



Kansas City,
Missouri

2025 Traders Market

NOVEMBER 5-7, 2025



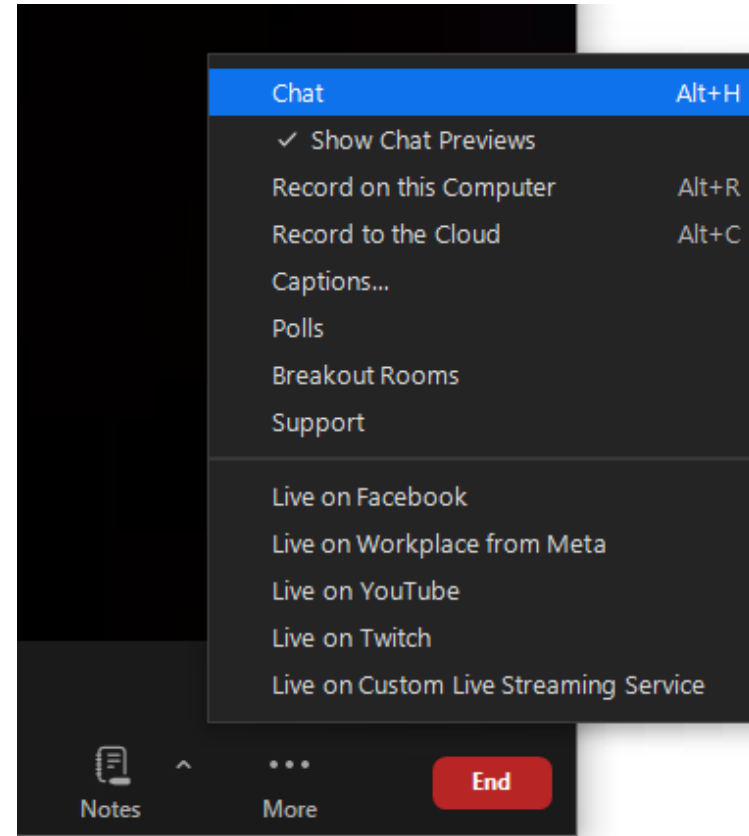
NAWLA Traders Market Webinar #2 – Pre Show Details

Hosted By: Kelsey Kwasniak and Kendall Reynolds

2025
**Traders
Market**

Webinar Housekeeping Tips

- Reminder: all attendees can see our team as panelists, but we cannot see you.
- To ask a question, please type these in the “chat” or “Q&A” function within your Zoom toolbar. We will answer questions at the end of the webinar.
- This webinar is being recorded and will be posted to the Exhibitor Resource page on NAWLA’s Traders Market website.



AGENDA

- Dates/Location
- Registration & Hotel Information
- Schedule
- Networking Central + NAWLA Biergarten
- Service Kit
- Booth Package
- Shipping Details
- Key Service Contacts
- Checklist
- Wi-Fi and Mobile App
- 2026 Space Selection
- Frequently Asked Questions



DATES/LOCATION

- Wednesday, November 5th – Friday, November 7th
- Kansas City Convention Center
 - 301 W 13th St #100, Kansas City, MO 64105
- Schedule of Events [HERE](#)

REGISTRATION DETAILS

- Each 10' x 10' booth receives (1) complimentary registration badge
- The primary contact for your company should have received step by step instructions how to register using your company's complimentary code.
- Please ensure your team is registered using the instructions provided to your primary contact via email.
 - Each individual attending Traders Market MUST register (even the individual who receives the complimentary registration information)
- We highly recommend registering ahead of time to prevent long wait times onsite
- There will be (1) registration desk located outside the Exhibit Hall at the Kansas City Convention Center and (1) registration desk located at the Kansas City Marriott Downtown. If you have questions or need instructions re-sent, email registration@nawla.org

HOUSING & TRAVEL INFORMATION



- The official NAWLA housing deadline has passed
- Hotel booking options and rates are now subject to availability
- Please visit [our website](#) for more information.

