

ASCEND CONFERENCE SCHEDULE



AMPLIFY / SHARE / CHOOSE / EMPOWER / NETWORK / DISCOVER
PACKERLAND BROKERAGE SERVICES CONFERENCE

WEDNESDAY, OCTOBER 8, 2025

TIME	EVENT	ROOM
7:00 - 8:00 A.M.	Registration / Booth Time	Vendor Hall/Turtle-Bear
8:15 - 9:30 A.M.	Compliance	Grand Council Ballroom
8:15 - 9:30 A.M.	Firm Element / AML	Iroquois North Ballroom
9:50 - 11:00 A.M.	Rep Panel Attend for a chance to win free E&O!	Wolf Ballroom
11:00 - 12:00 P.M.	Booth Time / Break	Vendor Hall/Turtle-Bear
12:00 - 1:10 P.M.	Lunch	Wolf Ballroom
1:25 - 2:35 P.M.	CE Session - AssetMark	Grand Council Ballroom
1:25 - 2:35 P.M.	CE Session - Invesco	Iroquois North Ballroom
2:35 - 3:15 P.M.	Booth Time / Break	Vendor Hall/Turtle-Bear
3:00 - 5:00 P.M.	Assistant Workshop	Tuscarora
3:15 - 4:00 P.M.	Breakout Session - Athene Annuities	Huron
3:15 - 4:00 P.M.	Breakout Session - Dunham & Associates	Ontario
3:15 - 4:00 P.M.	Breakout Session - Q3 Asset Management	Michigan
4:15 - 5:00 P.M.	Breakout Session - Voya Financial	Huron
4:15 - 5:00 P.M.	Breakout Session - Ash Brokerage	Ontario
4:15 - 5:00 P.M.	Breakout Session - Equitable Distributors	Michigan
5:00 - 6:30 P.M.	Welcome Reception / Booth Time E&O Drawing (Wed. Winner)	Vendor Hall/Turtle-Bear

THURSDAY, OCTOBER 9, 2025

TIME	EVENT	ROOM
8:00 - 9:10 A.M.	CE Session - Allianz Life	Grand Council Ballroom
8:00 - 9:10 A.M.	Super CE Session - Nationwide Financial Details TBD	Iroquois North Ballroom
9:10 - 10:10 A.M.	Booth Time / Break	Vendor Hall/Turtle-Bear
10:10 - 11:20 A.M.	Keynote Speaker - Bill Cates Sponsored by Sammons Retirement Solutions and Midland Retirement Distributors Attend for a chance to win free E&O!	Wolf Ballroom
11:35 - 12:20 P.M.	Breakout Session - Atlas Capital Management	Huron
11:35 - 12:20 P.M.	Breakout Session - Sammons / Midland	Ontario
11:35 - 12:20 P.M.	Breakout Session - Simplicity Group	Michigan
12:20 - 1:30 P.M.	Lunch	Wolf Ballroom
1:30 - 2:05 P.M.	Booth Time / Break	Vendor Hall/Turtle-Bear
2:05 - 2:50 P.M.	Breakout Session - Brighthouse Financial	Huron
2:05 - 2:50 P.M.	Breakout Session - Beacon Capital Management, Inc.	Ontario
2:05 - 2:50 P.M.	Breakout Session - Senior Market Sales	Michigan
3:00 - 3:45 P.M.	Breakout Session - Eagle Life	Huron
3:00 - 3:45 P.M.	Breakout Session - Hilltop Securities Inc.	Ontario
3:00 - 3:45 P.M.	Breakout Session - Legend Financial Marketing Services	Michigan
4:00 - 5:15 P.M.	Compliance	Grand Council Ballroom
4:00 - 5:15 P.M.	Firm Element / AML	Iroquois North Ballroom
5:15 - 8:00 P.M.	Cocktails & Awards Dinner E&O Drawing (Thurs. Winner)	Wolf Ballroom
8:00 - 12:00 A.M.	Packerland-Hosted After Party	Vendor Hall/Turtle-Bear