

OCTOBER 2026



EXHIBITOR BRIEF

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

Deadlines Are Closing In

There's a lot happening between now and The NAFEM Show. Take a look at some upcoming deadlines and other key exhibitor information.

Reminder: in an effort to cut down on your inbox clutter, The NAFEM Show sends the latest must-have information in one monthly communication – the *Exhibitor Brief* – to trade show, marketing and billing contacts. Past issues may be viewed in the ERC and in the Exhibitor section of The NAFEM Show website.

Exhibitor Resource Center

Everything you need to prepare for The NAFEM Show lives in the **Exhibitor Resource Center (ERC)**. Log in now to manage these important action items if you haven't already:

Booth Payment and Cancellation Policy

Cancellations must be submitted via email to info@thenafemshow.org with confirmed receipt on or before Oct. 20. Exhibitors are responsible for any full or partial cancellation between initial space selection and the Oct. 20 deadline – NAFEM retains a 25 percent deposit on cancelled partial space. After Oct. 20, no refunds are issued and exhibitors are responsible for the full space rental charge regardless of cancellation or reduction.

Payment Deadline

Your booth space payment is due Oct. 20. To request a copy of your invoice, go to My Account in the ERC or email info@thenafemshow.org.

Booth Drawing Submissions Exhibitors that manufacture walk-in coolers, refrigerators and freezers and select inline booth(s) are required by NAFEM to purchase a booth with a depth of 15' (4.75 m) and must submit a detailed floor plan with dimensions (including height) of all items in the booth to Show Management for review and approval by Nov. 18.

[Go to the ERC](#)

Last Chance: WHAT'S HOT! WHAT'S COOL!® (WHWC)

Feature your latest equipment and supplies (E&S) innovations in the WHAT'S HOT! WHAT'S COOL! (WHWC) new product gallery. Submit up to three products, new to market since The NAFEM Show 2025 or working prototypes, that make a real impact on foodservice operations. Application fee is \$250 per product.

The submission deadline is this Friday, Oct. 16, at 5 p.m. CT. Sign in through **the ERC** to submit your application.

Map Your Show

Make sure attendees can find you. Update your exhibitor listing in the ERC with your logo, company description and product offerings, so you show up in the right searches.

[Update Profile](#)

@CenterStage

Powered by NAFEM and *Foodservice Equipment & Supplies magazine*, @CenterStage brings you face-to-face with industry thought leaders talking through the trends shaping foodservice E&S today.

Sponsorships

Make an impact beyond your booth! Explore sponsorship opportunities across three key areas: brand awareness, booth engagement and thought leadership. Choose from digital ads, push notifications, onsite signage and more to build a package that fits your goals and puts your company in front of the right audience.

[See Available Sponsorships](#)

Webinars and Resource Videos

Get the pointers you need to be successful at The NAFEM Show. Register for an upcoming live webinar to hear directly from the NAFEM team on how to make the most of your exhibitor experience. If you prefer to learn on your own time, how-to video resources are available 24/7 for the most requested topics.

[Explore Exhibitor Education](#)

Networking Events

The NAFEM Show doesn't stop when the exhibit day ends. The Kick-Off Party brings the industry together over small bites and drinks – the perfect way to reconnect with customers and meet new ones. The NAFEM Party keeps the energy going with live music (musical artist to be announced soon). Secure your tickets for your team and key customers when registering your booth personnel.

Exhibitors can host receptions right from their booths during show hours – just order catering in advance through Sodexo via the ERC catering form.

[Explore Networking Events](#)

Hotel Reservations

Book your hotel through **onPeak**, the official housing coordinator for The NAFEM Show, and lock in exhibitor discounts before Jan. 14, 2027. You'll get a confirmation email with a booking link after you register. If you are booking more than 20 rooms, use [this link](#) instead. If you have questions, call onPeak at +1.855.203.6329 or email NAFEM@onpeaksupport.com.

Watch Out for Scams

Be cautious of unsolicited outreach for housing or registration services. Legitimate suppliers are identified by the official NAFEM supplier seal. If a vendor contacts you without this seal, they are not an authorized supplier for The NAFEM Show.



As a friendly reminder, please continue to review the floor plan as changes may occur leading up to the show. If you have any questions, email info@thenafemshow.org or call +1.312.245.1054.



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