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

ALL IN AT NACDS
TOTAL STORE EXPO

February Booth Logistics Newsletter

Now is the time to start looking at the multiple ways to boost your visibility in advance of the show!

Boost your visibility!

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.

[SIGN UP](#)

Supplier Diversity Program

Companies indicating they have a Supplier Diversity Program working to incorporate minority-owned and/or women-owned and operated businesses into their network. Reach out to us at membership@nacds.org if you are a certified Woman/Minority Owned company.



Maximize Your Show!



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](#)

Meet the Market

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.

[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:



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 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



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,

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ALL IN AT NACDS **TOTAL STORE EXPO**

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