



NFCA Convention Saturday Showcase Exhibitor Guidelines

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1. Saturday Showcase Notification and Application Timeline: Due to demand in excess of the Exhibit Hall space for the Atlantic City Convention, the NFCA is offering an extra Saturday Showcase for those vendors who are unable to register for the standard Exhibit Hall. Registration for the Saturday Showcase held on December 12, 2026, will open in May.
2. Saturday Showcase Rules and Regulations
 - 2.1. Exhibit Space Rental
 - 2.1.1. Description of rental space: This contract is for the use of (1) 6' table in the Wildwood Ballroom, (2) black plastic contour chairs, and (1) wastebasket. Vendors will be responsible for providing their own tablecloths.
 - 2.1.2. Furnishings: Furniture and/or additional drapery, accessories, signs, etc. are the sole responsibility of the Exhibitor.
 - 2.1.3. Electricity/Power/Internet: Electricity and power may be purchased through Encore via the hotel. Complimentary WIFI will be provided.
3. Standard Pricing and Benefits:
 - 3.1. Standard Pricing: The NFCA will offer standard rates, each 6' table is \$500.
 - 3.2. Benefits:

Standard with the purchase of a 6' table:

 - (1) 6' Table (tablecloth is not provided)
 - (2) Black Plastic Contour Chairs
 - (1) Wastebasket
 - (2) Exhibit Show credentials (option to purchase (4) additional credentials for \$50/each for a maximum of (6) per company)
 - Quarter-page ad in digital Convention program
 - Logo placement and website link on NFCA website and in the Convention app



Standard for each company regardless of the number of tables purchased:

- Listing and advertisement in the digital Convention program, on the Convention app, and promotion on the NFCA website.

4. Application/Registration Process:

4.1. How to Apply: To register for the Saturday Showcase space at the NFCA Convention, visit the [Convention & Exhibit Show](#) page. Details specific to this year's Exhibit Show will be posted on the [Convention & Exhibit Show](#) and registration will go live in Spring. An [Exhibitor Portal](#) account is required to complete an application.

4.2. Application Review and Acceptance: The NFCA reserves the right to review all applications for table space and credentials to determine whether or not table space shall be granted and if credentials shall be issued. Table space access and credentials may be revoked at any time for any violation(s) of any NFCA Guidelines, as determined by the NFCA Chief Executive Officer. Once the table selection has been made and the space confirmed by an NFCA Staff member, the deposit and/or the total balance will be applied to the account in the Exhibitor Portal.

4.3. Pre-Registration Table Selection: Companies participating in the current showcase will be added to the pre-registration list for the next year's Exhibit Show. Space selection will be done either on site at the current Convention or following the showcase via email.

4.4. Payment: Full table payment will be due by August 12th. Failure to meet the deadline will result in the forfeiture of the table space. For companies who apply online after the payment deadline of August 12th, payment in full must be made within five (5) business days of official table placement. If payment is not received within five (5) business days of official table placement, table space may be forfeited and resold by the NFCA.

5. Saturday Showcase Credentials and Access:

5.1. Saturday Showcase Credential: Each company will receive (2) complimentary Saturday Showcase credentials with the purchase of any Saturday Showcase table and may purchase up to additional (4) credentials (for a maximum of 6 total credentials per company) for \$50/each. Two additional Saturday Showcase credentials will be awarded for each additional table purchased up to a maximum of (4) additional Saturday Showcase credentials.



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5.1.1. No company may sublet, assign or share any part of their credential allotment to any other company. As a registered company of the Saturday Showcase, credentials should reflect employees of the registered company only.

- A Saturday Showcase credential allows access into the Thursday & Friday Exhibit Show, the Thursday Exhibit Show Happy Hour event, the hosted breakfasts on Thursday and Friday morning, and the Saturday Showcase. All after-hours/late-night social events require a credential for entry. For those who would like Event-Only credentials they may be purchased for an additional fee. Event-Only credentials for activities other than the evening social events may also be purchased. Rates for the other events may vary. To reserve Event-Only credentials, log into the NFCA Exhibitor Portal to make any necessary changes or purchases under "My Badges." There will be security on-site to monitor credentials prior to entry into events.

