



July Exhibitor Newsletter

Next Newsletter: Week of August 4.

Each month, the primary and secondary booth contacts (if applicable) receive a monthly newsletter with essential information for WEFTEC exhibitors. We encourage you to review and share this information with your colleagues to stay informed.

WEFTEC EXHIBIT BOOTH SUSTAINABILITY AWARD

Exhibit Booth Sustainability Award Application Now Open | Deadline to apply is September 5

WEF is excited to announce that the application for the Booth Sustainability Award is available on the [Exhibitor Resource Center \(ERC\)](#). This award recognizes sustainable booth design, focusing on key areas such as materials and construction, waste management, accessibility, and more. The application is available until September 5, and exhibitors are encouraged to apply and showcase their sustainability efforts. The winner will receive 1 priority point, a commemorative award, and social media recognition. The winner will be announced on Tuesday, September 30, at 9:30 a.m. CT in the Product Launch Theater.

EXHIBITOR APPOINTED CONTRACTOR (EAC) PORTAL

Available Now

An EAC is a third-party contractor exhibitors hire to assist with the booth and must be registered. The [EAC Portal](#) can be accessed by visiting [Exhibiting Information](#) or in the Exhibitor Service Manual on the [ERC](#).

FEATHR CUSTOM GRAPHICS AND INVITES

Available Now

WEF and Feathr have partnered to offer exhibitors (with no outstanding balance) complimentary expo-only client invitations and tailor-made graphics to enhance their visibility at WEFTEC. Exhibitors that are **fully paid** have access to Feathr via the [ERC](#).

UPDATE: REQUIRED INSURANCE – NEW SERVICE PROVIDER

Deadline: **August 29**

All exhibitors **must** submit a Certificate of Insurance (COI). Gallagher has been appointed the official service contractor to manage WEFTEC Exhibitor COIs. Note: this is a change from our June newsletter.

Exhibitors can either

- Email the exhibiting company's COI to: frank_andersen@ajg.com OR
- [Purchase](#) a policy for \$77 from Gallagher

UPCOMING WEBINARS

Save the date for our upcoming webinars. More information will be available under Resources via the [ERC](#).

WEFTEC Show Services Overview - July 9, at 11:00 a.m. ET

Presenter: Craig Gaibler Senior Director, Exhibitor Services and Ken Holsinger, Senior Vice President, Strategy from Freeman for an essential overview designed to help you prepare for a successful WEFTEC.

Registration: https://us06web.zoom.us/webinar/register/WN_Aw-3N667RjSATTFV7Ore4w

Best Practices for Exhibiting Budgeting, Cost Control and Measuring Performance, Value and ROI - July 22, at 2:00 p.m. ET

Presenter: Jefferson Davis of Competitive Edge

Exhibiting is a big investment of time and money. And costs have increased over the last few years. Two important factors every exhibitor needs to address are: 1) Controlling exhibiting costs, and 2) Measuring where you got value and return on investment over time. Plan to attend this all-new webinar to learn practical budgeting, cost control, and measurement techniques.

Registration: <https://attendee.gotowebinar.com/register/1058647626815281498>

Looking Back to Learn & Grow Forward - October 14, at 2:00 p.m. ET

Presenter Jefferson Davis of Competitive Edge

Executing an effective exhibit program is like pulling a massive three link chain: pre-show, at-show and post-show. Most exhibitors do pretty well in the pre- and at-show phases, but the post-show phase is where breakdowns too often occur. The post-show phase is where all the effort you exerted so far hangs in the balance. Plan now to attend this all-new webinar to learn ideas, strategies and best practices to make sure you are doing the right things when the doors close.

Registration: <https://attendee.gotowebinar.com/register/5559452295628077911>

IMPORTANT DEADLINES

July 7

- [New Product Listing](#)

July 8

- [Equipment & Floor Load Capacity Variance Request](#)

July 28

- [Enclosed and Multi-level Booth \(Including Tents\) Variance Request](#)

EXHIBITOR RESOURCE CENTER (ERC)

Please submit any company name updates by **July 16** to ensure they are included in the printed Conference Program.

Please ensure you have bookmarked the 2025 ERC link:

<https://weftec25.exh.mapyourshow.com/>

GROUP BOOTH MOVES & BOOTH SHARES

As of June 1, booth move requests are only accepted for upgrades or downgrades with penalty. Lateral moves cannot be accepted.

WEFTEC 2026 APPLICATION

Opens August 1

Mark your calendar! WEFTEC 2026 Advance Sales applications will open on August 1st and remain open until August 15.

HANGING SIGN REMINDER

As a reminder, only island booths that are 600 square feet or larger are permitted to have hanging signs.

CONTACT US

WEFTEC Exhibit Operations (Booth logistics)

+1.703.684.2443

expoinfo@wef.org

WEFTEC Exhibit Sales (Booth space inquiries)

+1.703.684.2437

WEFTECSales@wef.org

WEF Finance Team (Invoices)

+1.703.684.2427

Payments@wef.org

WEF Member Services (Membership inquiries)

+1.800.666.0206

CSC@wef.org