



ATTENDEE GUIDE

VENUE INFORMATION

Hyatt Regency Hill Country San Antonio
9800 Hyatt Resort Drive, San Antonio, TX 78251
201.647.1234
Hotel Check-In/Out: 4:00 PM/11:00 AM
[Visit the Hotel's Website](#)

CONFERENCE CHECK-IN & REGISTRATION

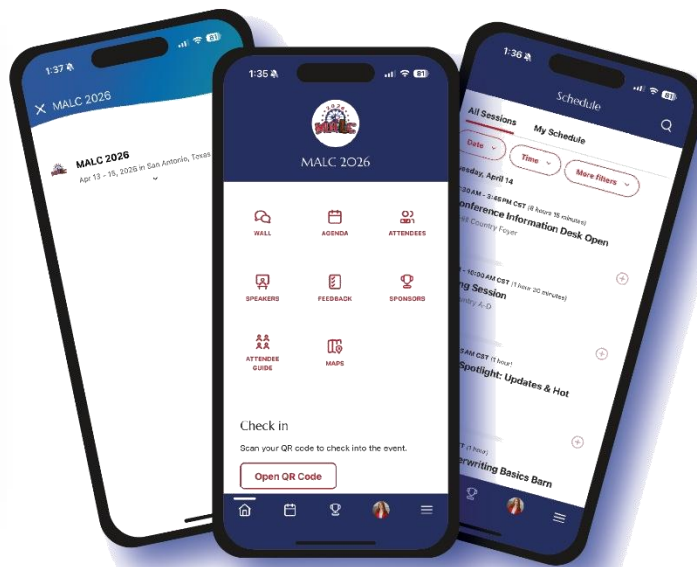
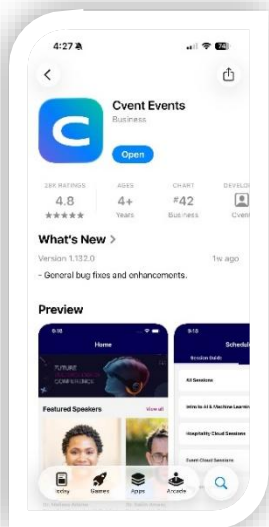
Hill Country Foyer, Lobby Level
Monday 4/13 12:00 PM – 6:45 PM
Tuesday 4/14 7:30 AM – 3:45 PM
Wednesday 4/15 7:30 AM – 11:30 AM

MOBILE APP INFORMATION



Download the **NEW MOBILE APP** before the conference begins

Use the mobile app to access the conference agenda, speakers, materials, and much more – this is a DIFFERENT app (CVENT EVENTS) than we've used in our previous events. **Download BEFORE** the conference to start **planning your schedule and connecting with other attendees!**



1. **From your mobile device, [CLICK HERE](#)** OR find & download the CVENT Events app in your App Store.
2. Follow prompts to create/update your profile (using the same email as the one used to register for the conference).
3. **JOIN** the MALC 2026 event.
4. Start navigating the app:
 - Find sessions/customize your schedule in **AGENDA** and complete session **FEEDBACK** after each session!
 - Post or comment on the **WALL**
 - Connect with others in **ATTENDEES**
 - Visit our **SPONSORS** and **SPEAKERS**
 - Explore the venue using **MAPS**

[CLICK HERE](#) to Access the WEB VERSION of the Conference App

NETWORKING EVENTS

All times listed in Central time zone.

“County Fair Classic” Golf Tournament

Monday, 4/13 8:00 am

Step right up for a morning of fun, friendly competition, and classic fair-time charm! Our shotgun scramble tees off at 8:00 AM at The Hill Country Golf Course, located on Hyatt property, just a 5-minute walk or 2-minute shuttle ride away. Range practice and breakfast begin at 7:00 AM. The golf cart shuttle will run continuously starting at 6:55 am from the hotel’s main lobby drive. *All registered golfers should have received an email with full details and foursome assignments. [Email us](#) if you have not received the email.*



This event is proudly sponsored by our Presenting and Platinum level sponsors:



“Midway Mixer” Welcome Reception

Monday, 4/13 5:30-7:00 pm

Bring your best county fair spirit to our Welcome Reception in the Exhibit Hall! Stroll the midway as our exhibitors welcome you with their creative and fun carnival games while you enjoy festive sips and classic fair bites. Win “tickets” for engaging with our exhibitors, to be used at Tuesday night’s event for prizes! *Included for all conference attendees and pre-registered non-industry guests.*

This event is proudly sponsored by our Presenting level sponsors:



