

MAY 2026



EXHIBITOR BRIEF

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

Your NAFEM Show 2027 Planning Checklist Starts Here

June is a big month for The NAFEM Show. The exhibitor contract launches June 16. Get ready before then. Here's everything you need to know.

The Show Is In Orlando

The NAFEM Show takes place Feb. 11–13, 2027, at the Orange County Convention Center in Orlando, Fla., a world-class venue with easy access and great hotel options nearby. **Note:** The day pattern is Thursday through Saturday.

Get the Full Picture

The 2027 exhibitor prospectus covers pricing, the floor plan and attendee demographics. Printed copies are mailed to trade show contacts in early June.

2027 Booth Rates

NAFEM Members: \$42 per sq. ft.

Non-members: \$3,500 non-member exhibit fee (non-refundable) and \$56 per sq. ft.

Corner (\$300) and aisle (\$5,000) fee are assessed at Space Selection in August.

To Do Before June 16

- Confirm your trade show contact is current. Contracts and critical emails route to the contact on file. Log in to nafem.org to update your record.
- Add MYS (service@mapyourshow.com) to your safe sender list. This ensures contract and housing emails reach your inbox – especially important for the June 16 launch.

What to Expect Week of June 16

At 11 a.m. Central on June 16 we will send you an email with a unique booking code to submit your contract. (During the week of June 10, we'll provide you with more detail about the launch.)

Get access to:

- **Budget Calculator** – A tool to help estimate your exhibit costs
- **Meeting Space Request** – Reserve private meeting space non-show hours
- **Full Webinar Schedule** – webinars created to share tips to ensure your time at The NAFEM Show is successful
- **Exhibitor Resource Center (ERC)** – Your hub for everything exhibiting including your contract, invoice, housing, and show resources, all in one place

Be ready to secure your spot.

Important Dates - Mark Your Calendar

- **June 16:** Contract and Housing opens
- **Week of June 16:** Budget Calculator, Meeting Space, Exhibitor Resource Center available
- **July 21:** Contract and 50% deposit due to participate in online space selection
- **Week of Aug. 24:** Space Selection for exhibitors with 200+ Priority Points
- **Week of Aug. 31:** Space Selection for exhibitors with fewer than 200 Priority Points
- **Sept. 23:** Exhibitor badge registration opens. Exhibitor Services Manual (Freeman Order Forms) and Orange County Convention Center (OCCC) forms available; tickets to networking events including The NAFEM Party are available for purchase
- **Oct. 20:** Final Exhibit Space balance due
- **Nov. 18:** Detailed floor plans due from exhibitors occupying an island or split island booth space; manufacturers of walk-in coolers, refrigerators and/or freezers, or those exhibitors with written booth violation notices from 2025

Be ready for June 16.

Questions? Contact us at info@thenafemshow.org or 312.245.1054 (ext. 5)

We'll see you in Orlando.



FEBRUARY 11-13 • ORLANDO, FL
ORANGE COUNTY CONVENTION CENTER

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