



## EXHIBITOR BADGE POLICIES AND PROCEDURES

These policies and procedures apply to all companies requesting badges for booth personnel at the NADA Show 2026.

### CONTACT PERSON

Each company must designate an official contact person. The official contact will submit all badge requests, and NADA Show Management will accept on-site additions, cancellations and changes, upon approval, from the official contact only.

### BOOTH PERSONNEL

Register all employees of your company who will be in Las Vegas to work in your company's booth. Exhibitor badges permits entrance/admission to the Expo Hall, Main Stage, and the Lifestyle Center on **Friday only**. It does NOT include admission to Education Sessions.

### REGISTRATION INFORMATION

Each exhibiting company will be allotted four (4) complimentary badges for every 100 square feet of space confirmed, up to a maximum of sixty (60) badges per booth. Additional exhibitor badges or Exhibitor w/Education badges, for those wishing to attend NADA Education Sessions, may be purchased based on the rates outlined below.

Registration Category	Early Rate (through 9/5/25)	Advance Rate (9/6/25 – 11/20/25)	Regular Rate (11/21/25 – 02/02/26)	Onsite Rate (02/03-06/26)
NADA Exhibitor (additional badges)	\$729	\$829	\$929	\$1,029
NADA Exhibitor w/Education	\$939	\$1,039	\$1,139	\$1,239

All badges will be picked up by the individual booth personnel unless your badge allotment is 20+ badges and you select bulk pick-up during the registration process.

**NOTE: Individuals will not be given access to the expo hall without badges. The designated contact for bulk badge pick-up assumes all responsibility for distributing badges to the individual registrants.**

If you must cancel your additional paid badges or Exhibitor w/Education badges, the following policy applies: By December 23, 2025– \$75 cancellation charge per person; after that date - NO REFUND.