PRACTICAL GUIDE TO THE 2026 VMTA ANNUAL CONFERENCE

Liberty University
October 22-24, 2026

THE HOTEL

Homewood Suites by Hilton Lynchburg
4021 Wards Rd, Lynchburg, VA 24502
Phone: (434)333-6828

Parking: Complimentary On-site Parking

Check In: 3PM or later
Check Out: 12PM
Baggage storage available at the front desk.

Located off US 460, we're a three-minute drive from local restaurants, Liberty University, and Lynchburg Regional Airport. Central Lynchburg, Amazement Square, and Thomas Jefferson's Poplar Forest are within seven miles. Our hotel offers a free hot breakfast each morning and complimentary evening social every Wednesday.

THE UNIVERSITY

Liberty University
1971 University Boulevard, Lynchburg, VA 24515

Conference Buildings
Center for Music and the Worship Arts
Reber-Thomas Dining Center

Parking Options
Conference guests receive complimentary parking in the Academic Commons Garage. This lot is known to fill, so an early arrival is best. A parking pass is not required. This lot is approximately two buildings away from the Center for Music and the Worship Arts.

Should the Academic Commons Garage fill, visitors may park at the Bailey Lot. Both locations can be found on the map at the end of this document.

Loading and unloading: Individuals who need to load or unload items pull up next to the Center for Music and the Worship Arts on Regents Parkway. There is a circular drive you can temporarily park in, and you can take the elevator up to the 1st floor lobby.

On Campus Dining
There is a Starbucks in the Montview Student Union
along with other retail dining options. For a full list, visit: https://liberty.sodexomyway.com/en-us/

VENDORS

Conference Building
Center for Music and the Worship Arts

Arrival
Vendors may arrive on Saturday, October 24th beginning at 9am. The vendor tables will be located just off the main lobby of the Center for Music and the Worship Arts building. Please note the parking instructions above for loading/unloading information. The conference will open to guests at 1pm on Thursday, October 22nd.

Vendor Hours
The vendor area is open from 9am to 5pm on Saturday, October 24th. All vendor items should be removed by 6pm on Saturday evening.

Vendor Space
A standard 6 foot table and two chairs will be supplied for each vendor. Vendors should bring their own table coverings.

Connecting
If you have any devices that will need to be plugged in, please bring an extension cord with you. Outlets are limited to the outer perimeter wall. Vendors should bring all their own charger ports and cords.

For Wi-Fi, information, connect to the Liberty-Guest network and enter your information.

Virginia Sales and Use Tax

Out-of-state vendors are unlikely to meet the threshold requirements for filing VA Sales and Use Tax. However, the VMTA is not a tax consultant and cannot be held liable for the financial practices of any of its vendors. The information provided here is a courtesy overview.

Under Virginia's economic nexus law, a remote seller has an obligation to register and collect sales tax if they meet either of the following thresholds:

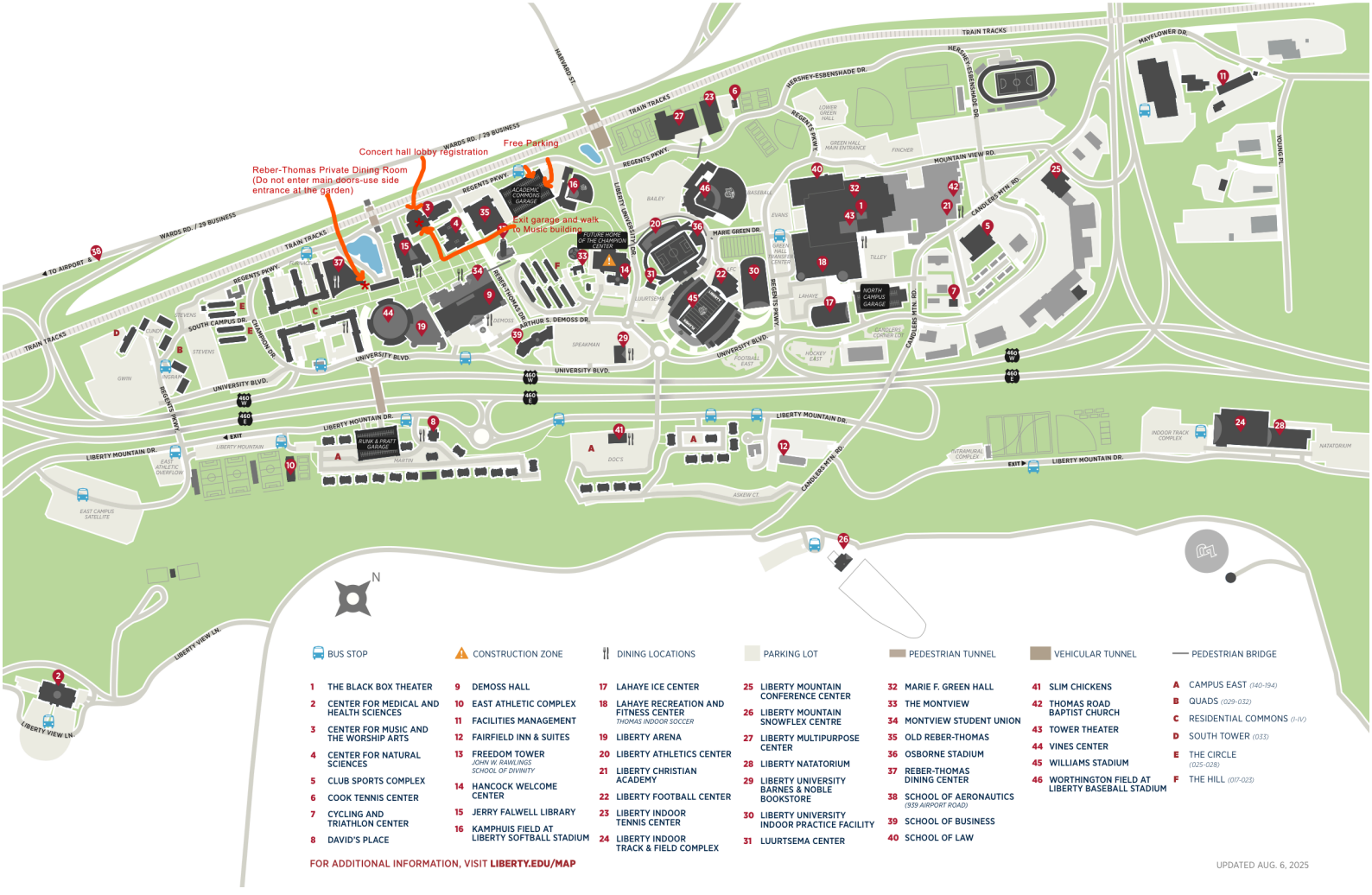
> Over $100,000 in gross retail sales to Virginia customers. 200 or more separate retail sales transactions to Virginia customers.

