2027 NFMA ANNUAL CONFERENCE

FEBRUARY 9 & 10, 2027 | CAESARS PALACE, LAS VEGAS

THE FUTURE OF FLEA MARKETS: PEOPLE, TECHNOLOGY & AI

DAY ONE - TUESDAY, FEBRUARY 9

TIME	TOPIC	SPEAKER / FOCUS
8:00 - 8:30 AM	**BREAKFAST**	**Sponsored Session**
9:00 - 9:15 AM	Welcome to NFMA 2027	Deb and Rob
9:15 - 9:45 AM	State of the Flea Market Industry	Immigration, industry survey results & key 2027 trends | Rob
9:45 - 10:30 AM	AI Is Here: What It Means for Owners & Operators	Practical opportunities, risks and where to begin | Kristina
10:30 - 10:45 AM	**BREAK**	
10:45 - 11:00 AM	NFMA Member Benefits	Deb
11:00 - 11:30 AM	AI in Action: Marketing Smarter	Using AI to strengthen content, campaigns and customer engagement | Matthew / GS
11:30 AM - 12:00 PM	KY Redding	KY / GS
12:00 - 12:15 PM	Open Item	
12:15 - 1:15 PM	**LUNCH**	
1:15 - 2:00 PM	Using AI as a Communication Tool	Practical applications for vendor, employee and customer communications | Vik / GS
2:00 - 2:45 PM	**BREAKOUT SESSION - CHOOSE ONE**	A. Five AI Tools You Can Start Using Now | Rebekah B. Operations Workshop: Best Practices | Lee
2:45 - 3:30 PM	Protecting Your Market from Counterfeiting	Sharon Wolff / GS
3:30 - 4:15 PM	Operator Roundtable: What Is Working Now	Peer ideas, practical wins and lessons learned | Board Members
4:15 - 4:45 PM	TrueSync Media	GS
4:45 - 5:00 PM	Election of Officers & Day One Wrap-Up	Justin
6:00 - 8:00 PM	NFMA Cocktail Reception & Auction	

DAY TWO - WEDNESDAY, FEBRUARY 10

TIME	TOPIC	SPEAKER / FOCUS
8:00 - 9:00 AM	**BREAKFAST**	
9:00 - 9:10 AM	Welcome Back	Deb and Lisa
9:10 - 10:00 AM	Booth Tracker Update: Technology, Data & What Is Next	Kat
10:00 - 10:45 AM	HR Toolkit for Today's Market	Templates, handbook resources and where AI can assist HR workflows | Nina
10:45 - 11:00 AM	**BREAK**	
11:00 - 11:30 AM	Sysco Presents: New Trends & Easy Sales Opportunities	Sysco / GS
11:30 AM - 12:00 PM	Collection Agency: Improving Collections & Cash Flow (Unconfirmed)	TBD / GS
12:00 - 1:00 PM	**LUNCH**	
1:00 - 1:15 PM	Federal Legislation	SPB/Ben
1:15 - 2:00 PM	When AI Goes Wrong: Risks, Guardrails & Lessons Learned	Privacy, accuracy, bias and responsible use | Need Volunteers
1:15 - 2:00 PM	**BREAKOUT SESSION - CHOOSE ONE**	A. People Still Matter in the New AI World | Kristina B. AI-Powered Market Managers: Live Demonstrations of Tools | Need Volunteer
2:00 - 2:30 PM	Cell Carrier Revenue Opportunities	Lisa's contact / GS
2:30 - 2:45 PM	**BREAK**	
2:45 - 3:15 PM	How to Read Financial Reports - and Where AI Can Help	Julie / GS
3:15 - 3:45 PM	Owner Panel: Open Q&A	Industry outlook, technology, AI and operator priorities | Board Members
3:45 - 4:00 PM	Closing Remarks: Key Takeaways & What Comes Next	Board Members

SCHEDULE SUBJECT TO CHANGE