



Dear friend and colleague,

On behalf of the entire Hypno Expo 2026 organizing committee, it is an absolute pleasure to welcome each and every one of you to review this year's conference catalog!

We are thrilled to invite you to join us for what promises to be an inspiring, challenging, and transformational few days centered on our defining theme: "**Be the Change.**"

Why 'Be the Change'?

For too long, we've looked to the future, waiting for something—or someone—to deliver the progress, innovation, or solution we desire to succeed. This is the year to bypass that passive approach.

This conference is not about sitting back and discussing *what* needs to happen; it is about standing up and committing to making it happen.

- It means taking ownership of the challenges in our industry and community.
- It means harnessing our collective skills, knowledge, and energy.
- It means realizing that the power to shift, evolve, and redefine success lies squarely within *us*.

During the conference, you will hear from visionary leaders, engage in practical lectures and workshops, and connect with peers who share the passion to innovate and improve. But most importantly, you will be challenged to identify the specific, tangible action you will take with you when you return home—to be the change in your own sphere of influence.

Your registration includes **FREE** access to:

- The Exhibitor Room, featuring the latest industry tools.
- Over 50 lectures, 15 hands-on workshops, and 5 courses.
- Admission to the exciting Friday & Saturday festivities.

To ensure a comfortable and productive experience, we're also pleased to offer a complimentary continental breakfast each morning (Friday, Saturday, and Sunday) and a variety of refreshments available throughout the day.

Finally, don't miss the chance to deepen your connections at our exclusive Saturday networking luncheon with **Fredric Mau** and our Sunday luncheon with **Flavio Souza-Campos** (pre-registration required). You'll find complete details on all offerings inside this catalog.

The 2026 Conference will be held at the beautiful **DoubleTree by Hilton at SeaWorld Orlando**. Featuring spacious rooms and stunning grounds that truly evoke a tropical resort experience, the DoubleTree ensures your stay is both comfortable and memorable. And speaking

of memorable, upon check-in, be sure to enjoy their famous warm, freshly baked chocolate chip cookie—a sweet tradition that welcomes every guest!

Here's an exclusive incentive!

Maximize your conference experience and take the stress out of travel by booking your stay directly within our official room block at the host hotel. As a special thank-you for supporting the conference, we're delighted to offer every attendee who reserves their room through our dedicated link **FREE access to all 2026 Conference Lecture Recordings!**

That's dozens of hours of valuable content and insights you can revisit anytime—completely complimentary—just for staying where the action is.

To make attending the conference even more accessible, we're offering a **flexible payment plan** for full conference registration and select pre/post-conference courses. This interest-free plan, powered by Shopify through our online marketplace, allows you to budget your expenses while gaining invaluable knowledge from world-renowned experts. Contact Ashley in the business office to set up your payment plan today!

Our Invitation to You:

Step out of your comfort zone, ask the tough questions, and leverage this incredible gathering of talent. Let this conference be the catalyst for the next great chapter in your professional and personal journey.

Thank you in advance for joining us. Let's not just talk about change—let's *be* it.

The assembly of the 2026 *Be the Change* Conference officially begins!

We'll see you there!

A handwritten signature in black ink that reads "Robert Otto". The signature is fluid and cursive, with a long horizontal line extending from the end of the name.

"Be the change that you wish to see in the world." — **Mahatma Gandhi.**