



# ANNCON26

## Nashville

### Prospectus



*Welcome*



*Dilip Shah presenting at AnnCon25*



# ANNCON26

*Nashville*

**April 12 - 15**

**The A2LA Annual Conference 2026 is THE place to get your boots accredited—Nashville, TN!**

Join us in April for the leading accreditation conference in the U.S. and renew your passion and commitment to quality with hundreds of other quality professionals from around the world. With panels and sessions covering industry advancements and common roadblocks, AnnCon26 is a unique opportunity to sharpen your skills and expand your knowledge.

**\$799**

**Early Bird Registration**  
through January 12, 2026

**\$899**

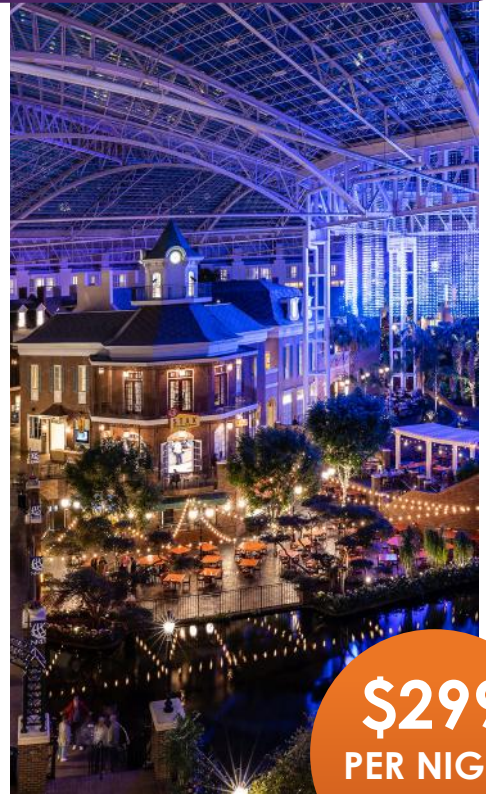
**Regular Registration**  
January 13, 2026 or after

**AnnCon26 Registration Includes:** *Sunday Reception, Monday Lunch, Monday Exhibitor Happy Hour, Tuesday Lunch, Tuesday Awards Dinner*

# Location

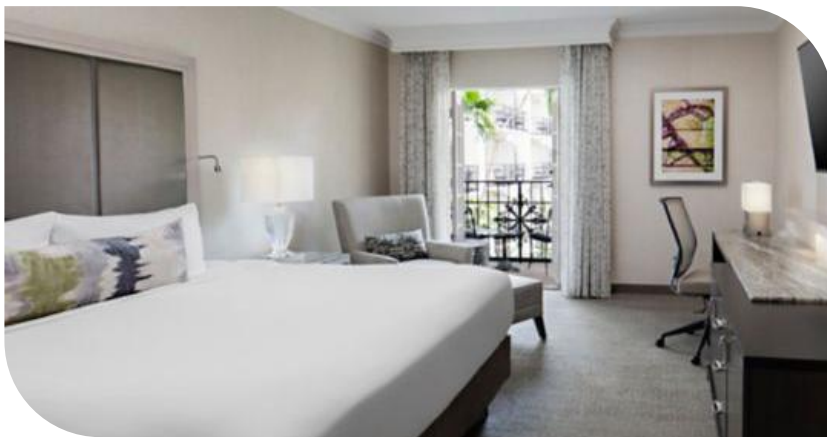
Located in Nashville, Tennessee, the

*Gaylord Opryland Resort* is excited to host the quality event of the year: AnnCon26!



**\$299**  
**PER NIGHT**

plus taxes  
and fees



## Gaylord Opryland Resort

2800 Opryland Drive | Nashville, TN 37214

### Book Rooms Now!

A2LA has reserved a limited number of rooms with discounted rates at the Gaylord Opryland Resort. After completing your AnnCon26 registration, you'll receive a hotel registration link to reserve your room. Be sure to book early to ensure a room with a discounted rate.

### Housing Fraud Note

A2LA has NOT authorized any external housing vendor and will never call or solicit you to make hotel arrangements. If you have housing questions, contact us at your earliest convenience.

