

Subject: IAADFS Summit of the Americas 2026 Exhibitor Newsletter #2 – Important Details & Deadlines



Thank you for your support of the 2026 IAADFS Summit of the Americas. This event will be held March 28-31 at the Rosen Shingle Creek in Orlando, FL. In preparation for the show, please review the following notes and reminders.

#### Upcoming Webinars

Be on the lookout for the following upcoming webinar invites for more show details –

- Webinar #2 – Key Show Details - Tuesday, February 3 at 9:00 AM Central Time (UTC: 3:00)
- Webinar #3 – Know Before You Go – Thursday, March 19 at 9:00 AM Central Time (UTC: 3:00)

#### Exhibitor Services Manual

The Exhibitor Services Manual is live! You can access the manual by clicking [here](#). Our official general services contractor is Fern. Please ensure to order all materials needed from Fern by **Friday, March 6** to take advantage of all early discounts. After Friday, March 6, all items ordered via the Exhibitor Services Manual will be charged at a higher premium.

Note: **The hall is carpeted. You may choose booth flooring to complement your booth space.**

- Booth Package
  - The following is included with your booth or meeting room package:
    - Raw Space – Hard Walls are required for booth spaces and must be ordered via the Exhibitor Services Manual
    - Daily cleaning/vacuuming of the floor space
    - Material handling fees
    - Wastebasket
    - Trash removal

The [Exhibitor Service Kit](#) includes all items you'll need to order in addition to the above –

- Hard Walls – required for all booth spaces
- Custom & Turnkey Display Rentals
- Exhibitor Appointed Contractor Form
  - Must submit along with COI by Friday, January 23

- Catering & Alcohol Sampling Form
  - Note – per Rosen Shingle Creek, a bartender is required to be hired to handle any alcohol served in the hotel.
- Audio Visual Services Order Form
- Utilities Order Form (electrical, plumbing, etc.)
- Business Center Form
- Model Booking Form – talent to work within your booth & present your product
- International Shipping Information
- Shipping Details including deadlines and how to properly address your freight
- Furniture/Flooring Rental

If you have not been on the Fern website before, you will need to create an account with a User ID and Password. If you have already completed this step and you are not able to log in, please call Fern at 800.774.1251 or email [cbarton@fernexpo.com](mailto:cbarton@fernexpo.com).

The Fern **early bird pricing deadline is March 6th**. Make sure to place any orders through Fern by this date in order to get the best pricing available. Remember to include your company name and booth number when completing the forms in the manual.

#### **Registration LIVE**

Make sure to register your booth staff! Log-in credentials have been sent to the primary contact per your contract. Exhibitors get a base allotment of (3) badges for booking space, plus (1) for every 100 square feet of space booked. For example, a 10x10 exhibitor gets (4) total badges while a 10x20 exhibitor gets (5), 10x30 exhibitor gets (6), etc.

If you are in need of assistance with the registration process, you can contact our registration team at [info@summitoftheamericas.org](mailto:info@summitoftheamericas.org)

#### **Company Listing**

Your company listing will be featured in our mobile app and [online floor plan](#).

Your company's primary contact should have received an email with access to the Exhibitor Directory, where you can update your company description, product category, company logo and more.

**Example of email you will receive to access the Exhibitor Directory Portal:**

**From:** [noreply@expocad.com](mailto:noreply@expocad.com) <noreply@expocad.com>  
**Sent:** Tuesday, July 15, 2025 12:41 PM  
**To:** ADA - Exhibits <[adaexhibits@smithbucklin.com](mailto:adaexhibits@smithbucklin.com)>  
**Subject:** Invitation for

**EXTERNAL MESSAGE**

**Hello ADA Hub!**

You have been invited by Show Management to use 3e powered By EXPOCAD®, but you must first confirm your email address.

Please **CONFIRM NOW**

If you have not received this email, please contact us and we'll be happy to resend it.

Want to maximize your directory listing? Check out our helpful [resource video](#).

**New this year! Lead Retrieval**

A new service being offered at the 2026 Summit is [Mobile Lead Retrieval](#). Multiple package options are available, allowing you to choose between an app downloaded to your personal device or rental badge readers that provide a lead report. Select packages include real-time access to lead data, written note-taking capabilities, and unlimited qualifiers. The order form can be accessed [here](#).

**Attendee Lists**

In addition to the above lead retrieval option for purchase, all exhibitors will receive (2) pre-show attendee lists. One will be provided by January 30 and the final pre-show list will be provided no later than March 13 (two weeks out from the show). A post-show attendee list will be provided within 1-2 weeks post-event. Note – all lists ONLY include attendees that opted-in to receive communications per IAADFS Privacy Policy & GDPR regulations.

**Exhibitor Move-in**

**Friday, March 27:** 8:00am – 8:00pm (EACs by appointment)  
**Saturday, March 28:** 8:00am – 8:00pm

**IAADFS Summit of the Americas 2026 Exhibit Hall Hours**

**Sunday, March 29:** 10:00am – 6:30pm  
**Monday, March 30:** 9:00am – 6:30pm  
**Tuesday, March 31:** 9:00am – 12:00pm

**Exhibitor Move-out**

**Tuesday, March 31:** 12:00pm – 11:59pm  
**Wednesday, April 1:** 8:00am – 12:00pm

**Booth Space Payment**

Please contact our Senior Sales Manager Sarah Appleton, [sappleton@iaadfs.org](mailto:sappleton@iaadfs.org)

if you have not yet received your booth confirmation and invoice. 100% of booth invoice due on 1/23/2026.

#### **Exhibit Hall Floor Plan**

You may view the current floor plan online [here](#).

#### **Housing is Open**

Click [here](#) to view the hotel with IAADFS housing block. Click [here](#) to arrange your hotel needs.

**Beware of Scams:** As an exhibitor at the IAADFS Summit of the Americas, you may be contacted by phone or email by outside housing pirates to secure hotel reservations for Summit 2026. These companies are not affiliated or working in partnership with IAADFS (even though they may claim as such), and reservations made through these companies for our conference cannot be guaranteed.

#### **Exhibitor Cancellation Policy**

As stated in the [2026 Exhibitor Rules & Regulations](#), cancellations must be made in writing (email is accepted). Any company cancelling after **January 23<sup>rd</sup>, 2026**, or later forfeits the entire booth rental fee.

#### **Exhibitor Resources**

Additional exhibitor resources can be found under the 'Exhibit/Sponsor' section of the IAADFS 2025 website located [here](#).

#### **Golf Registration Now Open!**

Enhance your conference experience and network with buyers at the golf outing designed for relationship building. Join fellow attendees for a morning on a premier course, offering stunning scenery and a relaxed setting ideal for networking or hosting a buyer for quality one-on-one time. This add-on includes green fees, cart rental, range balls, locker room access, lunch, and awards.

Add to your [registration](#) today!

#### **Sponsorship Opportunities**

Don't forget to review our IAADFS 2026 Sponsorship [prospectus](#)! If you are interested in sponsoring, please reach out directly to Sarah Appleton [sappleton@iaadfs.org](mailto:sappleton@iaadfs.org).

As always, please do not hesitate to contact us if you need anything prior to the show. Thank you for your support of IAADFS!

We look forward to seeing you in Orlando, FL!

Thank you,  
**Jessie Nork**  
Exhibits & Sponsorship Coordinator  
[Exhibits@IAADFS.org](mailto:Exhibits@IAADFS.org)

**Kelsey Kwasniak**  
Exhibits & Sponsorship Manager  
[Exhibits@IAADFS.org](mailto:Exhibits@IAADFS.org)

Commented [JN1]: My Combo?