



**Convenience
Experience
Delivered**

Los Angeles Convention Center

South Hall

Show Information

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Quick Facts & Show Schedule

Each Booth Space Includes:

- 16 hours of exhibit time.
- Three (3) badges for the first 100 square feet of exhibit space purchased one (1) badge for each additional 100 square feet purchased.
- 8-foot high, back drape (white), 3- foot high, side rail drape (white), and one (1) booth sign (island booths not included).
- Company name and booth number in the printed floor plan directory.
- Company listing on the online floor plan, searchable by product and in the mobile app.

NOTE: The aisle carpet color is blue. **Carpet/flooring is required for all exhibit booths.** Your company may bring your own carpet/flooring or place an order in the GES Service Manual.

Move-In:

The NAMA Show 2026 will follow a targeted move-in and move-out schedule where exhibitors will be assigned specific dates and times for move-in and move-out. Move-in will take place from Sunday, April 19 – Tuesday, April 21 and Move-out will take place from Friday, April 24 – Saturday, April 25 according to the Target Plan. Exhibitors may only move in and move out during their scheduled time. Please see the Target Plan in the GES Service Manual for your move-in and move-out day and time.

Date	Time	Access/Location
Sunday, April 19	Exhibit Booth Installation, Refer to the targeted move-in plan.	Hall access at 8am. No re-entry after 5pm.
Monday, April 20	Exhibit Booth Installation, Refer to the targeted move-in plan.	Hall access at 8am. No re-entry after 5pm.
Tuesday, April 21	Exhibit Booth Installation, Refer to the targeted move-in plan.	Hall access at 8am. All exhibits must be set up by 5pm. No re-entry after 5pm.

Exhibit Hall Show Schedule:

Date	Time	Access/Location
Wednesday, April 22	Exhibit Hall Open, 12:30pm – 6:30pm	Hall access at 10:30am.
Thursday, April 23	Exhibit Hall Open, 10am – 5pm	Hall access at 9am.
Friday, April 24	Exhibit Hall Open, 9am – 12pm	Hall access at 8am.

Move-Out:

Date	Time	Access/Location
Friday, April 24	Exhibit Booth Dismantle, Refer to the targeted move-out plan.	No re-entry into the hall after 7pm.
Saturday, April 25	Exhibit Booth Dismantle, Refer to the targeted move-out plan.	No re-entry into the hall after 2pm.

The schedule is subject to change. Advance approval is required to gain access to the exhibit hall outside the hours set above. If your company requires an exception, contact Nicole Davis, The NAMA Show 2026 Exhibits Manager at 770-432-8410, x110 or ndavis@namanow.org.

Dismantling of Exhibits:

Exhibitors will NOT be permitted to dismantle/package any part of their exhibit prior to the official closing of the show at 12:00pm on April 24. Anyone who does not adhere will forfeit all priority points earned for the show.

For additional show and housing Information visit The NAMA Show 2025 website <https://thenamashow.org>.

Important Dates & Deadlines

Date	Reminder	Completed
ASAP	Company Description & Product Listing for attendee viewing. Update in Map Your Show Exhibitor Portal.	
ASAP	Register Booth Staff. Link located in the Map Your Show Exhibitor Portal.	
ASAP	Notice of Intent to use an Exhibitor Appointed Contractor (EAC) & Third Parties form & EAC Certificate of Insurance due. Submit to GES.	
Feb 12 (Early Rate) & March 12 (Advance Rate)	Lead Retrieval order deadlines https://xpressleadpro.com/fe2/expick.php?showcode=NAMA0426	
February 19	Submit the company/exhibitor booth diagram/layout for approval. Email the drawings to Nicole Davis, ndavis@namanow.org .	
March 13	Company/Exhibitor Certificate of Liability (COI) Insurance due. Email the COI to Nicole Davis, ndavis@namanow.org .	
March 23	First day for shipments to arrive at the GES Advance Warehouse. Material handling charges apply.	
March 27	Audio Visual , Projection. Save 10% by ordering online. https://projection.boomerecommerce.com/Home/Pages/Security/Login.aspx	
March 27	Cleaning, Electrical, Furnishings, Labor, Material Handling, Plumbing, etc., GES Services discount deadline.	
March 27	Hotel Group/Individual Reservation Deadline. Only use The NAMA Show website link. https://thenamashow.org/hotel-travel-2026/	
March 30 (Early Rate) & April 14 (Standard Rate)	Internet & Telephone , Boldyn Networks. Online ordering, https://go.boldyn.com/LAorders	
April 1	Submit Levy Sampling Form & Handwashing Sanitation Requirement. (A Handwashing Sanitation Kit is required to sample unsealed food or beverage. For more Sampling information see page 6 of this document & and Levy Sampling.)	
April 8	Catering order, Certificate of Insurance & Payment Deadline. Submit to Levy TasteofLA@levyrestaurants.com	
April 13	Last day for shipments to arrive at the GES Advance Warehouse Material handling charges apply.	
April 21	All EXHIBIT BOOTHS must be set by 5:00pm for NAMA walk through.	

