

Exhibit Floor Plan

Dallas Sheraton

Exhibit Dates and Hours

Tuesday, May 4, 2027

11:00 a.m. to 6:00 p.m.

Wednesday, May 5, 2027

10:00 a.m. to 4:00 p.m.

Booth Fee: \$3,695 USD

(before September 12)
10 ft. x 10 ft. space includes 8 ft. back drape, 3 ft. side dividers, and a 7 in. x 44 in. one-line identification sign. All registered exhibitor personnel also receive complimentary access to all food and beverage events hosted by the SVC in the Exhibit Hall. This exhibit area is carpeted so additional flooring in *NOT* required.

Note: Booth fee increases to \$3,895 on September 12, 2026

Booth Set-Up Hours

Monday, May 3, 2027

11:00 a.m. to 6:00 p.m.

Tuesday, May 4, 2027

7:00 a.m. to 9:00 a.m.

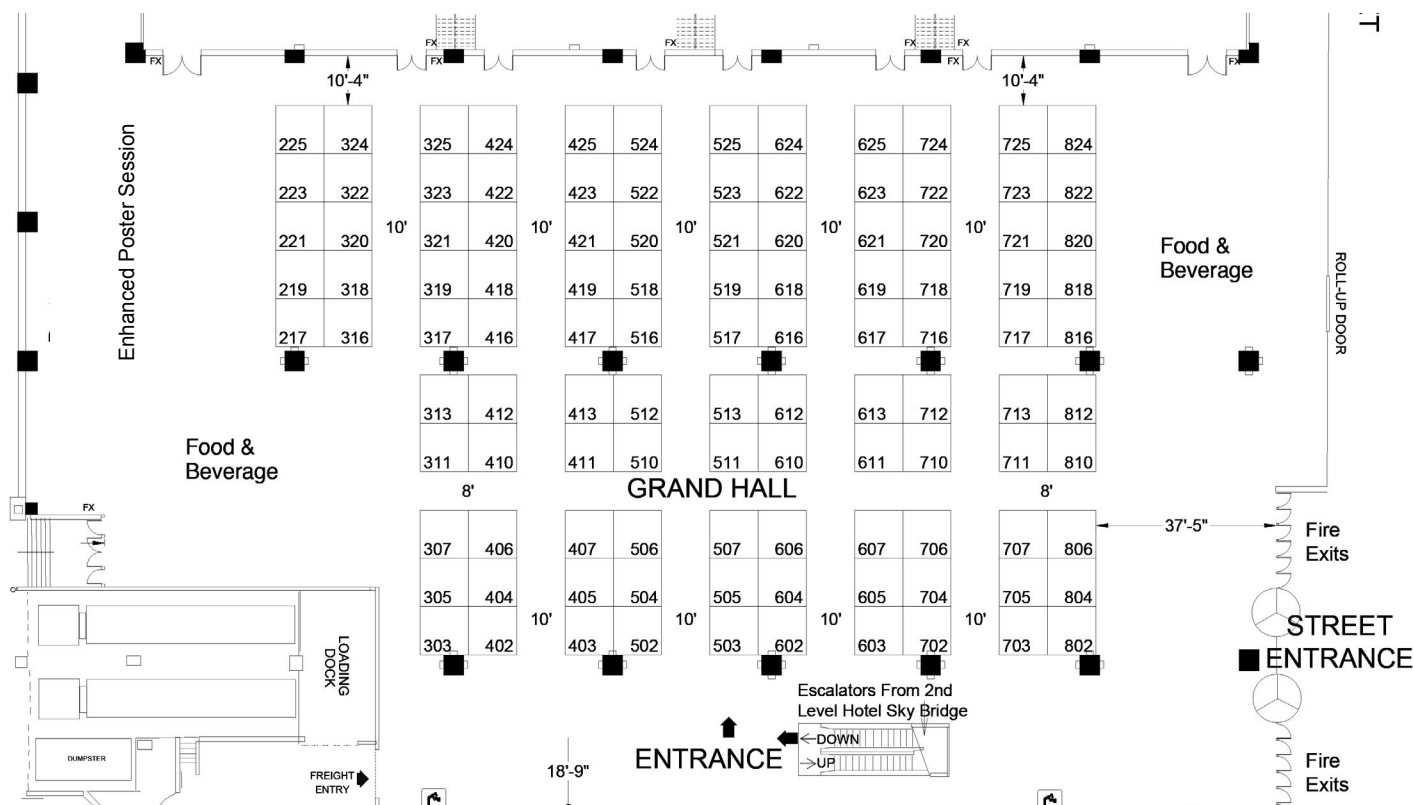
Booth Tear-Down Hours

Wednesday, May 5, 2027

4:00 p.m. to 10:00 p.m.

Thursday, May 6, 2027

7:00 a.m. to 9:00 a.m.



Social Events held in the Exhibition Hall:

- ◆ May 4: 10:00 a.m. **Business to Business Session**
before general admission opening at 11:00 a.m.
- ◆ May 4: 2:00 p.m. **Snacks for Exhibitors and Conference Attendees**
- ◆ May 4: 2:30 - 5:00 p.m. **Enhanced Conference Poster Session and Judging**
- ◆ May 4: 5:00 p.m. **Cocktails for Exhibitors and Conference Attendees**
- ◆ May 5: 9:00 a.m. **General Exhibitor meeting**
(closed to outside admission)
- ◆ May 5: 2:00 p.m. **Beer Blast**
- ◆ May 5: 3:00 p.m. **5K Run/Walk Awards and Poster Session Winners Announcements**

Reserve Your Booth Today!

Business to Business (B2B) from 10:00 a.m. to 11:00 a.m. on Tuesday, May 4th

Coffee will be provided to our exhibitors so they can interact for an hour before the show is opened to general admission

Again for 2027

