

2026 NAB SHOW | FIRST-TIME EXHIBITOR RESOURCES

NAB Show Exhibit Services | Phone: (877) 622-3947 or (202) 595-2051 | Email: exhibitservices@nabshow.zendesk.com

You're officially an exhibitor at the 2026 NAB Show, and we're so happy to have you! Exhibiting for the first time can be overwhelming, so we've created this dedicated interactive guide to ensure that you have everything you need for a smooth and successful NAB Show experience.

PRE-SHOW PREPARATION

1. Step-by-Step Planning Guide

Follow our comprehensive checklist to stay on track with your exhibitor milestones:

- **Shipping & Logistics:**
 - Hand Carry is allowed for small items such as cartons, packages, exhibit display items or a pop-up display equal to or less than 10 feet in length. All items can only be carried in by one person. Dollies and carts are not permitted, but you can use a two-wheeled baggage cart. More details are included in our [Rules & Regulations](#) and in the [Freeman Service Kit](#).
 - If you are shipping items, be sure to check out Freeman's [Shipping Vs Material Handling 101](#).
 - NAB Show has a targeted move in, meaning there is a specific date and time each exhibitor's shipment should arrive. [Click here](#) to find your target-move-in date. If you need to **change your target move-in**, click [here](#).
- **Registration & Staffing:** All Booth Staff and Exhibitor Appointed Contractors must be registered for the show. View our website for more details on hours, badge quantities and registration information. You can also register through your MapYourShow [Exhibitor Dashboard](#).
 - Please be aware that Exhibitor Appointed Contractors are required to submit a Certificate of Insurance (COI) through [their registration process](#).
- **Housing:** Book housing through [Expovision](#), NAB Show's Official Housing Vendor. You can book housing in your registration portal, accessible through your MapYourShow [Exhibitor Dashboard](#).
- **Marketing & Promotion:** Take advantage of our [Guest Pass Program](#) to send free registration codes to your clients. For each registrant that uses your code, you will receive full demographic information.
- **Exhibitor Directory Listing:** Ensure your company information is up to date on your directory listing. To update, login to your [exhibitor dashboard](#) and go to the "Directory Listing" tile. Make sure to fill out your product categories and your booth/company information so attendees know to visit your booth.
- **Move-In & Move-Out Procedures:** Review the [Freeman Quick Facts](#) for all your information.
- **Show-Approved Labor & Services:** Need internet, catering or lead retrieval? Check out our [Exclusive and Preferred Vendors](#) for NAB Show.
- **Rules and Regulations:** Familiarize yourself with NAB Show [Rules & Regulations](#). Be sure to review the Union and Labor Work rules to ensure you know what you can and can't do onsite. If you have any concerns or issues with labor onsite, please find the floor manager or come to the show office in C101.
- **Exhibitor Newsletters and Emails:** Make sure you are looking at the exhibitor newsletters and emails about the show for helpful information. We send them every Tuesday.

2. Budgeting & Cost-Saving Tips

- Check out our [Commonly Ordered Items](#) to help budget setting up your booth.
- Look at the [exhibitor checklist](#) to save money and catch all the discount deadlines for NAB Show. The first major discount deadline (Freeman and Housing is **March 16th, 2026**)

3. Lead Retrieval & Scanning Guide

- Purchase [Maritz Lead Retrieval](#) to easily scan attendee badges and collect data.
- Define what a “qualified lead” looks like for your company—decision-makers, potential buyers, or media contacts.
- Promote your presence before the show and encourage attendees to schedule meetings.

ONSITE ASSISTANCE

4. While Onsite

- The Show Management Office is C101 – If you have any issues onsite, please contact show management so we can assist you. It’s always best to address and express issues in the moment.
- The exhibitor service desks are located in North Hall (North Hall – N4 Alcove), Central Hall (C3 Tunnel), and West Hall (W1), which you can access anytime you need assistance at the show.
- [Review the floorplan](#) to learn the layout of the hall before attendees arrive so you know the quickest routes to the restrooms and food courts.

POST-SHOW STRATEGY

5. Lead Follow-Up Plan

- Send a personalized email the week after meeting a lead.
- Use a CRM or spreadsheet to track and prioritize leads for post-show outreach.

We’re Here to Help! Our Exhibitor Services Team is here to support you at every step of your NAB Show journey.



Eden Carswell
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For additional assistance, contact us at:

NAB Show Exhibit Services

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