5.2. Convention Attendee Credential for Exhibitors: Convention Attendee Credentials for Exhibitors are available for \$300 for any paid Exhibitor who wishes to have full access to all events associated with the NFCA Convention to include: speaker sessions, meals, after-hours/late-night social events, and the Hall of Fame dinner. Only those present at the Convention and included on the initial company badge list are eligible for this Convention Attendee credential discount. As a reminder, NFCA caucus meetings are open to members of that NFCA membership division only. Exhibitors with a Convention Attendee credential are not permitted to attend any Caucus session. Exhibitors who wish to purchase a Convention Attendee Credential for Exhibitors should contact Exhibit Show coordinator, Annie Gordon at annie@nfca.org (502) 409-4600. All requests for this credential will be verified and considered for approval by the NFCA.

6. Replacement Credentials: If an Exhibitor credential or lanyard, or Convention Attendee credential or lanyard for exhibitors, is lost or misplaced, replacement credentials or lanyards may be obtained at the NFCA Convention attendee registration desk for a fee of \$75 each. There is a \$100 fee if both the credential and lanyard are lost.
7. Revocation of Credentials and Removal from the Saturday Showcase: If an Exhibitor acts in an offensive, disorderly or unprofessional manner, as determined by NFCA staff, that Exhibitor's credentials may be revoked and they may lose access to the Exhibit Show and/or Convention. Removal from the



Convention may also occur if any of the NFCA Convention Guidelines (Media, Attendee, Auxiliary or Exhibitor) are violated. In the case of credential revocation and/or removal from the Saturday Showcase, no refunds will be given.

8. Cancellation

8.1. Cancellation of Contract

- 8.1.1. For any registered companies that have paid in full: If cancellation occurs via company notification between March 16th- August 12th, reserved space(s) is forfeited, and a refund will be issued less the non-refundable \$50 admin fee.
- 8.1.2. For any registered companies that have paid in full: If cancellation occurs via company notification between August 13th and September 30th, a refund of 50% of the total reserved table space cost less the \$50 admin fee.
- 8.1.3. For any registered companies that have paid in full: If cancellation occurs via company notification between October 1st and December 10th, no refunds for any reason will be granted. This includes, but is not limited to, when an Exhibitor does not attend the Convention and does not provide a cancellation notice (a "no show").
- 8.1.4. All cancellations must be in writing to annie@nfca.org. Digital correspondence or traceable mail will be accepted. Digital time stamps on submitted correspondence will be controlling.
- 8.1.5. Failure to Occupy Space: Space not occupied by the close of the exhibit installation period will be forfeited by the Exhibitor and this space may be resold, reassigned, or used by the NFCA. No refunds will be given.
- 8.1.6. Cancellation of Show: In the event of fire, strikes or other Acts of God or force majeure, including risks of communicable diseases, that renders the exhibit area unfit or unavailable for use, or cause the Exhibit Show to be cancelled, this contract and submitted application will not be binding and payments on account will be awarded a full refund less an administrative fee. The non-refundable administrative fee is 20% of the total table payment. These rates do not include table space reserved as part of a sponsorship contract.

9. Construction, Installation, & Use of Exhibit Facilities

- 9.1. Acceptability of the Exhibits: All exhibits shall be used to serve the interest of the attendees of the NFCA and shall be operated in a way that will not detract from other exhibits, the Saturday Showcase or the Convention as a whole. The NFCA reserves the right to require the immediate withdrawal or modification of any exhibit. In the event of such restriction or eviction, the



NFCA is not liable for any refund of rental fees or any other exhibit-related expense. Exhibitors must comply with all federal, state and local laws as well as all hotel policies.

- 9.2. Restrictions on Use of Space: No Exhibitor shall sublet, assign or share any part of their allocated space. Failure to comply with the Restrictions on Use of Space Guidelines will result in the immediate removal of the company that is not listed or paid through the NFCA and a ban from the next year's Convention. The paying company that sublet, shared, or assigned the space will also be banned from the following year's Convention. Solicitations or demonstrations by Exhibitors must be confined within the bounds of their own respective tables. Aisle space shall not be used for exhibit purposes, display of signage, solicitation or distribution of promotional material.

Exhibits, signs and displays are also prohibited in any public space or elsewhere on the premises of the meeting facilities, in the guest rooms or hallways of the hotel. Operation of sound amplification devices is not allowed. If a company is interested in additional advertising or activations in the event space, please contact the NFCA at annie@nfca.org.

There may be instances during the Saturday Showcase when NFCA personnel may utilize sound amplification devices for certain NFCA sponsored Saturday Showcase events. Any concerns about conditions within the Saturday Showcase should be directed to the NFCA Chief Executive Officer.

- 9.3. Construction of Exhibits: Exhibits shall be constructed and arranged so they do not obstruct the general view or hide the exhibits of others.