Bids, Boots & Blue Ribbons Event

Tuesday, 4/14 6:30 -9:30 pm

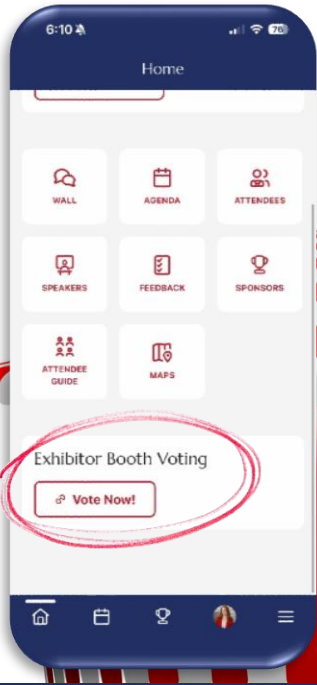
Your nostalgia senses will be tingling as you enjoy the sounds, sights and tastes of our fairgrounds. Have your fill of delectable fair favorites for dinner and dessert, use your drink vouchers for tasty beverages (cash bar also available), and play carnival games to win tickets to bet on your favorite *swifty swine*. That’s right - root for your favorite speedster in exhilarating LIVE pig Racing happening every 30 minutes! Try your luck at various carnival games, learn to line dance or show your grit on our mechanical bull. When the auction bell rings, our auctioneer will keep your paddles flying during a spirited live auction featuring one-of-a-kind experiences and crowd-pleasing packages. *Included for all conference attendees and pre-registered non-industry guests.*



This event is proudly sponsored by our Presenting level sponsors:



MAKE YOUR VOTE COUNT!



EXHIBITOR BOOTH CONTEST!

THREE WINNERS AS VOTED ON BY YOU!

Visit each exhibitor's booth and vote for your three favorites throughout the conference based on these categories:

- **Most Creative Booth** – The booth with the most innovative and eye-catching design.
- **Most Fun Booth** – The booth that brings the most energy and interactive experience.
- **Best Overall Carnival Game** – The exhibitor with the most memorable carnival game.

DON'T MISS THESE SESSIONS

All times listed in Central time zone

Opening Session *sponsored by:*



Tuesday, 4/14 8:30-10:00 am

What's HOT in SBA? Step right up and get the inside scoop on the latest buzz from SBA HQ! We'll start with a fireside chat with Associate Administrator, Thomas Kimsey, followed by a lively panel of top SBA leaders who will share the most impactful updates, fresh insights, and exciting changes shaping the landscape today. You'll have a front-row seat to what's new, what's next, and what it means for you. Don't miss this main-stage moment of the conference!



U.S. Small Business Administration

Closing Session *sponsored by:*



Keynote Amber Vanderburg + NAGGL/ NADCO

Wednesday, 4/15 8:30-10:30 am

Join us for our closing session to hear important updates from NAGGL and NADCO, followed by our keynote Amber Vanderburg. Amber Vanderburg is a multi-award-winning international businessperson, keynote speaker, and founder of *The Pathwayz Group*. Don't miss Amber's Keynote, which will focus on How to Use AI to Reinvest your Time & Become More Strategic & Proactive!

Stay until the end when we will also announce multiple prize winners!



HOTEL & TRAVEL INFO

Hotel Highlights:

Our room block at [Hyatt Regency Hill Country Resort](#) is now closed. To make any changes to your existing reservation, please contact the hotel directly at 201.647.1234.

Hotel Highlights:

- CHECK-IN time is 4:00 pm; CHECK-OUT time is 11:00 am
- Discounted resort fee to \$15/night
- Discounted Parking: Self-parking \$25/night; valet parking \$40/night.
- Complimentary High-Speed WIFI in guest suites & public spaces
- Intra-Resort Transportation
- Access to fitness center, tennis and pickleball courts
- 10% Discount on a la carte spa services



The closest airport is [San Antonio International Airport \(SAT\)](#) which is 7 miles from the hotel. Taxi and car service is available, as well as [Uber rideshare service](#).



Dining

Please see below for included meals for conference attendees & registered guests. For non-conference meal times, we highly recommend making reservations if you want to dine at one of the [onsite restaurants](#) on Monday.

INCLUDED MEALS for all Registered Conference Attendees:

- **Monday:** "Midway Mixer" Welcome Reception (5:30 – 7:00 pm) - includes beverages & hors d'oeuvres (dinner is on your own tonight).
- **Tuesday:** Breakfast (7:30 - 8:30 am buffet in exhibit hall); Morning & Afternoon Breaks; Lunch (12:45 - 2:00 pm buffet in exhibit hall), and "Bids, Boots & Blue Ribbons" Event (6:30 – 9:30 pm) – includes full dinner, desserts and drink tickets (in your badge pocket) with cash bar available.
- **Wednesday:** Breakfast (7:30 - 8:30 am buffet in exhibit hall), Break (10:30-11:00 am).

