



SELF
STORAGE
ASSOCIATION

Participate. Learn. Benefit. Succeed.



2026 Fall Conference & Trade Show

Aria Resort & Casino, Las Vegas
September 8-11

CLICK OR SCAN TO
**REGISTER
NOW**



CONFERENCE SCHEDULE

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CONFERENCE SCHEDULE

SUBJECT TO CHANGE

TUESDAY, SEPTEMBER 8

8:00 A – 5:00 P

EXHIBITOR MOVE-IN

1:00 P – 4:00 P

SELF STORAGE LAND USE SUMMIT SEPARATE FEE REQUIRED

FROM SITE SELECTION TO STABILIZATION

A fast-paced, high-impact session covering the most critical land use, entitlement, and development considerations in today's self storage environment. This session is designed for immediate, practical takeaways.

1:00 P – 4:00 P

SELF STORAGE MANAGERS SUMMIT SEPARATE FEE REQUIRED

MANAGERS MASTER CLASS 201: FROM DAILY OPERATOR TO REVENUE-DRIVING LEADER

PRESENTERS: **DAVID COOPER** • Storage King USA | **SUE HAVILAND** • Haviland Storage Services

SARAH BETH JOHNSON-DEFAZIO • Universal Storage Group

STACIE MAXWELL • SecureLease/OTM Insurance Specialists

CAROL MIXON • SkilCheck Services | **JIM MOONEY** • Storage Business Owners Alliance

Great managers are not just the people who unlock the office, answer calls, walk the property, and put out fires all day. Great managers know how to lead. They know how to protect revenue, coach their teams, handle tough conversations, spot problems early, and create a better tenant experience without letting standards slip.

This next-level session builds on the practical fundamentals of the original Managers Master Class from SSA Fall 2025, and takes the conversation higher. Instead of focusing only on the basics, Managers Masterclass 201 is all about helping managers think bigger, lead stronger, and perform at a higher level. Because in today's self storage environment, being busy is not enough. Managers have to be sharp, confident, consistent, and able to influence results.

Through real-world examples, practical strategies, and take-back tools managers can actually use, this session is designed to help managers stop just managing the day and start truly driving the business.

Managers will learn how to:

- Think beyond the task list and lead like a true business manager
- Focus on the numbers that matter most and use them to make better decisions
- Prioritize their day based on revenue, risk, and tenant experience
- Convert more leads and close more rentals with confidence
- Handle objections without folding on price or sounding overly scripted
- Spot natural upsell opportunities that create value for the tenant and the facility
- Coach team members more effectively for stronger sales, service, and consistency
- Handle difficult tenant conversations with professionalism, confidence, and better control
- Recognize small operational issues before they become big ones
- Connect curb appeal, standards, follow-through, and accountability to better results
- Lead more intentionally, communicate more clearly, and raise the overall performance of the property

3:15 P – 4:00 P

EXHIBITOR ONSITE ESSENTIALS

PRESENTERS: **CAROL FRANKLIN** | **ERIN LIGHTFOOT**

Get prepared for a successful event experience with this informative onsite briefing for exhibitors. We'll cover everything you need to know before the trade show floor opens, including move-in and move-out procedures, exhibitor services, show logistics, attendee engagement tips, important policies, and key conference resources. Whether you're a first-time exhibitor or a returning partner, this session will help you maximize your time onsite and ensure a smooth, productive experience.

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TUESDAY, SEPTEMBER 8 CONTINUED

4:15 P – 5:15 P **SSA 101: MAXIMIZE YOUR EXPERIENCE**
PRESENTERS: SSA STAFF

5:15 P – 6:30 P **CHAIRMAN'S VIP RECEPTION**

6:00 P – 7:30 P **CANADA SSA RECEPTION**

WEDNESDAY, SEPTEMBER 9

7:00 A – 5:00 P **ATTENDEE & EXHIBITOR REGISTRATION**

7:00 A – 5:00 P **SSA CAFÉ**
SSA Café will be closed from 11:30 A – 4:00 P.

