



NACE EXHIBITOR & SPONSORSHIP PROSPECTUS

NACE 2026

Meet the Decision-Makers Who Build America's Infrastructure

EXHIBIT SHOW- MONDAY/TUESDAY (APRIL 13-14)



NACE 2026 ATTENDEES ARE THE PRIMARY DECISIONMAKERS FOR BUYING AND RECOMMENDING YOUR PRODUCTS OR SERVICES. COUNTIES OWN AND MAINTAIN 46% OF THE NATION'S ROADS AND 40% OF THE NATION'S BRIDGES, MAKING THEM THE SINGLE LARGEST STAKEHOLDER IN LOCAL ROAD AND BRIDGE CONSTRUCTION, REHABILITATION, EXPANSION AND MAINTENANCE. OUR MEMBERS RELY ON NACE FOR INFORMATION ON AND AWARENESS OF THE LATEST INNOVATIONS IN ENGINEERING TECHNOLOGY, BEST PRACTICES, MANAGEMENT SYSTEMS, AND SOFTWARE.

WHY EXHIBIT?

By exhibiting at NACE your company will gain access to county governments, as well as connect with those that would be the principals charged with purchasing your products and services.



10 x 10 Standard Booth \$2,750

- 3 Exhibit Hall Only badges for booth personnel
- Additional Exhibit Hall Only badges- \$100
- 1 Texas Roundup Ticket (Monday Night conference wide event)
- 3' sidewalls/divider curtains and 8' backwalls
- 6' table, 2 chairs
- Listing in NACE Conference Mobile App
- Discounted Full Conference Registrations (Banquet Not Included) \$525

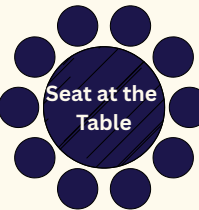
20 x 20 Island Booth \$8,750

- 5 Exhibit Hall Only badges for booth personnel
- Additional Exhibit Hall Only badges- \$100
- 1 Texas Roundup Ticket (Monday Night conference wide event)
- 6' table, 2 chairs (upon request)
- Listing in NACE Conference Mobile App
- Discounted Full Conference Registrations (Banquet Not Included) \$525

10x10 Premium Corner Booth \$4,750 *Only 4 Available*

Meet and Greet Hungry Engineers at your own reserved round table for 8 (next to your booth space). Exhibit Hall includes 3 F&B functions | Table is reserved for your use for ALL Exhibit Hall hours.

- 3 Exhibit Hall Only badges for booth personnel
- Additional Exhibit Hall Only badges- \$100
- 1 Texas Roundup Ticket (Monday Night conference wide event)
- 6' table, 2 chairs (upon request)
- Listing in NACE Conference Mobile App
- Discounted Full Conference Registrations (Banquet Not Included) \$525
- Premium Booths: #425, #524, #525, and #624



YOUR CUSTOMERS & PROSPECTS ARE HERE!

County /Parish
Engineers

Road Supervisors

Public Works Directors

Highway
Commissioners

Transportation
Directors

Highway
Administrators

Highway
Superintendents



All booths are eligible for a 5% discount if booked by COB on January 6.





EXHIBIT DETAILS

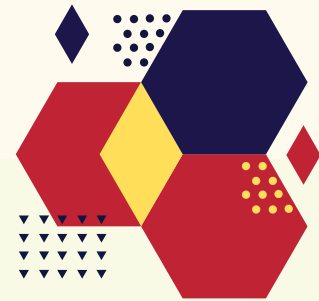


Exhibit Hall Move-In

Sunday, April 12- 3:00-5:30pm
Monday, April 13- 8:00am- 2:30pm

Exhibit Hall Hours

Monday, April 13- 3:30-5:30pm
Tuesday, April 14- 8:00am- 3:00pm *tear
down until 8:00pm

Location

Loews Arlington Hotel & Convention Center
888 Nolan Ryan Expressway, Arlington, 76011
Exhibit Hall is located on Level 3 in the Crystal Ballroom

In the heart of The District, the new Arlington Convention Center and the new Loews Arlington hotel, is connected via a skybridge to Live! by Loews Arlington. Move seamlessly from the Convention Campus to entertainment spots with easy walkability. With its convenient access to attractions, dining, cultural and natural settings, the Arlington Entertainment District delivers a vibrant environment perfect for networking throughout the conference. Just minutes from DFW International Airport, the world's third busiest airport and 22 miles from Dallas Love Field, the Arlington Convention Center provides convenience and luxury for your next event.

Conference Housing

Loews Arlington Hotel & Live! by Loews are the official hotels for NACE.

Room rate: \$249

Housing opens on December 15.

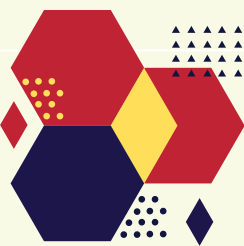
The NACE block will sell out before the cut-off date of March 12 so please plan accordingly.

***All Exhibitors and Sponsors will receive an email from NACE with the link to housing on the day the room block opens.*

What's New for 2026?

