointments will be held on the expo floor.		
11:30 a.m.	Networking Break 11:30 a.m. – 11:45 a.m.		
11:45 a.m.	SportsTravel Awards Luncheon 11:45 a.m. – 1:00 p.m. BJCC East Hall 2 Join your fellow attendees as we announce the winners of the 2026 <i>SportsTravel</i> Awards in this celebration of the sports-event industry. Sports ETA will provide a high-level overview of the industry; The National Congress of State Games will also present its Athlete of the Year Awards and lifetime achievement recognitions; Compete Sports Network will honor its Person of the Year for their diversity efforts; and The Above and Beyond Foundation will bestow a special award to an outstanding individual in the hospitality industry who has exceeded the mark on a daily basis. Jason Gewirtz / Northstar Meetings Group Anna Nash / Legends Global John David / Sports ETA Dan Williams / Greater Birmingham Convention & Visitors Bureau Sponsored by: 		
1:00 p.m.	Networking Break 1:00 p.m. – 1:15 p.m.		

WEDNESDAY, OCTOBER 28

1:15 p.m.	TEAMS Exhibit Hall Open 1:15 p.m. – 3:00 p.m. BJCC North Hall 1-2-3 One-on-one appointments will be held on the expo floor.	
3:00 p.m.	Networking Break 3:00 p.m. – 3:15 p.m.	
3:15 p.m.	Transportation to Lakeshore Foundation 3:15 p.m. – 3:30 p.m. Circle Drive, BJCC	
3:45 p.m.	Offsite Session — Inside Lakeshore Foundation’s Paralympic Performance & Community Impact 3:45 p.m. – 5:15 p.m. Lakeshore Foundation Step inside one of the nation’s leading centers for Paralympic sport during this exclusive offsite experience at the Lakeshore Foundation in Birmingham, Alabama—the first USOPC-designated Paralympic Training Site in the country. For nearly a century, Lakeshore has been at the forefront of adaptive and Paralympic sport, combining elite athlete development with a deep commitment to creating opportunities for people with disabilities throughout Alabama and beyond. Today, it serves as the official training site for Team USA’s wheelchair rugby, powerlifting and boccia teams, while its newly opened Sports Science and Performance Center is helping redefine what’s possible for the next generation of Paralympic athletes. Hear directly from Lakeshore leaders and athletes, experience Paralympic sports through live demonstrations, and get an inside look at the facilities and programs driving Lakeshore’s impact. The session will offer destinations, sports organizations and event professionals a firsthand look at how a world-class training center can simultaneously develop elite athletes, engage a community and advance the Paralympic Movement. Attendees must RSVP for this event. Emcee: Nick Baumgartner / Team USA Jen Allred / Lakeshore Foundation	Sponsored by: 
5:15 p.m.	Transportation Back to BJCC 5:15 p.m. – 5:45 p.m.	
5:30 p.m.	Networking Happy Hour 5:30 p.m. – 6:30 p.m. Circle Drive, BJCC Continue your networking by joining us for a networking happy hour near the convention center.	Sponsored by: 
6:30 p.m.	Open Evening 6:30 p.m. – 9:30 p.m. This is your opportunity to enjoy an open night and discover all that Birmingham has to offer!	
9:15 p.m.	Transportation to/from Late-Night Lounge 9:15 p.m. – 11:30 p.m. Circle Drive, BJCC Transportation to and from the Late-Night Lounge will run on a loop.	
9:30 p.m.	TEAMS Late-Night Lounge 9:30 p.m. – 11:30 p.m. Fairway Social Birmingham Complete your night out in Birmingham and rejoin fellow TEAMS '26 attendees at the TEAMS Late-Night Lounge, the extended-hours networking opportunity pioneered by the TEAMS Conference. The lounge heads to an amazing destination where family and friends of all skill levels come together for fun and exciting experiences. Play competitive games on world-class simulators; listen to some great music; and get some unstructured time with your fellow TEAMS '26 attendees. Whatever your speed, Fairway Social has something for you.	Sponsored by: 

THURSDAY, OCTOBER 29

**6:30
a.m.**

Mississippi Mornings Fitness Session

6:30 a.m. – 7:30 a.m. | Westin Birmingham Pool Terrace

Start the morning off with sunrise yoga before the busy day ahead.

Sponsored by:



**8:00
a.m.**

TEAMS Registration Center

8:00 a.m. – 5:00 p.m.
BJCC East Hall Lobby

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8:00 a.m. – 5:00 p.m.
BJCC East Hall 1

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INVITE ONLY

NGB Hospitality Lounge

8:00 a.m. – 5:00 p.m.
BJCC North Hall 1 Bar

Open to USOPC National Governing Bodies only. Enjoy this private space to recharge, grab refreshments, enjoy snacks and catch up on work.

Sponsored by:



Morning Hospitality

8:00 a.m. – 9:00 a.m. | BJCC East Hall Lobby

Sponsored by:



connect with america

**9:00
a.m.**

TEAMS Exhibit Hall Open

9:00 a.m. – 11:00 a.m. | BJCC North Hall 1-2-3

One-on-one appointments will be held on the expo floor.

This session will feature TEAMS Trends Showcase presentations on forward-looking topics of interest to the industry.

TEAMS
Trends Showcase
Sponsored by:



**11:00
a.m.**

Networking Break

11:00 a.m. – 11:15 a.m.

**11:15
a.m.**

SportsLink/TEAMS Session — Beyond Los Angeles: Bringing the Olympic & Paralympic Spirit to Communities Across America

11:15 a.m. – 11:40 a.m. | BJCC East Hall 2

The Olympic and Paralympic Games are coming to Los Angeles in 2028 — but the opportunity to be part of that experience extends far beyond Southern California and far beyond LA28. In the lead-up to the Games, Team USA intends to spark a ground swell of community engagement — unifying and activating ecosystems partners to ignite excitement and tell the stories of where the journey began: our local gyms, community pools and hometowns.

