



| Schedule and Deadlines for the 2026 NAB Show | | |
|--|--|---------------------------|
| Deadline | Action Item | Vendor |
| 11/6/2025 | Update your online company listing in the Exhibitor Dashboard | MapYourShow |
| 11/6/2025 | Register your booth staff and Exhibitor Appointed Contractors | Maritz |
| 11/11/2025 | Freeman Service Kit Launches | Freeman |
| 12/31/2025 | Full payment due for Unlimited Material Handling. Submit payment through the Exhibitor Dashboard | NAB Show Exhibit Sales |
| 12/31/2025 | Complete Booth Sales Payments | NAB Show Exhibit Sales |
| 1/1/2026 | Update Digital Signature | NAB Show Exhibit Sales |
| 1/15/2026 | Booth Review Form due to Show Management for booths 800+ sq. ft. | NAB Show Exhibit Sales |
| 1/23/2026 | Lead retrieval early ordering discount deadline | Maritz |
| 3/3/2026 | Last day to order a Turnkey Booth without a surcharge | NAB Show Exhibit Services |
| 3/5/2026 | Order Booth Security | DTS |
| 3/6/2026 | Freeman Graphics Deadline | Freeman |
| 3/6/2026 | Lead retrieval advanced ordering discount deadline | Maritz |
| 3/16/2026 | NAB Show Housing Deadline | Expovision |
| 3/16/2026 | Freeman advanced ordering discount deadline | Freeman |
| 3/19/2026 | Advance shipments (must be crated, boxed, or skidded) may begin arriving at the Freeman warehouse) | Freeman |
| 3/20/2026 | Catering deadline – late fee and limited menu in effect after this date | Sodexo |
| 3/20/2026 | Advanced internet ordering discount deadline | Cox |
| 3/25/2026 | Book Your Hotel and Make Travel Arrangements | Expovision |
| 3/28/2026 | Send Out Your Guest Pass Code | NAB Show Exhibit Services |



| | | |
|-----------|---|---------------------------|
| 3/31/2026 | Register Booth Staff and Exhibitor Appointed Contractors | NAB Show Exhibit Services |
| 3/31/2026 | Update your online company listing in the Exhibitor Dashboard | NAB Show Exhibit Services |
| 4/5/2026 | Floral discount deadline | TLC Plant Services |
| 4/7/2026 | Last day for shipments to arrive at the Freeman warehouse without surcharge | Freeman |
| 4/13/2026 | Targeted Exhibitor move-in begins | Freeman |
| 4/13/2026 | Direct-to-Show deliveries may begin arriving at the Convention Center | Freeman |
| 4/17/2026 | All crates must be labeled for removal by 10 p.m. | Freeman |
| 4/18/2026 | Clean aisle policy in effect. All booths must be set by 2 p.m. | Freeman |
| 4/18/2026 | All lobby booths must be set by 5 p.m. | Freeman |
| 4/19/2026 | Show Open | NAB |
| 4/20/2026 | Exhibit Hall open (booth must be staffed at all time) | NAB |
| 4/21/2026 | Exhibit Hall open (booth must be staffed at all time) | NAB |
| 4/22/2026 | Exhibit Hall open (booth must be staffed at all time) | NAB |
| 4/22/2026 | NAB Show Close | NAB |