You are also required to pay Virginia Sales Tax if you have a physical nexus in Virginia which is defined by having property, employees, or business storage in the state.

Vendor Assistance

Vendors with heavy items should bring their own handcarts/wagons. If you feel you will need assistance lifting or bringing items into the building, please contact the conference coordinator by Tuesday, October 20th to make arrangements or assistance.

> Thank you for joining us at our annual conference. We look forward to getting to know each of you!


Concert hall lobby registration
Free Parking
Reber-Thomas Private Dining Room
(Do not enter main doors-use side entrance at the garden)
Exit garage and walk to Music building
TRAIN TRACKS
WARDS RD. / 29 BUSINESS
TO AIRPORT
REGENTS PKWY.
HARVARD ST.
VERSHEY-ESBENSHADE DR.
MAYFLOWER DR.
MOUNTAIN VIEW RD.
CANDLERS MTN. RD.
LIBERTY MOUNTAIN DR.
UNIVERSITY BLVD.
ARTHUR S. DEMOSS DR.
MARIE GREEN DR.
LIBERTY UNIVERSITY DR.
SOUTH CAMPUS DR.
CHAMPION DR.
REBER-THOMAS DR.
LIBERTY VIEW LN.
ASHEW CT.
FUTURE HOME OF THE CHAMPION CENTER
ACADEMIC COMMONS GARAGE
FUNK & PRATT GARAGE
NORTH CAMPUS GARAGE
EAST CAMPUS SATELLITE
EAST ATHLETIC OVERFLOW
LIBERTY MOUNTAIN
INTRAMURAL COMPLEX
INDOOR TRACK COMPLEX
NATATORIUM
BUS STOP
CONSTRUCTION ZONE
DINING LOCATIONS
PARKING LOT
PEDESTRIAN TUNNEL
VEHICULAR TUNNEL
PEDESTRIAN BRIDGE
1 THE BLACK BOX THEATER
2 CENTER FOR MEDICAL AND HEALTH SCIENCES
3 CENTER FOR MUSIC AND THE WORSHIP ARTS
4 CENTER FOR NATURAL SCIENCES
5 CLUB SPORTS COMPLEX
6 COOK TENNIS CENTER
7 CYCLING AND TRIATHLON CENTER
8 DAVID'S PLACE
9 DEMOSS HALL
10 EAST ATHLETIC COMPLEX
11 FACILITIES MANAGEMENT
12 FAIRFIELD INN & SUITES
13 FREEDOM TOWER
JOHN W. RAWLINGS SCHOOL OF DIVINITY
14 HANCOCK WELCOME CENTER
15 JERRY FALWELL LIBRARY
16 KAMPHUIS FIELD AT LIBERTY SOFTBALL STADIUM
17 LAHAYE ICE CENTER
18 LAHAYE RECREATION AND FITNESS CENTER
THOMAS INDOOR SOCCER
19 LIBERTY ARENA
20 LIBERTY ATHLETICS CENTER
21 LIBERTY CHRISTIAN ACADEMY
22 LIBERTY FOOTBALL CENTER
23 LIBERTY INDOOR TENNIS CENTER
24 LIBERTY INDOOR TRACK & FIELD COMPLEX
25 LIBERTY MOUNTAIN CONFERENCE CENTER
26 LIBERTY MOUNTAIN SNOWFLEX CENTRE
27 LIBERTY MULTIPURPOSE CENTER
28 LIBERTY NATATORIUM
29 LIBERTY UNIVERSITY BARNES & NOBLE BOOKSTORE
30 LIBERTY UNIVERSITY INDOOR PRACTICE FACILITY
31 LUURTSEMA CENTER
32 MARIE F. GREEN HALL
33 THE MONTVIEW
34 MONTVIEW STUDENT UNION
35 OLD REBER-THOMAS
36 OSBORNE STADIUM
37 REBER-THOMAS DINING CENTER
38 SCHOOL OF AERONAUTICS
939 AIRPORT ROAD
39 SCHOOL OF BUSINESS
40 SCHOOL OF LAW
41 SLIM CHICKENS
42 THOMAS ROAD BAPTIST CHURCH
43 TOWER THEATER
44 VINES CENTER
45 WILLIAMS STADIUM
46 WORTHINGTON FIELD AT LIBERTY BASEBALL STADIUM
A CAMPUS EAST (140-194)
B QUADS (029-032)
C RESIDENTIAL COMMONS (I-IV)
D SOUTH TOWER (033)
E THE CIRCLE (025-028)
F THE HILL (017-023)
FOR ADDITIONAL INFORMATION, VISIT LIBERTY.EDU/MAP
UPDATED AUG. 6, 2025