



How to Tech Retreat

The First-Time Attendee Survival Guide

What is the HPA Tech Retreat?

- The HPA Tech Retreat is a single-track conference. You'll never have to miss any of the mainstage conference sessions, while still being able to participate in numerous social and networking activities.
- HPA buys out the hotel so attendees have exclusive access to the entire venue.
- Celebrity Ballroom – Home to all main stage conference sessions
- Ambassador Ballroom – Home to Innovation Zone exhibits, just across the outdoor walkway from the Celebrity ballroom
- Meals and networking opportunities are held throughout the venue, see our schedule for more details!

Packing, Weather, and Getting There

- February weather in the Palm Springs area tends to be warm during the day with evening temperatures in the low 50's.
- Although we typically enjoy excellent weather at the conference, conditions can be inclement and evening activities are typically held outdoors. We recommend packing a sweater or jacket.
- Travel arrangements:
 - Driving from Los Angeles? Plan for a 2–3 hour drive depending on traffic. Parking at the Westin is free for conference attendees.
 - Flying in from out of town? The Palm Springs airport (PSP) is an estimated 20-minute drive to the Westin Rancho Mirage. Ubers are available.

Meals, Entertainment, and Special Opportunities

- HPA provides most meals during regular conference hours between Monday, February 16th – Thursday, February 19th. The conference schedule notes which meals are included on each day.
- Attendees will be on their own for meals on Sunday, February 15th as well as dinner on Monday, February 16th.
- Many attendees like to use these opportunities to set up client dinners, or catch-up meals with colleagues and friends. We recommend making arrangements at either at the hotel restaurant or an off-site restaurant in advance as the desert can be very busy during the February high season.
- HPA offers a wide array of welcome activities on Sunday, February 15, including a golf tournament, yoga, bourbon tasting, and pickleball. We especially encourage first time attendees to take advantage of these low-pressure networking opportunities.
- Even more educational programming is available to attendees, via programmed Lunch & Learns on Wednesday and Thursday, as well as a series of short keynotes on our Innovation Zone stage. This programming is all in addition to the mainstage conference sessions and will be available to attendees during lunch breaks and evening receptions.

Helpful Tips & Tricks

- Be comfortable approaching anyone, at any time. The Tech Retreat is a welcoming environment, where someone in attendance will know the answer to your question. Attendees pride themselves on this knowledge exchange, so dive in and become part of the conversation.
- The conference starts at 7:30 am over breakfast roundtables and goes well into the evening over drinks and demo time in the Innovation Zone each night. Be sure to plan breaks into your day, so you can enjoy everything the retreat has to offer.
- Corporate members *at the Elite level and above* – take advantage of the VIP membership lounge. Not a corporate member? Contact Joyce JC Cataldo for more info at JCataldo@hpaonline.com
- Still have questions? Reach out to staff at HPA@hpaonline.com or join us at our pre-retreat virtual office hours.