

2026 NEISMA Trade Show Info - Exhibitor Guidelines
Trade Show: Wednesday May 6th, 4:00 p.m. – 7:00 p.m.
Trade Show Exhibitors: Cost: \$775

1. Vendors must have an active NEISMA membership to register for the conference as and exhibitor.
2. The official hotel for the Annual Conference and Trade Show is the Sheraton Springfield Monarch Place Hotel in Springfield, Mass. The special NEISMA rate per room per night is \$129.00 plus taxes and fees. Room reservation link: <https://book.passkey.com/event/51166564/owner/46344/home>
3. Capitol Decorating Services is the booth supply company. Shortly after your registration has been received you will be emailed information on shipping your booth material and other material / service options offered directly through Capitol Decorating Services. **You will NOT receive your booth assignment number until you arrive; your paperwork will ask for your booth number – just leave it blank.**
4. The deadline to register for a booth is Friday April 9, 2026. Anyone submitting beyond that date may or may not receive a booth assignment.
5. Capitol Decorating Services will set up the show floor in the morning of the show. The trade show floor will be open for registration, check-in, booth assignment, and setup beginning at 11:00 AM on the day of the show. Check in at the registration desk to receive nametags, booth assignments, and conference programs. Please note that each single booth includes two (2) Full Conference Exhibitor Registrations. Additional Exhibitor Registrations can be purchased for \$75/each additional person. **Included in the package with Exhibitor registration, 8x10 booth -- Back and side drape -- 6' skirted table -- 2 chairs, Wastebasket -- Booth ID tag**
Electric outlet not included. You may register for an electrical outlet (\$75) as an additional item in the NEISMA registration system.
6. NEISMA is seeking vendors who wish to be recognized as a conference SPONSOR, Platinum \$2250, Gold \$1650, Silver \$1050 and Friend \$600. We are also looking for exhibitor prize donations in support of the Trade Show raffle which benefits the NEISMA Scholarship Program. Throughout the day, members will be selling raffle tickets up to one half hour prior to the end of the trade show. Towards the end of the Trade Show, the tickets will be drawn, and winners will be able to pick up their prize at a designated location on the Trade Show floor. Please submit a list of any items you would like to donate as prizes and their value. **We will collect these prizes from you at the time you pick up your registration materials.**
7. NEISMA is also looking for vendor/exhibitor support of the NEISMA Scholarship Program by making a \$500 Contribution for college bound students of NEISMA facilities and vendor members. Scholarship applications are accepted yearly from active NEISMA members (rinks and vendors) and awarded at the NEISMA Spring Conference. To sponsor a NEISMA Scholarship Student, Contact: Michelle Stenberg, michellestenberg@gmail.com or John Zullo, jzullo@neisma.com. **2026 NEISMA SCHOLARSHIP APPLICATION**

Regulations

1. We try, when at all possible, to NOT assign exhibitor space with the same type of products next to or near another unless requested by both parties in writing. Affiliates of larger companies who wish to share booth space must have approval by the main company and be listed on their form as a booth attendee. If your name is not listed, you will not be permitted to set up in anyone else's booth without prior approval.
2. IMPORTANT! Vendors attending the conference MUST purchase a booth. Out of fairness to all vendors this rule will be strictly enforced. Those who violate this rule will be asked to leave the Trade Show area.
3. Exhibitor materials must be placed within the parameters of your booth space and not create a hazard or nuisance to attendees or other exhibitors. The vendor coordinator will handle all complaints and determine appropriate action. Please be considerate of your fellow exhibitors.

Questions, contact: John Zullo, jzullo@neisma.com.