



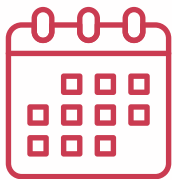
 **MASHSM**
2026 ANNUAL CONFERENCE
Baltimore

CONFERENCE GUIDE

Welcome to Charm City! We are so excited to have you here for the Mid-Atlantic Society for Healthcare Strategy and Market Development (MASHSMD) Annual Conference!

We hope this guide helps you plan for an amazing couple of days filled with great conversations, fresh ideas, and plenty of new connections. Whether it's your first MASHSMD conference or you're a familiar face, we encourage you to jump in, say hello, and make the most of every session and networking opportunity.

SO WHAT'S IN THIS GUIDE?



WHAT'S HAPPENING WHEN



WHAT YOU SHOULD PACK



WHAT YOU SHOULD DO



WHERE YOU SHOULD EAT & DRINK

WHAT'S HAPPENING WHEN

A full agenda is available at registration, but here is the general flow:

Monday:

- **Tour of the Shock Trauma Center at University of Maryland Medical Center**
 - April 20 from 2 to 3:15 p.m.
 - We are excited to invite you on an exclusive tour of the Shock Trauma Center at the University of Maryland Medical Center. This tour includes an overview of the center's history, the Trauma Resuscitation Unit (TRU), and the hyperbaric chamber. This is guaranteed to be a fantastic tour!
 - **Registration is required and space is limited. You will be notified if you are on the tour. We will also maintain a waitlist and notify anyone if additional space becomes available.**
 - Those who register for the tour should meet in the hotel lobby of the Baltimore Marriott Inner Harbor at Camden Yards at 1:30 p.m. for the short, 2-block walk to the University of Maryland Medical Center.
- **Welcome Reception at Oriole Park!**
 - April 20 from 5 to 6 p.m.
 - **Registration is required.**
 - Those who register for the Welcome Reception should meet in the hotel lobby of the Baltimore Marriott Inner Harbor at Camden Yards at 4:45 p.m. to walk to the stadium.
 - [Check out the forecast before you head out.](#)

Tuesday:

- **Morning run**
 - April 21 at 6:30am
 - Informal meetup to run or walk with MASHSMD attendees (or use the map to run on your own)!
 - Meet in the lobby if you'd like to run as a group.
 - Possible routes can be found [here](#) and [here](#).
- **Full day of great sessions**
- **Guided walking tour to Fell's Point and Poe History**
 - April 21 from 4:30 to 6 p.m.
 - **Registration is required and space is limited.**
 - Those who register for the Fell's Point and Poe History tour should meet in the hotel lobby of the Baltimore Marriott Inner Harbor at Camden Yards at 4:30 p.m. to begin the tour.
- **Dinner on your own at Fell's Point**

Wednesday:

- **Half day of sessions**

WHAT YOU SHOULD PACK

- Comfortable walking shoes (especially if you register for our tours)
- Layers
- Umbrella
- Sunglasses
- Business cards
- Business casual for conference days
- Phone battery
- 4 or 6 pack of a beer local to you for a swap!

WHAT YOU SHOULD DO

Here are some nearby attractions for you to check out in your downtime:

- Inner Harbor • .6 mile
- Edgar Allan Poe's Gravesite (.4 mile)
- Federal Hill (1 mile)
- The American Visionary Art Museum (2 miles)
- Fort McHenry (3 miles)
- Take a Water Taxi!



WHERE YOU SHOULD EAT & DRINK

- Ale Mary's
- Max's Tap House
- Little Havana
- Slainte Irish Pub
- The Abbey Burger Bistro
- Todd Conner's
- Duda's Tavern
- Alexander's Tavern
- The Waterfront Hotel
- Thames Street Oyster House
- One-Eyed Mike's
- Cat's Eye Pub
- The Horse