8:00 A – 10:00 A **EXHIBITOR MOVE-IN**

8:30 A – 9:45 A **ROUNDTABLES**

9:00 A – 5:00 P **EXHIBITOR LOUNGE**

9:45 A – 10:00 A **BREAK**

10:00 A – 11:15 A **FOUNDATION FORUM SPEAKER + FOUNDATION SCHOLARSHIP + YLG**
9/11: CULTIVATING THE HERO WITHIN

PRESENTERS: **HEATHER PENNEY** • US Air Force Fighter Pilot and Senior Resident Fellow for the Mitchell Institute for Aerospace Studies at the Air Force Association

Reflecting on her experiences on 9/11, 25 years ago this week, Penney offers a vision of hope, community, and connection for our nation's future as an alternative to the fear and trauma that has consumed our collective consciousness. This uplifting and inspirational future is available to all us and the small, daily choices that each of us makes. Penney provides a specific model that helps audiences understand how we can deliberately cultivate heroism in ourselves, and how we can empower ourselves to be a force for good in our communities.

11:15 A – 11:30 A **BREAK**

11:30 A – 4:00 P **TRADE SHOW**

1:30 P – 4:00 P **LARGE OPERATORS COUNCIL MEETING**

4:00 P – 5:00 P **LARGE OPERATORS COUNCIL RECEPTION**

4:00 P – 4:45 P **CONCURRENT EDUCATIONAL SESSIONS**

5:45 P – 9:30 P **SHUTTLES TO/FROM ARIA AND SPHERE**

6:00 P – 9:30 P **LAS VEGAS RECEPTION @ SPHERE**

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THURSDAY, SEPTEMBER 10

7:00 A–3:30 P	ATTENDEE & EXHIBITOR REGISTRATION
7:00 A–5:00 P	SSA CAFE <i>SSA Café will be closed from 11:30 A–3:00 P.</i>
8:00 A–9:30 A	WOMEN'S COUNCIL PANEL SESSION & BREAKFAST
8:00 A–8:45 A	CONCURRENT EDUCATIONAL SESSIONS
8:30 A–9:45 A	CANADA SSA SESSION
8:45 A–9:00 A	BREAK
9:00 A–5:00 P	EXHIBITOR LOUNGE
9:00 A–10:00 A	OPENING GENERAL SESSION LEGISLATIVE UPDATE
10:00 A–10:15 A	BREAK
10:15 A–11:15 A	FEATURED SPEAKER/SSA HOF INDUCTIONS
11:15 A–11:30 A	BREAK
11:30 A–3:00 P	TRADE SHOW
3:00 P–4:30 P	YLG SESSION
3:00 P–5:00 P	SSA CAFE
3:00 P–10:00 P	EXHIBITOR MOVE-OUT
3:15 P–4:00 P	CONCURRENT EDUCATIONAL SESSIONS
4:00 P–4:15 P	BREAK
4:15 P–5:00 P	CONCURRENT EDUCATIONAL SESSIONS

You're invited
to join the



CONNECT • ENGAGE
UNITE • PROTECT



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FRIDAY, SEPTEMBER 11

7:00 A – 10:00 A	SSA CAFÉ
8:00 A – 8:45 A	CONCURRENT EDUCATIONAL SESSIONS
8:45 A – 9:00 A	BREAK
9:00 A – 9:45 A	CONCURRENT EDUCATIONAL SESSIONS
9:45 A – 10:00 A	BREAK
10:00 A – 11:15 A	CLOSING LEGAL SESSION/LEGAL Q&A

PRESENTERS: **JOE DOHERTY** • SSA | **CARLOS KASLOW** • SSLN

A Q&A session for managers and operators addressing the latest legal and regulatory developments impacting the self storage industry. Hear two of the nation's leading self storage legal experts discuss the topics that pertain to you and your business. Our attorneys will take your questions for as long as time permits. Informative and entertaining... This is the one session you don't want to miss.

