



ICTA Summer Convention

Milwaukee, Wisconsin

Where Innovation Meets Iconic

July 12-14, 2026

Pabst Theater • Riverside Theater • The Pfister



Why Milwaukee?

Five reasons this convention will be unforgettable



Ultimate Walkability

Everything is walking distance —hotel, venues, dining. Only ONE bus event all week!



Iconic Historic Venues

Pabst Theater, Riverside Theater, St. Kate Hotel, The Pfister —Milwaukee's finest landmarks.



Future-Focused Content

Technology innovations, AI, Cinema2040 —cutting-edge programming for forward-thinking leaders.



Spouse-Friendly Programming

Independent activities at Milwaukee Art Museum, Discovery World, RiverWalk, and more.



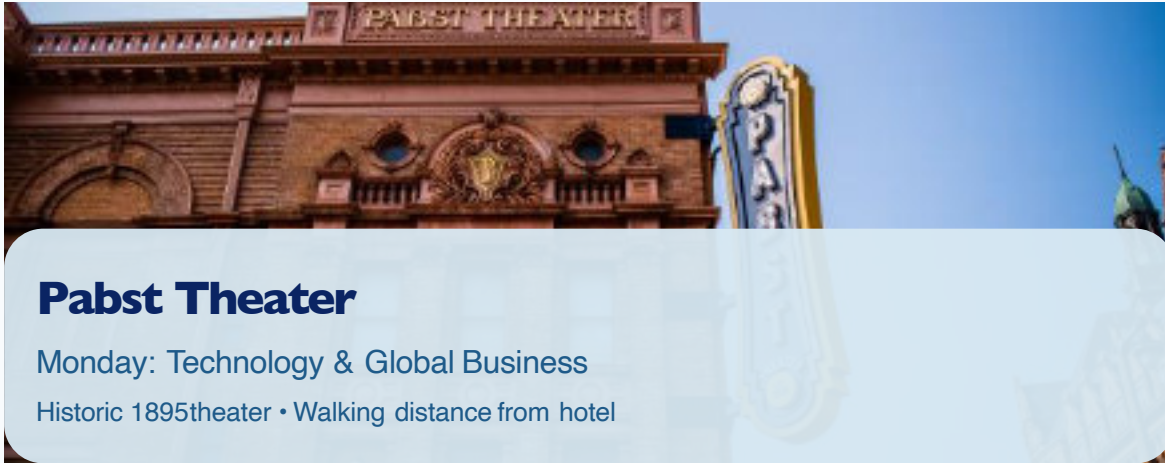
Networking & Social Time

Perfect balance of structured seminars and fun social events —real connections, not just handshakes.

Experience innovation in a city that celebrates history and walkability.

Your Convention Venues

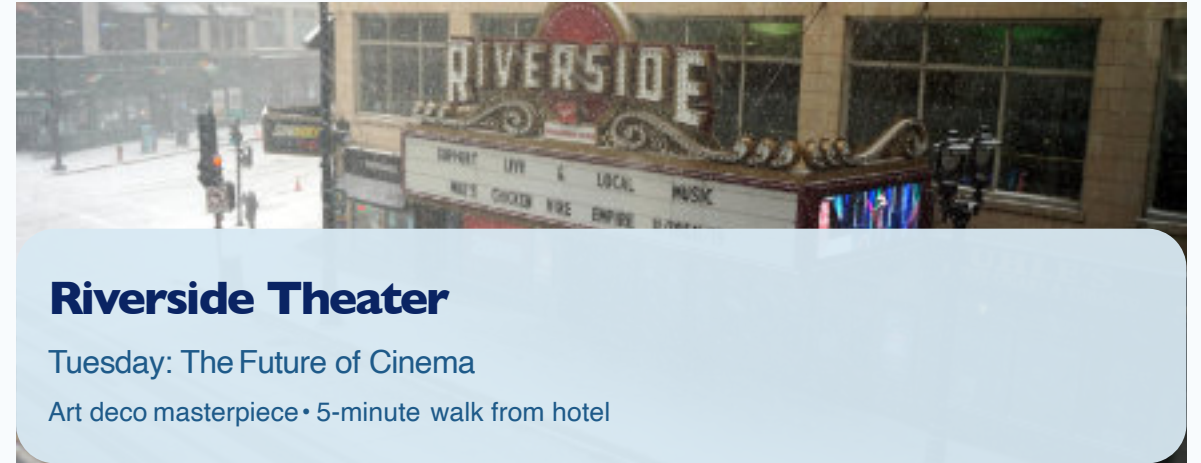
Milwaukee's most iconic landmarks become your meeting spaces