SCHEDULE HIGHLIGHTS

- **Wednesday, November 5**

- Board/Committee/10 Group Meetings/YELP Mixer/Chairman's Reception
 - See details directly provided to your group via email
- Welcome Party, Sponsored by Boise Cascade – Open to all Attendees and Exhibitors
 - 5:30pm-7:00pm
 - Marriott Ballroom in the Kansas City Marriott Downtown

SCHEDULE HIGHLIGHTS

- **Thursday, November 6**

- 7:30am-6:00pm: Registration Open
- 8:00am-10:00am: Exhibitor Set-Up
- 8:00am-9:00am: Education Business
- 9:15am-10:00am: **NEW!** Business Meeting Breakfast
 - All Traders Market attendees are welcome to join!
- 10:00am-6:00pm: **NEW!** Tradeshow Floor Open All Day
- 12:00pm-1:00pm: **NEW!** Lunch on Show Floor
- 5:00pm-6:00pm: Show Floor Reception

SCHEDULE HIGHLIGHTS

- **Friday, November 7**
 - 8:00am-11:30am: Registration Open
 - 8:00am-12:00pm: Tradeshow Open (Brunch on Show Floor)
 - 8:00am-12:00pm: Student Program
 - 12:00pm-6:00pm: Exhibitor Move-Out

FRIDAY STUDENT PROGRAM

- Friday, November 7: 9:00-11:30AM
- NAWLA will host college-aged students Friday morning on the Tradeshow floor to network with participating member companies. If you would like to sign-up your company to participate, please reach out to info@nawla.org.

NETWORKING CENTRAL & NAWLA BIERGARTEN

- **Booth 523 – Networking Central, Sponsored by PLMI**
 - Learn more about our Ten Groups!
 - 2026 Booth Sales counter will be open
- **Booth 723 – NAWLA Biergarten, Sponsored by Humboldt**
 - Golf Simulator and Inflatable Axe Throwing
 - All Day Beverages (alcoholic and non-alcoholic)

EXHIBITOR SERVICES KIT

- Exhibitor Service Kit

- You can access the Exhibitor Services Kit by clicking [HERE](#).

- New Users

- If you have not been on the Freeman website before, you will need to create an account with a User ID and Password.

- Returning Users

- If you have already completed this step and you are not able to log in, please contact Freeman at 888.508.5054 or ExhibitorSupport@freemanco.com.

BOOTH PACKAGE DETAILS

- Each 10x10 booth will be set with –
 - 8' high black back drape
 - 3' high black side drape on each side
 - (1) 6'L x 30"H black draped table
 - (2) chairs
 - (1) wastebasket
- The exhibit hall is NOT carpeted. All exhibitors must have flooring to cover the entirety of their booths.
- After 2:00pm on Wednesday, NAWLA will force carpet at the exhibitor's expense on any company that does not have carpet in their booth.
- If you plan to bring your own flooring, please let our team know at exhibits@nawla.org.

SHIPPING DETAILS

- Show Site Shipping Address
 - November 5-Show time
 - Exhibiting Company Name / Booth Number
NAWLA Traders Market 2025
Kansas City Convention Center
C/O Freeman
301 W 13th St
Kansas City, MO 64105
USA

RETURNING SHIPPING DETAILS

- On the last day of the show, Freeman will drop a form at each booth for return shipping.
- No crates or boxes can be returned to your booth until the show closes at 12:00pm.
- If you would prefer to ship smaller boxes via Fedex or UPS, you can do so by hand carrying these items to a local store near the convention center.
- Reminder – any items left on the show floor will be assessed and charged material handling fees by Freeman to the exhibitor.

KEY SERVICE CONTACTS

- Show Management
 - Kendall Reynolds
 - Kelsey Kwasniak
 - exhibits@nawla.org
- General Service Contractor
 - Freeman
 - Phone: 888-508-5054
 - Email: exhibitorsupport@freemanco.com
- Audio/Visual
 - Harvest Productions
 - Email: HMXLivesales@harvestkc.com
 - [AV Order Form](#)
- Catering
 - Aramark
 - Phone: KCCCaremarksales@aramark.com
 - Email: 816-308-9482
- Electrical and Internet
 - Smart City Networks
 - Phone: 888-446-6911
 - [Electrical Order Link](#)
 - [Internet Order Link](#)

