Expo Information

NADA Show 2027

Orange County Convention Center
9800 International Drive
Orlando, FL 32819

Registration Hours

Registration will be in Lobby A of the Orange County Convention Center, West Concourse.

Monday, February 15	8am-5pm
Tuesday, February 16	8am-5pm
Wednesday, February 17	8am-6pm
Thursday, February 18	7:30am-5pm
Friday, February 19	7:30am-5pm
Saturday, February 20	7:30am-2pm

Move-In Hours

Sunday, February 14	8am-5pm – ***Targeted***
Monday, February 15	8am-5pm – ***Targeted***
Tuesday, February 16	8am-5pm – ***Targeted***
Wednesday, February 17	8am-5pm – ***Targeted***

12Noon - Exhibitors must take possession of their booth space (please see #6 Assignment, Relocation and Possession of Exhibit Space in the Contract Terms & Conditions)

4pm - all crates must be removed from the Floor*

5pm - Installation of displays must be complete

***This deadline must be strictly adhered to. Any company which appears to be unable to meet this deadline will be assisted by the Official Contractor at the direction of Show Management. The exhibiting company will be charged accordingly for any fees incurred.**

Show Hours

Thursday, February 18	10am-5pm
Friday, February 19	8:30am-5pm
Saturday, February 20	8:30am-12:30pm

Move-Out Hours

Saturday, February 20	1pm-5pm
Sunday, February 21	8am-5pm
Monday, February 22	8am-5pm
Tuesday, February 23	8am-5pm

1pm - Carriers must check-in

5pm - Exhibit tear-down must be completed and exhibit halls must be cleared

Exhibitor Services Hours

The Exhibitor Support team will be available from 8am-5pm from the first day of Exhibitor Move-in to the last day of Exhibitor Move-out. Hours may be extended the day before show open and the date of show close.

Booth Flooring

All booths are required to have approved floor covering. If the booth area does not have floor covering, Freeman will carpet the booth space at the exhibitor's expense. Aisle carpet will be Tuxedo.

Display Vehicles

If you are utilizing vehicles for display purposes in your booth, it must be approved by NADA no later than **January 6, 2027**. Approved vehicles can arrive directly to the convention center. Exhibitors are able to drive the vehicle into the exhibit hall with a Freeman spotter.

Equipment Removal Pass

Once the Expo opens on Thursday, February 18, and continuing through the conclusion of move-out on Tuesday, February 23, all materials removed from the floor (excluding handouts and samples carried by attendees) must be accompanied by an Equipment Removal Pass. During show days these passes are available in the NADA Security Office, Room W221E, Level 2 of the Orange County Convention Center. During move-out, security guards will also have a supply available.

Exhibitor Admission Hours

Exhibitors will be permitted to enter the Exhibit Hall one (1) hour prior to the scheduled opening time each show day (**Thursday only**, 2 hours prior to scheduled opening). Permission to stay in the Exhibit Hall after the scheduled closing times must be received in advance from Show Management.

Exhibit Design Regulations

Please review these regulations. This information is provided to assist you in planning your booth construction to make more effective use of your space without infringing on the rights of your neighbors. The NADA Exhibit Design Regulations are incorporated into the Contract Terms and Conditions and the Exhibit Rules and Regulations of your Exhibit Space Application/Contract. NADA strictly enforces these regulations for the benefit of all exhibiting companies.

First Aid

First aid will be available during move-in, show days and move-out. Location of first aid stations will be clearly marked in the Orange County Convention Center.

Floor Plans

All exhibiting companies are required to submit booth drawings/renderings of their booth design, along with a completed Exhibit Booth Floor Plan Reporting Form to Show Management **by December 11, 2026, regardless of booth size.** This booth drawing/rendering must show all dimensions (height, width, etc.) and location of all structures (including walls), equipment, merchandise, vehicles, or any other product which will be placed in your booth.

Food and Beverage

Sodexo is the exclusive caterer at the Orange County Convention Center. Exhibitors wanting to serve food and beverages in their booths should contact Sodexo at 407.685.9857. A food and beverage order form is included in the online Exhibitor Service Kit. **Please note**: Peanuts and Popcorn are not permitted on the exhibit floor.

Included in the Booth Cost

* Online eBooth listing of your company on nadashow.org and mobile app
* Program Guide listing (Company name & booth number)
* Mobile App listing – including company name, product info and booth location
* Pre-show and post-show mailing lists of registered Dealers, Managers, Internationals and Allied Industry Affiliates
* Special exhibitor housing rates negotiated by NADA at official hotels
* Ongoing Expo Updates with latest news and information
* Show logo for use in NADA Show related marketing materials
* Ongoing pre-event marketing promotions from NADA via web, email, news wires, print materials, direct mail & social media
* Four complimentary exhibitor badges per 100 sq. ft., up to a maximum of 60 badges per booth

Note: Booth rental fees do NOT include porter service (i.e., emptying of trash cans) or vacuuming in your booth.

