

March Exhibitor Newsletter

This month we are excited to bring you new tools and show enhancements to make the most of your TSE experience. Check out the features below to get started on your planning.

WHAT'S NEW?

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.

[SIGN-UP](#)

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.

MARKETING TOOLKIT - Use these assets 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.

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.

BOOTH LOGISTICS

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

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.

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](#)

SAVE THE DATE!

Below are the upcoming webinars this year to assist with your show planning. Sign-up now and add them to your calendar so you don't miss out!

FAQ Fridays:

Half hour calls designed to cover timely topics and provide a channel for planners and attendees to call in and ask questions relevant to where they are in their show preparation.

Each call will have a general topic designed to keep the forward momentum of your show preparation, but we will also be available to answer any questions. If there are common questions amongst the participants, we will add the question and answer to the FAQ section of the TSE website so if you miss a call or two you can quickly learn about questions and answers from the crowd. Here is the link to where you can find all the current [Frequently Asked Questions](#).

- May 3rd – Key Resources Available
- May 17th – Managing Your Team Logistics
- May 31st – Market Exchange
- June 14th – TSE Website Tools
- June 28th – Special Programs: Meet the Market, Made in USA, and more!
- July 12th – Booth Logistics
- July 26th – Final Preparation

[SIGN-UP NOW](#)

Exhibitor Tools, Tips, & Tricks:

Learn about everything we provide to make this your most successful show of the year. We'll review the online resources, member benefits, your Guide to Success, and how to leverage press, technology, and social media at our show. Plus a guided walkthrough on how to set up and use your Market Exchange. All exhibitor attendees and planners are welcome to attend.

Webinar Dates:

Thursday, May 30, 2024
2:00 PM (ET)

Thursday, June 27, 2024
2:00 PM (ET)

[SIGN-UP NOW](#)

Show Logistics – From Set Up to Tear Down:

We will be providing a special focus on the logistics of the show – review the Freeman Kit, Insurance requirements, targeted move-in/move-out, and other aspects behind the scenes at the Total Store Expo.

Webinar Dates:

Thursday, June 13, 2024
3:00 PM (ET)

Wednesday, July 10, 2024

2:00 PM (ET)

[SIGN-UP NOW](#)

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 if we may assist in any way.

Have a great day,

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