

NACS Show Exhibitor Newsletter

July 2026

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

Important Due Dates

- July 28: Order Lead Retrieval (Early Bird Pricing)
- July 31: Company listing details updated in the Exhibitor Directory for the Printed Directory
- August 14: Hanging sign approval deadline (20x20 island booths and greater)

Exhibitor Details

Submit and approve your Exhibitor Directory company listing details by **July 31** in your [NACS Show Exhibitor Portal](#) (login required)!

Any changes made after this date **WILL NOT** appear in the printed Show directory.

You can continue to make changes to your online listing.

Exhibitor Service Kit

The [Exhibitor Service Kit](#) is your ultimate NACS Show resource with all the deadlines, links, and important information you need to know to prepare for and nail your Show presence.

Access the Service Kit in your [NACS Show Exhibitor Portal](#) (login required).

Important Reminder:

DO NOT send food, drink, or any temperature sensitive product to Freeman's advance warehouse. Ship those items directly to Show site. Further details in the Service Kit.

- [Sampling Authorization Form](#) is now live (**Deadline 9/7**)
- Are you the manufacturer or distributor of an alcohol product that you plan to sample at the Show?
 - Please see [Shipping Requirements](#)
- Exhibitor Appointed Contractor Forms and Registration are now live in the [Service Kit](#)
- Hanging Sign Approval Deadline is **August 14th** (20x20 island booths and greater)
 - See instructions for submitting approval [here](#)

Cool New Products Preview Room Order Deadline: August 4

The [Cool New Products Preview Room](#) is where serious buyers begin their NACS Show journey, and where exhibitors like you gain an early advantage.

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.

Checklist Items

- [NACS Show Exhibitor Portal](#) (login required) is the gateway to access pre-show planning needs.
- Update Exhibitor Directory company listing details – **Due July 31st**
- Badge Registration – **Due October 5th**
- Cool New Products and/or [Business Appointment Centers](#) space reservation
- **Exhibitors Beware!** Please review the list of [NACS Official Contractors](#) located under Fast Facts. We have been made aware of companies that may be aggressively pursuing you, or your company, to solicit services (especially housing/hotels) 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.*
- **Have you reserved your housing?** It's not too early to reserve your housing for the 2026 NACS Show. We STRONGLY encourage you to book through our [official housing vendor](#), **Connections Housing** (see notice above).

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.