Official Contractor

The Official Contractor provides all show services other than supervision. The exhibitor shall provide only the material and equipment that is to be used in the exhibit space. All other terms of show services are to be provided only by the Official Contractor. Exceptions to the foregoing will be granted only in cases where permission has been requested in writing by the exhibitor and received by the NADA Expo Department by **January 6, 2027.** An exception will be granted only if it will not interfere with or prejudice the orderly set-up, commitments and obligations assumed by NADA in any contract with the Official Contractor, or in its agreement with the lessor of the exposition space. (See policies on "Exhibitor Appointed Contractor" under "Show Management Information") To make it possible to set up the exposition in the limited time available and to avoid confusion and congestion, the Official Contractor must control all in-bound and out-bound traffic in the loading and unloading areas, in the aisles, or in other freight patterns. Exceptions will be made for small items that can be hand carried by individuals.

The Official Contractor for the NADA Show 2027 is Freeman. NADA Show Management also has designated certain other companies as "official" service contractors and strongly encourages exhibitors to use these contractors in lieu of non-official suppliers. NADA does not receive any monetary remuneration from designated official contractors, nor does NADA receive any portion of the fees paid by exhibitors to these official contractors. Official contractors sometimes provide necessary show-related services to NADA for free or at discounted rates. Support from official contractors helps NADA slow rate increases for various services offered to exhibitors and attendees. By using the official contractors, you help support NADA, meeting attendees, and your own company.

Show Management Office

The NADA Show Management Office will be in Room W314A, Level 3 of the Orange County Convention Center. Exhibitors needing assistance can reach Show Management at this location.

Target Move-In

NADA is a targeted move-in show. Your target move-in date is the date on which you as an exhibitor are permitted into your booth space and can begin constructing your exhibit. Additionally, if you are shipping any booth materials in advance of your arrival, Freeman services will have brought those items into your space by your target move-in date.

However, to ensure your shipped items arrive at your booth by your target move-in date, you MUST make use of Freeman's Advance Warehouse shipping labels when preparing your shipment. To ensure proper delivery, be sure to clearly write your company name, booth number and label each piece of your shipment on each label. Additionally, be sure a Freeman shipping label is on each side of each container and is well affixed to each side. Please be aware, the final date that Freeman will accept shipments to their advance warehouse is **February 4, 2027**.

If your shipment is not ready to arrive by February 4th, that's okay, you can also ship directly to Show Site. The Orange County Convention Center will accept direct-to-show shipments starting on **February 14, 2027**. If shipping directly to your booth, please follow the same instructions as above, but you MUST use Show Site shipping labels and it must arrive on your target move-in day. Please be aware, if shipping direct-to-show, Freeman **cannot guarantee** your shipment will be placed in your booth by your move-in date. As a reminder, all booths must be set by **Wednesday, February 17 at 5pm**.

The target move-in map can be found in the service kit under General Information.

Official Contractors

The National Automobile Dealers Association has contracted with companies (herein referred to as "Official Contractors") to provide various services to the exhibitors. Forms for obtaining the necessary services from each Official Contractor can be found under "Facility/Other Contractors." All services not ordered in advance must be procured through the Exhibitor Service Center, located in Hall D1 of the Orange County Convention Center.

While all Official Contractors have some extra equipment available on-site, they cannot anticipate all exhibitors' needs. **PLEASE ORDER YOUR SERVICES IN ADVANCE! On-site orders for some services will cost your company additional money. All contractors deliver advance orders first; on-site orders are delivered as time and availability of equipment permit.**

The Official Contractors for the NADA Expo 2027 are:

Audio-Visual Services

Encore
Exhibits@encoreglobal.com
Phone: 800.966.4498

Catering

Sodexo
Orange County Convention Center
Phone: 407.685.9857

Computer Equipment & Accessories

eventLink
exhibitor@eventlinkav.com
Phone: 877.292.0101

Floral

National Plant & Floral
exhibitorservice@nationalplantfloral.com
Phone: 702.956.8011
Fax: 702.956.8021

Lead Retrieval

Maritz
exhibitorservices@maritz.com
Phone: 877.623.3487

Photography

Oscar & Associates
orders@hellooa.com
Phone: 312.922.0056

Security

Marshall Robinson & Associates
randy@mr-assoc.com
Phone: 903.466.8364

Key Personnel

Sr. Director, Expositions:
Connie G. Mikels
NADA Expo Division
8484 Westpark Dr, Ste 500
Tysons, VA 22102
703.448.5861
cmikels@nada.org

Sr. Manager, Exhibit Operations:
Terri Carter
NADA Expo Division
8484 Westpark Dr, Ste 500
Tysons, VA 22102
703.448.5862
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Manager, Exhibit Services:
Pete Yuska
NADA Expo Division
8484 Westpark Dr, Ste 500
Tysons, VA 22102
703.821.7141
yuskap@nada.org

Official Contractor:
Freeman
888.508.5054
exhibitorsupport@freeman.com

Shuttle System

Shuttle service will be provided between most NADA show hotels and the Orange County Convention Center from Wednesday, February 17 through Saturday, February 20. For routes, hours of operation and additional information refer to the on-site program, mobile app or NADA Show 2027 website.