NACE is implementing some new components to drive traffic to YOUR company's booth as well as offering some new opportunities for Exhibitors and Sponsors to increase their reach!

- Less conflicts with Technical Sessions. NACE will have a maximum of 5 technical sessions during Exhibit Hall Hours. Additionally, there are 4.5 dedicated Hall Hours with no conflicts.
- NACE will offer lead retrieval through our registration provider, CVENT for an additional cost. *Purchasing lead retrieval will be available in the Exhibitor Portal in January. \$\$\$*
- Pre-show Registration list will be sent to ALL exhibitors the first week of March (after early bird deadline for delegate registrations). A post-show registration list will be sent out one week after the end of the conference.
- Attendees can earn points by clicking through to Exhibitor's social media links, having their badge scanned by Exhibitors (using lead retrieval), and other interactive tasks.
- Innovation Wake-Up Breakfast Sponsorship Opportunity on Wednesday morning. Four 15-minute time slots will be available for showcasing products and services during breakfast. \$\$\$

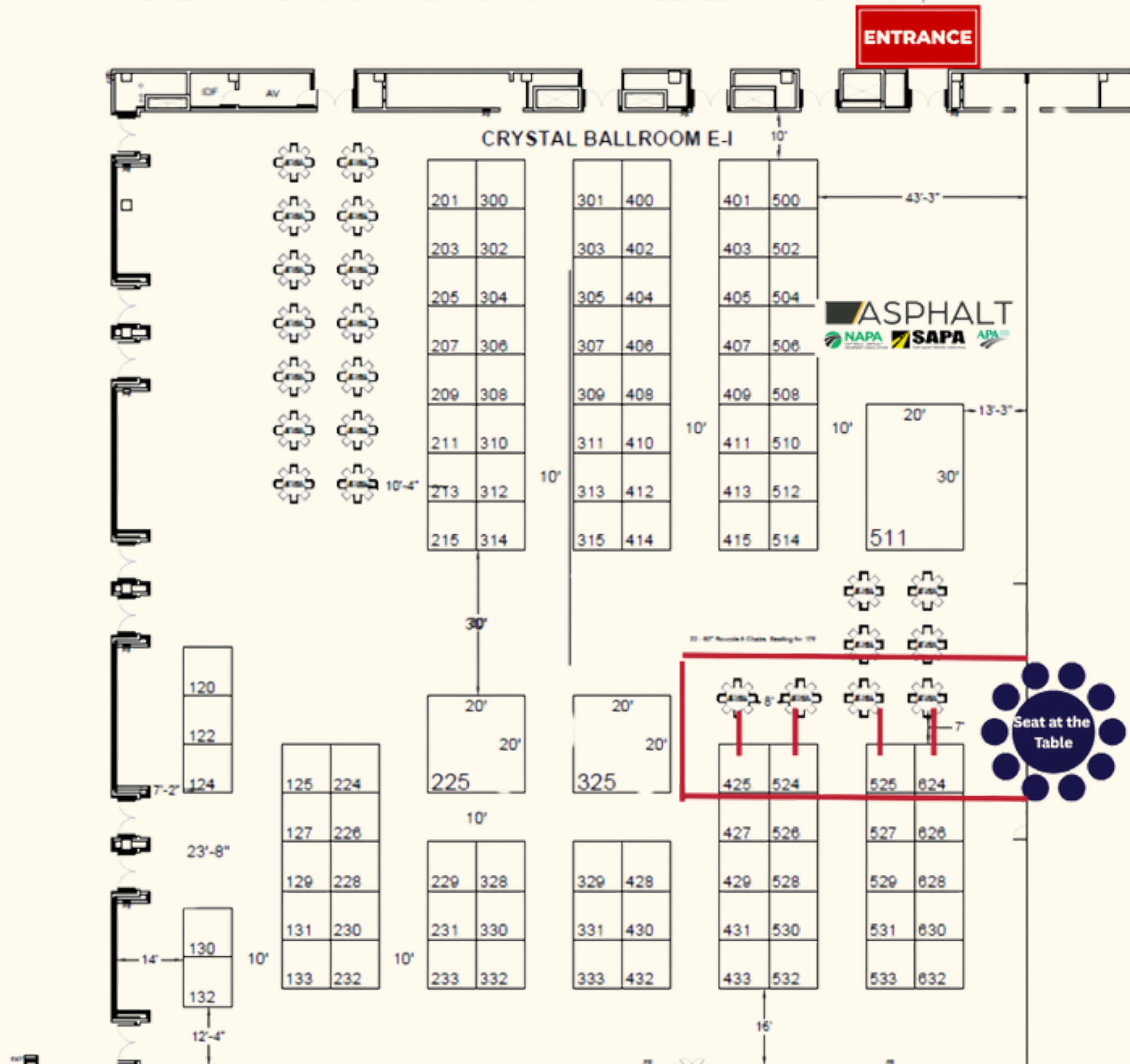


FLOOR PLAN

NACE 2026 ANNUAL CONFERENCE

04/13/26 - 04/14/26

LOEWS ARLINGTON HTL AND CONV CTR - LEVEL 3 - ARLINGTON, TX



The Fine Print

Exhibitor Booth Cancellation & Refund Policy

All cancellations of exhibit space must be submitted in writing to (NACE) via email to registration@countyengineers.org.

