



**NATIONAL CONVENTION OF
THE U.S. SWEET POTATO COUNCIL
63RD ANNUAL | SAVANNAH, GA 2025**

Convention Agenda

Sunday, January 19	
11:00 AM – 6:00 PM <i>Registration Open</i>	Grand Ballroom Foyer
9:00 – 11:30 AM <i>United States Sweet Potato Council Board of Directors</i>	Riverscape B
11:00 AM – 3:00 PM <i>American Sweet Potato Marketing Institute Meeting</i>	Grand Ballroom B
2:00 PM – 6:00 PM <i>Exhibition Open</i>	Grand Ballroom CDEF
1:00 PM – 2:30 PM <i>Industry Stakeholder Meetings</i>	Riverscape B
3:00 PM – 5:30 PM <i>Hospitality Suite Open</i>	Champions Suite
6:00 PM – 8:00 PM <i>President's Reception</i>	River Lawn (weather back up Grand Ballroom CDEF)
8:00 PM – 10:00 PM <i>Hospitality Suite Open</i>	Champions Suite
Monday, January 20	
7:00 AM – 11:30 AM <i>Registration Open</i>	Grand Ballroom Foyer
7:30 AM – 11:30 AM <i>Exhibits Open</i>	Grand Ballroom CDEF
7:30 AM <i>Breakfast</i>	Grand Ballroom CDEF
8:30 AM – 12:00 PM <i>General Session</i>	Grand Ballroom AB
9:00 AM – 11:15 AM <i>Guest Event</i>	Club Pavilion
12:30 PM – 3:00 PM <i>Lunch</i>	Olde Pink House Event
3:30 PM – 6:00 PM <i>Hospitality Suite Open</i>	Champions Suite
Tuesday, January 21	
7:00 AM – 12:00 PM <i>Registration Open</i>	Grand Ballroom Foyer
7:30 AM – 1:00 PM <i>Exhibits Open</i>	Grand Ballroom CDEF
7:30 AM <i>Breakfast</i>	Grand Ballroom CDEF
8:30 AM – 12:00 PM <i>General Session and Membership Meeting</i>	Grand Ballroom AB
2:00 PM – 5:00 PM <i>Hospitality Suite Open</i>	Champions Suite
5:30 PM – 11:00 PM <i>Reception, Dinner, and Dancing</i>	Grand Ballroom