Pabst Theater

Monday: Technology & Global Business

Historic 1895 theater • Walking distance from hotel



Riverside Theater

Tuesday: The Future of Cinema

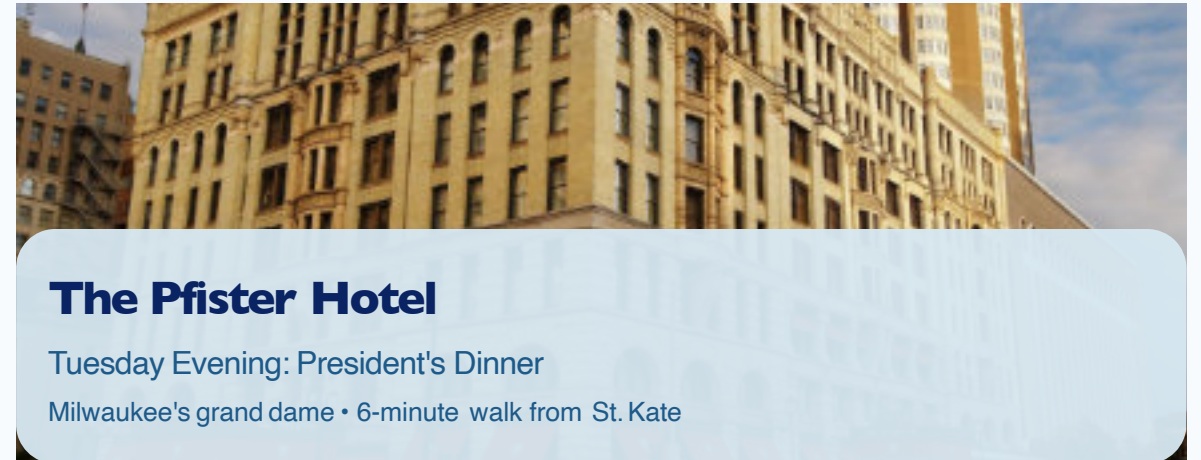
Art deco masterpiece • 5-minute walk from hotel



St. Kate — The Arts Hotel

Your Home Base

Contemporary arts hotel • Registration & Board Meeting



The Pfister Hotel

Tuesday Evening: President's Dinner

Milwaukee's grand dame • 6-minute walk from St. Kate

Four iconic venues. Zero buses required (except one fun trip to Bavarian Beer Hall!).

Sunday — Arrival & Welcome

Sunday, July 12, 2026

Ease into Milwaukee at your own pace



12:00 PM – 2:00 PM

Registration & Welcome Hangout

St. Kate — The Arts Hotel



2:00 PM – 5:00 PM

ICTA Board Meeting

St. Kate — The Arts Hotel



6:30 PM

Group Welcome Dinner

Moe's Steakhouse

2-minute walk from hotel



Spouse Activities Available

- Milwaukee Art Museum
- RiverWalk exploration
- Historic Third Ward shopping
- Grohmann Museum
- Discovery World science center

All within easy walking distance or quick transit

Relax, settle in, and enjoy an evening of great food and conversation —all within 2 minutes of your room.

Monday — Technology & Global Business Day

Monday, July 13, 2026 • Pabst Theater

Future-proof your cinema with cutting-edge insights

Morning Sessions

- Future-Proof Cinema Technology
- Technology Innovations Panel
- Infrastructure & Modernization

Afternoon Sessions

- Reinvention of the Moviegoing Experience
- Global Business Models
- AI & Automation in Cinema Operations
- Integrators Panel Discussion

Coffee breaks and networking opportunities throughout the day



Evening: Bavarian Beer Hall

Authentic German beer hall experience with traditional food, drinks, and entertainment

Our ONLY bus event — transportation provided!

Relax and network in a fun, social atmosphere

A full day of innovation, followed by authentic Milwaukee fun — the perfect balance.

Tuesday — The Future of Cinema Day

Tuesday, July 14, 2026 • Riverside Theater

Envisioning the next era of theatrical exhibition



Lunch: Safe House Restaurant

Spy-themed restaurant with secret passages and hidden rooms

Spouses invited — a fun, interactive dining experience!

8-minute walk from Riverside Theater

Morning Sessions

- Cinema2040: Long-Term Vision
- Hybrid Entertainment Spaces
- New Economic Models for Theaters

Afternoon Sessions

- AI-Driven Cinema Experiences
- The Future of Theatrical Content
- Global Forecast Panel

Evening: President's Dinner

The Pfister Hotel

Elegant dinner celebrating ICTA leadership and community

6-minute walk from St. Kate Hotel

From visionary discussions to a spy-themed lunch to an elegant evening — Tuesday is unforgettable.

Your Milwaukee Experience Awaits

Where innovation meets iconic venues in America's most walkable convention city

What You'll Experience:

- ✓ Cutting-edge sessions on AI, Cinema 2040, and global innovation
- ✓ Four iconic Milwaukee venues —all walking distance
- ✓ Spouse-friendly programming with independent activities
- ✓ Perfect balance of learning, networking, and social fun
- ✓ Only ONE bus event —maximum walkability and convenience

Join Us in Milwaukee

July 12-14, 2026

Registration opens Spring 2026

Questions? Contact ICTA at info@icta.org





Ben Marcus Golf Outing

Wednesday, July 15, 2026 • Grand Geneva Resort

Optional extension —Golf for a great cause!



Golf for Charity

Join fellow ICTA members for a memorable day supporting Variety – the Children's Charity at one of Wisconsin's premier golf destinations.

Enjoy world-class golf while making a difference in the lives of children. Perfect way to extend your Milwaukee experience!

Grand Geneva Resort

Lake Geneva, Wisconsin

Approximately 1 hour drive from Milwaukee

Optional Event

This is an optional extension to the main convention. Perfect for golf enthusiasts who want to extend their stay through Wednesday!

Cap off your ICTA experience with golf, networking, and giving back —all while enjoying Wisconsin hospitality.