

Save the Date

TIRE INDUSTRY ASSOCIATION'S

# Off-the-Road TIRE CONFERENCE

FEBRUARY 24-27, 2027

New Orleans

HYATT REGENCY NEW ORLEANS  
601 LOYOLA AVENUE, NEW ORLEANS, LA 70113, USA

## WEDNESDAY, FEBRUARY 24, 2027

- 12:00 p.m.–8:00 p.m. **Conference Registration**  
2:00 p.m.–5:00 p.m. **General Session** – *Maximizing Growth Through Training*  
5:00 p.m.–8:00 p.m. **Kick-Off Gathering** (Heavy Hors d'oeuvres & Open Bar) –  
Tabletop Viewing

## THURSDAY, FEBRUARY 25, 2027

- 6:00 a.m.–7:30 a.m. **Breakfast & Conversation** (Buffet)  
6:30 a.m.–8:00 a.m. **Conference Registration**  
7:30 a.m.–10:30 a.m. **General Session** – *Maximizing Growth Through Industry Insight*  
**Leisure Programs:**  
12:00 p.m.–until **Golf Tournament & Happy Hour** (12:00 p.m. Shotgun Start  
Scramble) – TPC Louisiana (off-site, transportation provided)  
12:00 p.m.–5:00 p.m. **TBD**  
12:30 p.m.–5:00 p.m. **TBD**  
7:30 p.m.–9:00 p.m. **Mix & Mingle Reception** (Heavy Hors d'oeuvres,  
Open Bar & Entertainment)

## FRIDAY, FEBRUARY 26, 2027

- 6:30 a.m.–8:00 a.m. **Breakfast & Conversation** (Buffet)  
8:00 a.m.–12:00 p.m. **General Session** – *Maximizing Growth Through  
Professional Development*  
12:00 p.m.–2:00 p.m. **Networking Social** (Light Lunch) – Final Tabletop Viewing  
3:00 p.m.–4:00 p.m. **Breakout Session** (TBD)  
4:00 p.m.–5:00 p.m. **Breakout Session** (TBD)  
7:00 p.m.–7:30 p.m. **Cocktails & Portraits** (Interact with Peers)  
7:30 p.m.–10:00 p.m. **Together We Roll Celebration** (Buffet Dinner Dance)

## SATURDAY, FEBRUARY 27, 2027

- 7:30 a.m.–9:30 a.m. **Farewell Breakfast** (Buffet)

Tentative Schedule as of 02/24/26, Subject to Change

Early Bird  
Registration  
Opens Summer  
2026



VIEW OUR VIDEO!

*Maximizing Growth Through Training, Industry Insight & Professional Development*