

Where is Holiday Showcase be held?

Holiday Showcase will be held December 3-4, 2025, at McCormick Place Convention Center, 2301 S. Martin Luther King Drive, Chicago, IL 60616.

Are there rules or guidelines for exhibitors?

Yes, there are rules and guidelines that exhibitors must adhere to. Please refer to the [Exhibitor Prospectus](#).

Where can I book my hotel room?

Association Forum has arranged preferred rates for sleeping rooms at the [Marriott Marquis](#) and [Hyatt Regency McCormick Place](#) and encourages you to book your room at one of the Holiday Showcase hotels to take advantage of the great rates, fabulous service, and close proximity to the conference.

How many attendees attend Holiday Showcase?

The average number of attendees is around 1,500.

Exhibit Registration

What is the deadline for exhibitor registration?

The deadline for exhibitor registration is November 21, 2025. Please make sure to register before this date to secure your booth.

How do I register as an exhibitor?

To register as an exhibitor, please complete the exhibitor registration form [here](#). Follow the instructions provided and complete the online registration form.

Where can I access the Exhibitor Kit?

You can access the Exhibitor Kit via the [Exhibitor Service Center](#) when available (*usually in July*).

Are there sponsorship and advertising opportunities?

Review the Holiday Showcase sponsorship prospectus [here](#) or reach out to [Phyllis Scott](#), Senior Director, Business Operations to help in crafting a partnership package that meets your needs.

Are there any additional costs besides the booth fee?

Besides the booth fee, there are additional costs for services such as electricity, internet access, additional furniture, shipping and handling, lead retrieval, or advertising opportunities. Please refer to the Exhibitor Kit for details.

Can I cancel or make changes to my registration after submitting it?

- Yes, depending on the conference policies, you may be able to make changes to your registration, such as booth location, additional services, or attendee names. Some changes may be made in the Exhibitor Service Center [here](#). Please [contact the Holiday Showcase team](#) as soon as possible to discuss any necessary modifications not available in the Exhibitor Service Center.
 - Cancellations of booth space must be made in writing to businessdev@associationforum.org, and refunds for approved cancellations will adhere to the following schedule. On or before August 15, 2025: Booth rental minus 50% deposit for each 10' x 10' space cancelled.
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Will I receive exhibitor badges for my staff? How many badges are included with my booth?

- Yes, exhibitor badges will be provided for the staff members working at your booth. **The number of exhibitor badges allotted to each exhibitor may vary, and additional badges are available for purchase if needed.**

- In general, each 10' x 10' exhibit space will be granted 2 complimentary badges. Additional exhibitor badges may be purchased for \$550 per badge; however, no more than 4 people may be present for each 10' x 10' space at one time. Exceptions may be made to the complimentary badge policy for booth entertainment. Please submit exception requests to businessdev@associationforum.org.
- The Booth Staff Registration form will be available in the [Exhibitor Service Center](#) in August. Register your booth staff by November 21, 2025. Not sure of your Exhibitor Service Center login information? Use the "Forgot Password" link [here](#).

[Can I sign up onsite for my 2026 booth?](#)

Yes, there will be onsite registration to reserve a 2026 booth. Additional details and pricing will be provided closer to the event.

Exhibit Schedule

[What are the setup and breakdown times for exhibitors? What are the show hours?](#)

Move In	Wednesday, December 3	12:00 p.m.–5:00 p.m.
	Thursday, December 4	8:00 a.m.–10:00 a.m.
Show	Thursday, December 4	12:00–5:00 p.m.
Move Out*	Thursday, December 4	5:00 –8:00 p.m.

**Please note early booth breakdown may lead to exclusion from future Holiday Showcase conferences.*

Exhibit Space

[Is the exhibit hall carpeted?](#)

Yes, the exhibit hall is not carpeted. You can purchase carpet or other flooring for a fee for your booth from Freeman, if needed.

What is included in the exhibitor package?

Each booth measures 10' across and 10' deep. Each booth will be equipped with a header sign, one skirted table, two chairs, and draped walls on an aluminum pipe framework. Back walls will be 8' high, and divider partitions will be 3' high. The exhibitor bears all responsibility for any costs it undertakes to comply with this contract. [Review the Exhibitor Prospectus](#) for more information.

Other Frequently Asked Questions

Can I get a list of attendees?

Yes, the attendee list is available to your booth captain via the [Exhibitor Service Center](#).

How can I promote my presence at the conference?

There are various ways to promote your presence at the conference, such as sharing on social media, including the conference logo on your website, sending out email announcements to your network, and utilizing any provided marketing materials or opportunities offered by the conference organizers. For specific promotional opportunities, please contact businessdev@associationforum.org.

Will there be concessions?

Yes, concessions will be available at the conference. *More information about concessions will be provided closer to the conference.*

Where do we park?

Exhibitors will be responsible for their own parking arrangements once move-in is completed. *More information about travel and parking will be provided closer to the conference.*

Can I present at the conference?

Exhibit booth reservations do not include guaranteed workshops or educational sessions. Exhibiting companies may apply to lead a session through the general Call for Presentations process. *Please note that the general call for presentations closes in June.*

If I am a registered exhibitor and presenting a session, do I also need to register as an attendee?

Registered exhibitors are not required to register as attendees in order to present. Exhibitor registration will allow you into your scheduled session.

For any other questions or concerns please contact businessdev@associationforum.org.



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