



AFP Exhibitor Newsletter #1 – May 2026

AFP 2026 Conference Exhibitor Portal is Now Open and FAQs

Good Morning,

Thank you for exhibiting at AFP 2026 Conference. I'm Kaitlyn Kewley, AFP's Exhibits and Events Manager. I will be your main point of contact for general exhibitor questions. I wanted to share some key information and deadlines with you.

As an exhibitor you will receive newsletters with upcoming deadlines and highlighted information throughout the months up to the conference via email. I have also attached the AFP 2026 FAQs.

Exhibitor Registration Portal

The [exhibitor registration portal](#) is live! The following tasks can be completed in the portal.

- Assign exhibit hall only and full conference badges.
- Purchase and register additional full conference attendees.
- Register exhibit hall-only talent badges.
- Make substitutions.

Exhibitor Registration Rates

Exhibitor Full Conference registrants are granted access to the exhibit hall, educational sessions, keynotes, and the Opening Reception. Full conference registrants also receive the conference bag.

Early Bird - June 26	\$1,449
After June 26 – October 2	\$1,700
After October 2	\$1,874

Exhibit Hall Only registrants are granted access to the exhibit hall and the Opening Reception.

Early Bird – October 2	\$1,300
After October 2	\$1,500

Note: AFP does not provide refunds on any purchased exhibitor registration passes, substitutions are permitted.

Company Information & Logos

To ensure AFP has the most up-to-date Company information and your company logo will display on the Conference website and mobile app, [click here](#) to access the Exhibitor Registration Portal by **Friday, August 28th**.



In the exhibitor registration portal, you can not only register booth staff and purchase additional conference registrations but you can also update the following company information.

- Company Name
- Description
- Web Links
- Social Media Handles
- Service Categories
- Booth Giveaways
- Logo

To upload your company logo for the mobile app and conference website, [click here](#). Your company’s high-resolution logo must be provided in the two formats, details below. If you have already submitted your logo please disregard.

Format Needed for Website:

- High resolution PNG file
 - o This file should be in RGB color, at least 600px wide or tall at 72dpi and have a transparent background.
- Please save your file as: **[Company Name]_Web**

Format Needed for Mobile App:

- Full color JPEG, JPG, PNG or GIF format
 - o This file should be scaled as large as possible to fit proportionally within 300 pixels height X 600 pixels width, without additional buffer space surrounding the outer edges.
 - o This file should be in RGB color at 72dpi.
- Please save your file as: **[Company Name]_Mobile**

Exhibitor Services

The Exhibitor Kit will be sent out in early July. For all Turnkey Exhibitors, you will receive information from T3 Expo early next week. For any other Exhibitor Service-related questions, please reach out to our dedicated T3 Expo point of contact below.

Role	POC	E-mail	Phone
Exhibitors Services/Turnkeys	Carol Deloach Sr. Customer Care Advocate	cdeloach@t3expo.com	214-326-1085
Custom Exhibits	Marie Morganelii Account Manager	mmorganelii@t3expo.com	774-573-9727

General Exhibitor Service Questions	Monica Raposa Sr. Customer Care Advocate	mraposa@t3expo.com	774-338-5105
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Thank you again for your continued support of the AFP Conference. We look forward to seeing you in Las Vegas!

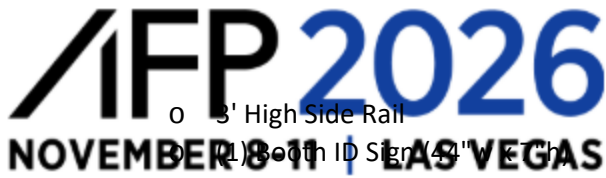
Exhibitor FAQ

General Event Information

- Where and when is the conference?
 - o **Mandalay Bay Convention Center**
3950 Las Vegas Boulevard South
Las Vegas, NV, 89119,
 - o November 8 – 11, 2026
- What are the exhibit hall days and hours?
 - o **Exhibitor Hours**
Sunday, November 8 – 6:00 pm – 7:30 pm
Monday, November 9 – 9:00 am – 5:00 pm
Tuesday, November 10 – 9:00 am – 5:30 pm
- Where can I find the exhibit hall floor plan?
 - o The exhibit hall floor plan is available on the conference website under the Exhibitors & Sponsors section under [Floor Plan](#).

