



SEFAA TRADE SHOW

2026 SEFAA Trade Show Exhibitor Guide & FAQ



www.sefaa.org



2026 SEFAA Trade Show Exhibitor Guide & FAQ

This guide contains everything you need to know as an exhibitor at the 2026 SEFAA Trade Show, from event logistics and exhibitor policies to food & beverage rules, available services, and creative ways to bring this year's GamerCon-inspired theme to life. Use this resource to prepare your booth, engage attendees, and make the most of your trade show experience!

Let's join our
Virtual Planning Session
Tuesday, June 9 at 10:00am

ZOOM LINK



For more information, contact events@sefaa.org

ATTENDANCE OVERVIEW

- 400 - 500 Management attendees
- C-suite executives, Regional Managers, Property Managers, Maintenance Supervisors, Construction Managers, Maintenance Professionals, Leasing Managers

EXHIBITOR PASSES

Transferring

Email events@sefaa.org with name and email of current and new representatives. SEFAA Office must be notified 48 hours prior to event start to prevent double billing.

Additional passes

Booths included two (2) exhibitor passes. The limit is (6) total exhibitors per booth (12 for double booth). If not purchased when selecting booth location preferences \$75.00 each.

SPONSORS INCLUDED PASSES:



PARKING

- Carpooling is encouraged
- The Convention Center has a covered parking garage with a fee of \$20 which will be PAY ON ENTRY. Parking Garage accepts MasterCard, Visa, Discover and American Express (no cash).
- A link will be distributed to all attendees once available to purchase parking prior to arriving at the event.
- The Center is conveniently connected to the parking garage with covered, air-conditioned skywalk, on the 2nd level.

LOAD-IN / LOAD-OUT

Carts & Assistance

- SEFAA and the venue DO NOT have carts or staff available to assist
- The most convenient way to access the Exhibition Floor is through the parking garage. The Center is conveniently connected to the parking garage with covered, air-conditioned skywalk, on the 2nd level.
 - For large/ oversized load in needs larger than a standard elevator, please reach out to events@sefaa.org for further instructions

Additional Services/ Options from SEFAA



GAME BOOK

Attendees are required to visit featured booths to enter for the chance to win cash prizes

- 150.00 per member exhibiting company, \$180.00 per non-member exhibiting company
- Sponsors & Premier Partners are included



ON STAGE RAFFLE

Exclusive to Event Sponsors (not Premier Partners)



LEAD GENERATION

Exhibitors will be able to scan QR Codes on Attendee badges populating a spreadsheet with attendee info, includes the ability to add notes

- Sponsors - included
- Premier Partners (non-sponsoring) - \$150.00 per exhibitor
- Members - \$300.00 per exhibitor
- Non-members - \$500.00 per exhibitor

[REGISTER HERE](#)

Quick Links & EXPO Contact info

Rules, Resources, Services & Orders

Convention Center Exhibitor
Rules & Regulations

EXPO Convention Contractors

F&B - Catering & Alcohol

F&B - Sampling

Electric & Plumbing

Internet

Production - Everlast

Security

Technical Labor





Food & Beverage

There is absolutely NO OUTSIDE FOOD & BEVERAGE allowed at the venue. This includes the following items that are NOT PERMITTED:

- Bottled Water
- Staff Meals - see Concession Cart Below
- Samples & Branded Bite-sized items (e.g., Mints) - see Sampling info below
- Cookies, Popcorn
- Any Alcohol



In-booth Catering & Alcohol

Reach out to catering@ftlauderdalecc.com for most up-to-date menu options and rates

- Serving Alcohol is STRICTLY PROHIBITED. This requires a bartender from the Catering Department.



Concession Cart

There will be a concession cart available outside the Exhibition floor light food and beverage with coffee, lattes, cappuccinos, espresso, cold brews.

This cart will be CASHLESS. Please plan accordingly.

Sampling & Branded Bite-Sized Items

Branded vessels & service-ware e.g. cups, napkins, etc. can be provided to the catering Department for serving.

