

# MEDIA PARTNERS



## MONDAY | 1/28

6:00 AM Registration & Guest Services

6:30 AM Early Riser Coffee & Danish

7:30 AM Networking Breakfast

9:00 AM Conference Chair Remarks

9:30 AM Thought Leader Session:  
US Infrastructure – Possibilities on the Table

9:30 AM Spouse Event

10:15 AM Networking Break

10:30 AM Supply Chain Collaboration @ Work

11:30 AM The 7th Annual Alliance Awards

11:45 AM Networking Lunch

12:45 PM Opening Keynote:  
Susan Etlinger, Ethical AI – How to Build  
Products Customers Can Trust

1:45 PM Intermodal in the Post-ELD World

2:30 PM Networking Break

2:45 PM Industry Workshop:  
Transportation Contract Law, Part I

2:45 PM — BREAKOUTS:

- Cross-border Logistics: New Traps, Pitfalls and Critical Issues
- The Era of Strategic 3PL Mergers and Acquisitions
- Five Critical Aspects of Freight Profitability Analysis

3:30 PM Networking Break

3:45 PM — BREAKOUTS:

- Strategies for a Tight Market
- E-commerce's Transformation of the Middle Mile
- Blockchain: Where's the Optimal Value?

4:30 PM Ignite Speed Meetings

## TUESDAY | 1/29

**6:00 AM** Registration & Guest Services

**6:30 AM** Early Riser Coffee & Danish

**7:30 AM** Networking Breakfast

**8:00 AM** Industry Workshop: Transportation Contract Law, Part II

**9:00 AM** Thought Leader Session: A Future of Disruption – the Next Decade's Top Predictions

**10:00 AM** Spouse Event

**10:00 AM** Networking Break

**10:15 AM — BREAKOUTS:**

- LTL Rating Solutions
- Predictive Capacity Management
- After the Ink Dries – Lessons learned one year into the new tax regime

**11:00 AM** Networking Break

**11:15 AM — BREAKOUTS:**

- Dynamic Decision Transportation Optimization
- US Trade & Government Outlook
- Closing the Gaps in Your Supply Chain Visibility

**NOON** Networking Lunch

**1:00 PM** Creating Innovative and Practical Solutions through AI

**2:00 PM** Thought Leader Session: The End-to-end Customer Experience – Know it and Control it

**3:00 PM** Networking Break

**3:15 PM** Using Automation, Artificial Intelligence and Analytics to Drive Supply Chain Transformation

**4:15 PM** Networking Break

**6:30 PM** Networking Reception

**7:00 PM** Dinner & Comedian Henry Cho LIVE!

## WEDNESDAY | 1/30

**6:00 AM** Registration & Guest Services

**6:30 AM** Networking Breakfast

**8:00 AM** BONUS Industry Workshop: LTL 203: LTL Carrier Pricing and Carrier Costing\*

**8:30 AM** Global Economic Outlook

**9:15 AM** Spouse Event: Rise & Shine with SMC<sup>3</sup>

**9:30 AM** Networking Break

**9:45 AM** New Twists and Turns: From Tariffs and NAFTA to USMCA

**10:45 AM** Ask the Experts

**11:30 AM** Prize Drawings

\*Bonus workshop is an additional \$595 fee.