## Hotel Amenities

- 12 Restaurants on-site, in-room dining
- Indoor and outdoor swimming pools
- Fitness center and full-service spa
- 9 Acres of indoor atriums
- Soundwaves Water Park (additional ticket required)
- Delta Riverboat rides (additional ticket required)
- Room WiFi included in resort fee

## Discover Nashville Nearby

- Opry Mills Mall (food & shopping)
- Opryland fitness trail (hiking)
- Grand Ole Opry (live music)
- Madame Tussauds Nashville
- Smith Creek Moonshine Distillery
- Gaylord Springs Golf Links



Conference

# Looking Back

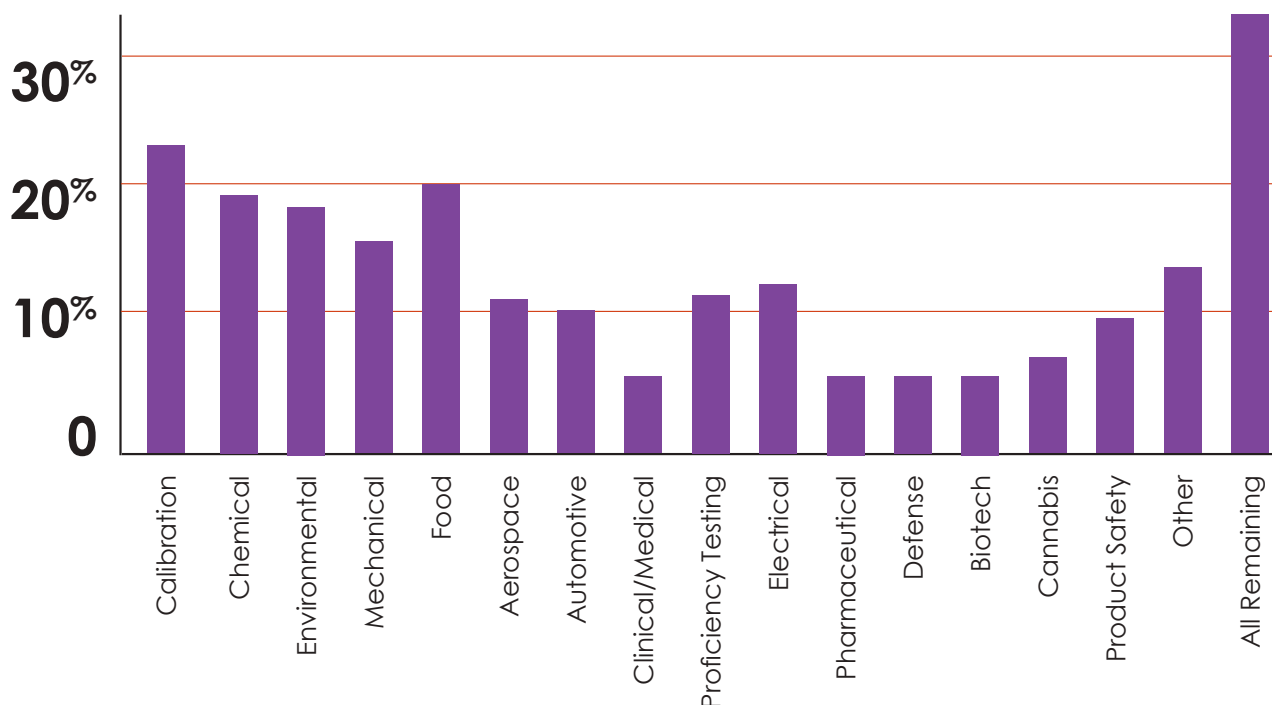
Don't miss your opportunity to show off your industry solutions with a wide range of well-qualified prospects from across the accreditation world.

## Attendees

Over 600 attendees are expected to join us in Nashville, TN this April, including professionals and decision-makers from various industries linked to accreditation. Attendees are coming to the A2LA Annual Conference for informative sessions, new growth conversations with vendors, networking opportunities, and developing their skills and thought processes.



