



RACE OF THE REGIONS



THE LMA26 RACE OF THE REGIONS IS ON!

The race is underway and all LMA regions are in for competing for the top spot at the 2026 LMA Annual Conference in New Orleans with the highest percentage of registrants!

This friendly competition celebrates the energy, pride and strength of our regional communities. Every conference registration contributes to your region's standing. Which region will take the top prize?

THE WINNING REGION WILL RECEIVE:

1. A region-exclusive **RED CARPET VIP REGION RECEPTION** at the LMA26 Opening Reception on Monday, April 20, at the Hyatt Regency New Orleans (with exclusive region-only offerings).
2. One **FREE** 2027 LMA Annual Conference registration to award one of your members.
3. Recognition includes:
 - a. At the Opening General Session
 - b. On LMA social media
 - c. In post-conference LMA member communications

Use the [LMA26 Region Marketing Kit](#) to help promote the conference over the coming weeks and share LMA's promotions, as well!

The winning region will be announced on **Monday, April 13**. Periodic updates will be provided to help you track your region's spot in the competition.

Let's see which region takes the lead! We'll see you in New Orleans!