The NAMA Show 2025 Rules & Regulations

IAEE Guidelines for Display Rules and Regulations

The NAMA Show adheres to the IAEE Guidelines for Display Rules and Regulations. A copy is available on the Map Your Show Exhibitor Portal.

ALCOHOLIC BEVERAGES

The distribution of alcoholic beverages from any exhibitor's booth is prohibited without the prior written consent of NAMA. A written request must be received by Show Management at least 60 days prior to the opening day of the show. Upon receipt of the request, NAMA will forward the appropriate insurance and other requirements, which must be provided by the exhibitor prior to granting permission to serve alcohol at the show. All alcohol must be purchased through the catering department at the venue.

BOOTH CARPET/FLOORING

Booth flooring is mandatory and is the responsibility of the exhibiting company.

BORROWING PRODUCT AND/OR MACHINERY

It is a common practice to borrow the machine of another exhibitor in the show for the purpose of showing your vendible products at The NAMA Show or to demonstrate the capabilities of your own equipment. There probably isn't a better way to showcase your products to the attendees!

It is the policy of NAMA that the display of products or equipment of non-exhibitor companies is not permitted in the machines or booths of exhibitors. Please see this condition of the exhibit space contract for details. It is unfair to NAMA exhibitors that do participate in The NAMA Show to allow non-exhibitors to display any merchandise, product or equipment. Your cooperation in this matter is greatly appreciated.

All arrangements to borrow or lend machinery are between the participating exhibitors and do not involve NAMA unless there is a violation of NAMA rules.

Your company may only use the products or machinery of other exhibiting companies at The NAMA Show for the following purposes:

- If your company requires products for display
- If your company requires products to dispense in your machines
- If your company requires machinery for display/dispensing purposes

Please follow these guidelines to plan accordingly.

- Ensure your company communicates any charges such as labor, material handling, shipping and other handling fees are the responsibility of the borrower/exhibitor.
- Inform GES of this arrangement prior to move-in, for billing and delivery of the equipment.
- Order catering, electricity and plumbing for your borrowed machine, as necessary.

It is the responsibility of the borrowing exhibitor to make arrangements directly with another exhibitor, for usage of their products or machinery. NAMA cannot guarantee availability of products or machines. An exhibitor list with contact information is available. To obtain a copy of the list or for additional questions, contact Nicole Davis, The NAMA Show Exhibits Manager, at 770-432-8410, ext. 110 or ndavis@namanow.org.

CHILDREN/STROLLERS

No one under age 16 will be admitted to the Expo Hall. Only nursing infants (swaddled or carried) are allowed on the show floor. No car seats, buggies, wagons or strollers will be permitted.

EXHIBITOR CERTIFICATE OF LIABILITY INSURANCE

As a standard requirement for all our show exhibitors, it is necessary for you to carry general liability coverage from an insurance company in good standing with minimum policy limits of \$1,000,000 per occurrence and \$2,000,000 aggregate. Insurance Coverage is not optional. This insurance must be in force during the lease dates of the event, April 18-25, 2026, naming National Automatic Merchandising Association (1777 North Kent Street, Suite 1010, Arlington, VA 22209) as certificate holder. The following must be named as additional insured: National Automatic Merchandising Association, Tradeshow Logic and GES. Email your Certificate of Insurance to Nicole Davis, The NAMA Show Exhibits Manager, ndavis@namanow.org by March 13.

If you are sampling in your booth, a certificate of insurance naming both Taste Los Angeles, Powered by Levy and the Los Angeles Convention Center as additionally insured is required, to include the following minimum limit: General liability (\$1,000,000). See sampling form for details.

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INLINE BOOTHS

Inline booths are connected to other exhibitors (10x10, 10x20, 10x30, etc.). All inline booth displays **may not** exceed the 8-foot-high back wall drape. The front 5-feet of the booth **may not** block the view of neighboring exhibitors. All display properties must be set inside the exhibit booth. Your company may email a drawing to Nicole Davis, ndavis@namanow.org for review. Refer to the IAEE Guidelines for Display Rules and Regulations in the Map Your Show Portal.

