

OptiCon 2026 Event Details/FAQ

Date: June 2-4

Venue: The Department at Hudson's
1000 Nick Gilbert Wy, Detroit, MI 48226

Hotel Block

The Westin Book Cadillac Detroit

1114 Washington Blvd, Detroit, MI 48226

Due to limited space, we recommend booking a room within the OptiCon hotel block as soon as possible to receive a discounted rate. [Book here.](#)

What are the benefits to consulting partners of sponsoring OptiCon?

OptiCon provides consulting partners with a valuable opportunity to connect with supply chain design buyers and potential clients. As a sponsor, your company logo will be featured prominently on event signage and in pre- and post-conference communications, ensuring strong visibility with a highly targeted audience of supply chain design professionals. Plus, with dedicated networking sessions and evening receptions, you'll have plenty of opportunities to build meaningful connections throughout the event

Who attends OptiCon?

Attendees include a mix of supply chain design executives, decision-makers, and practitioners. While most are Optilogic customers, many are prospective clients exploring new solutions and looking to connect with industry experts.

Where do we ship what we want to include in the attendee tote bags?

Please send 300 of your tote bag inclusion to the address below to arrive by Friday, May 22nd.

Optilogic – Haley Burrill

**309 S. Main Street
Ann Arbor, MI 48104**