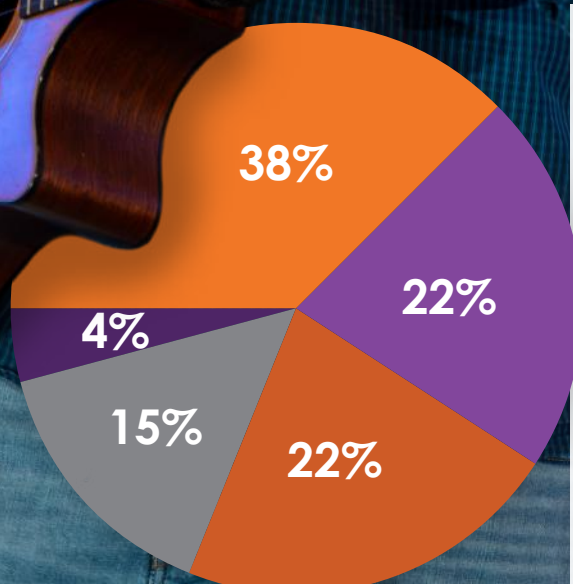
## 2025 Attendance By Industry\*



\*Most who were surveyed selected multiple industries.



*Nashville native Matt McAtee performing during AnnCon25*



## 2025 Attendance by Title/Level

- Assessors
- Owner/Pres/CEO
- Director/Exec/VP
- Manager
- Analyst/Tech/MKT/BD/Scientist/Other

# The Tunes of Attendees

## Attendees

"Great presentations. Good discussion after presentations. Food and service were great! And great singer."

*Nela Ovshak*

"The moments we shared are unforgettable, and I'm returning with a heart full of memories and inspiration!"

*Muhammad Khan*

"Lots of great communication, connectivity, and learning opportunities."

*Michael Cahill*



## Speakers

"This event keeps getting better every year! Enjoyed renewing past relationships and making new ones. Already looking forward to AnnCon26!"

*Dilip Shah*

"It was a great honor to be part of such a well-organized and insightful event. The experience was incredibly valuable, and I enjoyed connecting with so many professionals from across the industry. I look forward to collaborating again in the future!"

*Laura Cortes*

"Thank you to everyone at A2LA. I thoroughly enjoyed AnnCon. Keep up the GREAT work!"

*David J. Zimmerman*



# ANNCON26

*Nashville*



## Sponsors

"This is a great conference with a fantastic line-up of technical speakers. I highly recommend this conference to metrologists. Rice Lake Weighing Systems was proud to sponsor the Sunday evening opening reception to such a great conference. We will definitely be returning for the A2LA Annual Conference in 2026."

*Mark Ruefenacht, Rice Lake*

"Great experience at AnnCon and we will be returning!"

*Mary Kay Krognull, Eurofins*

## Exhibitors

My staff let me know AnnCon was very professional, with assessors and participants asking lots of great questions at the booth. The event was well worth exhibiting, sponsoring, and attending. Looking forward to next year!"

*Charles Ellis, NAPT*

FSI Calibrations is always proud to part of this incredible, collaborative environment. It's a great opportunity to showcase the exciting possibilities and innovations within the calibration field.

*Mike Carter, FSI Calibrations*



*Heather Wade exhibiting with ASQ at AnnCon25*

# Sessions

AnnCon offers 45+ multifaceted conference sessions in topics surrounding operational excellence, cannabis, quality, OpEx, standards, calibration, leadership, and more! And, like many of the conference attendees, presenters come from all over the world for the unique opportunity to connect with peers and experience the exceptional hospitality of A2LA staff.

## Top 5 AnnCon25 Sessions

### Validating Excel Spreadsheet Templates

Dilip Shah | 215 attendees

### Busting the Myth: Method Validation vs Method Verification

Syed Rizvi | 197 attendees

### Enhancing the Impact of Management Review Documents: Best Practices & Practical Insights

Chris Gunning | 171 attendees

### Living in the Grey: Hazards of ISO Language

Ashley Kamauf | 153 attendees

### Building a Quality Culture at the Laboratory

Rachel Duke | 149 attendees



*Syed Rizvi presenting*

# Speakers

## Call for Speakers

Open through November 7

It's time to showcase your industry expertise! We're looking for sessions with topics around:

- audit techniques
- continuous improvement
- environmental testing
- measurement uncertainty
- operational excellence
- leadership
- soft skills
- calibration
- AI integration
- food safety
- forensic testing
- risk assessment
- cannabis
- and more!

