

2024 Annual Marketing Meeting Itinerary

Wednesday, January 3

9:00 AM – 6:00 PM

Registration

Location: Calusa Foyer Registration Desk

7:00 PM

Welcome Reception

Location: Sunset Terrace

(Weather Permitting)

Dress: Resort Casual

Details: Heavy hors d'oeuvres food stations and cocktails will be served

Thursday, January 4

6:30 AM – 9:00 AM

Breakfast

Location: Calusa Terrace

7:00 AM – 2:00 PM

Registration

Location: Calusa Foyer

8:00 AM

General Session

Location: Calusa Ballroom

Dress: Business Casual

6:30 PM

Theme Party

Location: Banyan Ballroom

Dress: Old Florida – Dress in casual fun items – surfboard shorts, appropriate t-shirts, Tommy Bahama style shirts, sundresses, flip flops, sneakers or deck shoes.

Friday, January 5

All Day

Leisure Day!

TBC Golf Tournament and Activities Day:

To participate, please refer to the Side Activities section below for a complete list, schedule times, and registration info.

Golf Tournament:

8:30 AM at Hammock Bay Golf Club (Details Below)

4:30 PM – 6:00 PM

Achilles Product Launch Happy Hour

Location: Calusa Foyer

Dress: Resort Casual

Saturday, January 6

6:30 AM – 9:00 AM

Breakfast

Location: Calusa Terrace

8:00 AM

Morning Business Session

Location: Calusa Ballroom

Dress: Business Casual

6:15 PM

Cocktail Reception

Location: Calusa Foyer

Dress: Resort Casual

7:00 PM

Dinner & Entertainment

Location: Calusa Ballroom

Dress: Resort Casual

Entertainment: DJ

Sunday, January 7

DEPARTURE