Exhibitors wishing to use anything other than standard table equipment – i.e., any signs or material in any way conflicting with the above-stated regulations should email a detailed sketch of the proposed layout at least six weeks before the Saturday Showcase and before table construction is ordered to the NFCA at annie@nfca.org. All sketches must receive written approval from the NFCA prior to ordering.

The NFCA is not responsible for any costs incurred related to the Saturday Showcase materials and/or table construction, including those that do not comply with these guidelines. The NFCA in its sole discretion will determine if a display violates any of the NFCA Guidelines, in particular these Saturday Showcase Guidelines. If the NFCA finds the space is in violation, Exhibitors will be asked to rearrange the area so that it is in accordance with these



guidelines. Failure to make the requested changes will result in removal from the Saturday Showcase and forfeiture of payment.

- Any company with a concern about a surrounding company's set-up or construction should notify NFCA personnel on-site immediately.

9.4. Show Hours, Installation & Breakdown for the 2026 Saturday Showcase Exhibit Show.

- Installation: Setup, installation, and registration will be from 7-8:30am local time on December 12.
- Show Hours: The Saturday Showcase Exhibit Show hours will be from 8:30am – 4:30pm local time.
 - Activities include:
 - 8:30am-10:00am coffee (no breakfast available)
 - Raffles between 9am – 3pm
 - Educational programming throughout the event.
- Breakdown: Breakdown will be from 4-5pm after the show concludes on December 12.

The Exhibitor expressly agrees to do all installation and breakdown of exhibits during the times indicated previously. No exhibit may be set up outside of the setup hours listed above. No exhibit may be erected after the Saturday Showcase hours open. It is the responsibility of the Exhibitor to see that all materials are delivered to the exhibit area and removed by the specific deadline. Additional late fees may be charged to the Exhibitor and removal may be arranged by the NFCA or show decorator at an additional expense to the Exhibitor should there be failure to remove the exhibit per these Guidelines.

9.5. Drayage: Companies will be responsible for their shipping and receiving.

9.6. Labor: Exhibitors are solely responsible for all labor personnel, for all work, before, during, and after the Saturday Showcase, and for compliance with all local, state, and federal labor regulations and hotel laws.

9.7. Fire, Safety, and Health Regulations: The Exhibitor agrees to comply with all local, city and state laws, ordinances and regulations of the owner related to fire, safety and all other matters. All decorations and table equipment must be fireproofed and electrical wiring must meet established safety requirements. No combustible material to include boxes shall be stored in or



around the exhibit tables.

9.8. Damage to Exhibit Facilities: The Exhibitor must surrender rented space in the same condition it was at the commencement of occupation. The Exhibitor or agent shall not injure or deface the walls, columns or floors of the exhibit facilities, the tables, the equipment or furniture of the table. When such damage appears, the Exhibitor shall be liable for all costs incurred to the owners of the damaged property. The management agent reserves the right to select contractors for such repairs.

10. Security, Liability & Insurance

10.1. Security: The NFCA will contract with a security company that will provide watch persons during the hours of the-Saturday Showcase. The hiring of watch persons does not create either an assumption of liability or a duty to monitor by the NFCA. It remains the sole responsibility of the Exhibitor to preserve, protect, and secure Exhibitor property.

10.2. Responsibility of the Exhibitor: The Exhibitor assumes the entire responsibility for losses, damages, and claims arising out of injury or damage to Exhibitor's displays, equipment and other property brought upon the premises of the hotel property, and to its agents, servants and employees from any and all such losses, damages and claims. Insurance and liability are the full and sole responsibility of the Exhibitor. The NFCA bears no responsibility or liability for losses, damages, or claims.

10.3. Exhibit Management Responsibility: NFCA's contract with the facility supersedes the contract it has with Exhibitors.

11. Marketing: Posting of notices and/or distribution of other materials to attendees by Exhibitors outside of assigned table spaces is not allowed in any part of the Convention hotels or Convention center. Marketing and promotional activity should be contained to each company's allocated space. The NFCA staff reserves the right to have any Exhibitor removed from the Convention area and to revoke current and future Exhibit Show and Saturday Showcase space for any Exhibitor found violating this provision.

- No company may section off, allocate, assign or share any part of their advertisements placed through NFCA platforms and channels. All advertisements should reflect, promote and/or direct all attention, sales and messaging to the company with registered table space only.
- Each application submitted for the NFCA Saturday Showcase table



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space should reflect the name of only one company. Any company wishing to promote more than one company, brand, or entity in table space, advertisements, listings or other NFCA promotions should submit a separate table application and payment for each company they wish to represent.

