



Important Dates for 2026 Exhibitors

Find detailed information on the items below as well as marketing opportunities, here: [Exhibitor Information & Resources](#)

DEADLINE	ACTION
Ongoing	Share you Customer VIP Code – Offer your customers FREE eXpo only or 20% off the MAX eXperience pass. Customer VIP code format = “VIP” + your booth number (ex: Booth 328 = VIP328)
January 31	Company Listing due *Logo upgrades available for Show Program
February 6	Certificate of Insurance Due *required. View requirements & how to submit
February 19	Advance Shipments Receiving Starts at Freeman Warehouse
February 23	Discount price deadline – Freeman services Freeman is the show decorator. Access the Exhibitor Service Kit to place orders. Login with your Freeman account or create your own if this is your first time ordering via FreemanOnline. <ul style="list-style-type: none"> ○ Carpet (carpet or floor covering is required) ○ Booth packages and furniture ○ Sign & Graphics ○ Booth Cleaning & Labor
February 28	Lead Retrieval early bird price deadline. Order form
March 2	Hotel discount deadline. Book within the official MAX hotel block to receive the lowest rates at hotels within walking distance of the Music City Center. Rooms are limited, book early!
March 6	Discount price deadline – Music City Center services The following services are provided by the building. Order online > Find the Show and click “Go to Store”. Create your own login if you have not previously ordered through MCC. <ul style="list-style-type: none"> ○ Electric ○ Compressed Air ○ Water & Drain ○ Rigging ○ A/V equipment ○ Internet ○ Food & Beverage ○ Floral
March 6	Register Your Staff. Exhibitors receive (3) complimentary badges per 100nsf paid exhibit space. (ex: 10x10 booth = 3 comps; 10x20 = 6 comps). Need your code resent? Email registration .
March 16	Advance Warehouse receiving deadline (shipments must arrive by this date)
March 21-24 only	Direct to Show Site Shipments Accepted <i>*don't forget* the show will cover your on-site material handling/drayage costs when you ship direct.</i>
March 24	Lead Retrieval standard price deadline. Order form

WHO TO ASK | OFFICIAL SHOW CONTRACTORS & EVENT STAFF

Registration | Marissa Higgins, Registration Manager, MAX@executiveevents.com or 844-644-7449

Booth carpet, furniture, cleaning, shipping | Freeman, 888-508-5054 or [chat live here](#)

Rigging, electric, air, plumbing, A/V | Music City Center exhibitor services orderservices@nashvillemcc.com

Lead Retrieval | Fetch Lead Retrieval services team, fetch@eventstack.co or 800-443-9343

Exhibitor Insurance | Rainprotection Insurance, sales@rainprotection.net

Hotel Reservations | Executiveevents, BNPhousing@executiveevents.com or 844-644-7449

Exhibitor & Sponsor Support | Carly Reimer, Event Manager, reimerc@bnpmmedia.com or 248-490-5763

HUB Presentations | Randi Shelton, Event Coordinator, sheltonr@bnpmmedia.com or 248-786-1218

Event Operations & Logistics | Katie Abbott, Sr. Event Manager, abbottk@bnpmmedia.com or 847-815-3946