Exhibitor Kit

- When will the Exhibitor Kit be available?
 - o The Exhibitor Kit will be sent out to all exhibitors in early June. Exhibitors will be notified via email once it is live.
- What information is included in the Exhibitor Kit.
 - o The Exhibitor Kit includes booth specifications, exhibitor registration and badge information, shipping and material handling details, move-in and move-out schedules, ordering information for services (electrical, internet, AV, labor), key deadlines, and contact information.
- Should I place orders or ship materials before the Exhibitor Kit is released?
 - o No. Exhibitors are advised to wait until the Exhibitor Kit is released before placing orders or shipping materials, as it contains all official guidelines and vendor information.
- What is included with a standard 10' x 10' Exhibitor booth?
 - o 8' High Back Wall Drape



- o 3' High Side Rail
- o 1) Booth ID Sign (42" x 72" Ch)
- o Show Colors:
 - Drapes – Black
 - Side Rails/Table – Black
 - Aisle Carpet – Tuxedo

- What is included with a Turnkey Exhibitor Booth?
 - o 1 electrical outlet (for monitor)
 - o One 55" monitors (depending on booth size)
 - o Reception counter (5' or 8' depending on booth size) with graphics
 - o Backwall with graphics (provided by exhibitor to T3 Expo)
 - o One 30" bar table and three bar stools
 - o Wastebasket
 - o Standard grey carpet
 - o Pre-show cleaning
 - o Two, four or six (depending on booth size) lead retrieval app licenses
 - o Two, four or eight (depending on booth size) full registrations
- What is **NOT** included with a standard booth?
 - o Furniture (tables, chairs, counters)
 - o Carpet
 - o Electrical
 - o Internet
 - o AV
 - o Cleaning
 - o Lead retrieval
- Is carpet required in my booth?
 - o Yes, all exhibits are required to have carpet or other professional flooring with no concrete floor exposed underneath. If your carpet/flooring is not installed by 12:00 p.m. on Sunday, November 8th carpet will be forced by T3 Expo at the Exhibitor's expense.
- Can I bring outside food and beverages into my booth?
 - o No, all food and beverages must be ordered through the Mandalay Bay Convention Center. More information about F&B catering will be provided closer to July.

Exhibitor Registration & Badges

- When will the Exhibitor Registration Portal be available?
 - o The [Exhibitor Registration Portal](#) is now open. Here are [instructions](#) on how to access the Exhibitor Registration Portal.

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- Who has access to the Exhibitor Registration Portal?
 - The main point of contact listed in the Exhibitor Contract will have access to the Exhibitor Portal. To grant access to additional staff, please email the Exhibitor Team with their details. To log in, use your email as the username and click "Forgot Password" to set a new password.
- How many badges are included with my booth?
 - Badge allotments are determined by booth size and sponsorship level and will be outlined in the Exhibitor Portal.
- Is there an Exhibit Hall Only badge?
 - Yes. Exhibitors may purchase Exhibit Hall Only passes through the Exhibitor Registration Portal.
- How do I register booth staff?
 - Booth staff must be registered through the Exhibitor Registration Portal. Instructions will be provided in the next week.
- Can I make substitutions to exhibitor registrations?

Yes. Substitutions are permitted through the Exhibitor Registration Portal.

Move-In, Move-Out & On-Site Access

- When is exhibitor move-in and move-out?
 - **Exhibitor Move-in**
Thursday, November 5 – 1:00 pm – 5:00 pm (*BOOTHS 401+ NSF AND ABOVE ONLY*)
Friday, November 6 – 8:00 am – 5:00 pm
Saturday, November 7 – 8:00 am – 5:00 pm
Sunday, November 8 – 8:00 am – 2:00 pm (Expo Hall opens at 6:00 pm Sunday, November 8)
 - **Dismantle/Move-out**
Tuesday, November 10 – 5:30 pm – 10:00 pm
Wednesday, November 11 – 8:00 am – 5:00 pm
 - **Carrier Check-in**
Wednesday, November 11 – by 12:00 pm
- Who can access the exhibit hall during install and dismantle?
 - Access during installation and dismantle is limited to registered exhibitors, approved contractors, and individuals with proper wristbands.
- Can I dismantle my booth early?
 - No. Early dismantling is not permitted and may result in penalties.

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Shipping & Material Handling

- Where do I find shipping instructions and labels?
 - Shipping instructions and labels will be available in the Exhibitor Kit. The Advanced Warehouse will start to accept deliveries on or around October 5th.
- Who do I contact with shipping questions?
 - Shipping and material handling questions should be directed at the official service contractor listed in the Exhibitor

Logos, Promotion & Marketing

- How do I upload or update my company logo?
 - Logos can be uploaded [here](#) or through the Exhibitor Registration Portal. If having issues, please see [instructions](#).
- How can I promote my presence at the conference?
 - Exhibitors are encouraged to promote their participation using conference-provided marketing tools and guidelines. More information will be provided in the upcoming months.

Who to Contact

- Who do I contact with questions?

For exhibitor questions, contact Kaitlyn Kewley, Exhibits and Events Manager at exhibiting@financialprofessionals.org

Thank you!

Kaitlyn Kewley
AFP Exhibits and Events Manager