EXPO Exhibitor Service Department

305-751-1234 | info@expocci.com

- Furniture, Plants, Etc.
- Material Handling, Shipping, Storage, and Labor
- Custom Booth Items
- Order by Tuesday, July 14, for discounted rates

[VIEW WEBSITE](#)

Exclusive Convention Services Contractor

- Any direct shipping requires Material Handling services to be contracted through EXPO Convention Contractors (see pages 22-29)
- Loading Dock - We have limited loading dock bays available for our use. Any use of the loading dock must be coordinated through EXPO in order to manage schedules and vehicles.
- The Local Union claims jurisdiction over the operation of all mechanized material handling equipment and all unloading and reloading from the loading docks. An Exhibitor may move materials from the designated ground unloading area. (see pages 30, 34 & 37)
- Exhibitor is not allowed to use mechanized equipment to move their own freight. (i.e. no forklifts, pallet jacks or etc.). All labor associated with mechanized equipment must be contracted through EXPO Convention Contractors. (see pages 30, 34 & 37)
- Any labor services that may be required beyond what your regular full-time employees can provide, must be rendered by the Union. Labor can be ordered in advance by returning the Labor form, or at show site, at the Service Desk. Proof of full-time employment status may be requested by the Union Steward of any personnel working on your booth. Installation & Dismantling Labor can be contracted through EXPO Convention Contractors (see pages 30, 34 & 37).

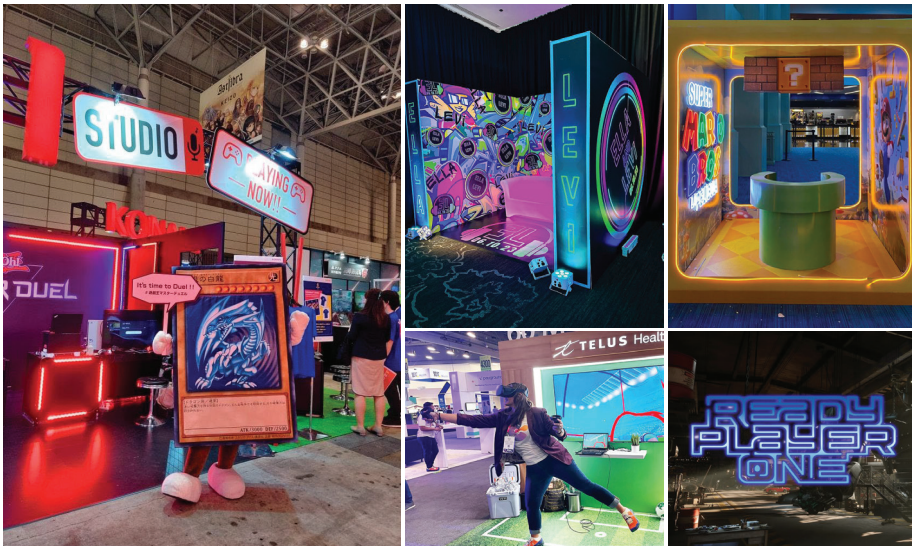
Theme - A Guide for Exhibitors

The 2026 SEFAA Trade Show: GamerCon levels up the traditional trade show experience with an immersive, high-energy gaming atmosphere. The show floor will feature bold, gamer-inspired visuals, interactive booth “quests,” competitive-style activations, and arcade-inspired design elements that spark engagement and friendly competition.

Blending strategic networking with the thrill of gameplay, this year’s theme ensures brands aren’t just seen—they’re experienced.

At GamerCon, it’s not just a trade show—it’s game on.

HOW EXHIBITORS CAN BRING THIS THEME TO LIFE



Design your booth like a Gamer Room:

Booths should feel like immersive gaming environments rather than traditional exhibits. Think bold, high-contrast colors (neon greens, electric blues, vibrant purples), LED lighting accents, and layered graphics that mimic arcade screens, pixel art, or futuristic gaming interfaces.



Thank you!



www.sefaa.org