This is your opportunity to share your expertise with quality professionals at every level from a multitude of industries a global stage. Submit your proposal now!

[Submit Your Session Here](#)

at AnnCon25



## Confirmed AnnCon26 Speakers

We're mixing it up for AnnCon26! To give speakers more time to submit session proposals and offer attendees a wider variety of sessions, speakers will be selected on an ongoing basis until November 7, 2025. Registrants will receive an email on December 1, 2025 after the speakers have been confirmed and the agenda is available to choose your sessions.

# Swag Store



## AnnCon26 Swag Store



Men's Polo  
S-XL  
\$35



Men's Polo  
S-XL  
\$35



Women's Polo  
XS-XL  
\$35



Women's Polo  
XS-XL  
\$35



Unisex Thick Pullover  
XS-XL  
\$60



Trucker Hat  
One Size  
\$35



Socks  
One Size  
\$25



H2Go 32 oz. Bottle  
One Size  
\$40

## A2LA Swag Store



Men's Adidas Polo  
S-XL  
\$45



Men's Adidas Polo  
S-XL  
\$45



Unisex Thick Pullover  
XS-XL  
\$60



Unisex Tie  
One Size  
\$40



Unisex Vest  
XS-3XL  
\$55



Unisex Pullover  
XS-5XL  
\$75



Women's Adidas Polo  
S-XL  
\$45



Women's Adidas Polo  
S-XL  
\$45



Nike Hat  
One Size  
\$40



30 oz. Stanley  
One Size  
\$55



Fleece Beanie  
One Size  
\$20



Laptop Backpack  
One Size  
\$90

## A2LA Assessor & Member Swag Store



A2LA Assessor  
Unisex Pullover  
S-5XL  
\$75



A2LA Member  
Unisex Pullover  
XS-XL  
\$60

# Membership

## Membership in the Association

A2LA is a professional society driven for and by its members who believe in the same vision: "We create a safer, healthier world." Members receive information, education, networking opportunities, advertising benefits, and resources needed to advance their personal and career objectives in the field of accreditation.

A2LA members are a professional community committed to growing, supporting, and promoting values of quality and competence through accreditation. Become an A2LA Member before AnnCon26!

## What Does A2LA Membership Provide?

Members receive access to the Members-Only website with gated content, professional development hub, free webinars, a community forum, a membership directory, a community job board, sponsorship opportunities, and other exclusive resources. A2LA Members are also the first of our clients to hear new info about A2LA and accreditation through our quarterly meetings!

A2LA Members attending AnnCon could be the next "Top Member". There are so many benefits to being an Member at the A2LA Annual Conference. Click to join today!



Join Membership



**A2LA Members**  
**Receive a \$75 Discount on AnnCon26!**

# Loyalty Program

## Loyalty Sponsor & Exhibitor Program

Our longtime AnnCon sponsors and exhibitors are rewarded for returning each year with AnnCon Loyalty Sponsor & Exhibitor Program! Designed to express our gratitude, this program offers returning companies discounts and priority placement—giving them the biggest bang for their buck.

## Opening Reception Sponsor



"This was a great conference with a fantastic line-up of technical speakers. I highly recommend this conference to metrologists. Rice Lake is proud to sponsor the Sunday Opening Reception at such a great conference. It was great to mingle and answer questions about our services during the event. We will definitely be returning for the A2LA Annual Conference in 2026."

- Mark Ruefenacht





# Boost Your Reputation in *Nashville*

Represent your brand at the largest accreditation event of its kind, where you'll meet and network with key decision makers, including CEOs, executives, directors, analysts, scientists, techs, and more. See highlights below from two companies coming back for a third year at AnnCon26!

