

ATRA SoCal '26



Location: Embassy Suites by Hilton Brea North Orange County, 900 E Birch St, Brea, CA 92821. View the Embassy Suites website [HERE](#).

Room Rate: \$199 + taxes and fees. Options include king bed with sofa sleeper, or two double beds, and your reservation includes breakfast. Bed type is not guaranteed, subject to availability upon check-in. Price and accommodations vary with alternative hotels. Book your room [HERE](#).

Dates: ATRA's discounted room rate is available before and after the event, from Thursday, October 15, 2026 - Wednesday, October 21, 2026, for those that want to extend their stay beyond the event dates (Oct 17-19).

Check-In/Out: The Embassy Suites Check-in is after 4:00PM and check-out is 11:00AM.

Room Share: If you're interested in reducing your costs by sharing a room with another attendee who has already reserved a room, we have made a sign-up sheet for your benefit. View the room share list [HERE](#).

Parking: Self-Parking only, no valet available. Overnight parking is available per overnight rate of \$16.00 per overnight stay and does include in/out privileges. Overnight parking is valid from check-in time to 2:00PM (includes a 3-hour grace period from 11:00 AM check-out time) the following day. Should you require extended parking hours 2:00PM – 6:00PM, there is an additional charge of \$5.00. Please note, after 6:00PM guests will be charged the full overnight rate of \$16.00, prices are subject to change without notice.

Questions for Hotel?

Phone: 714-990-6000 Email: laxbr_ds@hilton.com

OCTOBER 17 - 19, 2026
Orange County, CA