



2026 ERA Conference Schedule

Location: Hilton Austin, Austin, TX

Dates: February 22 – 24, 2026

**All times listed are Central Standard Time.*

Sunday, Feb. 22, 2026

12:00 p.m. – 6:00 p.m. – **Attendee Check-In/Badge Pickup**

Location: ERA Registration Desk, 6th floor, Hilton Austin

5:00 p.m. – 6:30 p.m. – **Conference Welcome Reception**

Location: Grand Ballroom Foyer, Salon J and Skybridge Terrace

7:00 p.m. – Midnight – **ERA Members-Only Networking Lounge & Bar Open**

Location: The Reverbery (1st Floor)

Monday, Feb. 23, 2026

7:00 a.m. – 7:50 a.m. – **Breakfast** (Ballroom Foyer)

7:00 a.m. – 7:50 a.m. – **First-Time Attendee Orientation** (Salon J)

7:00 a.m. – 7:50 a.m. – **Breakfast Workshops**

- Budde Marketing 101: What We Do — And How A.I. Gets Better with Budde (Room 616)
- Understanding the Path to CMMC Compliance (Room 602)
- Unlocking the ERA Toolbox (Room 615)

8:00 a.m. – 8:10 a.m. – **Conference Opening & Welcoming Remarks from Conference Chair Perry Thornton** (Austin Grand Ballroom)

8:10 a.m. – 9:10 a.m. – **Keynote Session: When Innovation Speaks: The Power of Human Connection in a Digital World**

- *Speaker:* Annelise McCarthy (Austin Grand Ballroom)

9:30 a.m. – 10:45 a.m. – **Breakout Sessions**

- 2026 Outlook: Trends, Data and Opportunities from the Semiconductor and IP&E Markets (Salon J)
- An AI Masterclass: SearchLink.ai 3.0 and Beyond (Salon K)
- From Risk to Reward: 10 Legal Mistakes that Cost Reps Money and How to Fix Them (Room 602)
- How Buyers Find You in 2026: Strategies to Drive Organic Revenue (Room 616)
- Passing the Baton: ERA Leadership in Transition (Room 615)

11:00 a.m. – 12:00 p.m. – **General Session: Geopolitics, Supply Chains and the New Electronics Landscape**

Speaker: Jacob Shapiro (Austin Grand Ballroom)

12:00 p.m. – 1:00 p.m. – **Lunch** (Grand Ballroom Foyer)

1:00 p.m. – 1:45 p.m. – **ERA Update**

Speaker: Ed Smith, ERA CEO (Austin Grand Ballroom)

2:00 p.m. – 3:15 p.m. – **Breakout Sessions**

- AI Swap Shop: Real-World AI Use Cases that are Transforming the ERA Community (Salon K)
- Connection Starts with Better Questions (Salon J)
- Turning Strategic Relationships into Innovation Engines (Room 615)
- Winning, Growing and Keeping the Best Talent in Electronics (Room 616)

3:30 p.m. – 4:45 p.m. – **Breakout Sessions**

- CMMC Made Clear: A Practical Guide to Cybersecurity (Room 602)
- From Components to Solutions: Capturing Value in the Fastest Growing Electronics Ecosystems (Room 615)
- Relational Leadership: Connecting with the People who Power Your Business (Room 615)
- The Power of Optimizing the Regional Manager-Rep Relationship (Salon J)

5:00 p.m. – 6:00 p.m. – **General Session: Everything Revolves Around Electronics**

Speaker: Eddie Smith (Austin Grand Ballroom)

6:00 p.m. – 7:00 p.m. – **Conference Networking Party** (Austin Grand Ballroom)

7:00 p.m. – Midnight – **ERA Members-Only Networking Lounge & Bar Open**

Location: The Reverbery (1st Floor)

Tuesday, Feb. 24, 2026

7:00 a.m. – 7:50 a.m. – **Breakfast** (Ballroom Foyer)

7:00 a.m. – 7:50 a.m. – **CLC Meeting** (for chapter leaders) (Salon J)

7:00 a.m. – 7:50 a.m. – **Morning Workshops**

- ERA NEXGEN Kickoff: Recap, Connect and Chart the Year Ahead (Room 602)
- The Future is Now: See How Repfabric + Empowering Systems Puts Cutting Edge Technology At Your Fingertips (Salon K)

8:00 a.m. – 8:10 a.m. – **Opening Remarks** (Austin Grand Ballroom)

8:10 a.m. – 9:10 a.m. – **General Session: Supercollaboration: Cyborgs, Centaurs and The Rise of Human-AI Collaboration**

- o *Speaker:* James Taylor (Austin Grand Ballroom)

9:30 a.m. – 10:45 a.m. – **Breakout Sessions**

- AI Swap Shop: Real-World AI Use Cases Transforming the ERA Community (Salon J)
- From Risk to Reward: 10 Legal Mistakes that Cost Reps Money and How to Fix Them (Room 602)
- Relational Leadership: Connecting with the People Who Power Your Business (Salon K)
- Winning, Growing and Keeping the Best Talent in Electronics (Room 616)

11:00 a.m. – 11:45 a.m. – **ERA Awards Announcements** (Austin Grand Ballroom)

11:45 a.m. – 1:00 p.m. – **Lunch** (Ballroom Foyer)

1:00 p.m. – 2:15 p.m. – **Breakout Sessions**

- 2026 Outlook: Trends, Data and Opportunities from the Semiconductor and IP&E Markets (Salon J)
- CMMC Made Clear: A Practical Guide to Cybersecurity (Room 602)
- From Components to Solutions: Capturing Value in the Fastest Growing Electronics Ecosystems (Salon K)
- Supercollaboration — Austin Grand Ballroom

2:30 p.m. – 3:45 p.m. – **Breakout Sessions**

- How Buyers Find You in 2026: Strategies to Drive Organic Revenue (Salon K)
- Passing the Baton: ERA Leadership in Transition (Room 602)
- The Art of Meaningful Conversation (Salon J)

- The Power of Optimizing the Regional Manager-Rep Relationship (Room 616)
- Turning Strategic Relationships into Innovation Engines (Room 615)

4:00 p.m. – 5:00 p.m. – **General Session: Great Disruption is the Mother of Great Opportunity**

-*Speaker:* Michael Knight (Austin Grand Ballroom)

5:00 p.m. – **Conference Adjourns**