- 11.1. Merchandise Sales: Exhibitors who sell merchandise from the exhibit floor must have the appropriate seller's permits and licenses. It is the sole responsibility of the Exhibitor, not the NFCA, to obtain the required permits and licenses and to properly collect and remit any sales taxes. Additionally, if required, the payment of any merchandising fees associated with the hotel property/Convention center or other event management is the responsibility of the Exhibitor and not the NFCA.
- 11.2. Photography, Video & Audio Taping: Photography, video, and audio taping for a general overview of the Saturday Showcase and within company table space for company social media, website, or promotional purposes is allowed. This must be minimal in nature and not disrupt other companies or any other programming within the Saturday Showcase. No full productions are allowed, including lighting or additional sound equipment. Exhibitors should not photograph, video or audio tape at table space other than their own. If NFCA determines photography, video, or audio taping to be disruptive or inappropriate, NFCA reserves the right to remove the opportunity for photography, video or audio taping for the remainder of the show.
- 11.3. Food and Beverage: Allowable food to be distributed: small candy items, mints, gum, etc. in original and unopened packaging. For companies with the primary purpose of producing food or beverages, a small sample of the product is allowed. If a company does not have a primary purpose of producing food or beverages, absolutely no food or beverages of any kind are permissible. Please note some facilities may charge a corkage fee. All companies are responsible for their own additional fees.
- 11.4. Noise: table noise must be kept to such a level so as not to disturb other Exhibitors or interfere with traffic flow. The NFCA reserves the right to make the final decision on the noise level at each exhibit space. No microphones or other sound amplification devices are allowed inside the hall.



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12. Non-Exhibit Show Registered Companies: Any company that wishes to participate, attend or interact with attendees and exhibitors at the NFCA Annual Convention, Saturday Showcase, or NFCA Exhibit Show must be a registered exhibiting company or a registered Convention Company attendee. If a company wants to conduct business at the Convention location, it must register for the Saturday Showcase/Exhibit Show. No person attending Convention, with the intent of conducting business, networking with attendees, promoting a company, brand and/or product or seeking to directly or indirectly sell items may do so without being a registered exhibiting company. Any company that conducts business, markets a product, posts signage, or engages in any other business-related activity outside of the Saturday Showcase/Exhibit Show, including private hotel rooms or suites, may be removed from all areas of the NFCA National Convention and/or Saturday Showcase/Exhibit Show, forfeit their credentials and may be banned from future Conventions and/or NFCA events.
- 12.1. Convention Company Credentials: Companies that wish to forgo being an exhibitor with table space and/or the Exhibit Show/Saturday Showcase has sold out and no table space is available, are able to purchase a Convention Company Credential to attend all areas a Convention attendee would have access (outside of division-specific meetings and caucuses). Rules and regulations regarding this credential can be found above in Section 5. Companies/Attendees with a Convention Company Credential may only network and hand out business cards as would any other Convention attendee. A violation of any NFCA Guidelines, as determined by the NFCA Chief Executive Officer may result in removal from all areas of the NFCA National Convention, forfeiture of credentials, and ban from future Conventions and/or NFCA events. Attendees with a Convention Company Credential must also follow Convention Attendee Guidelines.
- 12.2. Outside Exhibit Hall Meetings: Any company not in the Saturday Showcase/Exhibit Show on-site at the NFCA Convention for business purposes that creates appointments, meetings, or vendor space (hotel suite for example) outside of the Exhibit Hall or without NFCA approval will be banned for two years from any/all NFCA Convention and NFCA overall vendor opportunities. For companies with reserved/paid space in the Saturday Showcase, approval must be obtained by December 1, 2026 if additional space for appointments or meetings (additional cost required) is desired outside the Exhibit Hall.



13. Child Policy: To maintain a professional environment and ensure the safety of all participants, children are not permitted in the exhibit hall during scheduled exhibit hours. This policy is intended to provide general guidance; however, it is not possible to anticipate every scenario. The NFCA recognizes that certain circumstances may warrant limited exceptions. Exhibitors seeking to involve student-athletes or youth participants for table staffing, demonstrations, or related activities must submit a request in advance. Requests will be reviewed and considered on an individual basis, with approval granted at the sole discretion of the NFCA. To request an exception, contact NFCA Chief Executive Officer, Carol Bruggeman at carol@nfca.org.
14. Special Circumstances: Should the Saturday Showcase sell out and/or a company has a special circumstance in which it wishes to attend the Convention, please email contact Annie Gordon at annie@nfca.org (502) 409-4600.