

⌚ TSE is 2 months away. Are You Ready?

Access essential tools, key deadlines, and tips to maximize your impact on the show floor.

[SCHEDULE](#)[FLOOR PLAN](#)[PARTICIPANTS](#)

**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



✨ **Be Seen. Be Selected.**

Be “Best of the Best.” 🏆

[Circana](#) reports mass beauty gained ground in 2024, driven by Gen Z’s demand for affordable fragrances and high-impact hair care, while skin care slowed. It’s a clear signal: value and trend-driven innovation are winning shelf space.

Showcase your innovation where it matters most by participating in the Product Showcase. Retailers will explore your products online and in person at TSE maximizing visibility at every touchpoint. Plus, you’ll be in the running for “Best of the Best” in your category.

ENTER THE PRODUCT SHOWCASE



WATCH VIDEO



Exhibitor Tips

Exhibitor learning opportunities that cover timely topics and for planners and attendees.

FAQ Fridays 📱

- 📅 **June 13** – Market Exchange
- 📅 **June 27** – TSE Website Tools
- 📅 **July 11** – Special Programs: Meet the Market, Made in USA, and more!

Webinars 🖥️

- 📅 **June 12** – Show Logistics – From Set Up to Tear Down
- 📅 **June 18** – Exhibitor Tools, Tips & Tricks

LEARN MORE

Get noticed by Retailers on the Market Exchange

Make sure your company profile stands out!

Update your profile with your latest offerings so retailers can view and save your press releases, and product sales sheets. Retailers can also request appointments and add your company to their favorites. Plus, the new products and technologies gallery gives retailers a sneak peek of items that will be featured in the Product Showcase on the show floor.

Don't miss the chance to make a lasting impression before the show even begins.

[ENTER THE MARKET EXCHANGE](#)

Book Early, Stay Close

Don't miss your chance to stay steps from the convention center. Book your hotel through the official TSE housing link by **Tuesday, July 22** to secure the best rates and be at the center of the action. You'll find the link in your registration confirmation email.

[HOTEL INFORMATION](#)

The San Diego Extravaganza

Featuring [Counting Crows](#)

Monday, August 25, 2025

7:00 p.m. – 10:00 p.m.



🎸 Don't miss this epic finale featuring a live performance by Counting Crows, where music, food, and business come together to celebrate what's *now, new, next*.

Enjoy a flavorful lineup of San Diego-inspired cuisine and connect with both new and longtime business partners in a high-energy, coastal setting.

[LEARN MORE](#)

27th Annual NACDS Foundation Dinner



Geena Davis

Actress, Athlete, and Author

Wrap up the first day of TSE with an evening of purpose and connection at the **NACDS Foundation Annual Dinner**, held Saturday, August 23. This elegant event brings together industry leaders and changemakers to celebrate the Foundation's mission to cultivate innovation in care.

It's a chance to engage with peers and support initiatives that make a real impact while enjoying a memorable program featuring Oscar-winner Geena Davis.

[LEARN MORE](#)

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