



FAQs: 2026 ERA Conference

New Venue. New Vibe. Same Unforgettable Experience.

Q. Why is there a venue change for the 2026 ERA Conference?

✓ We're excited to welcome you to our new Conference venue — the **Hilton Austin Downtown**! This modern and spacious setting gives us the perfect environment to grow and connect like never before.

The ERA Conference has sold out the past three years and we were bursting at the seams in previous years! Moving to the Hilton Austin enables ERA to host many more attendees on-site in one hotel. This full-service hotel is large, modern and has a great downtown location with many restaurants on-site and nearby.

Q. What does the Hilton Austin offer?

- More space = more opportunity for attendees
- Larger breakout rooms for expanded educational sessions
- The entire conference is on one floor — easy to navigate and efficient
- On-site accommodations so you can stay just steps from the action
- Amenities include a Starbucks, two restaurants, a Topgolf Swing Suite, F45 gym, hotel fitness center and a rooftop pool
- Dozens of restaurants, bars and entertainment options are just steps from the hotel

- Visit the [hotel website](#) for more details.

- Check out a [short YouTube video](#) describing a stay at the Hilton Austin.


Q. Will there be more networking opportunities this year?

💡 Attendees asked for more networking time — and we listened! The Conference's Monday Night Networking Event will take place right in the heart of the hotel — no buses or transfers needed. The Monday Night Networking Event will offer more access, more

interaction and more opportunities to build meaningful connections. Conference attendees can mix and mingle right in the general session ballroom, and enjoy drinks, appetizers and conversation immediately following Monday's programming.


And, there are plenty of restaurant, bar and entertainment options in-house or nearby for Conference attendees to plan team/customer outings on Sunday or Monday evening.

Q. What does the new registration fee include?

 The 2026 registration fee includes the full Conference experience:

- Sunday Welcome Reception
- Monday Evening Networking Event
- Access to keynote, general and all breakout sessions, including exclusive Conference downloads and materials and general session audio recordings
- Monday Breakfast & Lunch
- Tuesday Breakfast & Lunch
- Plenty of snacks and beverages throughout the day

Q. Will sponsorship packages stay the same?

 We are pleased to keep the sponsorship packages nearly identical to last year.

We remain confident that your ERA Conference registration offers you the highest-quality education and networking opportunities, among the largest cross-section of industry members, at the best price. This isn't just a conference — it's an investment in your personal and professional growth.