

2026 MITAS

CUSTOMER CONFERENCE



AGENDA AT-A-GLANCE

DAY 1: HOWDY, Y'ALL!

Optional activities designed to connect, unwind, and kick off the conference in a fun, relaxed setting.

Time

Activity

11:00 AM – 2:00 PM

Targets & Tomahawks – Axe throwing at Dragon Axe

2:30 – 4:30 PM

Grapes & Games – Barron's Creek Vineyard Winery or Arcade 92

5:00 – 6:30 PM

Fiesta at El Mejor – Fajita bar & networking

6:30 PM

Brews at Union Bear – Casual drinks and conversation

All Day 1 activities are within walking distance of The Grand Hotel.

DAY 2: DEEP IN THE HEART

DAY 3: SADDLE UP

Time

Activity

Time

Activity

8:00 – 8:30 AM

Breakfast & Registration

8:00 – 8:30 AM

Breakfast

8:30 – 11:45 AM

Sessions

8:30 – Noon

Sessions

Noon – 1:30 PM

Lunch (Rick's Chophouse – Rick's 110)

1:45 – 5:00 PM

Sessions

6:00 – 9:00 PM

Chef Pairing Steak 101
Dinner (Local Yocal BBQ & Grill)

*Breakfast and sessions will be held in the Ballroom at The Grand Hotel.
Dinner is within walking distance of the hotel.*

