

## June Exhibitor Newsletter

Ms. Mary P. Medawar, CEM,

As we step into a new month, we're thrilled to bring you the latest updates, trends, and insights for the Total Store Expo. Whether you're a seasoned exhibitor or new to NACDS, our newsletter is your go-to resource for staying informed and inspired in the ever-evolving landscape of our industry.

### WHAT'S NEW?

#### INSIGHT SESSIONS, ENTERTAINMENT, AND MORE!

Check out and share the show schedule with your attendees this month! We've added new session information as well as our Boston Extravaganza entertainment - ZZ Top!

[VIEW SCHEDULE](#)

### SHOW MARKETING

[MEET THE MARKET](#) - Providing guaranteed 10-minute appointments with buyers in your categories, there is no additional charge to participate! Separate sign-up is required. Program registration closes at the end of June!

**MARKETING TOOLKIT** - Use NACDS created templates and graphics in the months leading up to TSE to help raise awareness among attendees, drive traffic to your booth, generate leads, and accelerate sales.

**MARKET EXCHANGE** - Login to your Exhibitor Resource Center to begin filling out your company profile, adding collateral, and more, to get ready for retailer review. Get a preview of how the Market Exchange works for you! [Click here](#) to view.

**PARTICIPANTS** - Stay up to date on who is attending by accessing the participant lists. This area is updated multiple times per day. You must be a registered attendee and have at least 25% of your booth paid prior to being able to access this protected content.

**SOCIAL MEDIA COORDINATOR** - **NEW THIS YEAR!** Add your social media coordinator to the official NACDS TSE communications so they can be kept up-to-date on the latest developments at the show and successfully manage your social presence!

**MADE IN USA** - Does your company have one or more products that qualify? Sign-up now to be included in the online listing.

**SPONSORSHIP OPPORTUNITIES** - Keep your brand at the forefront of retailers' minds and highlight your industry leadership status at Total Store Expo by becoming a sponsor.

**PRODUCT SHOWCASE** - Participants in the program will have their products prominently displayed in showcases on the NACDS Total Store Expo exhibit hall floor and will ALSO have their products featured on the NACDS Total Store Expo website. Purchase online in your Exhibitor Resource Center.

## BOOTH LOGISTICS

We have added important documents to assist you in your logistical planning. Make sure to review and save these items.

**FREEMAN SERVICE MANUAL**: Freeman Co. has released the 2024 Total Store Expo Exhibitor Service Manual. Start planning your furnishings, shipping, set-up and dismantle, and more!

**TARGETED MOVE-IN SCHEDULE**: See when you have access onsite to begin setting up your booth space.

**EXHIBITOR APPOINTED CONTRACTOR (EAC) FORM**: Working with an EAC for your booth set-up and dismantle? Make sure to complete the EAC Form and communicate the insurance requirements to them.

**EXHIBITOR ACCESS SCHEDULE**: View when your Exhibitor Appointed Contractors (EACs), booth personnel, and techs have access to the show floor.

## ATTENDEES

Make sure you start registering your attendees so they can access content on the website and make hotel arrangements!

[REGISTER](#)

### **MAXIMIZE YOUR NACDS RELATIONSHIPS & OUTCOMES**

Attendees can network with their peers and trading partners, understand the role of NACDS in the industry, as well as hear tips on how to maximize the value of your membership and TSE.

### **MENTOR PROGRAM**

Is your company a first time exhibitor at TSE? New attendee to the company or industry? NACDS has a mentor program for them! We'll connect them with an industry veteran in a non-competing company to help guide them through the show. Email us at [ncoleman@nacds.org](mailto:ncoleman@nacds.org) to sign-up!

### **SCHEDULE**

Keep up to date with everything happening at the show. Sessions, speakers, and networking functions are updated regularly, so check back often!

## EXHIBITOR TIPS - SCHEDULE OF EVENTS

The recording of the Exhibitor Tools, Tips, and Tricks webinar is now available on-demand! [Click here](#) to watch.

Exhibitor learning opportunities that cover timely topics for planners and attendees. Sign up for an FAQ Friday call or webinar today.

[LEARN MORE](#)

**26<sup>th</sup> Annual NACDS Foundation Dinner**  
**Saturday August 17, 2024**

*Held at the 2024 NACDS Total Store Expo - Purchase of a Foundation Dinner ticket is separate from the NACDS Total Store Expo (TSE) and does not grant access or entry to TSE events and activities.*

**SUPPORT**

For more information, please contact Stephanie Valdes at  
[svaldes@nacds.org](mailto:svaldes@nacds.org) or (703) 837-4355.

We look forward to working with you in the coming months to make this year's TSE a great success! Contact us at [exhibits@nacds.org](mailto:exhibits@nacds.org) if we may assist in any way.

Have a great day,

Jim Whitman  
Senior Vice President  
Member Programs & Services  
[jwhitman@nacds.org](mailto:jwhitman@nacds.org)  
Mobile: 703-608-3935

Mary Medawar  
Senior Director, Exhibit Programs & Services  
[mmedawar@nacds.org](mailto:mmedawar@nacds.org)  
Phone: 703-837-4633

Mike Swinburne  
Manager, Business Development & Exhibit Sales  
[mswinburne@nacds.org](mailto:mswinburne@nacds.org)  
Mobile: 703-837-4611

Missed a newsletter? You can access all past versions online in the Newsletter Archive!

**NEWSLETTER ARCHIVE**

*CONNECT WITH US*



NACDS | 1776 Wilson Blvd., Suite 200 | Arlington, VA 22209