

JULY 2026



EXHIBITOR BRIEF

Feb. 11-13, 2027 | Orange County Convention Center | Orlando, Fla.

Tools, Resources and Key Dates

The NAFEM Show is seven months out. Now is the right time to start planning for your exhibit space, and we've built the resources to make that easier. From budgeting tools to step-by-step videos, here's what you need to navigate the process and hit the ground running in Orlando, Fla.

If you haven't submitted your 2027 Exhibit Space Contract, contact info@thenafemshow.org to ensure you received your booking code sent to your trade show contact on June 16.

Important Dates & Reminders

Stay on top of important milestones by bookmarking the [Exhibitor Important Dates Page](#).

Your exhibit contract and 50 percent deposit are due July 21 to participate in online space selection. If paying by check, it must be dated and postmarked by July 21.

Appointment details are sent to the trade show contact on Aug. 11.

Companies with 200+ priority points select the week of Aug. 24. Companies with under 200 points select the week of Aug. 31.

Review your priority point total by logging into your [NAFEM Member Dashboard](#).

Exhibitor Resource Center (ERC)

The [Exhibitor Resource Center \(ERC\)](#) serves as your go-to destination for all exhibitor-related information for the show. Access the payment portal, floor plan, budget calculator, webinar schedule, hotel reservations and meeting space form — all in one place. The ERC is only available to those who have submitted their exhibit contract(s).

Additional resources including the Freeman Exhibitor Services Manual, Orange County Convention Center order forms, exhibitor registration and tickets to The Kick-Off Party and The NAFEM Party are available starting Sept. 23.

Exhibitor Webinars & Resource Videos

[Register for upcoming live webinars](#) to hear directly from our team on how to make the most of your exhibit.

Next up: **Space Selection Essentials & Important Dates**, Aug. 18 at 2 p.m. CT. Get a walk-through of the space selection process and the key dates that keep your planning on track. [Register now](#).

Looking for 24/7 on-demand support? Take a look at our how-to videos on the most requested topics, including [how to submit a contract](#).

First-Time Exhibitor Program

Make a strong debut at the industry's leading foodservice equipment & supplies exhibition. Specifically for new exhibitors, the [First-Time Exhibitor Program](#) provides assistance to help you maximize your show experience. Check out what it has to offer.

Your participation includes:

- Exhibitors can choose to select space within designated area, which includes a hanging banner over First-Time Exhibitor area
- First-Time Exhibitor icon in Show App
- Icon on printed show floor map
- Concierge Call – within 48 hours of contract submission, exhibitor receives call from our team welcoming them and offering assistance
- First Time Exhibitor Webinar (scheduled for Nov. 10)
- Office Hours – for additional 1:1 help to ensure exhibitors are show ready
- First-Time Exhibitor Welcome Kit

Exhibitor FAQs

Find answers to the most commonly asked questions on the [Exhibitor FAQs page](#).

Have questions about the process? Email info@thenafemshow.org or call +1.312.245.1054 (Ext. 5).

