

RetailClub AI FESTIVAL

September 22-24, 2026

EXHIBITOR CHECKLIST

RETAILCLUB AI FESTIVAL 2026

**Please use this checklist as a guide for your exhibit space to ensure you are on track and have all the necessary items for a successful on-site experience.*

REGISTRATION

August 14, 2026

- All passes must be registered. Attendees registered after this date will not be able to participate in the Breakthru program. ***All passes must be registered using the same company name** (uniform spelling, capitalization, spacing, etc).

BRAND ASSETS

July 24, 2026

- Submit/ Confirm Logos with RetailClub (Color, Black, White PNG, and EPS/AI)
**If you have partnered with RetailClub in the past, we have your logos on file. If you are new to RetailClub OR your logos have changed, please submit here: [RetailClub AI Festival Logo Collection Form](#).*
- **Your ALL-WHITE logo (EPS/AI vector format) is required for your canopy topper for those utilizing a RetailClub provided canopy.

EXHIBIT WALL ART (Required for 10x10'S)

August 7, 2026

- Upload Your Art [HERE](#) by August 7, 2026 (or email to sponsorlogistics@retailclub.com)

10x10 Booths

[See 10x10 Art Template Here](#)

*10x10 Tent Walls: You must use the (2) tent walls included, with your custom branding on the interior. *Please note, we do not recommend continuous wall-art, as we are unable to confirm wall placement in advance. While your booth includes one back wall and one side wall, booth layouts are dependent on neighboring exhibit placements, so the side wall may be positioned on either the left or right side once on-site. Final placement will be determined during on-site setup.*

10x20 Booths

[See 10x20 Art Template Here](#)

10x20 Tent Walls: Includes your choice of either: (1) back wall only OR (1) back wall + (2) side walls.

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EXHIBIT ADD-ONS (Optional)

The following items are optional exhibit upgrades to enhance your exhibit space.

See the [Add Ons page of the Sponsor Portal](#) (linked) for additional information.

July 24, 2026

- Flooring Orders Due

August 4, 2026

- Suzanne's Catering Orders Due

August 7, 2026

- Audio Visual Orders Due

**Don't forget to order power in the Exhibitor Form if you are using A/V!*

August 27, 2026

- Liquid Catering Bar Services Orders Due

**No outside alcoholic beverages are permitted, you must go through Liquid Catering.*

August 31, 2026

- AFR Furniture Orders Due

**Requests received after this date are subject to availability.*

September 8, 2026

- Lead Retrieval Orders Due (if you need to order physical devices)

Lead Retrieval lets your team scan attendee badges at your booth via RetailClub's mobile app. It's included in the cost of your booth. Leads sync across your team in real time and can be exported as a CSV for post-event follow-up.

Physical devices are subject to additional fees and utilize third party lead retrieval software.

EXHIBITOR FORM

The following items can be found & ordered in the [Exhibitor Form](#) (linked)

July 31st, 2026

- Power - *Requests received after this date are subject to availability.*
- Dedicated Internet - *Event Wi-Fi will be available. Dedicated internet is only necessary if you plan to run live demos or require a secure connection.*
- Flooring - *Requests received after this date are subject to availability.*
- Labor
- Small/Large Trash Bin

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- Power Strip - Power strips are not automatically included. Order, or bring your own!
- 6' Table - No linen included. Order, or bring your own!
- Black Spandex Linen - Fits on 6' table
- Standard Chair

CODE FOUR CUSTOM BUILD EXHIBITS

If you are using a vendor other than our preferred provider for your custom build, please be sure to review the **Exhibitor Appointed Contractor** section.

June 5, 2026

- Deadline to Request a Custom Build with Code Four

July 10, 2026

- Deadline to finalize structural elements with Code Four

August 14, 2026

- Deadline to request smaller custom elements (ie: hardwall) for those who already have the structure in place (tent) with Code Four

EXHIBITOR APPOINTED CONTRACTORS (OUTSIDE VENDORS)

If you are using a RetailClub preferred vendor, you do NOT need to complete these steps. The following only applies to those working with vendors outside the RetailClub Preferred Vendors List. See the [Appointed Contractors page of the Sponsor Portal](#) (linked) for more information.

June 25, 2026

- EAC Application Due For Custom Builds – further requirements will be provided upon EAC approval.

***Only applies to EACs producing a custom exhibit structure.*

July 7, 2026

- Submit Engineer Stamped Drawings to sponsorlogistics@retailclub.com

***Only applies to EACs producing a custom build exhibit. If you are working with Code Four, they will complete and submit these for you.*

July 31, 2026

- Deadline to Complete all other EAC Applications

** Applies to EACs who are **not** producing a custom-built exhibit structure.*

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August 7, 2026

- Submit EAC Certificate of Insurance

August 14, 2026

- TFF Permits Due (Food & Beverage Vendors only)

**Our team will assess if a TFF is needed, upon completion of your F&B EAC submission*

August 28, 2026

- Last Day to Purchase & Register EAC Passes

SHIPPING

This applies if you are shipping items to the Advanced Warehouse (VERY STRONGLY recommended). Please see the full shipping details [here](#). Each box/item must have a completed [Advanced Shipping Label](#) attached. It is required to submit the [tracking form](#) for each shipment. Shipments will be delivered directly to your booth on the date you noted in the tracking form.

July 27, 2026

Start Date for package receiving at warehouse **Any packages arriving prior to this date will incur early storage fees.*

September 8, 2026

Deadline to receive packages at the warehouse **Shipments that arrive after this date will incur late fees*