On or before January 6, 2026: Exhibitors who cancel in writing on or before this date will receive a refund of their booth fee less a \$200 administrative fee. No refunds for exhibits will be issued for cancellations received after January 6, 2026. No refunds will be granted for no-shows or for booth space that remains unused during the conference.

Booth Sharing: Exhibit booths are assigned to a single exhibiting company and may not be shared with another organization, subsidiary, or partner company. The only exception is when the exhibiting company shares space with its parent company or wholly owned subsidiary, and such arrangement has been approved in advance by NACE. Unauthorized sharing or subletting of booth space may result in removal from the exhibit hall without refund.

Corporate Member Discount: NACE Corporate Members are eligible for a discounted rate on one (1) 10' x 10' booth space. The member discount applies only to the first booth purchased; any additional booths reserved by the same company will be charged at the standard exhibitor rate.

If the Exhibit Show is canceled by NACE due to circumstances beyond its control, exhibitors will receive a full refund of booth fees paid. NACE shall not be liable for any other costs incurred by the exhibitor, including travel or shipping expenses.

SPONSORSHIP

Maximize your reach your reach through
sponsorship

DIAMOND LEVEL

PRICE

Lunch in the Exhibit Hall	\$18,500
Premium Island Booth Package (Drink Ticket Sponsorship)	\$15,000

RUBY LEVEL

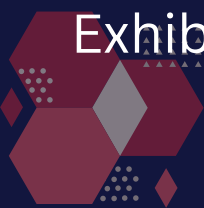
PRICE

Executive Committee Dinner	\$14,000
Sustainable Water Bottles with Logo	\$11,000
Opening General Session Breakfast	\$10,000
Registration	\$10,000
Happy Hour in the Hall (Tuesday)	\$10,000
Cowboys Stadium Happy Hour	\$10,000
Technical Tour	

EMERALD LEVEL

PRICE

Welcome Hospitality on Terrace (Sun Night)	\$8,000
Delegate Luncheon (Mon)	\$7,500
Annual Business Meeting Lunch (Wed)	\$7,500
Lanyards	\$6,000
Wireless for Loews	\$6,000
President's Reception (Wed)	\$6,000
Exhibitor Hospitality Suite Minimum	\$5,000



SPONSORSHIP

EMERALD LEVEL ...CONTINUED

PRICE

Technical Track Sponsorships

\$6,000

Pavement Preservation, Safety & Technology,
Structures & Environment, Unpaved Roads,
Emergency Preparedness, Executive
Leadership & Management

SAPPHIRE LEVEL

PRICE

Board of Directors Breakfast

\$4,500

Water & Ice Tea Stations in Foyer

\$4,500

Delegate Refreshment Break-Mon

\$4,000

Delegate Refreshment Break-Wed

\$4,000

Registration Confirmation Email

\$2,500

AMETHYST LEVEL

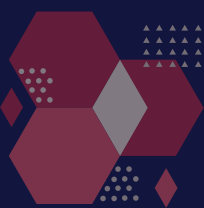
PRICE

Innovation Wake-Up Showcase (15
minute Presentation during Delegate
Breakfast- Wed)

\$2,250 (4 avail)

Know Before You Go Email Banner

\$1,500



SPONSORSHIP

Benefits



Benefit	Presenting \$25,000	Diamond \$15,000+	Ruby \$10,000- 14,999	Emerald \$5-9,999	Sapphire \$2,500- 4999	Amethyst Up to \$2,499
Premium Digital Ad in the Attendee Hub & Mobile App	Yes	Yes	No	No	No	No
Logo on Thank you Sponsor Graphic on website and throughout conference	Yes	Yes	Yes	Yes	Yes	Yes
Banner ad on Attendee Hub	Yes	Yes	Yes	No	No	No
Exhibit Booth	Comp 30x20	Comp 10x20 inline	Comp 10x10	No	No	No
Complimentary Full Registrations (No Banquet)	5	3	2	1	1 Day Registration	1 Day Registration
Registered Attendee List	Upon Request	Upon Request	2 Pre-Show Instead of 1	2 Pre-Show Instead of 1	2 Pre-Show Instead of 1	2 Pre-Show Instead of 1
Ability to book a suite at the Loews	Yes	Pending availability	Pending availability	Pending availability*	No	No
Push Notifications through Mobile App	Up to 3	2	1	1	None	None
Priority Booking (Pre-Sale) for Sleeping Rooms at the Loews (7 days in advance)	Yes	Yes	Yes	No	No	No

Questions?



Schedule a Meeting with Staci- Click [here!](#)



Staci Gunderson
NACE Conference Director
202-255-4379
 Email: staci@countyengineers.org