EXHIBITOR CHECKLIST

Our High-Level Exhibitor Checklist Can be Found [HERE](#)

- **Registration**
 - [Register your team](#)
 - Exhibitors are provided (1) complimentary badge per 10x10 booth.
- **Hotel Rooms**
 - Once you register your team, you'll receive an email confirmation with our hotel links to book your rooms.
 - Hotel rooms are currently only open based on hotel availability if you contact the hotel directly.
- **Booth Orders**
 - Reminder – your booth comes with pipe and drape, 1 6' table, 2 chairs and a wastebasket.
 - Any additional furniture must be ordered through Freeman's online site. This furniture will be placed in your booth when you arrive for setup by Wednesday, November 5 at 8AM.
 - Reminder – flooring is required. You can order via Freeman's online site or bring your own flooring.
- **Electrical for your Booth**
 - Form in the Freeman Service Kit to place your order for electrical
 - Reminder – no power is included in your booth. Even if you just want a basic plug for your laptop, you must order electrical.
- **Shipping**
 - Don't forget to ship the items you plan to display in your booth to Freeman's Advanced Warehouse to arrive by October 29.
 - Items shipped to the warehouse will be dropped in your booth by the time you arrive on Wednesday, November 5.

WIFI AND MOBILE APP

- Wi-Fi will be available throughout the convention center
 - Network Name: NAWLATM25
 - Password: tradersmarket25
- Download the mobile app, Sponsored by RoyOMartin, to your device by searching 'NAWLA' in your phone's app store
 - The Mobile App will have the most up-to-date schedule, exhibit hall floorplan and more!
 - Already have the mobile app? Access the NAWLA year-round app as well as the 2025 Traders Market app in the 'Events' portion of the app

2026 BOOTH SALES

- Remote Space Selection was held on 10/28 & 10/29 for current exhibitors that completed a 2026 contract
 - Booth confirmations and invoices will be sent in early 2026
- Space can still be secured onsite at Networking Central, Booth 523
 - Complete the [2026 Contract](#) to secure your space
- 2026 Show Dates
 - November 4-6, 2026
 - Anaheim Convention Center – Anaheim, CA

FREQUENTLY ASKED QUESTIONS

- Do I need to have carpet for my booth?
 - **YES** – all exhibitors are required to have carpet for their booth. You may order this via Freeman's online exhibitor service kit. You can also bring your own flooring.
 - Carpet will be forced after 2:00pm on Wednesday, November 5 at the exhibitor's expense.
- Freeman's online site is charging me for furniture – I thought this was included?
 - Yes – all exhibitors receive the following per 10x10 space. This means you do NOT need to place this order as it will be assumed and placed in your booth. If you would like additional furniture, you can do so by purchasing through Freeman's online site or shipping your own furniture.
 - Each 10' x 10' booth will be set with 8' high black back drape, 3' high black side drape, one 6'L x 30"H black draped table, two Limerick® chairs by Herman Miller, and one wastebasket.

FREQUENTLY ASKED QUESTIONS

- Am I required to sign up to exhibit for 2026?
 - No – this is not required, however space does fill up quickly each year so we do recommend sending in your contract to secure your space.
- Exhibitor Move In is on Wednesday and Thursday – do I have to move in on Wednesday?
 - This will depend on the complexity/size of your space. We always recommend giving yourself more time by moving in on Wednesday given the hall opens on Thursday at 10:00AM. If you have a simple setup you can definitely arrive on Thursday morning to quickly setup. If you do NOT have carpet in your space however, NAWLA does reserve the right to force carpet at your expense with Freeman. NAWLA will force carpet after 2:00pm on Wednesday at your company's expense if no flooring is laid or if you have not notified our team in advance that you are bringing your own flooring.

Questions?

2025
**Traders
Market**

Contact Us!

- **Kelsey Kwasniak**

- Exhibits & Sponsorship Manager
 - Phone: (312)-673-5387
 - Email: kkwasniak@nawla.org,
exhibits@nawla.org

- **Kendall Reynolds**

- Exhibits & Sponsorship Coordinator
 - Phone: (312)-673-4723
 - Email: kreynolds@nawla.org,
exhibits@nawla.org