What could that mean for your community, your athletes and your events? Hear directly from the USOPC about its ambitions, where destinations and sports organizations can plug in, and how communities can use the momentum surrounding LA28 as a springboard to engage fans, celebrate athletes and create lasting connections to the Olympic and Paralympic Movement.

SportsLink sessions are open to all TEAMS attendees.

Emcee: Nick Baumgartner / Team USA

Megan Doster / U.S. Olympic & Paralympic Committee

Moderator: Ted Keith / SportsTravel

Sponsored by:



THURSDAY, OCTOBER 29

11:40
a.m.

SportsLink Networking Break

11:40 a.m. – 11:50 a.m.

11:50
a.m.

SportsLink/TEAMS Session — Own the Moment: Lessons in Activating Around a Global Sporting Event

Sponsored by:



11:50 p.m. – 12:30 p.m. | BJCC East Hall 2

The event may belong to someone else—but that doesn't mean you can't own the fan experience. U.S. Soccer didn't organize the FIFA World Cup, yet the organization saw an opportunity to strengthen its role as the national governing body and bring fans closer to the sport. By creating a dedicated watch-party experience in Venice Beach, staging beach soccer demonstrations, partnering with host committees in markets such as the Bay Area and Seattle — and navigating FIFA's rules around commercial and promotional activity — U.S. Soccer found creative ways to make its presence felt. The result was more than fan engagement: local businesses benefited from increased foot traffic, communities gained new opportunities to connect with the sport, and U.S. Soccer gained valuable insight into new ways to activate around a major global event.

In this session, U.S. Soccer will share what worked, what they would do differently and the lessons it learned along the way—offering NGBs, host cities and event organizers of all kinds a playbook for building brand awareness, creating meaningful fan experiences and finding new ways to make a major sporting moment its own as the world turns its attention toward LA28.

SportsLink sessions are open to all TEAMS attendees. Lunches will be available to attendees of this session.

Emcee: Nick Baumgartner / Team USA

John Terry / U.S. Soccer

Tommy O'Hare / City of San Jose

Moderator: Ted Keith / SportsTravel

12:30
p.m.

TEAMS '26 Closing General Session: The State of College Sports

12:30 p.m. – 1:30 p.m. | BJCC East Hall 2

In our closing session, we'll pass the TEAMS flag from our hosts in Birmingham to our 2027 hosts in Milwaukee — a ceremony you won't want to miss! You'll also get a welcome to TEAMS Europe in Manchester, UK, and TEAMS Asia Pacific in Singapore. And be on hand to hear the winners of the Best Booth Contest sponsored by TrophySmack.

And then settle in for a discussion with one of the most influential leaders in the sports industry — SEC Commissioner Greg Sankey. In a fireside chat with *SportsTravel* Managing Editor Ted Keith, Sankey will discuss the changing landscape of collegiate athletics and what it could mean for events in the future.

Jason Gewirtz / Northstar Meetings Group

Greg Sankey / SEC

Moderator: Ted Keith / SportsTravel

Sponsored by:



Best Booth Contest Sponsored by:



1:30
p.m.

Networking Break

1:30 p.m. – 1:45 p.m.

1:45
p.m.

TEAMS Exhibit Hall Open

1:45 p.m. – 5:00 p.m. | BJCC North Hall 1-2-3

One-on-one appointments will be held on the expo floor. Appointments begin at 2 p.m.

5:00
p.m.

Exhibitor Tear Down

5:00 p.m. – 7:00 p.m. | BJCC North Hall 1-2-3

THURSDAY, OCTOBER 29

**7:15
p.m.**

Transportation to/from TEAMS '26 Closing Party

7:15 p.m. – 9:30 p.m. | BJCC Circle Drive

Buses will run on a loop to and from the TEAMS '26 Closing Party.

**7:30
p.m.**

TEAMS '26 Closing Party

7:30 p.m. – 9:30 p.m. | Back Forty Beer Co. Birmingham

Celebrate the end of TEAMS '26, courtesy of our future host cities, as we look forward to TEAMS '27 and beyond! Enjoy an evening at Back Forty Birmingham, located near historic Sloss Docks. Back Forty brings innovation to both the brewhouse and the kitchen, pairing fresh, locally brewed craft beer with a chef-driven menu rooted in classic culinary techniques. Wind down our TEAMS experience with some great live music and a look ahead to TEAMS '27 in Milwaukee and beyond.

And make sure to stay to find out which event organizers will win our Event Organizer Incentive Contest!

Sponsored by:



Event Organizer Incentive Contest Sponsored by:



THANK YOU TO THESE ADDITIONAL SPONSORS!

Play It Again Sports
Sponsored by:



Know Before You Go
Sponsored by:



Ambassador Apparel
Sponsored by:



Expo Floorplan Directory
Sponsored by:



Recovery Lounge
Sponsored by:



Bourbon Break
Sponsored by:



WiFi
Sponsored by:



Puppy Park
Sponsored by:



TEAMS App
Sponsored by:



EO Appointments Hub Station
Sponsored by:



Charging Station Lounge
Sponsored by:



Expo Aisle Signs
Sponsored by:



Badge
Sponsored by:



Daily Video Recap
Sponsored by:



Hydration
Sponsored by:



Turndown Service
Sponsored by:



TEAMS AMEX GBT Exchange
Sponsored by:



Appointments Portal
Sponsored by:



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