## Monday Lunch Sponsor



**"Every A2LA conference is exceptionally well organized, and the connections we make are invaluable.**

**FSI Calibrations is always proud to sponsor lunch and truly enjoys being part of this incredible, collaborative environment.**

**It's a great opportunity to showcase the exciting possibilities and innovations within the calibration field."**

**- Mike Carter**



# Sponsoring



All levels are limited!

## All Sponsors & Exhibitors Receive

- company logo and linked profile on event website and event app
- one marketing item in attendee bag
- one AnnCon LinkedIn promotion
- company logo on all session final slides
- company logo on sponsor/ex. signage

Not sure which level is right for you? Call us! We'll discover your goals and suggest the best option.

## Sponsorship Tiers

**Title** ~~\$12,000~~

**SOLD OUT**

- custom sponsorship

**Platinum** ~~\$8,000~~

**SOLD OUT**

- one 2-5 min. recognition dinner speech
- company logo on award PPT slides
- company logo on sponsor signage
- one marketing item in attendee bag
- one app push notification
- one app rotating banner ad
- one AnnCon LinkedIn promotion
- one ad in mobile app
- one 10 x 16 exhibitor booth
- three full conference registrations
- two booth staff registrations

**Gold** ~~\$6,000~~

**SOLD OUT**

- one AnnCon LinkedIn promotion
- one app push notification
- one marketing item in attendee bag
- one app rotating banner ad
- awards dinner PPT logo + thank you
- one 10 x 8 exhibitor booth
- two full conference registrations
- one booth staff registration

**Opening Reception** ~~\$3,500~~

**SOLD OUT**

- one 2-5 min. opening reception speech
- company logo on drink tickets
- company logo on event napkins
- one AnnCon LinkedIn promotion
- one app push notification
- one marketing item in attendee bag
- one 10 x 8 exhibitor booth
- one full conference registration
- one booth staff registration

**Lunch** ~~\$3,000~~

**SOLD OUT**

- company logo + QR code signs on all lunch and serving tables
- one AnnCon LinkedIn promotion
- one app push notification
- one marketing item in attendee bag
- company logo on slides before lunch
- one 10 x 8 exhibitor booth
- one full conference registration
- one booth staff registration

**Sponsor Terms & Conditions**



# Be Sure to Pack Your Boots for Nashville!

## ~~Coffee & Networking Breaks~~ \$2,750 **SOLD OUT**

- three days of representation with five no-competing-sessions breaks
- company logo on PPT slides before breaks
- company logo on break signage
- company logo on coffee station signage
- one marketing item in attendee bag
- one AnnCon LinkedIn promotion
- one full conference registration
- three app push notifications

## ~~Exhibitor Happy Hour~~ \$2,000 **SOLD OUT**

- one 2-3 min. Exhibitor Happy Hour speech
- company logo on drink tickets
- company logo on napkins
- one AnnCon LinkedIn promotion
- one marketing item in attendee bag
- one app push notification

## Tailor-Made Sponsorships

- We're ready to adapt to your goals!

## Add On Options

**Attendee Bag Insert** \$500  
one marketing item < 8.5" x 11"

**Pre-Show Email** \$1,500  
provide HTML; sent by A2LA

**Attendee Contact List** \$1,000  
sent post-show

**Attendee List (no emails)** \$600  
sent pre-show

**3 Day App Rotating Banner Ad** \$1,000

**1 Day App Rotating Banner Ad** \$400

**1 Day App Full-Screen Ad** \$500

**App Push Notification** \$350

Ask about doubling your booth size!



# ANNCON26

## Nashville



# Exhibiting

# Floor Plan

## Exhibit Area

**Exhibits are Held in the Volunteer Lobby at the Gaylord Opryland Resort.**

The Volunteer Lobby will hold all exhibits, coffee breaks, Sunday's Opening Reception, Monday's Exhibitor Happy Hour, and Tuesday's Awards Banquet Cocktail Hour.

Booths marked in orange are sold. Selections are updated as they are selected.

