

TAA's 2026 TRADE SHOW

Exhibitor's: Know Before You Go!

EVENT DETAILS

Event Date: Wednesday, April 1, 2026

Time: 4:00 pm - 8:00 pm

Venue: Jim Graham Building, NC State Fairgrounds

Address: 4285 Trinity Road, Raleigh, NC 27607



EXHIBITOR MOVE-IN

Wednesday, April 1 between 8 AM and 3 PM. **Booths must be set up by 3:30 PM.** Please bring something to help you transport your items. TAA staff will be using their wagons and rolling carts throughout the day and are unable to loan them out.

EXHIBITOR MOVE-OUT

Wednesday, April 1, between 8 PM and 11 PM. **Do NOT begin dismantling displays or packing product until the show has ended at 8 PM.** The Exhibit Hall must be cleared by 11 PM and all items removed. Removal costs will be charged to the exhibitor. Please make shipping arrangements in advance.

EXHIBITOR CHECK-IN

Name badges will be available for pick up at **Exhibitor Registration**, located in the center of the lobby, between 10 AM – 4 PM on the day of the show. **Each individual company employee representative must pick up his/her own name badge. All exhibitors on the trade show floor will be required to wear their TAA issued name badge beginning at 3 PM.**

VENUE WI-FI

Wireless Name: STATEFAIRVENDOR | Password: F@rm3r\$2026

ADDITIONAL BOOTH ITEMS

Should an exhibitor need additional booth equipment and/or services, it will be the responsibility of the exhibitor to contact **Hollins Exposition Services directly**. The Exhibitor Information Packet from Hollins Exposition Services is on the TAA website. A Hollins representative will be on site at the show. Look for them at their pop up booth next to the stage.

CARE OF BUILDING AND EQUIPMENT

Exhibitors or their agents shall not injure the walls, floors, carpeting or ceilings of the building or parts of the booth piping, draping or tables provided by the decorating company. When any damage appears, the exhibitor is liable to the NC State Fairgrounds Jim Graham Building or Hollins Exposition Services for damages.

ELECTRICITY & EXTENSION CORDS

Exhibitors are responsible for providing their own extension cord(s). You may not be located directly by an outlet, so if you requested electricity, please bring an extension cord. A limited number of extension cords will be available for sale the day of the show, \$29.00 each.

EXHIBITOR LIMITATIONS - Exhibitors may **not** engage in any of the following:

- **Obstruct neighboring booths.** Exhibitors may not install side walls on canopies or place signage, backdrops, or displays in a manner that blocks the visibility of adjacent booths. A reasonable line of sight down each aisle must be maintained. Exhibitors in 20'x20' Island Booths are exempt from this rule.
- **Exceed height or space limitations.** Booth structures, displays, signage, or equipment may not exceed 10 feet in height or extend beyond the assigned booth dimensions without prior written approval from TAA.
- **Encroach on common areas or neighboring booths.** Exhibitors may not place displays, products, mascots, or company representatives outside of their designated booth space.
- **Solicit outside the booth.** Company representatives, brand ambassadors, or mobile products may not roam aisles or common areas to solicit attendees.
- **Play music or amplified sound.**
- **Allow children in the booth.**
- **Have live animals in the booth.**
- **Serve food.** The only exception is the distribution of small, individually wrapped food items (e.g., candy or cookies) as a giveaway intended to be consumed after the trade show.
- **Serve beverages.**
- **Distribute alcohol during show hours, whether for consumption or as a prize/giveaway.**
- **Conduct unsafe or high-risk activities.** Activities that pose a potential safety or insurance risk—including, but not limited to, darts or activities involving sharp, heavy, or airborne objects—are strictly prohibited.

Compliance & Enforcement

Triangle Apartment Association (TAA) reserves the right to enforce these Exhibitor Rules and Regulations at any time during the trade show. Any exhibitor found to be in violation may be required to immediately modify or remove the non-compliant exhibit, display, or activity. Failure to comply may result in the Exhibitor being required to cease the prohibited activity or, if necessary, vacate the exhibit space without refund or liability to TAA. All decisions regarding compliance and enforcement shall be made at TAA's sole discretion and are final.

TRADE SHOW BOOTH CONTEST

Judging will be held for those who requested to participate in the contest. Booths will be judged for Best Overall, Best Use of Theme and Best Costume. Winners will be notified at the show, receive a trophy, and receive a 2027 booth discount.

FOOD & BEVERAGE

- This year's menu includes small bites with a Grab-N-Go design for convenience. Food is included in your booth price and will be set up by 3 PM so that exhibitors may eat prior to the start of the show.
- There will be a bar in **Booth 708** with beer, wine, hard seltzers, and water for purchase. Cash and credit card accepted. Discounted drink tickets will be available from 10 AM – 5 PM for Exhibitors to purchase. Make sure to wear your Exhibitor badge. The bar will be open from 3 PM to 8 PM.

TRADE SHOW MOBILE APP

Utilize the trade show mobile app to increase exposure! Find the exhibitor directory, floor plan, event details, direct messaging, and access to all of the participating attendees. Exhibitors can upload their company logos, website links, and a company description. Exhibiting company point of contacts have been emailed instructions on how to download the app and upload company information. App questions? See TAA staff at Exhibitor Registration.