ASCEND CONFERENCE SCHEDULE

A/S/C/E/N/D

AMPLIFY / SHARE / CHOOSE / EMPOWER / NETWORK / DISCOVER

PACKERLAND BROKERAGE SERVICES CONFERENCE

WEDNESDAY, OCTOBER 7, 2026

TIME	EVENT	ROOM
7:00 - 8:00 A.M.	Registration and Booth Time	Vendor Hall/Turtle-Bear
8:10 - 9:25 A.M.	Compliance	Grand Council Ballroom
	Firm Element / AML	Iroquois North Ballroom
9:40 - 10:50 A.M.	Keynote Speaker | Paul Kingsman Sponsored by Ash Brokerage Attend for a chance to win free E&O!	Wolf Ballroom
11:10 - 11:55 A.M.	Premier Breakout Session | Sammons Institutional Group	Grand Council Ballroom
	Premier Breakout Session | Voya	Iroquois North Ballroom
11:55 - 1:05 P.M.	Lunch	Wolf Ballroom
1:05 - 2:30 P.M.	Booth Time and Break	Vendor Hall/Turtle-Bear
1:05 - 2:30 P.M.	Coffee & Connect - Rep Networking	Tuscarora-Oneida
1:15 - 1:45 P.M.	Roundtable | Growth Planning for a Rep or Office	State Board Room
	Roundtable | Building an Advisory Business	Plaza Club
	Roundtable | Technology Tools	Huron
1:55 - 2:25 P.M.	Roundtable | Growth Planning for a Rep or Office	State Board Room
	Roundtable | Building an Advisory Business	Plaza Club
	Roundtable | Technology Tools	Huron
2:40 - 3:50 P.M.	CE Session | New Age Alpha	Grand Council Ballroom
3:00 - 5:00 P.M.	Assistant Workshop	Cayuga
4:00 - 4:25 P.M.	Spotlight Breakout Session | Ash Brokerage	Michigan
	Spotlight Breakout Session | Eagle Life	Ontario
	Spotlight Breakout Session | Beacon Capital Management	Huron
4:35 - 5:00 P.M.	Spotlight Breakout Session | Senior Market Sales	Michigan
	Spotlight Breakout Session | ELCO Mutual Life & Annuity	Ontario
	Spotlight Breakout Session | Q3 Asset Management	Huron
5:00 - 6:30 P.M.	Welcome Reception and Booth Time E&O Drawing (Wednesday Winner)	Vendor Hall/Turtle-Bear

THURSDAY, OCTOBER 8, 2026

TIME	EVENT	ROOM
8:00 - 9:10 A.M.	CE Session | Nationwide Financial	Grand Council Ballroom
	CE Session | Optimized Insurance Planning	Iroquois North Ballroom
9:10 - 9:40 A.M.	Booth Time and Break	Vendor Hall/Turtle-Bear
9:50 - 11:00 A.M.	Panel with Our Wholesalers Attend for a chance to win free E&O!	Wolf Ballroom
11:15 - 12:00 P.M.	Premier Breakout Session | Athene	Grand Council Ballroom
	Premier Breakout Session | Atlas Capital Management	Iroquois North Ballroom
12:00 - 1:10 P.M.	Lunch	Wolf Ballroom
1:10 - 2:35 P.M.	Booth Time and Break	Vendor Hall/Turtle-Bear
1:10 - 2:35 P.M.	Coffee & Connect - Rep Networking	Tuscarora-Oneida
1:20 - 1:50 P.M.	Roundtable | Financial Software Tools	State Board Room
	Roundtable | Growing a Junior Rep	Plaza Club
2:00 - 2:30 P.M.	Roundtable | Financial Software Tools	State Board Room
	Roundtable | Emerging Reps	Plaza Club
2:45 - 3:30 P.M.	Premier Breakout Session | HilltopSecurities	Grand Council Ballroom
	Premier Breakout Session | EquiTrust Life Insurance Company	Iroquois North Ballroom
3:40 - 4:05 P.M.	Spotlight Breakout Session | Simplicity Group	Michigan
	Spotlight Breakout Session | TruStage	Ontario
	Spotlight Breakout Session | Equitable	Huron
4:15 - 5:30 P.M.	Compliance	Grand Council Ballroom
	Firm Element / AML	Iroquois North Ballroom
5:30 - 8:00 P.M.	Cocktails & Awards Dinner E&O Drawing (Thursday Winner)	Wolf Ballroom
8:00 - 12:00 A.M.	Packerland-Hosted After Party	Vendor Hall/Turtle-Bear

FRIDAY, OCTOBER 9, 2026

TIME	EVENT	ROOM
9:00 A.M. - 12:00 P.M.	Long-Term Care | Simplicity Group	Iroquois South Ballroom