THE OFFICIAL PODCAST OF THE
SELF STORAGE ASSOCIATION



LIVE
FROM
VEGAS



WHAT'S UP, SSA?



Hear directly from the SSA staff and top industry experts on how to take advantage of SSA membership, events, legal resources & data to grow your business and your career.



SPOTIFY



APPLE PODCASTS



YOUTUBE

YOUR VOICE OF THE INDUSTRY IS NOW MIC'D UP

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REGISTRATION FEES

Registration Pricing

Members Only: Full and Additional Representative registration fees include a downloadable library of session recordings and slides.

Precon Optional Events: Not included in Full, Additional, 1 Day Only and Trade Show Only registration categories.

	SSA MEMBERS ¹ REQUIRES SSA MEMBERSHIP ID NUMBER		SSA STATE ASSOCIATION MEMBERS ²	NON-MEMBERS
	Super Saver By 7/31/26	8/1/26 through 9/8/26		ALL ONSITE (9/9 and 9/10) and NON-MEMBERS
<input type="checkbox"/> FULL REGISTRANT	\$750	\$850	\$875	\$1,435
<input type="checkbox"/> ADDITIONAL REP (same company)	\$650	\$750	\$775	\$1,335
<input type="checkbox"/> 1 DAY ONLY Non-vendor Price includes Wednesday night reception at Sphere.	<input type="checkbox"/> Wednesday	\$525	\$625	\$1,210
	<input type="checkbox"/> Thursday	\$525	\$625	\$1,210
<input type="checkbox"/> TRADE SHOW ONLY * Non-vendor Price includes Wednesday night reception at Sphere.	<input type="checkbox"/> Wednesday	\$300	\$425	\$985
	<input type="checkbox"/> Thursday	\$300	\$425	\$985
<input type="checkbox"/> NON-EXHIBITING VENDOR PASS NO SUITCASING: Vendors who are not exhibiting must register under this category. Any non-exhibiting vendor observed soliciting within the Conference & Trade Show spaces will be asked to leave.	\$1,300	\$1,400	\$1,425	\$2,475
<input type="checkbox"/> SELF STORAGE MANAGER'S SUMMIT Tuesday, September 8 Price includes Wednesday night reception at Sphere.	\$350	\$450	\$475	\$1,035
<input type="checkbox"/> SELF STORAGE LAND USE SUMMIT Tuesday, September 8 Price includes Wednesday night reception at Sphere.	\$350	\$450	\$475	\$1,035

* Any Vendor that wishes to attend the trade show, education sessions, networking events, or any portion of any SSA state or national event without being a contracted Exhibitor or Sponsor must register and pay the Non-Exhibiting Vendor Pass fee.

¹ Those who pay their dues directly to the Self Storage Association

² Those that pay their dues to an SSA sanctioned state association

Conference badge required for entry to all SSA sessions and events.

No one under the age of 16 allowed in the trade show hall.

Attendee or Exhibitor-sponsored meetings, entertainment, events, or similar activities are strictly prohibited in the host hotel or convention center, including meeting rooms, pool cabanas, hospitality suites or other private or public facilities during official trade SSA activities (including, but not limited to, the trade show, receptions, and general sessions) without prior written notification to and express written approval from SSA.

Substitution and Refund Policies: If you register and then are unable to attend, you may send someone in your place at no additional charge. Notify the SSA registrar in writing or by FAX 514-289-9844 or email SSA@Showcare.com, as far in advance of the conference as possible. Cancellations on or before August 1, 2026, will be subject to a \$100 cancellation fee per registrant (\$50 for Trade Show Only registrants), with the remainder refunded. No refund will be granted for cancellations after August 1, 2026!

NOTE: Registration without payment will not be processed.

Questions? Contact the SSA Registrar: 514-228-3076 | SSA@Showcare.com

REGISTER TODAY



Scan, click or visit SelfStorage.org