EXHIBITOR BADGE POLICIES AND PROCEDURES

These policies and procedures apply to all companies requesting badges for booth personnel at the NADA Show 2027.

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 Orlando to work in your company's booth. Exhibitor badges permit entrance/admission to the Expo Hall, Main Stage, and the Lifestyle Center on **Saturday 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 10/02/26)	Advance Rate (10/03/26 – 12/11/26)	Regular Rate (12/10/26 – 02/16/27)	Onsite Rate (02/17-20/27)
NADA Exhibitor (additional badges)	$759	$859	$959	$1,059
NADA Exhibitor w/Education	$979	$1,079	$1,179	$1,279

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 21, 2026– $75 cancellation charge per person; after that date - NO REFUND.