### Thursday, April 23
- **8:00 am – 9:30 am**: Registration Open
- **9:00 am – 4:00 pm**: Full Day Learning Excursions
- **4:00 pm – 6:00 pm**: Registration Open
- **6:00 pm – 8:00 pm**: Volunteer and First Timer Reception (Located at Hilton Cleveland Downtown)

### Friday, April 24
- **7:00 am – 5:00 pm**: Registration Open
- **8:00 am – 12:00 pm**: Pre-Conference Sessions
- **8:00 am – 11:30 am**: Half Day Learning Excursions
- **12:00 pm – 1:00 pm**: Lunch on Own
- **1:00 pm – 2:30 pm**: MSA x Cleveland Welcome & Opening General Session
- **2:30 pm – 7:00 pm**: Expo Move-In (Optional)
- **3:00 pm – 4:00 pm**: Museum Store Discussion Group (by sales volume) – **INSTITUTION ONLY**
- **4:30 pm – 5:30 pm**: Chapter Meetings
- **5:45 pm – 7:00 pm**: MSA NEXT Reception (Encouraged for those who identify as a young professional)

### Saturday, April 25
- **7:00 am – 4:00 pm**: Registration Open
- **7:30 am – 8:00 am**: Continental Breakfast & Expo Hall 101
- **8:00 am – 9:00 am**: General Session featuring Robert Spector
- **8:00 am – 12:00 pm**: Expo Move-In
- **9:00 am – 9:15 am**: Networking Break
- **9:15 am – 10:15 am**: Breakout Sessions
- **10:30 am – 11:30 am**: Breakout Sessions
- **11:30 am – 1:20 pm**: Membership Meeting & Luncheon
- **1:30 pm – 1:45 pm**: Expo Hall Ribbon Cutting
- **1:30 pm – 6:00 pm**: Expo Hall Open
- **3:00 pm – 4:00 pm**: Happy Hour at the Buyer-Vendor Hub
- **6:30 pm – 9:30 pm**: MSA Networking Gala and Silent Auction (Located at Hilton Cleveland Downtown)

### Sunday, April 26
- **7:00 am – 5:00 pm**: Registration Open
- **7:30 am – 8:00 am**: Continental Breakfast
- **8:00 am – 9:00 am**: General Session
- **9:00 am – 4:30 pm**: Expo Hall Open
- **10:45 am – 11:15 am**: Networking Break at the Buyer-Vendor Hub
- **12:00 pm – 1:00 pm**: Lunch on Show Floor
- **1:00 pm – 1:30 pm**: Buyers Choice Award Announcements
- **3:30 pm – 4:30 pm**: Happy Hour at the Buyer-Vendor Hub
- **4:30 pm – 8:00 pm**: Expo Move-Out
- **4:40 pm – 5:30 pm**: Lightning Breakouts
- **5:30 pm – 7:00 pm**: Chapter Officer Think Tank (Open to Chapter Officers Only)

### Monday, April 27
- **7:30 am – 11:30 am**: Registration Open
- **7:30 am – 8:00 am**: Continental Breakfast
- **8:00 am – 9:00 am**: Museum Store Discussion Groups (by institution type) – **OPEN TO ALL**
- **8:00 am – 12:00 pm**: Expo Move-Out (Optional)
- **9:15 am – 10:15 am**: Breakout Sessions
- **10:15 am – 10:30 am**: Networking Break
- **10:30 am – 11:30 am**: Breakout Sessions
- **11:30 am – 12:45 pm**: Closing Luncheon and Awards Ceremony featuring Karen Purves
- **1:30 pm – 5:00 pm**: Half Day Learning Excursions