## Booth Options

**10' x 8' Booth \$2,000**

- one full conference registration
- one booth staff registration
- profile on AnnCon26 website
- company logo on AnnCon website
- profile on AnnCon26 mobile app
- one AnnCon26 LinkedIn promotion
- one attendee list (no contact info)
- one attendee bag marketing item
- one 6' draped table
- two chairs
- trash bin

**10' x 16' Booth \$3,500**

- all bullets in 10'x 8' option plus
  - one booth staff registration (two total)
  - one 6' draped table (two total)
  - two chairs (four total)

Repeat exhibitors receive priority placement and may choose their booth number on a first come, first served basis. All other exhibitors are assigned a booth number by A2LA.

Tennessee Lobby



entrance from hotel rooms

## Exhibitor Terms & Conditions

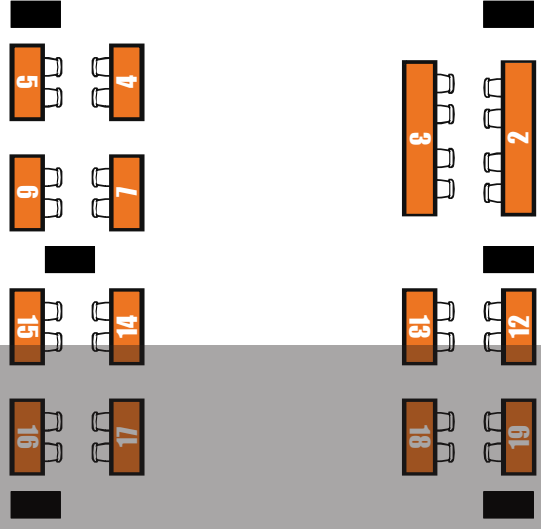
restrooms

to Volunteer Mezzanine  
stairs up to all other sessions

Volunteer Breakout 1 ^

Volunteer Breakout 2

20



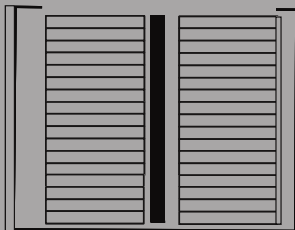
Ballroom ABCE >  
meals and main sessions

Volunteer Lobby



Volunteer  
Registration  
Desk

stairs down



Ballroom ABCE >  
meals and main sessions

elevator

restrooms

to Volunteer Ballroom C, Davidson  
Ballroom, atrium, restaurants >

stairs



# Exhibiting



## Exhibitor Connection Challenge

Bringing the Attendees Straight to Your Booth!

Gain More  
Visibility

Due to popular demand, we're bringing back the A2LA Annual Conference Exhibitor Challenge for AnnCon26! This interactive game challenges attendees to visit each exhibitor booth for a chance to win a free AnnCon27 registration. Mark their playing cards to break the ice and open the door to conversation and connection!

Top Prize  
AnnCon27 Registration



## Exhibit Hall Schedule

Event	Date	Times
Exhibitor Move-In	Sunday, April 12	11:00 am - 4:00 pm
Exhibiting Hours	Sunday, April 12	4:30 pm - 7:30 pm
	Monday, April 13 & Tuesday, April 14	7:30 am - 2:30 pm 2:30 pm - 5:30 pm (optional) 5:30 pm - 7:00 pm
	Wednesday, April 15	7:30 am - 10:00 am
Exhibitor Move-Out	Wednesday, April 15	10:00 am - 1:00 pm



## Exhibiting Details

**Exhibitors Must Be Registered By Friday, February 27, 2026.**



A week within processing your payment, you'll receive an email with instructions to complete your profile.

Repeat exhibitors receive priority placement and may choose their booth number on a first come, first served basis. All additional exhibitors will be assigned a booth number by A2LA. Review the exhibit terms and conditions. Submission of payment indicates you accept all provisions and abide by all terms and conditions.



### Exhibitor Terms & Conditions

## Exhibitor Deadlines

Deadline	Details
December 8	100% Refund (minus 25% processing fee)
January 1	50% Refund (minus 25% processing fee)
January 9 or After	No refund
February 27	Last day to register for a booth; all payments due
February 27	Marketing profile and company logo due
March 2	Certificate of Insurance (COI) submission due





# ANNCON26

*Nashville*

Conference@A2LA.org  
A2LA.org/Annual\_Conference

