

# NACS Show Exhibitor Newsletter

## June 2026

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

### Important Due Dates

- June 26: Final balance on booth payment due
  - Download invoice or submit payment in your [Exhibitor Portal](#) (login required)
- July 31: Company listing details updated in the Exhibitor Directory for the Printed Directory
- October 5: Badge registration for booth personnel

### Checklist Items

The [NACS Show Exhibitor Portal](#) (login required) is the gateway to access pre-show planning needs.

- Update Exhibitor Directory company listing details - **Due July 31<sup>st</sup>**
- Booth Payment (download invoice or submit payment) - **Due June 26<sup>th</sup>**
- Badge Registration - Register booth personnel - **Due October 5<sup>th</sup>**
- Reserve Hotel Rooms
- Purchase Cool New Products
- Reserve Meeting Space
- [Business Appointment Centers](#) are semi-permanent meeting rooms in the Expo Hall.
- [Permanent Meeting Rooms](#) are private meeting rooms at the Las Vegas Convention Center.
- Purchase Attendee Lists - 2026 list available in August

### Exhibitor Service Kit

The Exhibitor Service Kit is now live!

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

[FreemanOnline](#) provides you with all the right tools to ensure a seamless execution at Show site, from move-in to move-out, making it easy for you to get what you need to have a great event.

Make sure to create your login for [FreemanOnline](#) to get the following:

- Access important Show information
- Track freight delivery to your booth & driver check-ins at the marshalling yard

- Receive notifications when your empties have been delivered to your booth
- Request assistance while at Show site without leaving your booth
- Order Freeman products and services pre-Show, during move-in and while the show is open
- Expedite the move-out process by creating and submitting your Material Handling Agreement (MHA) online
- Access invoices and event statements

If you need assistance in getting logged in or have questions about how to make your exhibiting experience easier through our technology, contact [Freeman Exhibitor Support](#).

## Virtual Pre-Show Prep Meeting – July 15

📅 July 15 ⌚ 2 PM EDT 🔗 [Register Now](#)

Previously an in-person event, this Prep Session is now held virtually to enable more exhibitors to attend the session and access the invaluable tips and insights into preparing for exhibiting at the NACS Show.

Join the NACS Expo team and official NACS Show vendors for a live session breaking down everything you need to know as you prepare for the 2026 NACS Show in Las Vegas, NV.

The following NACS Show partners to give their tips and insights for each category of NACS Show prep:

- **Maritz – Lead Retrieval:** Learn about the lead retrieval services, hardware options for you booth, and how to navigate their online lead retrieval portal.
- **Map Your Show - Directory and Mobile App:** Learn where about the online directory, interactive floor plan, the Show Planner, your Exhibitor Resource Center, and about the Mobile App itself.
- **Sodexo – Catering:** Hear essential information about sampling, catering forms, and the ice and equipment menu.
- **Freeman – General Services Contractor:** They'll review FreemanOnline, which provides you all the tools needed to execute a seamless Show, all deadlines, move-in information, material handling and freight details, and outbound shipment information.

Attending this virtual session live will earn your company two bonus [priority points](#).

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## Cool New Products Preview Room Sales are Open!

[Watch this short video](#) to learn more about showcasing your product in the Cool New Products Preview Room at this year's NACS Show.

### 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](mailto:nwalbe@convenience.org).

## Help Fight Hunger with Neighborhood Nourish

Each year, the NACS Show generates thousands of pounds of surplus food, much of which is rescued and donated to local hunger relief organizations in our host city.

Through the [Neighborhood Nourish](#) program, we’re turning this effort into a powerful movement to reduce food waste and strengthen communities.

Last year in Chicago, we rescued 120,000+ lbs of food and beverages that were distributed to five local food banks. Learn more about NACS Foundation’s successful food recovery and other impact [here](#).

In 2026, we’re expanding this impact and want you to be part of it! Over the coming months, we’ll share how your company can join the growing network of exhibitors and suppliers supporting food recovery during the show.

Together, we can turn surplus into service and make a meaningful difference in the lives of families who need it most.

Learn more about how your company can participate by contacting **Kevin O’Connell**, NACS Foundation Executive Director at [koconnell@convenience.org](mailto:koconnell@convenience.org).

## 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.