

VRLTA REGIONAL SEMINAR

PRESENTED BY:
THE VIRGINIA RESTAURANT, LODGING & TRAVEL ASSOCIATION

A NEW INITIATIVE FOR 2026

VRLTA's **2026 Regional Seminars** bring hospitality and tourism professionals together for a full day of practical education, industry insights, and meaningful collaboration. Each event features a **dynamic general session** designed to inform attendees about current trends, workforce opportunities, and emerging issues shaping our statewide tourism economy. After the general session, participants will move into **targeted breakout tracks** that offer deeper, more specialized takeaways for restaurants, hotels, attractions, DMOs, and tourism-aligned businesses.

All attendees will enjoy lunch and access to our **on-site Resource Fair**, where VRLTA partners, suppliers, and service providers can showcase offerings directly relevant to operators across the Commonwealth. For sponsors and exhibitors, these seminars offer an unparalleled opportunity to connect with decision-makers in key markets, strengthen regional relationships, and demonstrate your company's commitment to advancing Virginia's hospitality community.

LEVELS OF SUPPORT

Keynote Sponsor - \$2,500

- Company recognition on all promotional materials
- Complimentary resource fair booth
- Opportunity to present during lunch keynote*
- Four (4) complimentary registrations to regional event

Regional Sponsor - \$1,500

- Company recognition on all promotional materials
- Complimentary resource fair booth
- Opportunity to present at event breakout sessions*
- Four (4) complimentary registrations to regional event

Supporting Sponsor - \$1,000

- Company recognition on all promotional materials
- Opportunity to present at event breakout sessions*
- Three (3) complimentary registrations to regional event

Resource Fair Booth - \$250

- Company recognition on all promotional materials
- One (1) complimentary registration to regional event

*Based on availability

Hotel Roanoke

Roanoke, VA

May 20, 2026



SCAN OR CLICK
TO REGISTER!

EVENT DETAILS

Registration & Vendor Showcase Open Time:

10:30 AM

Event Pricing:

\$45

VRLTA Member Pricing

\$60

Non-Member Pricing

Registration Deadline:

WEDNESDAY, MAY 13, 2026

CONTACT INFO

To get involved in our regional events, please reach out to the VRLTA events team for additional information.

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