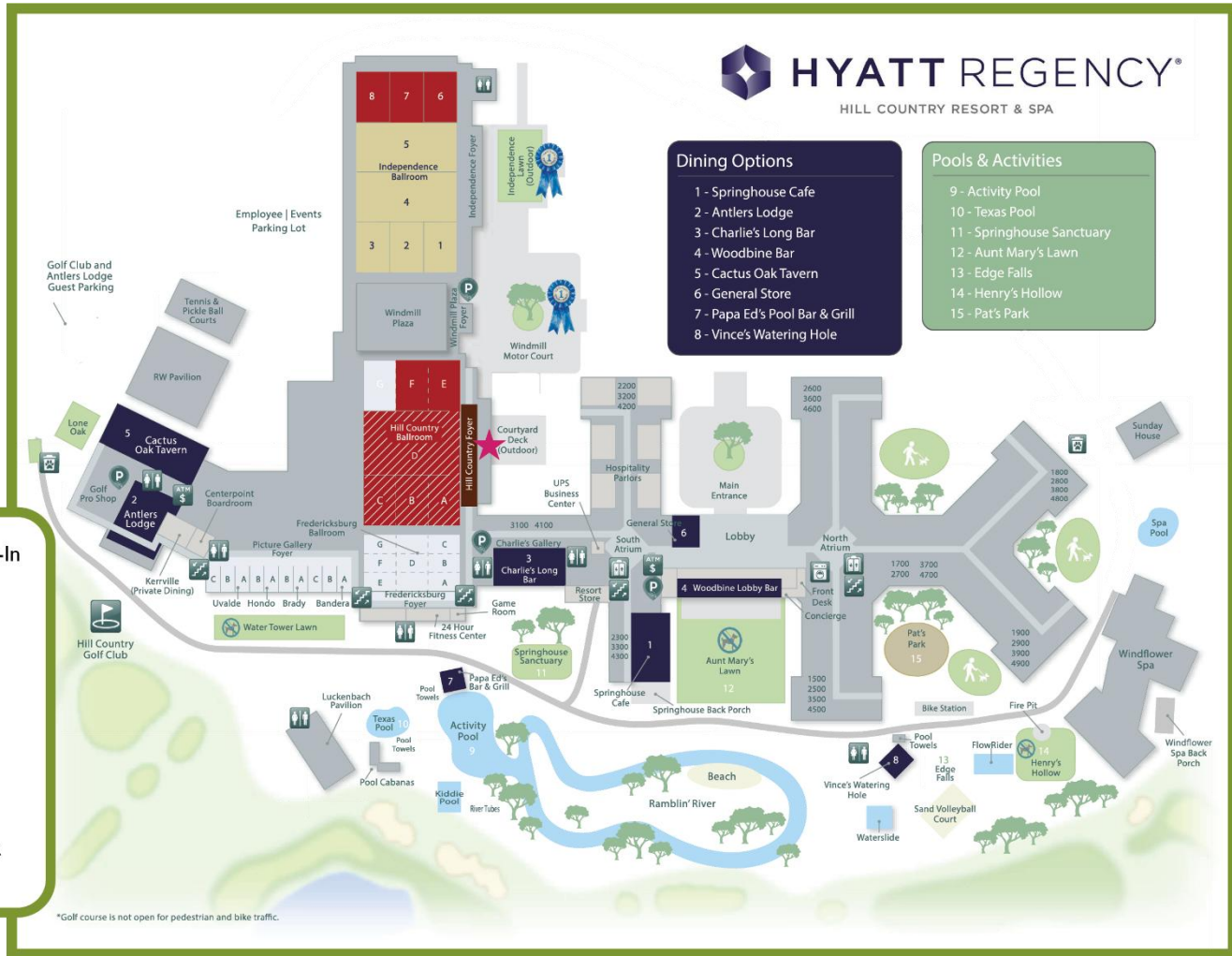
Included for PRE-REGISTERED/PAID GUESTS: Monday's Welcome Reception and Tuesday's "Bids, Boots & Blue Ribbons" Event are included for pre-registered/paid guests. *If you would like to register a non-industry guest for these events, please do so during your onsite conference check-in. Guest fee is \$200 and badges are required for all events.*

For those who have communicated dietary restrictions, most meals and breaks include options that will accommodate your needs and should be suitable for all diets. If a separate meal will be provided due to your previously communicated restrictions, a meal voucher will be provided during conference check-in to provide to your server to receive your meal. If you have not communicated your dietary restrictions within your registration, the venue's banquet servers will help to accommodate you during the event.

MEETING SPACE & OTHER INFORMATION

All meeting space is located on Lobby level.

Conference dress is business or resort casual; feel free to wear jeans. Temperatures in the meeting rooms tend to fluctuate – come prepared with a sweater or jacket just in case. Our "Bids, Boots & Blue Ribbons" event is a "come as you are" event – everyone is welcome to dress as you wish – the event will be held outdoors, weather permitting, with an expected temperature of 72 degrees.



LOOKING FOR THE AGENDA?

The best place to find it is in our MOBILE APP (see page 1 for download instructions), or if you're unable to download the app, we suggest visiting the conference website's [SCHEDULE](#) tab.

We can't wait to see you!

Remember to download the mobile app & have your QR Code ready at Check-In.
Your QR code is located at the TOP of the HOME page of the App.