

NACS Show Exhibitor Newsletter

August 2026

The most important updates and tools you need this month for a successful NACS Show.

Important Upcoming Deadlines

- **September 2 – September 24:** [Advance Warehouse Shipments to Freeman](#)
- **September 4:** [Freeman Discount Price Deadline](#)
- **September 4:** [Technology Services Order Deadline](#)
- **September 8:** [Authorization for Food and Beverage Sampling & Catering Orders](#)

Attendee List

The Attendee List is now available to purchase in your [NACS Show Exhibitor Portal](#) (login required). Please note that the Attendee List **does not** include email addresses.

Checklist Items

- [NACS Show Exhibitor Portal](#) (login required) is the gateway to access pre-show planning needs.
- [Exhibitor Pre-Show Prep Virtual Session](#): Review the recorded exhibitor prep session, hosted by the NACS Expo team with presentations from the NACS Show vendors: Maritz, Map Your Show, Sodexo Live!, Freeman, and Las Vegas Convention Center.
- **Exhibitors Beware!** Please review the list of [NACS Official Contractors](#). We have been made aware of companies that may be aggressively pursuing you, or your company, to solicit services (especially housing/hotels and advertising in unofficial show guides) surrounding the NACS Show. *If you are ever unsure of the legitimacy of an offer of service, please feel free to reach out to your [account manager](#) first.*
- **Hanging Sign (20x20 island booths and greater):** Once NACS approves your hanging sign, please be sure to complete any necessary order forms in the Service Kit through [Freeman Online](#). Additional resources include:
 - [Hanging Sign Labor and Equipment Rules & Regulations](#)
 - [Hanging Sign Advanced Warehouse Shipping Labels](#)

Cool New Products Preview Room

Due to high demand for exhibitors to include their product in the [Cool New Products Preview Room](#) at the NACS Show, we're adding more space.

Attendees scan your product and instantly receive your booth location, turning interest into action. It's the most effective way to get seen, get found, and get leads before the Show floor even opens.

How to Order:

1. Log into your [Exhibitor Portal](#)
2. Select "Exhibitor Dashboard/Launch Dashboard"
3. On the next screen, select "Order Show Marketing"

Questions? Contact **Nicole Walbe**, Director of Supplier Relations, at nwalbe@convenience.org.

Exhibitor Meeting Space

Exhibitors can still purchase meeting space at this year's show. Questions? Contact [Jaden Shemesh](#).

- [Business Appointment Centers](#) are semi-permanent meeting rooms in the Expo Hall.
- [Permanent Meeting Rooms](#) are private meeting rooms at Las Vegas Convention Center.

Exhibitor Details

Ensure your Exhibitor Directory company listing details are up to date in your [NACS Show Exhibitor Portal](#) (login required) so retailer attendees have your latest company and product information. Updates will be reflected digitally (online directory, online floorplan, mobile app, etc.).

Note that these updates will not appear in the printed Show directory as the deadline for company details for the printed directory was on July 31.

NACS Show Exhibitor Expert Series

Check out this new video series where the NACS Expo team sits down with experienced exhibitors to hear their veteran tips on prepping for the NACS Show! Our latest video shares insider tips on pre-Show marketing and connecting with retailers before and during the Show.

Catch the series on the [NACS Show Exhibitor Planning Tips & Tricks page](#) underneath the Pre-Show Prep session recording.

Exhibitor Updates Archive – Don't Miss Out!

All NACS Show exhibitor communications are archived for your team to review at any time.

Check the [Exhibitor Update archive](#) to ensure that you haven't missed any time-sensitive information.