

2025 NAB SHOW NEW YORK | 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 2025 NAB Show New York, and we're so happy to have you! Exhibiting for the first time can be overwhelming so that's why we've created this dedicated interactive guide to ensure that you have everything you need for a smooth and successful NAB Show New York 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, however you can use a two-wheeled baggage cart. More details and a map are included in our [rules and regulations](#).
 - If you are shipping items, be sure to check out Freeman's [Shipping Vs Material Handling 101](#).
- **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](#) through their registration process.
- **Housing:** Book housing through Maritz, NAB Show New York's preferred 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 New York.
- **Rules and Regulations:** Familiarize yourself with NAB Show New York [rules and 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 3D01.
- **Exhibitor Newsletters and Emails:** Make sure you are looking at the exhibitor newsletters and emails about the show for helpful information. We send them on Tuesday and Thursday.

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 New York. The first major discount deadline (Freeman and Housing is September 22nd).
- Need Help Budgeting? Check out this [custom budget template](#) to ensure you didn't miss anything.

3. First-Time Exhibitor Webinar

- [Watch our webinar series](#) to learn best practices for a successful show.

4. Matchmaking Program

- New this year, we are launching a matchmaking program to pair first timer exhibitors with seasoned exhibitors. If you are interested, fill out [this form](#).

5. 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

6. While Onsite

- The Show Management Office is 3D01 – 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.
- Our Exhibit Services Manager, Kelsey Keller will serve as our floor manager and will make rounds daily to assist exhibitors. Make sure to familiarize yourself with her as your first contacts for getting help from show management.
- The exhibitor service desk is located right outside of the hall for help with all your questions.
- [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

7. 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 New York journey.



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For additional assistance, contact us at:

NAB Show Exhibit Services

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