ISLAND BOOTHS ONLY – HEIGHTS FOR BANNERS, LIGHTING/PROJECTION TRUSSES & STRUCTURES

For Island Booths Only (20' x 20' and larger)

Island booths are exposed to aisles on all four sides. Island booths are permitted to have hanging signs, truss & structures greater than 8 feet. Banners/signs may be hung to a maximum of 20 feet from the floor to the top of the sign. Truss may exceed this 20-foot height limit if they do not include graphics. All island booths that are 15 feet or 20 feet deep may utilize structures up to 18 feet high. Such structures will be restricted to the 5 feet of booth space closest to the aisle and must be a minimum of 10 feet away from a neighboring exhibitor.

Temporary structures and exhibits with any of the following elements are required to submit a wet-stamped, engineered plan of the structure and involve the review/approval by (a) City of LA Building Safety Department AND (b) the LACC Fire Marshal. Contact Nicole Davis, ndavis@namanow.org for permit submission information.

- 2-story structures
- Platforms and stages exceeding 30”H above the floor intended to carry live load, or stair/steps exceeding 48”H the floor intended to carry live loads.
- Expansive (20’ or more) 1-story structures that contain: overhead beams; signage; truss; cantilevers; etc., of considerable weight and/or span
- Video wall structures exceeding 15”H or have multiple screens
- Structures that exceed 12’H or stairs/steps over 30”H constructed in an exterior area of the venue.
- Displayed vehicles
- Temporary tents, canopies and membrane structures

Any exhibitor desiring to use such a structure in their booth design must submit a line drawing to NAMA Show Management for approval 60 days prior to the show. Only approved structures will be allowed at The NAMA Show. Email the drawing to Nicole Davis, ndavis@namanow.org for review & approval. Refer to the IAEE Guidelines for Display Rules and Regulations in the Map Your Show Portal.

PENINSULA BOOTHS

Peninsula booths are exposed to aisles on three sides & are typically 10x20 feet. Peninsula booths which back to inline booths may not have structures which exceeds the 8-foot high backwall. Structures may only be placed in front of the 10-wide drape, which is centered in the booth. The open 5-feet on each side of the 10-foot back wall drape **may not** block the view of neighboring exhibitors. Your company may email a drawing to Nicole Davis, ndavis@namanow.org for review. Refer to the IAEE Guidelines for Display Rules and Regulations in the Map Your Show Portal.

MACHINES NOT AVAILABLE FOR DELIVERY MUST BE SO MARKED

Because customer reaction to new machine models is of vital interest to machine manufacturers, NAMA has rejected recommendations that models not actually in production be barred from The NAMA Show. The NAMA Board of Directors has adopted the following policy in regard to exhibits of new machine models: "Exhibitors shall be required to display a small sign on unavailable equipment reading **‘Not Yet in Production.’**".

"Unavailable Equipment" is defined as equipment which is not actually in production, or which cannot be delivered in a reasonable period of six to eight weeks. The required small sign must be readable at a distance (4) feet and must be placed so that it is easily visible to potential customers.

MUSIC LICENSING

United States Copyright Law requires permission from the copyright owner or its licensing agent for the public performance of copyrighted music. Exhibitors planning use of live or recorded music in their booths, meeting rooms, parties, hospitality suites, meal functions, or anywhere else during The NAMA Show will be required to attempt to obtain licenses from, and pay fees to, ASCAP and BMI. NAMA will not be responsible for an exhibitor's use of music.

In general, the use of sound equipment in booths is permitted if the noise level does not disrupt the

activities of neighboring exhibitors. Speakers and other sound devices should be positioned to direct sound inward (to be contained within the booth) rather than outward (toward aisles and other exhibitor booths). Generally, sound and noise should not exceed 85 decibels when measured from the aisle immediately in front of a booth. If an exhibitor or attendee is standing within ten feet of an exhibitor's booth and cannot carry on a normal voice-level conversation, the noise source is too loud. (Refer to the U.S. Occupational Safety and Health Act [OSHA] at www.osha.gov for more information.)

SAMPLING (CORKAGE)

Association and their sponsors or vendors may bring in and serve samples based upon the parameters below and outlined in the Food and Beverage Sampling Form. **A Handwashing Sanitation Kit is required for sampling unsealed products.** Exhibitors serving open samples must adhere to local and state health code specifications. Contact the venue's catering department for sampling outside these parameters.

If you are sampling in your booth, **a certificate of insurance naming both Taste Los Angeles, Powered by Levy and the Los Angeles Convention Center as additionally insured is required, to include the following minimum limits: General liability (\$1,000,000) and Workers Comp (\$1,000,000).** See sampling form for details.

