

Exhibitor information & updates



Space Renewal for 2027 – DATES ARE MARCH 3–4, 2027

Sharon Vinson, Trade Show Director, retired after the 2026 show. Your new Trade Show Director is **Shannon Cox**.

- **Booth renewals** open **February 2** – Watch for your personalized renewal link sent from **service@mapyourshow.com**
- **Renew online by 12:00 PM on Thursday, March 5, 2026** by submitting your **application** and **25% deposit**.
- **Online renewal is strongly encouraged** to avoid long lines onsite.
- **Show Office** staff will be available if you need assistance with the renewal process.



Important Exhibit Notes (See Terms & Conditions Attached)

Booth Height Limits

- Maximum height is **8 feet** for all standard booths.
- **Exceptions:** Perimeter booths, peninsula booths, and booths 20' x 20' or larger may go over 8 feet – review Term & Conditions
- **In 20' x 20' booths**, anything taller than 8 feet must be placed in the center of the booth, not along shared borders.

Tent Structures

- Tents are **only allowed** in the Large Main Hall.
- Tents are **not allowed** in:
 - Ballroom Annex
 - Meeting Rooms
 - Public/Foyer areas

This rule comes directly from the **Myrtle Beach Fire Marshal**

Email your required Certificate of Insurance (COI) to **scox@ncpcm.org** by February 20.



Important Notes – Vendor Attendance Policy

- Access to the show floor is limited to **exhibitors with contracted booth space and official show sponsors**.
- We regularly receive requests from vendors asking to “walk the show” or be registered under another company’s booth.
- Exhibitors **should only register individuals** who are directly **working their company’s exhibit**.
- Individuals found on the show floor **who are not exhibiting or sponsoring** will be **asked to leave**.
- Thank you for helping us **protect the integrity and value of the expo** for all exhibitors and sponsors.



Exhibitor Badges

- **Angelia Boivin**, NCPCM’s Director of Membership and Meetings, manages all badge registration.
- All booth personnel must be registered **by March 1, 2027** through the Exhibitor Resource Center (ERC).
- Each **10' x 10' booth** includes **10 exhibitor badges**. Additional badges are available for **\$50 each**.
- Badges are not required for **setup-only staff**.
- Your ERC login uses **your email address** and the password you created when setting up your account.



Please keep your badge with you at all times. **Lost or forgotten badges** require a **\$25 reprint fee**.

When You Arrive

- A confirmation email with a **QR code** for badge printing will be sent the day before setup begins. If your badge is not printed on the first setup day, a follow-up email will be sent the next evening.
- The confirmation email also provides a list of everyone currently registered under your company.
- Please bring your confirmation email or have it accessible on your phone for quick badge pickup on-site.



Refrigerated Storage & Ice

- **Coremark and H.T. Hackney** are sponsoring refrigerated and freezer trucks for exhibitors to store cold products. The trucks will be located on the loading dock.
- Bagged ice will be available from **Carolina Ice** at **Booth 301** on the main floor.
- Thank you to **Core-Mark, H.T. Hackney, and Carolina Ice** for supporting exhibitors with refrigerated storage and ice.



Lead Retrieval

- Lead management scanners are available again this year through **Show Data Solutions**.
- You can order scanners through your **Exhibitor Resource Center (ERC)** under the **Checklist** section.
- Reminder: ERC login emails come from **service@mapyourshow.com**.



Early Booth Breakdown Policy and Exhibitor Drawing

- To help discourage **early booth breakdown**, a **\$500 cash prize drawing** will be held for exhibitors who keep their booths **fully set** until show close.
- **Two \$500** prizes will be awarded.
- The drawing will take place on **Thursday, March 5 at 1:45 pm, 15 minutes prior to official show closing**.
- If your **company name is drawn** and your booth is **fully set and intact** at the time of the drawing, your company will win.
- Companies that **have begun breaking down prior to the drawing** will be **not eligible**.
- **Show staff will monitor the exhibit hall** to confirm booths remain set up **until the drawing**.



Early teardown directly impacts attendee experience, exhibitor ROI, and future attendance. Exhibitors who break down before the official close compromise the integrity of the show.



Email Campaign

Opens in **February**

- Exhibitors may send **one pre-show** email to all registered attendees **up to two weeks before** the event.
- **One post-show** follow-up email is also available.
- Step-by-step instructions can be found in your **Exhibitor Resource Center (ERC)**.
- To access the email tool, go to **Badge Registration > Email Campaign**.



Prizes

- If you are giving away a prize in your booth (and we encourage it!), you can have the winner announced over the PA at appointed times.
- Turn in your winner's information at the onsite Registration Desk (**near the end of the hallway beside the Ballroom Annex**).

Announcement Times

- **Wednesday:** Announced at 3:30 PM > **submit winner by 3:00 PM**
- **Thursday:** Announced at 12:30 PM > **submit winner by 12:00 PM**

Please provide the following on a piece of paper

- Company name
- Booth number
- Winner's name



We will direct the winner to come to your booth to claim their prize.



Room Reservations

- We have secured multiple hotel room blocks **near the Convention Center**.
- To book, visit your **Exhibitor Resource Center** and select **hotel links** under your **checklist**, or go to **www.sepetro.org** and click the **Hotels** tab.
- The **Sheraton Myrtle Beach** sells out quickly. If you are unable to secure a room and would like to be added to the waiting list, please contact **Shannon Cox** at **scox@ncpcm.org**
- **All other hotels** listed on our website are within close proximity to the Convention Center.
- Most group rates expire 30 days prior to the show, so we strongly encourage booking early.

Important – Avoid Scams

- If you receive a call or email offering to book hotel rooms on your behalf, it is a **scam**. Only use the official hotel links provided on our website and in the Exhibitor Resource Center.
- Any individual or company attempting to **sell an attendee list** is also a scammer.
- Exhibitors will receive an **attendee list** with names and company names only approximately two weeks prior to the show. No contact information is ever shared.
- All exhibitor outreach to attendees should be conducted through the **Email Campaign** tool in your **Exhibitor Resource Center**.



Golf Tournament

event **NCPCM PAC Golf Tournament**

date **Tuesday, March 2, 2027**

location **Myrtlewood Golf Course – Palmetto**

- **Entry fee: \$250 per golfer (includes lunch)**
- **Sponsorship Opportunities: available**
- **Registration must be completed online** using the link provided in your exhibitor materials.
- You must **log in or create an account** to complete registration.

[Click here to register for golf](#)



Questions about the golf tournament?

Hannah Lorange at hlorance@ncpcm.org



Arrival and Parking

The **Myrtle Beach Convention Center** can be accessed from:

- **Burroughs & Chapin Blvd.**
- **Farlow Street**
- **Oak Street**



Planning to park on setup day? Pre-purchase your parking pass at the Convention Center Service Desk located at the rear of the main hall near the loading dock service Desk, located near the loading dock at the rear of the main hall.



Questions?

If you have any questions, we're here to help. We look forward to seeing you in March in Myrtle Beach!

- **Shannon Cox**

TRADE SHOW DIRECTOR

scox@ncpcm.org



MARCH 3-4, 2027

in

Myrtle Beach, South Carolina