

Tuesday | May 12, 2026

1pm ET

**LOYALTY360 ADVISORY BOARD/MEMBER COMMITTEES LUNCH**

Until 2:30pm

**LOYALTY360 ADVISORY BOARD/MEMBER COMMITTEE MEETINGS**

**Loyalty360 Loyalty University Brand Masterclass Sessions\*:**

\*These sessions on Tuesday, May 12 and Wednesday, May 13, are only open to brand marketers with Full Conference + Loyalty University Sessions registration. For more information, contact Loyalty360.

3pm – 4:30pm

**\*LOYALTY360 LOYALTY UNIVERSITY BRAND MASTERCLASS SESSION**

4:30pm – 5:45pm

**LOYALTY EXPO WELCOME RECEPTION– EXHIBIT HALL OPEN**

6:30pm – 8:00pm

**LOYALTY360 ADVISORY BOARD DINNER**

Wednesday | May 13, 2026

8:15am

**REGISTRATION OPEN**

8:15am – 9:00am

**BREAKFAST** in Exhibit Hall

**LOYALTY360 BRAND/MARKETER BREAKFAST**  
(Invite Only)

9:15am – 10:45am

**\*LOYALTY360 LOYALTY UNIVERSITY BRAND MASTERCLASS SESSIONS**

9:15am – 9:50am

**BREAKOUT SESSION** for vendor/supplier attendees and non-Masterclass brand/marketer attendees

10:10am – 10:45am

**BREAKOUT SESSION** for vendor/supplier attendees and non-Masterclass brand/marketer attendees

10:45am – 11:00am

**BREAK** in Exhibit Hall

Wednesday | May 13, 2026 (Continued)

11:00am – 11:35am	<b>GENERAL SESSION</b>
11:45am – 12:25pm	<b>WORKSHOP SESSIONS</b>
12:25pm – 1:25pm	<b>LUNCH + TABLE TOPICS</b> in Exhibit Hall
1:30pm – 2:05pm	<b>BREAKOUT SESSIONS</b>
2:15pm – 3:30pm	<b>BREAKOUT SESSIONS</b> Presentations by the Loyalty360 Awards finalists
3:45pm – 4:45pm	<b>BREAKOUT SESSIONS</b> Presentations by the Loyalty360 Awards finalists
4:55pm – 5:30pm	<b>GENERAL SESSION</b>
5:30pm – 6:30pm	<b>COCKTAIL RECEPTION</b> in Exhibit Hall
7:15pm	<b>LOYALTY EXPO – OFFSITE EVENT</b>

Thursday | May 14, 2026

8:15am	<b>REGISTRATION OPEN</b>
8:15am – 9:00am	<b>BREAKFAST</b> in Exhibit Hall <b>LOYALTY360 BRAND/MARKETER BREAKFAST</b> (Invite Only)
9:00am – 10:00am	<b>BREAKOUT SESSIONS</b> Presentations by the Loyalty360 Awards finalists
10:15am – 11:15am	<b>BREAKOUT SESSIONS</b> Presentations by the Loyalty360 Awards finalists
11:15am – 11:35am	<b>BREAK</b> in Exhibit Hall
11:35am – 12:15pm	<b>WORKSHOP SESSIONS</b>
12:15pm – 1:15pm	<b>LUNCH + TABLE TOPICS</b> in Exhibit Hall

Thursday | May 14, 2026 (Continued)

1:20pm – 1:55pm

**BREAKOUT SESSIONS**

2pm – 2:40pm

**SPEED NETWORKING BINGO + MEETING TIME**

2:50pm – 3:25pm

**BREAKOUT SESSIONS**

3:25pm – 3:45pm

**BREAK** in Exhibit Hall

3:45pm – 4:20pm

**GENERAL SESSION**

4:25pm – 5pm

**GENERAL SESSION**

5pm – 6:15pm

**CLOSING RECEPTION/PASSPORT TO PRIZES  
WINNERS ANNOUNCED**

6:15pm - 7:45pm

**LOYALTY360 AWARDS RECEPTION AND  
CEREMONY**(Invitation Required – Loyalty360 Awards finalists and  
Loyalty360 Members only)

7:45pm - 9pm

**LOYALTY360 AWARDS AFTER PARTY**(Invitation Required – Loyalty360 Awards finalists and  
Loyalty360 Members only)