- Beverages: up to 12oz soft drinks, waters, and juices, which may be in sealed individual containers or bottles, or poured into sampling cups (beverages not to exceed 12oz).
- Snacks: up to 6oz. sampling size will be allowed and may be sealed individually packaged or poured into sample cups (sizes not to exceed 6oz).
- No exclusivity on product/company sampling of beverages or snacks, excluding alcohol.

SAMPLE CONTROL

It is the responsibility of each exhibitor to control sampling in their booth. Your company may distribute products indiscriminately or only to true prospects and customers that you have interviewed first. If your company has a problem with indiscriminate sampling, it is your company's responsibility to set up your booth to prevent this. The NAMA Trade Show Advisory Committee does not support the imposition of additional controls. Please note: Security guards will not allow anyone to remove boxes from the Exhibit Hall. Please avoid offering containers to attendees for the use of collecting samples; this causes embarrassment for the individual involved, for the exhibitor as well as for NAMA's staff.

SAMPLE BAGS

No bags other than the official NAMA sample bag can be used to collect samples. Exhibitors are not allowed to hand out bags or containers that could be used to collect samples.

SECURITY

NAMA provides 24-hour perimeter security service in the Exhibit Hall; however, your company's booth and its contents are your responsibility. Please exercise every possible precaution and obtain proper insurance coverage from your insurance agent or from a trade show specialist. Private booth security is available for a fee.

SECURITY - MATERIAL REMOVAL

Some general tips to enhance your own security efforts:

- Do not leave anything under skirted tables in your booth or behind the drapes.
- If possible, cover your exhibit at night with a cloth or a tarp. This will discourage anyone from "sampling" your product.
- During move-in/out, make sure all your materials are secure before you leave the exhibit hall. Once move-out begins, consider staying with your items until they are loaded out. Do not leave valuable, small items where they might easily be carried away. This is especially important at the close of the show.
- Seal cartons and do not label them so a thief would know the contents. We suggest using a number/ letter to identify contents rather than indicating the contents.
- Be sure to complete an accurate bill of lading for your shipper and turn those into GES.
- Consider renting a security cage to lock up your product or hiring your own security guard for non-exhibiting hours.

While NAMA does everything possible to protect you and your exhibit contents, the primary responsibility is still yours. With your cooperation and assistance, we can have a more successful show and keep potential theft to a minimum.

STORAGE ROOM

NAMA provides a free storage room (excluding labor for delivery to your booth) in the exhibit hall, where exhibitors may store products, supplies and equipment. Reasonable care will be provided in safeguarding the storage room; however, NAMA will not be responsible for any losses thereof. Place orders for the delivery of merchandise to your booth with the storage room attendant one (1) day prior to when the merchandise will be needed. Deliveries will be made to the exhibitor's booth before 9:30am each day. Deliveries may not be possible during exhibit hall show hours. Labor costs for deliveries will be the responsibility of the exhibitor.

Money Saving Tip:

Use the Direct Shipment Dry Product label to ship items directly to the storage room. This will save you an additional labor charge to move items from your booth to the storage room. These labels can be found in the GES Material Handling section of the exhibitor manual.

Quick Budget

Note: Prices are based upon advance/discounted rates.

Item/Service	Image	Qty.	Cost (Fees, labor & taxes not included)
6' skirted, table – 30" high		1	\$283.50
Starbase Table, 40" round x 30" High		1	\$363.50
Black Contour Chair		1	\$145.75
Laguna Chair		1	\$352.00
Padded Stool		1	\$254.25
Barstool, Banana		1	\$408.50
10' x 10' Pre-Cut Value Carpet		1	\$392.25
Material Handling, < 25 pounds (Advance Warehouse or Show Site)		Per Piece	\$62.50 per piece
Material Handling, > 25 pounds (Advance Warehouse or Show Site)		Per Pound	Standard, Crated \$2.49 per pound Non-Standard, Crated \$3.11 per pound
Installation & Dismantle Labor		Per Hour	\$223.75 ST & \$391.50 OT
5 AMP/500-Watt Electrical Package		1	\$252.50
Wi-Fi Hotspot: 5 Mbps, up to 10 devices (not for streaming)		1	\$2,339.00
Dedicated Wired Internet (DHCP) 5 Mbps., 5 private IP addresses, 1 network drop, (ethernet cable with RJ45 hardline) with VLAN		1	\$3,495.00
Lead Retrieval - XPress Leads App ONE activation on YOUR device		1	\$400.00