

The NAMA Show 2026

CONVENIENCE
EXPERIENCE
DELIVERED

April 22–24, 2026 | Los Angeles Convention Center | Los Angeles, CA

NEW PRODUCT ZONE THE SHOW'S TOP TRAFFIC DRIVER - NOW FEATURING YOU

Make your newest innovations unmissable. The New Product Zone—puts your products front and center in a high-traffic area and connects attendees to your brand with a single scan. One of the most **cost-effective ways** to increase visibility, generate leads and create sustained engagement before, during and after the show.

HOW IT WORKS

- Feature your new or best-selling product in the **New Product Zone**, a high-visibility showcase located **near the entrance of the Expo Hall**.
- Your product display includes a dedicated **QR code** that links attendees directly to your **Map Your Show app listing**.
- Attendees can instantly **learn more, save your product** and **navigate to your booth**—making it easier than ever to convert interest into traffic.
- The New Product Zone is continuously promoted through **pre-show emails, social media** and a dedicated **section in the mobile app**, driving engagement before, during and after the show.
- Opportunity to earn **"Best of Category"** award and recognition, as chosen by NAMA's Trade Show Advisory Committee.



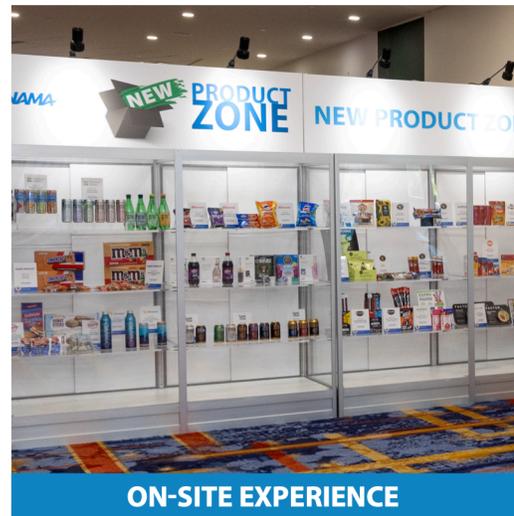
WHAT'S INCLUDED

- **Premium product placement** in the high-traffic New Product Zone near the entrance of the Expo Hall.
- **Custom QR code** linking directly to your Map Your Show product listing.
- **Dedicated product listing** in the New Product Zone section of the app.
- **Pre-show exposure** through NAMA's email and social media promotions.
- **On-site visibility** with prominent signage and attendee flow.
- **Post-show visibility** as attendees return to the app to revisit products.

RATES

- Per Product:**
- **\$995** each for **1–3 products**
 - **\$795** each for **4+ products**

Simple, cost-effective pricing designed to maximize visibility and ROI.

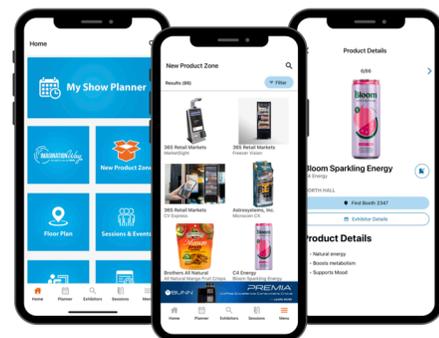


ON-SITE EXPERIENCE

RESERVE YOUR PRODUCT PLACEMENT TODAY

COMPANIES BEGINNING WITH LETTERS A-M
Anthony O'Shea
aoshea@namanow.org
770.432.8410 x109

COMPANIES BEGINNING WITH NUMBERS OR LETTERS N – Z
Katie Burke
kburke@namanow.org
770.432.8410 x156



APP EXPERIENCE