



LANGUAGE IS POWER

Opening Doors to Global Opportunities

FEBRUARY 9-13, 2026

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NABE 2026 Sponsor/Resource Provider Frequently Asked Questions

Where can I get more information about sponsorship, resource provider packages, and advertisement?

The NABE Conference site (nabe-conference.com) has a tab for Sponsor-Exhibit-Advertise that drops down with information on

- [Sponsor packages](#)
- [Resource Provider packages](#)
- [Advertisements](#)

Where can I register?

Go to the [Sponsor and Resource Provider Registration Portal](#) to register as a sponsor, resource provider, or advertiser.

Watch this [video](#) on how to register as well as explanation of other important details for sponsors/resource providers! (See the video description for chapters/timestamps to sections of the video.)

What is the Resource Hall schedule*?

Move-in:

Tuesday 2/10/26

8:00 a.m.
11:00 a.m. – 4:00 p.m.

Early Access Move-In for Sponsors
All Resource Provider/Sponsor Set-Up (*must be complete by 4:00 p.m.*)

Show Hours:

Tuesday 2/10/26

4:30 pm
5:00 p.m. – 7:00 p.m.

Ribbon Cutting Ceremony
Resource Hall Reception

Wednesday 2/11/26

7:00 a.m. – 5:00 p.m.
7:00 a.m. – 8:00 a.m.

Resource Hall Open
Breakfast in the Resource Hall



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	9:50 a.m. – 10:20 a.m. 2:40 p.m. – 3:40 p.m.	Dedicated Time with the Resource Providers Coffee Break in the Resource Hall (staggered)
Thursday 2/12/26	7:00 a.m. – 4:00 p.m. 7:00 a.m. – 8:00 a.m. 9:50 a.m. – 10:20 a.m. 2:40 p.m. – 3:40 p.m.	Resource Hall Open Breakfast in the Resource Hall Dedicated Time with the Resource Providers Coffee Break in the Resource Hall (staggered)
Move-out:		
Thursday 2/12/26	4:00 p.m. – 7:00 p.m.	<i>Must be clear by 7:00 p.m.</i>

**NABE reserves the right to change the schedule as needed.*

What are the important deadlines?

- **June 30, 2025** - Presentation Proposal Deadline (for Resource Providers desiring to present a concurrent session; submitted through the [NABE 2026 Presenter Submission Portal](#)) **NOTE: Sponsors do NOT submit presentation proposals that are included in their sponsorship package through this general submission.**
- **September 1, 2025** - Returning 2025 Sponsor/Resource Provider Discount Deadline (Registered and paid in full) - Contact NABE Exhibits Coordinator, Carlene Thomas, via email at exhibitors.nabe@gmail.com or by phone at 512-567-9637 for information on returning sponsor/resource provider discounts)
- **October 31, 2025** - Sponsor Abstract Submission Deadline (submitted through [Sponsor Abstract Proposal Portal](#)) Sponsors must submit the Sponsor Abstract Proposal for their concurrent session(s) included in their [Sponsor package](#) no later than October 31, 2025 in order to accept this included benefit. If registering as sponsors after this date, the Sponsor Abstract Proposal must be completed within 1 week of registration in order to accept the benefit. For sponsors registering after January 3, 2026, concurrent sessions included in the sponsor package will be subject to availability.
- **November 30, 2025** - Early Bird Discount ends for all Sponsor/Resource Provider packages (Registered and paid in full)
- **December 12, 2025** - Company information, logos, and advertisements submitted in the [Sponsor and Resource Provider Registration Portal](#); Registration after this deadline may result in not being included in the Digital Conference Program and the NABE Conference Mobile App.



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- Update the Company Profile (**Required for Sponsors in order to be guaranteed for inclusion in conference signage**)
 - Upload a high resolution logo (PNG, EPS, or SVG Logo File with minimum resolution of 300 DPI)
 - 100 Character tagline for listing
 - 300-word listing copy. This can be a company description or any marketing language you would like displayed to encourage attendees to visit your booth or website. Any links need to be listed here.
- Upload paid advertisements (Sponsors, be sure to note which advertisements are included in your [Sponsor package](#).)
- **December 12, 2025** - Social Media Demo Pre-Recorded Video to be submitted to Carlene Thomas at exhibitors.nabe@gmail.com (Sponsors the demo video is included in all [Sponsor packages](#).)
- **January 10, 2026** - Registration Deadline for all Resource Providers/Sponsors; Use the [Sponsor and Resource Provider Registration Portal](#) to ensure all staff has been assigned to your company's complimentary registrations, including awards luncheon tickets (as applicable)
- **January 10, 2026** - Cancellation Deadline (Must be submitted in writing to exhibitors.nabe@gmail.com)

What are some of the Resource Hall Happenings this year?

