

2026 CONVENTION
JANUARY 11-13, 2026
CHARLOTTE CONVENTION CENTER
CHARLOTTE, NORTH CAROLINA



EXHIBIT HALL DATES:

January 11-13, 2026

EXHIBIT PRICING:

10' x 10' Standard (Includes 4 Credentials)	\$2,000
10' x 10' Premium (Includes 6 Credentials)	\$2,500
10' x 20' Bay (Includes 6 Credentials)	\$5,000
10' x 30' Bay (Includes 8 Credentials)	\$7,500
20' x 20' Bay (Includes 12 Credentials)	\$9,500
20' x 30' Bay (Includes 14 Credentials)	\$12,000
30' x 30' Bay (Includes 18 Credentials)	\$14,500
30' x 50' Bay (Includes 22 Credentials)	\$22,500
30' x 60' Bay (Includes 24 Credentials)	\$25,500

Custom booth configurations are available, please contact exhibits@afca.com or call 254.754.9900 for more information.

Additional credentials may be purchased by the exhibitor in advance for \$50 each. Any credential name changes must be made by December 10, 2025. There will be a \$10 fee associated with any credential name changes starting January 1, 2026.

Frequently Asked Questions:

WHEN IS THE EXHIBITOR CHECK-IN & SET-UP?

Friday, January 9th: 8 AM to 6 PM

Saturday, January 10th: 8 AM to 6 PM

FREEMAN leaves AT 5 PM ON JAN. 9 & 10th

All Exhibitors must be Checked-In by 6 PM on Saturday, January 10th.

Sunday, January 11th: 7:00 AM to 8:30 AM

WHAT ARE THE HOURS OF THE EXHIBIT HALL?

Sunday, January 11th: 9 AM to 5 PM

Monday, January 12th: 9 AM to 5:30 PM

Tuesday, January 13th: 9 AM to 12 PM

WHO WILL VISIT MY COMPANY'S BOOTH?

Exhibitors will reach over 7,000 coaches and support personnel from high school to professional ranks in the 3-day convention.

WHAT IS INCLUDED IN MY BOOTH PACKAGE?

A 10' x 10' booth will be set with 8' high red back drape and 3' high red side drape; booths 300 sq ft or less will receive a one-line identification sign (7" x 44"); included # of Exhibit credentials; book within the AFCA Housing Room block; ability to book meeting room space in the hotels outside of show hours, pending AFCA approval. *Included in your booth space fee is compliant liability insurance, provided by Rainprotection Insurance. (Insurance will meet the requirements of the AFCA and Convention Center).*

Tables, chairs, carpet, electrical, Wi-Fi, etc. are NOT included in your booth space fee. If you would like

these items, please order via The Freeman Company Service Kit.

CAN I MOVE MY OWN STUFF INTO MY BOOTH?

Exhibitors may hand carry or cart (non-motorized or mechanical) their booth materials themselves. The Freeman Company offers additional assistance for additional fees.

ARE THERE OTHER BENEFITS AVAILABLE FOR EXHIBITORS?

Additional benefits, such as premium booth placement, social media and digital campaigns, product showcases, as well as signage and branding opportunities are available when you become a sponsor or premier/featured exhibitor. There are several packages available. For more information please contact, **Bobby Staub**, Deputy Director, at 254-754-9900 or bstaub@afca.com

IS A THIRD-PARTY CONTRACTOR ALLOWED?

Yes, if you complete the Exhibitor Appointed Contractors Form.

CAN EXHIBITORS ATTEND THE CONVENTION EDUCATIONAL SESSIONS?

Yes, credential exhibitors may attend any educational sessions, however, booths must have an exhibitor in them during Exhibit Hall hours.

REMINDERS:

1. Common Sense Prevails!
2. Backdrop height is 8ft tall and one sided.
3. Stay in your provided booth space.
4. **Be Kind to One Another**