



What to Expect in Grand Rapids

The 2027 MITA Annual Conference moves to downtown Grand Rapids, January 27–28, 2027. New city, same conference you know.

Where You'll Be

- Amway Grand Plaza: host hotel, breakouts and evening receptions
- DeVos Place: General Sessions, breakouts and lunch
- Trade show: spans both buildings
- Indoor skywalk connects the two, so there's no need for a coat
- Hotel room block opens mid-October, as in years past. Book by December 28, 2026.

Wednesday, January 27

- Morning: Registration, Networking Breakfast, trade show opens
- 9 AM – Noon: Breakout sessions
- Lunch
- 1:00 PM: Opening Remarks & Awards Ceremonies (Future Leaders & Honorary Members)
- 2:30 PM: Keynote: Cam F. Awesome
- 4:30 PM: SBP Cocktail Reception with heavy hors d'oeuvres
- 6:30 PM: Past President's Dinner (BOD Past President's Only) at MDRD
- 9:00 PM: Afterglow at The BOB

Thursday, January 28

- Morning: Registration, President's Breakfast, trade show opens
- 9 AM – Noon: Breakout sessions
- Lunch
- 1:00 PM: MDOT Leadership Presentation
- 2:00 PM: MDOT Partnering Award & Small Business Champion Award
- 2:30 PM: Keynote: Aaron Witt
- 6:00 PM: Industry Reception – cocktails and hors d'oeuvres
- 9:00 PM: Afterglow at The BOB – with sponsored entertainment on the 3rd level.

Evenings at The BOB

- No casino this year. The BOB is our gathering spot after the evening events, both nights.
 - Multiple levels of bars and entertainment under one roof
- Easy in January: skywalk most of the way, then just cross the street
- Want a sit-down dinner? Browse restaurants on Experience Grand Rapids and make reservations soon.**