Pre-Recorded Social Media Demo Reel

Pre-recorded videos made by sponsors/resource providers will be pushed out by NABE via social media prior to the conference and played on a revolving loop onsite at the conference in the Resource Hall. The purpose of the video is to describe the company's resource(s) or to explain the benefits/features of the resource(s). This is only an add-on for general Resource Providers since Sponsor packages already include at least one Demo Video.

Scavenger Hunt

Participants will be provided with a Scavenger Hunt card upon arrival at the registration counters. The card will indicate ways in which they can participate in activities going on in the Resource Hall as well as how to engage with sponsors and resource providers. All sponsors are included in the scavenger hunt, but resource providers can also be included by purchasing a Resource Provider Spotlight add-on, which



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includes additional signage at their booth. Also, this year, Sponsor and Resource Provider Spotlight names/logos will be printed on the scavenger hunt card. Prizes for the Scavenger Hunt will be from NABE and include NABE swag as well as the grand prize winnings for NABE 2027 registration.

Prize Give-Aways

Any sponsor or resource provider can submit this [Google Form](#) in order to give away a prize in the Resource Hall during the NABE 2026 Conference (minimum \$100 value). Prizes might include gift cards, gift baskets, books, technology, etc., which can be brought to the conference for the winners to take home (or use while in Chicago - no shipping needed). Give-aways will be scheduled and will be conducted and announced at the NABE booth with the sponsor/resource provider present who is giving away the prize. Sponsors/resource providers may choose to select winner(s) from their own Lead Retrieval/name collection, or a NABE collection box with entry cards can be provided as needed. Note that prize give-aways will begin midday on Wednesday, February 11th and continue until the Resource Hall closes on Thursday, February 12th. This will provide enough time for participants to enter the give-aways by visiting participating booths.

Are there additional sponsorship opportunities?

The following sponsorship add-ons are available exclusively to NABE 2026 Sponsors at the Diamond, Platinum, Gold, or Bronze levels. **If a sponsor selects add-ons that bring their total contribution to or above another sponsorship tier, they will be recognized and advertised at that higher sponsorship level in all event signage and promotional materials. However, the benefits received by the sponsor will remain those of the originally purchased sponsorship package.**

Co-Sponsor with NABE

- **Breakfast - Full Conference Day 1 (\$10,000):** Co-Sponsor with NABE the breakfast for all attendees on the first full day of the conference, which will be served in the Resource Hall. Signage of the co-sponsorship will be displayed on site as well as in the conference app.
- **Breakfast - Full Conference Day 2 (\$10,000):** Co-Sponsor with NABE the breakfast for all attendees on the second full day of the conference, which will be served in the Resource Hall. Signage of the co-sponsorship will be displayed on site as well as in the conference app.
- **Afternoon Refreshment Break - Full Conference Day 1 (\$5,000):** Co-Sponsor with NABE the afternoon break for all attendees on the first full day of the conference. Refreshments will be served in the Resource Hall. Signage of the co-sponsorship will be displayed on site as well as in the conference app.



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- **Afternoon Refreshment Break - Full Conference Day 2 (\$5,000):** Co-Sponsor with NABE the afternoon break for all attendees on the second full day of the conference. Refreshments will be served in the Resource Hall. Signage of the co-sponsorship will be displayed on site as well as in the conference app.
- **Shuttle - Hotel to Conference Center (\$2,500):** Co-Sponsor with NABE the shuttle from the hotel to the conference center during both full days of the conference. Signage of the co-sponsorship will be displayed on site as well as in the conference app.

Sponsor

Headshot Station (\$10,000): Sponsor the professional headshot station that will be free to all attendees. It will be set-up in the Resource Hall. Signage of the sponsorship will be displayed on site as well as in the conference app.

Is Lead Retrieval available for purchase?

