

NACDS TSE
TOTAL STORE EXPO
AUGUST 23-25, 2025 ||| SAN DIEGO, CA

Discover what's
NOW || NEW || NEXT
at Total Store Expo | AUGUST 23-25, 2025
SAN DIEGO, CA

 **REGISTER NOW**

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?

FREEMAN SERVICE MANUAL IS ONLINE!

Freeman Co. has released the 2025 Total Store Expo Exhibitor Service Manual. Start planning your furnishings, shipping, set-up and dismantle, and more!

LEARN MORE

NACDS MARKET EXCHANGE

The NACDS Market Exchange is now LIVE!

Make sure you update your company profile page before the attending retailers start reviewing the latest products and services.

COMPLETE YOUR PROFILE

SHOW MARKETING

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

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 as "Made in USA?" Sign-up now to be included in the online listing.

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

Stand out to decision-makers at the largest gathering of chains and suppliers in the drugstore industry by promoting your presence at Total Store Expo with these pre-made and customizable graphics.

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.

SPONSORSHIP OPPORTUNITIES

Retailers consider countless brands when making category planogram decisions. 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

TARGETED MOVE-IN SCHEDULE

To ensure smooth delivery of freight to exhibitor booth and the exhibit hall as a whole, we follow a targeted move-in schedule.

EXHIBITOR ACCESS SCHEDULE

When exhibitors, exhibitor appointed contractors (EACs), and techs have access to the exhibit hall.

EXHIBITOR APPOINTED CONTRACTORS (EACs)

Working with a company to build your booth who is not an official show vendor? Your vendor's certificate of insurance must be submitted. [Click here](#) for the EAC insurance requirements.

SHIPPING LABELS

Whether to the advance warehouse or direct to show site, your shipment needs to get to the correct destination at the right time.

[**ADVANCE WAREHOUSE LABEL**](#)

[**SHOW SITE LABEL**](#)

Is your team registered?

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

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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:

FAQ Fridays are 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.

Topics:

May 16th – Key Resources Available to You

May 30th – Managing Your Team Logistics

June 13th – Market Exchange

June 27th – TSE Website Tools

July 11th – Special Programs: Meet the Market, Made in USA, and more!

July 25th – Booth Logistics

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EXHIBITOR TOOLS, TIPS, AND 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:

Wednesday, May 28, 2025
2:00 PM (ET)

Wednesday, June 18, 2025
2:00 PM (ET)

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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 12, 2025

3:00 PM (ET)

Thursday, July 10, 2025

2:00 PM (ET)

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27th ANNUAL NACDS FOUNDATION RECEPTION & DINNER

The Annual NACDS Foundation Dinner provides a special evening to celebrate our shared commitment to communities and advancing public health. Proceeds from the Dinner support the Foundation's groundbreaking research, pharmacy education, and related philanthropic initiatives.

Saturday, August 23, 2025

6:30 PM – 9:30 PM

Marriott Marquis San Diego Marina, Grand Ballroom & Foyer

Reception 6:30 p.m. – 7:30 p.m.

Dinner 7:30 p.m. – 9:30 p.m.

An NACDS Foundation ticket is required to attend the dinner.

[LEARN MORE](#)

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

Steve Perlowski
Vice President
Industry Relations
sperlowski@nacds.org

Mary Medawar
Senior Director, Exhibit Programs &
Services
mmedawar@nacds.org

Mike Swinburne
Manager, Business Development
& Exhibit Sales
mswinburne@nacds.org

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