

NACDS **TSE**
TOTAL STORE EXPO
AUGUST 17-19, 2024 • BOSTON, MA

FRONT & CENTER

at

TOTAL STORE
EXPO

April Exhibitor Newsletter

Spring is here and that marks the start of trade show season! We know you have a lot of moving parts for different events, so we hope this newsletter assists in keeping you on track.

WHAT'S NEW?

EXHIBITOR SERVICE MANUAL IS LIVE!

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

[VIEW](#)

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 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.

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.

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](#)

EXHIBITOR TIPS - SCHEDULE OF EVENTS

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

[LEARN MORE](#)

26th Annual NACDS Foundation Dinner

Please join us for a spectacular evening to celebrate the NACDS Foundation and its generous donors in our shared commitment to fostering healthier communities. Your support is crucial to driving the Foundation's work on innovative research, pharmacy education, and public health.

Saturday, August 17, 2024

Omni Boston Hotel at the Seaport

Reception: 7:00 p.m. - 8:00 p.m.

Dinner: 8:00 p.m. - 10:00 p.m.

Evening Speaker: Dr. Sanjay Gupta

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 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 if we may assist in any way.

Have a great day,

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

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

Mike Swinburne
Manager, Business Development & Exhibit Sales
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