Yes, Lead Retrieval is included in sponsor packages, but it can be added to resource provider packages or upgraded for sponsors wanting more keys. One week prior to the conference, all sponsors/resource providers who have purchased Lead Retrieval will receive an email with their access keys and all the information needed for set-up. The LeadR app is free to download. At the conference, LeadR can be used to quickly scan participants' badges and enter custom notes to be downloaded after the conference.

What size are the booths and what do they include?

The standard booths are 10' deep x 10' wide and include (1) 6' black draped table, 2 chairs, and a wastebasket. Additional booth space can be added only to [Resource Provider packages](#). See [Sponsor packages](#) for increased booth sizes for some sponsor tiers. Note, there is carpeting in the Resource Hall.

How do I register staff?

Log-in to the [Sponsor and Resource Provider Registration Portal](#). Go to the "Purchase Items" tab on the left side. As you go through the steps of selecting a package and upgrades, you will be prompted to assign your staff. Keep in mind that full conference registrations (Choice packages) include NABE membership.

This year, all sponsor/resource provider packages include full-conference registrations only and no Resource Hall only badges. If not all of the complimentary staff registrations will be used by the



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Sponsor/Resource Provider, they can opt to gift their remaining registrations to a client attendee whose registration will be noted as sponsored by their company/organization.

If additional staff are needed, more Choice package registrations or Resource Hall only badges can be purchased after all complimentary registrations have been assigned.

How can I pay for my registration?

NABE's resource provider and sponsor registration system takes credit cards, or you can pay by check. Please make checks payable to NABE and mail payment (including invoice number) to:

NABE Conference Coordinators Office
P.O. Box 1569
Albany, LA 70711

Where do I ship my materials?

Fern Exposition Services has been selected as the Show Decorator and will be sending an Exhibit Service Manual with this information to all confirmed resource providers. Once the sponsor/resource provider package has been fully paid, Fern will send an invite to their portal, OneView, for purchasing of additional services and shipping labels.

From Fern: Freight must be received at the advance warehouse between January 5, 2026 and February 6, 2026 and cannot arrive at the show site prior to February 10, 2026. Rates include receipt of your freight; delivery to the booth; storage and return of empty crates; and reloading.

Additional Shipping services can be purchased through FedEx at the McCormick Place Convention Center. Information on utilizing their services is forthcoming.

How can I order electricity and internet for my booth?

Information on electricity and internet services in the Resource Hall is forthcoming.



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When will I receive my booth number?

Booth numbers will be assigned by January 2026 and will be accessible in the OneView portal provided by Fern. The Resource Hall Floor Plan is coming soon.

Does NABE have any NABE hashtags or social media accounts that we can use to tag and promote our presence at the conference?

#NABE #NABE2026 #NABE2026Sponsor #NABE2026ResourceProvider
Facebook, Twitter, Instagram handles: @nabeorg

What is the NABE cancellation policy?

Inability by a resource provider/sponsor to attend the show are not grounds for a refund by show management. Cancellation/refund requests must be submitted to the NABE Conference Coordinator's Office (exhibitors.nabe@gmail.com) in writing prior to **January 10, 2026** and will be subject to a 25% (of contract value) processing fee. Refunds will be processed six weeks after the close of the conference. Cancellations received after January 10, 2026 will be given credit towards registration for the following conference year.

What is the conference hotel information?

The conference is taking place at the Hyatt Regency McCormick Place Chicago (2233 S Martin Luther King Dr, Chicago, IL 60616). The conference rate is \$219 per night. The group rate for NABE 2026 is available until sold out. Use this [link to book](#) today!

How can I hear more about the conference and ask additional questions?

Join us for periodic informational sessions for sponsors and resource providers! We will explain detailed conference information and will have time for Q&A. If you miss a session, the recording will be listed below. All sessions will take place at 1:00 p.m. CT and can be accessed via this [Zoom link](#).



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Meeting Dates:

- Monday, September 15, 2025
- Monday, October 6, 2025
- Monday, November 10, 2025
- Monday, December 8, 2025
- Tuesday, January 6, 2026
- Monday, January 26, 2026 (Registered/Paid Sponsors and Resource Providers Only)

Session Recordings:

- [June 6, 2025](#) - Explains all conference information and demonstrates how to register (See the video description for chapters/timestamps to sections of the video.)
- [August 25, 2025](#) - Info session recording

Other questions? Email Carlene Thomas, Exhibits Coordinator, at exhibitors.nabe@gmail.com or call 512-567-9637.