

February Exhibitor Newsletter

Greetings!

We hope your year has gotten off to a great start. We are ramping up our TSE planning to include some exciting new tools for you in the coming months, so watch this space!

WHAT'S NEW?

Let us assist you with your show planning!

Your NACDS TSE Team will conduct a number of webinars focusing on important information, details and technology. Various dates available.

[SIGN-UP](#)

SHOW MARKETING

Find out who is attending TSE using the [PARTICIPANTS](#) page! *To access individual contact information you must be registered for a show badge and your company's booth must be paid.*

Update your company profile for the **Market Exchange** using your [EXHIBITOR DASHBOARD](#). Retailers will begin reviewing companies over the next few months! If you need your dashboard credentials resent, please email us at exhibits@nacds.org.

Feature a new product in the [PRODUCT SHOWCASE](#), both virtually and onsite! Retailers vote for "Best in Category" and winners are announced Monday August 14th during the show and in a special Press Release.

Does your company have one or more products that are "Made in USA?" Let retailers know you're qualified by joining our ["MADE IN USA"](#) supplier program.

Review and share the [GUIDE TO SUCCESS](#). This primer is for first-time attendees and seasoned participants who are interested in maximizing their opportunities.

GET SOCIAL

It's never too early to start promoting your presence at the Total Store Expo!

The [EXHIBITOR TOOLKIT](#) has copy and assets you can use to help you build brand awareness, accelerate sales and develop customer relationships before, during, and after TSE.

Use our event hashtag [#NACDSTSE](#) to get your message out. Companies posting with our hashtag appear on our Social Media Buzz feed as well!

[VIEW](#)

BOOTH LOGISTICS

Review the [EXHIBITOR ACCESS SCHEDULE](#) to know when your booth personnel and exhibit techs can come and go at TSE.

Do you have an island booth? If you plan to have a second story in your space, please send a schematic of your exhibit layout to exhibits@nacds.org for Fire Marshal approval by Friday May 5th.

Hanging signs must be approved by NACDS, companies with a 20x20 island or larger space wishing to hang a sign must send a rendering to exhibits@nacds.org by Friday May 5th for approval.

Is your team registered for show badges?

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

REGISTER

HOTEL INFORMATION is available online! *Your registered attendees will receive a custom link in their Registration Confirmation emails. NACDS DOES NOT USE AN OUTSIDE HOUSING AGENCY. If you receive a call from a housing bureau, they are NOT an official agency of NACDS, does not book within our hotel block, nor do they charge our contracted room rates. Beware of scammers!*

Missed a newsletter? You can view all monthly editions online!

ARCHIVE

We look forward to welcoming you to San Diego!

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