

[FLOOR PLAN](#)

[PARTICIPANTS](#)

[SPONSORS](#)

[SCHEDULE](#)

**NACDS TSE**  
**TOTAL STORE EXPO**  
AUGUST 15-17, 2026 • BOSTON, MA

**ALL IN AT NACDS**  
**TOTAL STORE EXPO**

## Intentional Planning Starts Now

Happy New Year!

As we all begin our 2026 show planning, we are pleased to begin the monthly Booth Logistics Newsletter. Each month, we will be highlighting the new items available for your show preparation.

### Meet the Market

**The smartest business of the year starts with the first meetings you book.**

According to [Chain Store Age](#), retail in 2026 will be defined by agentic AI, smarter workforce augmentation, and faster fulfillment, technologies that don't just optimize operations, but change how decisions get made and value gets delivered. The exhibitors who win are the ones who recognize these shifts early and can prove why their solution accelerates efficiency and execution at scale.

That's exactly what **Meet the Market** is designed to do! It's a fast-moving series of 10-minute, pre-arranged appointments, curated by NACDS, designed to put your solution directly in front of retail decision-makers before the show floor even opens. Committing now gives you months to sharpen your story, pressure-test your pitch, and land on the most compelling value proposition for retailers.

[SIGN UP](#)

## Lock In Visibility Early So Retailers Spot You First



Eight months out is the perfect time to get noticed. Retailers are already researching brands, building their shortlists, and deciding who they want to meet in Boston. The sooner you show up, the easier it is for them to find you.

### **Product Showcase**

Sign up to participate now and secure one of the most-visited touchpoints on the show floor and online. Retailers use the Product Showcase early in their planning to spot new products and track down innovators.

[LEARN MORE](#)

---

## AI & Made in USA Spotlights

As retailers filter by attributes that matter most, identifying your products and solutions as *AI-enabled* or *Made in USA* can help you stand out. Signing up early to add recognition for these identifiers ensures you're visible every time a retailer searches.

[LEARN MORE](#)

---

## Sponsorship Opportunities

Top placements get claimed quickly. Early sponsors get more visibility in the tools and touchpoints retailers use to plan their schedules, giving your brand a better chance of landing on their must-see list.

[LEARN MORE](#)

# Make Your Own TSE Graphics!

Go all in on telling your network  
you'll be part of the energy at TSE.



## **Jump-Start Your Outreach While Retailers Are Planning Their Time**

Retailers are already scanning the exhibiting companies, shaping priorities, and deciding who they want to meet in Boston. The Marketing Toolkit helps you get in front of them early, long before the floor opens.

### **Use the Marketing Toolkit now to:**

#### **Make your presence unmistakable**

Quickly customize ready-made graphics with your company name and booth number. Add them to every email, invite, and intro you send this quarter.

#### **Increase awareness across every channel**

Drop pre-made email signatures and social graphics into your outreach so retailers start connecting your brand with TSE.

#### **Create consistency across your team**

Ensure every colleague promoting your booth is using the same strong, clear visuals so your message hits retailers from every angle.

These early touches compound. They build familiarity, strengthen your signal in a crowded environment, and drive more qualified traffic to your booth in August.

### **Download the Marketing Toolkit and activate your outreach now:**

[ACCESS THE TOOLKIT](#)

---

## **SAVE THE DATE**

Below are the upcoming webinars this year to assist with your show planning. Sign up and add them to your calendar today 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.

#### **Topics:**

**May 16<sup>th</sup> – Key Resources Available to You**

**May 30<sup>th</sup> – Managing Your Team Logistics**

**June 13<sup>th</sup> – Market Exchange**

**June 27<sup>th</sup> – TSE Website Tools**

**July 11<sup>th</sup> – Special Programs: Meet the Market, Made in USA, and more!**

**July 25<sup>th</sup> – Booth Logistics**



**COUNT ME IN!**

---

### **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 28, 2026, at 2:00 PM (ET)

Thursday, June 18, 2026, at 2:00 PM (ET)

[REGISTER](#)

---

### **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 4, 2026, at 3:00 PM (ET)

Thursday, July 9, 2026, at 2:00 PM (ET)

[LET'S GO!](#)

---

We look forward to working with you over the coming months to make this year spectacular! Reach out at any time if we can help you in any way.

Until next month,

Steve Perlowski

Senior Vice President

Mary Medawar

Vice President

Mike Swinburne

Director

[sperlowski@nacds.org](mailto:sperlowski@nacds.org)

[mmedawar@nacds.org](mailto:mmedawar@nacds.org)

[mswinburne@nacds.org](mailto:mswinburne@nacds.org)

# **ALL IN** AT NACDS **TOTAL STORE EXPO**

## **CONNECT WITH US**



© 2026 National Association of Chain Drug Stores

## **NACDS**

1776 Wilson Blvd., Suite 200, Arlington, VA, 22209  
(703) 549-3001